

# The Billboard

SIXTY-FIFTH YEAR

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APRIL 20, 1959 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## '59 Album Upsurge Sprouts \$ Volume

Feb. Hike in LP Sales Over '58  
More Than Offsets Singles, EP Sag

By SAM CHASE

NEW YORK—A powerful surge in sale of long-play albums, helped in good part by the boom in stereo, is making it possible for the retail record business to show a healthy gain over a year ago.

Over-all dollar volume for the first eight weeks of 1959 was 4.1 per cent ahead of the same period last year, despite declines in sales of single records and extended play disks.

Just how bright the album picture has been can be seen from the fact that during February alone LP dollar volume ran fully 15 per cent ahead of 1958, while in the first two months of the year albums brought in 15.5 per cent more revenue than a year ago.

**Album \$\$ Build**  
In terms of dollars, albums accounted for about \$10,800,000 in the first four weeks this year against \$10,000,000 in the comparable period a year ago. February normally sees a falling off following the heavy Christmas and post-yule rush, and in February of 1958 retail album sales declined to about \$9,200,000. But this February LP sales leaped forward to \$11,500,000.

Complaints of softness in the singles business are borne out by statistics. These, like all figures quoted herein are derived from a report covering the first eight

weeks of 1959, issued by The Billboard in conjunction with the New York University School of Retailing. These studies, issued every four weeks by private subscription, provide confidential competitive label data as well as over-all industry figures. The research is based upon cash register diaries of all sales kept by a rotating scientific cross-section of the nation's retail record dealers.

### Singles Sales Slip

What happened to the singles market is exactly the reverse of what happened to albums. Where the LP's moved forward in February, singles slid off. During January, some \$5,400,000 of singles moved over the counters, compared with \$5,100,000 a year ago. But this gain was lost in February, when single sales fell to \$4,600,000 whereas in February 1958 they had jumped up to \$5,900,000.

Thus, in February this year, singles sales ran 2 per cent behind the month a year ago. For the first two months, singles dollar volume was 9.1 per cent behind 1958.

Extended play sales have moved consistently, but the direction, unfortunately, has been downward. January sales this year saw a mere \$500,000 of EP's sold by retail dealers, compared with exactly twice that amount in 1958. While sales backed down to \$600,000 in February of 1958, this year they fell off to \$400,000.

A bird's eye view of total retail record sales shows a 4.1 per cent increase over last year's dollar volume in the first eight weeks, while in February alone over-all volume ran 5.1 per cent ahead of 1958. Translated into dollars, \$16,700,000 of retail record business was done in January of 1959 compared with \$16,200,000 last year. In February, sales totaled \$16,500,000 this year, compared with \$15,700,000 in 1958. For the first two months of 1959, total business

## DISKERIES HIT TV JAZZ THEME RECORDING TRAIL

By JUNE BUNDY

NEW YORK — More and more disk companies are jumping on the TV jazz theme - recording wagon in both the regular- and low-priced album field as well as singles.

Latest entries include Stereo Fidelity's new \$2.98 LP, "TV Jazz Themes," featuring Skip Martin and a group of top-flight jazz musicians; Edison-International's "Big Band Jazz Themes" by Keith Williams; Aaron Bell's "77 Sunset Strip" on the low-priced Lion LP label; and Warner Bros.' "TV Themes" album by the Warren Barker and Frank Comstock orks.

Meanwhile, Henry Mancini's "Peter Gunn" album is the No. 1 selling album again on The Billboard's chart after 11 weeks on the list; while Don Ralke's "77 Sunset Strip" package is No. 17 on the same chart. Mancini's "Peter Gunn" is also No. 1 on the best-selling EP chart and rack chart.

On the "Best Buys" singles chart this week are Ralke's "77 Sunset Strip" and "Kookie, Kookie" by Edward Byrnes. Latter disk isn't a jazz waxing, but Byrnes is featured in the TV series "77 Sunset Strip."

Last week Warner Bros. brought out another sim-

(Continued on page 38)

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(Continued on page 4)

## Diners' Org to Woo Dealer Backing for Disk Club Operation

Aims for Nationwide Network;  
10 Labels Reported in Fold

By LEE ZHITO

HOLLYWOOD — The Diners' Club will call on the nation's disk dealers to become major participants in its record club operations.

It will launch an intensive dealer drive by fall aimed at building record retailer power into an integral part of its record club sales plan. It will ask music merchants to throw their full weight behind the disk club's push for mass membership and have them share in the over-all benefits.

### Dealer Pitch

Record club officials refused to comment after several dealers here revealed they had been approached by Diners' to test its plan. The Billboard, however, learned the following details:

1. Diners' Record-of-the-Month Club intends to have a nation-wide disk dealer network in its fold by fall.

2. These stores will serve as record club membership recruitment centers.

3. Dealers will share in the album fulfillment by helping to service those members they brought into the club. (In its dealer pitch, Diners claims store traffic will be substantially boosted when the retailer-recruited membership has to regularly return to the dealer for some of the Club's offerings. This increased store traffic will pay off handsomely by moving more regular merchandise, Diners told dealers here.)

4. Dealers will enjoy a profit on

all club product they supply to members.

5. Other benefits include participation in major consumer advertising campaigns conducted at the local level. These will spotlight those dealers who have joined Diners' record club program. Ads will tout the club and the nearest store where prospective members can join.

It is understood (tho not confirmed at press time) that the record club dealers will be able to participate in the Diners' club credit card system if they so desire. Thus, the dealer will be free to charge disk purchases by card-holding patrons, whether or not these customers belong to the Diners' record club.

### Two-Way Approach

With the addition of the record dealer program, the Diners' disk club will be functioning simultaneously along two avenues. It will operate similarly to the major-label owned clubs by soliciting membership thru national consumer magazine advertising and direct mail pitches and handling album fulfillment via mail deliveries. And, as reported above, it will incorporate the dealer into its operations, cutting him in for a continuing share of the benefits.

Its primary lure to attract dealers to its fold, it is understood, will be that Diners is the sole club operation wherein dealers can enjoy active participation. Pitch will be that the dealer, resigned to the fact that the clubs are here to stay, now can join the club movement instead of fighting it and reap the

(Continued on page 4)

## Stereo Album Boom Factor

NEW YORK—Stereo may well be a major reason for the continuing boom in album sales. During December of 1958, 12.8 per cent of the total dollar volume of album business came from stereo LP's. But in January of this year, the ratio became 21.2 per cent. Traders feel this reflects stereo album purchases by those who bought their stereo phonos during the yule season.

In February, stereo LP's accounted for a healthy 18 per cent of all retail album dollars. It's figured that stereo's share should grow substantially over the balance of the year as new stereo phono sales are made to the friends, neighbors and relatives of the Joneses who pioneered with the initial stereo rigs in their neighborhoods.

## NEWS OF THE WEEK

### Millionaires Rushing Into Glamorous Music Business . . .

Two Canadian millionaires, one Texas millionaire and industrialists from many fields are finding the record-music business inviting for investment and possible profit. . . . Page 4

### Merc Exec Sees Big Japan Trade Hype; U. S. Dictates Disk Hits . . .

Brice Somers, director of Mercury's international division, predicts the greatest growth of the record business over the next decade will be experienced in Japan, Middle Europe and Australia, with Japan a particularly "hot market" for U. S. disks. . . . Page 2

### Majors, Big Indies View "Third Level" of Hitmakers With Concern . . .

Major and big indie record firms and song-

writers alike are seeing the rise of the "unestablished" indie as an important concern in their own scheme of things. "Third level" of hitmakers are taking a bigger share of the profit pie. And these out-of-town hits are making the existence of the Broadway cleftor corps tougher and tougher. . . . Page 2

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## Big Tee-Off For Club Deb

HOLLYWOOD — Approximately \$100,000 in advertising space will be used to launch the Diners' Record-of-the-Month Club. Giant ad campaign will be touched off with the initial announcement in the June issue of the million circulation Diners' magazine.

Disk club will have a front cover announcement, four color back cover plus the first three pages of the magazine, plus editorial coverage. This will be followed with a direct mail campaign and spreads in major national consumer magazines.



MGM Records

A CENTURY OF ACHIEVEMENT  
IN 12 YEARS . . . see page 7



# Left Field Singles Clicks Furrow Industry Brows

## '3d Level' Keys Headaches for Majors, Big Indies, Cleffers

By REN GREVATT

NEW YORK — The question of whence cometh today's single disk clicks is one which is bringing increasing concern not only to major diskeries and what have been called major indies, but to the Broadway corps of songwriters as well.

The nature of the business has become such today that an increas-

ing share of the single market is being occupied by what has been called a "third level" of diskeries, those small companies whose operators have the knack of going into a studio, cutting four sides and coming up with "natural" hit. These operators are hitting from every possible area of "left field" and their success has reached the point where majors and major indies seek them out for the distribution rights to their disks.

The phenomenon of left field operators making hits is not new. The fact is that for some years, bought masters have occupied an important part of the hit production of many of the bigger labels. What's happened is that the producers of these masters now more often than not elect to put the record out themselves on their own label. If it makes a noise, the producer now prefers to retain the identity of his label. Thus, instead of selling a master outright for a certain sum in front against royalties, he'll grant distribution or

sole selling agency rights to a bigger label.

In this way, the larger label, with its superior distribution can more readily assure a hit status for the record, and actually have a share of ownership in it. On the other hand, the producer is identified with his own label and can always take a crack at coming back with a second hit.

Not that the majors and their subsidiaries between them aren't still doing reasonably well. These firms and the well-financed movie-affiliated firms had slightly over 50 per cent of the entries, for example, in the current Hot 100 chart. But on the other hand, in last week's chart, there were 52 labels represented among the 100 entries, and as one wag put it, "How many of these can be majors?"

### New Marketing Pitch

The successful phenomenon of the outlander hit maker has given rise to new and unusual steps in

(Continued on page 52)

# Juke Exemption Hearings Set

WASHINGTON — Hearings on the Celler Bill to end juke box performance royalty exemption will be held here May 20, and May 21, by the Willis (D., La.) Judiciary Subcommittee on Patents and Copyrights.

The witness list has not yet been fined, but Subcommittee Counsel Cyril Brickfield says he is readying a tentative list of invitations to include representatives of American Society of Composers, Authors and Publishers; Automatic Phonograph Manufacturers' Association; Music Operators of America; Music Publishers Protective Association; Broadcast Music Inc.; SESAC; American Book Publishers Association; Authors League of America; American Guild of Authors and Composers (formerly Songwriters' Protective Association); Arthur Fisher, Regis-

(Continued on page 74)

# Merc Brass In New York Huddles

CHICAGO — Mercury's president and treasurer, Irving B. Green and Irwin Steinberg, flew to New York Thursday (16) to lead the planning of the firm's international sales convention scheduled for Madrid for the week beginning June 3.

Joining them at the meetings are Brice Somers, director of the international division, who headquarters in Geneva, and Dr. Leonardo Vidal, South American sales chief.

Focal point of the convention will be discussions on record retailing in the world's markets. The meet is titled "May in Madrid," a carryover from last year's title, "April in Paris."

# SOMERS OFFERS GLOBAL VIEWS

## Merc Exec Sees Big Japan Trade Hype; U. S. Dictates Disk Hits

By BERNI ASBELL

CHICAGO—A bird's-eye view of the world record scene was offered by one of the most widely traveled men in the industry, Brice Somers, director of Mercury's international division, in an interview with The Billboard. Somers, who headquarters in Geneva, has just returned from an eight-week tour of South and East Africa, India, Singapore, Australia, New Zealand and the Philippines, Hong Kong and Japan.

The greatest growth over the next decade, Somers predicted, will be experienced in Japan, Middle Europe and Australia.

Japan, said the Merc "secretary of state," is fast becoming the economic center of the East, given to copying anything and improving it. Their imitative spirit, said Somers, has special meaning for pop and jazz record producers. Ever since Japan lost the war to America, they have assumed that everything America does must be superior. This attitude is so whole hog, that they are casting aside thousands of years of tradition, good ways as well as bad, to make

room for an emulation of American tastes. This, he said, accounts for the fact that more than two-thirds of all records sold in Japan today are of Western origin.

### Japs Like 10-Incher

The 10-inch LP is still a big commodity in Japan, because it offers a greater value for the price than a single, yet does not squeeze the family budget as much as the 12-inch disk. The per capita consumption of disks is still far below that of the United States because the Japanese economy is still tight. While in the U. S. an LP represents about an hour of average wages, in Japan it represents a week of earnings. The average office worker saves for two or three years to build a personal nest egg and,

(Continued on page 74)

# DJ Meet Sets Seminar Topics

NEW YORK — Formula radio, the personality deejay, and the decline of the live commercial are some of the subjects which will be discussed at the forthcoming Second Annual Pop Deejay Programming Seminar in Miami—May 29, 30 and 31.

A special seven-man deejay committee, which met at the Palmer House, in Chicago, April 12 to draw up 10 seminar topics, reports that Harold Fellows, president of the National Association of Broadcasters will deliver convention's keynote address at the opening session, May 29. Veteran publicity man Russell Birdwell will be the jocks' Saturday luncheon speaker.

Seminar topics include "Are Live Commercials Dead?" "What Next, Mr. Music Man? (The Great Abdication Revisited)," "From Deejay to Management It Is Happening," "Too Many Releases?" "Formula Radio—Pro and Con," "Ratings: Do We Live and Die by Them?" "What Is a Personality Today?" "Station Promotion: An Evaluation," "Big Things Happening in Smaller Markets," "Wedding of Music and News."

The special deejay session in

(Continued on page 74)

# Recordrama to Offer Space To Dealers

CHICAGO — Recordrama, a full-scale disk industry promotional show aimed at "Mr. Record Buyer" to be staged at Navy Pier here next November, will offer display space for 65 record dealers, in addition to diskeries, equipment and accessory manufacturers and other elements of the record field expected to exhibit.

Irving Stolar, the man behind Recordrama, disclosed this week that any dealer who wishes to participate can have the minimum space allotment of two booths for \$150, plus \$75 for each additional booth required. This charge will cover the full 10-day tenure of the show, during which time the doors will be open to the public 10 hours a day. He added that "Little Al," prominent Chicago land dealer, had already taken two booths.

Stolar said that cashiers will handle all money transactions to facilitate faster sales activity on the part of the dealers. The Recordrama show organization will take a 10 per cent commission on all disk sales and a 4 per cent take on equipment sales. A special Christmas gift section will be maintained in the area where customers

(Continued on page 74)

# Camden Preps New Material Pitch for Fall

NEW YORK — RCA Camden is moving into high gear on new recording activity. The release of this material is scheduled to begin in the fall and continue thruout the year. Frank O'Donnell, Camden exec, stated the new recordings would cover a broad field, and would include important names in classical, pop, and jazz. Packages will be issued both in monophonic and stereo versions — altho it is known that one of the reasons for the push is the label's desire to dominate the low-priced stereo field.

Chick Crumpacker, a.&c. exec, has already started cutting the new material. O'Donnell stated that each package — rather than being merely a collection of sides — would represent an album concept. This is becoming increasingly necessary as a merchandising factor in supermarkets and outlets where the disks cannot be played, O'Donnell stated.

# British Diskery Sales Show Sharp Decline

WASHINGTON — Britain's record manufacturers had a rough year in 1958, and the recession period for the industry "has accelerated sharply since then," the U. S. Embassy reports from London, in the Commerce Department's Foreign Commerce Weekly.

Manufacturers' sales in 1958 in Britain declined by 2 per cent in value to about 13.8 million pounds, or \$38,640,000 in American; exports were 4 per cent lower at 3.5 million pounds, or \$9,800,000 in American money. Total production in 1958 dropped to 71,455,000 records, compared with 78,285,000 in 1957. Figures for January 1959 show a 21 per cent decline in British manufacturers' sales, Commerce reports.

By way of contrast, Record Industry figures give U. S. manufac-

turers a take of \$175,000,000 in 1958, and retail sales at \$360,000,000.

British record industry blames much of its decline on the murderous 60 per cent sales tax on records. This tax has recently been shaved somewhat to 50 per cent, Commerce spokesmen report.

Recession in the British record industry is also blamed on unemployment and short-time work among teen-agers, "who represent a high percentage of record purchasers," the embassy reports. Another reason for decline in record sales is believed to be the changing pattern of consumer spending due to some relief in tax rates on electrical appliances. The British record industry is working hard to get a substantial reduction in the record sales tax.

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# KYW to Launch New Public Service Segs

CLEVELAND — The Westinghouse Broadcasting's local outlet KYW is launching a new public service program for 1959, tagged "New Horizons," whereby KYW deejays will play an even more active part in community service activities than they did in 1958.

"New Horizons" correlates KYW's previous efforts in six areas — mental health, safety, science, government and history, community self-help and culture. As in 1958, the KYW deejays will function extensively in most of all six areas — emceeing charity shows, hosting amateur talent programs for various local benefits, etc.

However, KYW program director Mark Olds points out that the jocks Finan, Wes Hopkins, Dick Reynolds, and "Big" Wilson, etc.—are also allowed to participate in

off-the-air commercial promotions on their own. Each jock is allowed to make a 20 second pitch for his personal promotions—record hops, stagshows, etc.—twice during his show. Olds also notes that KYW makes a determined effort to provide TV exposure for its radio spinners. Reynolds, Finan, Wilson and Hopkins all have their own video shows on KYW-TV.

One of the most interesting facets (to the music business) of the "New Horizons" operation is its expansion plans for the "KYW Road Show." "Road Show" is an amateur talent troupe of over 100 people, sponsored by KYW, which provides free stagshow entertainment for local hospitals, PTA functions, and other public service-type projects. At least 40 more amateurs will be added to "Road Show" rolls in 1959. "Road Show" is under the direction of 22-year-old Arlene Rae Blank.

In addition to assuming the entire cost of "Road Show" (including transportation, and perk fees) KYW management takes an active interest in the most promising amateurs — helps them contact record companies, etc. For instance, singer Lee Mathews, who has now graduated from "Road Show" to professional night club work, was featured several times on KYW and KYW-TV, and his first record, on the Play label, was plugged liberally by all KYW jocks.

"New Horizons" was introduced to the trade press in New York last week. Speakers include KYW general manager Gordon Davis, Olds. Also in attendance were Westinghouse veepee Dick Paek and KYW public relations director Charles Getz Jr.

# Savoy Sues Fury Over Harrison

NEW YORK — Savoy Records of Newark, N. J., has brought suit in New York Supreme Court against Fury Records. The suit lodges the claim that Fury unlawfully took away from Savoy "the unique and extraordinary services" of one Wilbert Harrison. Harrison's hit, "Kansas City" issued on Fury a few weeks back, is number 71 on The Billboard Hot 100 chart this week.

Savoy claims, as the basis for its suit, that it holds a valid contract with Harrison which was entered into in November, 1954. The suit seeks to restrain and enjoin Fury from utilizing Harrison's services in the making of records for the duration of the Savoy contract period. It also seeks to enjoin the defendant from pressing, manufacturing and selling recordings in which Harrison's voice is used. An accounting is sought of [\(Continued on page 80\)](#)

# Jubilee Debts New 'Dollar Discount Plan'

NEW YORK — Jubilee Records is extending its "Save a Stereo" plan, under which a customer can buy a Jubilee stereo set for \$1 with every Jubilee stereo purchased at \$5.98, to include its \$3.98 monaural LP's. Starting this week, a customer can get a Jubilee monaural or stereo album for \$1 with every \$3.98 monaural or \$5.98 stereo album he purchases. The sale will extend thru May 31.

According to Jerry Blaine, president of Jubilee, the "Save a Stereo" sale has been responsible for greatly increased sales of the label's stereo sets. Now that the program includes both stereo and monaural sets it is now called the "Dollar Discount Plan." The plan still offers, according to Blaine, the same full mark-up for dealers.

# Bowen Pkge. Sales 1/2 Mil

NEW YORK — The Hill Bowen RCA Camden packages have reached the 500,000 sales mark, according to Frank O'Donnell, Camden exec, who notes that on the basis of his American success the Britisher has signed a long-term pact with the BBC. Among the conductor-arranger's packages are "Gigi," "Music Man," "Red-head" and "Standards in Stereo."

# STEREO SINGLES BUILD FAST ON NEW YORK JUKEBOXES

NEW YORK — This week's Coin Machine section carries a story on the rapid spread of stereo singles on juke boxes in New York. Apparently the obstacles of placing speakers and the number of stereo singles to make stereo worth while are no longer hindrances.

It is estimated that there are between 1,000 to 1,500 stereo boxes currently in operation in New York. Chief problem now is getting the singles from the 60 plus labels who are now producing stereo disks.

It is presently felt by most operators that stereo records generally account for increased play on boxes, especially those which emphasize sound separation. The installation costs of stereo players, the article points out, is only slightly higher than for monaural equipment.

# One-Stop Truck Service Builds

CHICAGO — The most recent innovation in one-stop merchandising in this city is the introduction of trucks, serviced by driver-salesmen who work heavily populated areas. These mobile units carry inventory and service retailers directly.

George Freeman, owner of Northern One-Stop in Cleveland and also operator of a Columbus, O., one-stop, informed The Billboard that he soon intends to enter the new truck practice. He [\(Continued on page 80\)](#)

# Exhorts Dealers to Self-Promotion

SYRACUSE, N. Y. — "We have come face to face with the responsibility of paddling our own canoe, making our own decisions, establishing a code of ethics and good practices within the industry and changing some of the damning trends besetting us as small businessmen," Charles L. Simmons, prexy of the Society of Record Dealers of America, told the Northern New York Record Dealers Association here at a meeting Wednesday (15).

Simmons flew in from his Dallas headquarters to outline to the

# Pubber Politics Irk Top Cleffers

NEW YORK — Publisher members of the ASCAP board met last week and gave the nod for the presidential nomination to Stanley Adams, who last served three consecutive terms, from 1953 to 1956.

The publishers' move caused considerable irritation among highly placed writer members of the Society. One pointed out that Adams' candidacy was supported by Herman Starr, chief of the Warners music interest; and that Starr had indicated that many writers were in favor of Adams.

"What upsets us," this writer declared, "is that Starr spoke for the writers before the writer wing of the board had met."

The writer wing of the board is scheduled to meet on April 27, one day before the board elects a president.

It was learned that Starr has also advocated that retiring president Paul Cunningham be made a public relations executive and be paid a salary. This, too, has caused agitation among some members—all of whom think the highest of Cunningham but feel this is not the best way for the Society to avail itself of his services.

It was pointed out, for instance, that Jack Yellen, when he became aware that the juke box problem would require years of effort, sought a change in the ASCAP by-laws whereby the president could serve beyond three successive years. Had such a change been accomplished, Cunningham could have remained in the presidency to continue his work on the juke box problem.

The change suggested by Yellen did not cut much ice with Starr, and those who supported the Yellen proposal now feel Starr wishes to upset another ASCAP tradition

whereby nobody but the president receives a salary.

Others pointed out they had nothing against Adams personally, but they protested against what they consider a "cut and dried nomination." Adams, incidentally had been employed by the Warners music interests following his tenure as ASCAP president in 1956.

Another commented: "They talk of The Powerhouse" in ASCAP affairs. . . . Maybe those who make those charges are right after all."

# Merc Makes Switches in Promo Staff

CHICAGO — Numerous changes in the promo staff of Mercury Records were announced by Kenny Myers, director of advertising and promotion.

Dorothy Deere moves into Mero headquarters on a full-time basis to coordinate press and artist relations. Formerly she handled publicity assignments out of the office of the label's ad agency, John W. Shaw, Inc. Her artist relations duties are inherited from Tommy Schlesinger, veteran disk publicist, who has struck out on his own in the field of artist representation.

Locally, Skip Haynes takes over the field promotion spot recently vacated by Danny Driscoll.

In the New York office, John B. Manbeck takes over promotional responsibility, leaving the post of head librarian at WABC. He replaces Frank Mancini, who transferred to Merc's New York sales staff. Two other promotional appointments announced by Myers are Clark Geartner to cover Florida and Bob Vogel for Pittsburgh.

# Victor Sets Big Push for 'Show Boat'

NEW YORK — RCA Victor's new pop album product includes a Cogi Grant - Howard Keel - Anne Jeffreys "Show Boat" set for a big promotion. Conducted by Henri Rene, this will be supported by consumer mag advertising, ad mats for dealer use, plugging monaural and stereo versions, transcribed spots, etc. Mid-April release also includes a piano package by Del Wood, and a polka package by Louis Basbell.

Of considerable interest to collectors will be a package by 18 top sidemen from the big band era of the 1930's and early '40's. Titled "Live Echoes of the Swinging Bands," this includes Charlie Shavers, Billy Butterfield, Hymie Shertzer, Buck Clayton, Boomie Richman, Peanuts Hucko, Sam Donahue, etc.

Sacred category includes the Princeton Seminary Choir, the package as represented by the group's best performances during the past two years.

# ALL SET FOR A HACK QUIP

HOLLYWOOD — Al Hart, station KEEL (Shreveport, La.) program director - deejay, can quote old saws and make cutting remarks for the rest of his life. After an air quip that the Kingston Trio could use a saw to free itself from the "Tijuana Jail," listeners deluged Hart with a lifer's supply of more than 200 hacksaw blades.

# Marty Faye Gets New WBKB Pact

CHICAGO — TV station WBKB made two moves this week of interest to record promoters.

The station repackaged its controversial interviewer Marty Faye. Faye had been riding on a no-contract basis for some time, leading to speculation that his show, sometimes too hot for comfort, might be dropped. It is aired nightly from 11:30 to 12:30.

Also the station extended the length of Jim Lounsbury's Saturday afternoon "Record Hop." The show features, besides live dancing, appearances by top disk names. It will now stretch from 3:30 to 6 p.m., an hour longer than previously.

# Kenin to Ask 'Canned' Air Music Investigation

TORONTO — The Musicians' Union is going to put the "Big Ear" on American radio.

Herman D. Kenin, president of the American Federation of Musicians, said in an interview here that his union would ask the Federal Communications Commission to look into the amount of "canned" music being used by U. S. stations.

The AFM president was making his first visit here since he took over from James D. Petrillo.

Kenin said the combination of canned music and bootlegged music was making it hard for the union to find work for its 265,000 members.

He cited the difficulties of the musicians as he pointed out that

more than two-thirds of North American hotels have dropped live entertainment.

His idea for the FCC to look into the amount of canned music being used by the radio stations stems from the recent action of the Board of Broadcast Governors of Canada, the regulatory body, which recently set seven stations back on their heels for the amount of canned music used.

He noted the American government sends musicians overseas but fails to sponsor music at home.

The musicians are using their own money to promote music. In Toronto, the union has spent \$362,959 in 10 years for free public music programs.

# RCA Custom Sales Meet

MIAMI — Custom Record Sales division of RCA holds its annual sales meeting at the Fontainebleau Hotel here starting Tuesday (21) and continuing thru Sunday (26). Ralph C. Williams, sales chief, noted that while the meet is primarily a sales conference, personnel would include manufacturing, engineering and service execs. Emmett B. Dunn, manager of the division, will head the 25-man group in attendance.

# Tycoons, Big Business Itch To Climb Vinyl Bandwagon

## Loot Shellout Epidemic Spreads As Disk Glamor Lures Money Bags

By BOB ROLONTZ

NEW YORK — Canadian and Texas millionaires are rushing to fling their hard-earned bundles of loot into the record business, the most glamorous branch of the entertainment business. Every movie company has established a diskery and scores of manufacturers, from textiles to steel, are looking for a way to invest in a record or music publishing firm.

Just this last month two Canadian firms, one United Telefilms, the other Consolidated Frybrook Industries, Inc., started their own record labels in the U. S., Warwick and Tel Records, and Kenco Records, respectively. Jack Wrather, the owner of Muzak and Independent Television Corporation (ITC) has just about concluded his purchase of Mills Music for \$5,000,000 and is now negotiating with Mitch Miller to leave Columbia and take over as head of Mills Music. And if Miller does take

over Mills, can a record label be far behind?

But this is not all. At the present time, a Wall Street combine is bidding for any one of a number of record companies; another combine has bids out for one of a number of large music publishing firms.

The loot that the newcomers are putting into the record business would have been considered nothing short of "fantastic" even a few years ago. Take the movie companies for instance. Warner Bros. and United Artists have easily invested in recordings and personnel

over \$1,000,000 to get their firms started and some say the amount expended is even higher. A while back the Studebaker - Packard firm was ready to purchase two or three record firms for a considerable sum.

What is the attraction of the feverish record-music business to veterans of the movie business, Wall Street, and industry?

**Not Just Glamor**

The easy answer is glamor, but this is superficial. A better answer is the fact that the record business today is the only area of the en-

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## RETAIL PITCH

### Diners' Disk Club Woos Dealer Help

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benefits of its mass appeal to consumers.

Indicative of Diners' desire to leave no stone unturned in its drive for dealer participation is seen in the fact that talks are under way between the club and Irving Stolar, who several weeks ago disclosed plans for a dealer disk club (The Billboard, April 6). The Billboard learned that a Diners' disk club exec will fly to Detroit next week for conferences with Stolar. Diners here remained mum on this latest development but all indications point to serious interest in what Stolar has to offer.

As exclusively revealed by The Billboard (February 16 issue), Diners will launch its Record-of-the-Month Club in June. Initial announcement will be made to the million Diners' Club members in the June issue of the Diners' magazine to be distributed May 23. At that time it will announce its album selections.

As previously reported by The Billboard, the Club will differ from all existing club operations in that it will offer its members a choice of product released by a number of labels rather than limit its album array to one record firm. Disk club membership will be restricted to those who belong to the Diners' Club itself with charges and billing to be handled via its credit card system.

Record club head Bernard Solomon refused to divulge details of

### Westminster's May Releases

NEW YORK — Westminster's May LP schedule includes 13 monophonic and five stereo releases in classical and folk categories. The stereo releases are excerpts from Tchaikovsky's "The Nutcracker" and "Swan Lake," which is also available monophonically, and a volume of Bach organ works.

The monaural sets are "A Gypsy Folk Festival," three instrumental albums of works by Chopin, Liszt and Pachelbel. Choral works include LP's of selections by Brahms, Carissimi, Marcello, Ziani and a volume which couples masses by Des Pres and Palestrina.

The monophonic orchestral selections are "Symphonie Fantastique" by Berlioz, "Opera for Orchestra in Hi-Fi," "Swan Lake" (excerpts), and a coupling of concert for several instruments by Biscogli and Vivaldi.

the club's purchasing methods or to reveal the identity of the labels to be featured in his kick-off release. The Billboard, however, learned that at least 10 record firms have signed contracts with Diners agreeing to supply product while a number of others will be aboard by the time the club starts shipping product.

Record labels already signed (not confirmed by Diners but reliably reported) include Atlantic, Bel Canto, GNP, High Fidelity, Liberty, Monitor, Omega, Period, Westminster, World Pacific, among others. According to reliable sources, the Club's purchase price is approximately equal to that paid by the distributor.

### 'OPERATION GRAVEYARD' NEW S-F SALES PITCH

NEW YORK — Stereo Fidelity Records (Miller International) has launched a new sales merchandising plan, "Operation Graveyard," whereby when dealers and distributors buy 100 Stereo Fidelity albums, they only pay for 75. They receive the other 25 free in exchange for any 12-inch LP—monaural or stereo—regardless of price or label.

At the same time, sales-advertising veepee Joe Martin has introduced a new policy, calling for the release of monophonic versions on the \$1.98 Somerset line only when the exec believes distributors and dealers can get quick turnover on a new release.

"We feel," said Martin, "that it is now time for all manufacturers to stop loading dealers and distributors with monophonic versions of stereo releases just for the sake of getting some quick billing. Dealers and distributors should not be forced to carry double inventories on new LP releases just because it

### Riverside on West Coast

HOLLYWOOD — Ross Russell has opened a West Coast artist and repertoire office for Riverside Records. Russell in the past had his own Dial label and was responsible for some of the earlier diskings of Charlie Parker. At one time Russell was also known as a jazz critic.

### 6 TONIES FOR 'REDHEAD'

NEW YORK—"Redhead," the Broadway musical available in an RCA Victor original cast album, took six "Tony" awards last week. The show won the best musical comedy award of the season and Gwen Verdon and Richard Kiley took the nod for best female and male performances in musical comedy. Leonard Stone was given the featured performer award; Bob Fosse, for choreography, and Reuben Ter-Arutunian for sets.

### Belock Busy On Three Fronts

NEW YORK — Belock Recording Company was making news on three fronts this week, in such widely separated sectors as Times Square, here, Houston, and Spain.

Times Square will be the scene next week of "Peter De Rose Week," as proclaimed by Mayor Wagner, this city. Coincidentally with this occasion, Belock will issue a special Peter De Rose Memorial album. This commemorates the 25th anniversary of De Rose's cleffing of "Deep Purple," one of his more notable hits. Tutti Camarata and his ork are heard in the diskings, along with Milton Cross in a tribute to De Rose and Paul Whiteman, Vincent Lopez and Otto Harbach.

In Spain, Belock engineers were busy recording the soundtrack to the new Mike Todd Jr., pic, "Scent of Mystery." The Belock unit is recording the track on its new 35mm. magnetic film rather than the standard one-quarter inch tape. The sprocket-driven rather than friction-driven film was first used in the firm's recording of "Around the World in 80 Days," and ac-

(Continued on page 40)

### DOT PROMO

## All Out on Kaye Pic Soundtrack

HOLLYWOOD — Dot Records and its parent firm, Paramount Pictures, will throw their combined promotional weight behind Danny Kaye's "Five Pennies" picture and Dot's original soundtrack album. Campaign appears to be one of the most ambitious every attempted on behalf of a single album release. According to Dot Prexy Randy Wood, initial pressing order is pegged at 50,000.

Highlight of the picture and platter push is a nationwide promotional tour by Kaye which will take him to the top 20 markets. Special screenings of the picture will be held for deejays, dealers and press with a reception to be held after the showings to permit guests to meet Kaye. First is scheduled in Los Angeles for April 21 with May 1 set as the New York date.

In addition to Kaye's personal tour, multiple screenings will be held in the 16 remaining markets where Dot's other distributors are located for dealers, deejays and press.

Direct tie-ins will be effected in each city between dealers and the exhibitors showing the film resulting in cross plugging between theaters and disk stores. Special record store windows will plug both the picture and album. Window streamers and point of sale material will hit dealers in the heaviest torrent yet unleashed by Dot.

### Solons Sing Radio Praise

WASHINGTON — While over 55 senators and representatives from 35 different States paid tribute to radio broadcasting last week, the National Association of Broadcasters announced the resignation of their public relations chief, Donald N. Martin. Martin will open his own firm with partners in New York and California.

Whatever arguments have raged during the year over the pros and cons of "Top 40" programming, radio in general has been given a high tribute. Senate Commerce Committee Chairman Warren Magnuson (D., Wash.) says it has too often been taken for granted it is always the voice "that soothes and informs—but always serves."

Other legislators paid tribute to radio for helping to make the American people the "Best informed in the world. It occupies an important place in the education and entertainment of our people," said Rep. Joseph W. Martin Jr., (R., Mass.)

### USIA SHOULD EXPAND EMPHASIS ON MUSIC

WASHINGTON — More emphasis is needed on the music program in the U. S. Information Agency. More musical interchange is needed with the people of Africa, Middle and Far East, and more musical scores should be in overseas USIA libraries. These were among the conclusions reached by the U. S. Advisory Commission on Information in its recent report to Congress on the USIA. The commission credited the agency with performing a very vital job, and said "too much is expected of it—and too soon."

The USIA has been the target of frequent Congressional brickbats for spending money on its program to acquaint other peoples with American ways. The Commission on Information, which is making its 14th report to Congress

since its inception 10 years ago, reminds Congress that the major objectives of USIA are long-term in nature and can't be accomplished overnight. It wants Congress to give USIA career status and more funds to match its "increasingly vital" role.

The Commission finds that Congress has apparently expected the agency to "win the cold war and do it in short order"; to make U. S. foreign policy palatable everywhere; and to present U. S. culture in such a way that it will be "instantly grasped" by people of other countries.

As to music, the Commission advises "a greater and more continuous effort" be made by the agency to use findings of musical specialists in all areas, to

(Continued on page 40)

### Tab Upsurge In LP Sales; Singles Soft

• Continued from page 1

came to \$33,200,000 compared with \$31,900,000 last year.

Looking ahead, the industry hopes for a hardening of the singles market. But regardless of how much singles may bounce back, a significant milestone has been passed. Albums consistently have accounted for a major ratio of total dollar volume. For some time, this has been frozen fairly solidly at two-thirds of all business. But during the second four-week period of 1959, LP's were responsible for fully 70 per cent of all retail record income, a high mark.

This may well be an augury of things to come.

### 'Nervous Set' Score Goes to Frank Music

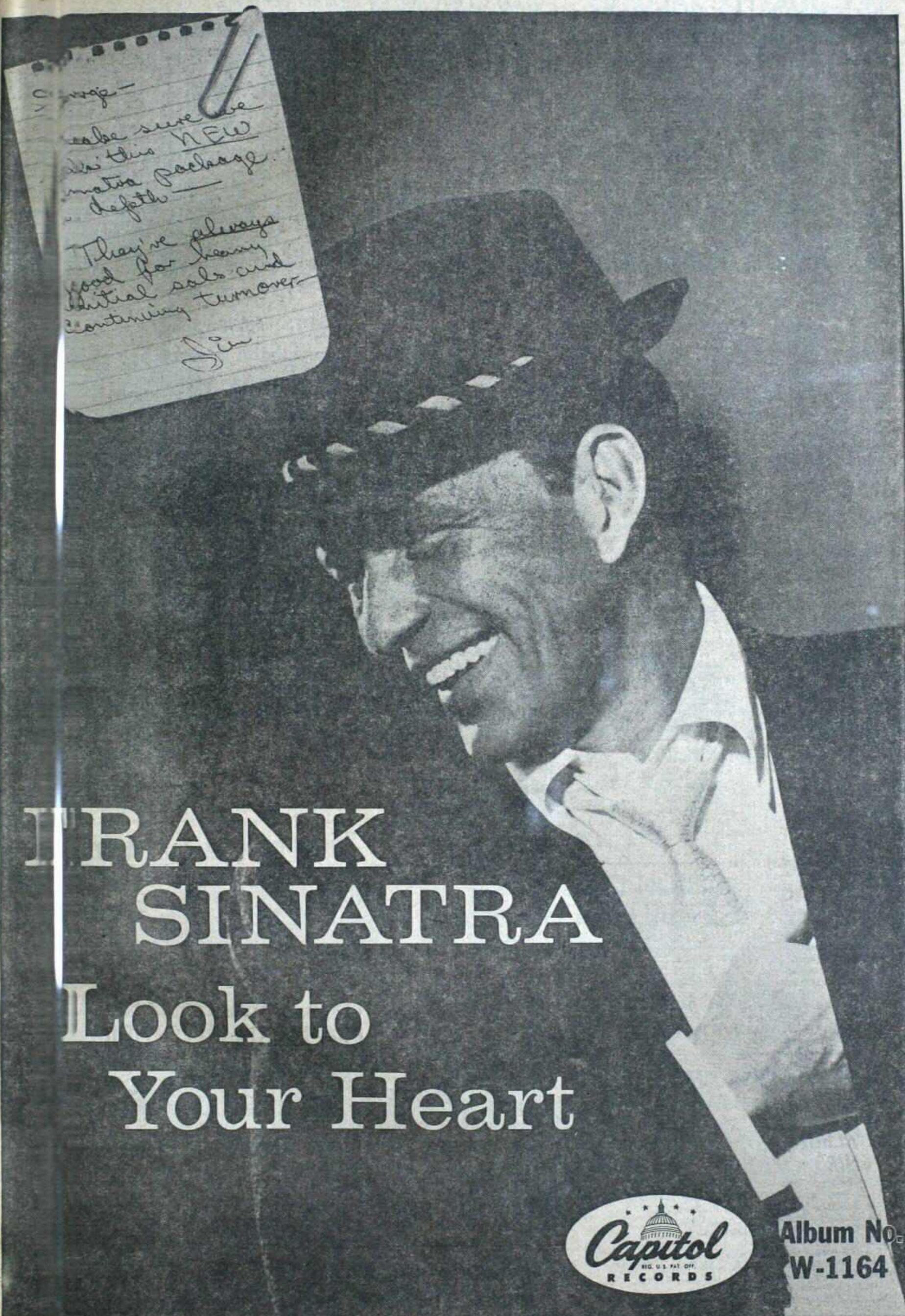
NEW YORK — Frank Music has landed the score to the forthcoming Broadway show about the beatniks, "The Nervous Set." Last week Columbia Records secured the original cast recording rights. The play, which was written by Jay Landesman and Ted Flicker, has a score by Tommy Wolf and Fran Landesman, which consists of about 20 songs. The play with music opened at the Crystal Palace in St. Louis about six weeks ago to rave reviews and sock audiences.

This is one of the first musicals to hit Broadway with a complete

(Continued on page 40)

### FAITH ALBUM SOUVENIRS

NEW YORK — When the ASCAP dinner is held in Washington tonight (20) in honor of the anniversary of co-founder Victor Herbert's birth each guest will receive a Percy Faith album of Herbert tunes. Album was selected by the ASCAP execs as the best representative recording of the melodious Herbert tunes.



Change -  
 make sure we  
 take this **NEW**  
 matrix package  
 depth  
 They've always  
 good for heavy  
 initial sales and  
 continuing turnover  
 Jim

**FRANK  
 SINATRA**  
 Look to  
 Your Heart



Album No.  
**W-1164**

## CKEY-QUALITY SALUTES CANADA DISK INDUSTRY

TORONTO — Quality Records of Canada Ltd. was used as the peg for a day-long salute to the Canadian record industry by radio station CKEY. All broadcasting—from 7 a.m. to 8 p.m.—of the station was done from the east suburban plant of Quality. The plant was also the center of attraction for over 1,000 persons who took advantage of the opportunity to visit the plant to see how records are made.

Each person who made the tour was given gratis the latest LP of Conway Twitty, one of the company's artists presently in the city for p.a.'s.

The broadcasting was set up in the directors' room of the company, with leading Canadian artists—no matter what label they appear on—helping on the tour and making p.a. at the plant.

Among those who went out to the plant were Tommy Ambrose, Pat Riccio, Dallas Harms, Cliff and Jerry, Deep River Boys, Mo Kaufman, Jack Kane, Lou Sneider, Patti Lewis and Barry Nesbitt.

## Red Sox to Host Hub Jazz Fiesta

BOSTON—Fenway Park, home of the Boston Red Sox baseball team, will be host of the first Boston Jazz Festival, August 21 thru 23, it was announced this week by George Wein, operator of Storyville and the Sheraton hotels, co-sponsors of the event. The festival will not interfere with the Sox baseball schedule since the team will be on a two-week Western road trip. A Red Sox spokesman said the organization "was delighted to encourage an activity that will bring thousands of visitors to Boston."

George Wein said that Fenway Park is an ideal location for jazz concerts, since it offers 25,000 seats as close to the stage as they are to the diamond. Wein is vice-president of the Newport Jazz Festival, who employs Wein on an exclusive contract.

The Boston event will be one of three jazz festivals staged by Sheraton and Wein this summer at Toronto, Can., and French Lick, Ind.

The Toronto Festival is scheduled for July 22, thru 25 at the Canadian National Exposition Park. The second, the French Lick Festival, will be held July 30 thru August 2 on the grounds of the French Lick-Sheraton Hotel.

The three programs, according to Wein, will be different, fresh and unconnected, some of the top artists in jazz will be featured in all three. Among those scheduled to appear for the first Boston Jazz Festival are the Four Freshmen, Modern Jazz Quartet, Oscar Peterson, Sarah Vaughan, Thelonious Monk, Duke Ellington and others.

## HOT 100 ADDS FIFTEEN

NEW YORK — This week's Hot 100 chart shows 15 new arrivals. Essentials are:

62. Wang Dang Taffy Apple Tango—Pat Boone, Dot
66. Endlessly—Brook Benton, Mercury
69. A Teenager in Love—Dion & the Belmonts, Laurie
72. Kookie, Kookie (Lend Me Your Comb)—Edward Byrnes with Connie Stevens
75. Goodnight Irene—Billy Williams, Coral
78. I Need Your Lovin' Tonight—Roy Hamilton, Epic
86. Tell Him No—The Jackson Brothers, Atco
88. You're So Fine—The Falcons, Unart
90. Dream Lover—Bobby Darin, Atco
93. A Touch of Pink—Jerry Wallace, Challenge
95. I Waited Too Long—LaVern Baker, Atlantic
97. I Told Myself a Lie—Clyde McPhatter, M-G-M
98. That's All I Want—Bobby Day, Class
99. Two Brothers—David Hill, Kapp
100. Pipe Dreams—Jimmy Beck, Champion

## DAD CONVINCES GALS AT LAST

PHILADELPHIA — Util cleffer Bix Reichner came up with "I Need Your Love Tonight," one side of Presley's latest two-sided click, his teen-age daughters had their doubts about his songwriting talents. The sides were cut last year, but the gals did not believe that Presley had recorded the song, until they heard the disk on the air.

His other song credits include "You Better Go Now," "Teen-Age Prayer" and "Papa Loves Mambo." Despite the success of these numbers, it took the current Presley disk to convince the girls that their dad's abilities should be respected. The Reichner girls, who are avidly following the song's progress on the charts, had Reichner call at The Billboard office last week to correct the spelling of his name, as credited on the "Honor Roll of Hits."

## 'Millions' LP Dot Highlight

HOLLYWOOD — Dot's seven album releases will be highlighted by its "Great Millions" package comprised of 12 million sellers by eight of the label's artists (Pat Boone, Billy Vaughn, Hilltoppers, Francis Craig, Gale Storm, Jim Lowe, Fontaine Sisters and Mills Brothers).

Other releases will feature pianist Muriel Roberts, "The Black Orchid," original Paramount soundtrack, Hollywood Sanctuary Choir, Manny Albam's Orchestra, George Hernandez' Latin aggregation and a Lorraine Geller piano package.

Stereo and monaural versions will be released simultaneously of the movie soundtrack album and the releases featuring the Albam and Hernandez orchestras. Remaining items will be available only in standard single track form.

## Checker Buys Master

CHICAGO — Checker Records has purchased a master from Harvard Records. The sides are "This Broken Heart" and "You Made Me Cry" by the Sonics. The disk will be released nationally on Checker in all areas except New York, where it will remain on Harvard.

## Fat '58 for Danish Firm

COPENHAGEN — The Danish affiliate of the Dutch electrical and electronic firm, Philips Industri og Handels A-S (manufacturers and distributors), which celebrated the 25th year of its founding last year, has made public part of its annual report for 1958.

Gross income from sales—prior to payment of taxes—was \$21,991,860. Net profit was \$1,212,490, and a dividend of 10 per cent was distributed.

While this firm has a large new plant, in Copenhagen, where it manufactures many electrical items, it devotes much of its advertising expenditures to boosting sales of its musical and entertainment products, such as radios, television sets, phonographs, tape recorders, records and kindred items. The annual report lists ad expenditures together with (unspecified) interest—the amount being \$1,923,135.

Its publicity consists largely of liberal use of space in newspapers and popular periodicals. Ads are modern in format but on the conservative side, with emphasis on quality rather than price. It encourages retailers to display its products in their windows. In line with its "quality" policy it gives special care to albums, covers and window displays of classic and operatic platters.

## Vet Music Man Passes

NEW YORK — Vet music man Jack Richmond passed away on April 7. He had operated Jack Richmond Music service over the past few years. His wife, Mrs. Jean Richmond, will carry on the business.

## NIPPON DISKERIES GET BIEM ULTIMATUM

OSAKA, Japan — The long-simmering royalty dispute between the French Bureau International de L'Edition Mecanique (BIEM) and a number of Japanese recording firms has reached the crisis state. BIEM has claimed a rate of 4 per cent a side while the Japanese diskeries believe that a

2 per cent payment is the proper royalty rate.

Recently the dispute found its way into the Japanese Foreign Ministry and the French Embassy here. Now, BIEM has addressed its last notice to the record companies. Mr. G. Kaufmann of BIEM stated in the letter, "If we do not obtain satisfaction within the time allowed, we have decided to consider null and void the contract between BIEM and your Society, and to obtain by all means within our power, compensation for the damages caused thereof."

At an emergency meeting, the Japanese manufacturers failed to agree to pay the 4 per cent rate and decided to attempt further negotiations thru the French Embassy. BIEM is not expected to make the least concession, and threw up the sponges, the Japanese firms would receive no further supply of European matrices, impossible for the diskeries to press the matrices which turn out an average total of 1,500,000 copies monthly. The situation is being seen with considerable gravity in many music circles in this country.

## RADIO REVIEWS

### Avalon Showmanship Needs Ripening

Young Frankie Avalon successfully met a new challenge on the opener of his new ABC-Radio series Saturday (11). The challenge as for any teen-styled pop diskier is simply, after he has sung his current record hit, what else can he do? Avalon demonstrated a pleasant chanting touch—not unlike the sound of Sinatra in his earliest days with Tommy Dorsey's band, with a series of tunes which are currently hits for other artists.

In addition to his own Number One top-selling entry, "Venus," Avalon offered "I'll Wait for You," "Stagger Lee" and "My Happiness." The contrast between his singing style and his attempt at conversational banter, however, was unfortunate. Avalon does not yet have that spontaneity that makes reading a script come thru in a casual, ad lib and listenable fashion.

His intro of and repartee with guest Paul Anka was labored. Anka actually came thru as a more seasoned performer on the dialog end. The show also might have used more than a single song from the guest.

For teens, Avalon has a solid vocal message and it's to be hoped that with a few more airings, he'll loosen up on the talking segs—with the aim of becoming a true emcee and showman rather than just another pop singer. Ren Grevatt.

## CONCERT REVIEWS

### Mahalia Jackson Scores in Hub

Columbia Records artist Mahalia Jackson drew a near-capacity house to Boston's Symphony Hall this week (9) under the sponsorship of Storyville jazz club operator George Wein. The gross was close to \$5,900, with tickets priced at \$2.65, \$3.20 and \$3.75.

Miss Jackson sang a long program of gospel and other religious songs for an enthusiastic audience that clapped its hands and stomped its feet to the rhythms. She went all the way from "The Saints" to brassy numbers and on to honey-toned prayers and swinging hymns and answered three curtain calls with more songs.

## TV REVIEWS

### 'Spring' Tasteful Musical Nostalgia

"Swing into Spring" (CBS-TV, April 10) was a lightly swinging, tasteful hour of musical nostalgia, circa the '30s and early '40s.

Good taste was the keynote thruout the smoothly paced production, which spotlighted host Benny Goodman and his orchestra, Peggy Lee, Ella Fitzgerald, the Hi-Los, Lionel Hampton, Andre Previn, and Shelly Manne.

A flock of great standards were accorded top-drawer vocal and instrumental treatments by the above; while Matt Mattox, Wilma Curley and a talented group of youngsters echoed the buoyant spirit of the music with special choreography, against Rouben Ter-Arutunian's airy effective set designs.

Goodman's young protege, Donna Musgrove, displayed a pleasant personality, but vocally she was out of her class. Ella Fitzgerald and Peggy Lee graciously split top thrushing honors. Both canaries were warmly expressive, with their usual flawless phrasing and rich tonal quality.

Goodman's "Swing into Spring" album, recorded by Columbia, was plugged extensively during the commercials. The LP is available for \$1 thru all Texaco dealers. June Bundy.

## Rodgers to UA Promot'n Slot Plumb Starts Victor Chores

NEW YORK — Lelan Rodgers has been pegged regional promotion manager for United Artists in the Midwest. He will headquarter in Houston. Rodgers is a veteran record promotion man and has had extensive experience in that field in the South and Midwest.

His most recent position was as Southwestern promotion manager for Carlton Records. He was also formerly associated with Decca Records as Southern sales representative and promotion manager and has had experience as a merchandiser and wholesale record distributor.

## Feather Preps Jazz Tome

NEW YORK — Horizon Press will issue "The New Encyclopedia of Jazz," by Leonard Feather, late this year. The well-known critic, commentator and producer of jazz disks and productions has had four other jazz books issued by Horizon, starting with the original "Encyclopedia of Jazz," in 1955.

The new edition will contain several thousand artist biogs, a number of rare illustrations, disk listings, and a brand new section on jazz in stereo.

HOLLYWOOD — Neely Plumb, who last week joined RCA Victor's Hollywood artist-repertoire staff, will concentrate his immediate efforts on delivering a fast-moving single. Plumb's biggest platter plum last year was Sheb Wooley's "Purple People Eater." For the past few years, Plumb has been active as an independent disk producer serving also as an arranger and conductor on a number of his dates. Prior to that, he was music editor for Screen Gems, Columbia Pictures' TV film wing. He was musician-composer - arranger for several motion picture companies including M-G-M, RKO Pictures and Universal.

Plumb will replace Si Rady who resigned his Victor a.&r. post last January. Label's Coast a.&r. staff also includes Dick Pierce and Shorty Rogers. He will report to Bob Yorke, Victor Records' West Coast manager.

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...for dealers  
...for manufacturers  
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IN THE BILLBOARD

*Here's Exciting News for All Dealers!*

*Mercury* **STEREO**  
**SAVE-O-RAMA**

*has been*

**EXTENDED . . .**

*until*

**APRIL 30<sup>th</sup>**

**ONLY 9 GREAT SELLING  
DAYS LEFT!**



**CALL YOUR MERCURY  
DISTRIBUTOR NOW!**

# Teamwork

The Theme of an Open Letter  
from the President of M-G-M Records  
on the Occasion of the company's  
12th Anniversary

*MGM RECORDS*



A DIVISION OF  
LOEW'S INCORPORATED

FROM THE OFFICE OF THE PRESIDENT

1540 BROADWAY  
NEW YORK 36, N. Y.  
JUDSON 2-2000

Dear Friends:

Nineteen-fifty-nine marks our 12th year of activity in the record industry.

Yes, this is our 12th Anniversary year, and as I review the picture our efforts have painted over the period, I find myself searching for the factors that have contributed most to what we, as well as the entire industry, must acknowledge to be a period of exceptional growth and achievement for M-G-M.

I've given a lot of thought to wording a message that would express my own personal—and the company's—appreciation to all who have contributed to our outstanding success story ...a story in the true tradition of American progress.

The more I thought about it, the more I kept coming back to a single over-used-word—and I could find no other that would express my feelings as lucidly.

That word is—TEAMWORK.

And the practical application of the word goes back to the very inception of M-G-M Records a brief dozen years ago.

It's a completely appropriate expression, too, because as I review the functions of the people who make up M-G-M Records—and, more importantly, the aggressive and industrious way in which they perform these functions—the difficulty in trying to single out individuals becomes importantly clear.

The team effort was the big thing—and the team effort will continue to be the big thing in the promising years ahead.

Perhaps this isn't the clever and unique way of doing it, but then, we're not trying to do the unusual. We're simply trying to express to each and every individual who is a part of the M-G-M Records' team, as well as to the record industry, itself—the distributors, one-stops, disk jockeys, operators and retailers...

...our most sincere and heartfelt thanks for your all-important contributions to our success.

Sincerely,

*Arnold Maxin*  
Arnold Maxin  
President

*MGM RECORDS*

A DIVISION OF LOEW'S INCORPORATED  
1540 BROADWAY, NEW YORK 36, N. Y.

EDITORIAL

# The M-G-M Way

Whether it be automobiles, mouse traps or baking soda, it's the product that counts. And it's the same in the record business. Whether it be singles or albums, 78's or 45's—the degree of success of the producer ultimately rests upon what he has brought forth.

M-G-M, in its 12 years of activity, has come forth with a glittering contribution to the art of recorded sound. In the album field it is noteworthy at this moment to point to the propitious timing of the Academy Awards, which singled out M-G-M's "Gigi." The path that led to the award-winning "Gigi" was not accidental—for the label was the pioneer sound-track company of them all, dating from the release years ago of "Till the Clouds Roll By," the track from the film based on the life of the great melodist, Jerome Kern. Many will recall that "Till the Clouds Roll By" was first issued on 78's. And the occasion proved, in that early day, the strong financial potential of film tracks. Many companies have been benefitted by this pioneering, and in this case the pioneer is up with the winners, as "Gigi" demonstrates.

The company's singles path has been similarly star-strewn. The names jump out at one. The span of 12 years is not long as time goes, yet it seems an age in the record business—what with the changing modes and fashions. Hank Williams and the great renaissance of Musical America right up to the modern rock and roll era with Connie Francis. Established artists as Joni James and relative newcomers as Tommy Edwards, Conway Twitty, etc.

The development of such diverse talent in the album and singles field is indicative of several factors apart from the intrinsic quality of the talent. One factor implicit here is merchandising—for without this, even the best talent may fail to get off the ground. Another factor implicit in the M-G-M story is the capacity to change with the times. To repeat: 12 years is a brief span—but rarely has so much happened to an industry in a comparable period. To maintain uniform success at the consumer level during this period reflects the company's flexibility in a.&r. and its merchandising. Interestingly enough, its business approach during the revolutionary years has been a conservative one—and the management has never pursued the more glamorous aspects of the business to the neglect of the more prosaic and mundane functions. M-G-M, for instance, was in the pressing business before releasing a record, and to this day it remains a major in that category.

Development of talent, sound merchandising, conservative business management—these have all played a part in the M-G-M story. Most importantly, these elements have made it possible for the label to mirror American musical taste and progress significantly. Therein lies the touchstone to consumer acceptance.



## M-G-M Teamwork Sets Hot Sales and Promotion Pace

- Creating a product is only one part of keeping a label in a strong competitive position today
- At M-G-M close co-operation between members of their business "family" is considered essential

By BOB ROLONTZ

The year 1958 was the greatest in sales in the 12-year history of M-G-M Records. M-G-M singles and many of the company's albums were all over The Bill-

board charts, and the company was considered one of the "hottest" labels of the year. The fact that so many M-G-M releases became big sellers indicates two things. First, the firm's product was solidly in the commercial groove; secondly, the firm worked out streamlined promotional and merchandising techniques that helped get the product exposed, worked on by distributors and salesmen, and displayed and sold by dealers.

Teamwork and ideas are the two elements employed at M-G-M in both the promotional and merchandising departments. The teamwork exists between the sales department under Charlie Hasin, the promotional department under Sol Handwerker, and the various a.&r. men for the label, including a.&r. chief Ray Ellis, Leroy Holmes, Jimmy Vinneau, c.&w. Jesse Kay in charge of West Coast activities and David Rose in the singles department, and Eddie Heller in pop albums, Leonard Feather in jazz sets and Ed Cole (classical) in albums. They all work under the direction of prexy Arnold Maxin, but have their own areas of authority.

### Keep It Hot

In spite of the fact that M-G-M records was one of the top firms

in the singles field in 1958, the company has not rested on its laurels during 1959, which is indicated by the fact that M-G-M singles are doing well this year too. M-G-M still tests its new *(Continued on page 30)*

## 'BEN HUR' EYES 'GIGI' METHODS

"Gigi" is teaching "Ben Hur" something about the record business.

The multi-million-dollar film epic, "Ben Hur," will be preceded by three recordings featuring its sound-track music. One will be a deluxe two-pocket set recorded directly from the soundtrack. Another will be a single-pocket LP featuring musical highlights from the film. The third will be a low-priced Lion LP.

All three recordings are scheduled for release in October. The picture itself will be released four to six weeks later.

Dealers will recall that music from "Gigi" was also released simultaneously in three different versions—original soundtrack, jazz version and lush instrumental. The film went on to set a record for picking up Academy Awards—nine in all—more than any other film in Hollywood history.

## 1958 Gains Cited by Maxin

- Dollar volume tripled in 1958, prexy says
- Plans to strengthen weak spots in catalog

By REN GREVATT

Resting on a background of solid achievement during its first 16 months of operation, the administration of M-G-M Records looks to a future of numerous interesting new developments.

Listing the changes effected in the company during 1958, prexy Arnold Maxin stated that over-all dollar volume during the period had tripled as a result of new efforts made in both the singles and the album field.

"I feel that we are one of the top labels on singles in the business today," Maxin said. "We've

been able to develop new artists such as Conway Twitty and the Impalas, but more than that we were quite successful in reviving more familiar artist names. One method we adopted with the older artists was to remake their original hits. This we did with Tommy Edwards and his recording of "It's All In the Game," and we did the same thing with other artists like Fran Warren, Johnny Desmond, Eileen Barton and Alan Dale.

### Chicks Make It

"Another interesting thing developed for us. There was a lot of talk last year in the trade about the fact that female artists couldn't get a hit. Yet we were able to do it. Connie Francis scored repeatedly as did Joni James and Jay P. Morgan's first record with us did very well.

"One of the first things we did at M-G-M was to take stock of the album situation. The label has a great catalog and we tried to take advantage of that by re-packaging many of our established sellers to give them new life. We did it with such soundtracks as 'Showboat,' for example. And we set new packages for five David Rose albums, five by Hank Williams and several by George Shearing."

### Movie Ties

The new management of the company has also instituted some unique promotions—such as giving away a single with every album purchased on a special deal last year. Now, according to Maxin, with all the current interest in Maurice Chevalier, the albums by the great French artist in the *(Continued on page 10)*



"We're proud of what we've done in singles—a succession of hits and the development of new artists."



"One of our first moves 14 months ago was taking stock of albums and giving new life to our catalog."



"'Gigi' is over a half million in sales and with nine Academy Awards should go over a million."



"Management has shown interest in our plans and has backed us with a great deal of confidence."

## METRO JAZZ

# How M-G-M Built A New Jazz Line

- First, get an a.&r. man and let him buy talent
- Then give the product the promotion it deserves

By BOB ROLONTZ

When M-G-M Records chief, Arnold Maxin decided that the company should establish a full-fledged jazz line last year, the man he called upon to do the job was Leonard Feather. As one of the pre-eminent American jazz critics for many years, the author of "The Encyclopedia of Jazz" and numerous other books and articles on jazz and jazzmen, Feather brought a long list of credits to the job. Altho Feather has only been in his new post for about six months, the jazz albums being released under the M-G-M Metro Jazz label are selling three times better than any of the jazz albums previously released by the diskery and the line is starting to make a significant dent in a bitterly competitive market.

#### Separate Name

The first thing that Feather demanded for the jazz line was that it be given a separate label name and that it be handled on an independent basis. Prior to his joining the label in the jazz a.&r. capacity, Feather had made a few jazz albums for M-G-M on a freelance basis and discovered that these jazz albums were largely ignored in the promotion of the great number of pop and classical albums that the label was issuing on a regular schedule. Maxin okayed the separate label idea and thus the Metro Jazz label was born. Feather was now the boss of a jazz label without any contract artists and without any releases in the catalog. He decided that he had both a long-range and an immediate job to do. The long-range job was to establish a full-fledged jazz line covering all aspects, from Dixieland to modern. The immediate job was to show the trade and the jazz fan that M-G-M was in the jazz market on a serious basis—in other words, to start out with a splash.

#### Two Factors

For this immediate job he felt two things were necessary—strong names that weren't recording on every jazz label, and original ideas. He signed exclusive one-year pacts with tenorman Sonny Rollins, one of the bright new names on the jazz scene, and pianist Toshiko, a young Miss from Japan, who had also attracted critical acclaim. His first release consisted of "Sonny Rollins With the Big Brass" and Toshiko with a combo of European jazzmen on an album titled "United Notions." The label went on an extensive advertising campaign to sell the Metro Jazz name and the first two LP's.

Then came albums with trombonist Melba Liston, another with Red, Whitey and Blue Mitchell, one with the "Three Jones Boys" (Thad, Hank and Elvin), and an album made at Newport featuring Lem Winchester and Randy Weston. All of these albums were issued in attractive covers and most of them will be available in stereo as well as monaurally.

#### Two Albums Monthly

Now, with the first six months under his belt, and with better-than-satisfactory sales, Feather has some "hot" items planned for the Metro Jazz label. First of all, the schedule calls for two albums a month, or 24 packages over the year. There will be live recordings made at the forthcoming Newport

Jazz Festival, as well as at other outdoor jazz clambakes.

Right now, the label is issuing what Feather believes will be a very strong new jazz set, titled "The Seven Ages of Jazz," the first of a "History of Jazz" series. This set, which will contain two LP's, is in concert form. It was cut at the Oakdale Musical Theater in Wallingford, Conn. It fea-

tures such names as Billie Holiday, Coleman Hawkins, Buck Clayton, Don Elliott, Willie (The Lion) Smith, and Milt Hinton, with Dick Hyman conducting. Feather is the narrator, and it covers folk music, blues, Dixieland, New Orleans, swing, bop and modern jazz. It will retail for \$7.95.

Other albums on the schedule include a vocal set by thrush Helen Merrill, another Sonny Rollins LP, plus a concert package featuring some of the members of the Modern Jazz Quartet, including John Lewis and Percy Heath. Feather worked out a trade with Atlantic Records to use John Lewis and some of the other artists on the record. There will

(Continued on page 32)

## '58 Gains Cited by Maxin

● Continued from page 9

M-G-M fold will be promoted right along with the "Gigi" soundtrack sets. "It's a natural coupling," Maxin said, "in view of the Oscars won by the picture and the fact that Chevalier appeared in it."

Also from the movie angle, the company has attempted to effect tie-ups between the motion picture production wing, and the affiliated music firms on movie songs. An example was "The Mating Game," recorded by Debbie Reynolds. The song was spotted in the otherwise non-musical pic of the same title,

which featured Miss Reynolds. This kind of triple exploitation gives the diskery a profitable property, according to Maxin, and promotes the picture as well.

#### Cover Weak Spots

As to the future, Maxin sees a number of potential developments. "The best way to achieve major status today," Maxin declared, "is to acquire catalog. A company can't possibly make it on its own production efforts exclusively today. To become a contender for major recognition, outside catalog must be acquired to cover the spots where you are

**We're mighty  
proud to be  
a part of this  
family portrait**

Being a member of the big M-G-M family is something worth celebrating—just like M-G-M Records' 12th Anniversary. Why?

Because it means you get the best of everything. You get great artists who know how to get the most out of good material . . . you get top-grade engineering and manufacturing know-how . . . aggressive and far-reaching promotion and merchandising . . . and, then you get the distribution follow-up that gets you seen and heard and shown in all of the right places.

It's no wonder we've all become important members of the record community—it just naturally goes along with being a member of the M-G-M Records' family.



relatively weak. If we could acquire catalog to cover our soft spots in the jazz and classical fields, we could take a great step forward, and that is what we intend to do. Frankly, we are negotiating with several companies right now which will probably lead to our obtaining substantial catalog. These albums would then be repackaged to show the M-G-M label in combination with the former label to insure ready identification.

"Because we acquire other catalogs, it doesn't mean we won't be recording ourselves. We have Leonard Feather as a special producer of jazz albums for us and we are also going ahead with classical production, particularly in Europe. An opera

is being recorded for us in Vienna right now, for example."

**Comments on Clubs**

On the matter of clubs, Maxin also has pronounced views. "I don't say we won't get in the club field. I don't think we are particularly in a position to start our own. But there is a good possibility that we might get into a multi-label club operation. We have discussed it with various others already. But if we did get into the club field, it would be strictly on a dealer participation basis. It would not be mail order. The customer would have to actually go in to his record store to get the merchandise."

With stereo, Maxin sees a bright future indeed. "Certainly there will always be things that

don't really lend themselves to the stereo treatment," he said, "but in my opinion, within two years, virtually everything, singles and albums alike, will be stereo. There's no doubt that stereo is here to stay."

**New Sales Outlets**

"We also see our recently concluded arrangement to sell our Lion label on newsstands thru Dell Publishing Company as a way to add considerable profits to our operation. There has been plenty of interest shown in getting some of our regular price M-G-M albums for distribution on the stands, but we see it as an important outlet for low-price merchandise only."

M-G-M has other interesting

*(Continued on page 20)*

# Aim Longhair Line In New Directions

- Modern composer move termed "successful"
- Label set to explore new paths in stereo

By HOWARD COOK

M-G-M's classical line has achieved a position of distinction since its debut in 1949. In this relatively short period, the line has become known especially for its fostering of works by modern

and contemporary composers and its introduction of promising new artists, as well as for its recordings of standard literature.

One of the reasons for the concentration on modern works was to fill the gap left by other companies. In devoting a large percentage of its classical output to the moderns, the label has also been able to develop a roster of specialized talent. With the current trend to record more contemporary works, the company also has built up an impressive catalog, which makes for an enviable position.

Among the newer talent and composers M-G-M has recorded are Carlos Surinach, Alan Hovhaness, Richard Ellsasser, Arthur Winograd and Anehd and Maro Ajemian.

In recent years, Mr. Hovhaness has started coming into his own as a composer. In addition to the numerous M-G-M recordings of his compositions, several prominent orchestras now feature his works. His "St. Vartan's Symphony" has been one of the label's most successful LP's.

Carlos Surinach, one of Spain's leading contemporary composers, who now resides in this country, has contributed to M-G-M classics thru his own compositions and via his transcriptions of various works for string orchestra and various ensembles.

Anehd and Maro Ajemian have become known, respectively, as leading exponents of modern violin and piano works.

Arthur Winograd, cellist of the Juilliard String Quartet, has also won critical acclaim as a conductor. His M-G-M recordings, the company feels, have contributed greatly to his popularity.

Mr. Ellsasser has achieved dual prominence both thru his pop and classical releases. Among the future LP's to be released by M-G-M, the label is certain that the artist's recordings of the complete organ works of Franz Liszt and Cesar Franck will even further enhance his growing reputation.

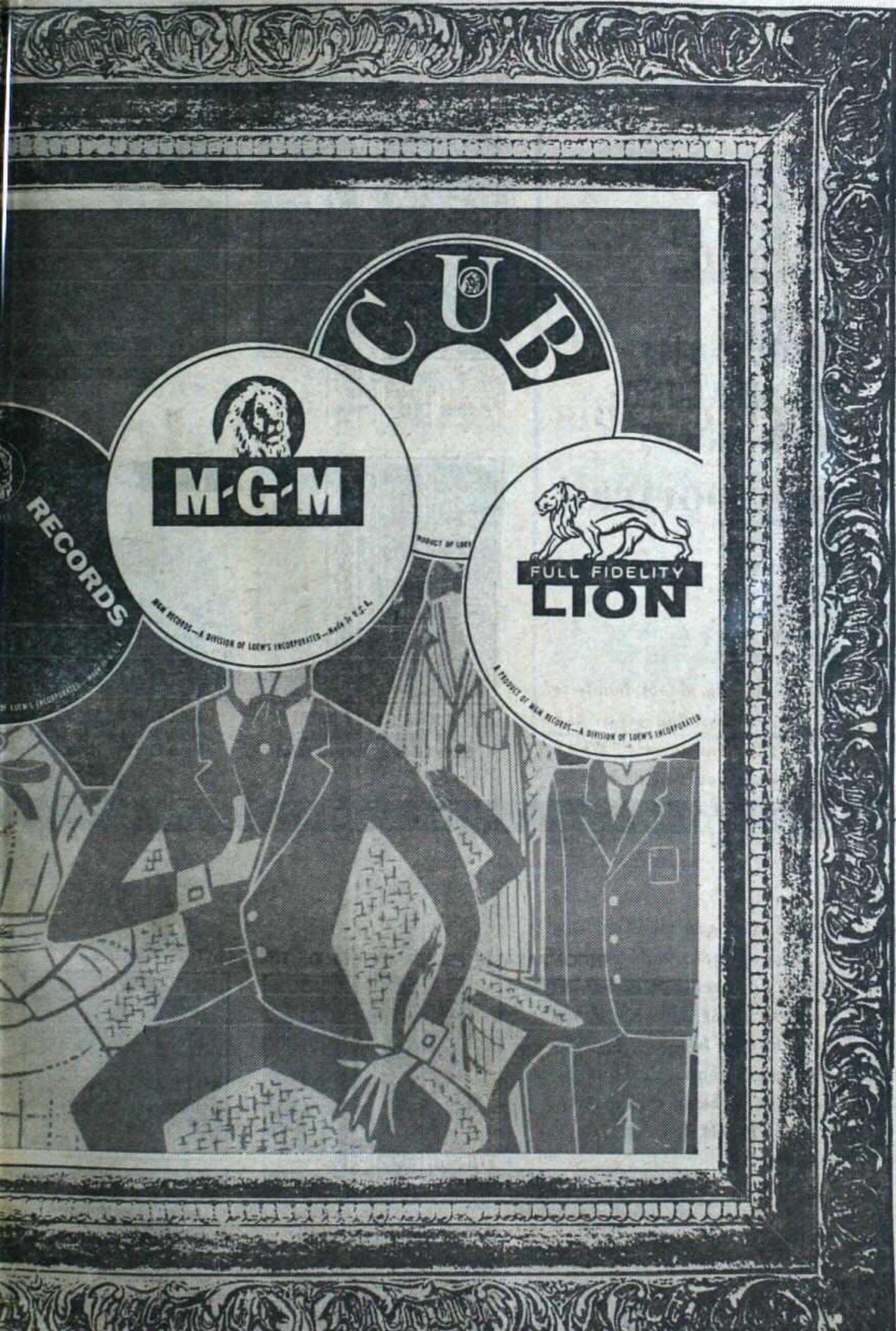
Mr. Edward Cole, classical a.&c. chief, states that the artists are allowed, for the most part, to choose the material to be recorded.

One of the earliest and most successful LP's in the M-G-M classical line was Kurt Weill's "Three Penny Opera." Even before the off-Broadway opening of the show, which recently celebrated its fifth anniversary, the label had recorded an orchestral suite of the music. In addition to the original cast album, the composer's "Johnny Johnston" and "Violin Concerto" were later recorded. The "Three Penny" set has been second in sales only to "Gigi" on the label.

Tho the company has been pleased with the growth of its classical line during the first 10 years, it looks forward to even greater strides. Both Mr. Cole and Arnold Maxin, the company's president, will strive for a new balance. Plans call for continuing its pace-setting participation in recording moderns and also for increasing the number of releases of more standard works. The label will also sign prominent artists, and works of more general appeal will be recorded.

Mr. Cole feels that stereo has created a new look for classical recordings. The new avenues and areas created with the advent of stereo will allow newer firms to start with more of an equal footing.

M-G-M will also concentrate on creating dynamic merchandising aids on both the distributor and dealer levels for its classical line.



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Skip Martin and his Orchestra  
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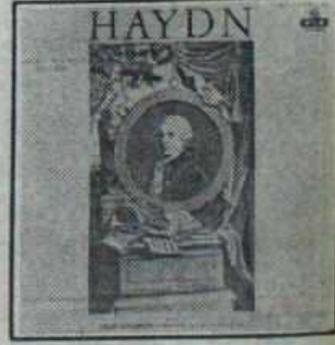
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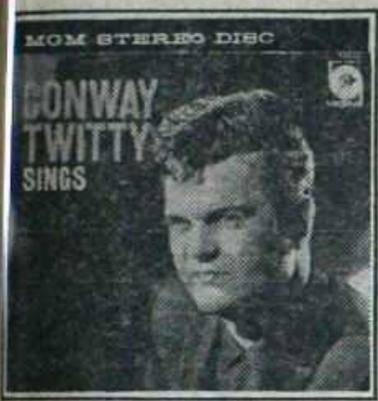
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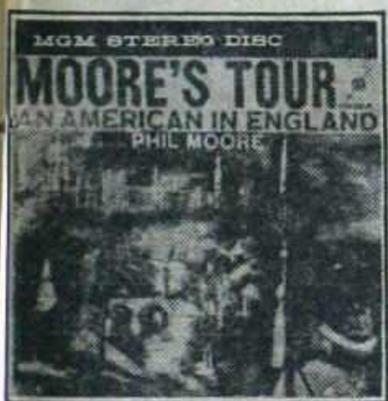


RED CALLENDER—THE LOWEST  
Stereo E1007 Monaural E1007



JAZZ FOR COMMUTERS  
Sam (The Man) Taylor  
Stereo E1008 Monaural E1008

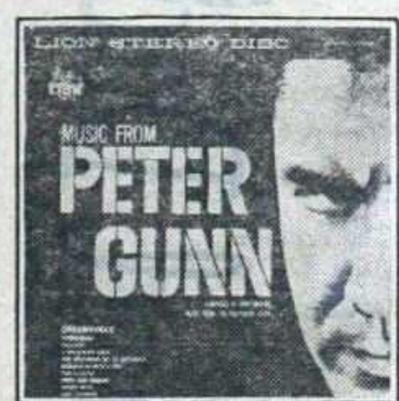
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Phil Moore  
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Aaron Bell and his Orchestra  
Stereo L70116 Monaural L70116



PETER GUNN  
Music From the Television Show  
Stereo L70112 Monaural L70112

**A**lmost from the very beginning, M-G-M became a strong factor in the album field—and with good reason! Remember, not too far back, when big sales and profits were being rung up on such strong M-G-M album contenders as Show Boat, Three Penny Opera, Hank Williams Albums, David Rose Albums, Dick Hyman Albums and many others.

It would be difficult, indeed, to spot any single period over the last 12 years when M-G-M did not have one or more albums high among the top sellers.

That story is truer today than ever before—with the famous GIGI still making sales history more than fourteen months after its initial release. In fact, it seems to grow stronger as the weeks and months go by—truly a standard with record listeners throughout the country!

And here, in celebration of M-G-M's 12th Anniversary, comes another big, strong group of album releases, each with M-G-M's very special brand of sales-winning know-how to put them in the hit-potential class. They're worth checking . . . and stocking now . . . but big!

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TWELVE YEARS



April 20, 1959



Love

Dear Mommy and Daddy M-G-M,  
Happy, happy Twelfth Anniversary -

You've been so good to me, I can  
never thank you enough.

You've made me so happy  
for 8 wonderful years.

all my love,

Your Daughter,  
Joni

and Tony on May 3

P.S. Hope you'll be proud of me  
at Carnegie Hall!

## ALBUM ENDURANCE

# Movie Names, Key Albums Make For Potent Catalog

- Star names stand the test of time and prove they have plenty of draw on disks in brand-new format
- But new approaches are not overlooked as M-G-M adds de luxe sets to steadily broadening catalog

By RALPH FREAS

Two things will impress anyone studying M-G-M Records' catalog. The first is the abundance of important show business names. The second is the hardness of specific items that sell despite their age.

Star names enable the disk firm to cull tunes from the catalog for albums on their low-price Lion label such as "Million Dollar Vaudeville Show" and "Celebrities." This is the sort of thing that M-G-M can do as well as or better than any other firm. These albums and the sales-powerful names on them are best illustrated by a pair of budget-priced items soon to be released. One is called, "Girls and More Girls." It features Susan Hayward, Katherine Grayson, Ava Gardner and Judy Garland, just to mention a few. Another is "Song and Dance Men," which features Gene Kelly, Fred Astaire, Van Johnson and others. At \$1.98, albums like these have excellent potential.

#### Strong Thru the Years

The most outstanding hardy perennials in the M-G-M catalog are the albums cut by the late Hank Williams. There are 10 of these in all—eight regular LP's, plus two de luxe packages which contain 36 tunes each. Perhaps more than any other recording artist, the country singer achieved genuine immortality thru his music. As proof of Williams' continuing sales strength, the income to his estate thru record royalties and performances is about \$50,000 annually altho he died more than six years ago.

Recently, M-G-M repackaged six of the albums, dressing them up with full-color sleeves and new liner notes. They sold as well as the first time around, the firm reports.

While Williams is the example par excellence, he is by no means the only artist to have sold consistently and who still sells. Joni James, with 18 albums to her credit, is M-G-M's "album queen." Even when she was going thru a singles slump, her album product moved steadily. Some measure of how the firm regards her sales consistency is seen in the effort going into a new de luxe album package, "100 Strings and Joni," the recording of her Carnegie Hall concert.

#### Other Hardy Perennials

In the same consistent seller category are the lush string waxings, 14 or 15 of them, by David Rose. George Shearing, who hasn't been with the label for several years, has been re-issued and still sells well. Leroy Holmes, an old-timer with the label and one of its more versatile conductor-arrangers, is well represented in the catalog with 16 albums that range thru lush strings to marching bands. He also belongs in that unique consistent seller category.

Earlier, the point was made that many star names are to be found in the catalog. The reason for this is the large number of original sound-track recordings released by the label. This is a disk category pioneered by the firm with "Till the Clouds Roll By" back in 1947.

The history of this particular recording, taken from the movie story of the life of Jerome Kern,

again illustrates the consistency and sales tenacity of certain catalog items. In its 1947 debut, the sound-track waxing appeared as a 78 r.p.m. set. It subsequently appeared on EP's, a 10-inch LP and finally, in a 12-inch LP coupling with the "Gentlemen Prefer Blondes" soundtrack.

This is its present format and it's still selling. It may see further service in a re-coupling with another soundtrack and individual tunes stand a chance of popping up in albums like the above-mentioned "Girls and More Girls" and "Song and Dance Men." Star names on "Till the Clouds Roll By" are Kathryn Grayson and Tony Martin.

#### Sound Track Strength

In all, M-G-M has 35 original soundtrack LP's in the catalog. Many are couplings of two musical films and are so standard that they fall into the category of sets that can be repackaged and re-released. Titles of some of these sets read like a roll-call of top musicals of the past decade—"Kiss Me Kate," "Brigadoon," "Annie Get Your Gun," "Easter Parade," "Rose Marie," "Showboat," "Gentlemen Prefer Blondes," "Silk Stockings" and on and on.

The M-G-M catalog has been undergoing marked expansion and broadening. Under Arnold Maxin's direction, album production has vastly increased in recent months. Whereas two years ago, the firm produced about four LP's a month, current release schedules call for 12 to 15 LP's a month.

#### The New Look

Another significant aspect of the broadening of the current catalog concerns output of de luxe sets. These have given a definite "new look" to the M-G-M product. Already on the market or soon to be released are several classy packages: two Hank Williams sets, Bach's "The Art of the Fugue," "Joni and 100 Strings," "Maurice Chevalier's 'Yesterday and Today,'" and "Seven Ages of Jazz," produced by Leonard Feather.

In the area of inexpensive LP's, production has also been strong. In the past year more than 100 Lion packages have been produced.

To sum up, the M-G-M catalog, with over 1,000 LP's, 30,000 singles and 1,600 EP's, has shown great staying power because of its star names and some outstanding performances. This catalog figures importantly in the label's future output. But the firm is broadening it greatly and enriching it with new stars and new ways of presenting it to the buying public.



Frank B. Walker

## Walker Recalls M-G-M's Start and Growth

By REN GREVATT

In May of 1945, with a quarter century in the record business under his slim waist, Frank Walker was considering his retirement from the scene. At the time he had put in a goodly number of years with RCA Victor Records.

"I got a phone call from David Bernstein, vice-president and treasurer of Loew's and he asked me to join him in a meeting which was also to include Nicholas Schenck. They asked me if I would come over and head up the record company they wanted to form. I told them I thought if we could go all the way, with our own pressing plant and really solid distributors, we could do it. Well, we got together and two months later, in July, we got started."

No summation of M-G-M Records could be considered complete without mention of Frank Walker and the vital role he played in the progress and development of the company starting on that July day 14 years ago.

#### Two Years' Preparation

Actually, this year marks the firm's 12th anniversary as an operating record company. Yet the groundwork was started by Walker two years before the first record was released.

"I brought Arnold Pippert into the company to head up our pressing plant work. Arnold had been head of RCA's manufacturing division. We looked for a long time for the right location for our plant. In the spring of 1946, we bought a government-owned war plant in Bloomfield, N. J., and completely refurbished it. We installed the very latest, specially designed pressing equipment.

"We also brought in Wally Early from Victor to handle our distributor relations. Finally in March of 1947, we were ready to go and we commenced issuing two new releases every two weeks. The other charter members of our staff were Charlie Hasin, in charge of sales; Harry Myerson, our a.&r. man, Macklin Marrow in classical a.&r. and Charlie Roberts, in promotion. Harold Drayson was here as assistant to Hasin. When Macklin Marrow died, Ed Cole took over the classical job and Frank Cocchiarale became manager of the pressing plant when Arnold Pippert died.

#### Pre-"Cover Art"

"M-G-M was always noted for its musical pictures," said Walker, "and this fact gave us a lot of solid meat for our



## RECORDS

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### THE IMPALAS

## SORRY

(I Ran All The Way Home)

CUB K9022

### THE EMERSONS

## HOKEY POKEY

CUB K9027

### ANGEE CASTLE

CANDY  
AND  
CAKE

LET'S  
PRETEND

CUB K9028

### THE WANDERERS

## PLEASE

CUB K9023

### THE VELOURS

## BLUE VELVET

CUB K9029

### JIMMY WILLIAMS

## KEEP ME WITH YOU

CUB K9031

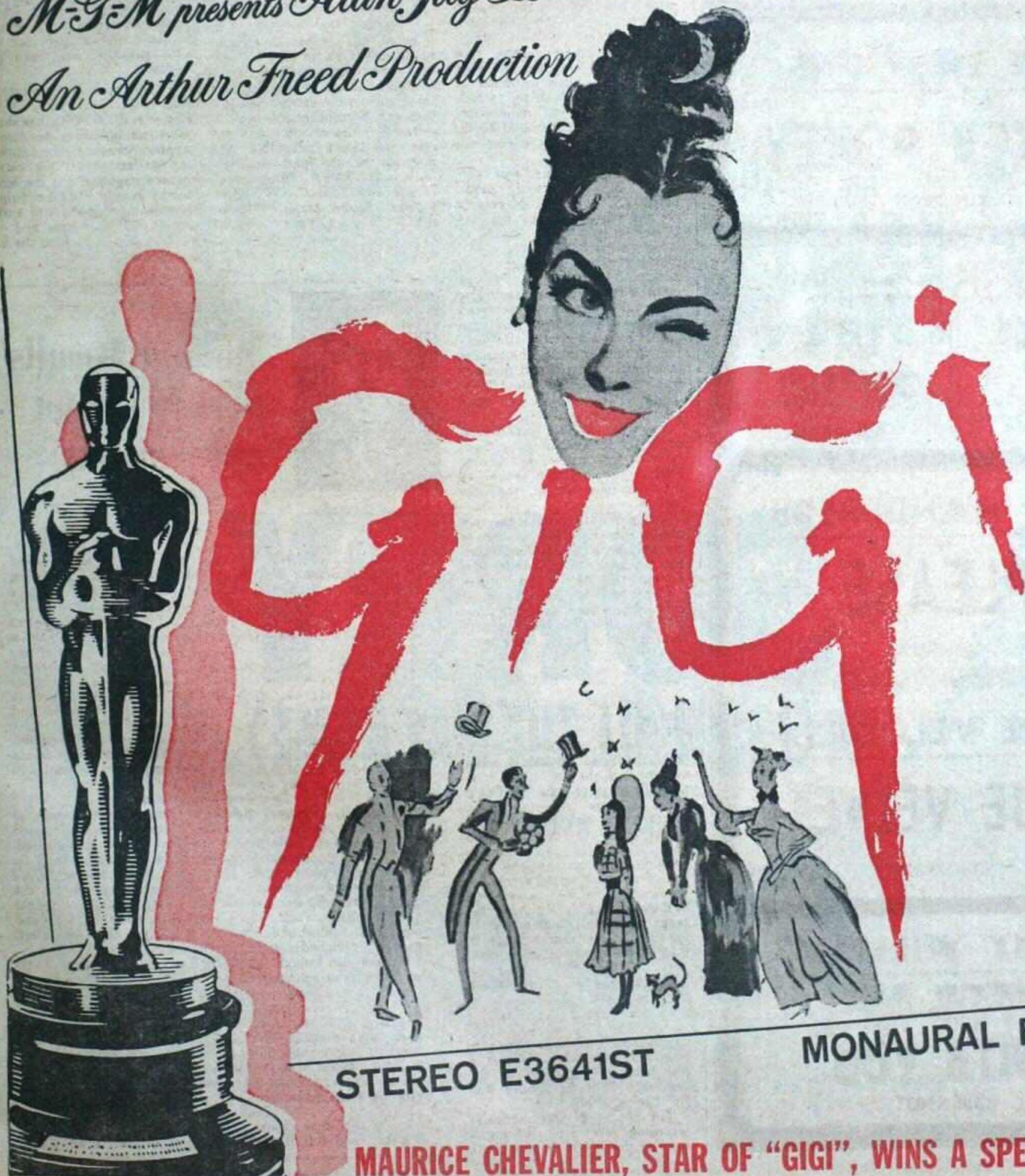
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**MAURICE CHEVALIER, STAR OF "GIGI", WINS A SPECIAL OSCAR**

BABY FACE—ART MOONEY  
 NAME—TOMMY EDWARDS  
 HALF AS MUCH—HANK WILLIAMS  
 ANNA—SILVANO  
 MAM'ELLE—ART LUND

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BLUEBIRD OF HAPPINESS—ART MOONEY  
 HOLIDAY FOR STRINGS—DAVID ROSE

THE HIGH AND THE MIGHTY

GONNA FIND ME  
 COLD COLD HEAT

MOVE IT ON OVER



on

## THE IMPALAS



THE FRANCIS

HI-LILI, HI-

CARAVA

ALL

WHO

T'S O

TOM

KAW-LIG

MORITA

I APOLOGIZ

JAMBALAYA—HANK WILL

YOUR CHEATIN' HEART—JO

CRUISING DOWN THE RIVER—BLUE BARRON

sing

# SORRY

## (I RAN ALL THE WAY HOME)

Orchestra Conducted by LEROY HOLMES

CUB K9022

HEY GOOD LOOKIN'—HA

PURPLE PEOPLE EATER—SHEB WOOLEY

I'M LOOKING OVER A FOUR LEAF CLOVER—ART MOONEY



**MGM** Records

A CENTURY OF ACHIEVEMENT  
 IN 12 YEARS



ABA DABA HONEYMOON — DEBBIE REYNOLDS/CARLTON CARPENTER  
 HAVE YOU HEARD — JONI JAMES  
 LOVESICK BLUES — HANK W

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ONLY MAKE BELIEVE

DICK HYMAN

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**M-G-M** Records

A CENTURY OF ACHIEVEMENT  
 IN 12 YEARS



## WHY 5 LABELS?

# Multi-Label Move Assures Exposure

- But M-G-M keeps all with same distributor
- Jazz label formed to appeal to snob buyer

By JUNE BUNDY

M-G-M Records introduced four new subsidiary labels during the last year—Cub, Metro, Metro-Jazz and Lion. Each of the new lines has made a substantial contribution to the diskery's overall success story for '58 and early '59.

The parent label, M-G-M Records, of course, features both singles and LP's, pop and classical. Cub (launched last April) is a pop singles label, and recently released its first LP's. Metro (introduced last September) is another pop singles label. Metro-Jazz (debuted last October) features jazz albums. Lion (which bowed last August) is a low-priced album line—\$1.98 monaural, \$2.98 stereo.

## Deejay and Distrib

The five labels are part of proxy Arnold Maxin's plan to

secure maximum exposure for all of his disks. "Deejays," notes the exec, "have a certain code of honor. If a distributor gives a jock three new records on the same label, chances are he will only play one of the disks. However, if that same distributor takes that same jock three new records by the same company, but on three different labels, there's a good chance he'll play all three." M-G-M's experience to date with its four new labels, says Maxin, indicates this theory is a correct one.

Many record companies have introduced new labels because it affords them an opportunity to have different distributors handle their wares, thereby doubling promotional effort on their disks. However, M-G-M does not subscribe to this theory. With the exception of a couple of Cub distributors, all five M-G-M labels are handled by the same distributors.

Maxin finds this is a distinct advantage, since it enables him to offer attractive sales merchandising plans, which frequently combine different labels. For instance, M-G-M distributors recently were offered a deal whereby they received one free Lion album every time they purchased an M-G-M stereo LP. Another successful plan called for distributors to receive one free 45 single (M-G-M, Cub or Metro) for every purchase of an M-G-M monaural package.

Another benefit of having the same distributor handle all five labels will be realized by M-G-M this July, when the label holds its annual sales convention. The company will be able to introduce all of its fall lines at the same time to distributors, rather than having to hold separate meetings for each label.

Since the present day record market spotlights a constant flow of new record names, Maxin looks

upon the five-label set-up as an ideal way to step up new artist signings, while still assuring maximum exposure opportunity to each performer.

## Artists Stay Put

Artists are not interchangeable label-wise. Each records only for one label. However, Maxin's artist and repertoire staff does shift from one label to another in cases where they're assigned to specific artists. In general tho, Leroy Holmes handles Cub and Metro. Ray Ellis is a.&r. head of M-G-M. Eddie Heller is a.&r. chief of Lion, and Leonard Feather acts as indie producer for Metro-Jazz.

Maxin decided to put out a separate jazz label for "snob appeal." The exec opines, "If jazz fans buy a jazz package on a pop label they think they're getting watered-down jazz. They like to buy a product with an exclusive trade-mark." (For a complete report on the Metro-Jazz line see story elsewhere in this issue.)

## Service for All

Maxin keeps each of his five labels alive, via frequent and regular release schedules and extensive deejay servicing programs for all lines. Each singles release—M-G-M, Cub or Metro—is covered with 4000 promotional records. The firm also sends quantities (about 1000 on an average) of white label-promotion copies on each new LP release; while special LP mailings are made to a list of 700 key deejays.

The biggest artist find sales-wise on the new labels to date are the Impalas on Cub. Their waxing, "Sorry, I Ran All the Way Home" has been a best-seller for the past few weeks. Other Cub records which fared well sales-wise were Bob Wilber's "Petite Fleur," "My Shining Hour" by the Wanderers, "Trudy" by Joe Henderson, and "Remember" by the Velours.

Satisfactory sellers on Metro include Kay Brown's "I Like to Rock and Roll Slowly," Lew Prince's "Milano Rose," Russ Tamblyn's "Tom Thumb's Tune," and—Metro's biggest sales item to date—Augie Rios' "Dónde Esta Santa Claus!"

See story elsewhere in this issue for a report on the Lion label.

## Maxin Cites Gain

● Continued from page 11

offshoots in the works. Maxin reported that tho his company had no thought of having its own equipment line, as it once had in the past, a close working tie-up will soon be unveiled with a top national equipment manufacturer. Also on the equipment side, Maxin sees a bright future for the M-G-M developed "Metropak," a tape cartridge background music system developed for supermarkets and other retail operations. The tape players operate at 3 3/4 inches per second and a single tape plays for two hours continuously. "We've given this device exhaustive tests in two markets and now we are ready to go," Maxin said.

"M-G-M is a new company in a sense," Maxin stated. "The management has shown great interest and confidence in what we are doing and in our plans. We intend to go full steam ahead and prove that this confidence is not misplaced."

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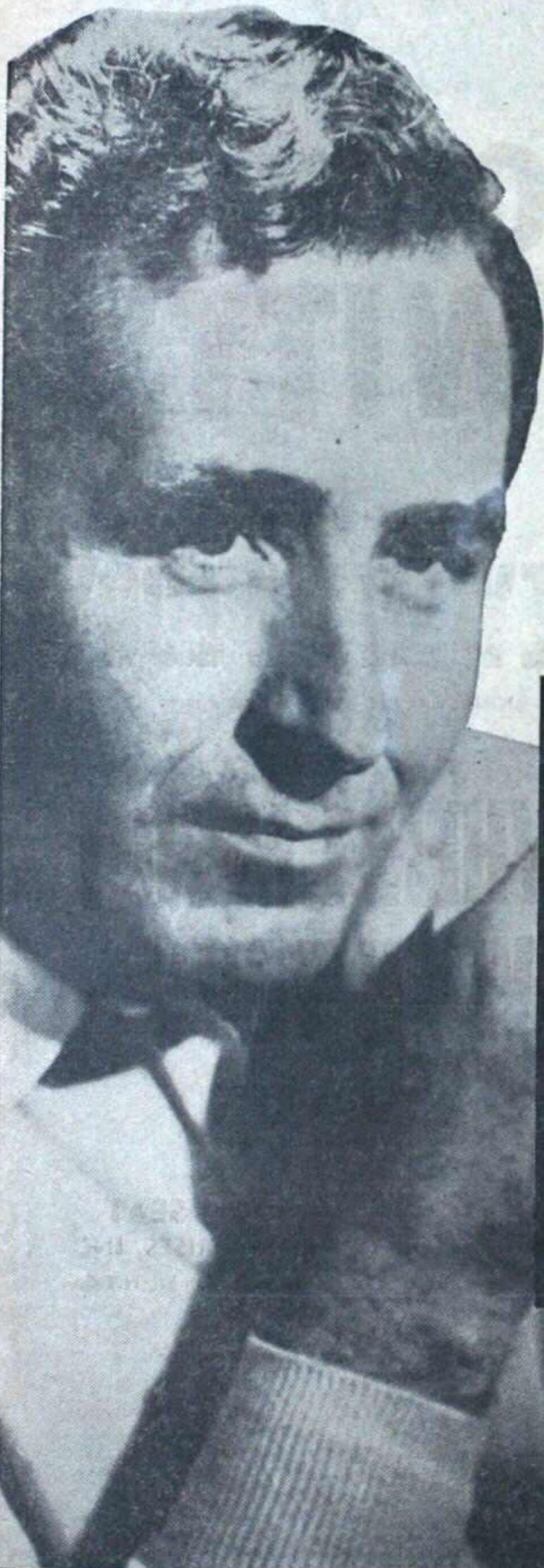


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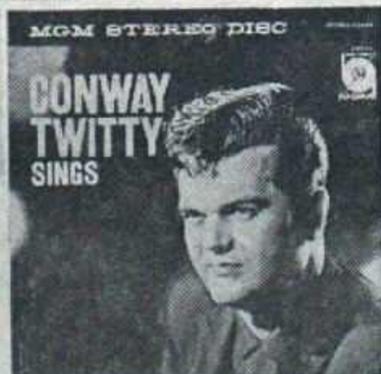
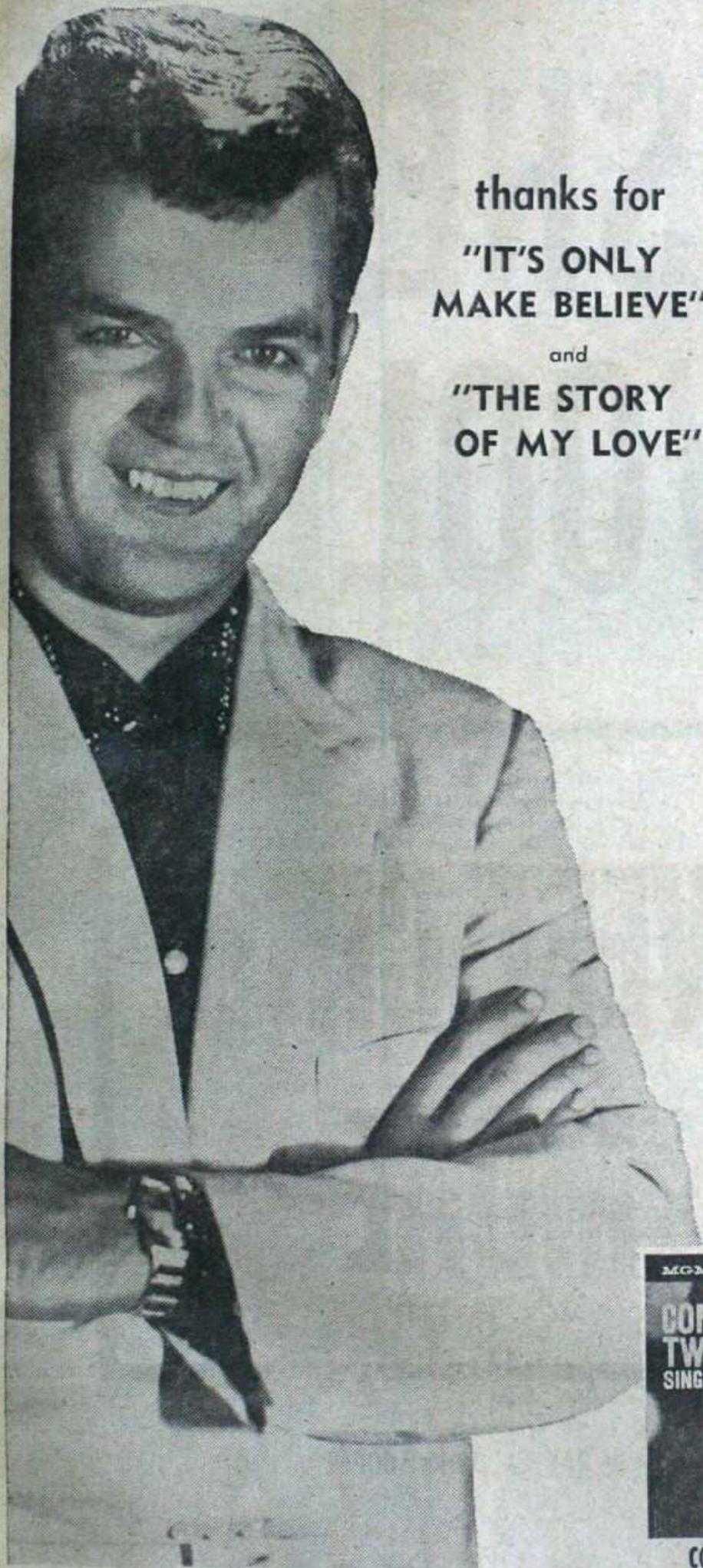
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IN 12 YEARS





1



16



2

# It takes a lot of people...

with a lot of different talents—managerial, merchandising and musical—to produce a best-selling M-G-M record. Only some are pictured here. But even this sampling of M-G-M talent is impressive.



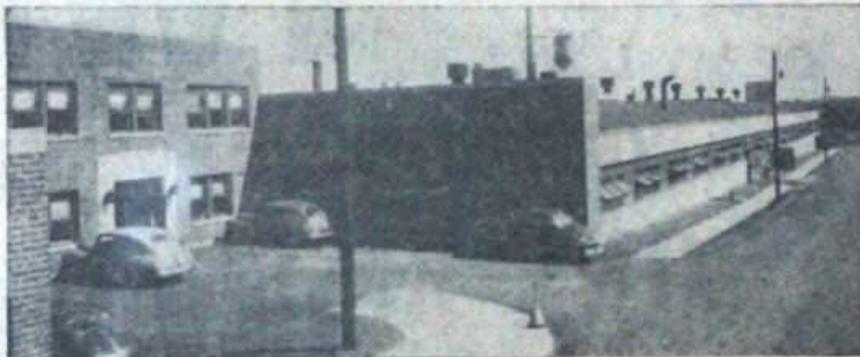
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17



6



7



8

- 1. M-G-M's Album Queen, Joni James.
- 2. Connie Francis, the "If I Didn't Care" girl.
- 3. Jimmy Vinneau, country a.&r. head, gives a gold disk to Conway Twitty (right).
- 4. David Rose, conductor-arranger.
- 5. Eddie Heller, album-promotion specialist.
- 6. "I Miss You So" put a smile on Jaye P. Morgan's face.
- 7. Greer Garson records stories for children.
- 8. Dick Hyman, arranger-conductor.
- 9. Ed Cole, classical a.&r. head.
- 10. Leonard Feather, jazz a.&r. head.
- 11. Harold Drayson, syndicate sales chief (left), with Jack Solinger, sales manager of the Jimmy Martin distributing org in Chicago.
- 12. Charles Hasin, national sales manager.
- 13. Sheb Wooley (left) talks things over with Sol Handwerger, head of M-G-M promotion and advertising.
- 14. From left to right: Ray Ellis (a.&r. director), Arnold Maxin (president), Clyde McPhatter, signing an M-G-M contract, and Irvin Feld, McPhatter's manager.
- 15. Left to right: TV personality Dick Clark holding a gold record for Tommy Edwards' "All in the Game." That's Ed Barsky, Philadelphia distributor for the label, on the right.
- 16. The M-G-M motion picture and record headquarters on the West Coast.
- 17. One of the largest pressing plants in the world, the M-G-M Bloomfield, N. J., plant.



9



10



11



12



13



14



15

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# Lion Purrs Nicely In Less Than Year

- Low-priced disks aim at new sales outlets
- More than 100 albums already in catalog

By JUNE BUNDY

Altho it has only been on the market for eight months, M-G-M's low-priced (\$1.98) album line, Lion Records, is one of the most successful of the firm's five labels.

In addition to sales thru regular distributors, M-G-M expects to sell 1,000,000 Lion LP's to Dell Publishing alone this year, via its recent deal with the Harland Corporation. Harland now distributes the Lion line thru newsstands supplied by the Dell Distributing Corporation, which covers close to 100,000 individual news outlets.

The Lion line features every

major category of music—pop, jazz, kiddie and, starting this month, classical. Monaural packages retail at \$1.98, while stereo is priced at \$2.98.

#### Classics on Way

The new classical Lion line will be launched next week, via 12 packages, some culled from M-G-M's classical catalog, the others new. The line-up spotlights such potent classical names as Leonid Kogan, Rostropovich, and the New York City Opera Company.

To date, Lion's biggest selling album has been "Tom Thumb," the first major film sound-track package released on the low-priced market. Other strong Lion sellers include "Peter Gunn," "77 Sunset Strip," "Billy and Sarah" with Billy Eckstine and Sarah Vaughan, and Lena Horne's "I Feel So Smoochie."

The "Gunn" and "Sunset Strip" LP's are prime examples of M-G-M Prexy Arnold Maxin's policy of covering current album hits. "Whenever we see excitement on a package," notes the exec, "we will put out a low-priced version of the score."

Since Lion has access to M-G-M's star-studded catalog, the label has one of the most powerful line-ups of big name show business personalities in the low-priced field today, and certainly the most potent list of movie names.

The Lion catalog includes LP's featuring Judy Garland, Susan Hayward, Ava Gardner, Kathryn Grayson, Fred Astaire, Gene Kelly, Van Johnson, Jimmy Durante, Lionel Barrymore, Keenan Wynn, Leslie Caron, Mel Ferrer, Marilyn Monroe, Jane Russell and Debbie Reynolds.

#### Top Names

Newly recorded for Lion in the kiddie field are "Greer Carson Baby Sits With Stories and Songs," "Arlene Francis Tells Bible Stories for Children."

Other important names repre-

(Continued on page 32)

## Hot Sales, Promotion Pace

• Continued from page 9

singles releases with a small number of key jockeys before it goes out on a limb hyping its distributors. As sales chief Charlie Hasin put it, "We are making more efforts this year to come up with top product than when we were climbing last year. It's harder to stay on top than to get there, and we want to stay on top." The new Clyde McPhatter record, for instance, was tested for reaction via selected jocks before it was shipped out, and only after the firm received enthusiastic calls did it go all out soliciting orders. The record as of early April was over 200,000.

#### Phone Contact

In the album division, Hasin has come up with some streamlined techniques that help M-G-M move quickly to effectuate sales programs and sales drives. For instance, when M-G-M went out on its January album sales program, the diskery sent all of its distributors letters explaining the deal for them, and for their deal-

ers. When the letters arrived in the various distributor offices, Hasin didn't wait for any distributor to write him a letter asking for clarification of any of the January program, he was on the phone with each distributor the day the letter arrived, answering questions, clearing up problems, and getting the program off the ground immediately.

#### Cash-In on "Gigi"

The success of the M-G-M sound track recording of "Gigi," which is well over the 500,000 mark as of April, is another example of the M-G-M merchandising technique. When the movie opened in New York and received rave reviews, and the album started to really move, M-G-M knew it had a hot item. M-G-M's New York distributor evolved a novel plan for keeping the record in stock in all the New York stores he serviced. He had his salesmen check the rate of sale of "Gigi" albums week by week in every store, and without



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**M-G-M PICTURES**

waiting for orders from the stores, as they ran out of stock, he shipped "Gigi" albums commensurate with the store rate-of-sale at the appropriate times. Hasin extended this technique to all of the M-G-M distributors and there is hardly a store that has ever been out of stock on this LP in any major market of the country. Obviously, this stocking method can only be applied to a steadily selling album, but it indicates how an alert sales staff and alert distributors can boost an LP's sales curve via smart merchandising.

**Distributor Health**

M-G-M's relations with its distributors are a prime concern of Hasin. "We are no healthier than our distributors," is an important axiom to Hasin and he indicated that this year M-G-M is paying even more attention than before to distributors' needs and wants. This close attention to distributor problems has paid off for M-G-M in the hard work that their distributors do on the M-G-M product. And every M-G-M distributor handles other lines.

At M-G-M, the a.&c.r. men "run with the product." It is not at all unusual to see any one of the M-G-M recording men visiting distributors with Hasin or promotion chief Handwerker to get the singles or albums moving. Eddie Heller, who was recently put in charge of M-G-M albums on the East Coast, is out promoting any and all of the firm's albums with jockeys and distributors every week.

M-G-M has a number of labels now. There is the M-G-M line, which issues singles, pop albums, classical albums and sound track sets at the standard price of \$3.98 for the monaural pop items and \$4.98 for the monaural sound track sets. The low price Lion line at \$1.98 for monaural and \$2.98 for stereo was developed for the chain stores and racks as well as for the dealer. The Metro jazz line features jazz albums only. Metro also issues singles and the Cub line stresses pop singles, too. The reason for the diversification of lines is to enable the diskery to record all of the artists it wishes and still get the exposure it desires.

On an exposure level, M-G-M believes it sends out more records to disk jockeys than any other firm. According to Hasin M-G-M covers practically every radio station with samples and sends samples to distributors for one-stops. Title strips are also sent with the one-stop records. And promotion exec Handwerker works on getting every M-G-M artist TV exposure as much as possible. With such artists as Joni James, Conway Twitty, Connie Francis, Tommy Edwards, and the Impalas all hot right now, M-G-M artists are getting plenty of TV exposure.

Ever since "Gigi" was nominated for various Oscar Academy Awards, every facet of the diskery's promotional and merchandising strength has been placed on pushing the set as tho it was a brand new release. According to Hasin the firm hopes to turn the album into a million-seller by the end of 1959. With the recent success of M-G-M in both singles and albums, this is entirely possible.

**ON THE COAST**

**Operation Guided By One-Man Staff**

- Important M-G-M link is Hollywood office
- Size of staff belies function for diskery

By LEE ZHITO

M-G-M Records' West Coast operation is unique.

Its staff, the smallest of any significant label, consists of merely one man. Despite this, it is manned here by an army of specialists which far out-numbers the Coast crews of all the Eastern majors combined.

The one man is Jesse Kaye, who has been at the helm of M-G-M Records here since its

formation in 1947. The responsibilities of this one-man staff embrace the usual facets of a record company operation — artist relations, repertoire, recording, pressing, billing and collections, shipping, distributor and dealer relations, promotion and press relations.

**Flexible Arrangement**

The army upon which Kaye can call whenever he needs a helping hand is drawn from the ranks of Metro-Goldwyn-Mayer studios where the label's Coast office is headquartered. Each department head closely co-operates with Kaye when the record firm's needs arise. This flexible arrangement allows Kaye to con-

(Continued on page 32)

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## One Man Guides Operations

• Continued from page 31

concentrate the lion's share of his time on artist - repertoire demands when they are at hand while others on the lot will help in those fields in which they specialize. Thus, M-G-M Records' Coast staff will swell or subside in size with each project as it comes to the fore.

This arrangement between the record company subsidiary and the parent motion picture firm is reciprocal. In return for help provided by the studio, Kaye's services as "the record man on the lot" are available to the movie company. He is brought in on policy meetings dealing with scores long before they reach the soundtrack to determine their merit for possible album use. Often, Kaye will participate in dealings between the studio and other record firms, in effect, helping competitive labels to acquire material.

### Major Responsibility

As the first movie company subsidiary label, M-G-M has issued an impressive number of original soundtrack albums. This one facet of the label's catalog has remained a major responsibility for its Coast branch. It is interesting to note that its first album release in 1947 was a soundtrack package, "Til the Clouds Roll By."

It's also interesting to note that the label's eagerness for salable soundtrack fare was so great that it ignored company lines and on two occasions issued the original scores of films by its rival movie-maker 20th Century-Fox. The soundtrack packages were from Fox productions of "Stars and Stripes Forever" and "Gentlemen Prefer Blondes."

The Coast branch's artist-repertoire duties go substantially beyond the soundtrack line of product. Kaye is responsible for recording the Coast-based M-G-M artists or any of its artists who happen to be visiting here during the time when a session is needed.

### Better Judge

Several years after the firm was formed, responsibility for supplying the 11 Western States was switched to the Coast branch. All singles for West Coast markets were pressed here. By being closer to the scene, the Coast branch was able to judge better the West's product demands while providing faster service to distributors and dealers in this part of the country. Albums were still supplied from the East.

Several weeks ago, album production was added to the Coast's presses which henceforth will

supply both singles and packages to the West's markets.

M-G-M's West Coast operation has contributed its share to the firm's top sellers. Its most recent in the package line is the "Gigi" album. Its best-selling single was Sheb Wooley's "Purple People Eater." Both of these top-selling releases were produced by Kaye.

Kaye came to M-G-M Records 12 years ago after a number of years with the parent firm, Loew's Inc., where he served as talent booker for its top theaters. Prior to that he was talent booking manager for all the Fox Theaters in the U. S.

As a "one-man" staff, Kaye is helped substantially by a "one-woman" staff, Sarah A. Krantzler, his capable Girl Friday, who has been with the label here from the start.

## Metro Jazz

• Continued from page 10

be New Orleans, swing and Dixieland albums too over the year.

### Busy A.&R. Man

While Feather is busy building a solid jazz line for M-G-M, he is not neglecting his writing. He writes the liner notes for his jazz albums, of course, and recently completed "The New Year Book of Jazz, Vol. 3, as well as "The Book of Jazz." And he is still conducting "The Blindfold Test" for Down Beat, as well as staging concerts every now and then. When he gets a little spare time, he may reissue on Metro Jazz some of the LP's he cut for the M-G-M label back in the early bop days.

## Lion Purrs

• Continued from page 30

sented in the Lion catalog are Artie Shaw, Kitty Kallen, Mel Torme, Woody Herman, Jimmy Dorsey, Johnny Desmond, Sam Taylor, Cyril Stapleton, Dick Hyman, Don Gibson, Lionel Hampton, Art Mooney, Kate Smith, Leroy Holmes, Danny Thomas, Robert Q. Lewis and David Rose.

During its eight months of operation, Lion has produced more than 100 packages. Altho several outlets have tried to persuade Maxin to release regular priced M-G-M albums for distribution on newsstands, Maxin says he sees the stands "as an important outlet for low-priced merchandise only."

GIVE TO DAMON RUNYON  
CANCER FUND

## Frank Walker Interview

• Continued from page 16

first albums, which of course were of the 78 r.p.m. variety. Soundtrack albums and the pictures could be a great help for each other. We discovered that they gave us a great opportunity for disk jockey exploitation and a chance for dealer displays. The first soundtrack albums with their natural picture tie-ins, helped to pave the way for displayable album covers."

It may be pointed out here that Walker, during his earlier days with the Victor company, made one of the very first soundtrack albums, that of "Snow White and the Seven Dwarfs." Shortly after M-G-M bowed, he released the first on that label, from the picture, "Till the Clouds Roll By." Since then, under Walker, many top-name track sets were added to the firm's catalog.

Movie tie-ins can also lead to hot single records. Walker cited the case of a hit single taken from the soundtrack of a picture, "Two Weeks With Love," which had only a mediocre reception from the public. From the track, the company issued "Aba Daba Honeymoon," by Debbie Reynolds and Carlton Carpenter, which became a substantial hit.

### Name's the Thing

Believing implicitly in the value of the M-G-M name, Walker insisted that on all foreign releases of M-G-M product, the M-G-M name be retained on the label and that the familiar Lion symbol get adequate exposure. "He was a nice old Lion," Walker said, "and he meant a great deal in terms of foreign profits both for pictures and for records." This arrangement for label identification was contrary to the majority of cases, wherein the American product is released on the local foreign label.

One of Walker's first loves in the business is country and rhythm and blues music. "No record company is complete without country and western and rhythm and blues or what we used to call race records," Walker declared. That music is our only hold on originality in the business today. That's exactly why this music has been so widely absorbed into the popular field."

In his earlier days in the business, Walker made country and r.&b. records all over the South. "Those were the pre-Nashville days," he asserted. "Twice a year we would make trips to the South—to cities like Atlanta, San Antonio, Dallas, Memphis, New Orleans and Johnson City, Tenn. On each trip we would come back with 200 to 300 masters."

### Influenced Hank

It was with this background that Walker met Hank Williams one day in the offices of Acuff-Rose in Nashville. It's safe to say that Walker was a powerful influence in Williams' development not only as an artist, but as a songwriter as well.

"In the country field, there are four basic types of songs," Walker pointed out. "First there are the religious and sacred songs. Then you have what we used to call the jigs and reels or dance records; the heart songs, which tell a story; and the event songs. The event songs were written about some big newsworthy happening. Those records sold very heavily in the hills where people didn't get much to read. Those records were like radio and TV is today. Hank Williams was active in all four of those fields with his songs and records for us."

Under Walker, other country artists were introduced via M-G-M records. These included Don Gibson, Sheb Wooley, Marvin Rainwater, the Osborne Brothers and Bob Gallion. In the pop field Walker brought to M-G-M such hit artists as Art Mooney, Art Lund, Joni James, Connie Francis, Tommy Edwards and a host of others.

After 10 busy years with the profitable company he started, Walker retired from its active management in December, 1957. He remains a vice-president of Loew's, Inc., and is now acting as a senior consultant to the Loew's operation.

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(THE MAN)  
**TAYLOR**

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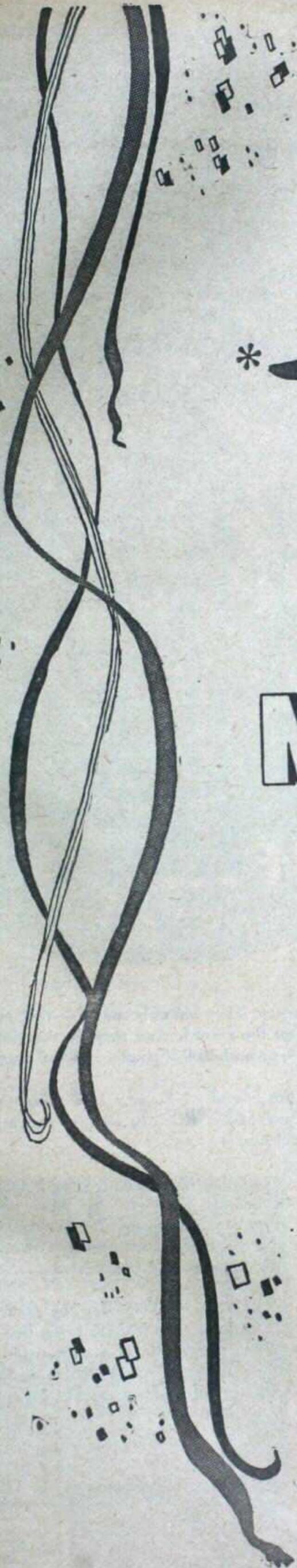
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the record

speaks

for itself...

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But that's not really what we mean when we say "The record speaks for itself."

The phrase has a much more *literal* meaning because we're actually talking about a message that's been coming off M-G-M Records with amazing consistency all through the last 12 years, but most especially over the last year or so. Not in words . . . or song . . . or music. The message really comes through as a sound—but a very special sound.

You could rightly call it the *SOUND OF SUCCESS*. Although it's very real, it's not the kind of a thing you can listen for and say—"There it is . . . that's the sound of success."

Yet, M-G-M's a & r people spot it with amazing

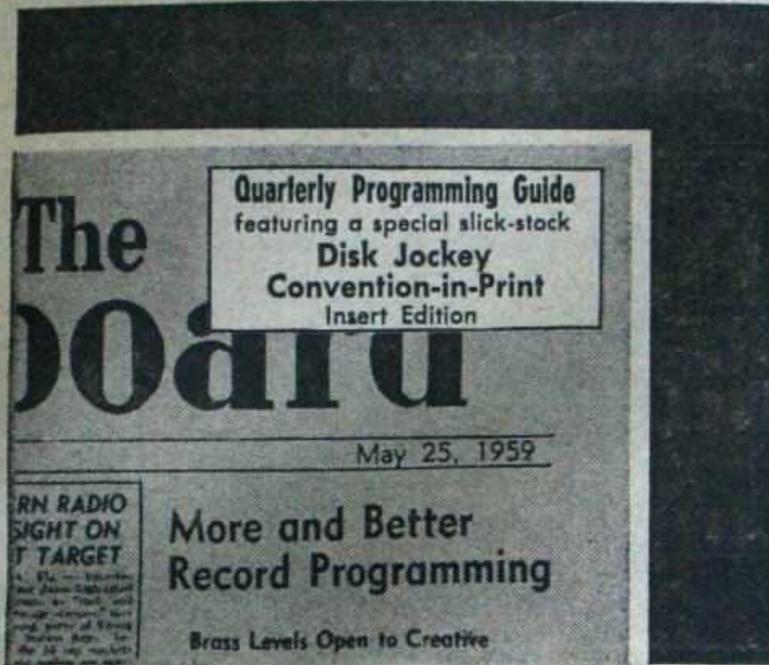
consistency. They not only spot it—they actually *put it on the record*. And they do this time and again—on both M-G-M singles and M-G-M albums.

Yes—the *Sound of Success* is a thing that all record companies strive to capture on each and every release.

It's the factor that has accounted for M-G-M Records' outstanding progress over these past 12 years . . . and for a disproportionately large percentage of the operators' and retailers' profits, as well as the disk jockeys' programming.

So, we make this our pledge for the future: to continue to make every effort to bring this same *SOUND OF SUCCESS* to the greatest possible number of M-G-M Records—in order to make the next 12 years as outstandingly successful as have been the first 12.

**M-G-M** Records



a n n o u n c i n g

# The Billboard's May 25 Disk Jockey Convention-in-Print

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an event of  
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to every element of  
the music-record industry  
presenting

a rare and valuable  
opportunity for promotion

at the vital  
disk jockey level  
and featuring  
exciting and useful  
programming and chatter  
material in a

unique slick-stock  
lift-out section

especially suitable for  
long-term reference  
and use

Last year's disk jockey convention drew this  
**ENTHUSIASTIC NEWS REPORT!**

## Deejay Meet Draws Cheers

More than 1,000 turned out for the convention last week, and it is expected that this figure will be tripled next year, since many jocks who didn't attend are apparently now of the opinion that the convention was more meaningful than they thought it would be.

The disk firms were also in agreement that the convention was exceptionally smooth and well-run.

...Practically all indicated their intention of making it next year,

Reprinted from  
The Billboard, March 17, 1958

published in conjunction with the  
**INTERNATIONAL RADIO PROGRAMMING SEMINAR AND  
POP MUSIC DISK JOCKEY CONVENTION**

May 29-30-31, Americana Hotel, Miami Beach

# Issue Dated May 25 Advertising Deadline May 18

Please  
Note:

(1) New earlier-than-usual ad deadline due to special production requirements of slick-stock lift-out section.

(2) Slick-stock section will carry advertisements run in conjunction with Disk Jockey Convention - In - Print Section.

(3) New dimensions for advertisements. The slick-stock section will be 8 1/2 x 11 page size, with ads in proportion. Check your Billboard salesman.

(4) No engravings necessary. Slick-stock section will be printed offset. Only finished art required.



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**SMASH**  
HIT!

"A  
**TEENAGER  
IN LOVE**"

BY THE HOTTEST VOCAL GROUP OF '59

**DION  
AND THE  
BELMONTS**

**LAURIE 3027**  
LAURIE RECORDS, INC., N.Y.C.

## Dowling Heads Culture Center Committee

WASHINGTON — Hats were in the air here last week as the National Cultural Center for performing arts really came alive with appointment of an advisory committee headed by Robert Dowling of ANTA, whose fellow-workers include AFM President Herman D. Kenin; ASCAP President Arthur Cunningham; composer-producer Richard Rodgers; Landsman Fred Waring, and many others in music and talent fields.

The President's announcement (11) of names in the 34-member advisory committee completes the cast of characters in one of the "grand dramatic developments of our time," to quote Washington impresario Patrick Hayes. Hayes was in turn quoted by Senator Wiley (R., Wis.), one of the chief backers of the Center, together with Rep. Frank Thompson (D., N. J.), and Senator Fullbright, (D., Ark.).

Dowling's performing arts group will work with the 15 general trustees appointed by the President in January, under chairmanship of Arthur Fleming, head of the department of Health, Education and Welfare. It is the trustees' job to raise the needed funds within a five-year period, via public donation.

Wiley told the Senate that altho these are the responsible guiding groups, it's up to every citizen and everyone connected with music and show business to make the national performing arts showcase the greatest.

Others on the Advisory Committee are: Reginald Allen, Executive Director of Operations for the Lincoln Center in New York; Marian Anderson; Col. Earl Blaik, VP of AVCO Manufacturing Company; Howard Mitchel, conductor of the National Symphony Orchestra; John Brownlee, Director Manhattan School of Music and President of the American Guild of Musical Artists; Katherine Cornell; Paul Callaway, Choirmaster of Washington Cathedral, D. C.; Martha Graham and Helen Hayes.

Also, Karl D. Ernst, Music Director of San Francisco Unified School District; Rabbi Norman Gerstenfeld, of the D. C. Washington Hebrew Congregation; Richard Gray, president of Building and Construction Trades Department, AFL-CIO; Daniel A. Harris, Professor of Singing, Oberlin College, Ohio; Father Gilbert V. Hartke, head of Drama Department of Catholic University of America.

Richard Rodgers, composer and producer, is on the committee; also the everpresent Robert Montgomery; George Murphy of Hollywood; Earl V. Moore, Dean of School of Music, University of Michigan, and David S. Smith, Trustee of the Noble Foundation.

## NRCO Expands Facilities

NEW YORK—NRCO Records, Bill Lowery's Atlanta-based label, has opened its own distributing office in Birmingham. National Record Distributors of Atlanta, the NRCO subsidiary, will handle the Birmingham outlet. Gary Wilson will head the Alabama firm.

NRCO has also opened its own pressing plant in Atlanta. The firm is using an Italian press, the Trulzi record pressing machine made in Milan, Italy. Firm claims it is one of the best of the high speed pressing machines. Ted Moore will handle the new pressing plant. By July, Lowery claims that their Atlanta pressing plant will be ready to handle custom business.

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FROM LAURIE RECORDS

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# Music Heads on Exchange Program

## Record Tabs Foreign Yen for Jukes, Popcorn, Hamburgers

By MILDRED HALL

WASHINGTON — "Come as you are," musically, gastronomically, and every other way, is the invitation of foreign peoples to U. S. performers and exhibitors in exchange programs, trade fairs, and wherever U. S. wares and ways are on display.

This is one of the strongest points made in the fifth semi-annual report on the President's Special International Program of Exchange which has been showcasing American life in an exchange of performing artists. The program also includes performances and exhibits at international fairs, and wherever the co-acting State Department, USIA and Commerce Department can manage it on their limited budgets.

Music has featured most strongly in exchanges of performing arts, and the program report is frank to point out that due to lack of money and co-ordination, Uncle Sam has not always sent the right niece or nephew most suited to the particular country. The reason is transportation costs. Sending a band or ballet or jazz group on tour is more economical when the travel is confined to one geographical area, no matter how the countries within that area may differ, culturally.

The situation will be partly remedied, the report notes. Comment from State and USIA field personnel has made it clear that Latin Americans want big presentations—symphony and ballet, while most other areas want jazz and popular music as played by soloists and small groups. However, the report says that in 1958, South America went for Woody Herman's 16-piece jazz band in a big way, successfully following up Armstrong and Leonard Bernstein tours.

### 141 Presentations

Overall, the President's International Program, with the aid of American National Theater and Academy, has managed to get a total of 141 performing artist (and sports) presentations, shows, in 92 countries, since 1956. All this, plus U. S. exhibitions in international fairs, plus the Brussels extravaganza, has been accomplished for a total of less than \$50 million—a pittance, as Congressional appropriations go. The talent has been all topnotch.

The report says part of the "come as you are" aspect is the overseas yen for juke boxes, popcorn machines and hamburgers, along with hi-fi, stereo, and other things that are everyday in American life.

Field reports from trade fairs, embassy posts, USIA, say smash hits were registered by stereo in Yugoslavia; popcorn and juke boxes in Tunis; records pressed on-the-

## TRUST FUND'S 10-YR. SPENDING

BOSTON — AFM President Herman D. Kenin, speaking before a New England AFM conference, stated that more than \$23,000,000 had been spent in the last 10 years in the United States and Canada for free public music as a result of co-operation of the union with the Recording and Transcription fund and the Music Performance Trust Funds.

spot in Vienna; Good-humored clowning along with fine folk and popular music by the Golden Gate Quartet in the Near and Far East.

At Brussels, Uncle Sam played to capacity with an infinite variety of performers: Goodman's orchestra; hi-fi demonstrations; jazz bands; folk songs and dances; Army and Navy concerts. Special performances at the exhibit's theater included every kind of music: symphony; musical comedy, chamber music, choral music; soloists.

### Back Seat for Hot Dog

One note of nostalgia comes from the report. The traditional hot dog bowed to the hamburger in popularity; two million hamburgers to 500,000 dogs. Another topper at the American Brass Rail Restaurant was ice cream cones—two million of those, too.

The increasing need for performing arts at international fairs is summed up in the report by Brussels fair impresario, Commissioner General Howard Cullman:

"The attendance of 42 million at the fair was conclusive proof that the Belgian people were absolutely right in creating a world's fair that veered sharply from the traditional commercial or trade fair, and gave the peoples of the world their first opportunity to view on a mass scale, international cultures and international achievements in science and technology."

## TV THEMES SPARK DISK OUTBREAK ON CHARTS

• Continued from page 1

gle featuring TV jazz tunes—"The D.A.'s Man Theme" backed by "The Richard Diamond Theme" by the Frank Comstock ork. Ray Anthony's single, "The Peter Gunn Theme," is still on the best-selling chart, and his new waxing "Walkin' to Mother's" (also from "Peter Gunn") hit the chart this week.

Stereo Fidelity is making "TV Jazz Themes," which will also be released on its \$1.98 monaural Somerset label, its key promotion item for April and May, via extensive promotion on the deejay level and a national consumer advertising campaign. Special deejay EP's will be mailed to more than 1,000 radio stations.

The Skip Martin group includes such ace jazz soloists as Shelley Manne, Don Fagerquist, Pete Candoli, Red Mitchell and Conrad Gozzo. Side features themes from "Peter Gunn," "Richard Diamond," "77 Sunset Strip" and "The Thin Man."

Newest TV jazz theme is one penned by Alex North for the new "Nero Wolfe" detective series, which will debut on TV shortly. (See separate story in this issue.) The complete list of current TV

## Green Joins Marks Promotion Staff

NEW YORK — Ray Green, an active operator in the song and artist exploitation field for 15 years, has joined Marks Music as assistant to prexy Herbert E. Marks.

Green joins the firm at a time when it is moving in high gear along with veepee Arnold Shaw, and ace contact man Buddy Friedlander. He will also work with Arnold Broido, educational director, on band, choral and sacred music.

## CAP LP TOPS GOODYEAR AD

HOLLYWOOD — Capitol Records stereo album of its original cast "Music Man" recording dominates a full page ad campaign by Goodyear's chemical division running in Business Week, U. S. News & World Report and Fortune magazine. Approximately three-fourths of the page layout is devoted to the Cap album while the ad copy touts Goodyear's vinyl resin.

## Merc Extends 'Save-O-Rama' Deadline

CHICAGO — Mercury Records extended the deadline for its "Stereo Save-O-Rama" to May 1 and hinted that another extension might be in the offing. Response to the plan, announced Irving B. Green, Merc prexy, instead of hitting a peak and then declining, has continued to build showing "no sign of slackening."

The plan allows the consumer to buy a stereo disk for one dollar for every one he buys at the list price of \$5.95.

The success of the plan, said Green, has industry-wide significance as a measure of the rising tide of stereo interest. He reported that letters have come to company headquarters from consumers asking that the plan be extended so they can build stereo libraries at the advantageous prices. These letters, he observed, reflect a "healthy association between manufacturer and market that goes far beyond immediate sales figures."

series featuring jazz themes include "Peter Gunn," "D. A.'s Man," "77 Sunset Strip," "M Squad," "The Thin Man," "Richard Diamond," "Ellery Queen," "Perry Mason," "Naked City" and "Pete Kelly's Blues." Even the "Mickey Mouse" theme is served up with a jazz beat in Warners' new "TV Themes" LP.

Artists who have recorded themes from the above shows as singles and/or albums include Ray Anthony, Shelley Manne, Leith Stevens, Pete Rugolo, Pete Candoli, Don Ralke, Frank Ortega, Henry Mancini, Count Basie, Aaron Bell, the Page Boys, Warren Barker, Skip Martin, Keith Williams and Frank Comstock.

## Lawrence Exits Sunbeam

NEW YORK — Bernie Lawrence, recently appointed sales manager of Sunbeam Records and with the Valando firm for the past four years, left the label last week. He intends to take a new post shortly with another record label.

## DOT, CAPITOL FLIP FOR FLIP

NEW YORK — At last the truth is out. The "Flip Black" playing cabinet on the new Bergen label release of "For You My Lover" is none other than the ex-bandleader Ted Black, now an exec with Miller Music of the Big Three. This was the first time he had taken his clarinet out of the pawnshop in 20 years. However, in spite of his creaky playing, two companies, both Dot and Capitol, are bidding for the master.

# IRS Rules on Diskery Excise Responsibilities

WASHINGTON — Internal Revenue has set up a rule-of-thumb to decide who pays the record manufacturers' excise when several firms are involved in processing the disks. In response to industry inquiry, IRS puts the responsibility for tax on the one who not only owns or leases the master, but also controls production and sale of records therefrom.

It follows that when a master is leased to a firm which produces and sells the records therefrom, the original owner of the master is no longer responsible for manufacturers' excise — the tax stays with the firm which controls production and sale of the disks.

To make the plot thicker, if the original music from which the master itself is made, is on tape, the excise still stays with the one who produces and uses the master record. No manufacturers' excise attaches to the royalty payments made to the owner of the copyrighted music on the tape, and the latter is considered merely to "permit its use under special arrangements."

Treasury gives these examples to illustrate the variety of possible combinations: Firm X owns master recordings, and firm Y presses, labels and ships the records back to X, who then sells them. The manufacturing excise stays with firm X. However, if firm Z leases a master from another company, presses and sells the records itself, the tax remains with Z.

In the tape case: Mr. A owns magnetic tape recordings of copyrighted music, and contracts with Z Corporation for the latter to make a master record from the tape, then produce and sell the disks. In return, Z Corporation pays Mr. A royalty on each record produced. Again, the tax sticks with the company that controls production and sale—in this case, Z Corporation.

Also, in this case, Z becomes the owner of the master record made from the tape, but Mr. A retains ownership of the tape of the copyrighted music. Mr. A does not incur any manufacturers' excise on the royalty he gets from the records made and sold by Z.

In a slightly more complicated case, IRS cites a tape owner, Y, who contracts with record man-

ufacturing company X, to have a master record and copies made, which final disks will be made. X, in turn, gives part of the job out to a processing firm which makes up the master, then processes a so-called "printer," from which final disks will be made. The processing firm sends the "printer" to firm X, and the latter presses the records and ships them on to the original tape owner, firm Y.

In this case, the original tape owner, Y, controls sale and distribution of the disks he had made—therefore he is responsible for the manufacturers' excise. Y also retains actual ownership of the tape recording, the master record and the "printer." Confusion about tax responsibility has arisen in some cases because the master record is stored by the processor, in the name of "X" corporation, for possible further use in making additional "printers."

IRS makes it clear that no matter where the master records are stored, or in whose name, the rule of thumb keeps the manufacturers' excise on the one who actually controls the sale and distribution of the disks.

## Italian Jukes Combo Film With Disks

ROME — A new type of juke box which gives the feeling of television under the name of Fonovisore (Phonovision) was previewed by the Italian and foreign press here prior to its debut at the Milan Fair May 12. The new apparatus combines the playing of a record with the projection of 16mm. from behind a screen similar to those in TV sets, showing the artist presenting a song while the record is playing.

Italian newspapers have been quick to dub the new juke box the Cinebox. It is the invention of Pietro Granelli, a newspaperman, with the technical work being done by two brothers, Raffaello and Paolo Nistri in the Milan factory of Ottico Meccanica Italiana, the outstanding manufacturer of movie projection machines in Italy. It is expected that the new boxes will operate at a price of not more than 100 lira (16 cents) per play. Demonstration records with film have been made by Nilla Pizzi, Tina De Mola and Peppino di Capri With His Rockers.

Each box contains space for as many as 50 16mm. films and an equal number of records. Each is adaptable to use film ranging from 8 mm. to 35mm. According to the promoters, recordings need not be specially made for these boxes. In some cases, the performers will be invited to re-enact their own records for exclusive use in this media.

Customers need only insert a coin and the rest of the work is done by an electromagnetic system. An alternate system provides for all of the film on one spool instead of separate spools. In the alternate method the film is run off at high speed until it reaches the playing spot requested by the person using the machine.

## Wynne Signs Damon

NEW YORK — Sid Pastner, head of Wynne Records, this week signed Mark Damon to wax for the label. Damon is featured in the new flick "Party Crashers." Wynne Records this week released two albums, one with Ted Weems and the other with warbler Lee Scott.

## 1st Quarter Decca Sales 10% Over '58

NEW YORK — First quarter net sales for Decca Records, Inc., rose about 10 per cent over a like period in 1958, Milton Rackmil, Decca prexy, told stockholders at the company's annual meeting here this week. Earnings, at the same time, were slightly higher than in 1958, or 11 cents a share.

Rackmil, who is also prexy of Universal Pictures, of which Decca owns 81.4 per cent of the stock, said there was no immediate prospect of merging Decca and Universal.

Late last year, Universal realized \$3,678,510 after taxes from the sale of its studio properties on a lease-back arrangement. Rackmil said about \$1,500,000 of this had been invested in securities listed on the New York Stock Exchange, and under prodding by a stockholder interrogator, admitted that Universal had bought some Decca stock. In answering another question, Rackmil said stereo had proved a "disrupting factor," because dealers are required to maintain inventories of both stereo and monaural records.



WARNER BROS.' RECORDS... **Is RED HOT!**



**Edward  
"Kookie"  
Byrnes**

(with Connie Stevens)

**"KOOKIE, KOOKIE"**

(Lend Me Your Comb)

b/w

**"YOU'RE THE TOP"**

#5047

See Kookie Each Week on "77 Sunset Strip," ABC-TV Network

**"77 SUNSET STRIP"**

**#1 BEST SELLING ALBUM  
ON THE WEST COAST!**

**"77 SUNSET STRIP"**

Warren Barker & Orch.

1289

**BEST SELLING EPI**

**"77 SUNSET STRIP"**

Warren Barker

EA 1289

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**"77 SUNSET STRIP"**

Don Ralke

-New Flip Side-

**"77 SUNSET STRIP CHA CHA"**

#5077

★ ★ **IN THE CHARTS** ★ ★

Tab Hunter

**"THERE'S NO FOOL  
LIKE A YOUNG FOOL"**

b/w

**"I'LL NEVER SMILE AGAIN"**

#5051

Charlie Blackwell

**"MIDNIGHT  
OIL"**

#5031

Mary Kaye Trio

**"YOU CAN'T BE  
TRUE DEAR"**

#5050

★ ★ **NEW AND HOT** ★ ★

Martha Lou Harp

**"TELL ME YOU  
LOVE ME"**

b/w

**"THE KIND OF LOVE  
I NEED"**

#5052

Johnny Carroll

**"BANDSTAND  
DOLL"**

b/w

**"The Swing"**

#5042

Warren Barker

**"RICHARD DIAMOND  
THEME"**

b/w

**"The D. A.'s Man Theme"**

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## PM Sets C&W Pre-Derby Seg

LOUISVILLE — The Everly Brothers will headline a country and western cast including Webb Pierce, Marty Robbins, Billy Grammer, Wanda Jackson, Del Wood, and comedian Boob Brasfield in the free pre-Derby Philip Morris Derby Festival Music Show Wednesday night, April 29, in Freedom Hall at the Fairgrounds Coliseum here.

Johnny Philip Morris, celebrating his 25th anniversary as the Morris firm's living trade-mark, will introduce the two-hour, admission-free show being presented for the third consecutive year for Kentucky Derby visitors at the invitation of the Derby Festival Committee. Local deejays will assist Johnny on the emcee chores.

## PRELIMINARIES ON FOR ARMY TALENT SEARCH

WASHINGTON — The world's biggest talent search for singers and musicians is underway all around the globe, as Army begins holding preliminary contests which lead to the Grand Finals of the 1959 All-Army Entertainment Contest at the U. S. Army Engineering Center and Fort Belvoir, June 16-18.

This timely announcement from Defense Department comes as Andre Previn, a graduate of Army talent ranks from 'way back, has a brand new Oscar for his award-winning musical score for "Gigi." Previn and Dave Brubeck, both tops in jazz, did plenty of practicing in Army entertainment programs, along with a number of other youngsters including Eddie Fisher; Julius LaRosa; Vic Damone, and Peter Palmer, star of "Li'l Abner." (Defense Department puts on an average of about 40,000 musical presentations a year.)

The cream of the crop of Army talent will compete in the finals to provide stars for the touring "Rolling Along of 1959" Army show—to say nothing of making a guest appearance on the Ed Sullivan TV show.

## 'Wolfe' TV-er Jazz Theme

NEW YORK — One more detective TV Show will have a jazz theme when it debuts; the forthcoming "Nero Wolfe" series due next month. The music for this one will be composed by Alex North, the cleffer of "Unchained Melody" and many flicker scores. North, who received the whopping sum of \$2,500 to pen the theme, will publish his score thru Saunders Music, a firm belonging to Frank Music.

## Roulette Pacts Far East Rep

NEW YORK — Donald Singer, foreign operations manager for Roulette Records, has appointed Cosdel, Inc., Tokyo, Japan, as exclusive manufacturer and distributor of Roulette, Rama, Gee and Tico Records.

Cosdel's territory includes Japan, South Korea, Taiwan, Okanawa, South Vietnam, Thailand, Burma, Indonesia, Laos, Cambodia, Guam and the Philippines.

## Beverly Cherner To Am-Par Staff

NEW YORK — Beverly Cherner has resigned as disk promotion staffer of Kapp Records to become local deejay promotion chief for ABC-Paramount Records, working out of the offices of Malverne Distributors here, A. Par's local distrib.

She replaces Dave Berger at Am-Par; while Ann Edwards succeeds Miss Cherner at Kapp.

## Stereocraft Debts Monaural Singles

NEW YORK — Stereocraft Records, new label which up to now has issued only stereo albums and 45 r.p.m. singles, is issuing its first monaural singles this week. The three singles, which will be issued both in stereo and monaural, feature the Budd Johnson Ork and the Do-Ray-Mi Trio. The label also released two stereo albums this week, one with the Do-Ray-Mi Trio and the other with the Ruby Braff combo.

## NEWS REVIEW

### Victor Aid To Gourmet Digestion

RCA Victor has released five new disks in monaural and stereo versions to aid the home gourmet in the atmosphere department. A German, Chinese, French and Italian dinner, and an American barbecue are the themes around which various orks have woven background music. Arrangements of old favorites like "Blue Danube," "Chinatown, My Chinatown," "The Last Time I Saw Paris" and "Arrivederci, Roma," are played in a smooth style, that will please the ear as well as aid the digestion.

Each album has a gaily caparisoned couple of representative nationality hovering over a groaning board. The photography is mouth-watering. In place of liners, the back of each jacket has authentic, easy-to-follow recipes for a complete meal.

"Music for a German Dinner at Home," Franz Hertzman and His Orchestra, LPM-1935 and LSP-1935; "Music for a Chinese Dinner at Home," Bob Lin Wu and His Orchestra, LPM-1936 and LSP-1936; "Music for a French Dinner at Home," Pierre Felere and H's Orchestra, LPM-1937 and LSP-1937; "Music for an Italian Dinner at Home," Romano Ledenzio and His Orchestra, LPM-1938 and LSP-1938; "Music for a Back Yard Barbecue," Norman Leyden and His Orchestra, LPM-1939 and LSP-1939. . . .Bernie Hodes.

## Reps Appointed By United Audio

NEW YORK — United Audio Products has just announced first rep appointments for their high fidelity products.

For the Dual stereo turntable-changer only: Harry Estersohn, covering eastern Pennsylvania, southern New Jersey, Delaware, Maryland, Washington, D. C., Virginia.

For Dual and Wigo hi-fi speakers: Robert Stang, metropolitan New York; Roland Olander, southern California, Arizona, southern Nevada; Robert Peters for Ohio, western Pennsylvania, West Virginia.

According to Larry Epstein, vice-president of sales, negotiations are now in progress with reps in other areas, and he expects to complete coverage of the country this spring.

Firm also has brought out illustrated literature describing the Dual - 1006 stereo turntable-changer.

## Mort Hillman New Art Ford Staffer

NEW YORK — Mort Hillman has joined the Art Ford office to handle the musical chores for two new pictures being readied by the disk jockey and program manager of WNTA. The two flicks are "Gang Girl" and "Love and Jazz." Both films are being shot under the Formont Corporation banner. Hillman will also supervise the music publishing, jazz concerts and other activities of Ford's New York offices. Hillman was previously with Citation Records.

NEW YORK — Marty Mills has set up his own firm, Martin Mills Enterprises, and has also started a music publishing firm called Marmal Music. In association with Jerry Keller, the singer on Kapp Records, he has set up another music firm, called Jaymar Music. Mills has also taken over the management of vocalist Nat Wright and thrush Louise O'Brien.

## LOLLIPOP MAY BUY FRONT SEAT

HOLLYWOOD — The disk biz may yet have its lollipop payola.

The sensitive problem of arranging the seating plan for the forthcoming National Academy of Recording Arts and Sciences awards' banquet has been turned over to the seven-year-old daughter of Spike Jones, Leslie Ann. She will draw reservations from a glass bowl with tables to be assigned as they are drawn. As a native, California orange is her favorite flavor.

## Haley Back in Joyce Fold

PHILADELPHIA — With a release from General Amusement Corporation in one hand, Bill Haley lead man of the Comets combo, signed a new exclusive booking contract with the Jolly Joyce Theatrical Agency with his other hand. New binder will run for three years and covers every phase of show business in every part of the globe. Joyce until last September had Haley under his booking wing for four years.

## Star Roulette Promot'n Head

NEW YORK — Saul Star has replaced Mel Turoff as national promotion manager of Roulette Records and its subsidiaries. Turoff resigned that post last week.

Star, heretofore Roulette's district sales and promotion representative in the Detroit area, joined Roulette in 1957 as the label's Detroit promotion rep. Prior to joining Roulette, he was deejay promotion man for Mercury in Detroit. In his new post, Star will headquarter in New York, reporting directly to Roulette's executive veepee Joe Kolsky.

## Victor Inks Thrush And a Lutenist

NEW YORK — Barbara Evans, who opens at the Stardust in Las Vegas, Nev., Tuesday (21), has been signed by RCA Victor. The thrush's first release "Souvenirs," will be released on the day of her debut at the Stardust. Steve Sholes, diskery's pop a.&c. chief, stated the chattress would be given a strong promotional drive.

In another section of the company, Alan Kayes, manager of Red Seal a.&c., signed Julian Bream, the guitarist and lutenist, to a long term pact. The 26-year-old Bream, now in England, will concertize in America this fall.

## Prestige Pacts 2 New Artists

NEW YORK — Prestige Records signed Eddie Davis, tenor saxophonist and organist Shirley Scott to exclusive recording contracts last week. Miss Scott who is a regular member of the Eddie Davis Trio will also record in her own right.

Both artists have LP's scheduled for May. The Davis album is "The Lock." Miss Scott's set is entitled "Scottie." Bass and drums on both sets are handled by George Guviver and Arthur Edgheill.

## Cap. Pacts Hammack

HOLLYWOOD — Bobby Hammack, ABC radio-TV net's musical director, was signed to a long-term Capitol contract. The composer-arranger - conductor - pianist's initial dinking will be included in Capitol's premiere stereo singles release scheduled for April 27.

## 9 LP's on UA April Sked

NEW YORK — United Artists April LP release spotlights classical, pop and jazz albums. The three classical sets are by Leopold Stokowski and the Symphony of the Air performing Shostakovich's "Symphony No. 1," Khachaturian's "Symphony No. 2" and a coupling of Ernest Bloch's "Schelomo" and Paul Ben-Hamin's "From Israel." Stereo price for the classical sets is \$5.98. Mono price is \$4.98.

The release also includes "Blues in the Mississippi Night" by folk artist Alan Lomax. This set is available monophonically only for \$4.98.

Other releases are Connie Russell's first LP for the label, "Don't Smoke in Bed," "The Clovers in Clover," also a debut album on UA and "That Holler Guy" by Joe Garagiola. These are available in stereo for \$4.98 and for \$3.98 monaurally.

Two EP's, "Porgy and Bess," by Diaphann Carroll and Andre Previn and "Some Like It Hot" by Marilyn Monroe complete the release.

## Belock Busy

Continued from page 4

According to officials, "it allows for greater dynamic range with less random noise."

The company said that the Todd venture represents one of the first occasions on which a record company has actually made a soundtrack for a film company. The film in this case, "Scent of Mystery," is using "Smell-O-Vision," a new process making possible synchronization of scents with the action portrayed on the screen.

In Houston, the company had set up its mobile equipment to complete recording of the Houston Symphony under Leopold Stokowski.

## Emphasis on Music

Continued from page 4

strengthen the role of music in our overseas information programming. They believe more attention is needed for musical exchange in countries outside of Western Europe (where American music is not only known, but commercially successful).

More musical scores as well as books on music should be included in the book program and overseas information libraries. "Musicians read scores as others read books, and the same principle of distribution should apply to both scores and books," the Commission finds.

## S-F Sales Pitch

Continued from page 4

and distributors cut down on dead stock inventory. They may return any label (including Somerset) at any price, "As long as it's 12-inch and in a jacket." The promotion is effective immediately and runs thru May 15.

Distributor salesmen in various cities are wearing black ties and armbands when they call on dealers to introduce "Operation Graveyard."

## 'Nervous Set'

Continued from page 4

jazz score and the first on Broadway about the Beat Generation. It will open at the Henry Miller Theater in New York on May 12. Richard Hayes has been selected for the title role. There will be a jazz quartet on stage during the show. Frank Music will publish the score via its Empress Music firm. Stu Ostrow, veepee of Frank, handled the negotiations.

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(From the W/B pic)  
DEAN MARTIN CAPITOL

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

**KOOKIE, KOOKIE**  
(Lead Me Your Comb)  
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"CALL ME YOURS"—Johnnie Ray  
Columbia

"I KNEEL AT YOUR THRONE"  
—Joe Medlin  
Mercury

"CARELESS"—Sarah Vaughan  
Mercury

"BEAT O' MY HEART"—Harry Simeone  
20th Fox

"IMAGINATION"—Paula Wayne  
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"MOON OVER MIAMI"—Jerry Wald  
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 THE BEAT IS TERRIFIC, SALES WILL BE, TOO! **THE**  
 PICK OF THE WEEK, APRIL 13. IT WILL HAVE 'EM  
 AND BUYING! **THE BATTLE OF NEW ORLEANS**

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



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**BATTLE OF NEW ORLEANS.** A BILLBOARD  
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**TAPE CLUB PAYS OFF**

**Pennsy Dealer Finds Tape Market Rewards**

By RALPH FREAS  
PITTSBURGH—Nick Lomakin, owner of Lomakin Hi-Fi Music here, reports that "tape is a big business with us." There's a good reason for Nick's attitude. He has actively solicited the business of tape fans and has found that it paid off.

One of the most important factors in the success of Lomakin's wooing of the tape market is the store's "Hi-Fi Tape Club." They have enrolled an impressive number of 700 members. Each member pays a \$1 membership fee. This entitles them to a short roll of blank tape, a stereo catalog and advance notice of monthly tape "specials." It also entitles them to "special privileges" on purchases of blank, monaural, stereophonic tape and tape accessories.

One of the special features of the club is a rental library of stereo tapes. The library totals 500 reels of different selections and club members may rent them for a fee of \$1 a week. A \$5 deposit is also required on each reel.

To impress their specialization in tapes on the Pittsburgh public, Lomakin's goes "all out" for display. For example, a recent window display was loaded with reel-upon-reel of recording tape — all sizes of reel and all types of tape, in boxes, loose, draped all around the display. The Audio tape brand was featured. According to Lomakin, passers-by are "awed by the display." And, when they are in the market for tape or a recorder, they will automatically think of Lomakin's Hi-Fi Music store.

Lomakin is not completely satisfied with present recorded tape prices. He believes tape should be priced from \$4.98 to \$8.98.

But if he is critical of pricing conditions in the tape field, he is plainly unhappy with what has been happening in the disk field.

"Record clubs," he says, "are the worst. Let them sell in unpopulated areas."

He also thinks the \$5.95 price structure on stereo record is out of line while the monaural equivalent is \$3.98.

**Hoffman Adds 3 Consoles, Portable to Stereo Line**

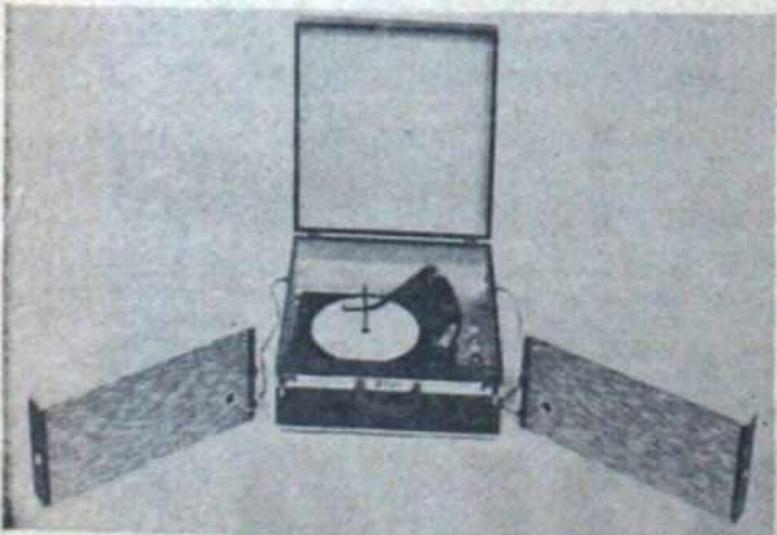
LOS ANGELES — Three single-cabinet stereo consoles—and a portable, the "Stereo Pal"—are being added to Hoffman's matched cabinet stereo line. The new units expand the number of basic models in the Hoffman line to five consoles and the portable. The consoles offer a choice of four cabinet styles and four natural wood grain finishes.

The Westchester (Model 8006) and Inglewood (Model 807) feature the "stereo display scope," a movable "graph" showing the bass and treble decibel rating for both channels. Using the display scope, a listener can balance the controls of each channel and note the setting for each record. When the record is played again, bass and treble balance can be adjusted quickly, with the aid of the scope, eliminating knob fiddling.

Both the Westchester and Manhattan (Model 8007) include AM-FM tuner, featuring "petal" tuning eye, and output jack for multiplex.

The Westchester has six matched speakers, two 12-inch woofers, two 5¼-inch midrange and two 3½-inch tweeters. The Manhattan and Inglewood have four matched speakers, two 12-inch and two 5¼-inch.

A remote balance control may be used with all three models.



Hoffman's Stereo Pal, \$159.95

**HI-FI GOES TO COLLEGE**

NEW YORK — The Cornell campus is going to rock—with high fidelity sound. For the second year, the Ithaca, New York, school will sponsor the "Cornell Audio Fair," April 27 thru 29.

Forty hi-fi firms are setting up exhibits of their products in the big student union building. Students, faculty and hi-fi reps will help to run the affair.

Evening lectures and demonstrations will be given in which both faculty and hi-fi reps will participate. Emphasis, according to a Cornell announcement, will be on stereo.

Last year, the show attracted more than 10,000 visitors.

**Mathes Aims For High End Stereo Sales**

DALLAS — Mathes Manufacturing Company, major furniture maker which debuted with hi-fi and stereo playback units 10 months ago, cracks the really high-end market with a nine-foot-long by seven-foot-tall six-piece matched home entertainment center. In addition, Jack Long, sales manager, said that full details will soon be available on the first of a TV set line. Mathes, primary producer of wood cabinetry for years, has moved its entire electronics assembly plant to Dallas from Athens, Tex., its home base. Athens remains the center for its cabinetry furniture making.

Listing at \$1,200, the Mathes center differs from that produced by a Magnecord or Bell Sound Systems, in that it substitutes a 12-inch TV set for the reel-to-reel tape playback found on previous home entertainment centers. The nine-by-seven-foot wall-like center has AM-FM radio and tuner, equipped to carry both channels of radio simultaneously thru each of its stereo speaker channels. The

(Continued on page 48)

This optional unit, which simply plugs into the console, enables the listener to control balance between channels without leaving his chair.

The portable "stereo pal" has four-speed changer with "intermix." The turntable pauses during change cycle to protect records from scratching. Amplifier automatically shuts off after the last record is played. It can be played with its two speakers attached or placed up to 24-feet apart for stereo separation.

The "stereo pal" has 20-watts peak power and two six-inch and two four-inch speakers. Weighing 40 pounds, the portable has two-

(Continued on page 48)

**STEREO BY AIR**

**Flying Trips Net Coast Dealer Top Stereo Sales**

SAN FRANCISCO — "A flying stereo specialist" is the title which David Morris, of the "House of Karlson" here, has earned.

In recent months, Morris has successfully sold stereo equipment throughout the Northern California area by plane. This includes cabinet

sets, and component rigs all in the upper brackets, sold throughout the area because Morris makes a habit of "flying his own airplane to the spot."

Most residents of Northern California and as far south as Fresno, 150 miles away, shop regularly in the "city"—coming to San Francisco on weekends or whenever time permits. Often, a visit from the prospect which could easily be developed into a sale doesn't jell, however, simply because the distance involved between the prospect and the store is so great.

**No Sale "Lost"**

Morris bridges these distances with his airplane, a flying "Station Wagon," big enough to carry samples of most of the equipment which the House of Karlson features.

When a prospect comes in and declares his interest in a custom stereo set up for his home, built up from components, can't make up his mind on the spot, Morris doesn't consider the sales as "lost." Instead, he tells the customer that he will bring samples around and visit the

(Continued on page 48)

**Audio Feedback**

By RALPH FREAS

**MANUFACTURER PROBLEM**

It's no secret that phono manufacturers have been cracking their skulls and spending plenty on market research to find out which way stereo is going to go. Will the public want an all-in-one stereo unit? Or will they tend toward complete speaker separation? This is no mere \$64,000 question. Millions are involved.

One firm, Stromberg-Carlson, believes they have the answer. In recent weeks, they've been showing a new line, "The Audiophile Series." The 16 models in the line are all-in-one units.

**STROMBERG-CARLSON'S THEORY**

Why did the firm go in this direction? To find out, we spoke to Bob O'Brien, general sales manager for the firm. Here's what he told us.

"I suppose," said Bob, "we were as much at fault as anyone in pushing the idea that speakers have to be eight to 10 feet apart. A year ago, we said an all-in-one wouldn't sell. We were wrong. The housewife wants all-in-one stereo and, let's face it, she has the money."

"This year, all-in-one stereo will outsell separation by three to one. That's what our market studies tell us."

**PROBLEMS TO LICK**

According to O'Brien, there was more to creating the "Audiophile Series" than simply deciding to put everything in one cabinet.

"You have to remember," he told us, "that we're component people rather than packaged set manufacturers. We didn't believe in putting the speaker in the same cabinet as the turntable and amplifier. We subscribe to the theory that this creates feedback problems. What we had to do was isolate the various components in the single cabinet."

"It wasn't easy. We tried to 'ruggedize' the cabinet. No good. We tried mounting components on foam rubber. It didn't work. Finally, we went directly to the rubber manufacturers. They taught us that there are thousands of different foam rubber types. But they understood our problem and they narrowed the types down to five and said 'This is what you need.' They were right."

**MOUNT THE LABYRINTH**

"What we do is mount the speaker in a labyrinth. You know the labyrinth is an old principle used by Stromberg-Carlson. It has served us well thru the years. Then we mount the labyrinth on foam rubber within the cabinet. No feedback."

How far apart are the speakers, we asked him?

"Well," he said, "our cabinets are two lengths—48 and 54 inches wide. That would put the speakers themselves at 40 and 48 inches apart respectively."

Is this stereo? O'Brien was firm on this point.

"Absolutely," he said. "If the speakers are only a foot apart, it's stereo. I think of it this way. If you liken a phonograph to an orchestra and the average living room to a concert hall, then, by comparison, widely separated stereo is like listening to a 7,000 piece orchestra."

**FLEXIBLE ATTITUDE**

But the firm is not inflexible in its attitude, O'Brien pointed out.

"We're saying to the public," he said, "that you can have your separation if you want it and any way that you want it. We have separate speakers in labyrinth enclosures that sell for \$59.95 and up. They match our new furniture line and we provide a jack plug in the back of the set for easy installation. The listener just throws a switch on the master unit which turns the master unit into pure channel A and directs channel B to the external speaker system. Besides this, the switch can be set to keep channel A as it was, to throw channel B into the external speaker while the old channel B provides a mix of both. This is the way I like listening to it."

"We're really hot on this approach to stereo. If we could only turn 25 per cent of our enthusiasm for it into dollars, we'd all be rich."

**PATHWAY TO PRESENT**

Stromberg-Carlson had a special problem in wooing the quality audio market. It must be remembered that a few years back, their consumer products division had special strength in radio and television. At that time, component hi-fi was produced by the special products division and the consumer products were distinguished by the fine furniture approach.

Later, they went out of television and the table model-type radio production. There was an interim period when all emphasis was shifted to component hi-fi.

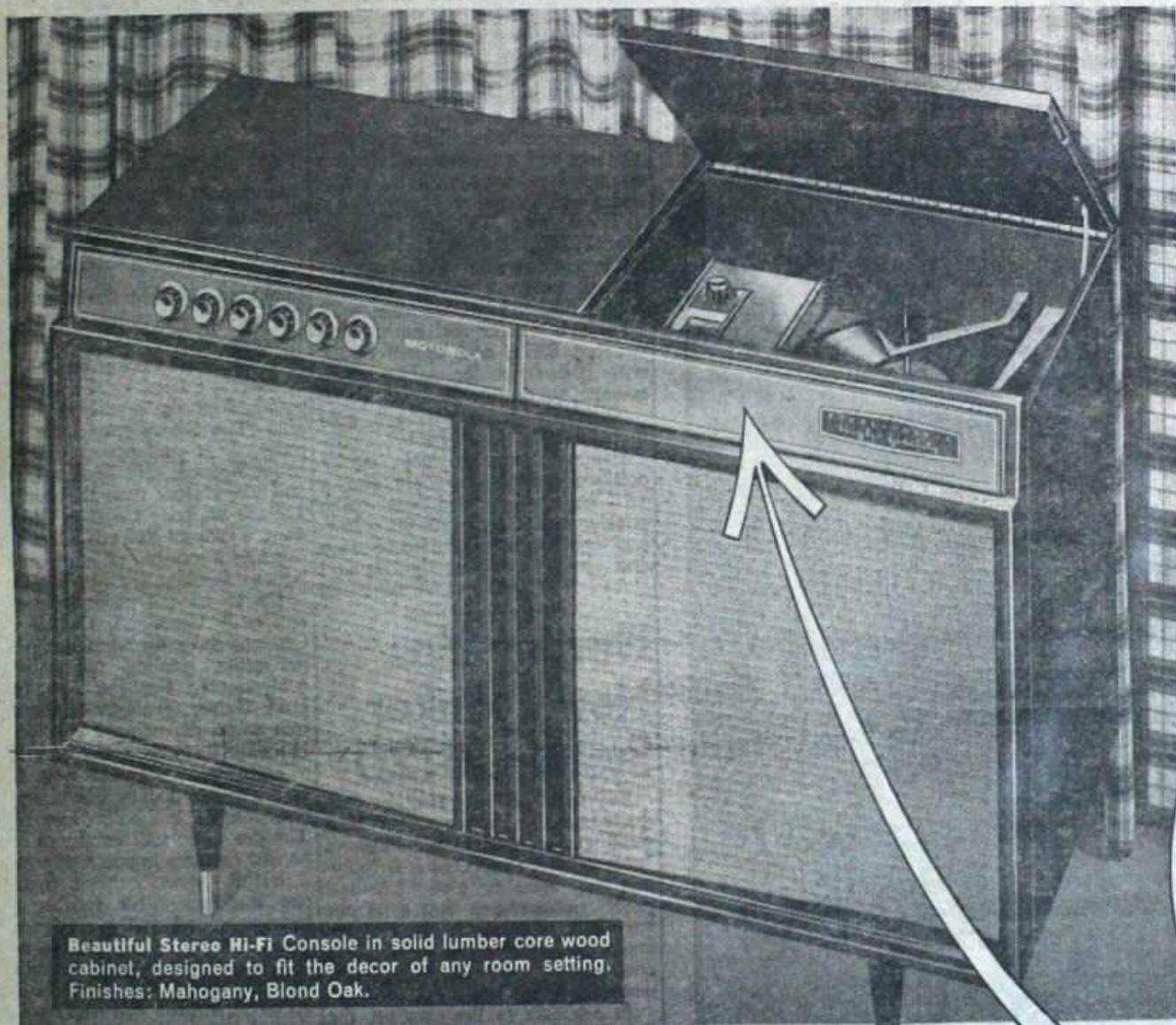
"At that time, O'Brien said, "there was the popular (Continued on page 80)

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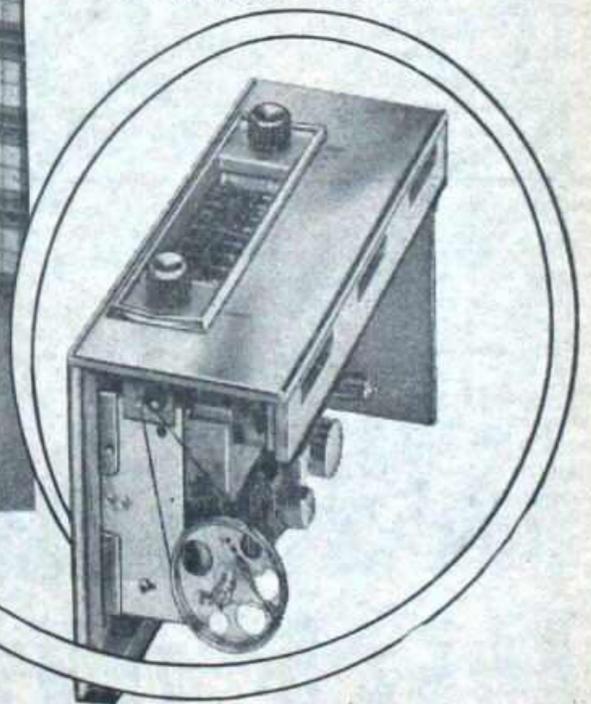
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YOUR CUSTOMERS SAVE \$80.00



**4 GOLDEN VOICE® SPEAKERS**

Greater response and wider tonal range cover entire audible frequency perfectly... without distortion.



**20-WATT DUAL CHANNEL AMPLIFIER**

10 watts each channel. Perfect full-range Stereo Hi-Fi (30-15,000 cps.) at lowest volume or concert loudness.



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**6 INDIVIDUAL CONTROLS** including single Balance Control to equalize sound level in each speaker individually for perfect stereo effect.

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

## Admiral Tilts at Low Priced Stereo Field

CHICAGO — Admiral Corporation became the first major electronics maker to join the economy-priced stereo portable parade, with the unveiling of a two-channel manually operated phono at \$39.95 and a stereo automatic changer portable at \$69.95. Admiral's portables' bow establishes new low-price leader twins to crack the lower-priced market, but it establishes an Admiral with a wider price range than any of its major electronic competitors.

The Flamenco, in a choice of two two-tone color pyroloxin combinations, is the manual three-speed job, using a four-inch speaker in the phono and another in the removable lid. A neutral position disengages the turntable drive wheel when not in use, preventing rumble - producing flat spots.

The \$69.95 Riviera is a four-speed automatic, with a five-inch

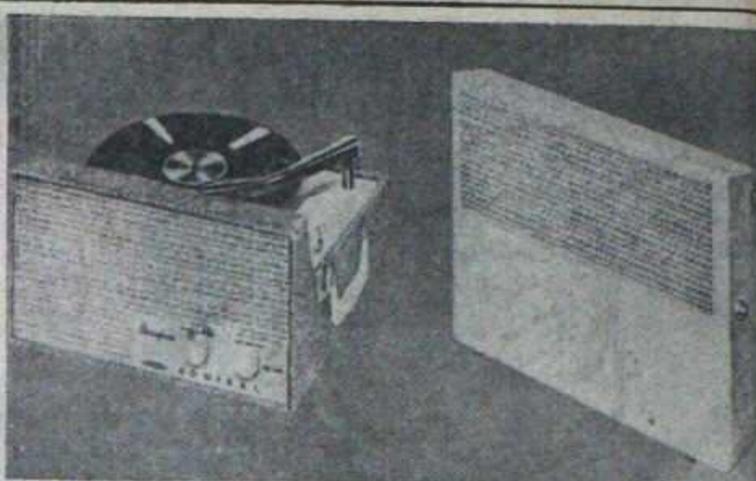
speaker in both the phono and the removable lid of the cabinet. Model features automatic shutoff, neutral position on idle to prevent rumble, rubber turntable mat to prevent slipping and like the Fla-

### Hi-Fi Shop Is New Connecticut Corp.

HARTFORD, Conn. — Hi-Fi Record Shop, Inc., a new Connecticut corporation, has filed a certificate of organization with the secretary of state's office at State Capitol here, listing offices as 51 Water Street, Torrington; subscribed capital, \$7,000; paid in cash, none; paid in property, \$7,000; president, John J. White; vice-president, Thomas W. Carey Jr.; treasurer, Lorraine V. Carey; secretary, Geraldine E. White, all of Torrington; directors, same as officers.

*101 Strings*

The World's First Stereo-Scored Orchestra



Admiral's Budget-Priced Stereo Model 925

### Twin Cities Firm Adds Custom TV

ST. PAUL, Minn. — Setchell-Carlson, Inc., local electronics firm which went into the field of unitized home entertainment centers here eight months ago, has further expanded its line with new TV sets and amplifier-and-speaker equipped cabinets to build entire audio and TV units.

Three new TV sets include: Model T60, 21-inch table model on legs side-mounted six-inch extended range speaker, \$199.95; Model 60C, 21-inch console, with 10 - inch woofer and four - inch tweeter, \$259; and Model 600C, with 10-inch woofer and four-inch tweeter, \$299.

The new stereo playback cabinets include: Model RP 92, a contemporary modern console, equipped with dual amplifiers and a 12 - inch woofer and four - inch tweeter at \$169; the RP 93, a low-boy cabinet, with the same amp and speaker setup as the 92; and

*(Continued on page 48)*

### BUILD YOUR OWN

## Disk Chain Makes De Luxe Stereo Unit

CHICAGO — With the announcement of the debut of a new type of stereo playback, "while combines the advantages of components with the advantages of packaged hi-fi," by the manager of the audio department of Discount Records here, also came the hint of a major expansion on the part of Marvin Saines, chief of the Discount Records operation nationally. Tho Saines would not comment, it is understood that Discount Records will open a second and larger store than their present LaSalle St. Loop outlet in Chicago soon. Discount Records intends going into a number of other metropolitan markets, it's rumored.

Up to now, Discount Records outlets in Cleveland, Detroit and Chicago have operated audio departments, dealing primarily in components. For the first time, Herb Galper, manager of the custom audio department in Chicago Discount Records' outlet, is selling a home entertainment unit five-and - one - half - feet long by two - and a half feet high. The one-piece unit combines component features in one master unit. A buffet styled cabinet contains two matched AR-2 speaker systems, mounted in foam rubber to avoid reverberation thru the master cabinet. The unit, listing for \$649.50, will be available in over 15 wood finishes and packs a Garrard changer, 40-watt Scott stereo amp and Shure stereo phono cartridge.

Unit is built to house a pull-out tape deck and can be equipped with an AM-FM tuner and a transcription turntable, all of which are optional features. Galper, who designed the unit, said that this is the first of four such playback units which will be made available by Discount Records.

workmanship. It is also available in other finishes, \$120.

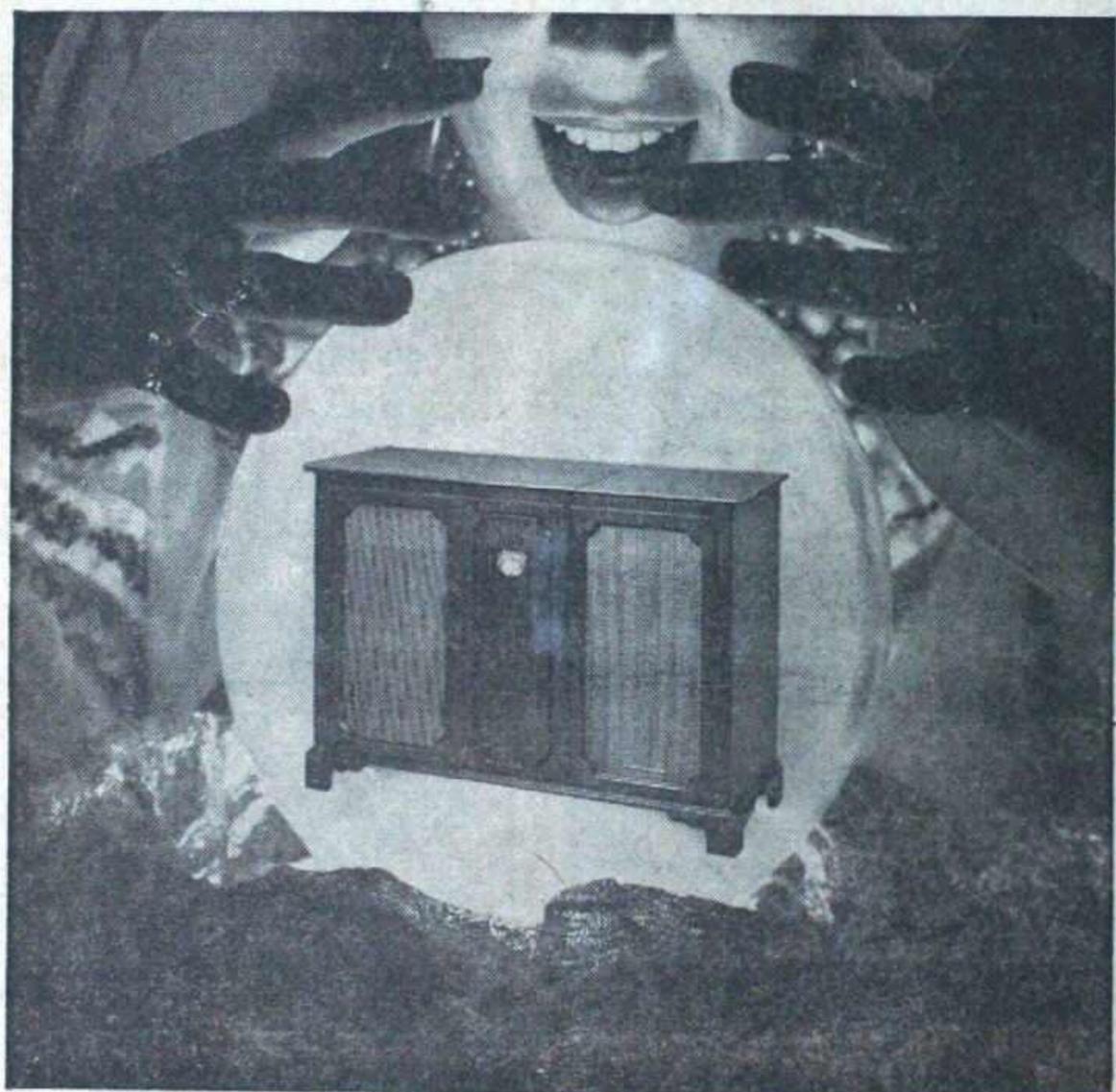
### Hartley Has New Speaker System, \$120

NEW YORK — Hartley Products here, is showing a new Capri shelf speaker system with several "unique" features. One is a "polymerized" cone to give "weather-proof" performance that does not vary in quality under the temperature or humidity changes. This cone also claims to eliminate fuzziness and cone "break-up."

In addition to the speaker, the Capri, has a decorator designed enclosure (24" by 13½" by 12") made of ¾-inch oil-finished walnut with splined joints for rigidity.

The enclosure has completely sealed back and is packed with 35 feet of acoustic material. These two features aim at giving pur response down to 30 cps without distortion at normal listening levels. The grille cloth is bamboo, in acoustical weave to eliminate distortion.

The Capri is guaranteed for five years against defective parts or



# 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.

The best single source of consoles and matched components for complete systems is Stromberg-Carlson.

"There is nothing finer than a Stromberg-Carlson"

**STROMBERG-CARLSON** A DIVISION OF GENERAL DYNAMICS CORPORATION  
 N. Goodman St. • Rochester 3, N. Y. • Electronic and communication products for home, industry and defense



"Perfectempo" Manual Turntable



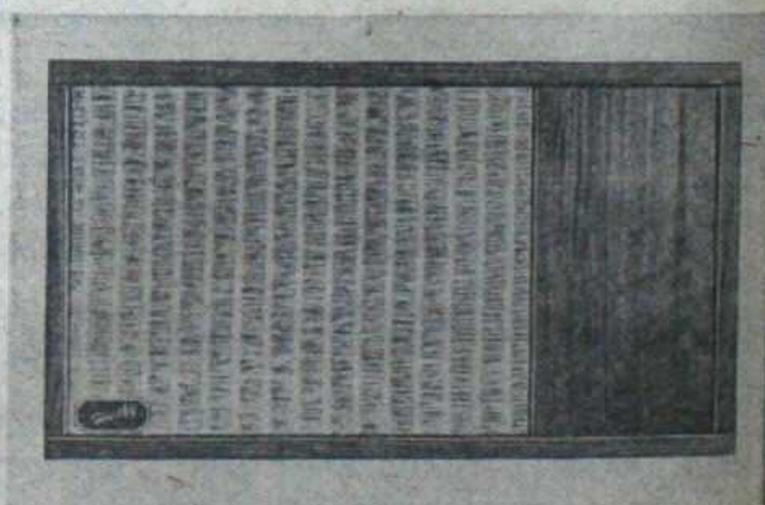
RA-498 Tone Arm



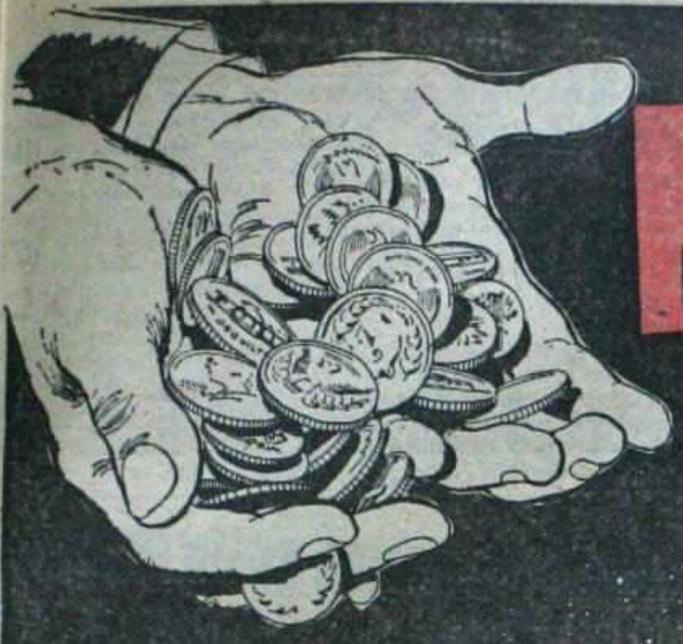
SR-440 AM-FM Tuner



RF-480 "Slimline" 8" Transducer



Hartley's New Speaker System



# MONEY-MAKING NEWS!

*the*  
**HOTTEST**  
*Children's Line*  
*in the*  
*Record Industry*  
*gets even*  
**HOTTER!**

WALT DISNEY'S



**RECORDS**

**PRICES REDUCED** ~~98¢~~ to **49¢**  
per 78 or 45 rpm record

- 42 Solid-selling singles, including "Sleeping Beauty," "Zorro," "Mickey Mouse Club March," "Snow White," "Peter Pan," "Cinderella," "We're The Mouseketeers," all the Mouseketeer Favorites, and — just released — "Shaggy Dog"!
- Best promoted! Television! Newspapers! Magazines!
- Full-color! Polyethelene sealed!
- Available on both 78 rpm and 45 rpm!
- More songs — more playing time — **an EP value at a single's price!**

**DISNEYLAND RECORDS** Burbank, California

# Flying Trips Net Stereo Sales

• Continued from page 44

home at an appointed time, generally asking whether the customer can meet him at the airport. Usually this makes so much of an impression on the prospect that Morris gets tremendous co-operation. In 95 per cent of all of his 200-odd flying calls, he has received "free taxi service" directly to the home and then back to the airplane, as part of the day's work.

On the spot, of course, dealing with the entire family, all pleased that a special flight was made in their interest, Morris not only completes his sales but usually settles in the better-priced, top-quality brackets. Some of the most expensive stereo equipment and sound systems installed in the customer's home have been developed thru a "flying trip" such as this.

### Earns Reputation

In spreading out all over the Northern California area, Morris has the sort of reputation which brings him prospects. It isn't unusual for a long-distance call to come in from a customer interested

in hi-fi or stereo, who is pleased with the novelty of a flying sales call. Morris, in one instance, installs an expensive installation for a ranch owner in this way, even tho the same set was available in a town only 15 miles away, for about \$35 less than the list price which Morris had quoted.

He quite often gives his customers a short hop in the airplane, "just as a matter of good will," and finds that this is a quick way to publicity, and increased sales.

# Williams Named to New RCA Ad Post

NEW YORK — Veteran RCA-Victor promotion man, Jack Williams, has been appointed to the post of manager, advertising and sales promotion, RCA Sales Corporation.

An RCA old-timer, Jack has been with the giant electronics firm in one or another advertising and promotion capacity for the past 33 years. His promotion savvy and guidance sparked many an RCA sales meeting and new RCA line exhibit.

Most recently, Jack has headed up ad and promotion activities for the RCA television division. He has served in that position since 1954. In his new post, he will still perform the same duties for the television division but will also take the Radio and "Victrola" Division under his wing.

# Twin Cities Firm

• Continued from page 46

the RP 93D which has casters and shorter metal legs than the 93, also \$169. The new stereo playback cabinets offer the buyer the chance to equip them with FM and/or AM tuners and record changers. If the buyer wishes companion speakers, Models S 93 and S 93B provide the second stereo playback channel at \$78 list. TV sets 60C and 600C are almost matched speaker units, provided with stereo speaker jacks, to complement the playback units in the new line. All TV and audio playback units made by S-C, according to W. C. McKnight, ad manager of the firm, come in a choice of four woods, mahogany, white oak, cherry and walnut.

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

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

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

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

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

ORDER TODAY FROM:

# High Fidelity

The Publishing House  
Great Barrington, Mass.

# Soundcraft Puts Tape on Pro-Type Reel

NEW YORK — Reeves Soundcraft is putting its tape on newly designed five and seven-inch reels. The new reels are stronger and allow "professional type" threading.

According to the Danbury, Conn., firm, there's nothing tricky or gimmicky about the new design. They point out that many different kinds of devices have been produced to make the threading job easier. But, the professional recordist still likes to press the tape against the hub with his finger and turn the reel until the tape catches.

The new Soundcraft reel is designed with enough space between the spikes to facilitate this move. Added strength comes from additional thickness added to the flanges.

Soundcraft reels are still marked on each side for easy identification. They also have an area to mark what the tape contains. New reels are being shipped immediately.

# Publications Group Formed to Aid IHFM

NEW YORK — A publications committee has been formed by the Institute of High Fidelity Manufacturers. Joe Benjamin, Institute president, says it will assist in "fostering the growth and prosperity of the component high fidelity industry."

C. G. McProud, publisher of Audio, will be chairman. Reps from other publications dealing with high fidelity will form the committee. The group will advise the IHFM on technical matters, trade and merchandising practices, means of telling the component story to the public and other matters, according to Benjamin.

# New Case for Jensen Needles Makes Debut

CHICAGO — An ebony plastic package has been designed for Jensen diamond needles. It's a window package and the needle shows up against a white plastic foam background. Plastic package itself is black. No dust or moisture can seep in because the package is sealed by a special bonding process.

# Hoffman Adds 3

• Continued from page 44

tone scuff-resistant luggage fabric with stainless steel or brushed brass trim.

If greater stereo separation is desired with the consoles, a matching amplifier-speaker unit can be added. With it, the left channel plays thru the extension unit and the right plays thru the entire system in the master unit.

The Westchester has Garrard's four-speed changer with four-pole motor, while the Inglewood and Manhattan series use a Webcor four-speed changer with "Magic-minder" speed selector.

The three models have inputs for tape recorder or television audio. They are also wired for multiplex input.

Basic prices (in mahogany) are as follows: Model 807 "Inglewood," \$299.95; Model 8007 "Manhattan," \$359.95; Model 8006 "Westchester," \$530 and Model 810 "Stereo Pal," \$159.95. Prices vary slightly for other wood finishes.

# Admiral Has Transistor Clock Radios

NEW YORK — Admiral's new personal clock radios are available in both five and eight-transistor models. The five-transistor, "pocket-size" unit will sell for \$49.95. The eight-transistor model is tagged at \$69.95.

The cordless units come in white, tan, green or two-tone black and white or coral and white. Optional accessories are earphone attachment and a gift pack consisting of earphones, leatherette carrying

# Mathes Aims

• Continued from page 44

four-speed phono unit packs 30 watt power total thru a pair of speaker units containing an eight and a five-inch speaker.

The Mathes entertainment center comes in six individual pieces which may be placed in a room wherever the consumer sees fit. It may be set up as a complete solo unit. There are six book shelves sans doors, while there are four cabinets for record storage, equipped with doors. Available in walnut, mahogany, cherry or maple case and strap, and gold foil personalizing the case.

# ON THE OUTSIDE LOOKING IN

You too can join the Walco Super Bonus Club

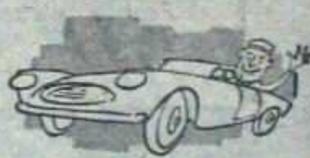
and enjoy these benefits

### SPIFF INCENTIVES,



a continuing program to reward good salesmanship with cash!

### PRIZE CONTESTS,



frequent opportunities to win valuable watches, sports cars, other big awards.

### CLUB NEWSPAPER



for record dealers and clerks — has latest news on profit opportunities, selling tips, etc.

### SUPER-SPIFF BONUSES,



offerings of extra-value consumer goods and gift merchandise at a fraction of cost.

### CHARTER VACATION TOURS



under club auspices; members can take "millionaire" vacations for "pennies."

### FREE PERSONNEL PLACEMENT



helps locate qualified sales clerks when you need them.



For full information on how you can join the dues-free Walco Super Bonus Club and enjoy these and other club privileges, write:

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# Breaking!

# "Skumbo"

# Googie René

#248



HOLLYWOOD

# audiotape

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444 Madison Ave., New York 22, New York  
Offices in Hollywood & Chicago

# Schedule of Major Features

## The Billboard 1959 Electronic Parts Distributors Show Edition....dated May 18

### Where's Stereo Now?

The stereo phono and disk are entering their second year. Where does it stand today? What's the prospect for the year ahead? Percentage of disk sales represented by stereo. Stereo phono and equipment sales rise or fall on the quality of the disks. How are they? Problems faced by disk firms—the A & R factor.

### Stereo Packaged Phonos

Designing in the dark. What does the public want? Separate units or all-in-one? Compromise solutions. How fall lines are shaping up. Low-end stereo phonos. Are they good stereo? What will their ultimate effect be?

### Stereo and the Loudspeaker

The coming move to electrostatics. The Isophonic or "area" speaker. Three-way systems with a common bass. Are today's speaker sales commensurate with interest in stereo? What about enclosures? Manufacturers' views on the changing market.

### Stereo Conversions

What percentage of stereo in homes are the result of stereo conversions? Dealer attitudes toward conversion? Convert or sell a complete new unit? Manufacturer attitudes. Conversion kits—are they selling? Service headaches.

### Trends in Tape

The "fun" campaign—is it strong enough to make up for decline in use of recorders as music reproducers? Can interest in stereo stirred up by two-channel disks carry over to affect tape sales? Ultimate future of tape.

### Cartridge Players

Competitive systems — RCA-Victor's tape cartridge player vs. Fidelipak mobius-loop type players. Are they really competitive? RCA-Victor and the home market. The future of cartridges in the industrial music systems. Advantages and disadvantages of different systems.

### Parts Show Products

What's new at the parts show this year? Short takes on individual products (components, cartridges, tape players, loudspeakers, needles, etc.). Product photos.

### Needle Sales Problems

How to overcome the problems faced by dealers and servicemen in increasing needle sales. What manufacturers are doing. What dealers are doing—and not doing.

The  
**Billboard**

1959 Electronic Parts Distributors Show Edition... dated May 18  
Advertising Deadline ..... Wednesday, May 13  
Full Distribution to the complete attendance at the Show,  
Conrad Hilton Hotel, Chicago, May 18-21

# VOX JOX

By JUNE BUNDY

**BLOCK BLASTS PAYOLA:** Martin Block, WABC, New York, had some interesting comments on the subject of payola when he guested on Mike Wallace's video interview show over WNTA, Newark, N. J., last month. For instance, Block said he once received a record with a \$10 bill taped to it. He also noted that once he had to send a staffer to pick up a copy of a best selling pop single. The distributor said he hadn't sent Block the record to play because "We felt Martin Block came too high. \$20 was our top price for getting the record played." Block said he is "suspicious" of best selling lists which feature records "they haven't had enough time to sell enough copies to know they're tops in sales. He also opined that the recording industry is beset by "fly-by-night operators."

**GIMMICK:** Bob Hamilton, KFAL, Fulton, Mo., recently completed a contest on the Fleetwoods' "Come Softly to Me" best seller, whereby listeners were asked to count the number of "dums" on the record. The answer was 95 "dums" and the winners received free records as prizes. . . . Bob Elliott, KUDL, Kansas City, Mo., was "it" in a "Find the Missing Deejay" contest conducted by his station this month. Elliott "hid" in various places during specified hours each day and broadcast clues as to his whereabouts from his hiding places. He was "found" by a fem listener (who received \$500 in prizes) on the fifth day.

**THIS 'N' THAT:** Johnny Edmund, who has been on the road with a trained dog act (featuring a smart canine named Troubles) has given it up to return to radio and deejay show over WKOV, Wellston, O. Troubles (who worked in man's shirt, tie and eye glasses) has retired from the stage to lead a "dog's life" for a change.

New personnel lineup at KCUE, Red Wing, Minn., features program director Thom Hawkins, formerly with KWLM, Willmar, Minn., manager Don Robey, newsman Bob Johnson, and jocks Larry Jay, and Jack Watson. Hawkins also spins 'em from 5:30 to 9 a.m. . . . The American Cancer Society benefited from a "Wake-a-Thon" promotion conducted recently by four WBNY, Buffalo, N. Y., jocks—Johnny Van, Ron Kingsland, Mark W. Edwards and "Lucky" Pierre. The boys held their endurance contest in the display window of a local department store, Sattlers, which provided "thousands of dollars worth" of prizes for the winning jock.

**OKAYS FORMULA:** Wes Lynch, KGW, Portland, Ore., writes "I suppose you have noticed the phenomenal rise of KGW. The Nov.-Dec. Pulse put us No. 6 in this 17 station market; while the Jan.-Feb. Pulse placed us over-all No. 3. How? Formula! You bet I'll buy it! Another strong factor contributing to this rise in my opinion is the youthful jockey staff. Our average age is 26. Another plus for the group is one of the best P.G.'s in the Northwest, Don Porter. Lynch, who marries Gail Berger May 3, emcees two daily shows, "Lynching Party," from 6 to 9:30 p.m. and "Lucky Lager Dance Time" from 9:30 to midnight.

**CHANGE OF THEME:** Hartford Conn., apparently isn't an all-night town. At any rate, WDRC of that city which adopted a 24-hour-a-day operation some months ago—according to the move considerable promotion—has quietly curtailed night-time broadcast. The outlet now signs off at 1:05 a.m. and resumes at 4:57 a.m. "Colonel" Cal Kolby, heretofore WDRC's all-night spinner, has moved back to a pre-midnight time period.

Mac McGuire, WPEN, Philadelphia, has opened a night club, the Town House in Gloucester, New Jersey. . . . Charlie Trotta, formerly with WPDG, Jacksonville, Fla., has joined WMBR, same city, in the 12:15 to 1 p.m. daily spot. He will also emcee a five-hour Saturday afternoon show and a four-hour Sunday afternoon ainer. Trotta was personal manager for ork leader Tony Pastor for many years.

New staffers at KEZY, Anaheim, Calif., are Art Kevin, Glenn E. Edwards and Jack Bell. Station manager-prexy Daniel Russell says KEZY will start broadcasting from studios in the Disneyland Hotel, Anaheim, sometime this month.

Jazz jock Dick Pike, WNOP, Newport, Ky., is adding another jazz show to his schedule. His new program will be heard from 6 to 7 p.m. daily. His daily "Jazz for '59" ainer will remain in the 2:30 - 3:30 p.m. time slot.

Dale Cowle, formerly promotion manager of KDAL, Duluth, Minn., has been named executive veepee and general manager of KBIZ, Ottumwa, Ia. Don LeMasurier has replaced him at KDAL.

Tom Edwards, WERE, Cleveland, unofficial deejay historian (via his longtime newsletter) for the jockey set, notes, "The deejay changes are still going on here in Cleveland and vicinity. This is holding up our publication of a complete roster of deejays in the area for the benefit of the music men. Here are the changes: Bob Ancell leaves WERE and goes to WGBS, Miami. Bob Forster is another victim of the screaming Top 50 and has left WCUE, Akron, O. Ernie Anderson and Earl Jerris have both exited WHK, Cleveland, and a new jock there is Johnny Walters. There will be more changes."

**TEXAS:** Larry Kane, KTRK-TV, Houston, is anxious to get "any video tapes by pop artists performing their latest hits." Scratch Phillips, KCOR, San Antonio, will co-emcee (with Gene Sandell) a talent contest and dance sponsored by KCOR and KCOR-TV, in conjunction with Cohen Talent Enterprises and B. & O. Music, San Marcos, Tex.

The affair will be held at the municipal Auditorium with the talent contest from 7:30 to 9 p.m., and the dance from 9 p.m. to midnight. Special door prizes (including free records) will be given away and talent winners will receive special auditions with a major record company. Lawrence Welk and Ted Mack. . . . New program manager of KATR, Corpus Christi, Tex., is Jimmy Kaye, formerly a jock at KXYZ, Houston.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Frenchman Scores With 'Only You'

Capitol's Franck Pourcel is a French arranger - composer - conductor who made his North American debut with an album titled "Our Paris." Pourcel started studying violin at the Marseilles Conservatoire when he was seven. From there, he went to Paris for further study. In 1931, when he was 18, he returned to Marseilles to conduct a local group. Then the artist became interested in jazz, and quit his post to study drums and composition.

By 1950, Pourcel was touring with chanteuse Lucienne Boyer and assembling a string ork. Long popular on European radio and TV, "Only You" is the Frenchman's first hit in the U. S. singles market.



### 'Beat' First Wax For Rockin' R's

Ron Volz, lead guitar player of the Rockin' R's, met guitarist Ron Wernsman in high school, and the boys started working together. In December 1957, Ted Minor joined them on drums. The group began playing TV shows, teen hops and dances.

Tempus Records signed them in June, 1958. "The Beat," their first release, was penned and arranged by Volz and Wernsman, who are also the vocalists for the ensemble.

The three lads are all 19 years old and hail from Metamora, Ill. Since making "The Beat," they have added saxophonist Art Bill, a 22-year-old native of Peoria.

## YESTERYEAR'S TOPS—

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

### APRIL 16, 1949

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

### APRIL 17, 1954

1. Wanted
2. Make Love to Me
3. I Get So Lonely
4. Cross Over the Bridge
5. Secret Love
6. Young at Heart
7. Answer Me, My Love
8. A Girl, A Girl
9. Oh, Mein Papa (Oh, My Papa)
10. From the Vine Came the Grape

## DISTRIBUTOR NEWS

By HOWARD COOK

**SAN FRANCISCO:** Don Graham of Warner Bros. Record Sales Corporation writes that "Kookie, Kookie (Lend me Your Comb)" by Edward Byrnes has taken off "like a big bird." "There's No Fool Like a Young Fool" by Tab Hunter has gotten an immediate strong reaction. "77 Sunset Strip" by Don Ralke has taken on renewed strength, and reorders are coming in daily. "Bandstand Doll" by Johnny Carroll and "Lucy D" by Jim Pike are starting. Strongest albums are "77 Sunset Strip," "The World's 10 Most Popular Piano Concertos" by George Greeley, "Jackpot" by the Mary Kay Trio, "Ballads, Bounce and Bivona" by Gus Bivona and "Big MCMLIX" by Dick Cathcart.

**NEW YORK:** Al Spina has been appointed national sales manager of Triumph Records. The diskery has made the following distrib changes: Bee Gee Dist. Corporation, Albany, N. Y.; Trinity Dist. Company, East Hartford, Conn.; Record Merchandisers, Inc., St. Louis; Cosnat Dist. Corporation, Philadelphia and Cosnat Dist. Corporation, Detroit.

George Weiss and Pete Garris of Austin Record Sales report heavy action on "Broken Hearts" by the Sonics on Harvard. The disk has been purchased by Checker Records, but will remain on the Harvard label in some Eastern marts. Austin also handles the Seeco "Celebrity Series," Montilla and Bel Canto. "Everybody Needs Somebody" (Part I) by Ricky Agary on Bel Canto is showing signs.

Mirrosonic Records has pegged Stanley-Lewis Record Distributing Company to distribute their line in New York City, Long Island, N. Y., Philadelphia and Washington, K. O. Asher of Chicago has been added.

**PHILADELPHIA:** Paul Knowles, RCA Victor Records division manager, writes that Chico Holiday and his manager, Paul Handler, were in town last week to promote Holiday's "Young Ideas." Jesse Belvin's "Guess Who" is breaking. Top disk is Presley's two-sider, "A Fool Such as I" b-w "I Need Your Love Tonight." Hottest LP is "The Ames Brothers Sing Famous Hits of Famous Quartets."

Shirley Rubin of Cosnat Distributing Corporation writes that Sosnat is swinging with "Pink Shoelaces" by Dodie Stevens on Crystalette, "For a Penny" by Pat Boone on Dot, "Who's That Knocking" by the Genies on Shad, "Blue Jay" by Lu Ann Simms on Jubilee and "Fried Eggs" by the Intruders on Fame. Other hot items are "Your Cheatin' Heart" by Billy Vaughn on Dot, "The Beat" by the Rockin' R's on Tempus, "I Waited Too Long" by LaVern Baker on Atlantic, "The Bells" by Baby Washington on Neptune and "Tell Me How Do You Feel" by Ray Charles on Atlantic. Best selling LP's are "Mr. Music Maker" by Lawrence Welk on Dot, "Wild, Wyler, Wildest" by Gretchen Wyler on Jubilee and "The Mills Brothers Greatest Hits" on Dot.

Bob Heller of Chips Distributing Company writes that "Tallahasse Lassie" by Freddy Cannon on Swan is taking off. "Little Dipper" by the Mickey Mozart Quintet is also selling. Ditto "Why" by Gary Lee on Time. Top LP is "Russian Fireworks" by 101 Strings on Stereo Fidelity.

**BALTIMORE:** Samuel Kaufman of Kay-Gee Distributing Company writes that "X Plus Y Equals Z" by the Threeteens on Todd is happening. "Love's Burning Fire" by Beverly Ann Gibson on Deb is selling well. "Puppy Love" by Little Jimmy and the Tops on V-Tone looks like a winner. Brightest looking new item is "Sheba" by Jerry Wald on Todd. Top albums are "In the Mood" on Vox and "Pete Fountain" on Southland.

**OAKLAND, Calif.:** Bob Chatton of Chatton Distributors sends word that Imperial is ablaze with "Bumbershoot" by Phil Harvey, "Whistling Pixie" by Bernie Wayne and "Honey" by Ernie Freeman. "Sweetwater Bay" by the Danton Phillips Five on Unart is a contender. The disk is currently high on the Australian best-selling charts. "You're My Thrill" by Marti Barris on Keen looks promising.

**ALBANY, N. Y.:** C. Polhemus of Atlas Record Distributors, Inc., which has been in operation since last December, writes that the firm is currently hot with "Since I Don't Have You" by the Skyliners on Calico, "Tell Him No" by Travis and Bob on Sandy, "Three Stars" by Tommy Deo on Crest, "Rockin' Crickets" by the Hot Toddy's on Shan-Todd, "The Beat" by the Rockin' R's on Tempus and "S All Right? 'S All Right!" by Senor Wences on Joy.

**DISTRIB DOINGS:** Edward S. Barsky, Inc., has been named to handle Sunbeam Records in the Philadelphia area. The deal gets underway with Sunbeam's newest release, "Dumbbell" by Bob and Jimmy. . . . Walter Slagle Company is the new distrib for Stereo Fidelity in Denver. . . . Marty Schoen is the new sales manager for Central Records Sales in Los Angeles. . . . Southland Distributing, Atlanta, is now being managed by Gene Catherman. . . . Bill Taylor is the new sales manager for Keyline Distributing Company in Minneapolis. The firm carries M-G-M, Audio Fidelity and Disneyland Records. Keyline services Minnesota, Iowa, North Dakota, South Dakota and Nebraska.

Chips Distributing Company of Philadelphia held a sales confab last week to launch promotion on Stereo Fidelity's "Operation Graveyard." Attending the meeting were Harry Chipetz and Bobo Heller, prexy and sales manager, respectively of Chips and salesmen Norman Cooper, Fred Frank and John Ciocca. Guest speaker was Jules Malanud, national sales manager of Stereo Fidelity.

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**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**

# Ella Fitzgerald

The

# HOTTEST

vocalist

of them all...



sings  
the  
two

# H

*"Stairway  
To The Stars"*

*Thrilling vocal version of  
the instrumental theme*

# TTEST

tunes...

MONAURAL V-10171X45  
STEREO VS-709X45

from  
the

# H

*"I'm Thru  
With Love"*

# TTEST

motion picture

**"SOME  
LIKE  
IT**

# H

MARILYN  
MONROE  
TONY  
CURTIS  
JACK  
LEMMON

In a BILLY WILDER production

**"SOME  
LIKE  
IT  
HOT"**

RELEASED THRU  
**UNITED ARTISTS**

# T!

**NEW** RECORDS

451 N. CANON DRIVE, BEVERLY HILLS, CALIF.

*No matter how you say it ...*



*a SMASH on* **SPLASH**

A DISC JOCKEY'S DISC... AND THE PUBLIC'S TOO

THE TRUMPETEERS

directed by Billy Mure

# A STRING OF TRUMPETS

#800

**SPLASH**

ONE OF THE **LONDON GROUP** OF HIT LABELS

539 West 25 St., New York 1, N. Y.

## MUSIC AS WRITTEN

By BOB ROLONTZ

### GENE BAYLISS SCORES A TRIUMPH

Gene Bayliss handled the choreography for the staging and directing of the Westport, Conn. Young Woman's League benefit performance of "Elbow Grease to Elbow Grease." It was reported that his work was hailed in every quarter as sensational. Bayliss supervised the entire production which consisted of an original musical comedy script with songs, dances and even a fashion ensemble.

Stu and Ann Ostrow, became the parents of a girl, Julie Elizabeth, on Wednesday (15). Father is executive veepee at Frank Music, mother is the former recording artist Ann Gilbert. ... Harry Sosnik, musical director of the TV "Hit Parade" and singer Johnny Desmond have formed a production company, Sosmond Productions, and plan to produce a musical on Broadway next season. ... Ralph Hodges and the Hodges Brothers have cut their first wax on the Whispering Pines label. ... Harold Friedman of Record Associates has taken on the Bee label for national distribution as well as the pressing and sales of the label's disks. ... Tele-Films has made two new films of records for use, one is of the Ray Anthony ork waxing of "Walking to Mother's" and the Della Reese thrushing of "Once Upon a Dream."

Erroll Garner will play a home-coming concert at the Syria Mosque in Pittsburgh on April 30. Pittsburgh is his home town and this is his first concert. ... The Three Intruders are now being booked by Jolly Joyce. ... Flame Records will issue disks by the Leeds Twins, Jerry Ladner and Johnny Rebb, and Al Lavorato this week. ... The New York Chapter of the Duke Ellington Society will celebrate the Duke's forthcoming birthday on April 29 at a party at the home of Mrs. Ruth James, a member of the society. ... In a few weeks, at supermarkets all over the country, it will be possible to purchase a Frank Sinatra 45 r.p.m. record for 50 cents with the purchase of two cans of a well-known cleanser. ... Charles K. L. Davis, Everest artist, was a featured performer at the opening of the Dallas Sheraton Hotel recently.

Lee Mathews opened a three-week engagement at the Alpine Village in Cleveland last week. ... Eddie Moschetti's Century label is being distributed by E.M.I. in England and many other areas of the world. ... The Eugene Ionesco play, "The Bald Primma Donna," has been set to music by Martin Kalmainoff. ... The Orchestra of America will open a season in Carnegie Hall in the fall of 1959 dedicated exclusively to American Compositions. Richard Korn is director. ... Pianist Sid Shane will appear at the Doremus Club in Island Park, L. I., N. Y. ... The Salt City Six is now at the Round Table in New York. ... Seymour and Elaine Jaffe became parents of a son, Bruce William, a few weeks ago. Pop is an artist in the ad department of the Big Three. ... Billy Ward and his Dominoes are back at the Golden Hotel in Reno for six weeks.

Achille Togliani, the Italian heartthrob, will make his concert debut here under the promotion of Erberto Landi on April 26 at Carnegie Hall. ... Urania Records' Casey Anderson has cut his first album for the label and returned to Korea. ... Sunbeam Music is publishing the title song for the flick "Hercules" penned by Jerry Block and Sheldon Harnick. ... The City of New York will make Times Square Peter de Rose memorial Square in honor of the late composer. ... Walter Hayum, formerly of Epic is now assistant to the president of the Dairy Service Corporation of Washington. ... Johnny Lehmann has joined Kahl Music as staff writer.

## Left-Fielders Furrow Brows

• *Continued from page 2*

the marketing chain. Allied, the coast-to-coast pressing firm, for example, started in business strictly developed an all-inclusive plan for small disk producers, whereby Allied would take over not only pressing, but the other business functions of distributor relations and even the copyright and royalty end of the business. This turned out to be a very successful maneuver.

In other cases, a new kind of "national distributor" has entered the picture. In this instance a given distributor who latches on to a hot one in his territory, takes over the "running with the record" and takes charge of setting up its national distribution, much in the style of an independent disk promoter. Steve Brody, an indie distributor of Buffalo acted in this capacity with the Travis and Bob hit disk of "Tell Him No," on the Sandy label. Bill Lawrence, a Pittsburgh distributor, acted in somewhat the same capacity with the Skyliners' disk of "Since I Don't Have You," on Calico Records.

B'dway Cleffing Low

Along Broadway row, the plight of the local songwriter appears to have reached a new low, due to the nature of the singles business. One publisher this week noted that songwriters appear to have given

up the ghost on going direct to a.&c.r. men to get their songs recorded. "I think they've discovered that record companies are interested in selling records, not getting performances. But let's face it, publishers and writers don't make their living out of mechanicals. It's the performances that count."

As justified as this stand may be, another publisher ran over at random a few of the leading hit sides in the Hot 100 chart. "Look at 'Venus,'" he said. "it was written by a Philadelphia writer. Take 'Come Softly to Me.' That was written by a member of the Fleetwoods out West. Then look at 'Tragedy.' That was put together down in Memphis by Thomas Wayne and Scotty Moore. Again no connection with Broadway. Then there's 'Sea Cruise,' another hot one on Ace. The origin of that one is Jackson, Miss., and I could go on and on. Do you get my point?"

The whole phenomenon has brought to a critical point the status of the a.&c.r. man. In a way there are more and more of them operating successfully everywhere. In another sense, there are fewer and fewer of them of the classic pattern.

# TWO GREAT NEW INSTRUMENTAL RECORDS

## NEAL HEFTI

and the Band with the Sweet Beat



## SWEETWATER BAY

b/w

## THE FLOWER VENDOR

9-62111

## PETE FOUNTAIN



## JAPANSY

b/w

## MY INSPIRATION

9-62107



# 3 ON THE HOT 100

NO.

20

argo  
5327

"THIS SHOULD GO  
ON FOREVER"  
ROD BERNARD

NO.

48

chess  
1722

"ALMOST GROWN"  
CHUCK BERRY

NO.

52

checker  
916

"YEAH YEAH"  
(CLASS CUTTER)  
DALE HAWKINS

AND 4 MORE COMING!

BREAKING  
BIG  
IN  
NEW YORK  
AND  
NEWARK

"THIS BROKEN  
HEART"  
the SONICS

checker 922

'59's  
TOP  
NOVELTY

The RUSSIAN  
BANDSTAND  
SPENCER & SPENCER

argo 5331

MUDDY  
WATER'S  
FINEST

"O O WEE BABY"  
b/w  
"CLOUDS IN MY HEART"

chess 1724

AHMAD  
JAMAL'S

"SECRET LOVE"  
b/w  
"AHMAD'S BLUES"

argo 5328

the hit singles from Jamal's new 2-pocket LP Portfolio  
mono 2638 stereo 26385

CHESS PROD. CORP.

2120 S. Michigan, Chicago 16, Ill.

CA 5-2770

# ON THE BEAT

By REN GREVATT

To keep the name Elvis Presley in the forefront, Paramount Pictures will re-release two of the great rockabilly's biggest pie hits, "Loving You," and "King Creole," in June. The picture company is planning a heavy promotional barrage to back up showings of the two pics... Lionel Hampton, that "drummer, vibraphonist, bandleader, composer, unofficial American ambassador and outstanding jazz personality, has become affiliated with Broadcast Music Inc., as a writer member," according to a note from BMI's Russ Sanjek, himself a jazz observer and fan of some note. Hampton follows closely on the heels of another jazz cat, Miles Davis, thru the doorway to the inner sanctum of BMI.

TV's Dick Clark has called for a "more realistic technique in selling the nine billion dollar teen-age market on radio and TV. Addressing the Philadelphia Guild of Advertising Men, upon receiving the group's 12th Annual Award for Achievement, Clark noted that American youngsters are "far more sophisticated than the advertising created to reach them." He said that today's copy either talks down to teen-agers or is so out-of-date that "it sounds like something out of an F. Scott Fitzgerald novel." Clark advised agency copywriters to "take a basic course in teen-age English."

Peach Records of Douglasville, Ga., has gotten started because in the words of prexy, Dr. C. B. F. Young, "there was a place for a recording organization in the Southeast." Company spokesmen say they already have several hits out on their label... Flame Records is crowing about new releases by the Leed Twins, a fem duo; Jerry Ladner and Johnny Rebb.

Country music appears to be definitely on the upswing. The Billboard Hot-Country and Western Sides chart is carrying more authentic and traditional country listings than it has in a considerable spell. It's as Simon Crum on his current Capitol disk would say, "Country music is here to stay." Another interesting evidence of the high esteem in which c.&w. music is held in many markets other than the South, is the emergence of "The Club of Original Country Music," a grass roots movement which has its headquarters in the home of its prexy, Richard Faust, in West Springfield, Mass. Membership is drawn from Central and Western Massachusetts and parts of Connecticut.

The club is now running shows and dances of its own (half price admission for members); publishes a monthly newsletter and a yearly journal and entertains its members to flood disk jockeys in the area with cards asking for country records. "Do anything that will help country music," Faust advises the members. The next show and dance is scheduled for this Friday (24). Featured at this bash will be the same complement of three big bands as appeared at the first get-together last month; namely, Wynn Fay and the Ridge Runners, Tex Overstreet and his Country Boys and Bob Fay and his Wabash Country Band. Faust thanked these bands for making the first party a success and pointed out that the bands played as a favor to the club at quite a bit off their regular rates "which was a good deal."

The newsletter of the club also lists all country music radio shows in the area, addresses of favorite artist fan clubs and the new country releases as reprinted from The Billboard. The current issue also carries a profile of the Cooper family, Wilma Lee, Stony and Carolee, who were all made honorary members of the Club. Tho the membership of such a group as this is small, the type of club it is can help promote the cause of a part of the heritage of musical Americana which in recent years has, like the whooping cranes, become sorely diminished, before experiencing an encouraging resurgence. Country cats and disk men should keep in touch with groups like this.

Getting back to the charts, the real fans of country music, like Billboard musical editor Paul Ackerman, and for that matter, the writer of this column, have been openly rejoicing lately to note the presence in the disk derby of names like Kitty Wells, George Jones, the Coopers, Ray Price, the Wilburn Brothers, Jim Edward, Maxine and Bonnie Brown, Hank Snow and Hank Thompson, to mention a few. More power to these cats we say. Let them keep turning out those great, readily-identified-as-country titles like "Mommy for a Day," "That's What It's Like to Be Lonesome," "Which One Is to Blame," "My Reason for Living," "I've Run Out of Tomorrows," and as we said, "Country Music Is Here to Stay."

Every so often we hear stirrings from the African veldt. A few years ago, there was a hit, "Skokiaan," and ever since that time, something that comes along with the African touch has been described as having the "Skokiaan" sound. After a slight ripple caused last year by the Pennywhistles, which made a kind of music described as the "kwela sound," there are several new African type disks of which to take note. The newest tune associated with this school is "Sweetwater Bay."

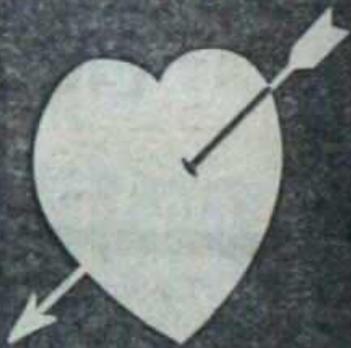
Last week the Unart version by Danton Phillips, was released. This week, Neal Hefti and his band have a new version on Coral. Another African-based disk of the week features a performance by the Watusi Warriors on the Prince label. This record couples "Wa-Chi-Bam-Ba," and "Kalahari." Then too, only last week there was an interesting album called "The Drums of Africa," on 20th Fox. This one featured Prince Ongo and Princess Muana in a program of wild, tribal drum-beating and chanting. Let's face it, there is always something new and interesting in the record business.

TWO HITS  
BOUND FOR THE  
TOP!

MAGIC  
MOUNTAIN

# 446

VERNON GREEN  
& THE  
MEDALLIONS



My Heart's  
Desire

THE  
FABULOUS PEARLS

# 448

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THE **LONDON GROUP** CONTINUES TO BE HIT HAPPY!

*Biggest Hit Of The Day*

Kathy Linden  
**GOODBYE JIMMY,  
GOODBYE**



8571

*Both Sides On Charts*

Billy Grammer  
**THE KISSING TREE** B/W  
**BONAPARTE'S RETREAT**



403

*Another Hit Single By The LP King*

Mantovani  
**SUMMERTIME** featured in the  
forthcoming movie  
Porgy & Bess



1869

*Really Booming Now*

Stan Robinson  
**BOOM-A-DIP-DIP**



402

*His Greatest Single*

Ted Heath  
**FROGMARCH**



1861

*Another Big Two Sider*

Cyril Stapleton (with the children's chorus)  
**ONE MAN AND HIS DOG** B/W  
**BEYOND THE STARS**



1864

*Teenagers Dig This Big Band Sound*

THE TRUMPETEERS directed by Billy Mure

**STRING OF TRUMPETS**

800



*Roaring Across The Country*

Billy Graves  
**MIDNIGHT BUS**



404

*Hottest Guitar Record Ever*

The Admiral Tones

**ROCKSVILLE, PA.**

8563



**JUST RELEASED**

Herb and Betty Warner

**PUT YOUR BAGPIPE DOWN**

111



*Gathering Steam*

Jimmy Ricks

**SECRET LOVE** 8560



*A Great New Talent*

Tommy Payne

**SHY BOY** 601



*Big Air Play*

Bobby Russell

**DUM DIDDLE** 8559



# The Billboard Buying Guide for PACKAGED RECORDS



## BEST SELLING LP'S

FOR SURVEY WEEK ENDING APRIL 11

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

This Week		Last Week	Weeks on Chart
1.	<b>Peter Gunn</b> . . . . . Henry Mancini, RCA Victor LPM 1956	1	11
2.	<b>From the "Hungry i"</b> . . . . . The Kingston Trio, Capitol T 1107	2	10
3.	<b>Gigi</b> . . . . . Sound Track, M-G-M E 346k St	5	42
4.	<b>Open Fire, Two Guitars</b> . . . . . Johnny Mathis, Columbia CL 1270	6	11
5.	<b>Come Dance With Me</b> . . . . . Frank Sinatra, Capitol W 1069	3	11
6.	<b>Still More Sing Along With Mitch</b> . . . . . Mitch Miller, Columbia CL 1283	4	5
7.	<b>Flower Drum Song</b> . . . . . Original Cast, Columbia OL 5350	7	15
8.	<b>South Pacific</b> . . . . . Sound Track, RCA Victor LOC 1032	9	56
9.	<b>Have Twangy Guitar, Will Travel</b> . . . . . Duane Eddy, Jamie JLP 3000	8	12
10.	<b>My Fair Lady</b> . . . . . Original Cast, Columbia OL 5090	14	159
11.	<b>Sing Along With Mitch</b> . . . . . Mitch Miller, Columbia CL 1160	13	41
12.	<b>The Music Man</b> . . . . . Original Cast, Capitol WAO 990	11	60
13.	<b>The Kingston Trio</b> . . . . . Capitol T 996	10	22
14.	<b>Near You</b> . . . . . Roger Williams, Kapp KL 1112	15	9
15.	<b>Remember When?</b> . . . . . The Platters, Mercury MG 20410	18	4
16.	<b>Johnny's Greatest Hits</b> . . . . . Johnny Mathis, Columbia CL 1133	20	51
17.	<b>77 Sunset Strip</b> . . . . . Music from the TV Show, Warner Bros. WB 1289	—	1
18.	<b>Hymns</b> . . . . . Tennessee Ernie Ford, Capitol T 756	16	106
19.	<b>But Not for Me</b> . . . . . Ahmad Jamal Trio, Argo LP 628	17	20
20.	<b>Tchaikovsky: 1812 Overture</b> . . . . . Minneapolis Symphony Orch. (Dorati), Mercury MG 50054	—	2
21.	<b>Film Encores</b> . . . . . Mantovani, London LL 1700	—	75
22.	<b>More Sing Along With Mitch</b> . . . . . Mitch Miller, Columbia CL 1243	19	24
23.	<b>Tchaikovsky: Piano Concerto No. 1</b> . . . . . Van Cliburn, RCA Victor LM 2252	12	38
24.	<b>Ricky Sings Again</b> . . . . . Ricky Nelson, Imperial IMP 9061	21	12
25.	<b>South Pacific</b> . . . . . Original Cast, Columbia OL 4180	23	259

The chart listings include both monophonic and stereophonic sales.



## THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK

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

#### FOLK SONGS SING ALONG WITH MITCH Mitch Miller & the Gang—Columbia CL 1316

Like others in the ultra successful "Sing Along With Mitch" series, this one will do very well. It contains folk tunes everybody loves to sing, including "Clementine," "Blue Tail Fly," "On Top of Old Smokey" and many, many others. Package is book-type, with an attached insert containing the lyrics. The performances are great for community sings.



#### MORE SONGS OF THE FIFTIES Roger Williams—Kapp KL 113

Roger Williams' previous "Fabulous" albums were strong sellers, and this one should chalk up equally good sales. The pianist displays his usual effective technique on a group of memorable hits of the '50's—"Tom Dooley," "All the Way," "Memories Are Made of This," and other non-rock and rollers of the era.



#### PORTFOLIO OF AHMAD JAMAL (2-12")—Argo LP 2638

The two-pocket set of Ahmad Jamal should be as hot a seller as all his other albums. It features the pianist and his trio in a live performance at the Spotlite Club in Washington, D. C., and the crowd's noise and applause add to the excitement of the set. Jamal plays stylishly with a feeling that his fans really dig. The set is done up in sumptuous fashion with liner notes by John Hammond, a limited edition number and a very attractive cover. Tunes include both standards and originals.



#### A PARTY WITH BETTY COMDEN AND ADOLPH GREEN Capitol SWAO 1197 STEREO & MONAURAL

This is a live take of the show put on by this talented pair last season on Broadway and which has just reopened. Engaging is the word for the duo as they clown and chat with their audience and perform a brace of their writings from "On the Town," "Wonderful Town," "Bells Are Ringing," and an earlier revue called "The Revuers." There's also a hilarious take-off on the classic operetta concept, called "Baroness Bazooka." Stereo or mono—this is solid entertainment.



#### LIVE ECHOES OF THE SWINGING BANDS The Big 18—RCA Victor LSP 1921 STEREO & MONAURAL

This is a sock nostalgia item for fans of the big band era of the thirties and early forties. The great band sides of that era ("Tuxedo Junction," "Blues on Parade," etc.) are served up here by an all-star line-up of 18 top musicians, including Charlie Shavers, Rex Stewart, Sam Donahue, Dickie Wells, Billy Butterfield, etc.



### Pop Disk Jockey Programming

#### BIG BAND JAZZ THEMES Keith Williams Ork—Edison International P 1501

The current vogue for jazz-based, big band instrumental treatments makes this package of exciting TV and film jazz themes a sock deejay package. Williams provides solid, swinging instrumental interpretations of hard-driving themes from "M Squad," "Peter Gunn," "I Want to Live," "Richard Diamond," "Man With the Golden Arm," etc.



(Continued on page 58)

sensational single !

# DANNY KAYE and LOUIS ARMSTRONG

sing



# "THE FIVE PENNIES SAINTS"

Great old tune!

Great new lyrics by Sylvia Fine!

And a sensational performance direct from the sound track of Paramount's exciting new film "The Five Pennies"!

b/w "Just The Blues"

*Dot*® record no. 15941

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

• Continued from page 56

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

**MARTY ROBBINS SINGS THE LETTER EDGED IN BLACK**

(1-EP)—Columbia B 2153

Four fine performances by the fine country and pop singer. Material here is folk-flavored, which is currently popular, and the lyrics are all on tragic themes. In addition to title song, there are "The Little Rosewood Casket," and "Dream of the Miner's Child." Sale will be both pop and country.



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

**KHACHATURIAN: SYMPHONY NO. 2**

The Symphony of the Air (Stokowski)—United Artists UAS 8002 & UAL 7002

STEREO & MONAURAL

This new album is the sole symphonic effort by the composer currently in the catalog. As such, and with the added pull of Stokowski's name, it should have appeal. Composed during the war, the work evokes emotions stemming from the holocaust. Stokowski brings out the score's power and tonal contrast, making the symphony one likely to grow in stature with repeated hearings. United Artists has an interesting and fresh entrant in the classical sweepstakes, soundly performed and showing excellent stereo sound. Package is the label's debut classical item.



**MOZART: PIANO CONCERTOS NOS. 11 & 20**

Rudolph Serkin, Piano with the Marlboro Festival Orch. (Schneider)—Columbia ML 5367

Superb performances of two of Mozart's great piano concertos by Rudolph Serkin, who has played these works often in concert. The recording is excellent. Altho there are other fine waxings of these two compositions, especially No. 20, this new cutting is sure to attract any purchasers. The cover is very attractive.



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

**BEETHOVEN: TRIPLE CONCERTO**

David Oistrakh Trio with the Philadelphia Orch. (Sargent)—Angel S 35697

STEREO & MONAURAL

Only Beethoven tackled the problem of writing a concerto for piano trio. The result is a remarkable musical achievement which, unfortunately, is seldom performed. The trio heard here made the other available rendition some time ago, backed by a Soviet orchestra and conductor. Better sound and performance as well as all the benefits of stereo in bringing out the subtleties of this work should mean substantial new exposure via this album. Oistrakh and his cohorts show how to combine the grace of chamber music with the dynamics of a concerted work.



**ANTHEIL: SYMPHONY NO. 4; GINASTERA: ESTANCIA**

The London Symphony Orch. (Goosens)—Everest LPBR 6013 & SDBR 3013

STEREO & MONAURAL

The modern works are performed with spirit by the orchestra. The Antheil piece is militaristic in character, drawing in part from Eastern thematic material. It represents considerable advancement over some of the composer's earlier compositions, which tended to be somewhat affected. "Estancia," a ballet suite, is an exciting and animated programmatic work, which is also well-treated. The set is strictly for moderns, but it's most certainly worthy of consideration.



-----**Chamber Music Albums**-----

**BEETHOVEN: PIANO QUARTET; SCHUMANN: PIANO QUARTET**

Szymon Goldberg, Violin; William Primrose, Viola; Nikolai Grandan, Cello; Victor Babin, Piano—RCA Victor LM 220

The romantic chamber works are presented with meticulous precision by the chamber group. This is truly a fine chamber ensemble. While the appeal of chamber music may be limited, devotees of this sort will find the works engaging and spirited.



(Continued on page 62)

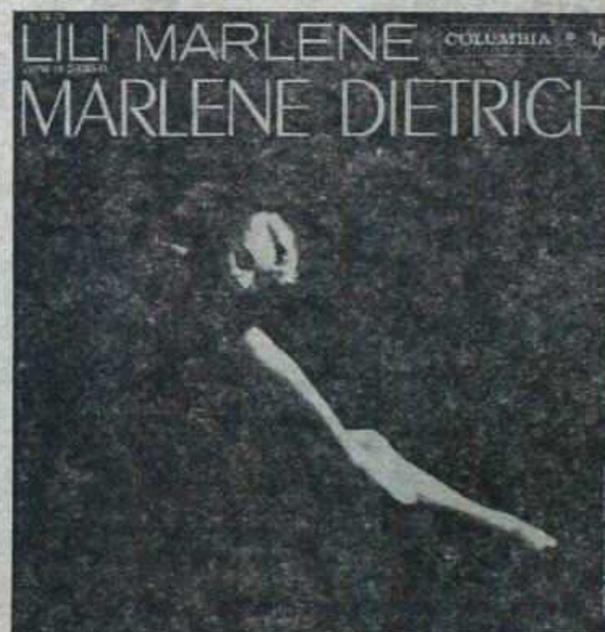
**The Billboard BEST SELLERS ON THE RACKS**

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

**BEST-SELLING LP'S**

POSITION	TITLE	ARTIST, COMPANY, RECORD NUMBER
1	PETER GUNN	Henry Mancini, RCA Victor LPM 1954
2	HYMNS	Tennessee Ernie Ford, Capitol T 754
3	RICKY SINGS AGAIN	Ricky Nelson, Imperial IMP 9661
4	THE FABULOUS JOHNNY CASH	Columbia CL 1253
5	FROM THE "HUNGRY I"	The Kingston Trio, Capitol T 1107
6	COME DANCE WITH ME	Frank Sinatra, Capitol W 1069
7	NEARER THE CROSS	Tennessee Ernie Ford, Capitol T 1005
8	KING CREOLE	Elvis Presley, RCA Victor LPM 1884
9	FOR LP FANS ONLY	Elvis Presley, RCA Victor LPM 1990
10	NEAR YOU	Roger Williams, Kapp KO 1112

**ALBUM COVER OF THE WEEK**



LILI MARLENE, Columbia CL 1275. The lovely gams and face of Marlene Dietrich are highlighted in an interesting study of light and shade by photographer Milton Greene, making for a most attractive cover.



**Best Selling Pop EP's**

FOR SURVEY WEEK ENDING APRIL 11

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.

1. PETER GUNN—Henry Mancini . . . . . RCA Victor EPA 4333
2. DETOUR—Duane Eddy . . . . . Jamie LEP 301
3. THE FABULOUS JOHNNY CASH . . . . . Columbia EPB 12532
4. ELVIS SAILS—Elvis Presley . . . . . RCA Victor EPA 4325
5. NEARER THE CROSS—Tennessee Ernie Ford . . . . . Capitol EAP 1-1005
6. RICKY SINGS AGAIN—Ricky Nelson . . . . . Imperial EP 159
7. JOHNNY MATHIS . . . . . Columbia EPB 8871
8. THE LONELY ONE—Duane Eddy . . . . . Jamie JEP 100
9. THE EVERLY BROTHERS' BEST . . . . . Cadence CEP 111
10. STARDUST—Pat Boone . . . . . Dot DEP 1069

# MR. DEALER: JOIN IN JUBILEE'S *great* *NEW!* *something for* *everyone . . .* BUCK-A-ROO PLAN!

# NOW

YOUR CUSTOMER BUYS  
ANY GREAT JUBILEE  
STEREO OR  
MONAURAL (1,000 SERIES)

YOUR CHOICE OF OVER 130 GREAT  
MONAURAL  
JUBILEE ALBUMS  
YOUR CHOICE OF OVER 25 GREAT  
STEREO  
JUBILEE ALBUMS

Mr. Dealer:

You buy 1 StereoSonic 1,000 Series LP for \$3.71 and the second for 62c.

You buy 1 Monaural 1,000 Series LP for \$2.47 and the second for 62c.

ALBUM  
FOR \$1.00 WITH THE PURCHASE  
OF ANY STEREO ALBUM at \$5.98  
or MONAURAL (1,000 SERIES) ALBUM  
at \$3.98

ORDER FROM YOUR  
JUBILEE DISTRIBUTOR TODAY!  
OFFER LIMITED... ENDS MAY 31st

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A PROMOTION THAT MEANS ENORMOUS SALES FOR YOU!



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these giants of  
the purchase of any  
t in the album jacket.  
more of Columbia's great  
color ads in The New Yorker,  
les-grabbing in-store promotion  
Columbia Distributor today!

GUARANTEED HIGH-FIDELITY AND STEREO-FIDELITY RECORDS BY



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COUNTER DISPLAY UNIT FLOOR MERCHANDISER

## • Reviews and Ratings of New Popular Albums

### EXPLANATION OF PACKAGE RATING CATEGORIES

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

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

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

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

### POPULAR ★★★★★

★★★★ PERCY FAITH PLAYS GEORGE GERSHWIN'S PORGY AND BESS

Columbia CL 1298  
A sparkling album of Gershwin's folk opera—full of color, spirit and beautifully arranged. Material includes all the well-known songs, such as "Summertime," etc., and also much lesser-known material, as "Oh, I Can't Sit Down," the street cries of "The Strawberry Woman" etc. The individual instrumentalists contribute greatly to the total effect, and are listed on the back cover by Percy Faith. Cover is an eye-catcher.

★★★★ JERI SOUTHERN MEETS COLE PORTER

With Billy May Ork. Capitol ST 1173

STEREO & MONAURAL

Smart styling by the velvet-voiced thrush on a group of Porter's best-loved tunes. Ork settings by Billy May are complementary throughout. The tunes are handled in the songstress' own sultry style with several switches in tempos that give the numbers a fresh, new sound. Her fans will dig this. Stereo balance and sound are excellent.

★★★★ BLUES WITH A KICK

Bobby Hackett. Capitol ST 1172

STEREO & MONAURAL

Bobby Hackett on trumpet with his trio playing blues adds up to a mighty attractive album, and this one certainly is. The tunes include "Goodbye Blues," "Weary Blues," "Blues in the Night," "Davenport Blues," and other favorites. Hackett plays them all with feeling and the album makes for first rate listening.

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★★★★ THE LES BROWN STORY

Capitol ST 1174

STEREO & MONAURAL

The Brown band never sounded better than on this fine set of stereo recreations of his famous numbers. The sound crackles with aliveness on such tunes (going back to Brown circa 1940) as "I've Got My Love to Keep Me Warm," "Sentimental Journey," "Sophisticated Swing," and "Mexican Hat Dance." Thrush Laurie Johnson, current Brown vocalist, offers a solid job on "Journey." Brown, and for that matter, big band fans as well, will really dig this one. Plenty of programming fare here too.

★★★★ LISTEN TO THE QUIET

Joe Bushkin. Capitol ST 1165

STEREO & MONAURAL

Pianist Bushkin and an ethereal-sounding chorus provide easy listening with dreamy, smoothly paced treatments of standards keyed to the title theme—"Two Sleepy People," "Street of Dreams," "Good Night Sweetheart," etc.

★★★★ COOL ORGAN WITH A SOLID BEAT

Cookie Carr, Organ with Various Artists. Grand Award G. A. 234 S. D.

STEREO & MONAURAL

Here's something different in organ solo LP's. Carr's sock organ work is backed by a swingy group of top-flight musicians including Cliff Leeman on drums, Moe Wechsler, piano, Sandy Block, bass, and Al Caiola, guitar. Stereo sound is fine. Interesting instrumental wax for jocks.

★★★★ VAMPI!

Harry Reser Ork. Columbia CL 1285

Excellent revival of a great period of music. Entire album is dedicated to the come-back in interest of the fifties for the roaring twenties. Harry Reser, with banjo and ork, gives out with such favorites as "Yes Sir, That's My Baby," "You're the Cream in My Coffee," "Sweet Georgia Brown," "Crazy Rhythm," and "Black Bottom." Strong sales potential with wide appeal.

### POPULAR ★★★

★★★ WILD - WYLER - WILDEST

Gretchen Wyler. Jubilee SDJLP 1100

STEREO & MONAURAL

The cover will go a long way toward selling this one. It's got the shapely Miss Wyler, spotted in three differently colored outfits, all skin tight. Inside, the singing follows this same pattern, with a series of tales about rough, tough females—"Hard Hearted Hannah," "Louisville Lou," "Endie Was a Lady," and related items. Miss Wyler belts the tunes with a big-band, down-to-earth ragtime type backing. Good sound and the gal sells herself well.

★★★ BROOK BENTON AT HIS BEST

Epic LN 3573

Brook Benton has a strong following in the current singles field and this album (cut prior to his Mercury pact) should appeal to his fans. The warbler sings with expressive warmth and feeling on a group of solid rockballads and rhythm tunes including "The Wall," "Rock 'n' Roll That Rhythm," etc. Dual market package.

★★★ SOPHISTICATED PIPES

Don Baker, Organ. Capitol ST 1171

STEREO & MONAURAL

Don Baker, who has played the organ on many albums in recent years, sounds even better—as does the organ—in stereo. This new set is well recorded and it features the organist on the Robert Morton pipe organ playing a group of wonderful tunes including "Manhattan Serenade," "Our Waltz," and "Slaughter on Tenth Avenue." A fine set for pipe organ fanciers.

★★★ THE CRAZY CADILLACS

Jubilee JLP 1089

A package of rockers and rockballads in the meshuga style which crystallized at the height of rock and roll. "Betty My Love," "Carelessly," "Gloria" are typical. Plenty here for the teen-ager who wants to rock.

## • Review Spotlight on Albums . . .

• Continued from page 58

### Folk Albums

#### FLAT ROCK BALLADS

Sung & Played by Carl Sandburg—  
Columbia ML 5339

The master poet from the Lincoln country of Galesburg, Ill., recorded these folk songs, each of a long lineal heritage, in his home in Flat Rock, N. C. Sandburg accompanies himself on the guitar. The songs have many different origins—the South, the Civil War, the West and the sea, but as they are sung here they have a fascinating note of sincerity about them. There are 27 in all, including "Wanderin'," "Down in the Valley," "Eating Goober Peas," etc. Quality, salable merchandise.



### Folk Special Merit Albums

#### BLUES IN THE MISSISSIPPI NIGHT

United Artists UAL 4027

These sides, field recordings made 17 years ago, reflect Southern conditions between 1890 and 1930—as seen by three Negroes who literally talk and sing their hearts out. Much of the birth of the blues is here—the content of the blues, the soul of the blues, etc. It is a fascinating documentary of social interest and of tremendous fascination to devotees of blues and jazz. The recordings were made and edited by noted folklorist Alan Lomax, as "Sung and told by three Mississippi Delta Blues Men." Sound is good, considering the age of the original recordings. Package includes a script.



### International Albums

#### LILI MARLENE

Marlene Dietrich—Columbia CL 1275

A striking cover photo of the ageless glamour queen makes this LP a sock display item. Miss Dietrich talk-sings with sultry, husky assurance in German on a group of standards (mostly U. S.)—ranging from the haunting title theme to "Annie Doesn't Live Here Anymore." Unusual jockey wax.



### Sound Albums

#### SUITE FOR TWO BANDS

Les Brown & Vic Schoen Bands—KAPP DKL 7003

This new album should be a gas for hi-fi fans, especially those who dig jazz. It features the hard-driving Les Brown Ork and the Vic Schoen band playing a group of extended, wildly styled compositions somewhat on the order of Stan Kenton Ork pieces of the early '50's, two bands are sharp and brittle and the recording is superb. All of the compositions are originals, the best being "Ballet in Brass," and "109 Station Road."



★★★ LEROY LEWIS PLAYS ORGAN MAGIC

Jubilee SDJLP 1103

STEREO & MONAURAL

The Grand Wurlitzer Theater pipe organ gets a workout in both melodic and gimmick sound by 24-year-old Lewis who shows quite a command of the instrument. "Bye Bye Blues" has an interesting train imitation as well as the song itself. Other songs, which get novel treatments include "Maybe You'll Be There," "Manhattan," "Witch Doctor." Good sound quality.

★★★ ROMAN SPECTACULAR VOL. 2

Charles Magnante, Accordion, & His All-Star Ork. Grand Award G.A. 233 S.D.

STEREO & MONAURAL

The fine accordionist, aided by bassist Jack Lesberg, pianist Dick Hyman, guitarist Tony Mottola and others, in a package of Italian songs of all types. These instrumentals have the Mediterranean flavor, even though many songs well known to the domestic market are included. In the repertoire are "Autumn in Rome," "Tango Delle Rose," "Toselli Serenade."

★★★ LET'S GO LOCO

Joe Loco Ork. Imperial LP 12014 & LP 9070

STEREO & MONAURAL

Here's an album that should appeal to all dancers of Latin rhythms, with the music dished out by one of the top Latin bands, the Joe Loco crew. On this well-recorded stereo set, the Loco crew comes thru with rhythmic versions of "From This Moment On," "Nightmare," and "Tangerine."

★★★ CLOSE UP WITH THE STUARTS

Everest SDBR 1028 & LPBR 5028

STEREO & MONAURAL

The label unveils a talented new vocal

group, which in this album gets the support of exceptional instrumental backings arranged by Frank Hunter. The Stuarts are a five men-one girl combination who sing in a modern vein, with touches of the style of both the Hi-Lo's and the Four Freshmen. The sextet are also instrumentalists, which they show here in "Mood Indigo." One of the best bands is "Bye Bye Blackbird." Group can step as album artists and they provide a refreshing new sound. Jock fare here too.

★★★ COUNT DOWN!

Jimmie Haskell Ork. Imperial LP 12015 & LP 9068

STEREO & MONAURAL

Here's a swinging new album with a beat that should appeal to the younger trade. The tunes and the performances are strong enough for some of these items to be released as singles, especially "Rockin' in Orbit." All of the tunes are originals, with titles like "Blast Off," "Weightless Blues," and "Moon Mist," and they were all written by Jimmie Haskell. The band swings and so does the music and if the album is exposed it could grab sales. Stereo sound is good.

★★★ KEYBOARD CARAVAN

Frankie Ortega Trio. Imperial LP 12011

STEREO & MONAURAL

Frankie Ortega and his trio turn in some pleasant readings here of a group of standards, most of them played with a Latin beat. Ortega's piano work sparks most of the tunes. Selections include "I Feel a Song Coming On," "Cuban Love Song" and "Lovely Lady."

★★★ CLASSICS IN CHA CHA CHA

Harry Harden Ork. Kapp KL 1133

Yet another idea presents itself as a framework for a cha cha album. This time, a selection of classical melodies were used—Rimsky Korsakoff's "Sheherazade," Ol-

fenbach's "Barcarole," and Dvorak's "Humoresque." Harry Harden's ork plays them all in attractively danceable style.

★★★ DON'T SMOKE IN BED

Connie Russell. United Artists UAS 6022 & UAL 5022

STEREO & MONAURAL

Miss Russell, not heard from recently, offers her first LP, a collection of the smart tunes, including the one she is best remembered for, "You've Changed." Gal still employs her dramatic, belting style which comes off well enough to the accompaniment of fine Ian Bernard arrangements. Other tunes include "Lonely Town," "Angel Eyes," etc. Red-headed Miss Russell on the cover can attract glances.

★★★ MUSIC FOR HI-FI LOVERS

Hal Otis Ork. Westminster WST 15035

STEREO & MONAURAL

Lush, listenable sweet-stringed instrumental wax for romantic mood music segs. Otis provides good stereo sound values with tender violin solo treatments of some nostalgic standards—"Around the World," "So In Love," "Speak Low," etc.

### LOW-PRICE POPULAR ★★★

★★★ THE FINEST MUSICAL COMEDY MUSIC

Rondo-lette SA 82

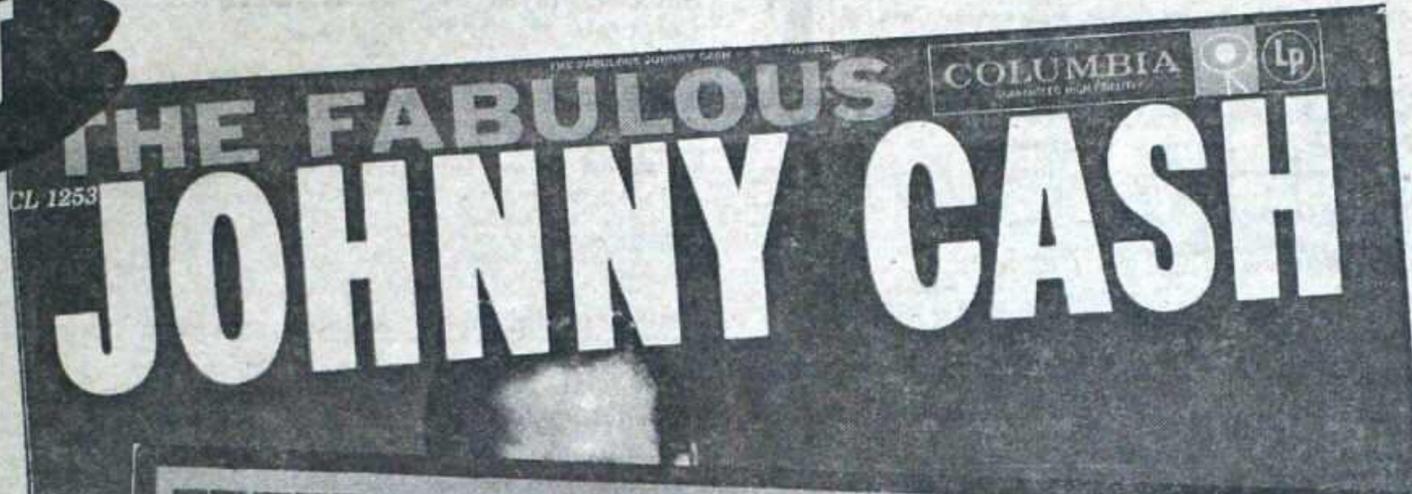
STEREO ONLY

Program of favorite operetta selections from Victor Herbert and Rudolf Friml in fine stereophonic sound. Good listening in "L'Amour Toujours, L'Amour" and "March of the Toys." Low price combined with the good performance makes the album good rack material.

(Continued on page 64)

# Best Selling Albums!

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## • Reviews and Ratings of New Popular Albums

• Continued from page 62

### POPULAR EP ★★★★★

★★★★ I GO APE  
Neil Sedaka (1-EP) RCA Victor EPA 4334

Here's Sedaka's second big hit (following the original "The Diary") coupled with three other strong entries in the rocking category. Each is danceable and has the hit sound. The disk should do well in stores and on racks. Photo on cover is designed for display purposes.

### CHILDREN'S ★★★

★★★★ A DAY IN THE PARK  
Jean Ritchie & The Manhattan Recorder Consort. Classic Editions CE 1043

The recorder is probably one of the most seldom-recorded instruments around except for the disks of the Trappe Family and other such European oriented groups. Here, a choir of them gets an interesting chance to display itself on virtually a whole side with such kiddie-inspired things as "Toy Concerto," and "A Day in the Park." On the flip side, singer Jean Ritchie offers a series of English, Irish and American folk songs, with a rather haunting vocal quality. The little girl on the cover can attract a lot of interest.

### COUNTRY & WESTERN ★★★

★★★★ SLIM WHITMAN SINGS  
Imperial LP 9064

Both country and standard tunes are included in this latest Whitman package. The performances are, of course, in Whitman's distinctive, Western-flavored style, with typical yodelling and guitar. "Love-sick Blues," "The Whiffenpoof Song," "Singing Hills"—give an idea of the range of material. Good sound, and Whitman fans will love it.

### COUNTRY & WESTERN

#### EP ★★★

★★★★ LEE SLAUGHTERS & THE  
CUMBERLAND PLAY BOYS

(1-EP) Jay EP 2159  
Slaughters has the country sound as he turns in four rural flavored efforts, keyed pretty much to the world of the teens and

the record hop. Cumberland Play Boys lead a good guitar and bass backing to the Slaughters chanting. Sides include, "You're the Only One," "Hot Hamburger," etc. Disk is issued like a single, that is, without a special sleeve.

### FOLK ★★

#### ★★ SONGS OF KOREA

Han Pyung Sook, Jea Wyung Wang, & the Korean Folk Choir. Request RLP 8031

Folk songs of Korea are presented in intriguing fashion by various artists and a choir. They are done in Korean. Several unusual instruments are heard in support. Appeal of the set, of course, will be highly specialized. Hi-fi bugs, however, can have a field day with the wide ranges of sound afforded by the various instruments—deep drums thru reeds.

### INTERNATIONAL ★★★

★★★★ SHOSHANA DAMARI SINGS  
SONGS OF ISRAEL

Seeco CELP 430  
Shoshana Damari, Israeli thrush, turns in a good job here on a group of songs taken from "The Song of Songs" of King Solomon. She handles them all with ease. This is her second album for the label, and it should do even better than her first.

### LATIN AMERICAN ★★★

★★★★ THE TROBADORS IN  
VENESUELA

Kapp KL 1123  
A refreshing and imaginative recording in the way of Latin music. The muted strings, marimba and accordion combined with the maracas and percussion instruments provide for soft, rhythmic and extremely listenable arrangements. Highlights are, "Conticinio," "Luna de Maracaibo," and "Barlovento." Good sound and attractive cover are good selling points in this flooded market.

### POLKA ★★★

★★★★ HI-FI CONCERTINA POLKAS  
Ed Lash. Jay Jay LP 1013

Li'l Wally has built a large following in the Midwest among polka fans, and this new set will certainly appeal to his many followers. It contains a fine group of polkas, including "Polka With Me," "Jelly

Roll Polka," "Circus Polka," and others played with zip by the org. The monophonic is featured.

### RELIGIOUS ★★★

★★★★ THE CATHEDRAL ORGAN  
Alec Wyton, Organ. Word W 4014-LP  
Wyton, organist at the Cathedral of St. John The Divine, New York, gives an inspiring performance on the Cathedral's majestic organ. Moving selections, some featuring a choir, include "La Banque Celeste," Bach's "Preludes and Fugues in B Minor" and "In Praise of Merbecke." Solid item for market.

★★★★ PRINCETON SEMINARY CHOIR  
RCA Victor LPM 1903

The all-male choir acquits itself in upward fashion on a program of 11 anthems, spirituals and hymns. Record was made in the Seminary's own chapel, under David Hugh Jones, director for 23 years. Several of Jones' own contributions to the religious repertory are included, in addition to such as "O Come, O Come, Emmanuel," "I Wonder as I Wander," and "Blessed O Men of God."

### SACRED EP ★★★★★

★★★★ THE LEWIS FAMILY  
(1-EP) Starday SEP 104

This sacred EP has the true bill sound and will appeal to all lovers of authentic Musical Americana. Each of the four performances is distinctive. Vocal harmonies are backed by guitar, five-stringed banjo and fiddle. Included are "Born of the Spirit," "I'm Not Alone," "I Do Believe," and "I Shall Not Be Moved."

### SOUND ★★★

★★★★ THIS IS STEREOGRAMA  
Epic BN 1

STEREO ONLY  
This specially priced stereo demonstration record should be of interest to hi-fi fans. It contains balancing signals for stereo speakers, and speaker response checks. In addition it contains bands from various albums released by the label, including tracks by the Lester Lanin Ork, the Jimmy Mundy crew, Somebino Smith and his Ork, and others.

### SPECIALTY ★★★★★

★★★★ LEARN TO DANCE C'IA C'IA  
CHA

Tropical Isle TR 1001  
The set explains the essentials of three variations of the cha cha with slow spoken descriptions for both partners. Side two of the disk is a five-track set of cha cha. Set could create wide interest.

## • Reviews and Ratings of New Classical Albums

### CLASSICAL ★★★★★

★★★★ BEETHOVEN: RIPIE CON-  
CERTO; LEONORE OVERTURE NO. 3

John Corigliano, Violin, Leonard Rose, Cello; Walter Hendl, Piano; The New York Philharmonic Ork. (Walter). Columbia ML 5368

This marks one of the few recorded versions of this colorful concerto extant. Tho the repertoire is perhaps less of a popular vehicle than many other of the composer's works, the fine performance by the trio of artists, ably supported by the New York Philharmonic, makes this a commercial package. The name Bruno Walter can only add to its salability. The second offering, tho something of a filler for the disk, is well performed and can add to the over-all appeal of the set.

★★★★ BRAHMS: SYMPHONY NO. 3  
The Philharmonic Ork. (Klemperer).  
Angel S 35532

#### STEREO & MONAURAL

Klemperer's magnificent interpretation, already a mainstay in the catalog in its mono version, should also be a leading item in stereo. As successful here as in his other recent outings on repertory standards, the conductor has had more success with the stereo engineering on this disk than on some others. Realistic, two-channel sound results in a near-perfect recording, sonically as well as musically.

★★★★ BEETHOVEN: SYMPHONIES  
NOS. 1 & 8

The Philharmonic Ork. (Klemperer).  
Angel 35657

Klemperer, who specializes in giving audiences a finely proportioned Beethoven, turns in two more masterful performances. This disk will be bought eagerly by serious collectors who are tired of artificial tenseness and souped-up tempos. Besides the music, there's an attractive cover and a refreshing liner.

### CLASSICAL ★★★

★★★★ TCHAIKOVSKY: 1812 OVERTURE;  
MARCHE SLAVE; FRANCESCA DA  
RIMINI

The Royal Philharmonic Ork. (Kletsk).  
Angel 35621

#### STEREO & MONAURAL

Here's another important addition to stereo repertory. In addition to top-notch stereo sound, the disk has the virtue of an exciting, polished reading by the Royal Philharmonic. All three items have wide appeal, and they could be a rapid mover, if pushed, despite competition.

★★★★ DVORAK: SYMPHONY NO. 5  
The Vienna Philharmonic Ork. (Kashlka).  
London CS 6020

#### STEREO & MONAURAL

A fine blend of top-notch sound, first-rate stereo and brilliant interpretation. Add to this the fact that the work is a popular symphonic war-horse to measure its high sales potential. The stereo, which enhances rather than gets in the way of the music, recommends itself to recent purchasers of two-channel equipment.

★★★★ BIZET: CARMEN & L'ARLE-  
SIENNE SUITES  
L'Orchestre de la Suisse Romande (Ansermet). London CS 6062

#### STEREO & MONAURAL

Both works are available in many LP versions in fine interpretation. This newest waxing is a high-spirited reading with a bonus of superb, wide-range stereo engineering. Recommend without hesitation on all counts.

★★★★ VILLA-LOBOS: BACHIANAS  
BRASILEIRAS NOS. 4 & 7

Ork. National de la Radiodiffusion  
Francaise (Villa-Lobos). Angel 35674

With this release, the composer brings to seven the total of "Bachianas" which he has recorded for the label. Of the two here, the No. 4 is the more interesting, and has long been popular in a piano version. The French orchestra with its fine brass choir tries manfully to follow Villa-Lobos' casual batoning, but there's a certain amount of disorganization. Handsome cover shot of artist.

(Continued on page 74)

## SWAMPED WITH SALES! "SWEET WATER BAY" BY THE DANTON PHILLIPS 5

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# HONOR ROLL OF HITS

APRIL 20, 1964

## THE NATION'S TOP TUNES

For survey week ending April 11

TRADE MARK REG.

This Week	Last Week	Weeks on Chart
<b>1. Come Softly to Me</b> By Froxel, Christopher, Ellis—Published by Cornerstone (BMI) <b>BEST SELLING RECORD:</b> Fleetwoods, Dolphin 1 <b>RECORD AVAILABLE:</b> Ronnie Heigl, Dora 516.	1	6
<b>2. Venus</b> By Ed Marshall—Published by Rambled-Lansdale (BMI) <b>BEST SELLING RECORD:</b> Frankie Avalon, Chancellor 1031.	2	9
<b>3. Pink Shoe Laces</b> By Mickie Brant—Published by Pioneer (BMI) <b>BEST SELLING RECORD:</b> Dodie Stevens, Crystaletta 724.	3	6
<b>4. I Need Your Love Tonight</b> By Sid Wayne-Bix Reichner—Published by Gladys (ASCAP) <b>BEST SELLING RECORD:</b> Elvis Presley, Vic 7506.	8	3
<b>5. Never Be Anyone Else But You</b> By R. Knight—Published by Eric (BMI) <b>BEST SELLING RECORD:</b> Ricky Nelson, Imperial 5565.	4	7

This Week	Last Week
<b>6. Guitar Boogie Shuffle</b> By A. Smith—Published by Shapiro-Bernstein (ASCAP) <b>BEST SELLING RECORD:</b> Virtuoso, Hunt 324.	9
<b>7. It's Just a Matter of Time</b> By Brook Benton-Hendricks-Ditts—Published by Eden (BMI) <b>BEST SELLING RECORD:</b> Brook Benton, Mercury 71394.	5
<b>8. A Fool Such as I</b> By Bill Trader—Published by Leeds (ASCAP) <b>BEST SELLING RECORD:</b> Elvis Presley, Vic 7506. <b>RECORDS AVAILABLE:</b> Hank Snow, Vic 0562; Bill Haley & His Comets, Dec 30873. His Comets, Dec 30873.	10
<b>9. It's Late</b> By D. Burnette—Published by Eric (BMI) <b>BEST SELLING RECORD:</b> Ricky Nelson, Imperial 5565.	11
<b>10. Tragedy</b> By Burch-Nelson—Published by Bluff City (BMI) <b>BEST SELLING RECORD:</b> Thomas Wayne, Fernwood 109.	7

### Second Ten

<b>11. Charlie Brown</b> By Leiber-Stoller—Published by Tiger (BMI) <b>BEST SELLING RECORD:</b> Coasters, Atco 6132.	6	11
<b>12. Happy Organ</b> By Wood-Clowney-Kriegsmann—Published by Lowell (BMI) <b>BEST SELLING RECORD:</b> Dave (Baby) Cortez, Clock 1009.	14	3
<b>13. Tiajuana Jail</b> By Denny Thompson—Published by Falstaff (BMI) <b>BEST SELLING RECORD:</b> Kingston Trio, Cap 4167. <b>RECORDS AVAILABLE:</b> Johnny & Jonie, Challenge 59041; Johnny Bond, Ditto 120.	19	2
<b>14. Since I Don't Have You</b> By J. Rock-Skyliners—Published by Calico (ASCAP) <b>BEST SELLING RECORD:</b> Skyliners, Calico 104.	12	4
<b>15. Sea Cruise</b> By Huey Smith—Published by Ace (BMI) <b>BEST SELLING RECORD:</b> Frankie Ford, Ace 554.	18	5

<b>16. Sorry, I Ran All the Way Home</b> By Zwiern-Giosasi—Published by Figure (BMI) <b>BEST SELLING RECORD:</b> Impalas, Cub 9022.	24
<b>17. Tell Him No</b> By T. Prichett—Published by Burnt-Oak-Lowell (BMI) <b>BEST SELLING RECORD:</b> Travis & Bob, Sandy 1017. <b>RECORDS AVAILABLE:</b> Dean & Marc, Bullseye 1025; Jackson Brothers, Atco 6139; Margie Rayburn, Liberty 55183.	15
<b>18. Turn Me Loose</b> By D. Tomus-M. Shuman—Published by Avalon (BMI) <b>BEST SELLING RECORD:</b> Fabian, Chancellor 1033.	20
<b>19. That's Why</b> By Berry Gordy Jr.-Tyrone Carlo—Published by Pearl (BMI) <b>BEST SELLING RECORD:</b> Jackie Wilson, Brunswick 55121.	-
<b>20. Enchanted</b> By Buck Ram—Published by Choice (ASCAP) <b>BEST SELLING RECORD:</b> Platters, Mer 71427. <b>RECORD AVAILABLE:</b> Lenny Troy, Wanderlust 1107.	23

### Third Ten

<b>21. This Should Go On Forever</b> By J. Meller-Jollivette—Published by Jamie (BMI) <b>RECORDS AVAILABLE:</b> Rod Bernard, Argo 5327; Guitlar Gable, Excello 2153; Gene Terry & Downbeats, Savoy 1559.	26	4
<b>22. Alvin's Harmonica</b> By Ross Bagdasarian—Published by Monarch (ASCAP) <b>RECORD AVAILABLE:</b> David Seville and the Chipmunks, Liberty 55179.	16	9
<b>23. Three Stars</b> By Tommy Dee—Published by American (BMI) <b>RECORDS AVAILABLE:</b> Tommy Dee, Crest 1057; Ruby Wright, King 5192.	22	2
<b>24. For a Penny</b> By Charles Singleton—Published by Roosevelt (BMI) <b>RECORD AVAILABLE:</b> Pat Boone, Dot 15914.	28	2
<b>25. Hawaiian Wedding Song</b> By Charles E. King-A. Hoffman-D. Manning—Published by Pickwick (ASCAP) <b>RECORDS AVAILABLE:</b> Mary Kaye Trio, Warner Bros. 5015; Andy Williams, Cadence 1358.	13	14

<b>26. Where Were You (On Our Wedding Day)?</b> By Logan-Price-Patton—Published by Pamco (BMI) <b>RECORD AVAILABLE:</b> Lloyd Price, ABC-Paramount 9997.	-
<b>27. Please, Mr. Sun</b> By Getzoo-Frank—Published by Weiss & Barry (BMI) <b>RECORD AVAILABLE:</b> Tommy Edwards, M-G-M 12757.	21
<b>28. I've Had It</b> By Carl Boumura-Raymond Ceroni—Published by Brent (BMI) <b>RECORD AVAILABLE:</b> Bell Notes, Time 1004.	17
<b>29. It Doesn't Matter Anymore</b> By Paul Anka—Published by Spanka (BMI) <b>RECORD AVAILABLE:</b> Buddy Holly, Coral 62074.	27
<b>30. Peter Gunn Theme</b> By Henry Mancini—Published by Northridge (ASCAP) <b>RECORDS AVAILABLE:</b> Ray Anthony, Cap 4041; Embers, Wynne 101; George Kelly, Winley 237; Henry Mancini Ork, Vic 7460; Shelly Manne and His Men, Contemporary 367.	29

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

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.

# TRULY GREAT!

## Billy Vaughn's

# "YOUR CHEATIN' HEART"

Dot 15936



**Dot**®

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



**11 reasons why . . .**

**RECORDING ARTISTS GET MORE FOR THEIR MONEY**

Advertising in The Billboard's May 25 Disk Jockey Convention-in-Print Issue

**Just What Will I Get Out of My Advertisement?**

A very legitimate question. You pay for something . . . you have a right to expect something in return. That's exactly why this material has been prepared—to tell you just what you can expect from your ad in The Billboard's May 25 Disk Jockey Convention-in-Print Issue.

And we're not discussing intangibles here—like "prestige" . . . nor do we use the "we cover everybody for you" approach so often used by other magazine salesmen who really aren't told by their publishers how much circulation they have.

The material on the following pages is backed by survey-produced statistics. And all of the survey data is fresh—developed within the last six months and, in most cases, by outside impartial survey specialists.

These facts are presented here to show you some of the special values you get from your Billboard ads, and more specifically, to tell you how and why.

**You Get More for Your Money in The Billboard's May 25 Disk Jockey Convention-in-Print Issue**

**1**

You get **MORE FOR YOUR MONEY** advertising in Billboard's Disk Jockey Convention-in-Print Issue because . . .

**you become part of a very important national disk jockey event!**

The 2nd International Radio Programming Seminar and Pop Music Disk Jockey Convention, May 29-31, Americana Hotel, Miami Beach, is sure to draw a heavy attendance of disk jockeys from all over the country (3,000 attendance is anticipated).

The theme of the convention will be: more and better record programming on the air.

Billboard's Disk Jockey Convention-in-Print Issue "gets you there"—right at the convention—plants you solidly in the minds of disk jockeys at an exceptionally good time, when they are thinking . . . and talking . . . and evaluating programs, songs and artists.

**2**

You get **MORE FOR YOUR MONEY** advertising in Billboard's Disk Jockey Convention-in-Print Issue because . . .

**you "talk to" more disk jockeys than at any other time**

Week in and week out Billboard is read and used by far more disk jockeys than any other magazine—more, by actual impartial survey, than the next two magazines combined! And, on top of this, Billboard's Disk Jockey Convention-in-Print Issue brings you guaranteed additional distribution to each and every deejay at the Miami Beach Convention. Such great, broad disk jockey readership for your advertising could not be achieved at any other time or in any other way!

\*Source: Market coverage study supervised by Prof. Thomas Davidson, School of Business Administration, University of Connecticut.

**3**

You get **MORE FOR YOUR MONEY** advertising in Billboard's Disk Jockey Convention-in-Print Issue because . . .

**you get double the impact with a thousand or more of the most important disk jockeys**

It's a statistically proven fact that almost all disk jockeys (actually better than 4 out of 5—and that's more than the next two magazines combined!) read The Billboard regularly each and every week of the year. Thus many hundreds of these deejays will be exposed to your Billboard ad message twice—first in their own cities . . . and then again at the Miami Beach Disk Jockey Convention! This double exposure with important disk jockeys gives extra weight and power to your ad in Billboard's Disk Jockey Convention-in-Print Issue.

**4**

You get **MORE FOR YOUR MONEY** advertising in Billboard's Disk Jockey Convention-in-Print Issue because . . .

**your ad is strongly supported by material disk jockeys need and want most!**

Next to sponsors, what do disk jockeys want most? Programming ideas and material . . . and artist biog data for chatter! And Billboard's Disk Jockey Convention-in-Print Issue will supply exactly that kind of content—over and above any regular issue of The Billboard! There will be detailed biographic material on scores and scores of recording artists—all presented in easy-to-read, easy-to-use tabular form . . . there will be new album charts . . . new singles charts . . . new summer programming

**5**

You get **MORE FOR YOUR MONEY** advertising in Billboard's Disk Jockey Convention-in-Print Issue because . . .

**your ad lives . . . sells . . . promotes longer!**

Disk Jockeys tell us that they read, use and program from their Billboard special issues for an average of 7 full weeks. This is based on an actual survey conducted among disk jockeys following publication of Billboard's Year-End Programming Issue, dated December 14, 1958.

**6**

You get **MORE FOR YOUR MONEY** advertising in Billboard's Disk Jockey Convention-in-Print Issue because . . .

**you get top-grade reproduction in a unique slick-stock insert that's sure to steal the show!**

Talk about hogging the limelight—this new slick-stock, reduced-size Convention-in-Print reprint will really do it! The slick-stock insert will enable you to get fine screen reproduction of your picture (if you use one) . . . it will be spotlighted right smack in the center fold of the issue . . . it will make your ad stand out from the competition!

You get

**MORE FOR YOUR MONEY**  
advertising in Billboard's Disk Jockey Convention-in-Print Issue because . . .

# 7 disk jockeys will pay special attention to your advertisement!

And they don't mind saying so—as they did last December in response to a direct mail survey on the Year-End Programming Issue. They proved conclusively that the ads in Billboard Disk Jockey Specials are of definite interest and programming value: (1) 93% noticed and read the ads; (2) they actually voted for the "most noted" and "most impressive" ads, and (3) they recommend that artists include word of any current and coming showbusiness activities for use as chatter material . . . along with word of their records in their ads. So, you see, you can expect thorough, solid readership of the kind that will get you more plays and mentions when you advertise in Billboard's Disk Jockey Convention-in-Print Issue.

You get

**MORE FOR YOUR MONEY**  
advertising in Billboard's Disk Jockey Convention-in-Print Issue because . . .

# 10 disk jockeys want Billboard Specials—urge Billboard to publish them often!

Again, The Billboard went right to the deejays to find out what they want—and 2 out of 3 asked Billboard to publish special editions for them every three months or more often! Giving the deejays what they want and need is one of the reasons why Billboard is far and away their number one publication (actually outvoted the next two publications combined\*\*). And that's also one of the reasons why—in specials such as Billboard's May 25 Disk Jockey Convention-in-Print Issue you get extra values that make your ads pay off in extras that really count!  
\*Source: January, 1959, Billboard survey of disk jockeys.  
\*\*Source: Market coverage study supervised by Prof. Thomas Davidson, School of Business Administration, University of Connecticut.

Ads "most noted" by disk jockeys in Billboard Year-End Programming Issue:

1. PAT BOONE
2. FRANK SINATRA
3. CONNIE FRANCIS
4. PERRY COMO
5. NAT KING COLE

Ads which most impressed disk jockeys for originality and attractiveness:

1. DORIS DAY
2. FRANK SINATRA
3. LESTER LANIN
4. FRANKIE AVALON
5. PAUL ANKA

You get

**MORE FOR YOUR MONEY**  
advertising in Billboard's Disk Jockey Convention-in-Print Issue because . . .

# 8 1 out of 5 disk jockeys will build special programs around the ads in the issue!

Sure—they'll use the records in your advertisement on their regular programs . . . and they'll chat about the show business activities you mention in your ad. But they'll do still more with your advertising. For example, after the last Billboard deejay special came out, one out of every five disk jockeys\* actually built special programs around a unique "America's Record Stars Salute the Disk Jockeys" theme. Only The Billboard—among the magazines in the field—rates this kind of imaginative and effective programming because only The Billboard suggests and then delivers the kind of material that sparks useful, deejay program ideas and formats.

\*Source: Billboard's disk jockey survey, January, 1959.

**11**

You get **MORE FOR YOUR MONEY** advertising in Billboard's Disk Jockey Convention-in-Print Issue because . . .

You're assured of reaching and selling to

# everyone who is important to both your records and your over-all showbusiness earnings!

One of the truly great values in Billboard's advertising is in its impressively strong readership among all elements of showbusiness which are important to an artist—record dealers, disk jockeys, juke box operators . . . record manufacturers and distributors . . . tv producers and talent buyers . . . ad agency and sponsor executives . . . night club and ballroom operators—in fact, you name it and you'll find that Billboard

is the down-to-earth, supply source for talent in all branches of showbusiness! This is what you get any time . . . in any issue of Billboard—and in Billboard's May 25 Disk Jockey Convention-in-Print Issue, you get all this PLUS the kind of disk jockey interest and impact that delivers **STILL MORE FOR YOUR MONEY.**

That's why

any knowing artist is never satisfied with anything less than the kind of sales, promotion and exploitation values that only **The Billboard**—among all magazines in the record and entertainment fields—can offer!

**9**

You get **MORE FOR YOUR MONEY** advertising in Billboard's Disk Jockey Convention-in-Print Issue because . . .

# your ad costs far less than in any regular weekly issue!

The special low artist rate has been established for The Billboard's May 25 Disk Jockey Convention-in-Print Issue in order to encourage artists to take full advantage of this outstanding exploitation opportunity. Thus—on top of all of the other exceptional ad benefits this issue brings—you get a whopping saving of 37.5%—amounting to \$330 when you buy a full page ad . . . and twice that when you use a super-powered 2-page spread!

And that's not all—you save on production, too! The slick-stack supplement will be offset-printed, which means that special low-cost plates are used—thus saving you at least half of what you'd normally pay for the engravings necessary for magazine printing.



# may 25 disk jockey convention-in-print issue

**AD DEADLINE . . . MONDAY, MAY 18**

Contact Your Nearest Billboard Office Today

**NEW YORK**  
1564 BROADWAY  
PLaza 7-2800

**CHICAGO**  
188 W. RANDOLPH ST.  
Central 6-9818

**HOLLYWOOD**  
1520 N. GOWER ST.  
HOLLYWOOD 9-3831



# The Billboard

# HOT 100

FOR THE WEEK  
ENDING  
APRIL 26

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
2	2	1	1		COME SOFTLY TO ME	Fleetwoods, Dolphin 1	7
1	1	2	2		VENUS	Frankie Avalon, Chancellor 1031	11
8	4	3	3		PINK SHOELACES	Dodie Stevens, Crystalette 724	10
33	12	10	4		I NEED YOUR LOVE TONIGHT	Elvis Presley, RCA Victor 7596	4
26	13	8	5		A FOOL SUCH AS I	Elvis Presley, RCA Victor 7596	5
7	6	6	6		NEVER BE ANYONE ELSE BUT YOU	Ricky Nelson, Imperial 5565	9
14	10	9	7		GUITAR BOOGIE SHUFFLE	The Virtues, Hunt 324	7
4	3	4	8		IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	13
5	5	5	9		TRAGEDY	Thomas Wayne, Ferwood 109	23
10	9	11	10		IT'S LATE	Ricky Nelson, Imperial 5565	8
47	23	16	11		TELL HIM NO	Travis and Bob, Sandy 1017	5
32	20	14	12		TIAJUANA JAIL	Kingston Trio, Capitol 4167	5
35	25	13	13		THE HAPPY ORGAN	Dave (Baby) Cortez, Clock 1009	6
18	14	15	14		SEA CRUISE	Frankie Ford, Ace 554	11
17	15	12	15		SINCE I DON'T HAVE YOU	The Skyliners, Calico 103	10
3	7	7	16		CHARLIE BROWN	Coasters, Alca 6132	12
79	39	17	17		TURN ME LOOSE	Fabian, Chancellor 1033	4
82	50	21	18		THREE STARS	Tommy Dee, Crest 1057	4
84	35	22	19		ENCHANTED	The Platters, Mercury 71427	5
54	44	25	20		SORRY, I RAN ALL THE WAY HOME	The Impalas, Cub 9022	6
80	73	30	21		THAT'S WHY	Jackie Wilson, Brunswick 55121	5
28	21	20	22		THIS SHOULD GO ON FOREVER	Rod Bernard, Argo 5327	7
53	36	27	23		FOR A PENNY	Pat Boone, Dot 15914	5
11	17	23	24		PLEASE, MR. SUN	Tommy Edwards, M-G-M 12757	10
23	24	28	25		WHERE WERE YOU (ON OUR WEDDING DAY)?	Lloyd Price, ABC-Paramount 9997	8
13	18	24	26		IT DOESN'T MATTER ANYMORE	Buddy Holly, Coral 62074	9
6	8	18	27		ALVIN'S HARMONICA	David Seville and the Chipmunks, Liberty 55179	10
25	22	29	28		IF I DIDN'T CARE	Connie Francis, M-G-M 12769	8
9	11	19	29		I'VE HAD IT	Bell Notes, Time 1004	14
99	61	46	30	★	YEP!	Duane Eddy, Jamie 1122	4

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
34	34	33	31		EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 2018	7
61	54	50	32	★	TAKE A MESSAGE TO MARY	Everly Brothers, Cadence 1364	4
70	43	35	33		GUESS WHO	Jesse Belvin, RCA Victor 7469	4
27	29	32	34		NO OTHER ARMS, NO OTHER LIPS	Chordettes, Cadence 1361	8
15	16	26	35		HAWAIIAN WEDDING SONG	Andy Williams, Cadence 1358	17
69	69	67	36	★	POOR JENNY	Everly Brothers, Cadence 1364	4
74	63	49	37	★	COME TO ME	Mary Johnson, United Artists 169	6
76	70	39	38		SIX NIGHTS A WEEK	The Crests, Coed 509	5
96	72	48	39		ALMOST GROWN	Chuck Berry, Chess 1722	4
97	78	44	40		I MISS YOU SO	Paul Anka, ABC-Paramount 10011	4
30	27	31	41		THE MORNING SIDE OF THE MOUNTAIN	Tommy Edwards, M-G-M 12757	8
—	82	53	42	★	TELL HIM NO	Dean and Marc, Bullseye 1025	4
—	95	79	43	★	ONLY YOU	Frank Pourcel, Capitol 4165	3
65	59	54	44	★	AS TIME GOES BY	Johnny Nash, ABC-Paramount 9996	6
83	66	58	45	★	SOMEONE	Johnny Mathis, Columbia 41355	5
36	37	40	46		I'M NEVER GONNA TELL	Jimmie Rodgers, Roulette 4129	9
—	—	70	47	★	GOODBYE, JIMMY, GOODBYE	Kathy Linden, Feisted 8571	2
42	42	43	48		I GO APE	Neil Sedaka, RCA Victor 7473	7
12	31	34	49		DONNA	Ritchie Valens, Del-Fi 4110	22
51	45	62	50	★	COME SOFTLY TO ME	Ronnie Height, Dore 516	5
58	40	45	51		HEAVENLY LOVER	Teresa Brewer, Coral 62084	6
—	83	61	52		LOVEY DOVEY	Clyde McPhatter, Atlantic 2018	3
57	53	52	53		YEAH YEAH	Dale Hawkins, Checker 916	6
19	28	38	54		PETER GUNN THEME	Ray Anthony, Capitol 4041	16
—	77	60	55		SO FINE	Fleetas, Old Town 1062	3
37	47	59	56		RAWHIDE	Link Wray, Epic 9300	13
22	32	37	57		SHE SAY (OOM DOOBY DOOM)	The Diamonds, Mercury 71404	13
20	30	42	58		I CRIED A TEAR	LaVern Baker, Atlantic 2007	20
40	46	41	59		THE HANGING TREE	Marty Robbins, Columbia 41328	12
—	98	77	60	★	THAT'S MY LITTLE SUZIE	Ritchie Valens, Del-Fi 4114	3

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

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

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

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	* STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
90	87	69	61		FRENCH FOREIGN LEGION	Frank Sinatra, Capitol 4155	4
			62	★	WANG DANG TAFFY APPLE TANGO	Pat Boone, Dot 15914	1
48	48	47	63		MOONLIGHT SERENADE	The Rivieras, Coed 508	11
16	19	36	64		STAGGER LEE	Lloyd Price, ABC-Paramount 9972	20
29	33	51	65		TOMBOY	Perry Como, RCA Victor 7464	13
			66	★	ENDLESSLY	Brook Benton, Mercury 71443	1
68	64	57	67		THE BEAT	Rockin' R's, Tempus 7541	5
21	26	55	68		PETITE FLEUR	Chris Barber's Jazz Band, Laurie 3022	15
			69	★	TEENAGER IN LOVE	Dion and the Belmonts, Laurie 3027	1
		81	70		I STILL GET A THRILL	Joel James, M-G-M 12779	2
		100	71	★	KANSAS CITY	Wilbert Harrison, Fury 1023	2
			72	★	KOOKIE, KOOKIE (LEND ME YOUR COMB)	Edward Byrnes with Connie Stevens, Warner Bros. 5047	1
		76	73		THE KISSING TREE	Billy Grammer, Monument 403	2
88	91	85	74		WHO'S THAT KNOCKIN'	Genies, Shad 5062	4
			75	★	GOONIGHT, IRENE	Billy Williams, Coral 62101	1
	96	89	76		77 SUNSET STRIP	Don Ralke, Warner Bros. 5025	3
		78	77		THE WALLS HAVE EARS	Patti Page, Mercury 71248	2
			78	★	I NEED YOUR LOVIN'	Roy Hamilton, Epic 9307	1
		95	79	★	QUIET VILLAGE	Martin Denny, Liberty 55162	2
		90	80		JO-JO THE DOG-FACED BOY	Annette, Vista 336	2
		87	81		BONAPARTE'S RETREAT	Billy Grammer, Monument 403	2
67	76	73	82		MATILDA	Cookie and His Cupcakes, Judd 1002	14
		88	83		I THINK I'M GONNA KILL MYSELF	Buddy Knox, Roulette 4140	2
93	92	75	84		STAR LOVE	Playmates, Roulette 4136	4
		91	85		I'VE COME OF AGE	Billy Storm, Columbia 41356	2
31	38	56	86		MAY YOU ALWAYS	McGuire Sisters, Coral 62059	16
		94	87		LONELY FOR YOU	Gary Stites, Carlton 508	2
			88	★	YOU'RE SO FINE	The Falcons, Unart 2016	1
	99	93	89		I NEVER FELT LIKE THIS	Jack Scott, Carlton 504	3
			90	★	DREAM LOVER	Bobby Darin, Atco 6140	1

# THE BILLBOARD'S BEST BUYS

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

### POP

- ENDLESSLY . . . . . Brook Benton  
(Meridian, BMI) So Close (Eden, BMI) Mercury 71443
- KANSAS CITY . . . . . Wilbert Harrison  
(Fire, BMI) Listen, My Darling (Fire, BMI) Fury 1023
- A TEENAGER IN LOVE . . . . . Dion & the Belmonts  
(Rumbalero, BMI) I've Cried Before (Rumbalero, BMI) Laurie 3027

The above are previous Billboard Spotlight picks

- KOOKIE, KOOKIE (LEND ME YOUR COMB)  
Edward Byrnes with Connie Stevens  
(Witmark, ASCAP) You're the Top (Harmes, ASCAP) Warner Bros. 5047
- 77 SUNSET STRIP . . . . . Don Ralke  
(Witmark, ASCAP) Sebastian (Witmark, ASCAP) Warner Bros. 5025
- QUIET VILLAGE . . . . . Martin Denny  
(Baxter-Wright, BMI) Llama Serenade (Disney, ASCAP) Liberty 55162

### C&W

NO SELECTIONS THIS WEEK

### R&B

NO SELECTIONS THIS WEEK

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	* STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
98	89	83	91		BOOM-A-DIP-DIP	Stan Robinson, Monument 402	4
		99	92		YOU CAN'T BE TRUE DEAR	Mary Kaye Trio, Warner Bros. 5050	2
			93		A TOUCH OF PINK	Jerry Wallace, Challenge 59040	1
			94		I KNEEL AT YOUR THRONE	Joe Medillo, Mercury 71415	4
			95		I WAITED TOO LONG	LaVern Baker, Atlantic 2021	1
			96		WALKIN' TO MOTHER'S	Ray Anthony, Capitol 4176	1
			97		I TOLD MYSELF A LIE	Clyde McPhatter, M-G-M 12780	1
			98		THAT'S ALL I WANT	Bobby Day, Class 245	1
			99		TWO BROTHERS	David Hill, Kapp 266	1
			100		PIPE DREAMS	Jimmy Beck, Champion 1002	1

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Peewee King, currently on the West Coast for a string of guest shots and a bit of business concerning Ridgeway Music, in which he has an interest, shows his wares at the Blackboard, Bakersfield, Calif., Tuesday and Wednesday (21-22); Tex Williams' ballroom in Newhall, Calif., Friday (24), and "Town Hall Party," Compton, Calif., Saturday (25). On Monday (27), he appears at the Foothill, Long Beach, Calif.; Wednesday (29) at the Greenland Inn, Pasadena, Calif., and Thursday (30) works with the Farmer Boys at the County Line, Lancaster, Calif. Last week he made guests shots on the Red Rowe TV show at KTLA, Los Angeles; with the Chuck Rio band in Long Beach; at Riverside Ballroom, Phoenix, Ariz., and with the Texas Tiny Gang on KHJ-TV. On Sunday (19), he guested on the Carl (Deacon) Moore show over KXLA, Los Angeles.

Justin Tubb and a newcomer, Ersel Hickey, of Epic Records, handle the guest chores on "Big D Jamboree," Dallas, this Saturday (25). J. F. Dolan, who beats the publicity drums for "Big D," typewrites that the show pulled fat grosses with Marty Robbins and his gang April 11 and with Little Jimmy Dickens last Saturday (18). Dolan says further that Ronnie Dee is the only member of "Big D" who still sells out with the rock 'n' roll style. "We still sell over 50 of his photos each show," writes Dolan, "and the biggest name guests never match that average." Dee is slated for a release on the Backbeat label soon.

Coy Zeigler, of Ceneco Recording, Albuquerque, N. M., who handled the promotion on "Louisiana Hayride's" appearance at Civic Auditorium there April 4, typewrites that the show pulled the largest crowd ever to witness a country and western show in New Mexico. Gov. John Burroughs was on deck to kick off the performance. . . . Lee Thomas made another guest appearance on "The Earle Pudney Show" over WRGB-TV, Schenectady, N. Y., April 15. Lee reports that there is little c.&w. activity in radio or television in that area any more. . . . Pat Boyd, fem c.&w. deejay at WMAX, Grand Rapids, Mich., handled the emcee chores for the Johnny Cash, Stonewall Jackson, Justin Tubb and Benny Martin package which promoter Phil Simon brought to that city April 1. Show pulled fat business there, as well as in Saginaw and Kalamazoo, Mich., April 2 and 3, respectively, Pat reports.

"The Chevy Show" to be heard over the NBC-TV network April 26 will be an all-country and western presentation highlighting Roy Rogers and Dale Evans, Minnie Pearl, Ernest Tubb, Johnny Cash, the Everly Brothers and a host of others. . . . The Mohawk Tire Company, Cleveland, recently made a series of TV spot films employing all c.&w. talent, including such names as Faron Young, Hank Snow, Ray Price, the Jordanaires and T. Tommy. . . . Country and western talent will get frequent exposure on the new George Hamilton TV show being beamed Monday thru Friday, 12-12:30 p.m. via the ABC-TV network. New seg made its bow last week.

## With the Jockeys

Al (Flat Top) Daly, deejay at the world's largest prison at Jackson, Mich., writes under date of March 12: "I do a regular four-hour show

in conjunction with a new movement called Operation Leaky Arm. In programming, we arrange deejays, artists and entertainers appear live and via tape on our shows. Thru encouragement received from many fine folks like Ben Worthy, Red Howard, Hank Snow and many others, we became the world's champion blood donor by donating 1,518 pints. Just a month ago, however, we lost our championship by just four pints to the boys at the Missouri State Penitentiary, but we hope to top the record soon. One of the methods we use is a broadcast of a regular Operation Leaky Arm show over WKMJ, Dearborn, thanks to Georgia Boy Ben Worthy. On the show we spin c.&w. platters along with OLA chatter. We are in need of platters, as we are not permitted to use the station record library. Platters should be sent me in care of Gordon Fuller, 1010 Ind., Treatment, 4000 Co. Street, Jackson, Mich."

Summit Records, Central City, Ky., has just released "I'm Gonna Ride," a first by Dwain Bell and the Turner Brothers. It's backed by "Roll 'n' Roll on Saturday Night." "Gonna Ride" was written by Bill Springer, of Faye Music, Whites Plains, Ky. Summit's next release, "You're Welcome Back" b-w. "She Captured This Heart of Mine," is due out in two weeks. Summit Records would like to hear from deejays not on their mailing list. . . . A postcard to Gabe Tucker, 314 East 11th Street, Houston 8, will fetch deejays a copy of Doug Bragg's newest release on the D Records label, "Calling Me Back" b-w. "I'm All Alone."

Carl Logan, of KCUL, Fort Worth, reports that the station celebrated its first anniversary recently with special guests Roland Johnson (Brunswick), of Cullman, Ala., and Frankie Miller (Starday). Frankie is currently turning some new soil in the South with Starday etching of "Black Land Farmer." . . . D. C. Loughry, WFRB, Frostburg, Md., sends an SOS for country-western recordings. Loughry mentions the new station is programming a lot of that type of music.

Eddie Briggs, c.&w. deejay at KEAP, Fresno, Calif., pipes in to beef about the lack of record service from Capitol, Dot and Imperial. "Regardless of the number of letters we write requesting service," complains Eddie, "we never get an answer. What the country music field needs are more deejay-conscious and promotion-minded record company relations men. We can't spin the records if we don't have them." In closing, Briggs salutes for their good service such record-promotion men and artist managers as Bob Neal, Herb Shucher, Hubert Long, Hal Smith, Joe Lucas, Jack Frost, Curly Rhodes, Don Thompson, Del Costello, Lou Epstein, Jim Vienneau, Don Pierce and Jim Costello.

Virgil (Uncle Virg) Bond, former deejay and program director at KHEY, El Paso, Tex., and who two months ago transferred activities to KZOK, Prescott, Ariz., April 1, returned to KHEY as station manager, succeeding Jim Thompson, who has moved to the new El Paso station, KINT. Hank Harral, of Big Springs, Tex., is joining KHEY as program director. Lee Wilson is also joining as deejay, and Lee West, KHEY vet, will continue in the night-time slot. KHEY will be on the air from 5 a.m. until 1 a.m. Bond says the station is in need of all records.

# 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
4	3	1	1	WHITE LIGHTNING	George Jones, Mercury 71406	7
2	1	2	2	WHEN IT'S SPRINGTIME IN ALASKA	Johnny Horton, Columbia 41318	15
1	2	3	3	DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	14
8	5	4	4	I'M IN LOVE AGAIN	George Morgan, Columbia 41318	10
9	8	5	5	MOMMY FOR A DAY	Kitty Wells, Decca 30804	8
22	18	8	6	HOME	Jim Reeves, RCA Victor 7479	4
3	4	6	7	WHO CARES?	Don Gibson, RCA Victor 7437	12
21	13	10	8	LUTHER PLAYS THE BOOGIE	Johnny Cash, Sun 316	4
6	6	7	9	COME WALK WITH ME	Wilma Lee, Stony Cooper, Hickory 1085	19
5	9	11	10	WHICH ONE IS TO BLAME?	Wilburn Brothers, Decca 30787	16
13	21	25	11	I'VE RUN OUT OF TOMORROWS	Hank Thompson, Capitol 4085	21
7	7	9	12	THAT'S WHAT IT'S LIKE TO BE LONSOME	Ray Price, Columbia 41309	15
—	20	12	13	CHIP OFF THE OLD BLOCK	Eddy Arnold, RCA Victor 7435	5
15	17	15	14	MY REASON FOR LIVING	Ferlin Husky, Capitol 4123	10
25	15	18	15	HANGING TREE	Marty Robbins, Columbia 41325	7
20	14	13	16	SET HIM FREE	Skeeter Davis, RCA Victor 7471	4
23	16	16	17	POOR OLD HEARTSICK ME	Margie Bowes, Hickory 1094	5
14	11	14	18	BEYOND THE SHADOWS	Browns, RCA Victor 7427	9
—	25	17	19	A THOUSAND MILES	Webb Pierce, Decca 30858	3
—	—	24	20	THANKS A LOT	Johnny Cash, Sun 316	2
—	—	21	21	SO SOON	Jimmy Newman, M-G-M 50118	2
12	24	26	22	THAT'S WHAT IT'S LIKE TO BE LONESOME	Bill Anderson, Decca 30773	16
—	19	20	23	DOGGONE THAT TRAIN	Hank Snow, RCA Victor 7448	4
—	22	22	24	AM I THAT EASY TO FORGET?	Carl Belew, Decca 30842	3
—	—	23	25	THAT'S THE WAY IT'S GOTTA BE	Faron Young, Capitol 4164	2
—	—	27	26	BLACK LAND FARMER	Frankie Miller, Starday 424	2
10	10	19	27	BILLY BAYOU	Jim Reeves, RCA Victor 7380	24
—	—	—	28	THE WALL	Freddie Hart, Columbia 41345	1
—	—	—	29	FRANKIE'S MAN, JOHNNY	Johnny Sea, NRC 019	1
—	—	—	30	HAVE HEART, WILL LOVE	Jean Sheppard, Capitol 4129	1

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

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

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

**• Best Selling Sheet Music in Britain**

(For week ending April 11)

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

Side Saddle—Mills (Mills)	Trudie—Henderson (Kassner)
Sing Little Birdie—Good Music (Zodiac)	Wait for Me—Sterling (—)
Smoke Gets in Your Eyes—Sterling (Harms)	Does Your Chewing Gum Lose its Flavour—Feldman (Mills)
As I Love You—Macmelodies (Northern)	Kiss Me Honey Honey—Lakeview (Leeds)
Gigi—Chappell (Chappell)	Venus—Essex (Rambled-Lansdale)
Petite Fleur—Essex (Hill & Range)	The Wonderful Secret of Love—Leeds (Leeds)
A Pub With No Beer—Good Music (St. Lawrence)	It Doesn't Matter Anymore—Monarch (Spunka)
My Happiness—Sterling (Belasco)	If Only I Could Live My Life Again—Peter Maurice (Ashland)
May You Always—Essex (Hecht, Lancaster & Buzzell)	Tomboy—John-Fields (Roncom)
Chick—Henderson (—)	
The Little Drummer Boy—Bregman, Vocco & Conn (Bregman, Vocco & Conn)	

**• Best Selling Pop Records in Britain**

(For week ending April 11)

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

This Week		Last Week
1.	SIDE SADDLE—Russ Conway (Columbia)	1
2.	IT DOESN'T MATTER ANYMORE—Buddy Holly (Coral)	3
3.	SMOKE GETS IN YOUR EYES—Platters (Mercury)	2
4.	PETITE FLEUR—Chris Barber (Pye)	5
5.	DONNA—Marty Wilde (Philips)	12
6.	C'MON EVERYBODY—Eddie Cochran (London)	12
7.	STAGGER LEE—Lloyd Price (HMV)	6
8.	CHARLIE BROWN—The Coasters (London)	14
9.	GIGI—Billy Eckstine (Mercury)	8
10.	MY HAPPINESS—Connie Francis (M-G-M)	4
11.	LITTLE DRUMMER BOY—Beverly Sisters (Decca)	9
12.	TOMBOY—Perry Como (RCA)	11
13.	AS I LOVE YOU—Shirley Bassey (Philips)	7
14.	A PUB WITH NO BEER—Slim Dusty (Columbia)	10
15.	SING LITTLE BIRDIE—Teddy Johnson and Pearl Carr (Columbia)	15
16.	WAIT FOR ME—Malcolm Vaughan (HMV)	16
17.	MAYBE TOMORROW—Billy Fury (Decca)	18
18.	BY THE LIGHT OF THE SILVERY MOON—Little Richard (London)	17
19.	DOES YOUR CHEWING GUM LOSE ITS FLAVOR?—Lonnie Donegan (Pye)	19
20.	MY HEART SINGS—Paul Anka (Columbia)	20

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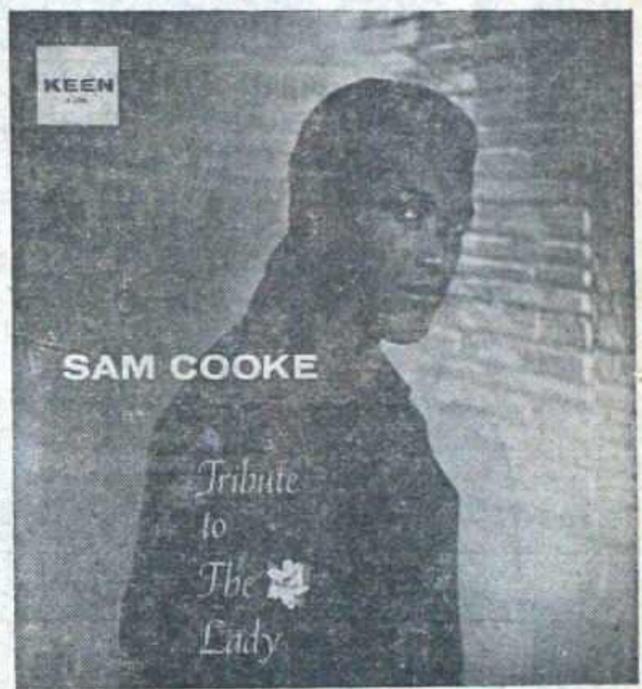
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# SURE HIT BY KEEN RECORDS...!



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**CASH BOX POPULAR PICK OF THE WEEK**  
 April 18, 1959

Sam Cooke devotes himself to a series of the tunes closely identified with "Lady Day" Billie Holiday. Songs include "God Bless the Child," "She's Funny That Way," "Comes Love" and "Crazy in Love With You." Cooke does a fine job with the material, even at times giving just a touch of the inflection of the great gal herself. Backings are of the lush, string-filled variety. Listenable wax and jocks will find playable things here.

**BILLBOARD SPOTLIGHT WINNER**  
 April 13, 1959

Sam Cooke currently on the lists with "Everybody Likes to Cha Cha Cha," pays his personal tribute to one of the greatest jazz singers, Billie Holiday, from whom Cooke attributes his early influence. All the tunes here that have been associated with Lady Day are now invested with Cooke's sincere, straightforward delivery. Package make-up includes "She's Funny That Way," "I've Got a Right to Sing the Blues," "T'Ain't Nobody's Bizness" and Holiday's exclusive "God Bless the Child." Hot item.

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**Reviews and Ratings of New Jazz Albums**

**JAZZ ★★★**

**★★★ GOLDEN VIBES**  
Lionel Hampton, Columbia CL 1304  
This is a quieter Lionel Hampton, playing here on this new set with rhythm and reed section, who generally stay in a soft mood behind him. The Hamp shows off his vibe skill on such tunes as "My Prayer," "My Funny Valentine," "Round Midnight" and "But Beautiful." Will appeal to his fans.

**★★★ PORGY AND BESS**  
Hank Jones, Capitol T 1175  
The swingin' keyboarder, Hank Jones, teams with Milk Hinton (bass); Alvin Jones (drums) and Kenny Burrell (guitar) to produce an interesting series of interpretations of the "Porgy" score. There are 10 numbers from the show included which leaves room for a number of different moods—somberness, humor, and in other cases an accent on rhythm. Simplicity would likely be the most descriptive work for the entire set. You can hear the melody but there's also an intriguing quality to the improvisations. A different and listenable way of offering "Porgy and Bess."

**LOU LEVY PLAYS BABY GRAND JAZZ**  
Jubilee SDJLP 1101

Levy swings lightly thru a fine brace of standards with rhythm assistance from Max Bennett on bass and Gus Johnson on drums. The versatile artist commands several approaches—all of them interesting and inventive. Set can have wide appeal. Tunes include "I'll Never Smile Again," "Comme Ça," "Comme Ça" and "Lover Man."

**★★★ RED NICHOLS & THE FIVE PENNIES AT MARINELAND**  
Capitol ST 1163

The Nichols crew presents these selections in spirited Dixie fashion. Set was recorded on location at Marineland, a California playground. Crowd noises can be heard over the renditions. Tunes are all from the 1920's. Wide channel stereo is a bit distracting, and on some of the tracks, it's distorted. Set, however, due to the Nichols name, should pull coin.

**★★★ STAX OF SAX**  
Herb Geller Quintet, Jubilee JLP 1094  
This is a truly swingin', five-track set. Geller comes into his own on this effort. Influence from Parker and Rollins, as mentioned in Mort Goode's readable notes, is clearly evident, tho he does come up with several refreshing and original ideas of his own. Vic Feldman is featured on vibes and adds much to the selections. Walter Morris, piano; Anthony Vazley, drums and Leroy Vinegar (great as usual on bass) complete the quintet. "It Might As Well Be Spring" is a good demo track.

**★★ ART FORD'S PARTY FOR MARTY**  
Marty Holmes Octette, Jubilee SDJLP 1099

Marty Holmes and his octette, a modern

jazz group, turn in good performances here of a group of standards with Holmes featured on sax. It's listenable modern jazz, not too far out nor too far in and the stereo sound is good. Tunes include originals like "Duffy's Dilemma," and standards including "Someone to Watch Over Me."

**★★ WE THREE**  
Marty Napoleon, Mickey Sheen & Chubby Jackson, Everest SDBR 1029

Not for the serious jazz collector but it could make the grade as a pop novelty. Chubby Jackson's vocal on "My Ideal" and "Chataooga Choo-Choo Cha-Cha" is typical of small combo humor to be found in a small club. Good for stereo demonstrations. Three voices are distinctly on left, right and square in the middle.

**★★ THE WINDS OF MARCH**  
The Warsaw Marsh Quintet, Imperial LP 12013

The group scores well on a group of moderate singers. Marsh and Ted Brown on tenors at times achieve interesting voicing with pianist Ronnie Ball. Jeff Morton on drums and Ben Tucker, bass offer driving rhythm assistance. Set is not particularly adventuresome and is mainstream in general feeling. It can sell. "Jazz of Two Cities" and "Lover Man" are good tracks.

**Reviews and Ratings of New Classical Albums**

Continued from page 64

**CLASSICAL ★★★**

**★★ MAHLER: SYMPHONY NO. 5 (2-12")**  
The London Symphony Orch. (Schwartz). Everest LPBR 6014-2  
Plus factors in this dinking of the difficult Mahler Fifth are Everest's excellent sound and a lovely, lyrical Adagietto. However, conductor Schwarz sometimes gets bogged down in the composer's endless details and the work lags. Market for this music is still small, and there's severe competition from the Scherchen and Walter readings.

**★★ WALTZ MASTERPIECES**  
The Stadium Symphony Orch. (Pollakin). Everest LPBR 6025 & SDBR 3025

Routine reading of familiar concert pieces ("Invitation to the Dance," "Wiener Blut," "Waltz of the Flowers," etc.). Don't expect seasoned collectors to flock to this one, altho the general public might. Demonstrates the "Rosenkavalier Waltzes" for strong stereo effect. As with most disks from the label, the stereo aspect rates high praise.

**Somers Offers Global Views**

Continued from page 2

once achieving that, starts to splurge on disks, the favorite form of entertainment. Under those economic conditions, Somers quipped, a customer really has to have a "yen for music." But as the economy grows, the indications point to an even more rapid proportionate growth in the record market.

In Middle Europe, Somers foresees growth as a result of the recent removal of trade barriers between Italy, Western Germany, France, and Benelux. This "common market" comprises a population of 160,000,000. In 10 years, he said, these countries will have integrated into a new economic nation. Their combined purchasing of records is already larger than that of England and is about one-third as large as that of the U. S. Australia has been thriving on its manufacturing growth, partly because America's non-recognition of Red China has made Australia a major source of supply thru the East. An interesting sidelight is that Aussie disk sales dropped 20 per cent during 1958, the year that television was introduced in Syd-

ney and Melbourne. Now that the TV set is paid for in a large proportion of homes, Somers predicted, sales will go up again. In contrast, New Zealand, which still has no TV, enjoys the largest per capita sales of records in the world. With a population of eight million, New Zealand buys four million record units a year. A single is figured as one unit, a 10-inch LP as four, a 12-incher as six.

Australia buys 20 million units, all American and European productions.

**U. S. Dictates Hits**  
America is not only the source of the music, but seems to dictate the hits, Somers observed. About 80 per cent of foreign hits follow American charts, while the remaining 20 per cent arise out of home-grown preferences. Foreign radio programmers, he said, follow The Billboard's "Hot 100" as though it were orders from the American State Department. Albums, however, seem to make it on their own, often varying widely from American choices.

Somers pointed out that Mercury and RCA Victor are the only

**Van Beinum Dies at 57**

AMSTERDAM — Eduard van Beinum, conductor of the world-famed Concertgebouw Orchestra, died last Monday (13) of a heart attack at the age of 57. The noted conductor collapsed at a rehearsal of the orchestra and died shortly after. He had led the Concertgebouw since 1945, succeeding Willem Mengelberg.

**Recordrama**

Continued from page 2

can buy presents of disks and have them mailed by the seller on the spot. A record Santa Claus will operate thruout the dealer section. Dealers, incidentally, will be asked to display only the disk merchandise of those manufacturers exhibiting at Recordrama.

In order to expand diskery participation in the event, right down to the smaller labels, Stolar said arrangements have already been completed to have qualified sales personnel available to operate a given manufacturer's display at a charge of \$225 for the full 10-day period. This was set up, according to Stolar, to accommodate those numerous smaller labels which had problems stemming from litigations on personnel available for such a purpose. Stolar said the fee to be charged was less than half the going rate for such service. He added that most of the salespeople would be drawn from the ranks of reputable model agencies in the Chicago area.

**Juke Exemption**

Continued from page 2

ter of Copyrights, and National Licensed Beverage Association.

The Subcommittee hopes to keep the hearings on this oft-told tale to a two-day period, and to have differing presentations, lighting up different facets of the problem—rather than overlapping and repetitious testimony. For this reason, it is believed that time limitation may be put on oral presentations at the hearings, as was done in last session's hearings on the O'Mahoney (D., Wyo.) bill to end juke exemption and to double mechanical royalty on disks used in juke boxes.

House Judiciary Chairman Celler (D., N. Y.) in introducing his bill to end the performance exemption for music played on juke boxes took a fighting stance and said this would surely be the year when the juke operators would begin paying "their fair share" of royalty for use of the music.

No word has come from Senator O'Mahoney's copyright subcommittee as to when they will hold hearings on the Senator's bill, S. 950, a duplicate of last session's S. 1870.

**Deejay Meet**

Continued from page 2

Chicago was attended by Bill Stewart, national programming chief and convention co-ordinator for the affair's sponsor, the Stora Stations; Paul Berlin, KNUZ, Houston; Ira Cook, KMPC, Hollywood; Paul Cowley, WKLO, Louisville; Tom Edwards, WERE, Cleveland; Bob (Coffeehead) Larson, WRIT, Milwaukee; Robin Seymour, WKMH, Detroit; Joe Smith, WILD, Boston.

major American firms with their own active representation overseas. Columbia farms out its distribution to the Philips organization of England, Capitol to EMI, and Decca to British Decca. Mercury's 38 foreign licensees, supervised by Somers and a world-wide sales staff, cover every inch of world territory outside the Soviet orbit, Somers said.



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# The Billboard HOT R & B SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
1	1	1	1	IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	11
10	3	2	2	EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 2018	7
—	6	3	3	THAT'S WHY	Jackie Wilson, Brunswick 55121	3
—	—	9	4	ALMOST GROWN	Chuck Berry, Chess 1722	2
14	14	8	5	COME SOFTLY TO ME	Fleetwoods, Dolphin 1	5
2	2	4	6	CHARLIE BROWN	Coasters, Atco 6132	10
—	—	18	7	GUESS WHO	Jesse Belvin, RCA Victor 7469	2
21	8	7	8	SINCE I DON'T HAVE YOU	Skyliners, Calico 103	6
16	12	10	9	SO FINE	Fiestas, Old Town 1062	5
15	9	6	10	COME TO ME	Mary Johnson, United Artists 160	7
—	—	24	11	SEA CRUISE	Frankie Ford, Ace 554	2
—	—	25	12	LOVEY DOVEY	Clyde McPhatter, Atlantic 2018	2
7	4	5	13	WHERE WERE YOU (ON OUR WEDDING DAY)	Lloyd Price, ABC Paramount 9997	5
11	15	13	14	VENUS	Frankie Avalon, Chancellor 1031	8
13	11	15	15	PRETTY GIRLS EVERYWHERE	Eugene Church, Class 238	18
—	—	20	16	KANSAS CITY	Hank Ballard and the Midnighters, King 5195	2
5	10	17	17	THE RIGHT TIME	Ray Charles, Atlantic 2010	16
9	13	22	18	STAGGER LEE	Lloyd Price, ABC-Paramount 9927	19
—	21	16	19	THE TWIST	Hank Ballard and the Midnighters, King 5171	3
—	—	30	20	THIS SHOULD GO ON FOREVER	Rod Bernard, Argo 5327	2
4	7	11	21	TEARDROPS ON YOUR LETTER	Hank Ballard and the Midnighters, King 5171	7
—	23	14	22	YOU'RE SO FINE	Falcons, Unart 2016	3
—	—	26	23	HAPPY ORGAN	Dave (Baby) Cortez, Clock 1009	2
3	5	12	24	I CRIED A TEAR	LaVern Baker, Atlantic 2007	18
—	—	—	25	PINK SHOE LACES	Dodie Stevens, Crystalette 724	1
—	—	—	26	I WANT YOU SO BAD	James Brown, Federal 12348	1
—	—	—	27	HAWAIIAN WEDDING SONG	Andy Williams, Cadence 1358	1
19	24	23	28	WHAT MAKES YOU SO TOUGH!	Teddy Humphries, King 5182	6
—	—	—	29	KANSAS CITY	Wilbert Harrison, Fury 1023	1
—	—	—	30	A FOOL SUCH AS I	Elvis Presley, RCA Victor 7506	1

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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

★★★★

## TONY BENNETT

★★★★ The Cool School  
COLUMBIA 41381—Calypso type is given a strong belt by Bennett over brassy ork backing. Tune tells of the way the kids start groovin' when the teacher leaves the room. (San-Dan, ASCAP)

★★★ You'll Never Get Away From Me  
Tune is from the forthcoming Ethel Merman show, "Gypsy." It's a smart song that is belted to listenable effect by Bennett. Good potential. (Chappell, ASCAP)

## JANICE HARPER

★★★★ Let Me Call You Sweetheart  
CAPITOL 4190—Smooth thrashing stint by Miss Harper on a fine rockaballad styling of the oldie. Bright chorus and ork assist. (Shapiro-Bernstein, ASCAP)

★★★ Just Whistle  
Medium-beater is warbled in class fashion by the artist. Good chorus and ork help on the attractive side. It has a chance. (Fairfield, BMI)

## SAMMY SALVO

★★★★ Wolf Boy  
RCA VICTOR 7516—First rate piece of material about a guy who doesn't like other guys chasin' his girl is sung solidly here by Salvo over string backing. It should catch coins. (Acuff-Rose, BMI)

★★★ My Perfect Love  
On this side the singer comes thru with a warm reading of a listenable ballad penned by Melvin Endsley. (Acuff-Rose, BMI)

## FRED RICHARDS

★★★★ Barricade  
FLIP 344—A baritone sax is heard in the lead on this interesting blues instrumental. Then a tenor horn moves in for some good honking spots. Side has a beat. (CCC, BMI)

★★ Hullee Gullee  
Weird far-off echoey and quavering effects were created with the guitar on this blues instrumental. There's a sound of sorts here. (CCC, BMI)

## BOB AND JIM

★★★★ Dumbbell  
SUNBEAM 129—Exuberant novelty-rocker with amusing lyrics is wrapped up in solid duo-vocal with catchy tempo. (Sunbeam, BMI)

★★ Mr. Mailman  
Boys wall with fervid feeling on an effective r.&r. ditty. Merits spins. (Sunbeam, BMI)

★★★

## FRANKIE LAINE

★★★ My Little Love  
COLUMBIA 41376—Rockabilly item has a folksy sound. Laine gives it a good work-out over sprightly backing. (Exeter, ASCAP)

★★★ Journey's End  
Western-type ballad is presented listenably by Laine over suitable ork support. It's a pretty tune that can create interest. Good coupling. (Dominion, BMI)

## THE TERRIFICS

★★★★ I Don't Care How Yuh Do It  
DEMON 1516—An upbeat blues effort by the group. Vocal is half-spoken half sung and it has a catchy sound. This one could score. (Elizabeth-Fairway-Foresite, BMI)

★★★ Bump Ti Dee Ump Bump  
A marching tempo effort that has the ring of an earlier, 19th century day. The group works with a femme chorus on this side. (Elizabeth-Fairway, BMI)

## MAHALIA JACKSON

★★★ Trouble of the World  
COLUMBIA 41382—Song is featured in the coming pic, "Imitation of Life." Miss Jackson sings the sacred song with her usual taste. Lovely chorus and organ support.

★★★ Tell the World About This  
Lively gospel is sung with feeling by the artist over bright chorus support. Piano is outstanding in backing. (M. Jackson, BMI)

## LLOYD PRICE

★★★ Down by the River  
KRC 5002—This has a fine New Orleans rhythm sound in the backing and Price belts out the tragic lyrics with considerable feeling. This is an older side but it can get some attention due to the artist's current hit status. (Ace-Delco, BMI)

★★★ Gonna Let You Come Back Home  
He's Gonna give his chick one more chance. It's slow, pounding blues material and Price powers into it with spirit. (Ace-Delco, BMI)

## ROBERTA LINN

★★★ I Know Your Kind  
CORAL 62105—A tango-flavored number, sung smoothly by the thrush. Side has lavish production, with chorus and violins contributing a big sound. Tune is from Broadway musical "Destry Rides Again." (Florence, ASCAP)

★★★ This Love of Mine  
An example of how rock and roll has contributed to lush ballads. Triplets, violins and a chorus combine to give a big effect. Thrush sings this standard solidly. (Embassy, BMI)

## GEORGE WESTON

★★★ My Foolish Pride  
JACKPOT 48017—Rockaballad is delivered in salable fashion by Weston with a strong chorus and ork assist. It can move. (Jat, BMI)

★★★ Shelley, Shelley  
Latinish medium-beater is given a good warble by Weston over smart chorus and ork support. Side has a chance. (Jat, BMI)

## CARMOL TAYLOR

★★★ Guess I've Been a Fool  
TAGG 504—Appealing chant by Taylor on an attractive, countryish weeper ballad. It can sell. (Fame-Tune, BMI)

★★★ Free as a Breeze  
Sprightly country medium-beater is nicely rendered by the artist with good plucked string and male group support. This can also sell. (Tune, BMI)

## CHARLIE WILLIAMS

★★★ Lorena  
SAGE 291—Side starts with a spoken narrative describing the song's Civil War origin. It's a pretty, folksy melody. With exposure, this can move. (Sage & Sand, SESAC)

★★★ Playing Guitar & Missin' You  
Medium-rocker blues is given a highly listenable reading by Williams over fine backing that spotlights guitars. An equally effective side that rates exposure. (Sage & Sand, SESAC)

## TOMMY LEONETTI

★★★ Single Is Better Than Wrong  
RCA VICTOR 7514—Attractive ditty about the perils of matrimony is sung brightly by Leonetti on this happy side. It has a chance for many spins. (Triality, BMI)

★★★ The Year of Our Love  
Story of a year of love from skating to



## THE BILLBOARD SPOTLIGHT WINNERS OF THE WEEK

## Pop Records

## LLOYD PRICE

PERSONALITY (Lloyd-Logan, BMI)  
HAVE YOU EVER HAD THE BLUES? (Lloyd-Logan, BMI)

"Personality" is a bright change of pace for Price. The clever moderate-beater tells all about the troubles of love. Good chorus work helps the chanter. Flip is a fine go on a bluesy rockaballad.

ABC-Paramount 10018

## THE CADILLACS

COOL IT FOOL (Tri-Park, BMI)  
PLEASE, MR. JOHNSON (Figure, BMI)

Both sides are somewhat in the "Peek-A-Boo" tradition, showing sparkling group work on the teen-appeal lyrics. Honking tenors and danceable rhythm help give each the hit sound. Both should score.

Josie 861

## DEE CLARK

JUST KEEP IT UP (Shalimar & Tollie, BMI)

Clark follows his "Nobody But You" with a hot contender. The ballad is handed a first-rate performance with excellent chorus and ork backing. It should register strongly for pop and r.&cb. loot. Flip is "Whispering Grass." (Mills, ASCAP).

Abner 1026

## HARVEY

TWELVE MONTHS OF THE YEAR (Arc, BMI)  
DON'T BE AFRAID OF LOVE (Arc, BMI)

This is his best since "The Ten Commandments of Love." It tells how love will endure thruout the year with specific comments for each month. Flip is a rhythm number that's done in the coming flick, "Go, Johnny, Go." Both have the hit sound.

Chess 1725

## JOHNNY &amp; THE HURRICANES

CROSSFIRE (Vicki, BMI)  
LAZY (Vicki, BMI)

"Crossfire" is a real swinger that interplays honking tenors against twangy guitars with hand-clappin' rhythm in support. It's a driving, danceable side. "Lazy" is also a pounding instrumental with a similar, contagious flavor. Side is already creating interest in the Midwest.

Warwick 502

## THE SONICS

THIS BROKEN HEART (Arc, BMI)

Slow rockaballad is expressively sung by the crew over warm backing. The lead has a good style, and the group work is effective in support. Side is moving in several areas. Flip is "You Made Me Cry." (Arc, BMI).

Checker 922

## JOHNNY CARROLL

BAND STAND DOLL (Big D, BMI)

Carroll has an unusual bit of material that could mean a hit first effort. It's about a gal he watches on a local bandstand show. He has a sound, and the interesting side should attract heavy coin and play. Flip is "The Swing." (Big D, BMI).

Warner Bros. 5042

## CARL PERKINS

POINTED-TOE SHOES (Hill & Range, BMI)  
HIGHWAY OF LOVE (Daniels, ASCAP)

Top side reminds a bit of the artist's click, "Blue Suede Shoes." It's a moving rockabilly item that he sings with spirit. Flip, "Highway of Love" is also an attractively belted tune with infectious backing. Both should score in pop and c.&w. marts.

Columbia 41379

## MICKEY &amp; KITTY

OOH-SHA-LALA (Aldon, BMI)

Mickey, once of Mickey and Sylvia, bows on a new label with a new partner. They give a winsome treatment to this clever, novelty type that can be a big side for them. Flip is "The Kid Brother." (Progressive, BMI).

Atlantic 2024



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

**Pop Talent**

**THE MANIN BROTHERS**

**HOT ROD SUSIE (Mar-Pat, BMI)**  
**UHM DE AHDE (Mar-Pat, BMI)**

The brothers have a bright sound on these two rhythmic items. "Hot Rod" is a topical tune with teen-appeal lyrics. "Uhm De Ahde" is a catchy novelty with smart backing. With plugs, they could have a winner. **Apt 25033**

**MIKE SMITH**

**WEEK OF LONELINESS (Amron, ASCAP)**  
**SARA RUTH (Amron, ASCAP)**

Smith comes across nicely in his reading of two fine sides that provide a strong debut disk. "Week" is a tender rockaballad that is sung with feeling. "Sara Ruth" is a peppy rockabilly. Both are attractively presented. **Decca 30883**

**JIM McMULLAN**

**GIVE ME A LITTLE LOVIN' SYLVIE (Folkways, BMI)**

McMullan reads the old Leadbelly tune with lots of verve and drive. His sock performance is entrancing, and with exposure the side can easily create interest. Flip is "I Get So Jealous." (Advanced, ASCAP). **Shad 5004**



**Pop Disk Jockey Programming**

**DEBBIE REYNOLDS**

**LOVE IS A SIMPLE THING (Joy, ASCAP)**

The thrush presents the pretty song, which is most usually done as a peppy item, as a slowish ballad. Lush backing by Jerry Fielding helps. A choice programming item for all segs. Flip is "I Can't Love You Anymore." (Leeds, ASCAP). **Dot 15937**



**THE KEYMEN**

**DREAM (Goldenson, ASCAP)**

The combo gives the charming evergreen a most listenable treatment. Warm chorus vocal helps make for an excellent programming item. Quality side rates spins. Flip is "Nancy Lee." (Arch, ASCAP). **ABC-Paramount 10016**



**C&W Records**

**THE WILBURN BROTHERS**

**I LOVE EVERYBODY (Sure-Fire, BMI)**  
**SOMEBODY'S BACK IN TOWN (Sure-Fire, BMI)**

The Wilburns have two hot sides that should pull in plenty of c.&w. coin. "I Love" is a cheerful song that they belt in hill fashion with traditional accompaniment. "Somebody's" is a weeper that is also given a sparkling performance. **Decca 30871**



**R&B Records**

**JAMES BROWN AND FAMOUS FLAMES**

**IT HURTS TO TELL YOU (Wisto, BMI)**  
**I'VE GOT TO CHANGE (Wisto, BMI)**

Brown's latest sides should move well in pop and r.&cb. marts. "It Hurts" is a ballad with beat which he renders solidly over a strong chorus and ork assist. "I've Got to Change" is spiritual-derived, and the artist's approach is equally potent. **Federal 12352**



**JIMMY REED**

**TAKE OUT SOME INSURANCE (Roosevelt & Tollie, BMI)**

**YOU KNOW I LOVE YOU (Conrad, BMI)**

Reed should score again with these deep Southern blues. "Insurance" is a low-down effort, which he handles strong over guitar and harmonica support. "You Know" is also a down home side that is accorded a similar, fine treatment. **Vee Jay 314**



**BOBBY (BLUES) BLAND**

**WISHING WELL (Lion, BMI)**  
**I'M NOT ASHAMED (Lion, BMI)**

Bland registers well on two intriguing sides. "Wishing Well" is a clever, bluesy piece of material with unusual backing and interesting lyrics. "I'm Not Ashamed" is a philosophical blues that is taken at a slower clip. Both should attract. **Duke 303**



football is sung about in quiet fashion by the singer over simple backing. (Trinity, BMI)

**CRAIG BROWN**

\*\*\* I'm No Good Without You  
20TH FOX 135—Soft chant on a catchy medium-beater. Bright chorus backing assists. It has a chance. (Desert Palms, BMI)

\*\*\* Butterflies in My Heart

Good treatment of a cute theme. Talented newcomer scores impressively on the listenable side. If plugged, this might take off. (Delaware, ASCAP)

**CHARLES CLARK**

\*\*\* Another Chance  
ARGO 5332—Lad with some of the style of Brook Benton and Ivory Joe Hunter tells this pretty ballad with warmth, while the ork sells the strings back of him. (Arc, BMI)

\*\*\* Hope for a Miracle

On this side the singer comes thru with another fine reading of a pretty ballad, helped by a chorus. This side, too, could get coins. (Arc, BMI)

**THE SHEPPARDS**

\*\*\* Island of Love  
APEX 1750—Fine group work on a pleader ballad that tells of the wonders of the "Island of Love." Good side that could step out with exposure. (Josette, BMI)

\*\*\* Never Felt This Way Before

Pounding ballad is handled to good effect by the crew. It provides a good coupling to the flip and has dual market appeal. (Josette, BMI)

**RUDY RENDER**

\*\*\* These Foolish Things  
EDISON INTERNATIONAL 409—This side features the great standard in a slow, rocking fashion with a big fiddle back-up. Render sings it with ease and appeal. A classy side. (Bourne, ASCAP)

\*\*\* This Above All

Render, who once had a big hit on London, comes up with another nicely-paced ballad side, done to gently rocking tempo. Pleasant programming on both sides. (Mr. Music, BMI)

**BILLY & DON HART**

\*\*\* Rock-a-Bop-a-Lin  
ROULETTE 4133—A fine, swinging rockabilly blues side by the pair. Chanting has spirit and the backing has a nice sound. (Patricia, BMI)

\*\*\* More and More

The boys essay more of a true country sound here with the typical hill harmonies. Nice listening, well-tailored to rural marts. (Commodore & Cedarwood, BMI)

**JERRY WALD**

\*\*\* Sheba  
TODD-1022—Cute, fly item with a sock cha cha beat receives a first rate instrumental reading from the band here. It has a chance, if exposed. (Amber, ASCAP)

\*\*\* Moon Over Miami

The fine standard is handed a smart reading by the Jerry Wald ork in a new cha cha arrangement that may interest the dancers. (Bourne, ASCAP)

**BILLY BROWN**

\*\*\* He'll Have to Go  
COLUMBIA 41380—Listenable country tune is handed a warm reading by the singer, as he tells of his troubles with love. (Central Songs, BMI)

\*\*\* Run 'Em Off

Novelty tune is sung brightly by the singer over driving backing. Two good sides. (Peer, BMI)

**FRANK JUSSUF**

\*\*\* Things Happen for the Best  
CALICO 105—Jussuf bows on the label with a pretty reading of a warm ballad, backed neatly by the band. Lad can sing. (Gingham, BMI)

\*\*\* Seven Come Heaven

Wild, driving story-ballad is sold with feeling by the singer over backing with French horns, et al. Flip is more potent. (Mills, ASCAP)

**JACK COOKERLY**

\*\*\* Bye Bye Blues  
EDISON INTERNATIONAL—A sprightly, fast-moving side featured overdubbing on the organ. Flying fingers are featured here on an instrumental with a fine sound. Can easily catch spins. (Bourne, ASCAP)

\*\*\* Allicia

An upbeat samba side is also handled nicely on the gimmicked organ. Interesting sound here, too. (Grandview, ASCAP)

**DON CORNELL**

\*\*\* Heart of My Heart  
DOT 15938—Cornell turns in a nice warbling stint on this revival of an oldie. In the second chorus, he lines out the lyrics to a chorus. Fine rickety tick backing could make this step out. Worth watching. A fine box side. (Robins, ASCAP)

\*\*\* This Earth Is Mine

The Cahn and Van Heusen song is the title tune of the new Universal pic. It's a pleasant ballad, and some action is probable. (Northern, ASCAP)

**MARTHA LOU HARP**

\*\*\* The Kind of Love I Need  
WARNER BROS. 5052—Gal puts plenty of feeling into a moving rockaballad. Side merits spins and could develop interest. (Vernon, ASCAP)

\*\*\* Tell Me You Love Me

Sultry chanting on an okay rockaballad. (Advanced, ASCAP)

**PEGGY LEE**

\*\*\* Swing Low Sweet Chariot  
DECCA 30879—The spiritual in a stylized, bright arrangement, marked by changes in tempo and mood. For jocks. (Barbour-Lee, ASCAP)

\*\*\* I Ain't Necessarily So

The Gershwin standard from "Porgy and Bess" in a very classy reading. Chantress' style and technique gets full play here, to a backing featuring very smart keyboard work. (Gershwin, ASCAP)

**TOMMY ZANG**

\*\*\* Lonely as an Island  
CANADIAN AMERICAN 102—Zang essays something of the Pat Boone style on this relaxed rock-a-waltz reading. The song is appealing and it has a folksy flavor. Chorus assists. Worth spins. (Plainfield, BMI)

\*\*\* Jenning Street Near Falcon Square  
A lush production in the arrangement backs Zang's good and appealing ballad rendition. Zang has a pleasant touch. (Mode, ASCAP)

**JOE HINTON**

\*\*\* Pretty Little Mama  
BACK BEAT 526—Personable rendition by Hinton and group on bouncy rhythm-rocker. Dual market side. (J.D.A.-Lion, BMI)

\*\*\* Will You

Tender reading by Hinton and group on pretty ballad. (J.D.A.-Lion, BMI)

**NEAL HEFTI**

\*\*\* The Flower Vendor  
CORAL 62111—Exciting (mainly) instrumental treatment of infectious theme with swingy Latin beat. Solid deejay side. (Allied, ASCAP)

\*\*\* Sweetwater Bay

Pleasant African-based theme is handed a pretty, sweet-stringed instrumental treatment. Original by Danton Phillips on Unart will offer competition. (Rayven, BMI)

**MILTON DE LUGG**

\*\*\* The Swingin' Gypsies  
DOT 15933—Melodic theme is played with lush effectiveness by swingin' strings. Pretty jockey side. (Mayfair, ASCAP)

\*\*\* So I Said

Chorus sings pleasantly on interesting theme from the classical world. (Willow, ASCAP)

**THE GUMDROPS**

\*\*\* To Make a Mistake Is Human  
GRAND AWARD 1028—A pleasant production by the group with a big ork background. Lead sings it straight in tenor tones. Side has a certain philosophy and sound which can attract. (Record, ASCAP)

\*\*\* For You

This is the oldie and it's sung to a rocking **(Continued on page 78)**

The publisher for the tune, "Richard Diamond Theme," was erroneously listed as April, ASCAP, in last week's issue of The Billboard. The correct publisher is Jim McHugh Music, ASCAP. Artist is Warren Barker Ork, Warner Bros. 5060.

## CLIMBING!

**THREE STARS**  
Ruby Wright

King 5195

**KANSAS CITY**

b/w

**I'LL KEEP YOU HAPPY**  
Hank Ballard &  
THE MIDNIGHTERS

King 5192

**KING**

**THE "BUTTERFLY"**  
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talk  
tabs  
this  
terrific  
teen  
tune . . . "Top Ten"

by  
**ANDY DOLL**

**AD RECORDS**  
OELWEIN, IOWA

Headed for Number One  
**"TAKE A MESSAGE  
TO MARY"**  
b/w **"POOR JENNY"**  
EVERLY BROTHERS

#1364



**cadence**  
RECORDS

Warren Storm  
**TROUBLES,  
TROUBLES**

(Troubles on My Mind)

Nasco 6025

Deejays — If you haven't received your sample copy, contact us.

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**ADVERTISING IN  
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# Reviews of New Pop Records

Continued from page 77

rhythm by the Gumdrops. Okay wax. (W.H. Mark, ASCAP)

**CHUCK AND BETTY**

\*\*\* Win or Lose

DECCA 30875—A rockaballad. The duo do their harmony in relaxed style, with a chorus in the backing. One segment of the lyric is a brief recitative. Rhythmic arrangement is unusual. (Champion, BMI)

\*\*\* Walking in My Dreams

Country-flavored piece, with a lyric that uses titles of recent hits. A good performance. (Champion, BMI)

**PETULA CLARK**

\*\*\* Baby Lover

IMPERIAL 5582—A plaint to "baby lover" that "I want you so." An attractive throbbing job by the gal from Britain, with a mild Latinish rhythm quality. Could attract plays. (Ewes, ASCAP)

\*\*\* Ever Been in Love

The thrush turns in a pleasant enough job on a slow rhythm song with a faint rock suggestion. Worth spins. (Cromwell, ASCAP)

**FERRANTE & TEICHER**

\*\*\* Side Saddle

ABC-PARAMOUNT 10017—The twin piano duo comes thru with a very engaging version of the current English hit. There have been so many good waxings of the tune that this version will have hefty competition. (Mills, ASCAP)

\*\*\* Prairie Blues

Listenable western effort is played with verve by the pianists on this side. Flip is more potent. (Melin, ASCAP)

**DANNY STATION**

\*\*\* Everybody Needs Somebody

HANOVER 4523—Danny Station does a good job on this new bunk of material over the first rate backing of the Manny Album Org. It's a live enough side to get spins. (Reis, BMI)

\*\*\* The Ivy Covered Mission

Rockaballad with a story is sung neatly here by Station as he tells of an angel at the mission who aids young love. (Fox, ASCAP)

**THE WATUSI WARRIORS**

\*\*\* Wa-Chi-Ban-Ba

PRINCE 1206—South African tune with a resemblance to "Skoklan" hit of a few years ago is played and sung here with sparkle by the Warriors. Side has a sound. (Criterion, ASCAP)

\*\*\* Kalahari

This side too has the authentic South African stamp, altho the flip is a bit stronger. Both sides were cut in the South African Republic. (Criterion, ASCAP)

**ECHOTONES**

\*\*\* So in Love

DART 1099—Countryish theme with a Latin touch is rendered with appeal by the group. Fine guitar backing. Side can attract. (Ro Jo, BMI)

\*\*\* My Baby Doll

Rocker blues is taken at a fairly rapid clip by the crew, but flip offers more. (Ro Jo, BMI)

**RONNIE SUMMERS**

\*\*\* Salt and Pepper

RADIO 124—Uptempo side with a driving rhythm. Vocal is in the rockabilly style. Horns enter the arrangement mid-way to combine with strings, giving a rocking effect. (Dandelion, BMI)

\*\*\* Baby Go Away

He's got another sweetie, and urges the old one to go away. The vocal is stylized, with answering horns. Tune is blues-based. (Dandelion, BMI)

**CHUCK VEDDER**

\*\*\* Ariba

RADIO 123—Uptempo instrumental, bluesy in quality, with fine technique on the part of the horns and other instrumentalists. (Dandelion, BMI)

\*\*\* Spanky Boy

Novelty instrumental, bluesy in quality, with some interesting "laughing" horn effects. (Dandelion, BMI)

**PETE PEDERSEN**

\*\*\* Private Eye

JOSIE 859—A blues instrumental with a spooky quality and a walking rhythm. Harmonica combines with horns and percussion to make an effective arrangement. (Zebra-Peer, BMI)

\*\*\* Rebel Outpost

Snare drum, harmonica and a marching rhythm which grows louder increasingly, gives this instrumental that military flavor. (Zebra, Peer, BMI)

**GAR BACON**

\*\*\* Marshall, Marshall

OKEH 7115—Driving reading of a Bo Diddley type ditty is sung smartly by Bacon on this swinging side. It has a chance. (Jalo & Mellie, BMI)

\*\*\* Too Young to Love

Gar Bacon sings this rockaballad in the country tradition pleasantly over appropriate backing. (Jalo & Mellie, BMI)

**CLAUDIO VILLA**

\*\*\* Al Chiar Di Luna Porto Fortuna

CORAL 62104—Italian lyric, done by a legit-styled chanter, with chorus and tasteful instrumental arrangement. Recorded in Italy by Fonit-Cetra. (Skidmore, ASCAP)

\*\*\* Tipti Tipti Tiso

Also recorded in Italy, this Italian tune has an unusually fine melody line. Chanter does a solid job, to a classy backing. (Miller, ASCAP)

**LINN & GIN**

\*\*\* Promise Me

TNT 9019—Plaintive rockaballad is sung with heart and sincerity by the thrushes. (Dellwood, BMI)

\*\*\* Wish I Had The Money

Sprightly country-styled warbling on bouncy rhythm-novelty. (Dellwood, BMI)

**BOBBY CHRISTIAN**

\*\*\* Aloob

STEPHENY 1835—A Clyde McCoy type squawking trumpet is featured here with a marimba. It's a rhythm tune and it's nice instrumental stuff for the terpers. (Plinius, ASCAP)

\*\*\* Frankie and Johnny Cha Cha

Combo consists of piano, guitar, organ and rhythm on this Latin styled revival of the old tune. Okay for dancers. (GR, BMI)

**BILLY GEE**

\*\*\* If You Have Faith

CORONET 1303—Fervent approach by Gee on an inspirational-type rockaballad. Soft guitar and chorus support is effective. Side can sell. (Musicrest, BMI)

\*\*\* King of Hearts

Rockaballad is given a pleasant treatment by the singer with mild rock backing. Flip appears a bit more potent. (Musicrest, BMI)

**MONEY BABSON**

\*\*\* All Night Long

JUBILEE 5371—The warbler sells this sharp bunk of material solidly over a stylish arrangement by the Reg Owen crew. Side could grab spins. (Galileo, ASCAP)

\*\*\* The Things Money Cannot Buy

Monty Babson sings this pretty ballad with feeling over a tender backing by the Reg Owens crew. Side rates whirrs. (Summit, ASCAP)

**THE EDSELS**

\*\*\* Rink-a-Din-Ki-Do

ROULETTE 4151—Interesting side contains a tune of an extended blues variety. The lead tells quite a story in an effective chanting job. Fine sound here, and it's worth watching. (Glorie & Kahl, BMI)

\*\*\* Do You Love Me

The group features a high-voiced lead of a slightly meshuga variety. Lad handles it in okay style. (Flora & Kahl, BMI)

**LITTLE JIMMY & THE TOPS**

\*\*\* Puppy Love

V-TONE 102—Feelingful reading by lad and group on bouncy rhythm-rocker. Dual market item. Merits spins. (Caldwell, BMI)

\*\*\* Say You Love Me

Okay warbling stint on emotional rockaballad. Flip is better side. (Vanderbilt, BMI)

**THE FRENCHMEN**

\*\*\* Ma Chere Mama

PINCUS PLATTERS 102—Most attractive new tune with a touch of the old world is handed a smart go by the Frenchmen. It has a chance to make it, if exposed. (GI, BMI)

\*\*\* Satana

Cute, bright instrumental effort here sold smartly by the Frenchmen, an instrumental group. Now and then they say a few words. (GI, BMI)

**SWEET AND SASSY**

\*\*\* I Really Love You So

DEL PAT 206—Rockaballad is delivered smartly by the fem duo. Good bluesy backing helps. Good disk debut by the gals. (McCoy & Frieda, BMI)

\*\*\* Don't Leave Me

Latinish theme is given a so-so outing by the chicks. Flip, however, appears the side to watch. (McCoy & Frieda, BMI)

★ ★

**DANNY KAYE & LOUIS ARMSTRONG**

\*\*\* The Five Pennies Salute

DOT 15941—This side is taken from the soundtrack of the upcoming Paramount pic, "The Five Pennies," which features the pair. It's a patter type number and it could draw spins. (Denn, ASCAP)

**LOUIS ARMSTRONG**

\*\*\* Just the Blues

This is also from the "Pennies" soundtrack and it features Armstrong blowing his horn on a slow blues effort. It's a taste of Satchmo's normal Dixie style. (Denn, ASCAP)

**THE KUKIE KTAS**

\*\*\* Kukie

HANOVER 4524—Mighty pleasant ragtime-styled listening. Tempo is bouncy and the piano is mighty souped up. Chorus joins in with happy sounds. Dick Hyman is one of the writers. (Rosemeadow, ASCAP)

\*\*\* Why Not!

A rocker—instrumental except the words "why not," at the end of each chorus by Dayton Allen—"direct from the Steve Allen show." A good dance side. Well-recorded and it has a bright sound. (Rosemeadow, ASCAP)

**COOKIE CARR**

\*\*\* Zing! Went the Strings of My Heart

GRAND AWARD 1027—This is from the Carr album, "Cool Organ with a Solid Beat." The Carr organ is featured with brushed drums, guitar and bass. A danceable side and it has a pleasant pseudo-jazz sound. Piano also has featured spot. (Harms, ASCAP)

\*\*\* Walkin' My Baby Back Home

A bright, fast-moving arrangement of the standard featuring the same complement as the flip. (DeSylva, Brown & Henderson, ASCAP)

**MICKEY KATZ**

\*\*\* There's a Hole in the Iron Curtain

CAPITOL 4185—One of Mickey Katz' wild ones, with a lunatic lyric set to snatches of classic themes. Novelty value. (Hill & Range, BMI)

\*\*\* Tiger Rag

The standard, done with gimmicked vocal and instrumental sound effects, in a Dixieland arrangement. (Felt, ASCAP)

**THE GUM DROPS**

\*\*\* I Spoke Too Soon

CORAL 62102—Tune out a few years ago, is done here as a tasteful rockaballad, with triplets, and interesting horn scoring. (Weiss & Garry, BMI)

\*\*\* Sei Tu

Italian lyric, with English taking over for last half. Piece is a rhythm number, with life and color. (Wanessa & Champion, BMI)

**STEVE GIBSON & THE RED CAPS**

\*\*\* Bless You

HUNT 326—Gibson and the Boys tackle the standard for good, listenable results on this attractive side. Jocks will spin. (Shapiro-Bernstein, ASCAP)

\*\*\* Cheryl Lee

Steve Gibson and the Red Caps turn in a wild reading of a rocker over a socking drum and cymbal beat by the combo. (Tinker, ASCAP)

**LAURA LESLIE**

\*\*\* I Was the Last One to Know

HANOVER 4522—Pretty tune is handed a warm reading by the lass, helped by a triplet beat on the part of the combo. Tune is strong enough to help it get spins. (Morris, ASCAP)

\*\*\* Anywhere

The thrush sells this ballad simply over uncomplicated backing. (Reis, BMI)

**TOMMY BRITT**

\*\*\* The Same Girl

UNISON 201—This is all about what a little "lipstick and eye shadow can do," when the little lady "grows up" for the dance. Pleasant chanting by Britt to rhythm group support. (Hummable, ASCAP)

\*\*\* Fabulous, Fantastic and Fifteen

Title is self-explanatory on this medium rocker. Good idea for a tune and it's sung in OK style by Britt. (Hummable, ASCAP)

**WARD DARBY**

\*\*\* Safari

PETITE 501—A blues-based item, reminiscent of an African "On the Trail." Essentially an instrumental, with voices used to help catch the African feeling. (Febe, BMI)

\*\*\* Wham-O

Blues instrumental, relaxed in movement. Horns take over mid-way, giving a satisfying color. (Febe, BMI)

**THE FIVE DISCS**

\*\*\* My Chinese Girl

DWAIN 6072—The boys sing about a girl from the far-away land of China on this rock and roll tune. (Destry, BMI)

\*\*\* Roses

Another rockaballad is sung warmly by the boys. (Destry, BMI)

**FRANKIE LYMON**

\*\*\* Before I Fall Asleep

ROULETTE 4150—Lymon's voice is assumed a slightly lower quality on this coupling. It's a slow, dreamy ballad and it's handled in pleasant style. (GR, BMI)

\*\*\* What a Little Moonlight Can Do

Lymon swings on an upbeat version of the oldie. Band backing is of the big band variety of an earlier day. (Harms, ASCAP)

**RICHARD HAYES**

\*\*\* Ballad of a Gun

DECCA 30888—Hayes offers this western piece with good Westernish flavor. It's from the upcoming legit musical "Destry Rides Again." Figures to catch plays. (Flora & Chappell, ASCAP)

\*\*\* Love Is a Carousel

Hayes handles an attractive ballad in a tight waltz time. There's a flavor of a beat here. Good chanting effort. (Melin, ASCAP)

**RANDY RANDOLPH**

\*\*\* Greenback Dollar

RCA Victor 7515—Folk tune is sung vibrantly by the lad over a fair backing. (Berwick, BMI)

\*\*\* Blue Guitar

Instrumental tune is played pleasantly by a combo with the guitar featured. (Summit, True Blue, ASCAP)

**PETE FOUNTAIN**

\*\*\* My Inspiration

CORAL 62107—A pleasant, slow and danceable side. It's an old tune in which Haggart, Ray Bauduc and Nappy Lyles had a hand in the cleffing. Not D's usual Fountain style, but listenable. (DeSylva, Voeco & Conn, ASCAP)

\*\*\* Japanese

The Fountain clarinet is set to a fast tune with a slightly Japanese overtone. It's listenable wax. (Harms, ASCAP)

**PATEY BROS.**

\*\*\* Hey Doll Baby

RON-MAR 1004—Rocker is given a lovable shout by the brothers. Backing is of the Bo Diddley variety. It can collect us. (Gay, BMI)

\*\*\* Jeanie

Rockabilly tribute to Jeanie presented in a verveful fashion by the group. It can sell. (Gay, BMI)

**LINDA BOWE**

\*\*\* My Last Affair

20TH FOX—Bluesy ballad is nicely led by Miss Bowe. Some coin possible. (Chappell, ASCAP)

\*\*\* Breakin' in a Brand New Heart

Intense sound by the thrush on a bit rockaballad. Fair chances. (DeSylva, ASCAP)

**CARMEL QUINN**

\*\*\* Don't Ever Go

HEADLINE 1003—Sweet thrashing side is a pretty rockaballad. (Wood, ASCAP)

\*\*\* At the End of the Day

Delicate piping by Irish thrush on a ballad with mildly r.&r. backing. (Chappell, ASCAP)

**BOTIE QUINN**

\*\*\* Caldonia

REED 1020—Plenty of vocal gimmicks on this only fair revival of the oldie. (Cromwell, BMI)

\*\*\* My Dream of Love

So-so rockaballad gets a fair treatment. (Double "M", BMI)

**VICKI LEE**

\*\*\* Crying My Heart Out

DRUM 017—The lass comes thru with a strong belting style on this infectious number that could catch some coins if exposed. (BMI)

\*\*\* With All My Heart

The thrush sells this ballad prettily over typical triplet backing. (BMI)

**HEY—I'M BACK**

**PETER CHELLO**  
 ★★ Our Anniversary  
 TIARA 6176—Pleasant warbling stine on pretty ditty. (Essex, ASCAP)

★★ The Gun That's Faster Than Me  
 Dramatic, Western-styled tune is sung with nerve by Chello. (Jinskip, BMI)

**BIMMY FOSTER**  
 ★★ Honey Honey  
 STGI 3—Sprightly, old-fashioned type rhythm item is sung brightly by Foster and chorus. Nice guitar backing. (Roncom, ASCAP)

★★ The Moon Is My Pillow  
 Feelin' reading of okay rockaballad. (Bloom, ASCAP)

**THE CONTELS**  
 ★★ Lovers Dream  
 WARWICK 103—Group effort features a persuasive lead in high-pitched tones, supported by the balance of the group. It's slow and pulsing rockaballad material. (BMI)

★★ Hey You  
 Rock material with a Latin rhythm touch. Routine stuff. (BMI)

**BUDDY LUCAS**  
 ★★ Crazy Baby  
 CARLTON 506—Opening bars are very unusual, with organ lending a church sound to the backing behind the singer. Other vocal gimmicks add interest. Tune is a modified blues. (Amico, BMI)

★★ Beulah  
 Gimmicked sound similar to flip is evident here. Performance has a gospel flavor, with low-pitched chanter answered by high chick voices. (Figure, BMI)

**(BIG) AL DOWNING**  
 ★★ It Must Be Love  
 CARLTON 507—Big Al Downing gets on the Fats Domino kick on this new release, while the band backs him with a New Orleans beat. Listenable wax. (Mustang, BMI)

★★ When My Blue Moon Turns to Gold Again  
 Downing, in the Fats Domino mode, hands this rocker a strong reading, backed with a lot of excitement by the combo. Could get some coins if exposed. (Peer, BMI)

**ANDY JACKSON**  
 ★★ Open Your Heart  
 VERTIGO 1000—Jackson sings a fair ballad in okay fashion. (BMI)

★★ No Love, No Dream, No You  
 The lad sings of the heartbreaks of love nicely here, helped by a group in the backing. (BMI)

**THE SPICES**  
 ★★ Money, Fortune and Fame  
 CARLTON 480—The Spices sell this wild rock and roller with spirit with a lead voice featured and the group helping in the background. (Meridian, BMI)

★★ Tell Me Little Girl  
 On this side the boys sing a rockaballad in okay fashion. (Meridian, BMI)

**RICK PALMER**  
 ★★ You Threw a Dart  
 CARLTON 491—Rick Palmer sells this driving rocker with spirit over a good backing by the combo. Tune has been waxed on

other labels, but if it breaks this version has a chance. (Kellum, ASCAP)

★★ My Greatest Wish  
 Palmer comes thru with a solid reading of a song about the importance of love, that makes for a good backing to the flip. (Kellum, ASCAP)

**THE FACINATES**  
 ★★ Southern Flashback  
 PORT 70010—Instrumental medley of Civil War-type themes with march tempo. Interesting Southern market wax. (Meridian, BMI)

★★ Pizza Train  
 Catchy instrumental treatment of swingy r.&r. theme, with good terp beat. (Meridian, BMI)

**TINA SCOTT**  
 ★★ Be Anything  
 MERCURY 71448—Pretty piping on the lovely oldie. Nice jockey wax. (Shapiro-Bernstein, ASCAP)

★★ You'll Never Walk Alone  
 Feelin'ful vocalizing by canary on the moving standard. Another good jockey side. (Williamson, ASCAP)

**BUDDY BUTLER BAND**  
 ★★ Rub Big Feet Run  
 VERO 5691—Exuberant thrashing on a catchy rhythm-rocker. (La Bina, BMI)

★★ A Hop Hop Skip and a Jump  
 Same comment. (La Bina, BMI)

**EDDIE MILLER**  
 ★★ Nothin'  
 4 STAR 731—Lively instrumental treatment of bouncy rhythm ditty with catchy beat. (4 Star, BMI)

★★ Honey Baby  
 Miller warbles okay r.&r. tune with sales-savvy and sincerity. (4 Star, BMI)

**JACK HAMMER**  
 ★★ Whispering Grass  
 KAPP 274—Hammer offers a fair imitation of the famous hit version of this tune by Bill Kenny and the Ink Spots. Hammer has choral support. (Mills, ASCAP)

★★ We Three  
 Another well-known Ink Spots standard is cut for okay results with Hammer on the lead vocal part. (Morris, ASCAP)

**LITTLE BOBBY FOSTER**  
 ★★ I Woke Up One Morning  
 STEVENS 102—Driving backing assists Foster on this moving blues rocker. It can attract. (Lycos, BMI)

★★ Shirley Can't You See  
 Quivering vocal effort on a Latin-tinged tune. Potential appears similar to that of flip. (Lycos, BMI)

**BILL CARTER**  
 ★★ Baby Brother  
 BLACK JACK 105—Baby brother walks around the ceiling stepping on flies among other things. Tune is a rocker. So-so appeal. (American, BMI)

★★ Ride Gunman, Ride  
 Western, folksy theme is handled for fair results by Carter. Some coin possible. (Vidor, BMI)

**DANNY ZELLA**  
 ★★ Sapphire  
 DIAL 100—Zella and the Zella Rocks turn in a routine performance on a rockabilly blues effort. (Chant, BMI)

★ You Made Me Blue  
 A routine, confessional ballad which has certain meshuga touches in the sound. Not calculated for big action. (Chant, BMI)

**THE SPACE MEN**  
 ★★ Martian Chant  
 CAMPUS 105—The Space Men bow on the label with a tale of little men from Mars flying into space. Record has a weird sound, which is appropriate to the theme. (Fremwar, BMI)

**RICK SHAW AND THE MANDARIN**  
 ★ Oriental Flip  
 On this side Rick Shaw and his combo turn in a so-so instrumental waxing. (Fremwar, BMI)

**BUDDY BUTLER BAND**  
 ★★ Run Big Feet Run  
 VERO 701—Unbilled thrush comes thru with an emotional reading of a novelty effort on this side, supported by the Butler crew. (La Bina, BMI)

★ A Hop Hop Skip and a Jump  
 Thrush sells this side, too, with effect, this time on another old-fashioned novelty. (La Bina, BMI)

**ROCKY DAVIS & THE SKY ROCKETS**  
 ★★ Hot Rod Baby  
 BLUE SKY 1708—Davis and the boys sing about a lass who loves to speed in her hot rod. (Lakeland, BMI)

★ The Book of Used to Be  
 Country weeper is sung without too much life by Davis. (Lakeland, BMI)

**SIDNEY ESTER**  
 ★★ Let Me Walk With You  
 GOLDBAND 1087—The lad sings a rocker with some spirit backed by the girl's group and a big beat. (Kamar, BMI)

★ After You're Gone  
 Fair reading of a weeper by Ester, supported by a girls' group. (Kamar, BMI)

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

**ALIMONDI: Those Naughty Eyes/You're Not the Only Fish in the Sea—Bella 2210**  
**LAWRENCE CHELSEI: You're Getting to Be a Habit With Me/In the Gloaming—Nostalgic 1001**  
**THE CONTENDERS: Mr. Dee Jay/Yes I Do—Blue Sky 105**  
**BETTY DEE: It's You/All Your Love—Rural Rhythm 514**  
**JOE GAINES: Voo Doo Lou/I Wanna Go Back Home—Arcadia 116**  
**LEN GRAZIER JR.: Serenade to Beauty/Kissin' Time—DC 0417**  
**HANK AND SONNY: Sweetheart/I'm the One You Love—Jay 59**  
**AUSTIN WRIGHT WITH CHUCK TILLMAN BAND: Keep Me on Your Mind in '59/When and How Come Cha Cha—Cajun 275**

Country & Western

★★★★

★★★★ **Travelin' Man**  
 DECCA 30882—The great chanter belts out this flavorful rhythm song in his best style, to an infectious rhythm. A solid entry. (Cedarwood, BMI)

★★★ **Just This Side of Memphis**  
 A rollicking rhythm item with plenty of novelty in the lyric. For Foley's fans. (Red Top, BMI)

★★★

**BUZZ BUSBY**  
 ★★ Going Home  
 STARDAY 425—Busby gives this a fine folksy hill touch. The cat has a good high-pitched, nasal quality and he has the genuine sound. This side gets the banjo support treatment. (Bendon, BMI)

★★★ **Me and the Juke Box**  
 A weeper in uptempo. This has more of the authentic country rather than the folk quality. But it's nicely handled just the same. Two fine sides for the market. (Starday, BMI)

**DONNY YOUNG**  
 ★★ The Old Man and the River  
 DECCA 30881—Country side, with the true sound. Song has a folk quality, and the instrumental arrangement is authentic. (Tree, BMI)

★★ **Pictures Can't Talk Back**  
 A weeper with impact. Chanter is double-tracked on this side. C.&w. deejays who like the true article will play it. (Tree, BMI)

**BILL CLIFTON**  
 ★★ I'll Wander Back Someday  
 STARDAY 431—A waltz ballad which dwells on events of the past. He's a boy who's gone "astray" but he'll wander back to that hillside shack. A tender and touching thought by Clifton in a folk groove. (Starday, BMI)

★★★ **Corey**  
 A topical theme for this part of the country world. It's a warning to Corey to "dig a hole in the middle" because the "revenooers are a-comin'." Real folk flavored, both these sides warrant sales. (Starday, BMI)

**JOHNNY MATHIS**  
 ★★ Since I Said Goodbye to Love  
 D 1054—Mathis sings about how the night brings the tortures to his heart. A good weeper effort with the quivering fiddles heard in support. Artist is billed on the label as "Country Johnny Mathis." (Glad, BMI)

★★ **From a Kiss to the Blues**  
 A bouncy side, with the chanter in a high register by Mathis, which gives the effect of a Webb Pierce effort. Good lively job. (Glad, BMI)

**BILL BROWNING**  
 ★★ Don't Push-Don't Shove  
 STARDAY 432—Browning is a solid artist—something in the Jerry Lee Lewis groove—and this rhythm side moves nicely. Worth plays, in rural parts. (Starday, BMI)

★★ **Dark Valley Walls**  
 He built a dark valley inside him to hide from the cruel world. An interesting thought in the "hurt" school and Browning sings it with feeling. (Starday, BMI)

★★

**SMOKEY STOVER**  
 ★★ What Wrong With Me?  
 OL' PODNER 102—A weeper of the traditional type. Fiddles, piano and strings back the country vocal. (Glad, BMI)

★★ **What More**  
 A weeper. Stover sings it in the traditional style, with a tang to his accent and a catch in his throat. Good hillbilly item. (Glad, BMI)

**DOLLY PARTON**  
 ★★ Puppy Love  
 GOLDBAND 1086—The thrush sings this cute effort about the troubles of puppy love with feeling. She sounds about 12 years old. (Kamar, BMI)

★★ **Girl Left Alone**  
 The lass tells what it's like to be all alone without her man, on this traditional country effort. (Kamar, BMI)

**HAL HOWARD & THE SHOW BOYS**  
 ★★ Forget It  
 WEERBEL 103—Howard, an Alabama deejay, sings with tenderness on a nice weeper. (Nuclear, BMI)

★★ **Sing a Happy Song**  
 Bright chanting by Howard and group on country ditty spoofing c.&w. weepers. (Nuclear, BMI)

**BOB KING & THE COUNTRY KINGS**  
 ★★ Hey Honey  
 RODEO 214—This side has a bright, hood-down sound. Rhythm is in a moderate groove and the side features good guitar and fiddle work back of King's appealing vocal. From album, "Bob King Sings for Laurel Lee." (Acuff-Rose, BMI)

★★ **Me Petite Marie**  
 This is also taken from the album by Bob King. It's gay and light stuff in the country vein as sung by King. Support is headed by an accordion. (Sap Lyn, BMI)

**WAYNE HENDERSON**  
 ★★ You're An Angel  
 CIRCLE 101—Honky tonker is delivered with appeal. Some coin possible. (Tradewind, BMI)

★ **Sky Is the Limit**  
 Soft chant on a pleasant rockaballad type. Fair prospects. (Tradewind, BMI)

**MARIE THOMPSON**  
 ★★ It's Too Late  
 J. C. D. 101—Miss Thompson sings with the backing of Little Jimmy Dempsey and his Cherokee Country Boys. A fair medium tempo side. (Lowery, BMI)

★ **Missing You**  
 Miss Thompson fails to score with this tune with a difficult melody to handle. Flip side if anything here. (Lowery, BMI)

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

**EDDIE GAINES: She Captured This Heart of Mine/You're Welcome Back—Summit 109**

**Rhythm & Blues**

★★★

**SHIRLEY & LEE**  
 ★★ When Day Is Done  
 ALADDIN 3455—Shirley and Lee sing this (Continued on page 80)

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**Self-Promotion**  
• Continued from page 3

to do these things, we must now accept the blame for the dilemma in which we find ourselves. We must merchandise with intelligence and aggressiveness. We must make our stores so attractive and appealing that there will be little reason left for our customers to go elsewhere.

Alluding to the telephone method of sending flowers, Simmons posed the question, "Has it ever occurred to you that many of those flowers would be records if the industry had ever offered the public that convenience? This is just one of a thousand ways SORD can help individual dealers promote their business. Too long we have looked to the manufacturer as the captain of our team, to furnish us with promotional material, to tell us how to do it, and then, too many times we haven't done it at all. It is now time that we take a good long look at ourselves."

Simmons added that SORD would have its first annual convention this June. The conclave will run concurrently with the NAMM convention in New York. The Society will maintain a suite of rooms in the New Yorker Hotel as its headquarters.

In yet another theater of the disk scene, Simmons touched on the relationship of distributors to the "common problem." "Whether we like it not, the distributor and the dealer are in the same boat, for if the dealer goes, so does the distributor," he said.

**Savoy Sues**  
• Continued from page 3

all monies received by defendant by reason of any recordings made by Harrison, plus punitive damages of \$250,000.

Savoy claims that Harrison violated his contract by making "Kansas City," and "Listen My Darling" for Fury. The suit also claims that prior to the time these disks were made, Savoy notified Fury of Harrison's contractual status. Harrison in the past has made a total of 12 sides for Savoy, of which eight have so far been issued.

**GIVE TO DAMON RUNYON CANCER FUND**

**Audio Feedback**

• Continued from page 44

notion among audio buyers that manufacturers had to be unknown, dedicated men building an amplifier line in a garage somewhere. This gave the idea that the product was hand-crafted and therefore top quality. The big-brand-name companies, on the other hand, were regarded as having some kind of care-free assembly line operation where things were slapped together. Fortunately, for us and for the public, opinions have shifted. There isn't any stigma attached to owning a component with a famous name on it.

**PARTIAL RETURN**

Today, Stromberg-Carlson is making a partial return to the past by bringing out a line of furniture-type packages. The difference is that the furniture contains their component hi-fi. The stereo, all-in-one, console line consists of 16 models, ranging in price from \$349 to \$3,000. Interestingly, one of the 16 models has the oriental design that was a Stromberg-Carlson trade-mark during the early days.

Currently, the firm has 962 dealers in their coast-to-coast merchandising network. In the move to high-end hi-fi packages, the old dealer organization was shaken up somewhat. Some dealers were not geared to handle a line in that bracket. But, at the same time, the firm was able to attract some of the carriage-trade outlets that they had always wanted to handle their line.

**LOW-END ATTITUDE**

Will the firm put out inexpensive packages? O'Brien doesn't see it in their immediate future. "We can't go along with the attitude of some manufacturers that stereo means two separate channels," he told us. "Sure, you get separation but the quality is nowhere. We're selling to audio fans and you can't fool them. The way we look at it—if you don't put the iron in, you can't take it out. By 'iron,' I mean tubes and transformers.

"For example, one manufacturer will put out an amplifier using two six-watt transformers, one for each channel. The specs on the set refer to it as capable of delivering 40 watts of undistorted power. The hi-fi guy is too sophisticated to accept those specs. He takes one look at the 'iron' in that amplifier and he doesn't have to know anything else. You can't fool him.

"To get a good stereo system today, you have to buy units that use good components. I don't believe you can get a good stereo system for less than \$250."

O'Brien is convinced that the firm's move to furniture packages will greatly improve their profit picture. He opined that sales in 1959 will favor packages in a ratio of six to two. "The other components boys," he said, "are losing out by not following us into the furniture field."

**Reviews of New Pop Records**

• Continued from page 79

praiseful tune to the joyful ending of a day with happiness and satisfaction. (This is not the standard of the same title.) (Aladdin, BMI)

\*\*\* True Love  
On this side the happy duo come thru with a tender tale of true love that will please their fans. It's a gas. (Aladdin, BMI)

**LULU REED**  
\*\*\* Come On Home  
ARGO 5333—Gal puts plenty of heart and sincerity into moving rockaballad. (Arc, BMI)

\*\*\* He's My Everything  
Exuberant chanting by canary and chorus on bouncy rhythm item with churchy flavor. (Arc, & Rose, BMI)

**MUDDY WATERS**  
\*\*\* Clouds in My Heart  
CHESS 1724 — Waters sings about his troubles with his baby while the thunder and lightning flash. A good Southern blues for his fans. (Arc, BMI)

\*\* Ooh Wee  
Warm Southern blues effort is sung with feeling by the artist over backing with harmonica and rhythm. (Arc, BMI)

**BETTY ROCHE**  
\*\*\* In a Mellow Tone  
BETHLEHEM 11020 — Expressive vocal treatment of the Ellington standard. Nice vibe work on backing. (Robbins, ASCAP)

\*\*\* Time After Time  
The poignant oldie is wrapped up in feelingful reading by gal. Both sides are good jazz jockey material. (Sinatra, ASCAP)

**CARL STORY**  
\*\*\* A Beautiful City  
STARDAY 427—Story sings with the Rambling Mountaineers on this bright, three-beat

**Vinyl Bandwagon**

• Continued from page 4

tainment business remaining where singing talent and musical talent in all fields—but classical—can get started. Obviously movie firms need new talent and the movie moguls are plucking much of their new musical talent from the record business. (The Billboard, April 13.)

And a third answer is prof. This is a compound answer tho, because it can mean so many different things to different investors. Altho a conservative investment broker might claim that investing in a record firm is as highly speculative as investing in a Broadway musical, there is also no doubt that the payoff—if it comes via a hit single or a hit line of albums—can be astronomically high. Some also say that due to the involved tax laws, many firms might be interested in starting a record label not to make money—but to lose it, or to have what is commonly known as a tax loss.

There is another more or less intangible advantage to having a record label. Every time a record bearing the name of the parent firm goes into the home of a customer it is an additional piece of advertising. If a single record sells a million copies for instance, one million consumers—whether young or old—get a chance to see the movie company or the electronic company or the industrial company's name—at no additional cost. And any advertising man from Madison Avenue can explain the importance of such advertising for the companies' other products.

There appears to be little doubt that all of the above factors will, over the next few years, invite more and more new industrial firms into the recording field. Whether they will stay in it will depend on many factors, the basic one being the amount of payoff for the amount of money invested. But now the one thing that the record industry doesn't lack is monied investors—and this is true even tho the record business is currently a "soft" market.

**One-Stop Truck**

• Continued from page 3

will outfit a Volkswagen truck with special record-carrying cabinets. The truck will handle only 50 singles to start. Freeman also plans to launch a second truck within the next six weeks.

Freeman's move follows the practice already employed by several other one-stops including Bobby Klein of Mobile One-Stop Pittsburgh; Barney Stein of All Brands, Pittsburgh, and A. Williams in Philadelphia. It is also understood that Pete Wambach of Harrisburg, Pa., has a mobile one-stop operation.

Freeman plans to confine his operation to Illinois. Several other of the mobile one-stops are involved in inter-State movement.

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**Spiritual**

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THE SUNLIGHT GOSPEL SINGERS  
\*\*\* The Little Wooden Church  
GOSPEL JUBILEE 511—Strong lead handles this gospel effort with fervor while the group handles the answers. Should appeal to followers of spiritual wax. (Ralph's Radio Music, BMI)

\*\* It's Alright  
The gospel group sings this jubilee effort with spirit. Altho the vocalizing is better on the flip. (Ralph's Radio Music, BMI)

**Semi-Classical**

THE SOUTHERN CLOUDS OF JOY  
\*\* Sitting at the Welcome Table  
KANGAROO 600 — The group sings this spiritual with emotional intensity, picking up excitement as they go along. (Glad, BMI)

\*\* The Best of Your Service  
In contrast to flip, this is in slower tempo, with a stately quality. (Glad, BMI)

**Sacred**

THE CLEVELAND POPS ORCH.  
\*\*\*\* Serenata  
EPIC 9310—This full symphonic version of the melodic Leroy Anderson tune by the Cleveland Pops Orchestra could be used as a fine change of pace programming idea for many jocks. (Mills, ASCAP)

\*\*\* Rhapsody on a Theme of Paganini  
The Rachmaninoff adaptation is played stylishly here by Leon Fleisher on piano and the Cleveland Symphony Orchestra. Good classical theme.

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APRIL 20, 1959

## CNE SIGNS GEORGE GOBEL AS GRANDSTAND FEATURE

TORONTO—The Canadian National Exhibition Wednesday (15) closed with George Gobel to headline its grandstand show this year, Jack Arthur, producer of the big extravaganza, announced.

Eric House, Canadian actor, will be the foil for Gobel's jibes. Also on the bill are Bill Tabbert, Broadway actor, and a French singing group to be directed by Varel and Bailey, who are known as the "Rodgers and Hammerstein of France."

Gobel was scouted in Las Vegas by Arthur during last summer's Variety International convention. Without stating the exact figure, the producer said Gobel would receive under \$100,000. This would be less than was made by Danny Kaye, Bob Hope and Jimmy Durante, headliners in recent years.

Gobel will do sketches along with homespun monolog bigs and a sampling of yodeling. The show will add up to the required "family type entertainment," Arthur said.

Also to be included in the show is the Royal Canadian Navy's Sunset Ceremony which was used in last summer's Vancouver Festival.

### THIRD ONE

## Gooding Erects Mouse At Columbus Funspot

COLUMBUS, O. — A Mad Mouse, the third to be purchased by Floyd E. Gooding, was erected in 20 hours at Gooding Zoo Park here last week. The erection was supervised by George Moses, engineer of the Allan Herschell Company, manufacturer of the ride.

Considerable plant improvement

at the park is underway, with Hal Eifort, manager, directing the work. Twenty-five acres of land acquired recently is being converted to provide parking for 1,000 additional cars, new drives and blacktopping are being laid, and recreational facilities, including a full-sized baseball park and badminton and horseshoe pitching areas are being prepared.

The park opened for weekend operation on Easter Sunday and had a bigger Easter Day business than last year. The following Sunday it pulled the biggest pre-Memorial Day Sunday business in the park's history.

Picnic business, based on events already booked, this season will be the largest the park has ever experienced.

## Rodeo Chances Not Hopeful For New York

NEW YORK — Chances are now "less than 50-50" that Madison Square Garden will present a rodeo this fall, Ned Irish reports. Last month he confirmed rumors that the Western classic would be dropped for the first time except for World War II. Declining business and rising costs of mounting a production are cited. (The Billboard, March 16.)

Tentative dates are the same as in the past—last week in September and the first two in October. Irish said talks are scheduled thru the final week of this month, when an announcement is expected.

It was mentioned that other attractions are being considered in the event there will be no rodeo.

## ICE RINK USED FOR KIDDIELAND

GOLDEN CITY, N. Y.—A kiddieland has been designed as a summer replacement for an ice skating rink at a shopping center at this Long Island community.

Robert L. Smith, general manager, of Roosevelt Field Shopping Center, announced that Allan Herschell Co., Inc., has designed the Kiddieland, that has an adult-size Miniature Train circling the 85 by 200-foot rink area. On the rink are Helicopter, 36-foot Merry-Go-Round, Kiddie Boats, and Kiddie Buggies. There is additional space on the rink for later additions to be made to the ride line-up.

The shopping center, operated by Webb and Knapp, was opened in 1956 and has 11,000 parking places and 113 retail stores.

## Palisades Circus Business Slows After Big Easter

### Park Debuts Coin Reducers, Batting Units, Rock-o-Plane

PALISADES, N. J.—Business continues fairly good for the Clyde Beatty-Cole Bros. Combined Circus at Palisades Park. Bitter cold and an unseasonable snowstorm elobored Sunday (12), but performances went on as scheduled in the heated big top. An excellent Easter week was recorded earlier. Turn-outs tapered off somewhat when schools resumed, however.

New units at the park this season include the Slim-A-Rama coin re-

(Continued on page 84)

## Alexander Repacts Bloomsb'g, Ebensb'g

BLOOMSBURG, Pa. — Bloomsburg Fair's grandstand talent contract was retained by Willard Alexander Agency of New York last week. The show's nucleus has been set and Alexander will confer with fairmen on April 21 to work out final details and possible name attractions from among those submitted.

Alexander has also signed Ebensburg and Meadville, also fairs in Pennsylvania, and is providing the June Taylor dancers thru the Frank Wirth office for fairs in York, Pa., and Frederick, Md., he said.

## Neb. State Fair Stresses Names

### Contract Lennons, Betty Johnson, Red Foley, Harmonicats, Pastor Ork

LINCOLN, Neb. — Names and changes of programs will highlight the grandstand at the seven-day Nebraska State Fair here this year.

Three different packages will be presented. Teeing off the first four nights will be a bill headed by the Lennon Sisters, plus Betty Johnson, the Four Coins, the Harmonicats, the Manhattan Rockets, Tony Pastor's ork and other acts.

Next on at night will be Red Foley, with his "Jubilee U.S.A." show, plus the Promenaders, square dancers.

Both of these packages were signed thru Frankie Taylor of GAC-Hamid Inc.

In a pitch to youngsters the fair will present three grandstand mat-

inees by acts booked by Tom Drake, Kansas City, over the Western Canadian "B" fair route. The matinees will be held Saturday, Tuesday and Wednesday.

Talent in this show will present routines intended to please youngsters, as well as adults, Ed Schultz, fair secretary, pointed out. Schultz figures that such fare will build family type grandstand matinee trade.

Other attractions contracted, Schultz disclosed, are three afternoons of big car races and one stock car racing program, all to be staged by Al Sweeney of National Speedways Inc. Aut Swenson's Thrillcade will be in for one night show. Fireworks will be offered six nights starting with opening night, with Thearle-Duffield Fireworks, Inc., Chicago, as producer.

A regional pony show, which despite its name is expected to draw entries from thruout the nation, is a new feature on the program, and Schultz expects it to draw extremely well. The pony show will be presented matinee and night on two days in the Coliseum.

## Lee Elected By Pa. Assn.

HARRISBURG, Pa. — Edward Lee, of San Souci Park, Wilkes-Barre, was elected president of the Pennsylvania Association of Amusement Parks, at the meeting here Wednesday (15). He succeeds Joseph Helprin, who was with Willow Grove Park.

Ben Sterling, of Rocky Glen, Moosic, was elected first vice-president, and Hartman Knoebel, Knoebel's Grove, Elysburg, is second vice-president. William Tarr, of Conneaut Lake Park, continues as secretary-treasurer.

Newly elected to the board of directors are Robert Plarr, of Dorney Park, Allentown, where the PAPA summer meeting will be; George Bartels, Hershey Park, Hershey; Carl Henninger, Kennywood Park, Pittsburgh, and Paul (Torg) Nelson, Waldameer Park, Erie.

William Muar, president, and John S. Bowman, secretary of the NAAPPB, attended.

## PANCHO GETS TOP SPOT ON TV'S 'LIFE'

HOLLYWOOD — State and county fairs came in for strong mention during the Wednesday (15) "This Is Your Life" NBC-TV program when the subject was Leo (Pancho) Carrillo. Frequent comment during the show was on the personal appearance at fairs by Leo and his partner, Duncan (Cisco Kid) Renaldo, who also was on the program. Others on the show were Maurice Hartnett, manager of the Calgary (Alta.) Stampede and president of the International Association of Fairs and Expositions; William Gaxton, president of the Lambs Club, Will Rogers Jr., Stu Erwin, Helen Ferguson, Gale Gordon and Leo's daughter and his two brothers.

### CIRCUS REVIEW

## Beatty Show Declared Big, Pleasing, Intimate

By IRWIN KIRBY

PALISADES, N. J. — Reliance on good, standard presentations endows the current Beatty show with a rugged performance backbone this season. Operating in the confines of a tent, it offers a big show for the enclosure it occupies. The Clyde Beatty-Cole Bros. Combined Circus, with 4,000-plus seats is barely knee-high to the mammoth Ringling operations of a few years ago, but it is every bit as big and pleasing as anything touring under canvas today. The intimacy is a child's delight and the pacing is skillful.

The park run has been extended annually to where it is set for 44 days this year, and it appears to have made an impression on the show-going public. Good business for the big top is good business for all in the Palisades Amusement Park scheme of things, for crowds flocking to the cut-rate (\$2.50 tops) tent show fulfill its obligation to its concessionaires. At other times during the operating season this function is provided by contests, acts, disk jockey shows and the like.

Beatty Act Pleasing

This is a big, strong tent show, opening with a customary grand entry parade. Beatty's cage stands idle in the center ring while the Three Titos and Three Victors work trampolines, following which

Beatty is brought on with one of Count Nicholas' explosive and extensive build-ups. Beatty does not disappoint the crowd, and the effectiveness is heightened with a presentation almost in touching reach of the audience. This proximity, in fact, permits an air of familiarity to exist between performers and viewers thruout the show.

Beatty works 10 lions and five tigers, beginning with all mounted on pedestals. Following are a barrel roll, spinning tiger, fence leaps, and tiger rollover. Tigers then exit and the eight lions are brought forward to reline side by side in the center. All then exit except two. Beatty takes applause outside the cage, then returns to stare down the last beast in a delayed exit. There is ample help for dismantling the cage this year, with covered workers not requiring the help of local kids. It makes a better appearance this way.

Clowns walk around, then two rings of elephant-pony combinations are worked by Marie Julio and Alice Walker. Aerial whirl is done by Rosalie Nicholas and Chata (Escalante) Weber. Clowns do a bullfight gag.

Gallaso does his finger stand and cane stand, after which a web and ladder production is the setting for Pinito Del Oro's trapeze feature. At the show caught there were six

(Continued on page 84)

## Winter Fair Sets Record At Brandon

BRANDON, Man.—The Manitoba Winter Fair, with six evening shows and a matinee, drew a record attendance of 46,374. Manager P. A. McPhail announced. Last year's figure was 37,000.

A one-hour live telecast of the last day's matinee was seen by viewers from Winnipeg to Edmonton on the CBC's Prairie Network.

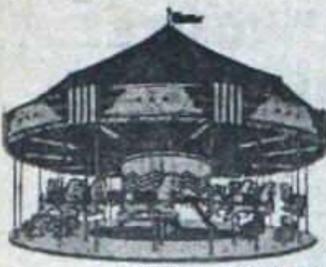
## Long Island Rink Burns

ELMONT, N. Y. — The big Wal-Cliffe Roller-drome here was destroyed by fire last Thursday morning (16), and damage was estimated as high as \$500,000.

The fire was brought under control within an hour, at 5 a.m., but the maple rink floor burned stubbornly after then. The tarpapered roof had collapsed during the fire and only the cinder walls remained standing, in addition to the adjacent swimming pool.

Wal-Cliffe, built in 1937, was owned by Silbel Cinema Corporation of Brooklyn and leased by Milton Kaster of Hewlett. It was very well known in suburban Nassau County. With auxiliary forces, it took 190 men to battle the flames.

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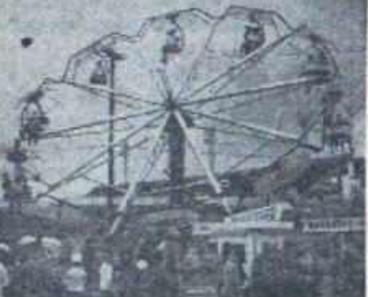


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**32D RUN**  
**Apple Fete  
To Feature  
Names, VIP's**

WINCHESTER, Va. — Television and motion picture name performers and government officials will be features of the 32d annual Shenandoah Apple Blossom Festival here April 30-May 1.

Gene Barry, who plays "Bat Masterson" in the TV series bearing that name, will serve as grand marshal of the grand parade. Russ Tamblyn, star of the current movie, "Tom Thumb," will serve as marshal of the firemen's parade, getting leave from the U. S. Army to appear.

On the VIP side, Fred A. Seaton, Secretary of the Interior, will be on hand to crown Miss Elaine Atwood queen of the fete. And E. L. (Bob) Bartlett, U. S. senator from Alaska, will participate in the coronation.

Mary Ann Mobley, Miss America, will be in the main parade.

**Beaumont Signs  
Dale Robertson**

BEAUMONT, Tex.—Dale Robertson, television and movie star, has been signed for the annual Spindletop charity horse show here at South Texas State Fairgrounds Arena April 29-May 2.

Arrangements for Robertson to appear at each performance of the four-night event was made by Mrs. Peter Wells, chairman of the rodeo, which is sponsored by the Junior League.

Robertson, who plays Jim Hardie in the "Tales of Wells Fargo" series on television, will star with his trick horse and a musical group, the Men of Wells Fargo.

**EARLY FLYER  
WILL OPEN  
CALGARY RUN**

CALGARY, Alta. — J.A.D. McCurdy, former lieutenant-governor of Nova Scotia and the first man in Canada and the British Empire to fly a power 8 driven aircraft, will open the Calgary Stampede July 6.

Three days later Queen Elizabeth and the Duke of Edinburgh will visit the show.

Another major attraction will be the first performance before a Canadian exhibition crowd of the RCAF's Golden Hawks, an F-86 Sabre jet aerial acrobatics team.

Stampede officials hope to break last year's all-time record of 545,960 gate admissions.

A full-scale model of the famed Silver Dart, the aircraft used by McCurdy in his historic flight, will be on display during the week of the stampede. Flown on February 23, 1909, on Cape Breton Island, the plane was partially designed and financed by telephone inventor Dr. Alexander Graham Bell. The model will be shown free of charge in the new Exhibits building, which will be opened for the first time at this year's stampede.

A week-long guest will be Gene Barry, television's Bat Masterson.

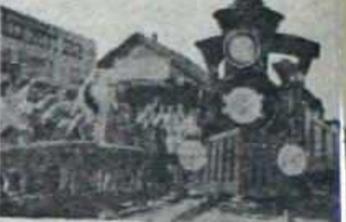
**Taber, Alta., Sets  
Final Rodeo Plans**

TABER, Alta.—Plans have been completed for the Taber Rodeo, May 16, and May 18.

Midway will be provided by Garrett Shows, of Medicine Hat, Alta. Mike Cervi, of Middleton, Colo., has been signed as bull fighter and rodeo clown.

Events will include a rodeo queen contest, dances, a horse show, variety program and a parade.

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**Beam Reports  
20-Plus Dates  
For Stampede**

COSHEN, N. Y.—A six-man advance ticket sales crew is at work ahead of the Great Western Stampede being booked by the Ward Beam office. Around 20 cities are claimed for the route thus far for still dates, plus seven fairs. Route opens June 1 in Ohio and ends September 20.

Five offices already working are run by Loraine Calyer, Andy Calyer, Douglas Goosline, Bill Tumber and Art Hope. Beam is handling all promotion work, publicity and advertising for the campaigns.

Auspices thus far include police, Shrine, Elks, Jaycee and a home for the aged. Dick Sullivan of Boston is running the public relations end, with three co-workers.

The show is in charge of Roy King, whose uncle operated the former King Bros. Rodeo. A recent trip to Florida resulted in acquisition of 40 Brahma bulls, 12 dogging steers and 22 calves, and bucking stock is being chosen in Nebraska. On some of the dates Beam's White Horse Troupe will perform.

**Smith Named Mgr.**

MADISON, Wis.—Chuck Smith has been named manager of the Holmes Rodeo Company, George Holmes, managing director, announced. Smith was 1957 champion bareback bronk rider of the Interstate Rodeo Association.

James F. Holmes is president of the company, and Joe Bober-schmidt is arena director. Reported signed for the season are Chief White Eagle and his braves, Jonny Rivers and his Golden Horse Ranch Troupe; Neil Woods, bullfighter and clown, and Monty Elam and Bud Miller, judges. Lorna Mae is secretary.

Show is being booked thru Jim Hetzer, Hetzer Theatrical Agency, and plans are being made for a winter tour of Europe and South America.



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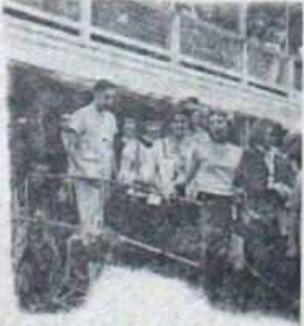
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# D. C. Stadium Subject of Site Squabble

WASHINGTON — Squabble over a site for the proposed 50,000-seat stadium to be built here is still going on.

Armory Board Chairman George F. Shea told the Fine Arts Commission Wednesday (15) that if the primary site two miles east of the Capitol is not approved, it could be the "kiss of death" for the project. Commission is against the site on esthetic grounds. It suggests that an alternate site in a 180-acre plot near the National Guard Armory be used for the stadium.

Fine Arts Commission is not opposed to building the stadium, but feels the site wanted by the Armory Board should be reserved for future monumental use. Shea expressed fear that if the site is changed now, the Armory Board would not be able to push construction to complete it by the target date of early 1961.

Arts Commission has no veto power, but Shea apparently hopes for its approval.

# 'Holiday' Sets Florida Mark

MIAMI BEACH, Fla. — "Holiday on Ice" wound up a seven-day nine-performance stand in the new Miami Beach Exhibition Hall with a total attendance of 48,414 people and a gross of \$114,700. This gross and attendance is an all-time high for "Holiday" in Florida.

The icer played to capacity crowds Friday and Saturday (3-4) evenings and at the matinees on Saturday and Sunday (4-5). A promotion with the Masons for opening night and rave notices helped set the brisk pace of the Chalfen production.

## ARENAS & AUDITORIUMS

# GOP Decides; Music Hall Gleams; Russ Alter Route

By TOM PARKINSON

CINCINNATI MUSIC HALL is adding more to its "81 years of colorful history." The big municipal hall has just completed the renovation of its ballroom, and this follows the 1954 re-doing of its Springer Auditorium. Manager Charles Bauer figures prominently in the planning, completion and now operation of the revitalized building.

Sparking the current project is a \$20,000 full-color photographic mural. It was made by a new process and is the focal point of the newly done ballroom.

The Music Hall was opened in 1878 and has been updated in 1896, 1912, 1927, 1937, 1941, 1945-6 and 1952-59. Interestingly, the original construction cost was \$302,000, and the just completed seven-year rehabilitation program cost \$500,000. Now the venerable Music Hall is "as modern as 1960" with closed-circuit TV, new food service facilities, new marquee, new lighting, new ventilation system, new bandstand and stage, in the ballroom, and a host of other features.

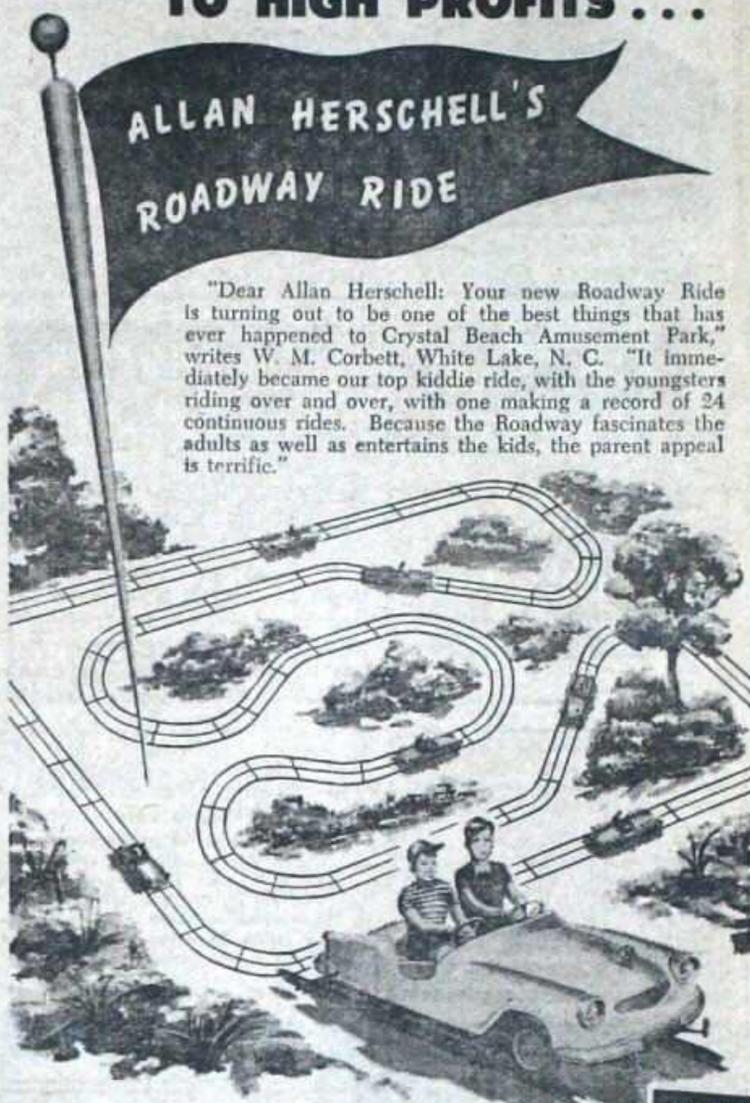
LAST WEEK WAS a milestone for the International Amphitheater. It won the Republican convention for 1960. The victory was one not only for Chicago over Philadelphia and New York, among other cities, but also for the Amphitheater over the city's new Exposition Hall. Early efforts by the city to get the convention was based on the Exposition Hall's being completed in time. In the final sessions, however, the Amphitheater was being mentioned as an alternative. And in the end it was the Amphitheater that won the pact. One of the enticements offered on behalf of Chicago was income from the program book. The party will hold this concession next time; last time this amounted to about \$180,000.

Meanwhile, construction on the Lakefront Exposition Hall is well under way.

LT. COL. DONALD P. SHERMAN, who is manager of the 71st Infantry Armory in New York and a member of IAAM, recently was made potestate of the Mecca Shrine Temple, New York. . . . Alexander H. Cohen, New York, has been named to represent the new O'Keefe Center, of Toronto. Center manager Hugh P. Walker announced Cohen will handle the O'Keefe booking and public relations within the United States. . . . Kenneth Watson, formerly of the Chicago Coliseum, is associated with the Las Vegas Convention Center on a consulting basis. . . . Death of Frank Lloyd Wright recalls that he designed a new auditorium for Madison, Wis., and the plan has been a political issue since. Early this year the State Legislature repealed a law that had been passed in 1957 apparently to block construction of the Wright building.

FROM MOSCOW, "Holiday on Ice" tells of a conflict. The Moscow run is going great and has been sold out since before it opened for four weeks. Then that four was changed to six. Meanwhile it was learned that there was no adequate building in Leningrad, which was to have been the second stand. Odessa was being substituted when the Russians indicated they would rather have the show stay in Moscow for the full time of two months. The latter set-up now seems most-likely. In that event, attendance is expected to reach 980,448 persons—or more than the three Russian ballet companies for their U. S. tours combined.

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Other installations of the Allan Herschell Roadway Ride:

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FOR SALE - All or part of complete Kiddieland, including Coaster, Train, Carousel and five others.

# Lincoln Bldg. Sets New High

LINCOLN, Neb. — New high marks have been set on several counts at the Pershing Memorial Auditorium here since the first of the year.

Manager Richard Wagner pointed out that the Harlem Globetrotters drew 6,372 people for \$14,331 on January 10 to set two records for the two-year-old building. Sellout three days ahead of the appearance marked the first advance sellout in the building's history.

"Ice Capades" made its third annual stop here and set its best gross. Reduced prices on a matinee drew a record 5,917-paid, and the evening sellout of 5,408 grossed \$12,908, another new high.

Pro wrestling has moved from the fairgrounds to the auditorium and a February 24 show drew 3,137 paid, top single audience for the event. Eight shows have averaged just under 2,500 for promoter Jack Pesek.

Jim Denny's Bureau promoted a "Grand Ole Opry" show here March 18, and set a country and western high for the building of 3,375.

NASHVILLE — Excavation for a city auditorium is under way in the Capitol Hill redevelopment area here. Expenditure of \$5,000,000 for the project was authorized by voters in 1949.

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5 models with capacities from 14 children to 240 adults

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1. More production per pound of raw sugar.
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And: 20 more construction features. All this value, yet only \$275.00 complete!

Write for complete brochure and information so you can order your Whirlwind soon. YOU'LL BUY IT SOONER OR LATER—BUY IT NOW AND SAVE MONEY.

**GOLD MEDAL PRODUCTS CO.**  
316 E. Third St., Cincinnati 2, Ohio

**Beatty Show Big & Pleasing**

• Continued from page 81

girls working webs, five on swinging ladders, and three webs vacant.

Pinito's center ring routine is first-rate, utilizing the head stand and one-foot swinging that has been received excellently wherever she has appeared.

Emmett Kelly, in for the Palisades engagement, serves as leader for the clown band, which features 10 men—Eddie Dullum, producing clown, Ernie Burch, Harry Dann, Lou Nagy, Frankie Saluto, Jimmy Armstrong, Shorty Hinkle, Niko Drougette, Max Bertie, and Raul Gaona. Kelly is in view thruout the circus with his trademark gags—peanuts with sledgehammer, broomstick, etc. He has lost none of his appeal and is kept occupied for stretches satisfying autograph hunters.

A slack wire display has the Webers, Armando and Tonito. Last-named finishes by working alone, doing both the forward and backward somersaults. Both connected on the first try. The menage number, next on, had Captain James' six military ponies in the center ring with Colleen Alpaugh and Rosalie Nicholas working dressage. Cubana Duo work iron jaw, Mario does trapeze, and the Nemedils fill the center ring with their perch act. It winds up with a man and woman doing headstands atop the perch, to strong applause.

While this is going on, tho, the

end act not only repeats the Pinito headstand, but accomplishes it to spinning trapeze and six hoops spun on hands, arms and legs. After the display, Bob Top and Lauren work aloft with their roller skate platform.

Three rings of elephants are worked, two apiece by Rosalie Nicholas and Alma Freddi (Theron), and three by Colleen Alpaugh. Climax is a mount by the seven animals only inches from the first row across from the bandstand.

Next comes a moon rocket take-off on the clown army cannon gag. They are nicely outfitted with scarlet university capes and mortar boards, as they do a scientific bit aimed at finding a human missile. It naturally evolves down to Jimmy Armstrong, and the satellite is Frankie Saluto, a spaceman this year instead of a tattered G. I. The gag loses much of its impact since the yelling and noisy development cannot be heard more than 20 feet away. The mike is silent at this and other times, where it could be a big help to the act.

The Gaogas (Victors) do a cast-in number with plenty of good comedy, while the Drouettes do foot juggling and Ming Wong (Olga) does topnot ring swinging.

Josephine Berosini's high wire act is one of the leading features this year and it, like Pinito Del Oro's routine, remains unchanged but as impressive as ever. She does the cable ascent and descent, bicycle and hooded wire walk. Clown walk follows, then the Seven Moroccans take the center ring with standard pyramid and tumbling, with the (6) Symphonettes, acrobatic, and Amedils, balancing.

Clowns walk again, and the Zucchini cannon act closes the show. The Palustres, Cuban flying act, joined several days after the opening weekend, following a border delay. Since their arrival, 10-year-old Victor Gaona has been up with them and the press and audience reception has been gratifying. After the park date the Moroccans will work a leaping act as the Torinos. Farmer (Harry) Dann's Pigs will be inserted, and Jim O'Dell will work O'Dell's Mules.

Show caught, the first of three on a Sunday, was wrapped up in one hour and 40 minutes. High spots during the performance are numerous. Another element entirely, is that the nine-piece band, capably led by Ray Aguilar again, was in street clothes. The loud-speaker projects a sound that is fuzzy to the point of incomprehension.

Two new Beatty cage trailers are part of the menagerie this year, and the chutes lead right from them across the connection and into the center ring. It makes for sharp operation and good flash in the animal tent. Ten compartments are fitted on the Beatty trailers, which also hold five smaller, tiered animal cages. Six of these little cage wagons were made last year and three more are displayed now. Menagerie also contains hippo, llama, two camels, four cages of monkeys, leopard, the six military ponies, eight elephants, jaguar, black bear, and black panther.

**W. H. Patton Elected by N. E. Park Men**

125 Register for Meeting—Honor Wallace Jones

BOSTON, Mass. — The New England Association of Amusement Parks and Beaches will be headed for the coming year by William H. Patton, president of Globe Ticket Company. He succeeds Peter McLaughlin, president of the Wilson Line excursion firm. Elections were one order of business at the April 2 annual meeting in the Parker House.

Attendance was gratifying this year, with 125 registrants and other visitors and participants. Among those attending were John Bowman, executive secretary of the National Association of Amusement Parks, Pools and Beaches, and Bill Muar of Roseland Park, Canandaigua, N. Y., the NAAFPB president. Bowman narrated films and slides of the 1958 park men's European visit.

Ten new members were added, and the evening activities featured a roast beef dinner and banquet entertainment by the Al Martin Agency. Wallace St. C. Jones, one of the New England organization's founders, was presented with a life membership. Date and location of the summer meeting are undecided so far.

Also elected were Nicholas Xanthaky of Salem Willows, Mass., and Jay Collins of Mountain Park, Holyoke, vice-presidents, and Fred Markey of Dodgem Corporation, secretary-treasurer. Executive committeemen for two years are Kas Ulaky of Canobie Lake, Salem, Mass., Ralph P. Mulcahy of Salisbury Beach, Mass., and Edward Mason of Pine Island Park, Manchester, N. H.

John E. Sullivan, financial specialist of the Small Business Administration, Boston office, explained how to get financial assistance from that office. He said a recent change in the SBA regulations now makes it possible for various amusement lines to qualify for long-term loans.

**Palisades Circus**

• Continued from page 81

ducing machine salon near the office, a Rock-o-Plane and batting units. The new ride replaces the Hurricane which was purchased by Pleasure Beach Park, Bridgeport, Conn. Six baseball batting units have been bought from Dudley Sports Company, replacing the old L. O. machines.

The swimming pool will open the weekend prior to Decoration Day, Irving Rosenthal said. By that time the ripped-up waterfall will have been rebuilt, and improved wave-making machinery will permit adjustment of wave heights, plus more impressive waves. The bathhouse has been refurbished also.

Jack Ray, whose graduated tones make the park's color scheme outstanding this season, will come in from California this month with a design for a triple-deck ride which the park staff will begin constructing in September, it is reported.

This is the second season for the 30-cent outside gate charge. There has been no unfavorable customer reaction to the nickel increase, Rosenthal said, and none is anticipated.

Included in the gate price are free dance music and dance pavilion facilities, and the various promotions such as circus, beauty and other contests and name vocalist appearances offered in the outdoor amphitheater overlooking the Hudson River.

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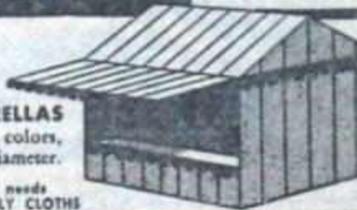
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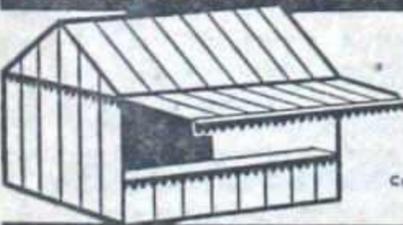


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**GIVE TO DAMON RUNYON CANCER FUND**

**Two Auditoriums Added at Toronto**

TORONTO—Two new auditoriums have been constructed at the Canadian National Exhibition for the music competitions this year. The auditoriums will be located in the exhibit area under the grandstand. One will seat an audience of 250 and the larger will hold 400.

**PEN PALS**

## Convert to 10c Letter Tells How & Why

RICHMOND, Va.—Richmond phonograph operators are trying an idea which while not new, is nevertheless proving very successful in helping them convince location owners that the dime is a necessity.

It comes under the banner of successful public relations that operators in the juke box industry have for years been trying to develop the with less than spectacular success.

The Music Machine Operators of Richmond took the bull by the horns and made up a letter to be sent to their customers. The letter presents with cold facts and figures the problems and profit pinch the operators are facing today and why.

It's accompanied with a brief [\(Continued on page 86\)](#)

## DIME THINS: MORE WAYS THAN ONE

DENVER — People have been complaining for years that the dime isn't what it used to be.

The complaint took on new meaning for a group of Denver operators recently—and they had more than inflation to blame.

Coin boxes were yielding an increasing number of shaved down pennies—cut to the exact size and weight of a dime.

The police were alerted, and a number of "stake-outs" were spotted thruout the city, which led to the arrest of 12 high school boys who had been using power tools to change the coins.

## BAKER ATTENDS NATD SHOW AS BUYER, SELLER

CHICAGO—At least one operator attending the National Association of Tobacco Distributors held here two weeks ago was doing so both as buyer and seller.

Dave Baker, head of Melotone Vending Company, Inc., Arlington, Mass., and an officer of Music Operators of America, attended as an interested operator of a large cigarette vending route, and therefore as a buyer.

But he was there to sell, too, in his official MOA capacity to corral cigarette vending manufacturers for exhibits at the MOA show in May. Earlier, he had been instrumental in getting into the MOA fold several big cigarette venter manufacturers. This time, he was working on two he had missed. As he left the show, he bagged one: Lehigh, Inc.

## Name G. Mahlum General Manager Minthorne Music

LOS ANGELES—George Mahlum has been named general manager of Minthorne Music, Jean Minthorne, head of the firm, said here. Mahlum succeeds Hank Tronick, who resigned after 11 [\(Continued on page 86\)](#)

## Record 500 Attend N. J. Operators' Fete

NEWARK, N. J.—A record turnout of 500 persons jammed the Elizabethan Room of the Hotel Essex House here Saturday night (6) at the 20th anniversary dinner-dance of the Music Guild of New Jersey.

and presiding over the balance of the meeting was George A. Miller, State president and business manager of the CMMA.

Vince Passaro, business manager of the local division also announced that the association is making a strong drive for new members and progress along these lines had been most satisfactory.

## AMI Distributors Begin Op Showings of New H Models

CHICAGO — AMI distributors began operator showings of the firm's new model H phonograph line last week.

Originally scheduled for a later date, the surprise unveilings were held for operators as shipments of the firm's three new models arrived for distributors less than a week following AMI's distributor showing in Grand Rapids.

The H line features 200 and 120-selection models. A third model, with 100-selections, is also being shown to test field reaction. On the basis of this reaction, AMI

## Seeburg Bows New Models; 450 Attend Showing in N.Y.

NEW YORK—Some 450 juke box operators, record company executives, and financial and banking men packed the grand ballroom of the Sheraton-Plaza Hotel here to see the first East Coast showing of the new Seeburg 200 and 100-play music machines.

A noise like a jet zooming thru space was the sound effect that accompanied the unveiling of the two models by Meyer Parkoff, head of the Atlantic-New York Corporation. Styling of the 200 features a jet motif, with three red-lighted jets on a mesh grill (See separate story in adjoining column.)

Theme of the showing was "The [\(Continued on page 90\)](#)

## Sparks Hosts Seeburg Ops

ATLANTA — Sparks Specialty Company, Seeburg distributors here, held a showing April 9 of the new Seeburg juke box line. About 60 operators and their personnel attended.

Guests included A. H. Miller, Southeastern sales manager for Seeburg, Elmer Eades, RCA-Victor Southeastern sales manager, and Sam Wallace & F. T. Ryall, Yankee Company.

Acting as hosts for the meet [\(Continued on page 90\)](#)

## 300 Attend Opening Of Moore's Center

DJ Promotion Launches Festivities; Open House Saturday Runs for 16 Hours

FREEPORT, L. I., N. Y.—In what was one of the most impressive openings for the juke box industry ever held in these parts, some 300 members of the industry and scores of teen-age music fans flocked to Sandy Moore's new

record center and inspected the new office and shop facilities of the Suffolk-Nassau Amusement Company over the weekend.

The festivities began at 11 a.m. Saturday (6) with a special disk jockey show over WKIT, a round trip sports car run to Miami and a hundred screaming youngsters.

They wound up 4 a.m. Monday morning when the last guests pulled out of the parking lot. In between, the tempo never slackened.

DJ Show Saturday's program had Lee Donahue, disk jockey who runs "Night Train" over WKIT, broadcast his hour show from the record shop.

As soon as the program was over, Donahue hopped into his Jaguar in an attempt to set a new round-trip record to Miami Beach. He missed his goal—50 hours—by a few hours, returning to Long Island late Monday (8).

But Donahue's trip served to promote a disk by a 12-year-old girl and also to promote the record [\(Continued on page 89\)](#)

Halperin Emsee Herman Halperin, an MGNJ board member, was emcee. Halperin also got the show off to a fast start with some rather unusual vocal efforts, accompanying himself on a ukulele.

Talent at the show included Tommy Sands, Capitol; the Gaylords, Mercury; Jim Lowe, Dot; Robbin Hood, Mercury; Paul Brenner, WAAT, Newark; Bob Lee, Dot; Martez, Linda and Lucia, dance act; Toni Arden, Decca; Johnny Brandon, London; Tina [\(Continued on page 86\)](#)

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But Donahue's trip served to promote a disk by a 12-year-old girl and also to promote the record [\(Continued on page 89\)](#)

CHICAGO — Seeburg's new KD-200 selection and L-100 selection phonographs were officially unveiled last week in a series of operator showings held thruout the country. (See separate stories beginning in adjoining column.)

The new 200 features a re-designed square angular cabinet. A trio of lighted red plastic jets are mounted on the front over a background of silver metal. The entire cabinet is chrome trimmed.

Retained from previous models [\(Continued on page 90\)](#)

## 200 Attend Philly Show

PHILADELPHIA—More than 200 operators from Eastern Pennsylvania, Southern New Jersey and Delaware were guests of the Atlantic-Pennsylvania Corporation Wednesday night (10) at the grand ballroom of the Warwick Hotel to view the two new Seeburg models.

On hand from the factory to explain the technical operation of the new units was John Chapin, field engineer. Also from the factory was another field engineer, John Stuperitz, while Jack Gordon, Eastern sales representative, spoke on the development of the record and juke box industries, emphasizing [\(Continued on page 90\)](#)

## 400 Ops at Trimount Show

BOSTON — With the theme, "The Jets Have Landed," Trimount Automatic Sales Corporation introduced two new Seeburg phonographs to more than 400 operators from all over New England.

In the midst of a dinner party in the Louis XIV Room of the Hotel Somerset, President David S. Bond gave the first showing of the machines to be held in the Northeastern States.

Each operator, his wife and family was given a lapel card upon entering which bore the new let [\(Continued on page 90\)](#)

## CMMA Elects Slate, Changes Meeting Dates

LOS ANGELES — The yearly election of officers highlighted the regular monthly meeting of the Los Angeles division of the California Music Merchants' Association, held here March 21.

Following on the agenda was a discussion of copyright legislation, association rules and regulations, personal property tax revisions and membership drive.

The association also announced that their meeting night has been changed to the second Monday of each month. Meetings will be held at the association offices at 2822 W. Pico Boulevard, with "any music operator visiting the Los Angeles area invited to attend."

Officers elected to serve for the coming year were: Walter J. Hemple, president; Larry Collins, vice-president; Jerry Jacobs, secretary, and Al Cohn, treasurer.

Elected to the board of directors were: Walter Levy, Sam Riecklin, Harvey Kirby, Al Cohn, Ben Korte, Lee Walker, Les Cordell, Dean Brown, Fred Ross and alternates Duane Butts and Bill Leuenhagen.

The Los Angeles local is one of the seven divisions of the CMMA that elects officers on an annual basis.

Conducting the election of offi-

## New Senate Bill to End Juke Exemptions

• [Continued from page 21](#)

present bill reflects the O'Mahoney intent to effect a compromise that "would not put anyone out of

business." The original anti-juke exemption bill made no exceptions and would have erased the exempting clause of the 1909 Copyright Act which reads:

"The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

The new bill retains six of the original sponsors of the Kilgore Bill, including Senators Kefauver (D., Tenn.), Wayne Morse (D., Ore.), William Langer (R., N. D.), Hubert Humphrey (D., Minn.), Fred G. Payne (R., Me.) and Matthew M. Neely (D., W. Va.).

A bill to exempt small hotel owners from performance royalty on juke box or radio or TV music in public rooms was introduced in February by Rep. Wm. S. Hill (R., Colo.).

rear of the cabinet, in front of the record carriage.

Lighting of the title strips is from the front on a flood-light principle instead of behind the strips as in the past.

Cabinet is of chrome, stainless steel and vinyl trim.

All three models come equipped with a credit accumulator which is interchangeable on the 200-selection and 120-selection units.

The 200-selection model also carries as standard equipment a 50-cent chute, dual pricing and [\(Continued on page 86\)](#)

will decide whether to put it into full production.

Chief feature of the new line is a completely re-designed cabinet with identical styling for all three models.

Slightly smaller than the previous year's G line, the new H models have rounded lines, with a complete wrap-around windshield window enclosing the front of the machine.

### Title Strips

Title strips have been moved, and are now framed toward the

## RINGLING SETS CHICAGO STAND

International Amphitheater, Feld Join in Plans for June Engagement

CHICAGO — Long-pending negotiations for Ringling Bros. and Barnum & Bailey Circus to appear in the International Amphitheater here have been completed. The show will play Chicago June 12-21.

In a routing departure for this year also, the show will move from its current New York stand to New Haven, Conn., where it will appear

at the Arena, managed by Nathan Podoloff, for May 11-12. Ringling goes from there to Boston Garden May 14-24. Stands at Rochester, Detroit and Toledo were announced earlier.

Ringling has mulled appearing in the Amphitheater here for several years, extending back to its canvas days. After R-B switched to indoor operation, it contracted the building for 1957 and 1958 dates but later cancelled them.

This time the engagement will be promoted by Feld Bros., and Wolcott Fenner of that outfit has started activities here. Paul Eagles for Ringling and M. E. Thayer for the building completed their contract some weeks ago, and Feld signed it more recently.

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**STEAM CALLIOPE**  
WITHOUT BOILER  
This is a rare item. Formerly on very large excursion boat. Has Keyboard. Must sell at once. Write or wire:  
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For Hospital Deal. Tickets and Banners. Plenty of Taps. Two months' work. Collect every day.  
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Lloyd Heckler, answer.  
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**10 PHONEMEN WANTED**  
Clyde Beatty Circus. Repeat deal. Fred Myers, call me. Ottawa, Canada. Central 3-5993.



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The Largest Variety Mixed Group of Big Cats in the United States  
BOOKED SOLID THRU SEPTEMBER 20.  
Open time in October, November and December.  
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Madison Square Garden, New York, until May 10; followed by Boston, Mass., until May 24.

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Cristiani Bros.' Circus, Youngstown, O. Office opens April 20. Other deals follow. 20% comm. — collections daily.  
Contact immediately — no collects  
**GEO. HALL**  
709 Chancellor Hall Hotel, Philadelphia, Pa.  
Ph. PE 5-8367 day

## CARSON-BARNES GETS STARTED

PITTSBURGH, Tex. — Carson & Barnes Circus opened here Wednesday (15), with the featured attraction, Col. Tim McCoy, flying in from Tampa, where he just completed a Shrine Circus engagement. Show is billing itself as "the number one circus for 1959."

## Rudy to Open April 25 With New Backdrop

SOUTH SAN GABRIEL, Calif. — Rudy Bros.' Circus will open its 1959 season April 25 at El Monte, Calif. Two spots will be played en route to the Shrine dates in Tucson and Phoenix, Ariz. A new Shrine date in Hastings, Neb., recently was added to the route.

Rudy Jacobl, owner-general agent, recently took delivery on a new yellow and blue plastic backdrop that has netting every 25 feet to take wind better.

Buckles Woodcock has just returned from Army duty in Korea and will be with the Bill Woodcock elephant act on the show this season.

## Tampa Co. Gives Employees a Circus

TAMPA — The Tampa Electric Company provided a circus for its employees April 7-9 at the State fairgrounds here. A new 80-foot top with three 40's, furnished by King Bros. Circus, was set up in the infield, marking its first time in the air. The show was produced by Burton E. Van Duesen, Miami.

Six concession stands provided by Eddie Yeager handed out hot dogs, popcorn and drinks. The Egypt Temple calliope was spotted near the main entrance.

Performance included David Hoover's Lions; Ward Hall, juggling and table rock; Darby Jones and Rickey, rings and bars; Gil and Lil Wilson's Dogs; Leonardos, knife throwing; Sulee Teppo Trio, acro; Kelly-Morris Liberty Horses (6) and elephants (3), handled by Bill Morris; Gretona Family, high wire; Frank Moore, announcer, and Tex Arnold, Mert and Gert, and Sonny and Bobo, clowns.

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No collect calls, please.

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Top Producer needed. Phone open, year-round deal. Reload protection. Write  
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**CLYDE BROS.' CIRCUS**  
Wants Musicians to open May 7.  
**HOWARD SUESZ**  
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**PHONE MEN—2**  
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JE 1-2464 — No Reserve Calls

## Hunt Opens in Dover; Adds Land to Quarters

DOVER, Del. — Hunt Bros.' Circus was up and ready in plenty of time for the season's opening date here Saturday (18). Half the rolling stock had moved out of winter quarters in Burlington, N. J., the previous weekend, decked out in brilliant white paint with red, gold and blue scrollwork.

This year's program presents a heavier dose of animal displays, part of the expanded animal department being overseen by Trevor Bale.

Harry Hunt reported Sunday (12) the purchase of two major parcels of land adjoining winter quarters along the New Jersey-Pennsylvania Turnpike connection. The new strips are of 97 and 15 acres and expand the circus property to more than 120 acres. The purchase provides pasture space and serves as a protective investment, Hunt said.

This year's Hunt Bros.' Circus rundown, by displays, is as follows: 1—Grand Entry; 2—Conley's pony and playmates; Trevor Bale, pongas, and Miss Gloria (Bale), ponies; 3—Dolores Montes, Olga Sanchez and Josefina Esqueda, swinging ladders; 4—Marsha Hunt, Capt. Roy Bush and Junior Clark, elephants; 5—Clowns; 6—Roland's (Roffe) novelty wire act and Miss Klara (Conley); 7—Cycling Bales; 8—Miss Dolores, Miss Olga and Miss Josefina, Spanish web; 9—The Levines, chimp act; 10—Clowns; 11—Marsha Hunt, Liberty horses,

and Edwin and Gloria Bale, ponies; 12—Alvin the Zebra.

13—Montes Sisters, acrobatics; Hal's (Haviland) dogs and Miss Rollo-Rollo (Conley); 14—Introduction for Jack Walsh, concert strongman; 15—Roland Roffe, trained pigs; 16—Miss Sanchez and Miss Gloria Louise, aerial; 17—Josefina Esqueda, bounding rope; 18—Clowns; 19—Hunt's mixed animal group, Trevor Bale; 20—Second Walsh announcement; 21—The Hoffmanns and the Conleys, jugglers; 22—Trevor, Gloria and Anita Bale, manege; 23—Clowns; 24—Capt. Roy Bush, elephant quintet, and Junior Clark, elephant trio.

**6—PHONEMEN—6**  
Two day stand for new General Hospital Building Fund.  
**CIRCUS BANNERS and UPC's**  
Paid Collectors  
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**PHONEMEN**  
No Bad Habits  
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answer immediately  
**JAMES WHEELER**  
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**ADAMS BROS. & SELLS BROS. CIRCUS**

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**2—PHONEMEN—2**  
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## Turner Opens May 15

LA JOLLA, Calif. — Turner Bros.' Dog and Pony Circus will open in San Diego, Calif., May 15. Show will be under canvas featuring dogs, ponies, clowns and wild animals.

C. A. Sonnenberg, ex-Ringling man, is at the Methodist Hospital in Madison, Wis.

Under the Marquee  
On Page 97

## HAGEN FINDS SOUTH SPOTTY

ATHENS, Ga. — Hagen Bros. Circus made money on its early tour of Texas and broke even on stands in Louisiana and Mississippi. Business in Alabama and Georgia was off, altho Athens gave a three-quarters house in 32-degree weather.

The show will add Tanit Ikao, animal hypnotist; Bobo Zoppe, clown, and Raphael Marquiz Troupe (5) doing several. These acts come on May 1, when the Dubsky Troupe, Mike Gasca, and Fancher Pierce leave to join Clyde Bros. Circus in Canada. Both Hagen and Clyde are owned by Howard Suesz.

**HAGEN BROS.' CIRCUS**  
Wants Man and Wife to operate Circus  
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**3—PHONEMEN—3**  
UPC's — BOOK — PAY DAILY  
Jackson, Michigan. Office opens Wednesday, April 22. Work year round. National Road Show en route Canada. Fraternal Auxiliaries (Temple Date) phone STate 4-0253, ask for  
**OFFICE MANAGER**

## Carpenter Offers to Sell Park; to Keep Ride Factory

OMAHA—Jim Carpenter, owner-manager of Carpenter Amusements, has offered the Carter Lake Kiddieland and Pleasure Pier amusement area for sale. Park is located on the shores of Carter Lake, next to the airport and just 10 minutes from downtown.

The 15-acre park was started in 1949 with six kiddie rides. Today the fun zone, located in the heart of a 400-acre city-owned recreation area, boasts 14 rides and picnic facilities for 6,500 patrons. Price is reported at \$50,000.

Carpenter Amusements will continue to manufacture rides. He said that the rapid growth of the manufacturing division is largely responsible for offering the park for sale. Carpenter, active in the outdoor amusement industry since

1932, also has interests in the Woodward-Carpenter hotels in Omaha.

## New Orleans Zoo Adds Third Train

NEW ORLEANS—The Audubon Zoo Railroad has added a third adult-size miniature train to its scenic park railroad in its second year of operation at Audubon Municipal Park here. The new train is a gasoline-powered steam-type unit with a flaring smokestack. All the trains were manufactured by the Allan Herschell Company.

Jim Royals, manager of the Audubon Zoo Railroad, stated that a third train was necessary to accommodate patrons.

## Name Staffers, Adding Devices At Bridgeport

BRIDGEPORT, Conn. — Ed Wittworth has joined the Pleasure Beach Park staff as superintendent replacing Knobby Walsh, a city employee. Wittworth formerly worked with Neil Krymes of Coney Island.

Frank Sonshine continues as park manager, and Don Becker as promotional director.

The park is adding several units including several non-mechanical ones. A Hurricane ride has been acquired from Palisades (N. J.) Amusement Park, and a Feltman machine gun gallery is also being bought.

A playground is being built with areas for softball, outdoor dancing, badminton, shuffle board and other equipment. This section of the property will be made available to picnic groups. New lighting will be installed on the second midway, benefiting the Kiddieland and Hurricane ride.

The access bridge will be repaired to allow C. R. and L. busses to come into the park. An increase in business and patronage of some 10 per cent is expected to be a result of the project, for which the estimated cost is \$39,000.

## Glen Echo Features New Satellite Jet

WASHINGTON — Glen Echo Park has been rolling along on a daily basis since March 28, winning good business during Easter week. Last weekend was interrupted by unseasonable cold.

A new Satellite Jet, bought from Eric Wedemeyer, is near the lower parking area, where the Bubble Bounce had been operating. The new German ride and the Round-Up are served by the new ticket booth.

Rides are priced by the number of nickel-unit tickets required. Combination books are 45 for \$2.

The Bubble Bounce, which was displaced by the Satellite Jet, has been moved up onto the main midway, where it stands right in the center. This had been a roomy, paved area and installation of the ride caused relocating of a couple of stands.

The swimming pool opens May 23 and continues until Labor Day weekend, the customary park closing period. Robert Graves, manager, in his fourth season with the

park, said extensive radio and TV tie-ins will again be pursued. Lenny Woronoff remains in charge of advertising and public relations.

Among the projects this year is a regular Saturday night Record Hop presided over by Don Dillard, of WTIC. Visiting record artists and kiddie TV favorites will be utilized whenever possible.

## Cold Weather Slows Premiere For Manlius

MANLIUS, N. Y. — Suburban Park was smacked by cold weather Sunday (12), holding business down but still producing fair crowds. All 20 rides were in operation, including the new Junior Hot Rod from Germany.

It is the fourth year of ownership for Joe Mandracchia, president, and the first for Russ Pace, vice-president, who acquired an interest last fall.

A crew arrived last week to erect the Wild Mouse delivered by Ben Schiff, Mandracchia said.

A universal ticket system is used, with nickel units selling at 22 for \$1. The Wild Mouse will operate at six tickets and Junior Hot Rods at three tickets. Kiddieland rides will run for two tickets and other rides will vary from two to five tickets.

The management will try Saturday-Sunday operation this fall after Labor Day. Half-priced rides will be featured thru the end of September, it is reported.

## ROLLER RUMBLINGS

### See Queen Contest as Skating Industry Hypo

DETROIT — Widespread public attention centered upon roller skating is expected to stem from strong new emphasis being placed upon the Roller Skating Queen Contest this year when the final selection is made at the American amateur roller skating championships to be held at the Boston Arena, Boston, July 25.

This will coincide with the opening of the championships, running thru August 1, along with the annual convention of the Roller Skating Rink Operators Association of America.

Charles E. Cahill, RSROA secretary-treasurer, has returned from a trip to Boston to inspect facilities there and make arrangements for the championships and convention. The arena will provide excellent quarters for the skating events, with 5,000 seats for spectators. A hard maple floor is being installed in the arena to provide a clear skating surface of 185 by 85 feet. The RSROA thru its New England chapter and chapters in other parts of the country, is providing an array of gifts to be awarded the queen selected on opening night, making this honor one which will be coveted by contestants and as-

suring widespread public attention. The prizes include a white fox stole, television set, hi-fi set, record albums, five-piece luggage set, evening gowns, jewelry, gold wrist watch, hope chest, 50 pairs of nylon hose and shoes. The prizes will help make the event more newsworthy and is expected to serve efficiently publicity-wise in bringing to the public a greater awareness of the standing of skating today.

The opening night will feature also a roller skating show under the direction of Mrs. Lynn Anselmy, of Pontiac (Mich.) Rolladium, whose direction of last year's show at Cleveland was widely acclaimed. This show will feature personal appearances by current American skating champions.

Reserved seat tickets for the entire week of the championships are being sold for \$7.50 each, representing a saving of better than half compared to the total straight admission of \$15.50 for all events. Sales are being handled thru national headquarters here.

Associated functions, including meetings of the RSROA Board of Control, general assemblies and various social events, will be held at the Statler-Hilton Hotel, eight minutes from the arena by subway service.

The roller skating industry trade show, a significant feature of these gatherings of operators and skaters, will be held in the lobby of the arena, with 16 booth displays to be set up.

Mrs. Koch Named MARSJ Secretary . . .

DUMONT, N. J. — Mrs. Vi Koch has been appointed secretary and exhibition chairman of the Manufacturers' Association of the Roller Skating Industry. Mrs. Koch is publisher of Skating Reporter and a member of the sports committee of roller skating on the People to People program endorsed by President Eisenhower.

## Pavalon to Open 2d Kiddieland

MILWAUKEE — W. D. Pavalon, of Highland Park, Ill., will debut his second Kiddieland May 15 at South Gate Shopping Center in Milwaukee. The reception given his Kiddieland at the Capital Courts Shopping Center here last year prompted the second unit. Both parks were designed by Allan Herschell's George Moses and use Allan Herschell equipment.

The new South Gate Kiddieland will use a Western theme with an 1865 Miniature Train as the focal point. An animated display of a nine-foot cowboy on a horse is being constructed in Chicago. Allan Herschell will furnish a Boat ride, Rodeo, Roadway, Roller Coaster, Helicopter and 36-foot Merry-Go-Round. The park will also feature a Hodges Ferris Wheel and live ponies. The Kiddieland will operate from May 15 until October.

## Saltair Resort to State

SALT LAKE CITY — Utah Park and Recreation Commission members recently inspected the Saltair property on the edge of Great Salt Lake which was turned over to the State on January 8 by private interests and became a new unit of the Park Commission.

Commission members said that they have no immediate plans for use or future development of the property.

## LeSourdsville Lake Sets Weekends; All Painted Up

MIDDLETOWN, O. — Preview weekend openings May 2-3 and 9-10 will precede the LeSourdsville Lake season opening May 16, according to Don Dazey, manager. Park will open at 2:30 p.m., Saturdays, and 9 a.m. Sundays for the previews.

A renovated bathhouse will greet bathers on the 19-acre lake. The park's 22 rides and all buildings have received a new coat of paint. The lakeside dining room and cafeteria will open for the season May 17.

## Playland Builds Nursery Theme

SAN ANTONIO — Jimmy Johnson, Playland Park operator here, has expanded the nursery rhyme theme of past years to include many old-time favorites.

Added to the Old Lady Who Lived in the Shoe ticket office and Paul Bunyan, who turns a small Ferris Wheel, are Jack and the Beanstalk, Little Miss Muffet, Humpty Dumpty and others.

Swinging from the roof of the kiddie midway are the cow jumping over the moon, the little dog who laughed to see such sport, and the cat and the fiddle. Largest of the displays is Jack climbing the beanstalk while the giant looks down from above. Also catching the children's interest are murals, one showing Professor Frog teaching a little frog to sing; another depicting elves at work.

## Storybook Set For 2d Year

ADDISON, Ill. — Storybook Park on U. S. 20 midway between Chicago and Elgin, Ill., opens Saturday (25) with new features for its second season of operation. New Trolley Car, Jolly Caterpillar, miniature Roller Coaster, Kiddie Boat and Helicopter rides will join last year's attractions.

Weekend-only operation is planned until June 6 when the fun-spot goes to noon to 10 p.m. weekday action. Three new bear cubs and young deer will be added by Decoration Day.

Storybook has free parking. Admission is 50 cents for children and 90 cents for adults. All adults receive a season's pass with their first admission.

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**Funspot, 2160 Patterson St., Cincinnati 22, Ohio.**  
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## CNE PATRONS AIR VIEWS ON TALENT

Survey Shows 45% Want Canadian Acts, 39% Favor U. S. Names

TORONTO—A poll taken by the Canadian National Exhibition shows the public favors Canadian stars for the grandstand shows. Of those polled, 45 per cent wanted Canadian stars while 39 per cent voted for American "big name" talent.

Those who plumped for Canadian talent were split into two groups. Of the total number interviewed, 28 per cent wanted Canadian TV, radio or concert stars and 17 per cent wanted opera or ballet headliners.

The survey showed older persons favored Canadian talent. Persons 50 and over voted for Canadian stars 56 per cent to 17 per cent. Those between 22 and 49 wanted Canadian 53 per cent to 33 per cent and those 21 and below had a 59 per cent to 29 per cent American bias.

The poll was carried out by the same firm doing the Gallup Poll. It showed that seven out of eight citizens over 15 have attended the CNE in recent years and six out of 10 attended last year—even when they had criticism about operations the year before.

### Okay Gate Hike

In a note the report points out: "Our 75-cent admission price has been in effect for two years. It is, therefore, very interesting to note that a large percentage of those

who mentioned the admission price did not stay away, but attended the CNE in 1958."

The 66 per cent who liked the CNE, mentioned such things as exhibits, band concerts, air show, fountains and gardens, new buildings, water front show and the midway.

Those who were unfavorable in tone complained of crowded conditions, weariness, marathon swims, trash and dirt, too much commercialism and the lack of new features. They represented 15 per cent of those who attended in recent years.

It also noted, in defense of American stars, that such headliners as Tony Martin, Victor Borge, Bob Hope and Danny Kaye had worked one or two shows in the rain, thus saving the CNE \$40,000 a show by not allowing the show to be canceled and "largely compensated us for the cost of these headliners."

The CNE also announced it will make its books public. Altho meetings will continue to be closed to the press, the board of directors decided to produce figures.

Prompted by requests for information on those doing insurance, furniture and printing business, the board instructed General Manager Hiram McCallum to make the information available.

## NEW HEAD

### Royal Winter Fair Elects Crang Prexy

TORONTO—J. Harold Crang, prominent Toronto business executive and one of the nation's leading Guernsey and shorthorn cattle breeders, was elected president of the Royal Agricultural Winter Fair. He succeeds Charles F. W. Burns, of Toronto, who occupied the post for the past two years.

Founder and senior partner of J. H. Crang & Company and president of Crang Securities, Ltd., the new president has been associated in various capacities with the annual indoor agricultural exhibition since 1924.

In the early days his active participation was limited to that of an enthusiastic horse exhibitor. Later he became a committee member. In 1955 and 1956 he was chairman of the Royal Horse Show Advisory Committee and during the past two years has served as vice-president.

Crang was elected at the annual meeting, which disclosed that 1958 had been the most successful for the Royal, showing a net profit of \$19,518.

A new ride team of members of the Royal Canadian Mounted Police will be one of many new features of the 1959 Winter Fair, to be held November 13-21.



## ATLANTA EXHIBITORS TO GET JUMP ON SANTA

ATLANTA—E. Lee Carteron, general manager of Southeastern Fair, is helping his exhibitors get a running start on Santa Claus. Mary Anne Summers (above), fair secretary, is displaying the brochure inviting exhibitors to participate.

The fair will set up what it calls its Christmas Gift House to give a common sales tie-in for varied type of exhibitors. As Maurice Coleman, director of space sales puts it, there was no common theme the fair could use for exhibits of organs, clothing, refrigerators, sewing machines and the like. Now the fair has an idea that enables every exhibitor to "tie a red ribbon" on his product.

The Christmas Gift House will also give the fair an opportunity to invite new accounts, such as toys, candy and novelty items, he pointed out, and part of the promotion will be to encourage fair patrons to place their orders at the fair for Christmas delivery.

As a part of the program, Santa Claus will arrive by helicopter on the second day of the fair with a sackfull of goodies for the kids. Later he will be available for pictures thru the co-operation of a local photographer.

The building will be decorated with giant snowmen and Christmas trees.

## Yuma, Ariz., Records New High of 70,000

YUMA, Ariz.—The seventh annual Yuma County Fair set a new attendance record with 70,000 during the five-day run which closed

## ESE THEATER BOWS JUNE 15

WEST SPRINGFIELD, Mass.—Construction has started on the \$150,000 Storrowton Music Theater, summer music tent, at the Eastern States Exposition grounds here. A June 15 premiere ("The King and I") is anticipated by General Manager Walrath J. Beach, formerly with Trans-lux Theaters, New York. Daniel J. Maloney, director of special events for Eastern States, is listed as special consultant.

here Sunday (12), Frank Deason, manager, announced.

Altho the temperature at midday hit in the middle 90's, nights were pleasant. Wind hit the fair on Friday (Kids' Day) and Saturday mornings, but failed to affect attendance as both days had record 23,832 and 27,000 respectively. Last year's total attendance, Deason said, was 62,000.

The stagershow headlined Johnny Cash and Molly Bee at \$1 for adults in addition to the 50-cent gate. Deason said that the show did not pull as well as expected.

Crafts Exposition Shows were featured on the midway.

Deason said that a record mark of \$46,130 was set at the Junior Auction. Sum was about \$1,500 more than in 1958.

## Illinois State Space Sales Surpass '58

SPRINGFIELD, Ill.—Demand for exhibition space at the Illinois State Fair has surpassed that of '58 by a broad margin, J. Ralph Peak, general manager, and Louis London, supervisor of exhibitor space, announced.

Leasing is being completed about six weeks earlier than in previous years and requests from new exhibitors should boost the total of individual displays to about 800. Last year there were 732 exhibitors.

The demand for space has forced the opening of new areas, London said, and to reduce the size of some of the concessions selling food and refreshments.

A total of \$804,000 in premium and prize money is being offered at this year's fair which will run August 14-23.

## Calgary Ex Moves Fall Show Dates

CALGARY, Alta.—Dates of the Calgary Exhibition and Stampede, Ltd., fall horse show and rodeo have been changed from October 26-31 to October 5-10.

The change in dates will enable exhibitors from Washington, Oregon and California to show at Calgary and move on to the Portland Centennial show and the Cow Palace show at San Francisco.

## Veto Nixes Bingo for N. Y. Fairs

ALBANY, N. Y.—The chances for sponsored bingo at fairs received a severe jolt last week, when Governor Rockefeller vetoed a bill that would have permitted such activity.

Under the State's bingo law the game can be held only by approved charitable organizations and under rigidly enforced conditions. The bill would have allowed the organizations to conduct bingo at agricultural fairs and expositions.

The governor cited the agricultural events as "family affairs" which have for many years been part of the fabric of our economic and social life in rural areas. Any change in life . . . fundamental nature of the activities conducted at these fairs should be made only after due consideration. No reasons have been brought to my attention in support of the need for this bill.

His veto means that not only will professional games be kept off the fairgrounds, but sponsored games as well. Cash bingo is now

## MOUNTBATTEN British Navy Plus Admiral To Open CNE

TORONTO—The opening of the St. Lawrence Seaway this year will form the background for the 1959 Canadian National Exhibition.

Admiral of the Fleet (the fighting sailor of World War II) Earl Mountbatten, of Burma, will sail up the Seaway at the head of a squadron of four Royal Navy frigates to open the CNE for the second time.

Special United States congressional approval was obtained to suspend the terms of the Rush-Bagot treaty to permit ships of the NATO navies to move into the lakes and take part in the display. The treaty expressly forbids a concentration of warships on the Great Lakes.

Plans for the naval armada were conceived two years ago by Harry L. Price, new CNE president, and the board of directors.

running thruout New York by various groups, wherever it had been approved by local option.

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Box 848, Road 84, Ft. Lauderdale, Fla  
Phone: Ludlow 1-0008

**WANTED**  
Carnival for Williamsburg County Fair, white and colored, for two weeks during the month of September. Contact  
W. B. HORTON, White, Phone #2851.  
S. S. SACOTE, Colored, Phone #7362.  
Kingstree, S. C.

**WANTED RIDES AND MIDWAY AMUSEMENTS**  
for August 4-5-6-7  
VAN BUREN COUNTY FAIR  
Keosauqua, Iowa

## IMCA Orders Roll Bars for Sprint Cars

ST. PAUL—All sprint cars competing in races under auspices of the International Motor Contest Association must be equipped with roll bars by May 1, officials announced.

The rule, another designed to protect drivers, reads: "All cars must be equipped with safety roll hoop. This roll hoop shall be built six inches above top of headrest and placed so that it will be approximately four inches back of the driver's head. Roll hoop must have angle brace and must be anchored solidly to the frame of the car."

APRIL 20, 1959

## YUMA FAIR UP 10% FOR CRAFTS EXPO

Record Attendance Aids Rides, Shows; Three Units Set for Natl. Orange Fete

YUMA, Ariz. — O. N. Crafts, owner, said business for the Crafts Exposition Shows at the five-day Yuma County Fair was 10 per cent ahead of last year. The fair, which closed Sunday (12), set an attendance record of 70,000, which was approximately 8,000 over the 1958 previous high.

The show used 10 major and 10 kiddie rides, 6 shows and 17 concessions. Shows included Clyde Lawlings' Motordrome, Bob and Benny Perry's Monkeydrome and Wild Horses, George Bryant's Parade, Red White's Snake Show, and Lee Turnbough's Funhouse. Concessions were operated by Roger Warren, 2; Jimmy Lantz, 1; Ralph Christensen, 2; Jack Lee, 2; Lloyd Hilligoss, 1; Sam Silver, 2; Sam Catone, 2; Patsy Durand, 2; Ray Leefer, Allan Short, and Sandy Landefer.

The Crafts organization supplied in addition to the equipment, an

## Ohio Club Dinner Pulls Good Turnout

COLUMBUS, O.—The Greater Ohio Showmen's Association played host to a large number of members and guests here Sunday (12) at its annual dinner. The event this year was held in the Knights of Pythias Hall.

Honored guests included Irvin L. Gebhart, new concession manager of Ohio State Fair; Raymond Davis, State supervisor of game regulations; Mrs. Davis and their son; Chester Otto, license clerk and his son-in-law, M. Radel; Bernard Cinley, manager of the Southern Theater and his brother, Michael, and Everett Duncan, magician.

Mrs. Virginia Swain was chairman of the dinner committee and Duncan entertained with his magic.

## SLA Nominating Committee Meets

CHICAGO — The nominating committee of the Showmen's League of America will meet here in the clubrooms Thursday (23) at 2:30 p.m. Bill Carsky, president, announced.

Al Sweeney is chairman and Jack Duffield subchairman. On the committee for the membership are James Knight, Paul Huedepohl, Chuck Moss, Al Kunz, Hubert (Chick) Schloss and Henry S. Polk. From the board are Jack Kwiet, E. W. (Slim) Wells, Arthur Morse, Ed Levinson and Frank Winkley.

## C&W Debut Late, Pact Charleroi Cele Return

PETERSBURG, Va. — Cettlin and Wilson Shows opens its season on Decoration Day after wintering at the Fairgrounds here, John W. Wilson reports. The show will play Petersburg then head north and west toward Pittsburgh. Included on the route is the big July

80 by 400-foot big top for the commercial exhibits, 80 by 200 top for the automobile and boat displays, and participated in the staging of the Johnny Cash-Molly Bee show.

Exposition played the community fair in Blythe last week and moves into San Bernardino, where it will be joined by Crafts 20 Big Shows and Crafts Fiesta Shows, for the National Orange Show, which opens Thursday (23).

## Detroit Clubs Hold Joint Final Meeting

DETROIT — With showmen bustling off to winter quarters and the first lots of the season, the finals of the winter season was given a special fillip here at a joint session of the Michigan Showmen's Association and the Ladies' Auxiliary Monday night (13) in the clubrooms.

Following an old-time custom, the men and women sat on opposite sides of the hall during the business sessions.

The women opened the session with President Leona Bennett in the chair and won tribute from the men for the businesslike conduct of affairs, notably the well-prepared committee reports.

The men's club then took over, with President Calvin Lovejoy in the chair. Business details were kept brief, altho this will be the final meeting until October.

An event of interest was the return of the Joey Moss American Legion Post to the clubrooms as its regular meeting place.

A buffet supper was served following the meeting.

## 250 Attend League Spring Theater Party

CHICAGO — Close to 250 members and guests of the Showmen's League of America turned out here Monday night (6) at the organization's annual spring theater party. "Music Man" was the fare of the evening and was followed by a party in the League's clubrooms.

The 250 theater-goers were greeted between the acts by Forrest Tucker, male lead in the musical, who recalled that many years ago he had been out on a carnival and even gave with some authentic lingo.

Upwards of 175 attended the

Fourth celebration in Charleroi, Pa., played by the show last year and held on the municipal parking grounds.

First fair will again be the one in Ionia, Mich. Wilson said Ionia will be followed by a new Tri- (Continued on page 93)

## SOCIAL WHIRL

### Tampa Folk Relax at Two Parties

TAMPA — With the winter club season coming to a close members of the Greater Tampa Showmen's Association have been attending a round of social events before hitting the road.

The club's annual picnic at Ralston Beach drew a total of 350 members who dined on barbecue ribs and chicken washed down with foamy brew.

Games and entertainment were provided for men, women and children with prizes donated by members and some of the hardier picnickers even did some water skiing.

Another party, hosted by C. C. (Specks) Groscurth, the club's immediate past-president, was attended by some 450 guests.

Groscurth served close to 1,000 pounds of barbecued-ribs, chicken and Italian sausage. Entertainment was provided by a water ski troupe, a three-piece band and June Johnson at the organ. Dancing wound up the evening.

## Mad House Bought By New Marks Unit

HAMPTON, Va. — Effects of a miserable weekend rainstorm held up the season's opening here for the Marks Shows, which got underway Wednesday (15) for an 11-day engagement. The refurbished and retitled unit fielded 10 major rides, eight kiddie rides, eight shows and some 40 concessions.

Charles Travers reported the purchase of a Mad House ride from the Alan Herchell Company. This will be delivered in July and is expected to provide considerable

flash and earning power to the show.

Opening was to be Tuesday (14) but the lot was not in good enough shape. John Marks is expected to be present regularly thruout the season, Travers noted.

The show moves from here to Portsmouth, and then into Charlottesville. It is carrying a new Girl Revue front and a recently finished office built into a 33-foot semi trailer. In addition to the Revue, the show carries its Side Show, Dark Ride, Monkey Speedway, Funhouse, Snake Show and other units.

Major rides are two Ferris Wheels, Merry-Go-Round, Caterpillar, Octopus, Flying Scooter, Tilt-a-Whirl, Helicopter, Rock-a-Plane, Roller Coaster, and kiddie rides. Jules Chesser is running the Al Dorso bingo, and Jack Gallupo has the food.

## Eastern Future Dim For Still Dates

Dwindling Lots Spur Rough Bidding; Restrictions Contribute to Squeeze

NEW YORK — If this spring's symptoms are any example, the booking picture for carnivals will become more and more hectic in seasons to come. This is a situation compounded by more touring shows and fewer lots, to break it down to its simplest elements.

The Eastern seaboard has two units in the field that were moth-balled a year ago. In addition to this added competition there is the difficulty of the disappearing show lot, a slow transformation that has been going on before the showmen's eyes during the last decade.

A sign reading, "On this site will be constructed, etc." is enough to plummet showpeople's spirits to half mast. It means that at some unspecified time — maybe a year, maybe less — the still-date lot which once held rides, concessions and attractions will be turned into a shopping center with remote possibility that touring shows will be accommodated there.

Big Business Chases \$ This frittering away of decent

roadside and downtown locations has been a natural result of healthy economy, as realtors and merchants vie for the chance to capture the public's spending money. Here and there a showman has been able to acquire ownership of a lot and thus stave off construction. Coleman Bros. Shows puts in a profitable week on its own winter quarters lot in Connecticut. In upstate New York, the James E. Strates Shows also has a desirable roadside lot.

But these are isolated cases and even if a carnival can purchase a lot, this is only one lot. (Continued on page 93)

## Bishop Adds Rides to Candy Concessions

TOLEDO — R. W. Bishop & Company, longtime concessionaire of midway confections, this year has added two kiddie rides and a 10-kw. power plant to its operations, Conrad Kolbow, business manager, announced.

The organization is currently winding up its bookings in Michigan and Ohio and feels confident of a good season, Kolbow said.

Personnel will show little change with the exceptions of J. Brandon and D. Stiger, who are serving in the U. S. Air Force. Scheduled to hit the road are J. Kunich, J. Czapinski, C. Herzig and D. Bishop. Kolbow will remain here to care for local business.

Bishop confections are now being packaged and sold thru retail outlets here in Toledo. A rental agency for machines is also being operated.

## McKenna Sets 20 Weeks in Wisconsin

MANITOWAG, Wis. — McKenna's Rides have booked 11 celebrations and nine fairs for a total of 20 weeks in Wisconsin, according to Herman McKenna, co-owner and manager. New to the route will be the Manitowoc Kiwanis Fun Festival, June 4-7.

Other additions to the Wisconsin trek are the Sparta Dairy Festival, June 25-28, and the Wausaukee Fair, August 13-16. Repeating fairs for the McKenna show include Elroy, July 16-19; Slinger, July 23-26; Medford, July 30-August 2; Cedarburg, August 6-9; Phillips, August 20-23; Lodi, August 28-30; Chilton, September 4-7, and Friendship, September 10-13.

There will be 12 office-owned rides on the midway along with Tige Hale's Funhouse and a new office trailer. Crews are now busy at the Clintonville, Wis., quarters refurbishing equipment for the May 15 opening.

## JERSEY BAZAAR PATRONS RIDE IN COLD, SNOW

PATERSON, N. J. — One of those sights just begging for camera coverage occurred Sunday (12) on the Amusements of America bazaar date here. It was a scene of snow-clad customers patronizing the rides, and concessionaires' fingers so stiff from the cold they could hardly make change. Sunday produced winter's dying gasp in the form of rain, snow and bitter cold weather. About \$250 trickled in when the show decided to give up in favor of hot coffee, at 5 p.m. It wasn't determined who had been the braver, the customers or the showfolks.

### SMILEY'S AMUSEMENTS

Opening April 24, Great Falls, S. C. Bassett, Va., follows, May 4-9, then Firemen's celebrations around Pittsburgh, Pa.

CONCESSIONS: Grab Joint, French Fries, Custard, Snow Cones, Novelties, Scales, Duck Pond, Ball Games, Hoopla, Pitches, Derby, Ring-Coke. Can use 2 Grind Stores for first 2 spots.

SHOWS: Monkey, Snake, Motordrome or any family-type Shows. Can use Girl Show for first 2 spots.

RIDE HELP: Can use Foremen for Wheel, Merry-Go-Round and all other Ride Help who drive. Will book Tilt or Coaster for season, or will buy either for cash. Will lay out the lot April 22. All replies to Great Falls, S. C.

### OHIO SHOPPING CENTER CELEBRATIONS

Marion Plaza Mardi Gras, May 1-10; McGuffey Center Celebration, May 13-16; Ashtabula Plaza Funarama, May 19-23; Lincoln Knolls Plaza Celebration, May 26-31. Others to follow.

Want legitimate games only. Pitches, Ball Games, Darts, Coke, Scales, all Hunky Punks. Absolutely no flats or albbs. These are bona fide Merchant-Sponsored dates, newspaper, radio advertised, 250,000 advance Ride Tickets out. Work day and night.

Write, wire or call at once LOU THOMPSON, Box 187, Sebring, Ohio. Phone 8-6866. P.S. Red Diaz, can use your Derby. Pat Christian, get in touch.

### VIRGINIA GREATER SHOWS

Suffolk, Virginia, Elks Festival, April 23 to May 2; Crisfield, Maryland, May 4 to 9.

Want Bingo, French Fries, Photos, Basketball, Age & Scales, Novelties, Ball Games, Hoopla, Pitch Tilt Win, Cork Gallery, Bumper Joint, P. C. Dealers, Hunky Pank Agents, Penny Pitch, Grab Joint for season (Joe Corry, contact), Hi-Striker. Bill McCoy can place two Agents, (Poole, answer).

Want at once: Girl Show Manager with two or more Girls, Pony Ride, Monkey Show, Snake Show, Wildlife, Maiden territory and good opportunity for Funhouse.

Want Rides not conflicting, Ride Men who drive, come in. No cars please.

Mail and wires to  
WM. C. (BILL) MURRAY — P. O. Box 461, Suffolk, Va.

### LAWRENCE GREATER SHOWS

LAST CALL LAST CALL LAST CALL

Opening April 27, Concord, N. C.

CONCESSIONS—Hunky Panks of all kinds, American Palmistry, P. C. open, Glass Pitch, Novelties, Ball Game, Six Cat and Buckets.

SHOWS—Any Grind Show, Wildlife, Rock & Roll or Girl Show. Want Operators for Fun House and Snake Show.

HELP—Lot Man, Truck Mechanic, Foreman and Second Man who drive semi, for major Rides. Especially Caterpillar, Wheel, Rides-O and Roll-O-Plane. Can use Kiddie Ride Superintendent. Call Manager: MB 2-3511, Camden, S. C. (Eddie Moore, get in touch with Hardy Brady).

### RIDE FOREMEN WANTED

Screwball Foreman, Merry-Go-Round Foreman, Wheel Foreman for No. 5. Want capable Scooter Foreman for 2-trailer Rides. No plates to juggle. Will pay you top wages if you can take care of Scooter.

Want Kiddie Ride Foreman, also Second Men on all Rides. Must stick to business. No delegates or cars wanted on show. Wife to work in Ticket Box or Concessions. Top wages, good treatment. We pay every week in U. S. currency, no meal tickets. All Help report to 79th & Woodland, this week; 66th & Lexington, next week, Cleveland, Ohio. Phone Center 8-6256.

A. J. SUNNY AMUSEMENTS

### DRAGO AMUSEMENTS

LAST CALL FOR GRAND OPENING OF '59 SEASON. APRIL 27, INDIANAPOLIS, IND.

Want a few more Hunky Panks that work for stock only. Will book any Show for small percent. Want two good dependable Girl Shows. Want to buy for cash or book for the season: Short-Arm Octopus, Rock-O-Plane, Round-Up or Flying Scooter or Scrambler. (The cash is waiting if you have the ride.)

WANT for No. 2 Unit—Bingo and a few more Hunky Panks. Want Electrician, Wheel Foreman and all-around Ride Help who can drive. All persons booked with me, come in no later than April 25. (Absolutely no exotics.) All replies by letter or telegram only.

PAUL DRAGO, 1711 E. Markland Ave., Kokomo, Ind.

### PAN AMERICAN SHOWS

Want for American Legion Strawberry Festival, Gonzales, La., April 22-26.

CONCESSIONS: Want two Concessions of all kinds, Frozen Custard, Novelties, Lead Gallery, Balloon Darts, Cigarette Gallery, Bear Pitch, High-Striker, Watchia, Glass Pitch, S-Cats, Mitt Camp and Blower.

SHOWS: Organized Minstrel Show, Snake Show. Want Funhouse Operator (Hagen, answer.) Want Girl Show with own outfit.

RIDES: Will book Pony Ride and Coaster.

HELP: Can place Concession Help of all kinds. Want Foremen for Tilt, Wheel and Octopus, also Paratrooper. Also Second Men on all rides. Must drive. Man and Wife to operate small Cookhouse. Want Lot Man and Ride Superintendent. Contact JOHN R. WARD, Mgr., Gonzales, La., this week; Baton Rouge, La., next.

### CONCESSIONS WANTED

June 22-27, North Webster, Ind. — 14th Annual Mermaid Festival. July 6-11, Marion, Ind. — South Marion Businessmen's Fair. August 4-8, South Bend, Ind. — 33rd Annual St. Joseph County 4-H Fair. New 4-H Fairgrounds. Gooding Rides on all. Clean, legitimate Concessions only.

GEORGE H. PROUGH

3327 Homewood Ave. Mishawaka, Ind.

### MECHANIC

Want top-notch Mechanic with own tools, preferably as Second Mechanic to help maintain a large fleet of trucks. If you aren't sober and reliable, stay where you are. I want someone for the season. This is a good job with a good salary and you get it every week.

AL KUNZ, HETH SHOWS

Box 5515, North Birmingham, Alabama. Phone WO 1-5021. No collect calls, P.S. Roy Petty wants to hear from Tom Libbey.

### A-I AMUSEMENTS

Opening Caruthersville, Mo., May 1st, and long string of Fairs and Celebrations booked solid until Nov. 1st.

Can place Photos, Cork Gallery, Roman Targets, Hoopla, Scales, Milk-Bottle, Bumper, Shum Spindle, High-Striker, Glass Pitch, Bear Pitch, or any non-conflicting Stock Show working for stock.

HELP—Want Foremen for Merry-Go-Round, Wheel, Octopus, Scrambler, Roll-O-Plane, Round-Up and Kiddie Rides. Can place Second Men on all Rides, must drive and have license. Want Agents for office S-Cat and Pan Game. Can place neat appearing Girl for Popcorn Trailer. Tiny Orlando wants Girls for Revue. Claude White, contact. JOHN HANSEN, Mgr. — Fairgrounds, Caruthersville, Mo.

when answering ads . . .  
Say You Saw It in The Billboard

# Powelson Readies 3-Unit Operation

COSHOCTON, O. — Powelson Amusements will debut its first of three units April 20 on a downtown lot in Newark, O. The firm will field three units this season and may frame a fourth to service church, school and industrial events.

A full crew have been in new winter quarters here since early March. The firm purchased a former truck terminal and transformed it into machine shops, spray room, paint shops and stockrooms. Another cement block building will be erected in the near future for carpenter shops and storage space.

Mr. and Mrs. Happy Powelson, owners, and Richard Griley, general representative, recently visited the Allan Herschell Company to view a Mad House ride erected there. The show expects to receive its Mouse May 12.

Three searchlights have been acquired. Two of them will be mounted on a semi and the third will go on a straight truck. The company plans to add several new

rides and show fronts when the fairs begin.

Personnel and equipment for the various units includes Unit No. 1, Homer Snedeker, manager; Ferris Wheel, Merry-Go-Round, Scrambler, Roll-O-Plane, Helicopter, Octopus, Round-Up and four kiddie rides. Unit No. 2, Rollin Boyer, manager; Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, Octopus, Roller Coaster, Looper, Roll-O-Plane and three kiddie rides.

Unit No. 3, James Kelly, manager; Ferris Wheel, Merry-Go-Round, Rock-O-Plane, Tilt-a-Whirl and three kiddie rides. Unit No. 4, Ferris Wheel, Merry-Go-Round and two kid rides.

Staffers in winter quarters in addition to Powelson and Griley include Eugene Huff, secretary; Snedeker, superintendent; Harold Short, machine shop foreman; Glenn Leavitt, paint and art department foreman; Kelly, carpenter shop foreman, and Rodney Gray, billposter.

## MIDWAY CONFAB

Petey Pivor, longtime Chicago outdoor showman, recently played host to his nephew, Maxwell Pivor, who stopped off in the Windy City en route from New York to California. They spent part of the day in the Showmen's League club-rooms.

Cecil and Lillian London were to play six days with Hale's Shows at their Kansas City, Mo., opening before opening the season in De Soto, Mo., with the American Beauty Shows April 24.

John and Martha Lorman, former show owners and concessionaires, marked their 50th wedding anniversary April 20. The Lormans reside in Los Angeles. . . Al and Tom Zellers, Pittsburgh concession ops, visited the Gabriel Rides winter base at Cleveland recently.

First stand for Page Bros. and Reed shows was reported good. They bowed at Warrior, Ala., on a city park under Lions auspices, with six rides and 35 concessions. Staff included John Reed, manager; Mac House, business manager; Mrs. John Reed, secretary; Bill Stevens, agent and billposter, and Jim Brooks, electrician.

Ben Morrison, past-president of the Michigan Showmen's Association, flew to Los Angeles to look over his investments there. While there he had lunch at the Beverly Hills Hotel with Bob Morrison (no relation, but another past-president of the MSA). Ben report seven contracts now signed for the Detroit area. . . Eddie Gold, concessionaire formerly with World of Pleasure Shows, is in Harper Hospital, Detroit.

Nate Eagle is spending several weeks in New York with midget Jeri Dean and a new giant, hunting down promotional prospects and making plans for the season.

Ed Haskell will return to the Heart of America Shows this season as mailman and agent for The Billboard. . . Mrs. Virginia Baker fractured her foot and will be laid up for six weeks. She has a teddy bear pitch on the Heth Shows. . . Jack Allen Knight Jr., formerly of L. O. Weaver and Dyer's Greater shows, is home at Eldorado, Ark., recuperating from an operation and would like to hear from friends.

Mr. and Mrs. Chester V. Levin, owners of Midwest Merchandise Company, Kansas City, are back home after a three-month trip thru

### WANTED

Will book 2 or 3 Kiddie Rides for the season starting May 25 to October 1. Playing Shopping Centers until Fair.

Call or write  
C. S. PECK  
Mymara, Ind.

### Complete Kiddieland

Merry-Go-Round, Steam Train, Cars, Boats, Ferris Wheel, Rockets, Hand Cars. All Wiring, Steel Fence, Floodlights and P.-A. System.

BROWN'S PLAYLAND  
1313 Morphy — Great Bend, Kansas

### FOR SALE

#5 ELI FERRIS WHEEL  
A-1 condition. Like New. Metal Seats \$5,000.00 cash.

MRS. CHAS. OLIVER  
3612 Lafayette, St. Louis, Mo.  
(Phone: Prospect 4-8197)

### Thank You

MONROE EULE  
Concessionaire for your new CHEV. truck purchase.

"Save Money With Johnny"  
JOHNNY CANOLE  
8841 N.W. 18th Ave., Miami, Fla.  
Phone: Plaza 1-0206

### CHEROKEE AMUSEMENT CO.

WANTS RIDE HELP  
Foreman and Second Man on Ferris Wheel and Tilt-a-Whirl. Payday every Monday. Top wages and bonus. Must drive trucks and have valid driver's license. Contact:  
J. W. MAHAFFEY  
c/o Cherokee Amusement Co., Erie, Kansas

### HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and particulars in first letter.

### WANTED

Six Cats, Buckets, Count and Pin Store Agents. Freddy Haisch, call me or come on.

CHUCK DUMA  
c/o Huron Hotel — Muncie, Ind.

### WANTED

Rock-O-Plane Foreman and Second Man. Also Bingo Help. Contact

E. L. SMITH  
(Phone: Clearwater 7-2456), Pacific, Mo. Until April 30; then Belleville, Ill.

### WANT

To book set of Kid Rides for season, good proposition. 15 fairs and celebrations. Can place Ride Foremen. Top money. Contact

TED CORY  
Heart of America Shows  
Coffeyville, Kan., April 17-25; Manhattan, Kan., April 27-May 2.

### WANT AGENTS

Blower, Pin and Count Store, for Colored Cotton Carnival, Memphis, Tenn. Open May 8-16.

Contact EP GLOSSER  
until May 4, P. O. Box 5515, No. Birmingham, Ala.

### FOR SALE

Singer Name-On-Hats Sewing Machine. Complete with table and motor, A-1 condition, \$250 cash. Also Nelson 4-in-Line Ice Cream Cabinet. Like new, reasonable.

J. C. FRANCIS  
7474 St. Charles Rock Rd., St. Louis 14, Mo.  
Phone Parkview 4-2581

### ATTENTION, CONCESSIONS

Pryor Home Show, Pryor, Okla., April 21-26.

Open midway. Can place any Concession putting out stock. No racket.

PARADA SHOWS

### For Sale—Dark Ride

Has six cars, P.A. set, horns, mike and tape recorder and is in fair shape. Also G.M.C. Tractor and 30-foot Van. This ride is booked on Wm. T. Collins Shows, which guarantees the buyer of this ride a good season. Will sell cheap for cash.

Answer to L. W. RAY  
311 Jerome St. — Hot Springs, Ark.  
Phone: National 3-7969

### FOR SALE

Popcorn Trailer, fully equipped with Candy Floss and Sno Balls, excellent condition. Priced for quick sale. If you want something nice—see this. Contact

JOHN HANSEN  
Fairgrounds, Caruthersville, Mo.

### MOTOR STATE SHOW

Wants for long season including late fall Fairs in Mississippi and Alabama. Open near Detroit last part of April.

Want family type Shows and Hunky Panks only. No flats or albbs.

Want Help on Rides: Foremen on Octopus, Rock-O-Plane, Scrambler, Kid Rides. Also want Scenic Painter. Sloane and Morris, contact me at once or come on.

J. FREDERICK  
2363 Newton — Detroit 11, Mich.  
Phone TRinity 3-2640 after 10:00 P.M.

# CLUB ACTIVITIES

## Showmen's League of America

CHICAGO—President William Carsky was in the chair for the Thursday (16) meeting assisted by Ed Sopenar, first vice-president; Bernie Mendelson, treasurer, and Frank Shelby, secretary. Also on the platform were five past-presidents, Sam J. Levy Sr., Fred H. Bressmann, Ned Torti, Al Sweeney and Jack Duffield.

Ways and means committee reported tickets for the 1959 drive would be distributed by April 30. Final meeting of the winter will be held April 30 and first one next will be October 1.

Welfare committee reported Al Carsky in Augustana Hospital, Harry Ferris in Alexian Brothers Hospital. Bill Martin was released from the hospital.

Services will be held at Showmen's Rest on May 30 and graves will be decorated with flags.

Back after absences were Al Rossman, Jerry Goby and Rev. Marcel LeVoy.

Hadji Delgarian served a Syrian surprise following the meeting.

## Ladies' Auxiliary

Regular Thursday (2) meeting was presided over by Phoebe Carsky, president. With her on the program were Ethel Wadoz, first vice-president; Jeanette Martindale, second vice-president; Elsie Miller, secretary, and Evelyn Hock, treasurer. Sharon Horan, chaplain, read the invocation. Evelyn Pash, Miami, was also at the table.

Letters were read from Monica Barress, Nan Rankin and Myrtle Hutt. Carmelita Horan thanked members for birthday cards. Sick list included Mrs. L. M. Brumleve, Caroline Schultz, Bess Hamid, Margaret Hock and Elsie Miller. Evelyn Hock said Hattie Wagner was getting along as well as could be expected after surgery. Ida Chase was called to California to the bedside of her brother who is ill. Ethel Wadoz reported that she became a grandmother.

The summer activities books are ready, according to Ethel Wadoz and Mae Smith, chairmen. First award will be a television set. A new member, Melvina Wilson, was introduced from the floor. Lucille Hirsch, Bella Lazar, Hannah Foreman and Sharon Horan were welcomed back after absences.

A special board of governor's meeting is set at Hotel Sherman May 7. The final social of the season will be held April 16 with Margaret Filogrosso and her daughter, Mary Lou Callbeck, as hostesses. Awards donated by Phoebe Carsky, Bella Lazar and Carmelita Horan went to Agnes Smith, Lillian Kerwer and Dorothy Kennedy.

## Greater Tampa Showmen's Association

TAMPA—President Earl Maddox presided over the next to the final meeting of the season with 87 members in attendance. Dick Gilsdorf, Paul Sprague, C. J. Sedlmayr Sr., Vernon Korhn and Harry Julius were also on the platform.

Ray Seeley and Gus Bethune were on the sick list in local hospitals. Concrete tire stops have been added to the new parking lot and space markings are ready for installation.

Extensive improvements are under way for the coming season. The bar and lounge will be enlarged to handle the big parties planned for the winter.

## Ladies' Auxiliary

Last meeting of the season was called to order by President Mickey Wenzik. Grace Fillingham, secretary, announced that the auxiliary has a current membership of 642. Ella Stophel, chaplain, reported Marie LaDoux, Marie Rasmussen

and Lillian Cresen on the sick list. Marie LaDoux is in a Seattle hospital. A card of thanks was read from Evelyn Clain. Olive Sprague gave her thanks for flowers, gifts and cards received during her sojourn in the hospital.

Bertie Perrot announced a Juke Box Dance in the clubrooms and that Elsie Williamson and Mickey Wenzik had won first and second awards in the tacky contest at the Hit the Road party.

Esther Young, president of the Clover Garden Club, said a tree would be dedicated at the cemetery in honor of Maxine Cyr, past president, followed by a special meeting and party for Garden Club members at the home of Egle Sedylmar.

In addition to winning the tricolor award, Flo Venner was also presented a gift as the outstanding member of the Garden Club, at the recent Flower Show. Dorothy Crawford and Alice Johnson were also trophy winners. This year's flower queen contestants include Lee Cain, Isis Caughey, Marguerite Wilson, Rose Lamkin and Mary Pasterzik.

Marvel Wilson thanked the ladies for the two beds donated to the American Cancer Society.

## National Showmen's Association

### Lad's Aux'r

NEW YORK — President Mildred Peterson has launched a souvenir journal for the 1960 installation dinner, as a fund-raising project. Bess Hamid presided at the governors' meeting on Tuesday (7), then went off to Maine. A trip to Hawaii is in the works for her. The meeting was also attended by Beatrice Kahn, who put forth some practical ideas, and Edna Unger, two infrequent visitors.

Helen Rothstein, just back from Miami Beach, reported a reunion with some of the organizers, including Ida Harris, Rose Lang and Dodie Allen, and also meeting with Catherine Anderson and Kate Gesley. Evelyn Batalsky visited Zelma Wynn at the latter's new home in Miami Beach.

Anita Goldie received a gold charm from the club in appreciation of her services. A late arrival at the meeting was Louise Amata, who promised to bring her two stoles, one for Mildred Peterson and the other to be awarded. Ann Lager brought in a bag of pennies — her third this season — for the kiddy fund, accumulated by her and sister Lulu Kendall since Christmas.

Flo Tothompson celebrated her birthday recently at Palisades (N. J.) Amusement Park. Recent deaths were the aunt of D. D. Simmons and Ida Holiday, aunt of Peal Holiday.

Ann Brown's son Leonard had a tonsilectomy a week ago. Rhoda Koren suffered a freak accident in the clubrooms, scratching the iris of one eye. Majorie Coates required 16 stitches in her face as the result of an ant mobile accident. Catherine Camin missed the last meeting due to a cold. Ann Keller's husband was also ill. Florence Pinsker fell and broke a shoulder, and on her release from the hospital she was greeted by a new granddaughter.

Pauline Price is a new member. Paule Formoe attended her first meeting. Anita Goldie sent a carton of baby bibs of foam rubber, for the white elephant table presided over by Jean Harris. Ann Lager bought some for a new niece, the fourth child of Virginia Bux-old. They were formerly with the World of Mirth Shows.

(Continued on page 92)

AMERICAN  
CANADIAN  
TOUR

# KING REID SHOWS

OPENING  
NEW ENGLAND,  
MAY 25, 1959

This Show Will Enter Canada June 1, 1959, for Ten (10) Sensational Weeks

FIRST CALL ——— FIRST CALL ——— FIRST CALL

All Showfolks interested in our powerful International Route must join opening week for entry into Canada. All those already contracted please acknowledge this "Ad" by return letter.

WANT!!!

WANT!!!

WANT!!!

WANT!!!

CONCESSIONS

Ball Games of all kinds. Novelties, Long Range, Scale and Age, Fish Ponds, Duck Ponds, Pitch-Till-U-Win, High Striker, Name on Hats, String Game, Cork Galleries, Hoop-La, Six Cats, Buckets and Picture Frames. Some P.C. if you have other Concessions.

SHOWS

Motor Drome, Side Show, Snake Show, Girl Show, Crime or Torture Show, Glass House or any other worthwhile Grind shows. (All with own equipment and transportation.)

RIDES

Octopus, Rolloplane, Rock-o-Plane, Scrambler, Paratrooper, Helicopter and Fly-o-Plane. (Note: This is exceptionally good Major Ride Territory.)

SHOWFOLKS

Want capable Operators for the following: Fun House, Organized Girl Show with 3 or more girls, Monkey Speedway or Monkey Drome.

WOULD LIKE TO HEAR FROM THE FOLLOWING PEOPLE: Harry Manas, Charles Hodges, Abe Novak, Lesiowski, Don & Ruth Miller, Bobby Cooper, George Anthony, and Haber (Novelties), Charlie Roth.

HAVE FOR SALE

Streamlined Caterpillar, 12 Car Ridee-O, Spillman Loop-the-Loop. Will sell or trade on Octopus or #5 Eli Wheel. Rides can be seen erected at Winter-quarters.

KING REID
PHONE 444
MANCHESTER, VERMONT

# AL BROWN'S SHOWS

Permanent Address: BOX 547 MADISON, SO. DAK.

Opening May 18 at Madison, S. Dak. 5 weeks of still dates and street celebrations, then 16 Fairs in North Dakota and Minnesota.

WANT

SHOWS: Family type shows, Snake, Monkey, Mechanical, Fun House, Motordrome, Girl Show, Les Nichols wants Acts, Freaks, Attractions of all kinds, Canvas Men for Circus Side Show. Want Show Painter immediately (Tex, call me).

RIDES: Will book one major Ride not conflicting, such as Rock-O-Plane, Spitfire, Spinaroo, Paratrooper or Round-Up.

CONCESSIONS: Photo, Ice Cream, Basketball, Fish or Duck Pond, Glass, Bear, Bird or Lamp Pitch, Bumper, Bend Over Coke, Penny Pitch, Cigarette Cork Gallery, Pitch-Till-You-Win, High Striker, Nickel Roll, String Game, Short Range, Balloon Dart, Wheel, Swinger, Diggers, Derby, 2 Grind Stores. Contact

WANT

AL BROWN, BOX 547, MADISON, S. DAK. PHONE: CLINTON 6-4473.

WANT

# HUNT AMUSEMENT CO.

Now booking for 15 county fairs starting July 19-25 at Martinsville, Ill.

RIDES

Any major Ride not conflicting, such as Scrambler, Merry Mixer, Rock-o-Plane, Scooter, Paratrooper Ride or others.

SHOWS

Family-type Shows and Motordrome, Monkey Show.

BINGO

Especially want flashy Bingo for entire season.

WILL SELL EX ON DIGGERS FOR FAIRS

Will book all legitimate types starting June 30 at Parkersburg, W. Va. Ride Foremen for Merry-Co-Round, Ferris Wheel, Bob Baling wants party to work Cotton Candy and Candy Apple Trailer. Also Foot-Long and Hot Dog Stand.

Now playing Indian Trail Shopping Center, Preston Highway, suburb of Louisville, Ky. or write RALPH HUNT, General Delivery, Pleasure Ridge Park, Ky.

★ COMING ★

## MERCHANDISE "BUY-MART" DIRECTORY

APRIL 27TH ISSUE

## ART B. THOMAS SHOWS

No. 2 UNIT WANTS

Ten-in-One, Fat Show, Mechanical, Freak or Animals, or any good Grind Show that caters to women and children. 22 Fairs beginning July 9, Barnesville, Minn. 14 Centennials and Anniversary Celebrations. Want Girl and Athletic Show beginning at Barnesville, Minn. I can use a good Catlett converted Eli Wheel Foreman, Ticket Sellers and Second Man and Couples, also Joint Operators. Johnnie Giere wants Bucket Store, 6 Cat, Picture Frame Agents, also P. C. Dealers and Honky Pank Agents and good Up and Down Help. Reply to Johnnie Giere, c/o Duvall's Trailer Co., Hurst, Texas. (The show opens Hawarden, Iowa, May 13; then Sioux Falls, Iowa, May 22, officially.)

Address: Winterquarters, Lennox, S. D.

# WORLD OF PLEASURE SHOWS

OPENING MAY 11-24, DETROIT, MICHIGAN  
(8 Mile and Southfield)

SHOWS: Want Grind Shows that cater to the entire family.  
CONCESSIONS: Can place Hanky Panks of all kinds. Those already booked, please confirm. Contact

**ROD LINK or BUD DAVIS**  
Imperial Hotel (Phone: WO 2-5700), Detroit, Mich.

## King EXPOSITION SHOWS

WANTS FOR ROSEVILLE & AVONDALE, MICH.

Can use Hanky Panks and Straight Sales for Roseville, May 1 thru 10; and Avondale, May 14 thru 24. These events under strong auspices and well advertised.

CAN USE CALLIOPE PLAYER  
Want Ride Help for 15 office-owned Rides.  
ADDRESS: P. O. BOX 448, MT. CLEMENS, MICH.

## JOE SCIORTINO WANTS

Boss Canvasmen for two new Shows. I am building these Shows now. Must drive truck. Winter Quarters Help wanted.

CARDIFF GIANT FOR SALE

Complete in 4x10 ft. box, \$750.00. This makes perfect Grind Show. Answer:

2102 West Waters Ave., Tampa, Fla. Phone: WEBster 4-7472.

## REID'S GOLDEN STAR SHOWS

OPENING SATURDAY, APRIL 25, GREENVILLE, TENN.

With Newport and Bristol, Tenn., to follow. This Show carries 9 Rides, 4 Shows. CONCESSIONS: Want Bingo, all Pitches, Short and Long Range, Novelties, Ball Games, Duck Pond and Games of all kinds.

RIDES: Tilt, Octopus, Paratrooper and any Ride not conflicting.  
HELP: Can use Foremen and Second Men on Merry-Go-Round, Coaster, Wheel and Roll-a-Whirl. (No cars, must be sober, must drive.)

SHOWS: Fat Show, Fun House, Jig Show and Shows not conflicting.  
FRANK SPINA WANTS Peek, Count, Bucket and Nail Store Agents. Also can use good Operator to handle Show Cookhouse. (Billy Nelson and Howard Johnson, come on.) Write, wire or phone (no collect).

ELMER REID, Owner  
Rt. 2, Afton, Tenn. Phone: Greenville, Tenn., 4092

FRANK SPINA, Bus. Mgr.  
General Delivery  
Greenville, Tenn. (Phone: 4092)

## WANT CARROLL'S GREATER SHOWS WANT

Opening May 11th Suburbs of Minneapolis, with a route of good bona fide Fairs & Celebrations to follow

RIDES: Will book 3 or 4 Kid Rides for the season. We have cars and planes. Must be in good shape.

SHOWS: Will book any Shows of merit with own transportation.

CONCESSIONS: Will book Roman Targets, Basketball, Novelties, Photo, Scales and Age, Ice Cream, Hoopla, String, Bumper Short Range, Pitches: Glass, Bird, Bear, Lamp, or what have you?

RIDE HELP: Need Foremen for 25 Wheel, Tilt, Scrambler, Coaster, and Round-Up. Also Second Men on all rides. Top wages & bonus. Must have chauffeur's license and drive semi. Winter quarters now open. Geetus Johnson, please contact. Where are you? Contact

**CHARLES CARROLL**  
10754 Central Ave., N.E., Minneapolis, Minn. Phone Sunset 45318. No collect calls.

## WANTED — OPENING — WANTED

MICROD RACE TRACK, FULTON, N. Y.

May 1 thru Decoration Day. Races and Entertainment.

WANTED: Glass Pitch, Bear Pitch, Age and Weight, Ball Games, Hanky Panks of all kinds, Dip Ice Cream, Buckets, Spot the Spot, Ride Help wanted in all departments. Good spots to follow. Contact at once.

**ONTARIO AMUSEMENTS**  
225 W. 5th St., Oswego, N. Y. Phone 430  
Agent: Harold "Spike" Morley.

## VOLUNTEER SHOWS

Want Popeorn, Mitt Camp, Slum Joints, open midway. Ride Help come on. Want Agents of all kinds. Girl Show with or without equipment. Will book or buy for cash. Octopus, Tilt, any ride not conflicting. Book Kid Rides.

**JOHN REED, Mgr.**  
Lewisburg, Tenn., this week.

## SIDE SHOW ACTS WANTED

Magician who can lecture. A strong Act for feature. Also can use a good Novelty Act or Freak. Have Mitt Camp, can use Reader. Now showing in vicinity of Los Angeles. Opening first week in June at Portland, Oregon, Centennial for 10 weeks. Then Vancouver Fair in Canada, followed by West Coast Fairs, closing Nov. 11 at Phoenix, Ariz., State Fair.

Contact **PETER KORTES**

P. O. Box 224 Pasadena, Calif.

## WANT WANT WANT

FOREMAN FOR ALLAN HERSHELL MERRY-GO-ROUND. FOREMAN FOR ELI FERRIS WHEEL. FOREMAN FOR NEW PARATROOPER RIDE. These are outstanding positions for outstanding men who wish security by the year; everything paid for you; top salary. Non-drinking and must be truck drivers. To such men we offer year-round positions. Place Pop Corn booth year round. Also have for sale one Eze-Freeze Machine, mounted on truck, ready to operate. Best in the business. Can be seen. All address:

DAVID S. ENDY, 127 N.E. First Ave., Miami, Fla., or come on immediately.

## WILSON FAMOUS SHOWS

Opening Saturday, May 23, in Central Illinois

WANT: First and Second Men on Wheel, Merry-Go-Round, Scooter, Coaster, Octopus, Tilt and Kid Rides. All must have license and be able to handle semi.  
WANT: Legitimate Concessions, Cook House and any good family type shows. Will book any major Ride not conflicting. Want to buy good used Round-Up.

**RAY WILSON, Mgr.**

Astoria, Ill. R. D. REID, Asst. Mgr.

## CLUB ACTIVITIES

• Continued from page 91

### Miami Showmen's Association

#### Ladies' Auxiliary

The regular meeting was called to order by President Kay Leisure. Five officers and 75 members were present. Thank-you notes received from Bess Hamid and a friend of Hattie Wagner. A new membership card was sent Alice Browning. On the sick list were Hattie Wagner, Rae Goldman, Bea Prell and Ann Benj Mazor. Members were notified of the death of Norma Abbale's father, Al Hubbard.

Committees were named for the United Nations Bazaar to be held next fall. They include Ruth Schrieber, West Germany; Leona Plas and Kitty Glosser, French arts; Evelyn Taylor, Vikings; Peggy Heiman, Chinese; Kay Leisure, Peggy Hirsch and Helen Eule, Early American; Ann Tara and Dora Trerson, Below the Border; and Mollie Strauss, Israel.

Edna McKhee was awarded the dark horse. Ann Tara and Mythe Duncan were hostesses at a card party and buffet luncheon March 20. Peggy Biscoe took the tablecloth donated by Phoebe Carsky. Next meeting will be November 18.

### Midwest Showmen's Association

#### Ladies' Auxiliary

President Verna Winkley called the March 29 meeting to order. Also on the rostrum were Betty Carroll, Evelyn Spence, Gladys Erickson and Grace Johnson.

The Shanty Town Shindig was well attended, and the awards for best costumes went to Verna Winkley and Billy Collins.

The men's club has started a blood bank and the ladies are helping out. Angie Conroy and Verna Winkley have donated and others have pledged donations.

Micky Collins, Angie Conroy, Louise O'Neil, Mildred Forcier, Clara Bennett, Verna Winkley, Betty Carroll, Elsie Blikas, Belle Signor, Marge Maupen, Evelyn Spence, Grace Johnson and Gladys Erickson have already donated articles for the fall giveaway.

Mrs. Collins, chairman of the memory fund, reminded members that the deadline for joining is April 15. Betty Carroll took the Kadoty award. Hostess Verna Winkley served lunch to the joint clubs.

### Pacific Coast Showmen's Association

LOS ANGELES — The clubrooms will go on summer schedule in May with meetings to be held the second and fourth Mondays until September. Arthur Andersen, president, announced at the regular Monday (13) meeting.

A number of members attended for the last time before going on the road for the season. Among those announcing their treks were E. W. Coe, Harry Ostrow, Hunter Farmer and Tony Spring. President Andersen, who was on the rostrum with Steve Vaughn and Joe (Red) Dauer, vice-presidents, and Al Flint, executive secretary, also called upon Elmer Hanscom and J. Ed Brown.

Pete Sutton, Mike Kirby, Clyde Gooding, M. M. Buckley, and John Backman were reported on the sick list.

Andersen also said that during the summer the clubrooms will be remodeled. Andersen leaves this coming week to join West Coast Shows.

### Caravans, Inc.

CHICAGO — Regular meeting Tuesday (7) was called to order by President Margaret Levine. Other officers present included Alda L. McCue, second vice-president; Theresa Dundee, third vice-president, and Lillian Lawrence, treasurer. Past president Claire Cherniak served as secretary in the absence of Wanda Depra, who was vacationing in Florida. Invocation was delivered by Irene Coffey, chaplain.

Correspondence was read from Bess Hamid and Ann Kustohl. On the sick list were Mae Taylor and Agnes Barnes. President Levine welcomed Isabell Brantman, Claire Cherniak and Mae Sopenar.

A donation for the April 17 spring party in the Hotel Sherman was received from Mae Oakes, along with news of the arrival of a new grandchild whose parents are the Robert Oakes. Ethel Wadco also became a grandmother. Beverly and David Radja have a new daughter, Mary Patricia.

Club's 15th birthday will be celebrated April 21 at Mario's Restaurant with dinner at 6:30 p.m.

### Show Folks of America

SAN FRANCISCO — The last regular weekly meeting was called to order Monday (13) by President Harry Myers. Attending officers included Earl Leonard, Leona Stevens, Al Rodin, Charlotte Porter, Lola Cox and Bonnie Townsend. Tony Masseth and Norman (Dutch) Schue were invited to the rostrum.

Members mourned the passing of Fritz LeCardo. Burial was in Showfolk's Rest.

Larry P. Davis was welcomed to the membership. Joe Barell is recuperating from surgery.

Ladies' bazaar tickets will be ready soon, according to Charlotte Porter. Further meetings will be held the first Monday of each month until October.

## MIDWAY CONFAB

• Continued from page 90

Survivors of the late Rocco Schiavone include Mrs. Ruby L. Schiavone, widow; Mrs. Irving Skie, of the Royal American Shows; Mrs. D. L. Hinzman, St. Paul, and Mrs. Donald Hansen, Los Angeles, daughters; a son, Carlos Rocco, owner of the North American Shows, nine grandchildren and two great-grandchildren.

Jimmie Travis, known as Zonette, annex attraction, is recuperating with a broken leg at 411 South Wabash, Chicago. He expects to return to the road in May and would like to hear from friends.

Pat Kerr, former manager of the Tennessee Valley A. & I. Fair, is at the Petersburg Nursing Home, Petersburg, Tenn.

Stephenson and Hauze, hot waffle concessionaires, have signed early dates at Cincinnati and Hamilton, O., in addition to the regular contracts. The family-owned business, in its 60th year, has a roster that includes Robert Coad, Frank Sorter Jr., Neil Smalley, Allan Roe and Mrs. Ed Tipple.

Ellis and Elizabeth Corson have joined the Beam Attractions at Ebensburg, Pa., quarters and will hit the road with the show starting April 23.

## AMERICAN MIDWAY SHOWS

Want for Pioneer Days and Road Ft. Worth, Tex., April 29-May 1

Can place Concessions, Shows, On Novelty Ride. Also Ride Help.

Concessions call Market 6-0412; Ride Help and Shows at Lampasas, Tex., Don Brashar will be at Robert Lee Hotel, San Antonio, Tex., April 23 6-24

## I AM STUPID, BUT I WANT TO EMPLOY INTELLIGENT PEOPLE

Foremen and Second Men for 27 Rides, Fun Houses, good salaries paid, bonuses if you open and close show. Just heads, but heads and half wits, stay away. Wits, come on.

CONCESSIONS—Hanky Panks, Pitches, Ball Games, Skill Games. No exclusives except Catering. Short Range and Blast open.

No graft Girlie Shows or Mitt Camps wanted.

SHOWS—Any Show that the whole family can attend. Contact, phone in office at Bald Knob. No collect.

**WM. R. DYER**  
Dyers Greater Shows, Searcy, Ark.

## ELECTRICIAN WANTED

Must be sober and with living trade. Prefer man with wife who can use Powers for office. Steady work w/ full bookings for season around Washington, D. C.; move every two weeks.

Call or write  
**LACHMAN AMUSEMENT CO.**  
Taylor 9-4445  
6321 Blair Road, N.W., Washington, D. C.  
No collect calls accepted.

## RIDE MEN WANTED

Foremen for Eli Wheel, Caterpillar on Merry-Go-Round. Men for Kid Rides. Also want Second Men. Must, drive semi. Those who worked for me before come in. Jimmie, come on at once. Until opens April 22. All replies:

**FLOYD O. KILE**

Fairgrounds, Clinton, La.

## You may be ill, discouraged, disgusted



You may feel the world is conspiring against you and driving you—it does. It drives some to suicide, to crime and destruction. You want to master it and YOU CAN. Get full information without obligation from **JOHN RAY HINKLE, Dayton 5, Va.**

## MIDWAY OF MIRTH SHOWS

Want for Centennial, Jonesboro, Ark., May 4-9. Want Bingo. Will sell ex on Bingo and Novelties. Wire, no phone calls.

**ESTHER SPERONI**

Poplar Bluff, Mo., this week; Paragould, Ark., next week.

## WANT AT ONCE GENERAL AGENT

Who can post help on all rides who drive semi **PARADA SHOWS — H. C. SWISHER** Pryor, Okla., this week; Nowata to follow.

## AGENTS WANTED

April 27, Winston-Salem, N. C. Charlotte and Raleigh to follow. Write or call

**JOE CONWAY**

2364 W. 23th St., Cleveland 9, Ohio  
SHadyside 9-2583

## FOR SALE

Schiff Turnpike with wood roadway in sections. Rocket-type cars. Used 1 season in park, excellent condition. Wurliitzer 148 Band Organ.

**FREDERICK**

2363 Newton Detroit 11, Mich.  
Phone TRinity 3-2849

## FOR SALE

2 separate 30-ft. Punk Basks. Can be combined to one 40-ft. Stand. Completely equipped, like new. Original cost, \$2,500. Best reasonable offer.

**BOB McALLISTER**

116 Great Kills Road  
Staten Island 8, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

# WADE GREATER SHOWS



## EAST DETROIT

### Two best opening spots in Midwest TEN MILE & GRATIOT, MAY 8—EIGHT MILE & GRATIOT, MAY 19

Want Concessions of all kinds. No flats or gypsies. Want Long Range to join June 2. Good territory for Penny Arcade, Fun House & Grind Shows. Can use nonconflicting Rides.

HELP—Foremen and Second Men on all rides.

## WADE GREATER SHOWS

Write, wire or call C. O. STEWART, Manager, 11323 Bramell Ave., Detroit 39, Mich. Phone KENwood 4-5969



### OPENING IN SOUTH PHILADELPHIA, 10TH AND BIGLER STS., APRIL 30-MAY 9! FOLLOWED BY DISTRICT HEIGHTS, MD., (WASHINGTON, D. C.) SHOPPING CENTER LOCATION!

#### WANT THE FOLLOWING

CONCESSIONS—Hanky Panks of all kinds, Short Range, Basketball, Derby, Age & Scale, Novelties, Glass Pitch. RIDES—Will book for this unit, Roller Coaster, Tilt-A-Whirl, Octopus, Dark Ride, Rock-O-Plane, Scooter, Stanley, contact. SHOWS—Motordrome, Wildlife (Burton, contact), Glass House, Monkey Show and good Grind Show. Dickie Hilburn wants working acts for Side Show. No collect calls accepted. Answer:

JOHN VIVONA, Box 1562, Sumter, S. C. Spruce 3-9932

## SAN BERNARDINO

### 44TH NATIONAL ORANGE SHOW CALIFORNIA'S FIRST BIG FAIR

APRIL 23rd to MAY 3rd, INCLUSIVE

## NEW ALL PAVED MIDWAY

Uptown Location—300,000 Attendance

### NOW BOOKING SHOWS AND CONCESSIONS

ROY SHEPHERD WANTS Ride Superintendent, Kiddieland Foreman, Electrician, Truck and Ride Mechanics, Tilt, Wheel and Octopus Foremen, Ticket Sellers, Semi Drivers. Also useful Carnival Help in all departments. Norman Newman, please write Mr. Crafts.

HELP WANTED: Crafts wants 20 experienced Ride Men to set up rides at National Orange Show, San Bernardino, starting April 15. or report to Winter Quarters now.

WRITE, WIRE OR PHONE CRAFTS 20 BIG SHOWS, INC., WINTER QUARTERS  
7283 Bellaire Ave., North Hollywood, California PHONE: POplar 5-0909 or POplar 5-0320

## Eastern Future

Continued from page 89

Nobody is naive enough to expect an owner to buy 16 lots and thereby become a real estate tycoon for the sake of setting up a show, one week a year on each lot

This year's competition has been labeled unprecedented by several operators, as the stiff bidding and maneuvering has propelled contract prices to the straining point. Cancellations and switches have been numerous. The explanation of, "Sorry, but we've been offered a better price," has become a committee theme song to the disgruntled carney.

Sour grapes? Not to operators who can look deeper than this. Also cited as contributing to the general squeeze are increased operating costs such as insurance and wages; and growing restrictions which prompt a few experienced showmen to liken their problem to one of operating inside a straitjacket.

Bingo has taken it on the chin in the East, with entire States closed to touring operators. Concession restrictions are stiffer. Girl shows operate under a microscope.

#### Tighter Field Seen

What the future holds is impossible to forecast, but on the basis of evidence, certain conclusions are inescapable. The field will tighten up. In populous areas, the very regions wherein lies the biggest potential grosses for showmen, locations will become nearly extinct. Competition will of necessity become fiercer for the remaining spots, and there is bound to be merging or retirement of midway organizations.

Fairs alone stand out as a haven for the traveling operators, and even these present their problems. Playing fairs without still dates is the Valhalla of carneys, a distant but never obtainable dream, because somewhere and sometime there will be shows opening early and attracting the labor force necessary for survival.

The carnival business remains a lucrative and appealing one, but those able to read the handwriting on the wall know the road is a rough and rocky one.

## Cetlin & Wilson

Continued from page 89

State Fair sponsored by the Farm Bureau in Huntington, W. Va. Joe Behoff is handling the advance details, which include refurbishing the old fairgrounds, which have not been used in seven years.

From Huntington the show plays another fair date, as yet unannounced, then the West Virginia State Fair, Roncoevrte, and Reading (Pa.) Fair.

Winter quarters work includes considerable rebuilding, one unit being a new front on Raynell's girl revue. The previous one had been used for two seasons.

In addition to Raynell there will be a full line-up of returnees on the midway. They number Claude Sechrest, concession manager; Al Dorso, Roundup, bingo and food concessions; the Purples, Lion Motordrome and kiddie rides; Peasey Hoffman, promotions and banners; Mose (Rip) Weinkle, Oscedo Club steward, and others.

#### WANT

For MT. MORRIS, N. Y. FIREMEN'S CARNIVAL, July 23-25-26-27. Parades, Fireworks, etc., nightly. Now booking Concessions of all kinds. Want good Cookhouse. Space \$30.00 each stand—\$10.00 deposit with booking, balance opening night. Hurry, only one of a kind. Write: ARTHUR E. CROSTON, SR. 84 Chapel St.

#### WANT

For Northside Pioneer Days and Rodeo, Ft. Worth, Tex., April 29 to May 2.

First Time on Streets, using East Exchange Ave. and Commerce St., Want Concessions. Contact: C. A. GORE, 2420 Roosevelt St., (Phone: MA 6-0412), Fort Worth, Tex., or DON BRASHEAR, American Midway Shows, per route. Both will be at Robert E. Lee Hotel, San Antonio, Tex., April 23, 24, 25.

FOR SALE: 3 Kid Rides, Wheel (Cages) on trailer; Cars and Airplanes. All three, \$2,500.00 Cash or Trade. Contact: C. A. Gore

#### WANTED

Opening May 1, Lexington Park, Md., Community Park Grounds, at Naval Station entrance. Want Hanky Panks, Fish Pond, Coke Joint, Pitch-Till-You-Win, etc. No rackets. HELP: Want Ferris Wheel Foreman and Second Men, Man for Kiddie Rides. Top pay, no cars. Will book Merry-Go-Round, committee money. FOR SALE: Allan Herschell Boat Ride, excellent condition, \$2,000. All replies to: JERRY GERARD Leonardtown Fairgrounds, Leonardtown, Md., this week.

#### TATTOO SUPPLIES

5 High Class Professional Bronze Frame Tattoo Machines, plated tubes, 238 medium size celluloid stencils, 16-oz. black ink, 3 lbs. assorted colors, foot switch, spring punch, needles and misc. parts. All in very good condition, price, \$60.00. 1/2 deposit, bal. C.O.D. SAILOR KATZY Rt. 3, Box 488 Tampa 3, Fla.

GIVE TO DAMON RUNYON CANCER FUND

## FOR SALE FLY-O-PLANE

Bargain. Now operating our park. Reason for selling: policy of park is to change ride attractions from time to time. To duplicate ride and lighting. \$15,620.00; sell for \$9,000.00. Come see and inspect.

OCEAN VIEW AMUSEMENT PARK  
Albert Miller, Mgr.  
Norfolk, Va.  
Phone: JUStice 7-1011

## FOR SALE

- Allan Herschell Auto Ride ... \$2,750
- Allan Herschell Tank ... 2,750
- Allan Herschell Rodeo, used 10 days ... 6,000
- Allan Herschell Roadway, 6 cars, '59 model ... \$500
- King Funhouse, like new, semi mounted ... 7,500
- Dayton Kid Ferris Wheel, 6 cages ... 500

Want to buy 100 kw. Diesel Light Plant.  
INGALLS AMUSEMENT CO.  
10 S. Michigan, Box 133, Coldwater, Mich.  
Phone: BRoadway 8-2465

## FOR SALE — FOR SALE

Am out of the business. Not broke, but bent. Several thousand feet of rubber ground cable, 2 and 3 conductor. Most any size would want. It's new wire, never used. Will sell at big discount. Send \$1.00 for samples if interested in a bargain. 5 Eli Wheel Seats, all metal, primed but not painted, \$40.00 each. 1 brand new Deluxe Scooter Cars, Lusse make, just like they came from factory, never been unpacked, bought more than I needed for ride, \$2,500.00 for the three. 1—Eli power unit, good shape, come see it and make me a cash offer. 1—28-foot semi-trailer, racked off for Ferris Wheel, the best arranged you ever saw. Will give terms on \$200.00 purchases or more. If interested in any of the above equipment, contact:

LOUIS T. RILEY  
P. O. Box 397, Owensboro, Ky.  
Ph. MURray 3-7329, 8:30 A.M. to 3:30 P.M.

## THOMAS JOYLAND SHOWS

Charlie Zerm wants Pin Heads, Fire Water, Bally Girls, Freaks, Working Acts of all kinds. (Little Henry, wire.) Cecil Soear wants Readers for Camp, at once. (Roy Maples, come on. P.C. waiting for you.) Want Hanky Pank Agents of all kinds.

ADDRESS:  
L. I. THOMAS  
Logan, W. Va.

## GOLD MEDAL SHOWS

CAN PLACE—CAN PLACE

Will sell ex on Jewelry, Age and Scales, Long Range, Short Range, Photos and Custard. Good opening for Glass Pitch, Bear Pitch, Break-The-Records, any and all Hanky Panks, Pan Games, Hat Game. Can place 2 Grind Shows. Must have other Concessions. Only 4 on Show. Rex Allen wants Jack and Janet for second Girl Show, also operator for Snake Show.

JOHNNY J. DENTON, Rainelle, West Va., this week, King Cole Hotel.

P.S.: Ralph Decker wants Count and Pin Store Agents. Al and Steve Johns, contact. Only 4 Stores on Show.

## FOR SALE

1955 Rock-O-Plane complete with 30-ft. Gramm Trailer and 1951 Ford F8 Tractor, power winch, new extra cable and misc. spare parts. Ride motor completely rebuilt last fall. 1956 Spinnaroo, mounted on 1956 Edwards Trailer, complete with spare parts, chain falls, and 1953 Ford F6 Tractor. Both rides in excellent condition. Would consider booking in good park for season. Contact:

H. L. ANDERSON  
17108 Melrose, Detroit 35 (Southfield), Mich. Phone: ELgin 6-1902.

## ROCK CITY SHOWS

Now opening 1959 season April 30 thru May 10, East St. Louis, Ill., on Broadway. Concessions open: Pitches, Glass, Dish, Bird, Bear; also Photos, Age & Weight, Short and Long Range. Want Milk, Pank, Dip and Coke Ball Games. Also Hoop-La, Novelties, Roman Targets, Watch-La, Add-Em-Up Darts, Slum Spots, etc. One Ball and Hanky Panks. Paul Miller, come on. Vinza and Noble, contact. Need Ride Help. GEORGE Izenhauer, Box 314, Earlville, Ill.

## FOR SALE

Complete Side Show Banners, new and used; Merry-Go-Round Organ with drums and snares, needs repair; Fish Pond and Living Quarters; Trainers; Popcorn, Floss, Sns, Apples, Taffy, no Junk. Have two Chev. Tractor and 24-ft. enclosed Trailer, cheap; 1/2 14-ft. Grab Trailer. C.B.S., East Palatka, Fla., then Box 1326, New Smyrna Beach.

## FORREST C. SWISHER

Wants Agents for Balloon, Dart, Bee Hive, Second Men who drive semi for Scrambler and Coaster.  
c/o PARADA SHOWS  
Pryor, Okla., April 21-26.

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Now Booking Concessions

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Can place Cookhouse, French Fries, Ice Cream, Hi-Striker, Photos, Bear Pitch or any Concession working for stock. Have big Fourth on Lake Erie with parades and big fireworks.

Navarra, Ohio, this week; then Youngstown and Akron. Wire or come on.

F. DICKSON or FRANK D. BLAND

## MIDWAY OF MIRTH SHOWS

### JONESBORO, ARK., CENTENNIAL—6 BIG DAYS MAY 4 TO 9 INCLUSIVE

CONCESSIONS: Can place Basketball, Bumper, Hanky Panks, Guess Your Age, Cork Gallery, Long Range, any Concession that works for stock. No "EX." Also want Custard.

SHOWS: Can place family-type Shows. (No Girl, Geek or Athletic Shows.)

ADDRESS: Poplar Bluff, Mo., this week; Paragould, Ark., April 27-May 2; then Jonesboro, Ark.

NO PHONE CALLS—WIRE OR WRITE.

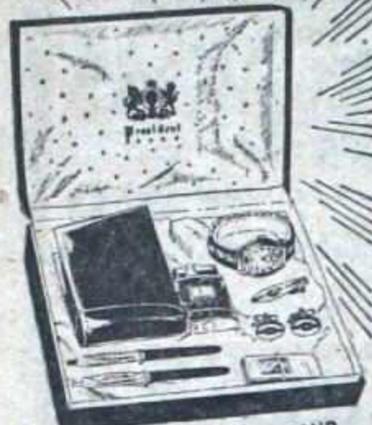
## PALMETTO EXPOSITION

Wants Ride Men. Want Ferris Wheel, Octopus and Smith & Smith Swing Foremen Also Second Men on all Rides. Must drive. Join Morganton, N. C., this week; Elkin, N. C., April 27-May 2; North Wilkesboro, N. C., May 4-9. All replies to:

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- Stoil-like Plush Animals... 6.50 dz.
- 12" Plaid Squeaking Dog... 4.50 dz.
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- Fantastic Plush Fishing Bear 31.50 dz.

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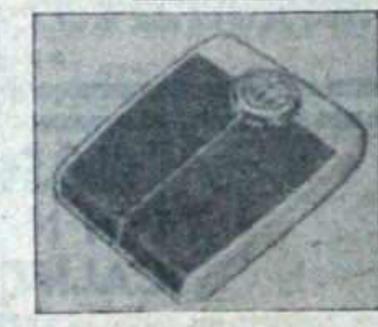
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Sensational new burglar alarm protects your machines. Takes 2 minutes to install. Saves money, breakage, out-of-service time. Operates on flashlight battery. Siren can be heard 500 feet.  
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Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.



**SHAVER**  
Electric shaver with cigarette paper-thin shaving head gives closer shave without excessive pressure. "CFL" stands for closest, fastest and lightest. Price, \$20. Ronson Corporation, 1 Ronson Road, Woodbridge, N. J.

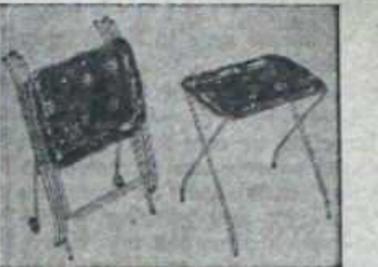


**SCALES**  
Health-O-Meter scale line features new, low silhouette. Offers precision weighing and panoramic dial in six baked-on colors with anti-skid matching platform. Model 111, shown above, has 260-pound capacity. Price, \$7.95. Continental Scale Corporation, 5701 Claremont Avenue, Chicago 36, Ill.

**SWIM GEAR**  
A complete line of white rubber goggles, fins, masks and single and double snorkel attractively packaged in polybags in gold and black display boxes. Globe Rubber Products, Philadelphia 40, Pa.

**SEA SHELLS**  
Shellcraft sets for making beautiful designs, ornaments, jewelry and accessories. Beautifully boxed sets include sea shells from around the world. Prices, \$2 to \$4. Avalon Manufacturing Company, 128 Middleton, Brooklyn 6, N. Y.

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**TV SNACK TABLE**  
Durham folding metal snack tables are quality merchandise with high impulse buying appeal. They are ideal for TV snacks and have dozens of uses. Shipped in carry-out cartons. New designs. Durham Manufacturing Corporation, Muncie, Ind.



**COMIC PILLS**  
Party pills come in 12 different comic apothecary jars, hilariously labeled. Colorful item with lots of eye-appeal. Entire counter unit comes with easel ready for display. Imprint Art Products, Inc., 65 Kansas Street, Hackensack, N. J.

**HAIR ORNAMENT**  
Beau Charmer is an attractive comb and ribbon to be worn on top or on either side of the head by women. Comes in a variety of colors in poly bags. Price, 29 cents. Stylewise Sales Corporation, 518 West 51st Street, New York 19, N. Y.

**OVEN MITTS**  
Made of high-grade percale in yellow, orange or turquoise. Include colorful illustrations and captions. Gravy mitts come magnetized for 59 cents or non-magnetized at 49 cents. Benhar Products Company, 411 East 15th, Los Angeles 15, Calif.

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APRIL 27TH ISSUE

**BEVERAGE AIDS**

**Home Bar Gadgets Stir Much Interest**

By IRWIN KIRBY  
OF THE many low-cost items moving across the counters these days, a goodly number are little bar aids, the gadgets that serve a useful purpose while inducing chuckles by those who use them. The full range of equipment has been so doctored as to provoke comment and humor—and profits for the merchant stocking such a line.  
Bottle openers are a basic item, but there are many others. For  
(Continued on page 95)

# COMING EVENTS

**Alabama**  
Fairhope—Fairhope & Baldwin Co. Centennial, May 2-9. Fairhope Chamber of Commerce.

**Arizona**  
Flagstaff—All-Indian Powwow and Hopi Kulin, July 2-3.

**Arkansas**  
Lawrenceville—Crittenden Co. Livestock Show, June 4. Herman C. Phillips.  
Ponca—Centennial, May 4-9.  
Ponca—Ark. State Horse Show (Bartlett Coliseum), May 13-16. Art Schnipper.

**California**  
Hemp—Napa Valley Horse Show, May 3. E. N. Munk.  
North Highlands—Sacramento Riding Club Horse Show, June 13. Vivian W. Kimmell.  
Oakland—Spring Garden and Home Show, April 18-26. John L. Hennessy.  
Palmdale—Calif. Rodeo, Horse Fair & Stock Show, July 16-19.  
San Bernardino—National Orange Show, April 23-May 1. G. Walter Glass.  
Santa Barbara—Santa Barbara Natl. Horse Show & Flower Show, July 10-18. Edward G. Van Cleave.  
Santa Monica—Garden and Home Show (Civic Aud.), May 6-10.

**Colorado**  
Denver—Denver Home Show (University Arena & Field House), April 18-26. E. B. Cook.

**Florida**  
Lake City—Centennial & Homecoming, May 18-23.  
West Palm Beach—Seminole Sundance, April 20-25. Miller Amusement Enterprises, 2722 N.E. 3d St., Pompano Beach.

**Georgia**  
Toccoa—Spring Festival, April 16-25.

**Idaho**  
Emmett—Emmett Cherry Festival, June 22-25. Dick Sweetman.  
Freemont—Freemont Co. Pioneer Celebration, July 24. Golden C. Linford.

**Illinois**  
Chicago—Chicago Intl. Trade Fair (Navy Pier), July 3-19.  
Chicago—National Toy Show (Hotel Morrison), May 17-21.  
East Alton—Legion Spring Festival, April 23-May 4.

**Indiana**  
Albia—Centennial, June 22-27.  
Anthony—Anthony Race Meet, July 22-25. J. L. Robinson.  
Belle Plaine, Ia.—Celebration, July 3-4. George Clarke, Jr. Chamber of Commerce.  
Evansville—Junior League Horse Show, June 17-20. J. T. Denton.  
Greensburg—Centennial, June 15-20.  
Griggsville—Celebration, July 4.  
Haveno—Celebration (City Park), July 28-Aug. 1.  
North Webster—Mermaid Festival, June 22-28. Lions Club.

**Kentucky**  
Anchorage—St. Luke's Horse Show, June 16. Tom Pike.  
Harrodsburg—Kentucky Pony Show, June 19-20. H. K. Yates.  
Irvington—Irvington Saddle & Pony Show, July 11. Nell B. Mitchell.  
Lawrenceburg—Lawrenceburg Horse Show, July 14-18. Charles Martin Jr.  
Lexington—Junior League Horse Show, July 14-18. J. T. Denton.  
Louisville—Rock Creek Horse Show, June 11-13. Fred H. Nobbe, 715 S. 44th St.  
Owingsville—Lions Club Horse Show, July 3-4. Joe R. Thompson.  
Paris—American Legion Horse Show, July 21. Harley Kiser.

**Louisiana**  
New Orleans—New Orleans Horse Show, April 25-26.  
Shreveport—Holiday in Dixie Festival, April 30-May 2. James Griffith.  
Ruston—Diamond Jubilee, May 2-9.

**Maryland**  
Towson—Pimlico Yearling Show (Pimlico Race Course), May 11. Stewart Sears.

**Massachusetts**  
Boston—Boston Common Dairy Festival, June 12-20.

**Michigan**  
Detroit—East Detroit Lions Club Spring Festival (Eight Mile & Oranoff), May 1-10.  
Detroit—VFW Auxiliary Spring Carnival (Eight Mile & Grand River), May 11-17.  
Ecorse—VFW Spring Festival, May 22-31.  
Lansing—Lansing Centennial, May 18-30.

**Mississippi**  
Jackson—State Science Fair (Fairgrounds), April 24-25.  
Jackson—Miss. Garden Club Show (Fairgrounds), May 8-10.  
Jackson—Tri-State Horse Show (Fairgrounds), May 14-15.  
Jackson—Jackson Home Show (Fairgrounds), May 28-31.

**Missouri**  
Browning—Browning Homecoming, July 25-28. Mrs. Mary Grice.

Fayette—Howard Co. Jr. Lamb Show, June 6. W. D. Settle.  
Gallatin—Davies Co. Jr. Lamb Show, May 28. George H. Schmitt.  
Linn—Lions Club Horse Show, June 8. Alvin F. Linhardt.  
Merriville—Nodaway Co. 4-H Lamb Show, June 3. Kenneth Walkup.  
Moberly—Kiwanis Jr. Lamb Show, June 15. A. T. Johnson.  
Mountain Grove—Junior Livestock Show, May 8-9. Sherrill DeBusk.  
Mount Vernon—Lawrence Co. Jr. Livestock Show, July 30. Troy B. Call.  
Shelbyville—Shelby Co. 4-H Lamb Show, June 3. Keith Boyer.  
Springfield—Osarks FFA Lamb Show, June 11. Vencil G. Mount.  
Warrensburg—Johnson Co. Jr. Livestock Show, July 21. Jack Jennings.

**Nebraska**  
Lincoln—Centennial, May 2-9.  
Omaha—Motor Sports Auto Show (Civic Aud.) April 25-26.

**Nevada**  
Reno—Home and Garden Show, June 17-22. Home Builders' Assn., P. O. Box 1033.

**New York**  
Catskill—Hudson Valley Volunteer Firemen's Convention, June 15-20. Claude Palmer.  
Haverstraw—Firemen's Hudson-Champlain Celebration, July 6-11. Morgan Demarest.  
Monroe—Monroe Celebration, June 28-July 4.  
Staten Island—Staten Island Home Show (Cromwell Center), Tompkinsville, May 23-31. Richmond Co. Jr. Chamber of Commerce, honorary sponsor.  
Westbury—World Cars '59 (Roosevelt Raceway), May 8-16.  
Westbury—Fashions and Living Show (Roosevelt Raceway), April 18-26.

**North Dakota**  
Jamestown—North Dakota State Dairy Show, July 1-4. Clayton Paulson.

**Ohio**  
Port Clinton—Northwestern O. Firemen's Convention, June 15-20.  
Rome—Rome Celebration, July 2-5. Civic Assn.  
Waco—Homecoming, June 24-27. George Marlow, 911 Payne St., N. E. Canton 5.

**Oklahoma**  
Pryor—Home Show, April 19-25.  
Tulsa—Tulsa Horse Show, May 26-30.

**Oregon**  
Portland—Oregon Centennial, July 10-18.  
Portland—Portland Rose Festival, June 9-14.  
The Dalles—Mid-Columbia Livestock Show, June 7-10. Elmer Lierman.  
Union—Eastern Ore. Livestock Show, June 4-8. Ray C. Baum.

**Pennsylvania**  
Easton—Firemen's Celebration, July 6-11.  
Emmaus—Firemen's Celebration, June 1-6.  
Kane—Volunteer Firemen's Celebration, July 27-Aug. 1.  
McAdoo—VFW Memorial Celebration, May 20-26.  
Moscow—Firemen's Celebration, June 8-13.  
Mountaintop—Firemen's Celebration, July 13-18.  
Newfoundland—Firemen's Celebration, June 27-July 4.  
Olyphant—Firemen's Celebration, June 15-20.  
Pittsburgh—Pittsburgh Bicentennial, starting May 30.  
Sharon—Patagonia Fire Co. Homecoming, June 22-27. Vernon A. Yeager, 2186 N. Water Ave.

**Rhode Island**  
Providence—United Jewelry Show (Sheraton Biltmore Hotel), May 2-10.  
Woonsocket—Mystique Mardi Gras (Lincoln Downs), May 15-17. J. C. Harlicker.

**Tennessee**  
Humboldt—West Tenn. Strawberry Festival, May 7-9. Mrs. Paul Ross.  
Humboldt—Strawberry Festival, May 4-9. Nogaes—Cinco de Mayo Festival, May 2-5.

# PIPES FOR DEMONSTRATORS ENGRAVERS

**DEATH . . .**  
recently claimed two veteran sheet-writers, Harry P. Coffey and Harry Tam, both of whom were connected with Associated Trade Press, Inc., Chicago subscription campaign specialists. Coffey was one of the old-timers in the business, as was Tam, 85 years old, who had been connected with Associated since 1914. His sister came to Chicago to take the body to Des Moines for burial. Coffey is survived by his widow residing in Milwaukee.

South Dakota area since February 21," writes Leon Pinter. "Roster includes Chubby Swain, comedy and trumpet; Snooks Plunkett, drums; Bob Fisher, parts, piano and magic; Inez Garcell, parts, guitar and vocals; Pinter, electric piano and accordion, and Gene Gardell, stage and prop manager.

**"HAVE COMPLETED . . .**  
a circuit with my 'Magic Cavalcade of Wonders' in South Texas to good business and am now with Chubby & Snook's Show & Dance, which has been playing the Saskatchewan-Montana-North Dakota-

**WITH . . .**  
attendance of 195,000 in eight days at the recent Miami Home Show, most of the pitchmen working there got okay results, according to Big Al Wilson. "Maybe the best pitchmen in the world were not there," said Al, "but there were some good ones, including Bobby Roan, working planes to fine results, and Bill DuBois, who grossed well with ironing board covers. DuBois is the same old pitchman, using a fast close. Also getting fast dollars were Paul Lyle and Kid Ward with polish, Anthony at an outside spot, Esinberg with gadgets, Walsh working to good tips with corkie cutters, Speedy Haswell with cards, and Gummy Wilson with cement."

Memphis—Memphis Cotton Jubilee, May 8-16.

**Texas**  
Baird—Baird Rodeo, April 30-May 2.  
Beaumont—Charity Horse Show, April 29-June 2.  
Beaumont—Spindletop Charity Horse Show (Fairgrounds) April 29-May 2. Mrs. Peter Wells.  
Brady—Brady July Jubilee, July 3-5. Karl K. Steffens.  
Corpus Christi—Buccaneer Days Celebration, May 1-10. Bob Finkle.  
Dayton—Dayton FFA Livestock Fair & Rodeo, April 30-May 2. A. W. Rigby.  
El Paso—El Paso Home Show, May 6-10. Home Builders' Assn.  
Fort Worth—Pioneer Days Celebration & Rodeo, April 30-May 2. H. P. Hoover, 406 W. Central.  
Fredericksburg—Fourth of July Horse Races, July 3-5. Mrs. Emma Petmecky.  
San Antonio—Battle of Flowers, April 20-25.  
Uvalde—Tex. Angora Goat Raisers' Show & Sale, July 30-Aug. 1. P. E. Gulley.

**Utah**  
Kamas—Kamas Valley Livestock Show, June 19-20. Demont Lott.

**Virginia**  
Winchester—Shenandoah Apple Blossom Festival, April 30-May 1.

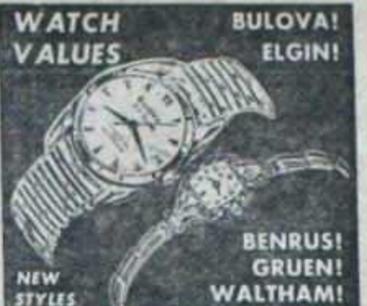
**Washington**  
Enumclaw—Enumclaw Jr. Dairy Show, May 15. Martin J. Teeter.  
Spokane—Spokane Jr. Livestock Show, May 5-8. P. R. Gladhart.  
Tappanish—Central Wash. Jr. Livestock Show, April 27-29. Mrs. Bill Davison.

**West Virginia**  
Piedmont—Firemen's Celebration, June 8-13. T. R. Combs, Tri-Town Fire Co.

**Wisconsin**  
Manitowoc—Kiwanis Fun Festival, June 4-7.  
New Berlin—Yankee Doodle Days, July 3-5. VFW Post 5718.  
Sparta—Sparta Dairy Festival, June 25-28.

**HENRY H. VARNER . . .**  
wrote from Akron that he currently is "working with Frank (Cuffo) Bland on a big national survey of economic conditions" and will be in Akron for a while. Varner recently visited with Bob Lorraine and Ray Sinclair on the Polack show in Erie, Pa., and also spent some time on the Jefferson (O.) Fairgrounds, winter quarters of Mills Bros.' Cycus.

**Five Years Ago**  
Sol Addis was working in New York. . . . According to Husk O'Hare, the Chicago perfumer, the automobile show there drew over 460,000 lookers and, altho the space available to demonstrators and pitchmen was the smallest in its history, everyone who was fortunate enough to get a spot did good business.



**WATCH VALUES**  
NEW STYLES

**Choice Lot 6 for \$49**  
Men's and Ladies' All famous makes! Complete with expansion band! Reconditioned - Guaranteed like NEW! (Sample, \$9.95)

**10 for \$69**  
Men's new style Elgins, Walthams. Expansion Band. Guaranteed like new! (Sample, \$8.95)

25% Cash With Order. Bal. C.O.D.

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Have you ever sold a product where everybody is a prospect? If you haven't, earn \$125.00 per week demonstrating our amazing Jiffy hand cleaner. Special discounts to quantity buyers. Hurry! Send \$1.00 for pint sample. Refunded on your first order.

**SANITARY PRODUCTS**  
216 West Jackson Blvd. Chicago 6, Ill.

# Interest in Home Bar Gadgets

Continued from page 94

example, the \$1 retail price, best level around which to work, as far as home bars are concerned, covers a multitude of merchandise variations. The comic bar sponges, for example. Good quality foam sponges are not only quaintly decorated but cut in a variety of shapes. One is a bottle-shaped, gift boxed, and screened in two colors on both sides. A sampling of the legends includes, "Bar sponge for old soaks and young squirts," "You've had it" (showing cartoon of four-eyed face), "When I start lookin' good 't'you, you've had enuff" (showing cartoon of an old geezer) and others.

**DECANTER PENDANTS** are also available as dollar retailers, as are "saucy serving bowls," "short snorts," "sip-stirs" and other items. There is a line of nine chrome or golden colored chained pendants, to hang on the necks of liquor bottles. Imprints identify port, vodka, bourbon, sherry, rye, scotch, gin, brandy and rum. The serving bowls come in a set of two and come packed in acetate tube. One glass bowl is slipped into a miniature athletic supporter and the other is encased in a tiny lace skirt, both bearing saucy imprints. Short snorts are a set of eight coasters representing men's striped shorts, with comic illustrations. Sip-stirs are merely drink stirrers, of colored glass tubing with spoon ends—packed eight to the box.

**MERCHANDISE FROM** abroad: Several foreign lands have come up with cheap but attractive merchandise which should go well in this country. Addresses of manufacturers or exporters are available.

Germany—Sets of children's cutlery, one size for the babies and another for older children. There are shaped handles of plexiglas and imitation mother of pearl, representing such figures as Snow White, forest dwarfs, cats, dogs, and others.

Hawaii—A battery-operated eraser which will erase ink, pencil or typewritten material. Five inches long and an inch across at its widest, it features a rapidly rotating tip and costs less than 90 cents in 1,000 lots.

England—Toilet roll deodorizer. A toilet roll holder which contains replaceable deodorizing element. The holder is standard sized and deodorant refills are available. This could be a cheaper and salable competitor to spray and wick bathroom air fresheners.

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#1140	50.00 Doz.	#823	24.00 Doz.
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APRIL 27TH ISSUE

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

## Animals, Birds, Snakes

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CANADIAN BEAR CUBS—ORDER NOW for May, June and July delivery. We ship everywhere. Write Reliable Bird Co., Winnipeg, Canada. ap27

FREAK FIVE-LEGGED HEREFORD CALF for sale. A good carnival item. Write or see at Gordon Spiking Farm, King City, Missouri. ap30

HAVE QUANTITIES OF RARE AUSTRALIAN Lizards on hand: Cunningham's Lizard, \$15; Blue-Tongued Skinks, \$25; Stump-Tailed Lizards, \$30. Also Liolumus Lizards from the mountains of Chile, \$1.50. Reptile Gardens, Rapid City, South Dak.

INDIAN HOODED COBRAS, ALL PERFECT, healthy specimens, larger than average, \$30 to \$40 each. Russell's Vipers, \$40. Jack Adam, Box 881, Mesa, Ariz. ap27

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Also fancy poultry, geese, trumpeters, curassows, owls, boars, rattlesnakes, squirrel and ringtail monkeys, pheasants, etc. Write or wire your wants. All stock acclimated and guaranteed.

BUCK BROWN'S SAFARI-LAND Quality Zoological Importers for 22 Years Indian Rocks Beach, Fla. Mail Address: Rt. 1, Largo, Fla.

TRAINED DOGS WANTED—DESCRIBE IN detail tricks, temperament. Send pictures if possible. Box A 222, Billboard, 1529 N. Gower, Hollywood 28, Calif. np

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DAY-GLO SIGNS FOR ALL BUSINESS. Comics for private home rattlers, etc. Sample and catalog, 10¢. Koehler Sign, 333 Goetz, Lemay 25, Mo. my4

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ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krippy Korn, 120 S. Halsted, Chicago, Ill. my4

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PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and sizes. P. O. Box 7803, Dallas, Tex. ap29

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WANTED FASCINATION GAME

Send full description, age, etc. and best price in first letter.

BOX C-478  
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15% GAUGE STEAM LOCOMOTIVE AND tender, 3 cars, 24 person capacity, 1,500 ft. of track and ties, 150 lbs. operating pressure. 36-ft. Ferris Wheel, good condition, \$5,000 takes all. Glob Amusement Co., 37 Victoria, N. Hamilton, Ontario, Canada. JA 7-8073. my4

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INSTRUCTIONS & SCHOOLS

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FAST SERVICE! 100 8 1/2x11 LETTERS \$2 postpaid. Samples better than ing, dime; refunded. R. Cook (BB), West Gift, Peoria, Ill.

SPECIAL OFFER—1,000 BUSINESS CARDS \$3.99 prepaid. Ink, blue or black. 7.5 Script or block. Rayborg, 810 West 1 Eris, Pa.

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Man to call on churches and other civic organizations with guaranteed money-making plan. Must have car and be free to travel. We will train you at our expense and demonstrate in the field that you can earn commissions of \$240 and more weekly. Write SALES MANAGER Women's Clubs Publishing 391 N. Wells Chicago 6, Ill.

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Producer-Technical Director for season of three musical shows in Phoenix, September through May. Moderate salary but possibility combining with part-time teaching or other position. Applicants furnish experience, training, qualifications, photo, etc.

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R. SAGE

241 West 54th St. New York 22, N. Y.

Telephone: Judson 6-8994

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Help Wanted

EXPERIENCED SERVICE MAN ON MUSIC, pin balls, bowlers, etc. Reference request and complete information in first letter. Information will be held confidential. Box 1477, c/o Billboard, Cincinnati, Ohio.

Opportunities

PART ROUTE OF ROLL TYPE POSTAGE Stamp Machines, no fuss. \$79 makes 25% national Service, 106 Grand, Waterbury 2, Connecticut. my4

Routes for Sale

WENNY WEIGHING MACHINE ROUTE for sale. Established in Missouri and surrounding States. Good paying business in first-class condition. \$50 per scale location. \$30 off location. Extra parts included. Box C-474, c/o The Billboard, Cincinnati 22, Ohio. ap20

FREE AUTO PHOTOS FOR SALE ON good locations. Have other interests. 1118 Tules, 7834 Pearl Rd., Cleveland 30, Ohio.



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

- 3. Indicate below the type of ad you wish:
REGULAR CLASSIFIED AD—20c a word Minimum \$4
DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)
TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Please insert the above ad in \_\_\_\_\_ issue
NAME \_\_\_\_\_
ADDRESS \_\_\_\_\_ I enclose \_\_\_\_\_ remittance of \_\_\_\_\_
CITY \_\_\_\_\_ STATE \_\_\_\_\_ \$ \_\_\_\_\_

Used Equipment

ARCADE MACHINES—ALL TYPES, MANY now on floor, also a Mangle Shooting Gallery. Visit, write, Times Amusement, 1663 Broadway, New York City. ap27

FOR SALE—GOOD USED CIGARETTE MACHINES. DuGreiner A17 Model, 7 column, \$40 each; Rowe rebuilt President, 8 column, \$40. Both with 25 and 30-cent operation. Send 1/3 deposit. Frank Guerrini, 1211 West 4th St., Lewistown, Pa. ap201

FOR SALE—BUCKLEY KENTUCKY Derby, like new, \$260. Send 1/3 deposit. Frank Guerrini, 1211 West 4th St., Lewistown, Pa. ap20

FOR SALE—ONE BIG BRONC JUMPING Horse, like new, \$400. Firm. Moulton's Roller-drome, Rush City, Minn.

SCALES—PRICES SLASHED. WATLING 500 Guessers, \$30 ea.; Watling 500 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 sight draft. Gayco Distributors, 4656 Woodward Ave., Detroit Michigan.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Agents and Managers

AT LIBERTY. CONTRACTING AGENT FOR Shopping Centers, have good car and mobile home. Wire or phone EVERGREEN 7-6068. Ray C. Herbers, c/o Heron, Rt. 5, Box 455, Jacksonville, Fla.

Miscellaneous

AT LIBERTY—HILTBILLY COMEDIAN Western Shows, Jamborees, Parks, Shopping Center Shows. Write: Wire Eddy Dyer, 1709 S. 50th St., Tampa, Fla.

DON MARLOWE, STAR OF THE WORLD famous "Our Gang Comedies," available. Write Don Marlowe, Box 1621, Hollywood 28, California.

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.

PALMIST, APPEARANCE, GORGEOUS, EXOTIC, ESPY-LIKE, Girl Show. Also Half & Half. Rose Davis, Phone LU 7-8225, Avella, Pennsylvania.

PROFESSOR WRIGHT'S 5-PERSON VARIETY Stage Show. Professional, clean, beautiful costumes, new props, sound system, reasonably priced. Casey, Ill. my11

SAILMAKER—CAPABLE, WHITE, NEAT work, sewing, splicing or boss tinker. No Hoop. Plevens, 648 N. Dearborn, Chicago, Ill. DElaware 7-9874.

Musicians

AT LIBERTY: TRUMPET PLAYER. Commercial and good distelend. Read and Fake anything. No had habits. will travel. consider all offers. Wm. (Bill) Eisdler, Box 400, Murphysboro, Ill. Phone 1290.

DRUMMER WANTS RESORT OR LOCATION spots, dependable, play any style, age 29, single, does vocals. Write: wire John Bonino, c/o General Delivery, Dallas, Texas. ap20

DRUMMER—33, READ, FAKE, LATIN, vocals, car. Combo or locations preferred. Cut or no notice. Stan Melmer, 706 1st St. N.W., Mandan, N. Dak. ap20

ORGANIST-PIANIST. OWN HAMMOND. Available May 29 for solo, combo, dine or dance. Wide repertoire, experienced, read, fake, transpose, sing some. Personable, reliable, union. Organist, 1321 Melbourne, Corpus Christi, ULyssa 2-0386. ap27

RELIABLE COMMERCIAL MUSICIAN, doubling trumpet, tenor sax and vocals. Read or fake anything. Creighton, Box 5173, Sarasota, Fla. Tel. HI 6-6086. ap27

TENOR SAX, CLARINET, FLUTE, VIOLIN, Fake, Transpose, Read, fine tone. Also fair Bass Fiddle, twenty years' experience. Bedford Brown, 104 W. Mineral, Hot Springs, Ark.

YOUNG, TALENTED, FOUR PIECE GROUP. Dance, Show, Book Southeast Pictures. Publicity available. Bob Cox, 1286 Beach Rd., Mississippi City, Miss.

Outdoor Acts and Attractions

BALLOON ASCENSION—PARACHUTE Leaps for all occasions. Using modern equipment. Phone AT 8-0760, Porter Flyers, 614 Hoyt Ave., Muncie, Ind. my4

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1641 S. Dennison, Indianapolis 41, Ind. my4

"CRASH" BROWN, KING OF ALL HELL Drivers stunts with cars, motorcycles and high explosives, jumps car over house and rolls convertibles for a price. Contact "Crash" Brown, Westmoreland, Tenn.

DONKEY BALL GAMES, SOFTBALL, basketball, races, contests. Complete two-hour show with all equipment. Walt Baxter, P.O. Box 845, Riverside, Calif. my11

DORIS & HER PALS—TWO GIRLS, EIGHT dogs, variety of tricks, Parks, fairs, celebrations. P. O. Box 907, Harrisburg, Pa. ap20

HIGH DIVING EXTRAORDINARY—A ONE time Movie-tone feature. Now available as an outdoor thriller. Rigging illuminated, viable for miles. Mac Productions, 456 Lamplier, Warren, Ohio. Phone: EX 9-1479. ap20

RAY'S CIRCUS REVUE—DOG, PONY, Monkey Show, Bozo the Clown. Further information: Mrs. H. R. Ray, Route 21, Magnolia, Ohio. my4

THE GLOBE OF DEATH—A HAIR-RAISING thrill act for your show. For open time contact Speed Wilson, 2954 Belmont, Chicago. ap20

Recent dinner guests at the James Gustafson home in Minneapolis were Gee Gee and Billy Powell, Betty Oelrich and the Milt Herriotts. The Powells were playing the St. Paul Shrine Circus. John Herriott and family will visit the Milt Herriotts in Sioux City, Ia., soon. The White Horse Mounted Patrol plays Miles City, Mont., May 20-22, with Milt Herriott in charge.

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.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post

- Fatters, Robert D. Pkg., 70c postage due
Allen, Jack H. S.
Anderson, Alyce
Andes, William
Arrington, Wm. V.
Applebaum, Sam
Bailey, Charles
Baird, John J.
Barefield, James
Bauman, Robert A.
Beaney, F. W.
Beasley, Emmett
Beck, Don
Best, Dick
Bell, John
Bell, W. C.
Best, Mrs. Dorothy
Biddle, Melville L.
Biddle, Wm. J.
Billett, Eddie
Blakeslee, Leon & Mrs.
Bogino, Ignio
Bona, Ray
Bordman, Ernest
Boude, Mrs. Helen
Brady, Frank J.
Brady, L. P.
Brady, Paul
Broeffle, Mrs. Anna
Broome, Yvonne
Brown, Raymond W.
Browning, James J.
Bruno Sr., Attilio
Burns, Jimmy & Gwen
Burton, Jack C.
Caibau, W.
Campey, Johnny
Carbonetto, Tony
Carrolle, Jackie Ray
Cavaliero, Mrs. Patricia
Chaney, Coale
Chippe, Clarence E.
Clark, Jimmy & Mrs. Clodfelder, Pharohe Ann
Cohen, Jerry
Coleman, William
Cooke, James
Corson, Clarence E.
Cortes, Rita
Covas, George R.
Cox, C. E. (Doe Boy)
Cox, Cliff
Crenshaw, J. D.
Crotzenberg, Dell (Shorty)
Crowe, W. J.
Crown, Donald
Cummings, William Glenn
Cundiff, Carl
Cundiff, Red
Cunningham, Thomas V.
Davis, Mike
Davis, Milton
Davison, Jimmie
DeArment, Bill
Delgrosso, Daniel
Delph, Tommie
Dickson, Zell & Mrs. Dinnette Jr., R. G.
Drumm, Maurice (Bud)
Duggan Jr., W. F.
Engelhart, Ray or Roy
Evers, Robert N.
Ewen, Ralph
Farrell, Pat & Mrs.
Freeman, Roy
French, Jessie
Fretz, Charles
Fuller, John A.
Gackler, Paul
Garner, Floyd E.
George, Glen
Gerber, Joe
Gilbreth, Hugh Stiles
Gilechrist, James
Gillum, Basile
Ginther, Homer & Mrs.
Glas, Theo. T.
Gray, Carol Anne
Gray, Clifford H.
Gross, Mrs. Ann
Hays, Tom
Head, Henry Margone
Herrmann, A. J.
Hill, Col. William B.
Hoff, Joe
Holmes, Thomas
Houston, Lee
Howard, Jennie
Hunker, Louis
Ika, Tanit
Jack, Barbara E.
James, Al
Jaxon, Great Jay
Jones, Candy
Joseph, Frank & Peter
Karloff, Ivan
Keystone Expo.
Kirkland, James
Knick, John
Kramer, Gerhard
Kuehl, Wilfred H.
Lange, Clifford
Lantz Jr., Harry
Lutz, Frederick L.
Lee, Charles Newton
Levine, Benjamin & Mrs.
McCarthy, Pat
McCluskey, P. J. & Evelyn
McCue, Anna
McDaniels, Bertha
McDowell, Carl
McKinney, Ernest
McMasters, Wm.
Mainstein, Wally
Marks, Pearl & Joe
Marlowe, Lonnie A.
Martin, Harry (Giles)
Mathis Jr., Edward
Matthews, Henry
Menzel, Otto Paul
Miller, Johnny
Miller, Paul (Paul Miller Show)
Miller, Pete
Miller, H. A.
Miller, Whitey
Moffett, Danny
Moran, Harvey Z.
Moran, Ed (Wolcott's Minstrel)
Moran, Mrs. Robert
Mullek, Clifford
Myers, George E.
Newcomer, Lewis E.
Nicholas, R. E.
O'Bryan, Patrick & Mrs.
O'Dwyer, Hammerhead
O'Matta, Mike
Oatts, Belle
Odom, Minnie May
Oliver, Swede
Owens, Peg
Page, Prentice Eugene
Parks, Ray
Patterson, Ann
Paugh, Harry
Pearman, Mrs. Mike (Ginny)
Pinkelton, Earl
Poole, Bill & Belva
Purkett, George F.
Quicksall, Frank
Raiher, Rocky
Ratcliffe, James
Ravelle, Blanche
Reeves, Tommy
Reichert, Frank
Revell, John C.
Revoit, Paul
Richardson, Richard
Robertson, Mrs. John (Jerry)
Rochman, Albert
Rondell, Bonda
Rood, Eddie
Rudolf, R. C.
Rudolf, Robert
Rush, Whites
Saulsberry, Mrs. Robert
Saulsberry, Robert
Schafer Jr., Alfred (Solo Balancing Act)
Schuch, Clarence
Scognomilo, Frank
Severs, H. & B.
Senna, Tom
Severs, Terry F.
Seydel, Jack
Shark, Sonny & Mrs.
Sheffield, Dorothy H.
Shumate, Charlotte
Simmons, James W.
Simpson, C. T.
Simson, Mrs. Ethel
Sims, W. J.
Skages, Robert
Sky Eagle, Chief George
Smaha, Tom
Smith, James Michael
Smith, Melvin R.
Snook, Bob G.
Spencer, Marjorie
Spoon, Tommy Lee
Stanfil, James Henry
Stanzler, William J.
Stevenson, Miller
Struble, Orange
Swicegood, Odell
Tanner, Henry Bud
Thurman, Conrad C.
Tanson, Al (Circle T Ranch)
Taylor, Thomas John
Tobell, Allen
Tobin, Lester
Tobin, Roy & Kay
Trader, Bill
Tuttle, Clyde E.
Vogt, Robert
Vonderheid, George (Shrine Prom. Mgr.)
Wallace, Al (Side Wagon, Show Mgr.)
Webb, A. B. (Bob)
Webb, Virgil
White, Charles
Wildaman, Ed (Elephant Act)
Wilder, Dan
Williams, Charles (Ducky)
Williams Jr., James Calvin
Williams, Melvin (Lefty)
Womack, Doris Irene
Woody, Jim
Yoder, Floyd & Mrs.
Yoder, Tex
Zachmann, Bob
Zellers, Tom or Al (Concessions)
Lee, Charles Newton
Lucas, Mrs. Mary
Lukas, Mike
Lukas, Nick
Luyas, Peter
McCabe, Mrs. Ruth
McCartier, R. C.
McInturff, Kenneth
Maitlin, Sam
Maitto, Frank
Marosa, James Ambrose
Marsh, Jesse B.
Mathews, H. D. (Bob)
Mathews, Cherry
Mayberry, Wayne
Morgan, Katherine S.
Nash, John Franklin
Noakes, Hank
Noakes, Mrs. Mary
Ogilvie, Ben
Oslive, L. B.
Pierce, Salvo Jim
Pool, Bob
Pool, John
Porter, Marsha & James
Price, Bob M.
Rice, G. L.
Rhodes, Howard
Richiey, Luther Gerald
Rodgers, Jerrie
Rodgers, Johnnie
Rogers, J. G.
Rowe, Jack
Shadel, Dick Sam
Sharpton, Charles
Sherley, C. J.
Shufelt, Fred
Slawson, James W.
Smith, James E.
Sneed, Wm. C.
Sokolowski, Peter
Solomon, Charles
Star, Hedy Jo
Stewart, Allen J.
Stoddard, Mr. & Mrs.
Swan, W. L.
Terrell, Jack
Teske, Adams
Towers, Tom
Horowitz, Harold G.
Walters, Bill
Weaver, Ray L.
Widaman, Ed
Wilson, Marguerite E.
Wilson, Raymond Rudolph
Woodall, Ray
Young, Dolly
Zaltalik, Diving
Lee, Charles Newton
Levine, Jack
Lucas, Mike
Lukas, Nick
Luyas, Peter
McCabe, Mrs. Ruth
McCartier, R. C.
McInturff, Kenneth
Maitlin, Sam
Maitto, Frank
Marosa, James Ambrose
Marsh, Jesse B.
Mathews, H. D. (Bob)
Mathews, Cherry
Mayberry, Wayne
Morgan, Katherine S.
Nash, John Franklin
Noakes, Hank
Noakes, Mrs. Mary
Ogilvie, Ben
Oslive, L. B.
Pierce, Salvo Jim
Pool, Bob
Pool, John
Porter, Marsha & James
Price, Bob M.
Rice, G. L.
Rhodes, Howard
Richiey, Luther Gerald
Rodgers, Jerrie
Rodgers, Johnnie
Rogers, J. G.
Rowe, Jack
Shadel, Dick Sam
Sharpton, Charles
Sherley, C. J.
Shufelt, Fred
Slawson, James W.
Smith, James E.
Sneed, Wm. C.
Sokolowski, Peter
Solomon, Charles
Star, Hedy Jo
Stewart, Allen J.
Stoddard, Mr. & Mrs.
Swan, W. L.
Terrell, Jack
Teske, Adams
Towers, Tom
Horowitz, Harold G.
Walters, Bill
Weaver, Ray L.
Widaman, Ed
Wilson, Marguerite E.
Wilson, Raymond Rudolph
Woodall, Ray
Young, Dolly
Zaltalik, Diving
MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.
De Phil, Charles
Dorner, Louise
Goldberg, Michael
Grun, Abel
Jenkins, Russ Allen
Johnson, Vernon
Lee, Charles
Lux, Bert
Mason, Tony
Maxwell, Charles
Moontan, Al
O'Brien, Arthur
Pasture, Louis
Shriner, Al
Smith, Jack
Smith, Ann Diane
Vlado, Robert
MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.
Andes, Gene
Andes, Mrs. Gene
Andes, Mrs. Shirley A.
Andes, Mr. & Mrs. William G.
Borden, Sam
Carr, Mr. & Mrs. Kenneth W.
Cooper, Carl R.
Hale, Fred & Pearl
Hervey, J. R.
Labadie, Lawrence F.
Lambert, Albert
Lee, J.
Lee, Charles Newton
Markus, Mrs. Lois
Meyer, Helen
Moy, Joy Ann
Simmons, Warren F.
Thomas, J. W.
Williams, Alma Blaney

UNDER THE MARQUEE

Harold Muir, former press man with Beer-Barnes Circus and Endy Bros. Shows, has left the Midway Theater, Davison, Mich., which he had managed for the past five years. Gertrude Green has returned to her home in Detroit from the hospital. She is associated with her brother, Bill Green, former Polack circus press agent, now with Cinerama.

The Clyde Beatty-Cole Bros. Circus will play Easton, Pa., May 16 with Optimist Club for auspices. Bill Rice, last year on the Cristiani front door, is now taking Army basic training at Fort Jackson, S. C.

Upon receiving news of Fred Stone's passing March 5, veteran troupers recalled that he had been with the W. W. Cole, DeArly and O'Brien's, Seiber and Barry's, Dick Sutton's and F. J. Taylor's circuses, with his brother Ed as an acrobat and wire walker.

Jack Arnott related some experiences of his 66 years as a circus man for the Illinois State Register recently. Arnott is ahead of Adams Bros. Circus for a May 12 showing in Springfield, Ill.

Chief Frank Canol has been discharged from a Vancouver, B. C., hospital. He is staying over with Leo Leopold, Vancouver.

# Brisk Exhibit Interest Gets NVA Meet Off to Fast Start

CHICAGO—A wealth of new products on display and an impressive list of hotel room reservations brought a distinct air of optimism to opening night (Thursday) of the National Vendors Association convention here at the Pick-Congress. The show ran thru Sunday.

Convention chairman Rolfe M. Lobell, Chicago, reported 300 rooms reserved, including the exhibit rooms, and looked for 25 to 30 per cent better attendance than at last year's Miami meet.

The number of new machines, bulk vending products and supplies were such that this reporter found it impossible to give a run-down on them all before The Billboard deadline. Those exhibits not mentioned here, therefore, will be covered in next week's issue.

Among the new machines was Oak Manufacturing's Trading Post gum and premium stamp vender, and its new penny-nickel mechanism; Northwestern's Golden 59 unit; and the Criss Cross Vending Corporation's trading card vender. Plastic Processes showed a new machine made by Coast Vendors, Oakland, Calif.

## Charms Shown

In the charm and capsule field, Paul Price showed 11 new items, Penny King displayed a wide line of new charms and capsuled animals, Green Duck its full range of lithographed buttons, and Plastic Processes a half dozen new charm items.

Leaf Brands' ball gum exhibit featured three new items, filling out its century-size gumball line to five selections. Albert Fischer & Company showed its complete line of 25-cent mixes and new penny items, and King & Company presented 39 different kinds of fills. The Spar-A-Cino exhibit featured stands for multiple display.

Oak Manufacturing Company's new Trading Post machine vends gum and premium stamps. Youngsters get a premium stamp with every gumball purchase. Dispenser units carry a roll of 1,500 A & B trading stamps and each machine carries its own supply of free catalogs and stamp books for the patrons. The machine can be set

up at a penny vend with a national trading stamp hook-up, or can be set at a nickel for local operations. Catalog prizes include model cars, planes, toy guns. The firm offers factory installation of dispensers to bodies of any Acorn machine without charge.

## Nickel-Penny Unit

Also shown by Oak was the new penny-nickel bulk vending mechanism which gives five turns for a nickel, one for a penny. It's interchangeable with all Acorn machines.

Northwestern presented its Golden 59 machine for vending nuts, gumballs of all sizes, combos of gum and charms, small or large capsules, pan candies, at nickel, dime or quarter operation. The firm also showed its new Hi-Lo stands, listing at \$15.95, and several new buttons including a 49-star flag.

Calex Manufacturing Company presented the new Criss Cross Vending (a Calex subsidiary) trading card vender. It dispenses small (2½ by 3½ inch) seven-for-5-cent cards or large (3¼ by 5¼ inch) three-for-5-cent cards featuring top-

ics of interest to boys. Card theme is "A Treasure of American Boyhood." Machine lists at \$82 F.O.B. New York. Calex also showed two model stands for two or four machines double decked.

Plastic Processes exhibited a charm line including a Buccaneer Pistol, Door Knocker, American Flag, Covered Wagon, Baseball Cubes, and two-color Mexican Bean with painted face. The firm also showed a new line of bulk vender, produced by Coast Vendors, Oakland, Calif., newly handled by Plastic Processes.

Leaf Brands unveiled three new century-size gumballs at the show. Among them is the Royal Cherry Century, which Leaf had originally planned introducing last November, continued to develop three months longer. According to Rolfe Lobell, Leaf, the Royal Cherry now has a "highly satisfactory" flavor, and one that should make this new ball a successor to the Sour Grape ball. Lobell said century gum has more than doubled in sales over the last year, mainly because of the larger assortment now available for multi-

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## SURE-FIRE ATTENTION

# Game in Bulk Vender Display Ups Interest

PHOENIX, Ariz.—One sure-fire way in which the bulk operator can attract more attention to his location is to put a game of some sort in the center, according to Walter Gray, veteran operator here.

Gray, who both distributes and runs Arizona's biggest vending machine string from his Best-West Specialties Company, operates many machines in supermarkets, where oversize stands, accommodating an average of five machines, are used both inside and outside the store. Gray, incidentally, a real old-timer in the business who pioneered penny vending in Phoenix, is one of the few operators who has

successfully wheedled space inside of supermarkets as well as on the sidewalk in front.

## Toddler Appeal

Since a large percentage of women marketing in the supermarkets bring small children along rather than to hunt up a baby sitter, Gray does everything possible to make the machines "appeal to the toddler set." One of the best ways, he has found, has been to put active games, of the type which propel a ball, a penny, etc., thru some type of gymnastics in the center of the display. Here, at the eye level of a child five or six years old, there is some entertainment value for the youngsters as well as the return of a ball gum, a tab, or concessions.

## Attracts Adults

Typical, is an installation in a southwestern Phoenix supermarket, which includes four venders, one ball gum, a 1-cent charm machine, one 5-cent charm machine and a ball gum-charm mix head. In the center is a baseball game which Gray salvaged, finished over attractively in damage-resisting fleck paint, and bolted in the center of the row of venders. This "gimmick" has worked out well

(Continued on page 115)

## Guggenheim Bows New Charm Items

NEW YORK — Karl Guggenheim, Inc., local charm manufacturer, is now in full production on three new items, all of which were shown at the annual convention of the National Vendors Association, which ended its three-day run at the Congress Hotel in Chicago, Sunday (19).

The items are Plat'd Jumping Beans, a Treasure Chest of gold finish which opens and closes, and a ring series featuring Alvin, Simon and Theodore, the three singing chipmunks. The last-named item is used with permission of Monarch Music.

## ALL THIS AND SCHOOL, TOO

# Arizona Op Enters Bulk Vending From Retirement

CURRENTLY an operator of some 600 bulk vending machines in Phoenix, Ariz., and surrounding cities, E. H. Van Patten has an unusual background.

Originally from Virginia, Van Patten is an Annapolis graduate, gaining his regular Navy commission in 1937 and serving thruout the world as a "Big Ship Man" in World War II. In the aviation arm

of the Navy, he sailed on most of the nation's famous carriers before transferring over to supply operations.

Late in the war, after arduous years in the battle zone, the combination of strain and foul weather brought on an attack of arthritis, serious enough that in late 1944 the then Lt. Commander Van Patten was given a medical discharge.

Settling in California, Van Patten found inactivity chafing, such as is often the case with "young retirees" and already having a pronounced bent for mathematics and finance, he joined a California stockbroker for a period of two years or so. This proved to be a rugged grind as well, and the Navy veteran's health wasn't improving satisfactorily. Consequently, he tried an unusual "switch," this time going into brokering of heavy grading equipment, farm equipment and associated supplies. Altho he quickly built up a large organization, and with a more moderate

(Continued on page 100)



E. H. VAN PATTEN

## HOLD ON— THERE'S MORE A COMIN'!

CHICAGO — We couldn't quite beat our deadline last week to give you full coverage of the National Vendors Association convention exhibits. (Exhibits opened Thursday night and ran thru Sunday). Our normal deadline's Thursday night.

Among the exhibits not covered in this issue, but to be covered in next week's Billboard:

M. J. Abelson Company, Pittsburgh; Atlas Manufacturing Company, Cleveland; Cramer Gum Company, E. Boston, Mass.; Samuel Eppy & Company, Inc., Jamaica, L. I., N. Y.; Karl Guggenheim, Inc., New York; Joseph Lipschutz Insurance Company, Chicago; Ohio Gum Supply Corporation, Wickliffe, O.; Ringmaster Charms, Brillion, Wis.; and Victor Vending Corporation, Chicago.

## Jenkins Tells Vending Plans

CLEVELAND—W. A. Jenkins, former president of Atlas Manufacturing & Sales Corporation, announced to The Billboard last week his future plans in vending (The Penny King Company bought Atlas and Jenkins' interest several weeks ago. The Billboard, April 6).

Said Jenkins: "The fact that I am leaving Atlas behind me does not mean that I'm leaving the vending machine business. On the contrary, I'm leaving the manufacturing end to engage in all phases of the business that has treated me well over the past many years. My future plans include engaging in operating, distributing and manufacturing."

"I hold controlling interest in a corporation created in 1953, American Products Corporation. This company will carry on operating, distributing and manufacturing thru various divisions . . . one division will be known as Atlas Vending Company and will engage in distributing and manufacturing. A

(Continued on page 114)

## ROWE EXECUTIVE WARNS:

# Location Payments Should Not Exceed 25% of Profit

CHICAGO — Arthur H. Gluck, executive vice-president of the Rowe Manufacturing Company, told delegates to the recent convention of the National Association of Tobacco Distributors here that while there is no simple formula for location payments, "excessive payments to locations in relation to the revenue that can be expected will eventually force an operator out of business."

He advocated location contracts whenever possible, pointing out that it offers advantages to both operator and location owner in that it provides the former with a certain measure of security, relief from unreasonable location demands, and protection against competitors, while it provides the latter with proof of what he is to receive from the operator and often ready cash in the form of a bonus or loan.

Gluck said that a good rule of thumb is that total payments to the location — whether in the form

of loans, bonuses or commissions — should not exceed 25 per cent of the gross profits on cigarettes.

## Case in Point

He offered the hypothetical case of a location selling 800 packs a month, with a gross profit of 7 cents a pack, or \$56 a month. Commission, thus, should not exceed \$14 a month, which is 25 per cent of the gross profit.

If the location owner wants a \$150 bonus for a three-year contract, Gluck said, "the bonus should be figured as nothing more than an advance payment pro-rated over the 36 months of the contract. The \$150 bonus divided by the 36 months of the contract brings the monthly advance payment to approximately \$4."

"Therefore, the commission arrangement with the customer should provide for a payment of 1.25 cents per pack. This would amount to \$10 per month — which together with the \$4 per month

(Continued on page 101)

## 'Ready-Grab'

# Bulk Op Pegs for Fast Repairs

PHOENIX, Ariz. — High efficiency in turning out repairs on penny venders swiftly is an essential to successful wall operation, according to Walter Gray, owner of Best West Specialties, here (see another story on Gray elsewhere in this section).

Instead of keeping replacement parts in the original cartons or in cabinet drawers, such as is usually the case, Gray has backed up his elbow height workbench in the stockroom, with a 4x4 foot pegboard section mounted on the wall. Here, some 15 projecting quarter-inch steel pegs, swinging on brackets from the pegboard, are used to maintain a "ready to grab" stock of most often-needed replacement parts for each type of machine on the route. Small hand tools are racked along the wall immediately below and a small grinder, buffer, polisher is clamped to the left end of the work bench.

Operating a large route in both Phoenix and El Paso, Tex., Gray has found that "minutes count" and consequently, anything which saves time in various steps of route operation is well worth while. With the pegboard arrangement and all stock "in plain sight" he has cut the amount of time required to repair most machines down to a minimum, and most important, has done away altogether with the "can't find it" problem.

## Ind. to Reduce Vender Property Taxes 66% by '60

INDIANAPOLIS—A 1960 re-assessment of personal property is expected to result in a 66½ per cent reduction in the taxes on all types of vending machines.

To be affected specifically by a new evaluation formula, approved in the recent session of the Indiana General Assembly, will be vendors dispensing cigarettes, soft drinks, coffee, candy, gum, peanuts, popcorn, hot nuts, stamps, sanitary napkins, handkerchiefs, combs, bobby pins, razor blades, Kleenex.

(Continued on page 101)



Here's the hottest merchandising idea in the whole vending industry. Youngsters get a Premium Stamp with every purchase... save 'em just like Mom... get valuable premium prizes they can pick out themselves in the

**FREE PREMIUM CATALOG AND STAMP BOOK!  
THE TRADING POST STAMP DISPENSING UNIT  
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That's right! Every Acorn you own can become a profit-making "Trading Post" right away. Just send in your Acorn bodies... purchase the new Trading Post Stamp Dispensing Unit... factory installed on your bodies without charge... then start cashing in on this newest and hottest vending machine!

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**PREMIUM STAMPS!**

Trading Post Stamp Dispensing Units carry a total of 1500 A & B Trading Stamps... easy to install... easy to service... cost just \$2.75 per roll. Available from your Oak distributor.

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Every Trading Post Machine carries its own supply of Free Catalogs and Stamp Books... filled with exciting prizes for youngsters to save stamps for. Nationally famous Revell and Knickerbocker Kits and Toys!

**NO WORK OR WORRY ON REDEEMING STAMPS!**

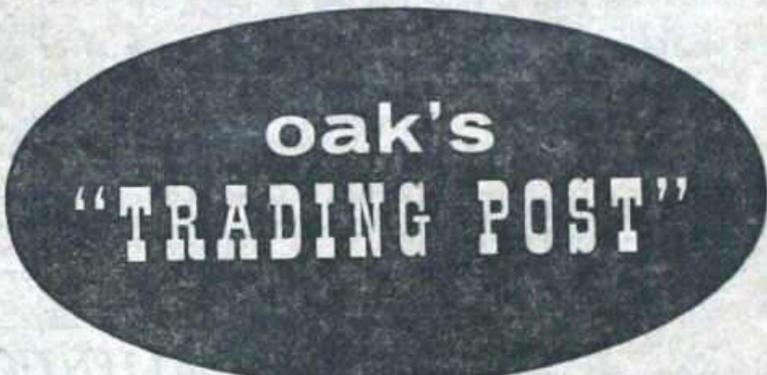
The A & B Trading Co. of Burbank, California, will redeem all stamp books sent in directly by the youngsters, assuring prompt, efficient service without work or worry to the operator.

**LEASE OR BUY "TRADING POST" STAMP DISPENSING UNITS! THAT'S RIGHT! OAK GIVES YOU A CHOICE!**

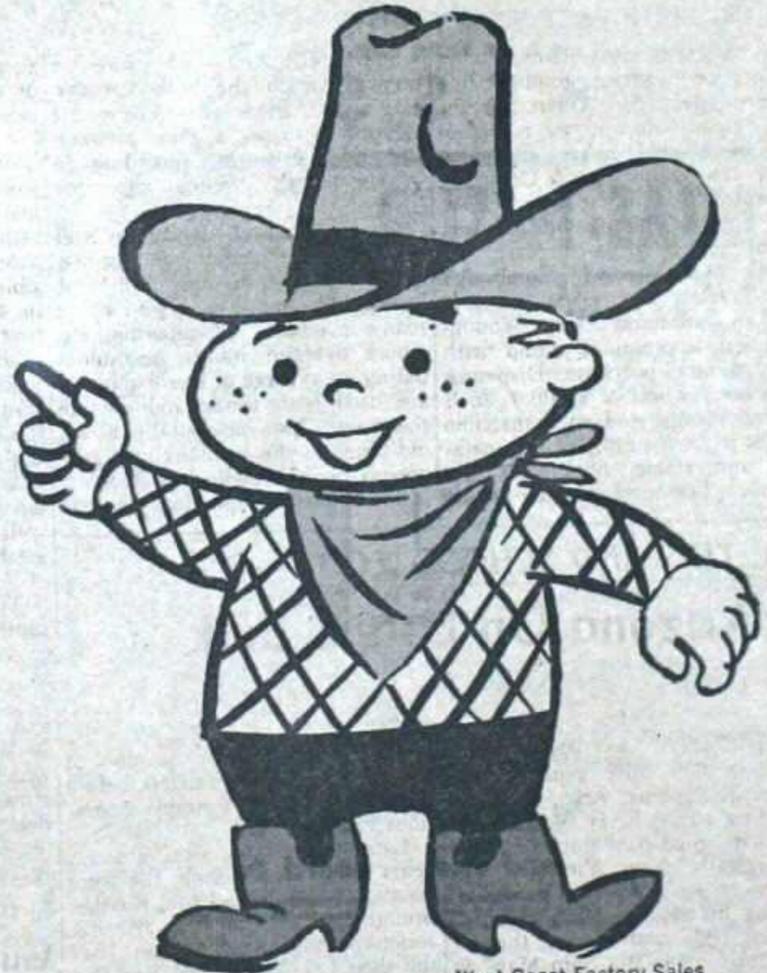
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2. Buy Trading Post Stamp Dispensing Units installed free by the factory.
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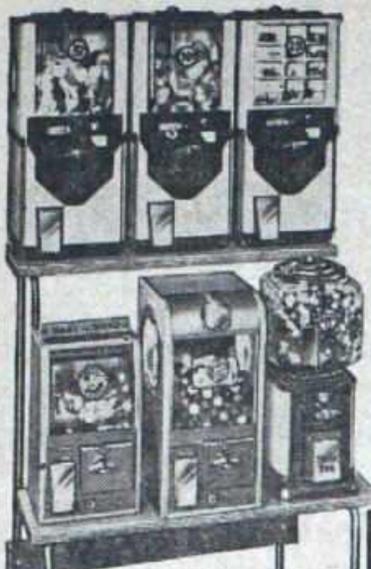


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IMMEDIATE DELIVERY!  
THE 4-UNIT  
BI-LEVEL STAND

VICTOR VENDING CORP.  
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## All This and School, Too

• Continued from page 98

success, Van Patten again felt that his health was being endangered. This led to his move in 1952 to Phoenix, where the dry desert air, mild climate and almost constant

sunlight has been of tremendous help to other sufferers. In the desert city he found his health improving rapidly and soon was feeling well enough to "get into harness again."

His entry into bulk vending came about when Van Patten studied "business opportunities" advertised in a Phoenix newspaper. Before buying any new machines and plunging into an altogether new venture, Van Patten checked with other operators in the city, determined what the actual workload was, and enthusiastically bought his first 50 machines. Going out after his own locations, including variety stores, supermarkets and small stores in neighborhood shopping centers, he quickly built up a route which showed plenty of promise and was encouraged enough to buy another 500 machines by the end of 1953.

Comfort With 500 Units  
Van Patten has continued to operate approximately 550 machines in Phoenix ever since, from his own home, and has "expanded" only once. This was a few years back when, visiting relatives in Seattle, he found that the city was practically "virgin territory" where bulk vending machines were concerned. Before long he had bought 300 venders, which were installed in the Washington city and which immediately began showing better than average returns. Van Patten serviced the Pacific Northwest city for some time before putting the route in the hands of a college graduate friend, who has run it ever since.



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Capsules, Charms, Ball Gum,  
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PROMPT SHIPMENT

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Now living in a comfortable Phoenix suburb, Van Patten is leading an extremely active life. He finds time to shoot two or three games of golf per week despite lingering effects of arthritis and can spend a lot of "family time" with his wife and three children. Mrs. Van Patten, incidentally, was a Navy nurse, whom the Phoenix operator met while hospitalized in a Washington, D. C., hospital shortly before his discharge.

Probably the most unusual phase of Van Patten's activities lies in the fact that he is a "senior student" at Arizona State University, where he is currently nearing a certified public accountant's degree. Attending the university on a regular schedule, Van Patten is extremely happy with his bulk vending operations which "keep me busy but permit enough time for school work as well."



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- Capsule 5c or 10c
- Rocket Charms 5c
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\$13.25  
es. Write for Quantity Prices

Minimum Packing: 4 to the Case

Write for Lowest Prices on our complete line of  
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Penny-nickel mechanism . . . one turn for a penny, five turns for a nickel. This means 30% more business because of the nickel play. The Atlas Master exclusive coin mechanism will not jam, skip nor take washers.

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GIVE TO DAMON RUNYON CANCER FUND

### Exhibit Interest at NVA Meet

Continued from page 98

ple installations. Also new are the Munchys, and the Maltettes, chocolate-covered malted milk balls with hard candy coating. Five different items are now available from Leaf in century-size.

Penny King Company showed a big new line of miniature charms, topped by a new capsuled animal piece. The animal, of sponge rubber, folds up within the capsule. Other new pieces include a Humpty Dumpty Satelinks, King Features Comic Ring, Pop-Eye Ring, TV, Horseshoe, Mirror Signal, and Sweetheart Rings, Diamond Stick Pin and Texas Boot.

Paul Price showed its Rocket Series including 60 large charm pieces and 11 new charms, including a Fortune Ball enclosed with a printed horoscope, a new Hula Hoop two-piece stand-up boy and girl item, and five new rings inscribed with bright stones: a Skull, Indianhead, Bearhead, Gorilla, Tiffany Ring, Pearl-Handled Pistol, and Baseball with black stitches.

King & Company presented 39 different kinds of fills including nuts, pan candies, ball gum, jelly beans, and candy-coated chocolates. The firm also showed the Lehigh Tak-A-Break machine, featuring the three-in-one candy, cracker, beverage units, and the Hav-A-Cigar cigar vender dispensing at five for 30 cents.

Green Duck showed an unusually large assortment of lithographed buttons for venders, and traffic-

builder buttons and badges for point-of-purchase, package premiums and capsules.

Spar-A-Cino exhibited for the first time its line of vender stands, including single, doubles and triples with extra sets of bars, and four, six and eight-machine stands with back legs drilled for dual wheels.

Albert Fischer and Company showed new penny charm items including a Fish, Pocket Knife, Twin Knives, Robot and Frog. It also presented a full line of mixes for 25-cent operation.

Details on other exhibitors will appear in next week's issue.

### Rowe Exec Warns

Continued from page 98

advance payment makes the total payment to the location \$14 per month."

#### Figure Interest

Gluck added that if loans are made, interest on the loan should be figured in the same formula.

Operators also discussed how to meet competition from juke box operators who entered the cigarette field. Louis Wekler, Amarillo, Tex., advised cigarette operators to meet such competition by entering the juke box field.

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**VICTOR'S TOPPER DELUXE**  
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 210 ct. & Giant Size 35¢ lb  
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 Clear-Vend Ball Gum 40¢ lb  
 Clear-Vend Chicks, 320 ct. 36¢ lb  
 Chicle Chicks, 320 & 520 ct. 28¢ lb  
 Bubble Chicks, 320 & 520 ct. 38¢ box  
 Tab (short stick) 100 ct. \$1.90  
 5-Stick Gum, 100 packs  
 F.O.B. Factory 150 lb. lots

**AMERICAN CHEWING PRODUCTS**  
 33 years of manufacturing experience.  
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**HIT of the SHOW**  
**1,000 Answers in the SWAMI FORTUNE BALL**  
 5/8" ball contains a fortune  
**\$9.50 Per M**  
 An excellent item for one-complete machine. Labels available

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### Ind. to Reduce

Continued from page 98

pastry, pencil and snuff as well as fortune telling, coin changing, photo and shoeshine machines.

Laws currently in force provide for the assessment of such equipment at 100 per cent of cash value, less depreciation.

Under a schedule stipulated in the new statutes, which will become effective in 1960, the machines will be evaluated at 33 1/3 per cent of cash value.

Indiana taxes on personal and real property—and venders are in the personal property classification—are paid in some counties at the rate of \$10 per \$100 of assessed valuation, and in others it is almost as high. Thus the operator with \$10,000 worth of equipment would now pay \$1,000 annually if the law were rigidly followed. In practice, however, local assessors tend to be liberal in their interpretation of "depreciation."

The Indiana State Tax Board advises county and township assessors of the valuations to be placed on the machines.

### MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 12 or 24	\$14.50
N.W. Deluxe 12 & 24 Comb.	12.00
N.W. 279 12 Porc.	7.95
N.W. Model 23 12 Porc. Con.	8.50
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Silver King 12 B.G. or Mose.	30.00
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Pistachio Nuts, Jumbo Queen, white	.68
Pistachio Nuts, Large Tulip	.49
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Shell	.64
Cashew Whole	.58
Cashew Butts	.42
Peanuts, Jumbo	.32
Spanish	.57
Mixed Nuts	.30
Baby Chicks	.25
Rainbow Peanuts	.33
Boston Baked Beans	.28
Jelly Beans	.40
Licorice Gums	.40
Leaflets, 450 ct.	.59
M & M, 550 ct.	.47
Hershey's	

Rain-Blo Gum, 60 ct. 30  
 Maltette, 100 ct., per 100 37  
 Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct. 30  
 Rain-Blo Ball Gum, 100 ct. 32  
 300 lb. minimum, prepaid on all Rain-Blo Ball Gum  
 Adams Gum, all flavors, 100 ct. 45  
 Wrigley's Gum, all flavors, 100 ct. 45  
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 Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms Everything for the operator.  
 1/3 Deposit, Balance C.O.D.  
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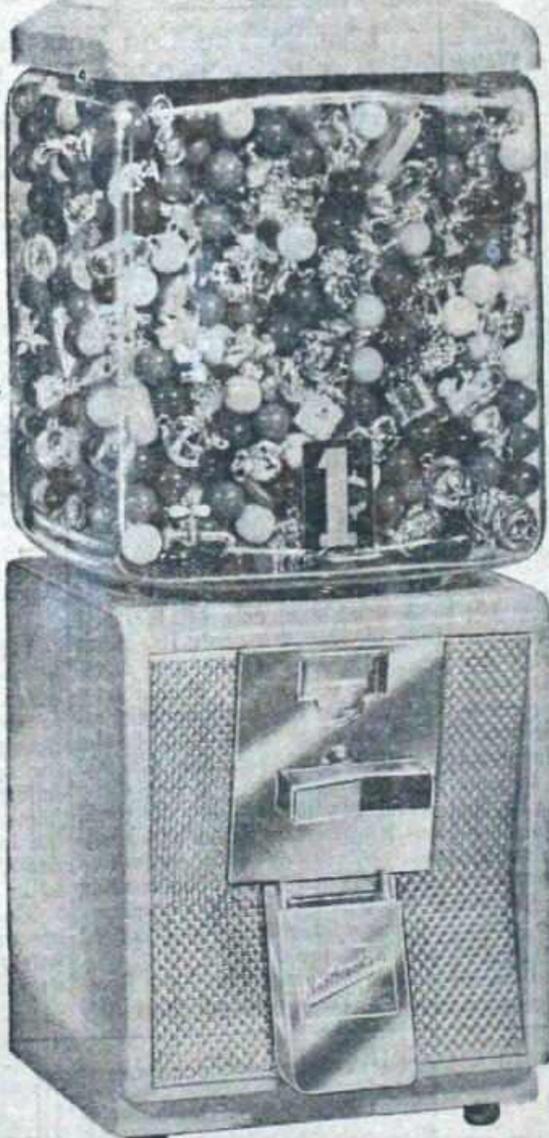
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1909 *Northwestern* 1959

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**IT'S QUITE A BIT BETTER EVERYWHERE!**

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## Stereo Music Developing as Potent Force in Greater N. Y.

### Increased Record Availability and Education of Ops Major Factors

By AARON STERNFIELD

NEW YORK — Stereophonic music has gone beyond the gimmick stage in the local juke box scene and is becoming a potent force in the operating picture.

While some obstacles to stereophonic juke box play still remain, their importance diminishes with each passing day, as more and more two-channel systems are being placed on location and as operator collections begin to rise.

Right now, there are from 1,000 to 1,500 stereophonic juke boxes on location in the New York metropolitan area. The figures quoted are not based on any scientific survey. But they are the opinions of two trade experts whose guesses have been pretty accurate in the past. Chances are that the higher figure is more nearly correct.

#### Twin Obstacles

When stereo made its debut last fall, the operator encountered two obstacles. Few stereo records were available in 45 r.p.m. versions, and the whole concept of two-channel music was new to the operator.

These problems still exist to some degree, but they are not nearly as serious as they were a few months back.

At least 60 labels, including all of the major ones, are producing stereophonic records suitable for juke boxes. True, while all new pop releases are not automatically produced in 45 stereo, enough of them are available so that the operator can offer the location 50 or 60 good stereo sides.

#### Temporary Measure

As a temporary measure, Atlantic-New York, the local Seeburg distributor, handles stereos for the convenience of operators. The

*(Continued on page 104)*

## POPS TAKE BACK SEAT

BRIXHAM, England — A coffeebar was granted a license to install a juke box here after the proprietor promised officials that most of the disks played would be classical.

## Ark. Ops Form State Group To Hike PR

LITTLE ROCK—Several dozen operators from over the State met at Albert Pike Hotel last week and formed a State-wide music operators' association, the Arkansas Music Association.

The group elected officers and announced the purpose was to promote good will and good public relations. They said they hoped to overcome the bad publicity of recent months.

#### The elected officers:

Orell Bledsoe, owner of National Novelty Co., El Dorado, president; C. O. Temple, owner of Hope Novelty Co., Hope, first vice-president; Bill Smead, owner of Camden Novelty Co., Camden, second vice-president, and J. Earl Gill, owner of Gill Amusement Co., Hot Springs, secretary-treasurer.

#### Directors:

Dan Levin, Standard Automatic Distributing Co., Little Rock; Robert Kirspe, president of Kirspe-Hollenberg Amusement Co., Little Rock; A. G. Williams, Williams Amusement Co., Monticello; Felton Landrum, B & L Amusement Co., Fort Smith; Ernest Vathis, Twin City Amusement Co., Texarkana, and M. L. Armstrong, Armstrong Amusement Co., Brinkley.

## Jukes Probed By Nassau DA

MINEOLA, N. Y. — Nassau County District Attorney Martin J. Levine said his office is investigating alleged racketeering in the juke box industry here. The investigations, which have been under way for four months, stem from an incident involving a Levittown restaurant owner who operated his own juke box.

The restaurant owner, Sol Curuso, had his establishment operated by Local 266, International Brotherhood of Teamsters, after he had told the operator, Nu-Way Vending, to remove its juke box. The location had been serviced by a member of Local 266.

## Jeanne Reynolds To Emcee Show For W'chester Ops

PORT CHESTER, N. Y. — Jeanne Reynolds has been selected to handle the emcee chores for the eighth annual dinner of the Westchester Operators Guild to be held at the Holiday Inn, Sandale, N. Y., May 19, according to Nat Bensky, entertainment chairman.

Miss Reynolds, billed as "young, beautiful, blond bombshell," has appeared at Ben Miksik's Town & Country, The Zengente and Jack Silverman's International. She has also appeared in leading clubs in Miami, Los Angeles and Las Vegas.

Bensky announced that Lester Lanin and his ork will supply the music for dancing and back up the show. Top recording talent for the show is being assembled.

Seymour Pollak, general chairman, and Carl Pavesi, ticket chairman, said that reservations are coming in at a faster pace than any other year.

## Huber AMI Juke Distrib In N. Calif.

GRAND RAPIDS, Mich.—Huber Distributing Company was named distributor in Northern California for AMI juke boxes and related equipment, E. R. Ratajack, sales vice-president of Automatic Music, Inc., announced last week.

The company, headed by Walter Huber, maintains complete sales, service and showroom facilities in San Francisco.

"We're glad to welcome this respected, old-line firm to the worldwide family of AMI distributors," Ratajack said, in announcing the appointment.

"Mr. Huber extends a cordial invitation to operators to drop in to see and hear the Model 'J'," Ratajack said.

## Expert Blueprints Basic PR Rules

### Live So You Can Talk About Yourself And Keep Talking, Lyle Gumm Tells Ops

This is the speech delivered at the general meeting of the MOA convention Tuesday (7) by Lyle D. Gumm, vice-president of the Public Relations Board, a public relations agency headquartered in Chicago.

Ladies and Gentlemen:

At your 1956 convention you were addressed by Lee Schooler,

the president of the public relations agency of which I am a member. He pulled no punches in declaring it was time you did something to improve the reputation of your industry. You seemed to agree with him. Nevertheless, nothing was done.

Mr. Schooler is not here today to say "I told you so," but I am going to say it for him—because I'm sure you know now that he was right.

Never in the history of the industry have you been in the position you occupy today. It will be a long time before you can erase the impression that has been created by testimony before the Senate Rackets Committee.

#### What Doesn't Count

I know, you know, and the Senate Committee knows, that the overwhelming majority of people in your industry are law-abiding, decent men trying to make a living for their families in an honest, reputable business. But what we know doesn't count for much in the face of what millions of other people in this country have come to believe.

They think they know that you are out to make money whatever way you can, and that you will stop at nothing to do it. Ask these

*(Continued on page 104)*

## N. Y. Coinmen Raise \$23,240 for UJA

NEW YORK — The Coin Machine Division's New York drive on behalf of the United Jewish Appeal shifted into high this week. After a dismal start, ticket reservations for the victory dinner honoring Lou Boorstein, and donations to the UJA are beginning to pour in, and the \$30,000 goal set by the industry now appears within reach.

Wednesday night (15) at the Astor Hotel, committee members added up the totals. Some \$23,240 has been pledged for the drive, with 201 ticket reservations in for the annual banquet, to be held at the Astor on May 4.

A week ago, only \$12,000 had been pledged, with only 100 ticket reservations in. Committee members are still hoping that a concerted effort can bring banquet attendance close to 400 and see the donation total top the \$30,000 goal.

The committee holds its final meeting Monday (27) at UJA headquarters, Friday (10) committee members held a luncheon meeting at the UJA office, used the office's telephone facilities, and raised \$6,000 on the spot.

After the meeting, Lou Boor-

*(Continued on page 104)*

## Juke Mfrs. Display Wares at MOA Show

CHICAGO — The five major juke box manufacturers as well as two producers of tape-playing machines for background music displayed their wares at the recent MOA convention at the Morrison Hotel here. The emphasis, both in selective and background music, was largely on stereo, although monaural equipment was available for those who wanted it.

Wurlitzer displayed its full line of stereo and monaural juke boxes,

together with a demonstration console which allows the manipulator to tune in 12 combinations of stereophonic music. The dashboard of the console controlled three sets of two speakers each as well as the speaker in the automatic phonograph.

Seeburg also displayed its stereo line, together with a demonstration turntable which showed how music emanates from each channel and how it is blended.

Some 40 labels who produce 45 stereo music were displayed on the Seeburg bulletin board, and 20 more labels asked for display space. The company also displayed an extended base speaker.

United showed its stereo unit, a 100-selection machine which is in production, as well as its monaural hideaway machine. The United unit has a new synchromatic remote control system, based on three signals and a time sequence.

Rock-Ola featured its 200-selection stereo unit and a 120-selection monaural wall machine, with standard optional, and a new auxiliary speaker for both stereo and monaural.

AMI displayed its 200-play stereo machine and speaker, as well as a continuous-play hideaway, which is available in both monaural and stereo.

Background music player, using continuous tape in both stereo and monaural, were displayed by Fidelivox, Skokie, Ill., and Edolis, Detroit.

## 3 PIC PAGES, STORIES WRAP UP MOA CONFAB

Editor's Note: We told you last week that our coverage of the 1959 Music Operators of America convention, April 6-8 at Chicago's Morrison Hotel, was too fat to squeeze into that issue. A glance at the following pages tells you why: Three pages of convention pix plus more convention stories. The pix, taken at the banquet and in exhibit halls, are of people having fun, talking shop, hob-nobbing with friends and relaxing. The stories detail more of discussions during forum sessions. One is the speech on juke box public relations by an expert. (It begins above.)



# Convention Candidids

CANDID SNAPSHOTS OF MOA CONVENTIONEERS



BOB SLIFER, managing director of National Coin Machine Distributors' Association, calls from The Billboard Service Center.

PHYLLIS BRONSTEIN, Carol Blum and Jack Solinger, all of Chicago.

BILLBOARD'S Aaron Sternfield chats with NCMDA's Bob Slifer.

GEORGE SMITH and Ross McBride of Tusko Manufacturing Corporation.

BUDDY BASCH, producer of MOA's banquet show, uses Billboard's Service Center.



PHILIP WEISMAN, CHICAGO OPERATOR, flanked by sons Morton T. (left) and Robert (right).

FRANK YORK, Chicago (left), and Al Radloff, Madison, Wis., at California Life Insurance booth with models Kathy Merchant (left) and Marit Berge.

LEE B. PARKHURST, Sacramento; Glenn Johnson, Chicago; Bob Portale, San Francisco, and John Casola, Chicago.



DICK BOYLAN, OF LOGAN DISTRIBUTORS, Chicago, chats with Sid Paris, Coven Music sales chief, also of Chicago.

JACK MITNICK, UNITED MUSIC HEAD with (l. to r.) Miss N. James, Mrs. Jack Mitnick and Mrs. M. Mitnick.

MR. AND MRS. ELDON DALE, California (background), watch Jack Kirschner, Detroit, check the new Dale gun.



HARRY ROSENBERG, Samuel Weisman and Irvin Goldner, all of Double-U Sales, Baltimore.

B. PORTALE, SAN FRANCISCO; J. T. Harris and J. L. Simpson, Atlanta; H. Fisher, Columbia, S. C.; J. Casola, Chicago; W. A. Chambers, Athens, Ga.; Flora Kennedy, Atlanta, and Roy Kraehmer, Chicago.

AL BLENDOW (LEFT FOREGROUND) demonstrates Capitol Projectors' Auto-Test to group of operators. Bob Slifer, NCMDA, at far right.



JACK DOLAN AND HAL CRAMM, of Paydun Enterprises, California, demonstrate kiddie ride for A. D. Palmer, Wurlitzer executive.

ANDY SUDIA, SACRAMENTO; Sam Lewis, Williams sales head, Chicago; Dawn Powel (Miss Pinch Hitter) and Bob Portale, San Francisco.

HARRY ROSENBERG AND BOB PORTALE exchange Baltimore and San Francisco points of view.

# McClellan Committee Winds Up Detroit Phase of Juke Hearings

By DELORES NEWCOMB

WASHINGTON — A strong statement by Sen. John McClellan, chairman of the Senate Select Committee on Improper Activities in the Labor or Management Field, wound up that group's probe of the juke box industry in Detroit last week (15).

In his closing statement, Senator McClellan said the operations of Teamsters Local 985 in Detroit, headed by "Mr. Hoffa's associate, William E. Bufalino, represents a most disgraceful type of unionism." Senator McClellan said that as the local now operates, "it is a leech preying upon workingmen and women to provide personal aggrandisement of Mr. Bufalino and his friends."

According to McClellan, both the juke and car wash section of the local "amount to nothing less than a shakedown and extortion of businessmen." He called on the law enforcement officials of Michigan to take action against Bufalino and other officials of Local 985.

Senator McClellan said the evidence clearly shows that Bufalino "got his start in the juke box business in 1946 in partnership with and with the backing of certain key figures of the Detroit underworld. It is also clear that some juke box companies operating with underworld backing have also had the help and assistance of Mr. Bufalino."

"Thus," the senator said, "we find a union in alliance with racketeers, and which fails to, in any way, exercise the proper obligations of labor unionism toward its members and toward the community."

## Answers Evasive

Bufalino testified Tuesday and Wednesday (14 and 15), and annoyed the committee with his lengthy answers and unwillingness to make direct, positive statements. He lashed out at the committee for bad publicity he has received, and said his children also have suffered from it.

Bufalino urged the committee to straighten out some statements and charges to the effect that he is re-

lated to underworld characters. A letter from him to The Billboard, pointing out that he is not an uncle of Russell Bufalino, was read by committee Counsel Kennedy into the record. Kennedy then said that William Bufalino is a cousin of Russell Bufalino, and that Russell was one of those who attended the meeting at Apalachin, N. Y. William said he had no personal knowledge of whether Russell did or did not attend the meeting.

William said that Angelo Meli, one of the incorporators of Bilvin Distributing, is not his uncle, as was previously alleged by the committee. He finally said that Meli is his wife's uncle, and his uncle-in-law.

Bufalino could not "recall" whether Hoffa got him into the union. Nor could he remember the number of members in the local's juke box division. When pressed for specific answers on some points, Bufalino went into long monologues.

Counsel Kennedy pointed out that Bufalino was not an employee of Vincent Meli's Melotone Music, but appeared on the list of em-

ployees to receive hospitalization benefits.

Bufalino was labeled by committee staffers as a "front" for underworld characters, who used his local as a "collective agency."

## Tocco Testifies

Earlier, the committee heard testimony of Sam J. Tocco, one of the incorporators of Bilvin Distributing Company. Tocco said he invested about \$25,000 in Bilvin, and that he and Bufalino ran the company. They borrowed money from John Priziola, labeled by the committee last week as one of the chief narcotics runners in the country. (The Billboard, April 13.) In addition, money was borrowed by Bilvin from Nick Ditta and Carlo Diliberto, who have criminal records. Tocco said he was not aware of their records when the money was borrowed.

He told the probers that John Priziola and Angelo Meli worked as Bilvin salesmen, and that he did not know Meli was referred to as Detroit's public enemy No. 1.

Counsel Kennedy pointed out that Meli's salary does not appear on the books of Bilvin Distributing. (Continued on page 109)

# N. Y. Stereo Music Growing Strong

Increased Record Availability and Education of Ops Major Factors

• Continued from page 102

firm offers about 100 stereo records, with the average operator scheduling 60 stereo sides on a 160-selection box. All new Seeburg equipment is stereo.

At Runyon Sales, the local AMI distributor, reports that 60 per cent of new machine sales are stereo, with the percentage still climbing. A month ago, new machine sales were divided equally between stereo and monaural.

While the record availability picture has improved considerably since the first of the year, it is still not ideal, according to Phil Steckel of Leslie Distributors, a leading one-stop here.

## Still Scarce

Steckel says that many labels list 45 stereos in their catalogs, but getting them is another matter. He feels that stereo production is still too limited and that not everything that is produced is readily available.

The second factor that had been holding up the progress of stereo was the fact that operators felt that stereo would offer special problems. They have learned that their fears have been largely unfounded.

For example, some operators believed that special speakers would be required for a stereo installation. When they learned that a balanced set of regular speakers placed in the proper positions would do the trick, they felt a little better about stereo.

## Distributors Help

A large measure of credit for overcoming this obstacle must go to the distributors—Atlantic-New York on Seeburg; Sandy Moore on Wurlitzer; Koepfel Bros. on Rock-Ola; Runyon Sales on AMI, and Simon Sales on United.

The distributors, thru service schools, open houses, and individual instruction to operators, have made them familiar with stereo and have given them the confidence to go ahead with stereo installations. In many cases, the distributor makes the installation for the operator so that the location

will get the best possible sound reproduction.

The economics of the business also weigh heavily in favor of stereophonic music. While stereo runs slightly higher than monaural in automatic phonographs, the difference is generally not great. And, when compared with an elaborate monaural installation, the difference is almost non-existent.

## Location Pressure

The public is becoming conditioned to stereophonic music in their homes. Until now, there has only been a slight pressure brought to bear by the public on the location owner for stereo music. In the future this pressure will grow, with the location owner, in turn, demanding stereophonic music from the operator.

Hence, if the trend toward stereo continues as it is likely to do, the demand for monaural automatic music a few years hence will be weak, and the price for old monaural juke boxes will be low.

So the juke box operator will be more apt to go for stereophonic music right now when he considers that the few extra dollars he may have to spend at the outset will be more than repaid when he trades in or sells his stereophonic juke box a few years from now.

## Monaural Better

And even tho the operator must depend largely on monaural records to stock his stereophonic juke box, the sound quality from monaural on a two-speaker system, balanced for stereo reproduction, is generally an improvement over what he had.

Most important of all, stereo records generally account for increased play in juke boxes—particularly the new releases which emphasize sound separation. And, while excessive sound separation may be regarded as a device to pique the public's curiosity about stereo performance, the results are evidenced in the coin boxes—and that's the final proving ground as far as the operator is concerned.

# Expert Blueprints Basic PR Rules

Live So You Can Talk About Yourself And Keep Talking, Lyle Gumm Tells Ops

• Continued from page 102

people how they know this and they will tell you they read it in the paper. It's as simple as that. They read discreditable things about a few people in your industry, or on its fringes, or attempting to prey on it—and immediately everyone in the industry is discredited.

You can say all you want about the unfairness and inaccuracy of this generalization. It is unfair. But people are what they are. For instance, it's a lot easier for a girl to get a bad name because she was out late, than to convince people it was because she walked home from a ride. The public is judging this industry by acts perpetrated by elements you'd give anything to be free of. It's not a fair judgment, it's based on only one side of the story, at best—but right now you're stuck with it!

## Family Effects

It's bad enough that your personal and business reputations have suffered from the events of the past few months. This is uncomfortable, and it can even hurt your credit. But the unpleasantness has been extended to your families as well. One of your members told he can hardly face his wife because of the remarks she gets from members of her sewing circle. Another man said his daughter doesn't want to go to classes because she can't face her schoolmates, and his son had a fight with a boy who called the father a racketeer.

What are you going to do about this regrettable situation? Things do blow over in time, usually. But that is no guarantee that your industry won't be back on the front pages next week, or next month or next year. And everytime you are back in the news, the public's mental picture of you will grow a little blacker.

It doesn't have to be that way. I won't try to tell you that if you had started a public relations program in 1956, you wouldn't have any troubles today.

## 1956 and Now

I do tell you, however, that your neighbors wouldn't be talking about you behind your backs and your children wouldn't be ashamed to go to school. In the years since 1956 you could have built up a backlog of good reputation and public understanding that would have withstood any doubt about the essential integrity of the nation's automatic phonograph operators. In effect, the public would know that if you stayed out late, it was because of awkward but honorable circumstances.

Now you will have to work all the harder to make up for lost time, to overcome the added burden of disrepute that has accumulated while you waited for your troubles to go away of their own accord.

Many of you have been blaming your troubles on the newspapers. You wonder why they play up the Racket Committee hearings without giving your side of the story.

## Your Story Untold

I can tell you exactly why. They've never been told it. Time is short between editions. If there's nothing about you in their files, if there's no regular source they can turn to for organized information about your industry, your side of the story will never be told. Tomorrow or next week is too late for you to comment on today's news.

That brings me to the second rule of good public relations. You'll note that I said the second rule. I'll get to the first rule later.

Rule No. 2 is Keep Talking.

Editors may not use everything you give them, but they'll remember a lot and file most of it—and they'll remember your name. That's important when the time comes that the editor wants to talk to you.

## Newspaper Value

A good example of the value of being known to the editor is what happened in one city when the first Racket Committee stories came to the paper there. The editor called a local operator for more information. The result: A nine-column banner headline on the front page, putting the record straight.

The editor knew the local operator thru the activities of the local organization carried on in connection with the March of Dimes. The local operators had established such a good reputation that the editor made a point of getting the other side of the story, even tho in this case he had to put thru a long distance call to do it.

The Keep Talking rule has a corollary. The corollary is Don't Refuse to Talk.

## Don't Fail to Talk

When you fail to talk, people are sure you have something to hide. You not only lose the opportunity to get your side of the story before the public, but you substantiate whatever suspicions already exist about your actions and motives, and you arouse suspicions where there weren't any before.

Now let's get to the first rule of public relations. If you're going to keep talking, you obviously have to have something to talk about. So the first rule of public relations is Live So You Can Talk About Yourself.

In your case this means more than just running your business honestly, behaving like any other businessman who conducts his affairs decently and takes some responsibility for community welfare. (Continued on page 103)

# N. Y. Coinmen

• Continued from page 102

stein, Al (Senator) Bodkin, Jim Connors and Nash Gordon were taken on a tour of the building. Boorstein commented on the small permanent staff, the extensive use of office accounting machines, and the efficiency and low overhead which keeps the organization going.

## Roster

Attending the Wednesday meeting were Senator and Mrs. Al Bodkin, Mr. and Mrs. Barney Sugarman, Mr. and Mrs. Lou Boorstein, Meyer Parkoff, Ray Knoss, Mr. and Mrs. Aaron Sternfeld, Leo Wilens, Mike Munves, Murray Kaye, Sandy Moore, Gabe Forman, Sherwood Schwact, Claire Morano, Seymour Pollak, Nash Gordon, Mr. and Mrs. Al Denver, Joe Godman, Bob Krause, Lou Wolberg, and Al Simon.

Special guests were New York License Commissioner Doyle and Bob Hamilton of the Wurlitzer Company.

Special donations in the memory of Murray Michaelson, who died last week, were made by Al Denver in behalf of the Music Operators of New York and by Senator Bodkin, chairman of the 1959 drive.

The meeting closed with a stirring speech by Senator Bodkin, pleading for the committee members to do all within their powers to make the 1959 drive a success and not to let Lou Boorstein down.

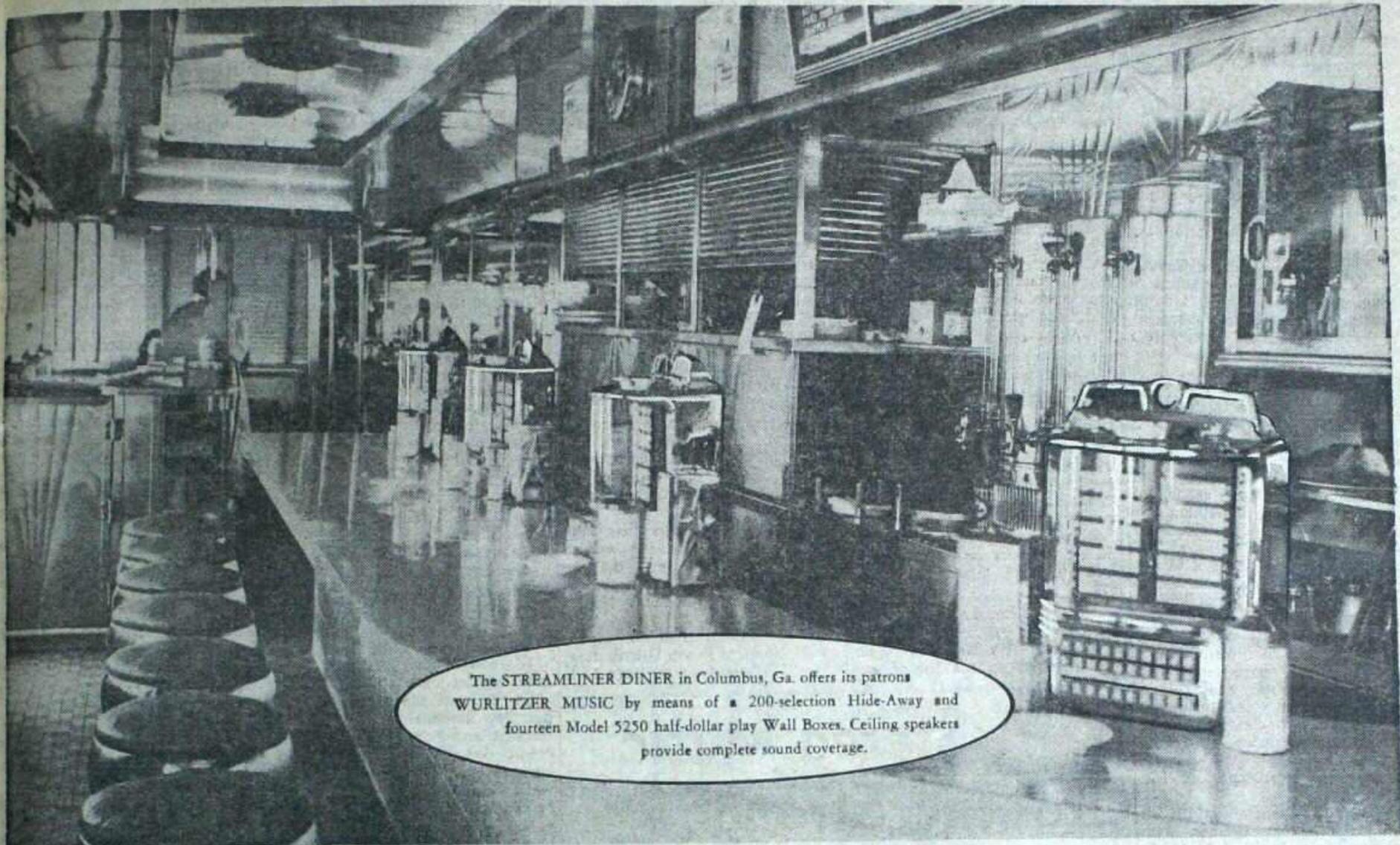
# Senate to Vote On Labor Reform Bill This Week

WASHINGTON — The U. S. Senate is expected to vote this week on labor reform legislation. Decks were cleared last week (15) when the Senate Labor Committee formally okayed the Kennedy-Ervin bill for action.

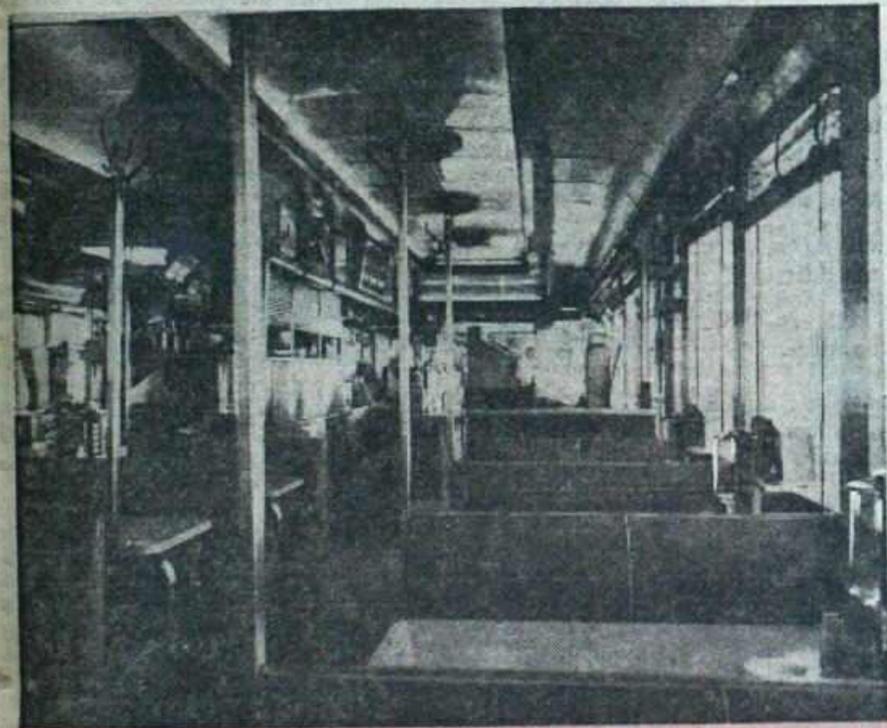
Bill, authored by Sens. John Kennedy (D., Mass.) and Sam Ervin (D., N. C.) requires Democratic union elections, sets up safeguards for union funds and bars convicted criminals from holding office, among other things. (Billboard, January 26.)

Proposal has been labeled "inadequate" by Sen. Barry Goldwater (R., Ariz.), sponsor of the administration-backed labor reform bill. Goldwater said last week, however, that he would support the bill if it is strengthened by amendments from the Senate floor. Goldwater apparently would like to see sections of the McClellan labor proposal offered as amendments. McClellan, chairman of the rackets committee, introduced his own labor reform bill some weeks ago.

Indications now are that Senator McClellan, instead of pushing for passage of his own bill, will offer some of its stronger points as amendments to the Kennedy-Ervin bill during general debate on the floor of the Senate. One of the amendments might be to tighten restrictions against political spending by unions.



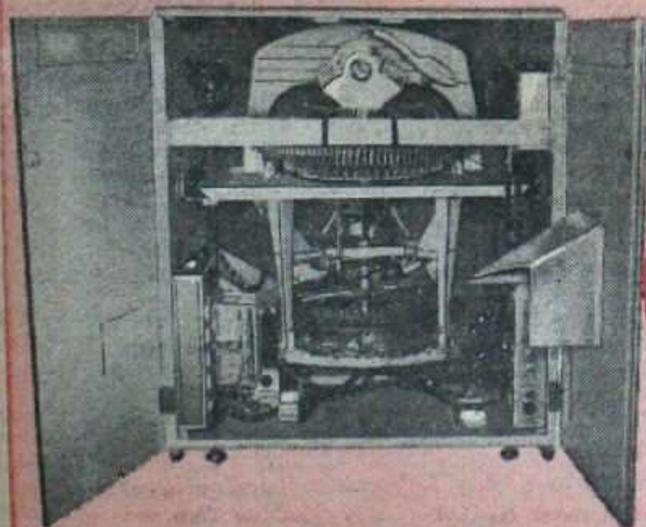
The STREAMLINER DINER in Columbus, Ga. offers its patrons WURLITZER MUSIC by means of a 200-selection Hide-Away and fourteen Model 5250 half-dollar play Wall Boxes. Ceiling speakers provide complete sound coverage.



**WURLITZER**  
**OFFERS BOTH STEREOPHONIC AND**  
**HIGH FIDELITY HIDE-AWAY UNITS**  
*For limited space locations*

The limited space location need not lack the drawing power of the finest in coin-operated music. Wurlitzer High Fidelity STEREOPHONIC Hide-Away Units are available in both 104 and 200-selection models.

In every instance, it has been proven that they will out-earn the equipment previously installed. Take inventory of the small locations in your area. Wurlitzer Hide-Away Units will make money for them and for YOU!

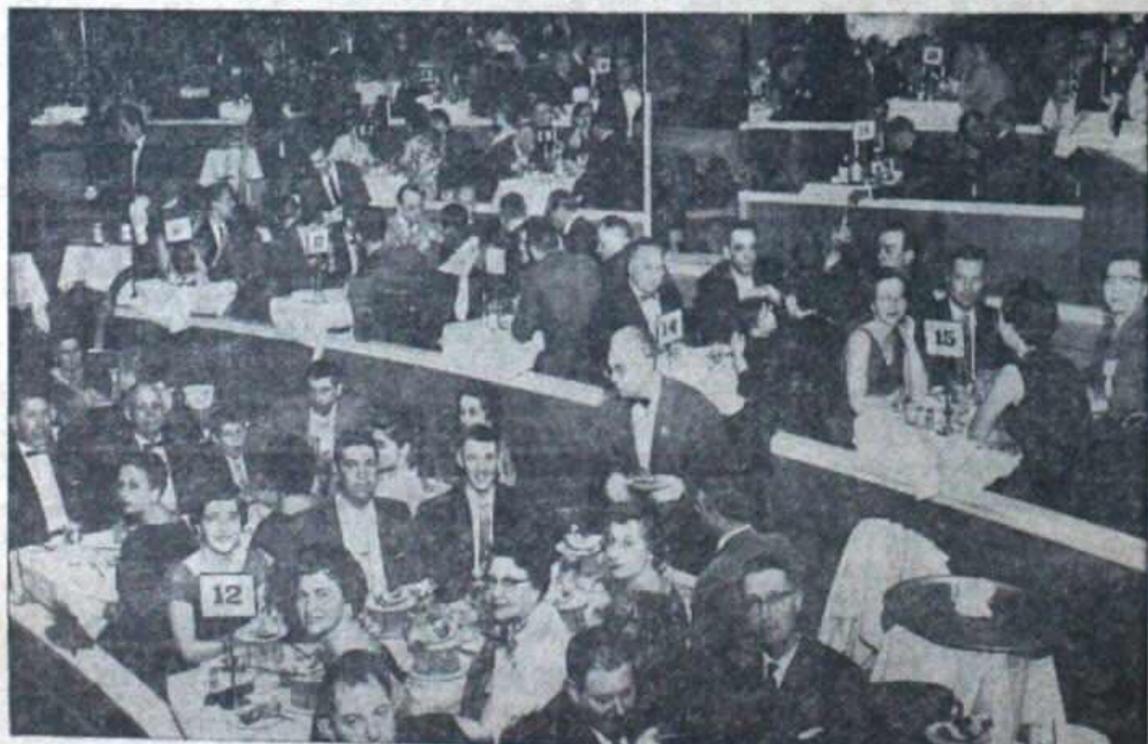


Available in  
 104 and 200-  
 Selection Models

**WURLITZER** *Stereophonic*  
**HIGH FIDELITY MUSIC SYSTEMS**

*WITH A COMPLETELY  
 FLEXIBLE LINE OF FLOOR, CORNER  
 AND WALL SPEAKERS*

THE WURLITZER COMPANY  
 NORTH TONAWANDA, NEW YORK  
*Established 1856*

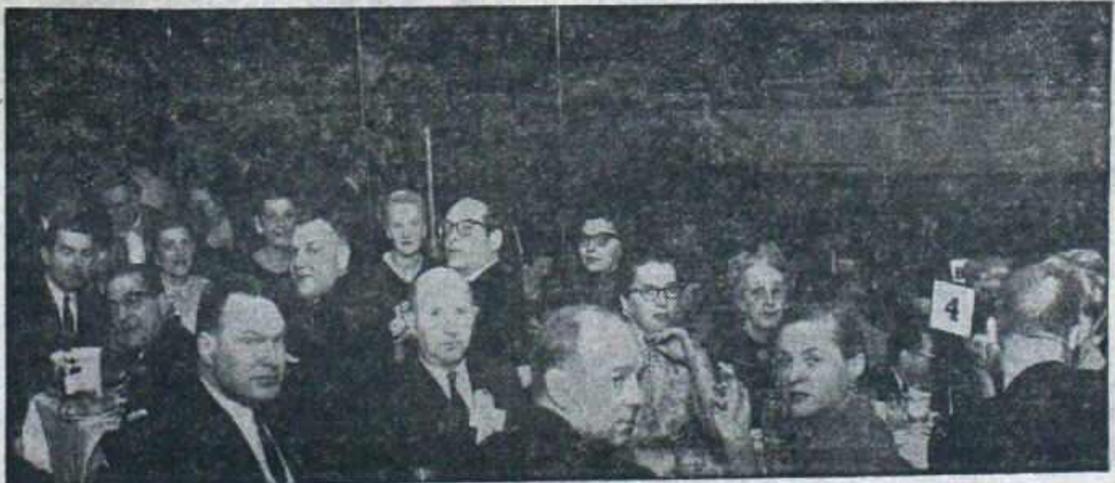


# Convention

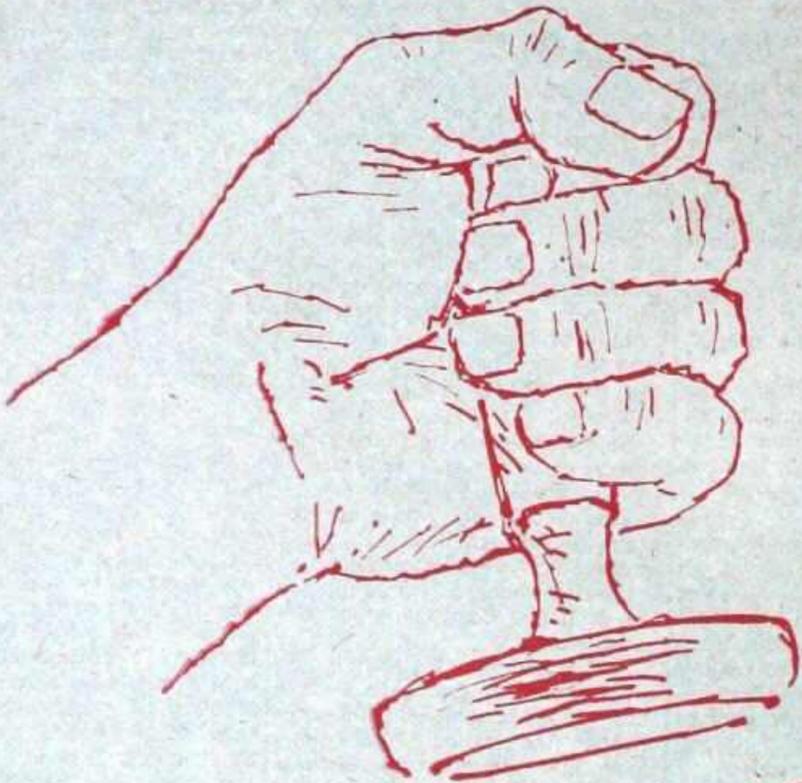
MOA OFFICERS, board members and distinguished guests are shown in the two-page picture which appears at top of this and the facing page. They are seated at the speakers' table at the banquet held on the evening of April 8, last day of the convention. Top row in the picture above, l. to r.: William Blatt, Miami, director; Larry Marvin, Sacramento, Calif., director; Jim Tolisano, Hartford, Conn., director; Tom Withrow, Midland, Tex., sergeant at arms; Howard Ellis, Omaha, vice-president; Les Montooth, Peoria, Ill., vice-president; Bill Hullinger, Delphos, O., vice-president; Clint Pierce, Brodhead, Wis., first vice-president. Bottom row, l. to r.: Leo Kaner, head of Chicago accounting firm which bears his name and head of MOA's new fiscal service; Jim Hutzler, Martinsburg, W. Va., director; Ted Nichols, Fremont, Neb., director; Pete Weyh, Havre, Mont., director; Lou Casola, Rockford, Ill., director; Harlan Wingrave, Emporia, Kan., director; Frank Fabiano, Buchanan, Mich., director; U. S. Representative George P. Miller (D., Calif., eighth district). Among those at front tables in immediate foreground, note Jack Mitnick, head of United Music, at right.



# Banquet



GEORGE A. MILLER, PRESIDENT OF MOA, is shown above at the center of the banquet speakers' table. Next to him, l. to r., are Al Denver, New York City, vice-president; Lew Ptacek, Manhattan, Kan., director; Martin Britz, Great Falls, Mont., treasurer; Harry Snodgrass, Albuquerque, secretary; Norm Gefke, Sioux Falls, S. D., director; John Wallace, Oak Hill, W. Va., director. Bottom row, l. to r.: Mrs. George P. Miller; U. S. Representative Byron Rogers (D., Colo., first district); Nicholas E. Allen, Washington, D. C., legal counselor; Joe Silla, Oakland, Calif., director; K. A. Cormney, Richmond, Ky., director; Carl Pavesi, White Plains, N. Y., director; Vic Ostergren, Gary, director; Max Hurvich, Birmingham, director, and Peter Potter, California disk jockey, who emceed the show. Among guests at front tables in immediate foreground: Ed Ratajack, vice-president and director of sales for Automatic Music, Inc., in left center; Bob Bear, Wurlitzer sales manager in right center foreground, whose head is partially obscured; Bob Greene, sales manager of Tower Music Company, Chicago-based Wurlitzer distributor, is across the table from him; Carl Greene, head of Tower, appears in the far right lower corner. See other pictures on this and the preceding pages for others enjoying the banquet.



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200 or 120  
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...due to Rock-Ola styling which lends distinction to any location. Rock-Ola's dependability assures continuous trouble-free operation for increased earnings. Prove it to yourself! See them today in your Rock-Ola Distributor's Showroom.

# Tune Talk . . .

Charles Koski, Long Beach, Calif., music operator tells what records are going well for him.



## the picks

### If I Didn't Care, Connie Francis (MGM)

"Here is an old standard by an artist who is riding high, and with these qualities well established, this is sure to be a winner. I do think the company is releasing her recordings too fast, however."

### A Fool Such as I, Elvis Presley (RCA Victor)

"While some of the last records Presley released were not the expected moneymakers for me, I think this one will do well. This is a double value. 'I Need Your Love Tonight' will also do well."

### When It's Springtime in Alaska, Jimmy Wakely (Shasta)

"Wakely is a good bet for me and I'm banking on this one to make some money."

### A Touch of Pink, Jerry Wallace (Challenge)

"I am sticking my neck out on this one, but I believe that it has good potential for quite a few of my spots."

## the buyer

Charles K. Koski, of Playtime Amusements, has been a juke box operator in Long Beach, Calif., for more than 12 years. Prior to going into business for himself, he was a wholesale milk route salesman for 19 years. His venture into the coin field came after he had been asked by another operator to help him on his route. Koski reasoned that his work in the milk industry had given him valuable background in meeting people—and that it would work in his chosen industry. It did. Today he has a profitable operation in what is known as the Harbor Area. Born in New York, Koski came to California when he was almost 16 years old in 1926. He came to Long Beach from Finland, where he had lived for three years with his parents. His family moved there so that his father, who died in Finland, could claim his share of a legacy. Koski joined an uncle, who had been named his guardian, in California. In 1937, he returned to Finland to visit his mother and again have a try at the language that he had learned during his previous stay. Despite a full working schedule, he finds time for active participation in the Harbor Music Operators Association, having served as its second president. His hobbies are water skiing and boating. When possible, he and his family, including two children, hike off to the mountains, where the Koskis have a cabin—without telephones.

## McClellan Closes Detroit Phase

• Continued from page 104

altho Tocco testified that he believed Meli was being paid about \$125 per week. Kennedy further stated that Milton Hammergren, a former vice-president of a manufacturing company, voiced the opinion that Angelo Meli was boss of the Bilvin operation.

In testimony last week, which came too late for The Billboard's deadline, Joseph Nemesh, president of Music Systems, Inc., distributorship in Northern Ohio and Detroit, told of the difficulties he had placing machines. Nemesh said that Leo Dixon, distributor in Ohio, allegedly organized a union to restrain competition. Bill Presser was business agent for the local, 442, International Brotherhood of Electrical Workers. Later, when a new machine was introduced, Nemesh wanted to go into Youngstown and couldn't because of the tight union and association.

Nemesh said he took his case to the location owners and managed to place 15 machines. One of the location owners eventually took over the route, and his bar was stench bombed. He was later threatened and beaten.

Nemesh then got Joseph Abraham to take over the route. Abraham's garage was burned down and his home was stench bombed.

Nemesh extended his distributorship into Detroit, but locations were threatened. He assumed that Bufalino's Local 985 was responsible. Windows in Nemesh's place of business were broken, his show rooms were stench bombed, and the life of his sales manager was threatened.

In desperation, Nemesh got Edward Duck to help set up an independent union to combat 985. Employees were eventually talked into joining 985. Nemesh added, and he still has difficulties marketing his equipment freely in Detroit.

WASHINGTON—Next area of the country to be focused on by the Senate committee will be Gary, Ind.

Committee spokesmen say there is evidence that in Gary, as in other cities already covered, racketeers have attempted to move in on the juke industry.

Hearings are tentatively scheduled to begin late in May or early

• Continued from page 104

It means gaining recognition for your honesty and sense of responsibility. Frankly, you will have to prove your respectability. Most businessmen don't have to do that; they are considered good citizens until proved otherwise. But as it now stands, you are already guilty in the public eye. There is no evading that fact. Therefore the burden of proof must be on you.

### Applying the Rules

Let us now apply these rules to your situation. What must you do to set your industry's record straight and restore your own reputations? What must you do to gain a hearing so that you can set the record straight?

You must, as individuals and as an organization, do these three things:

1. Clean your house and keep it clean.
2. Emphasize your role as businessmen.
3. Organize and extend your present individual community activities in such a fashion as to receive recognition on an industry basis for your contributions to the public good.

In outline, at least, this list contains no startling innovation. It calls for the extension of some things you are already doing. More significantly, it calls for the channelling of your activities to achieve your specific objectives. Most importantly it calls for an organized program.

### Role of PR Counsel

The role of public relations counsel in such a program is to implement and co-ordinate it, to maximize its effects thru professional techniques and to execute it with the low costs of specialized skills.

Let us look at each of these points in some detail to see how they can help you to develop a more favorable public opinion.

Clean your house and keep it clean.

### No "Whitewash"

Let me say, emphatically, that this does not mean trying to whitewash the actions of a few people on the fringes of your industry. It does mean getting rid of them if possible and completely disassociating yourselves from them now and in the future. The new application blank for membership in MOA is a firm step in the right direction. Requiring prospective members to disclose any previous police records gives you a way to bar undesirables from MOA. Similar action should be taken by every local organization.

MOA and your local associations should also take immediate steps to expel any members who are not now living up to the same high standards that you set for yourselves. Your MOA constitution provides, in Article 4, for expulsion or suspension of any member for unbecoming conduct. It should be used.

### MOA Memberships

I recognize that you cannot prevent undesirables from becoming operators, but you can make it clear that they are not eligible to belong to your associations. As time goes on, membership in MOA and your local groups will become increasingly important as a badge of respectability in the eyes of the public.

In line with this, why not draw up a code of ethics on a label to be displayed on every automatic phonograph you operate? This would tell the location owners, law enforcement officials and every person who drops a coin in the machine exactly where you stand as good citizens. At the same time, it should encourage all eligible operators to join your group so that

in June. In the meantime, the probers will turn their attention to the textile and garment industry and unions.

they, too, can enjoy respected status.

### Business Premises

Incidentally, I can suggest something every one of you can do to clean house—literally—the minute you get home from this convention. Take a look at your business premises as if you were a casual passerby. Does the building look as if it houses a respectable enterprise—or does it give the impression that you're ashamed of your business?

Many operators paint over the windows so the public can't look in. I know that's done because a machine storage and repair shop isn't very attractive. But blacked-out windows aren't attractive either, and the public is likely to assume that you're concealing some nefarious activity inside. Scrape off the paint and put up attractive curtains or install a screen just behind the windows. Then do whatever else you can to spruce up the premises.

Now to get back to the broader aspects of your public relations.

### Businessman Role

The second part of your program involves gaining recognition of your role as businessmen who are part of an industry important to the economic health of your city and the nation.

People who play the phonograph in the corner drugstore don't know that it is one of some 600,000 boxes thruout the nation. They don't know that the proceeds of these phonographs support the families of 2,000 operators and their employees—more than 120,000 people in all.

Nor do they realize your importance to other industries. . . . The 800 record companies, a third of whose \$360 million a year sales are made to you. The plastics companies who supply the raw material for the disks. The phonograph manufacturers, whose most expensive models find almost their entire market in you. . . . Then there are the recording artists, studio engineers and many others.

### Market Importance

It seems to me that if you suddenly quit buying records and phonographs tomorrow, there would be quite an economic dislocation. I know that a lot of people would be applying for unemployment checks soon after.

This is a story which should be much better known.

But you must also bring people to realize that individually you are small businessmen, with all of the headaches of any small businessman and some of your own besides. People think of all the coins pouring into your phonographs and decide you're rich. They don't know that the average boxes gross less than \$10 a week to the operator. They don't realize that out of that \$10 you have to buy records, service the boxes and recoup their purchase cost.

### Net Returns

When I think also of your license fees and other taxes, I wonder how you can pay rent for your stores and still clear the \$3,000 to \$4,000 a year which I am told the average operator nets on his investment.

These are facts which your associations have used in fighting discriminatory and confiscatory taxes. They should also be brought home to the public. Don't let your neighbors think of you as a Dick Tracy character whose greatest exertion is shoveling piles of coins into basement lockers.

Let the public know that you're just a small guy with enough problems in your business to keep you from looking for outside trouble.

### Public Good

The third point to your public relations program is to become identified with national and local activities that contribute to the public good.

Many of you are already engaged in civic affairs and activities. Clinton Pierce has been the mayor of Brodhead, Wis. Martin Briz, in Montana, apparently spends more time working with the Boy Scouts than he gives to his own business. Willie Blatt is active in the Police Athletic League in Florida. George Miller and Lou Casola have been major backers of the March of Dimes in their areas. And I suspect that every one of you has given at least one automatic phonograph to a Boys' Club or Teen-Age Canteen or Army recreation room.

### Grass Roots PR

This is good grass roots public relations. I know you don't do it for the approval of your neighbors. Nevertheless it can have value in changing the public's idea of what kind of people you are. The activities of your whole membership along these lines should be reported on an organized basis and brought to attention and recognition, both in local areas and nationally.

On the national level, MOA's activities should follow the same lines, tho, of course, on a larger scale. You should sponsor some big, continuing project that would call attention to your industry as one interested in the public good. Probably this would be a project in the field of youth welfare. Perhaps it would be a series of music scholarships or a national "showcase" to give young people a way to demonstrate their talents. Or you might establish a foundation for the study of musical therapy.

Any or all of these would provide a vehicle for getting the complete story of your industry across to the public on a nationwide basis. At the same time there would be opportunities created for you, as individuals, to gain direct, local value from the national program.

### How to Do It?

How is all this to be done? Obviously you can only help as individuals, and MOA would have to increase its present staff and facilities to do more than it is already doing in the field of public relations.

To reach and influence the many diverse segments of which the public is composed, you must have professional help. You require the services of a public relations agency which has nationwide facilities and experience in just this kind of problem.

The exact details of your required program are, of course, a matter for further study. But we do know that you must tell your side of the story—and we know one other thing.

Lee Schooler urged you three years ago to begin then, but you delayed. I am sure you all know now that you should delay no longer!

## COINMEN YOU KNOW

### New York

By AARON STERNFIELD  
Mrs. Gertrude Browne, Paramount Vending, Beacon, N. Y., is in the Highlands Memorial Hospital, Beacon, and would like to hear from her friends. . . . Also hospitalized is Matty Smethurst, who is in the Port Chester, N. Y., hospital.

Sandy Moore, Suffolk-Nassau Distributors, reports that collections have doubled on locations which now have stereophonic music with the 50-cent coin chute. . . . Bernie Boorstein, Leslie Distributors, visited the company's Hartford branch this week.

Funeral services for Murray  
(Continued on page 113)

# Coin Machine Price Index

## How to Use the Index

**HIGHS AND LOWS.** Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

**PRICES** given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

**MEAN AVERAGE.** The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of April 13, 1959)

MUSIC MACHINES				GOTTLIEB				SHUFFLE GAMES				PINBALL GAMES				CHICAGO COIN				GENCO																										
High	Low	Mean Avg.		High	Low	Mean Avg.		High	Low	Mean Avg.		High	Low	Mean Avg.		High	Low	Mean Avg.		High	Low	Mean Avg.		High	Low	Mean Avg.																				
<b>AMT</b>				Arabian Knights (11-53) .....				<b>ACE BOWLER</b>				<b>BALLY</b>				Basketball Champ (10-49) .....				1520 Golden Nugget (2-53) .....																										
Model C-40 .....	\$ 150	\$ 150	\$ 150	\$ 100	\$ 100	\$ 100	Sea Jockeys (11-51) .....	225	225	225	Atlantic City (5-21) .....	\$ 30	\$ 30	\$ 30	\$ 125	\$ 125	\$ 125	Invader (3-54) .....	\$ 75	\$ 75	\$ 75	Model D-30 (51) 40 sel., 78 RPM .....	265	189	245	Home Run .....	95	95	95	Tahiti (10-49) .....	30	30	30	Saddle & Turf Club (Model 10-53) .....	85	85	85									
Model E-40 (53) 40 sel., 78 RPM .....	225	225	225	135	135	135	Silver Skates (2-53) .....	50	50	50	Beach Beauty (1-55) .....	150	105	145	Model F-80 (54) 80 sel., 45 RPM .....	275	275	275	Model E-120 (53) 120 sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149
Model F-80 (54) 80 sel., 45 RPM .....	275	275	275	50	50	50	Singapore (10-54) .....	50	50	50	Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149								
Model E-120 (53) 120 sel., 45 RPM .....	395	120	295	25	25	25	Sky Way (9-54) .....	85	85	85	Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149								
Model F-80 (54) 80 sel., 45 RPM .....	275	275	275	135	135	135	Spark Plug (10-51) .....	65	65	65	Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149								
Model E-120 (53) 120 sel., 45 RPM .....	395	120	295	25	25	25	Spitfire (2-55) .....	75	75	75	Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149								
Model F-80 (54) 80 sel., 45 RPM .....	275	275	275	135	135	135	Star Pool (10-54) .....	75	75	75	Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149								
Model E-120 (53) 120 sel., 45 RPM .....	395	120	295	25	25	25	Struggle Buggie (12-53) .....	55	55	55	Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149								
Model F-80 (54) 80 sel., 45 RPM .....	275	275	275	25	25	25	Thunderbird (12-52) .....	30	30	30	Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149								
Model E-120 (53) 120 sel., 45 RPM .....	395	120	295	25	25	25	Times Square (4-53) .....	45	45	45	Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149								
Model F-80 (54) 80 sel., 45 RPM .....	275	275	275	25	25	25	Three Deuces (8-55) .....	100	95	95	Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149								
Model E-120 (53) 120 sel., 45 RPM .....	395	120	295	25	25	25	Super World Series (4-51) .....	50	50	50	Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149								
Model F-80 (54) 80 sel., 45 RPM .....	275	275	275	25	25	25				Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149									
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Model F-80 (54) 80 sel., 45 RPM .....	275	275	275	25	25	25				Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149									
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Model F-80 (54) 80 sel., 45 RPM .....	275	275	275	25	25	25				Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149									
Model E-120 (53) 120 sel., 45 RPM .....	395	120	295	25	25	25				Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149									
Model F-80 (54) 80 sel., 45 RPM .....	275	275	275	25	25	25				Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149									
Model E-120 (53) 120 sel., 45 RPM .....	395	120	295	25	25	25				Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149									
Model F-80 (54) 80 sel., 45 RPM .....	275	275	275	25	25	25				Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149									
Model E-120 (53) 120 sel., 45 RPM .....	395	120	295	25	25	25				Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149									
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Model F-80 (54) 80 sel., 45 RPM .....	275	275	275	25	25	25				Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149									
Model E-120 (53) 120 sel., 45 RPM .....	395	120	295	25	25	25				Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149									
Model F-80 (54) 80 sel., 45 RPM .....	275	275	275	25	25	25				Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149									
Model E-120 (53) 120 sel., 45 RPM .....	395	120	295	25	25	25				Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139	139	1434 .....	149	149	149	1434 .....	199	75	75	1434 .....	139	139	139	1434 .....	149	149	149									
Model F-80 (54) 80 sel., 45 RPM .....	275	275	275	25	25	25				Model F-120 (54) sel., 45 RPM .....	395	120	295	Model F-120 (54) sel., 45 RPM .....	445	...	435	1434 .....	139	139																										

## HERE'S LATEST COIN REC CLUB

### Teens Take to Miniature Bowling At Suburban Shopping Center Spot

By DON LYONS

ST. PAUL—"Dad, Kids Come in and Bowl While Mom Shops." That's how the local newspaper ads read, beckoning suburbanites to the new Coin Bowling Amusement Center of Roseville, near here, the first coin-operated rec center in the Twin Cities area. It's also the first known operation of its kind to be set up in a shopping center.

The new coin bowling club is located in the Lexington Plaza Shopping Center and is operated

by the LaRose Corporation. Gerald Frisch is the manager.

The club caters primarily to teenagers and young adults, but on weekends when parents are not working, many older shoppers in the center come in as well.

Main attraction at the new rec spot is a row of new 20-foot United Duplex coin bowling alleys. Other equipment includes Bally and United Arcade pieces, mostly new models. Frisch has been careful to install only amusement skill games.

#### Room For Expansion

The rec center occupies a store space 40 by 120 feet. It has a basement, earmarked for additional bowler installations, measuring 80 by 120 feet. In addition to the amusement machines, the spot has two DuGrenier candy machines, two soft drink machines and two phone booths. Total cost of the installation is about \$20,000.

Frisch also plans to buy a popcorn machine and install a juke box and photo machine. He plans to keep up with the new types of Arcade machines as they come out, and make additional installations.

Bowling leagues currently are being promoted by Frisch and several are under way. Cost of league bowling is the same as regular bowling—a dime a line per player. Frisch plans to give a trophy at the end of the season and a prize to the two bowlers with the highest number of points. He also gives a prize each week for the highest bowling score.

The alleys in use are fully automatic, with regulation score for league play and progressive scoring for regular play.

The rec center is open seven days a week. During the week when school is in session it is open from noon to 11 p.m. On Saturday it is open from 9 a.m. to 12 p.m., and on Sunday from 11:30 a.m. to 12 p.m. During the summer it will be open from 9 a.m. to 12 p.m. every day except Sunday. Weekends are generally the busiest time.

#### Air Conditioning

The amusement center is completely air conditioned for the summer months, and has gas heat for the winter. Frisch operates with the aid of a full-time attendant.

The Lexington Plaza Shopping Center is located near the intersection of two main thoroughfares, Larpenteur and Lexington avenues. Roseville is a progressive community located northwest of St. Paul, close to the recreational and park facilities of the area. The rec center is situated between a furniture store and a bank in the shopping plaza. Frisch plans to install a large flashing sign above the exterior canopy, as an added drawing card.

There is a large parking lot adjacent to the shopping center which has space for up to 700 cars. The rec center not only draws its clientele from Roseville, but from suburban Arden Hills and St. Paul proper as well. Some youngsters walk up to two miles to get to the funspot. With its current equipment the amusement center can accommodate a cut 100 players plus many spectators.

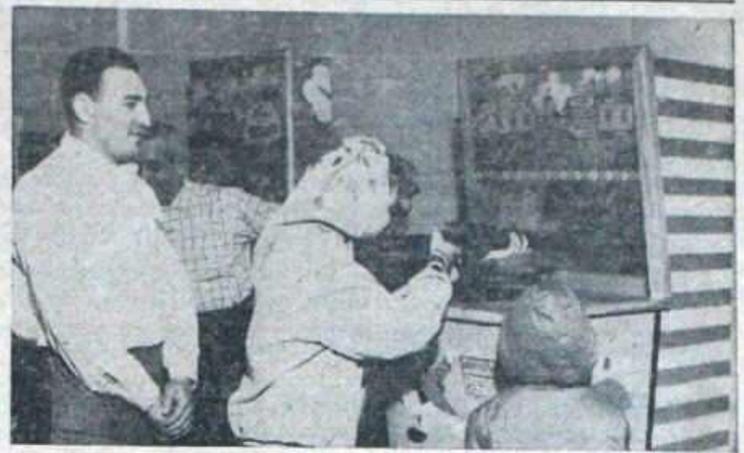
Dances for teenagers are planned by Frisch as an added attraction. He already held one, which drew a large crowd but failed to comply with the wishes of the suburb's mayor. The mayor felt that there were not adequate exits in the basement, where the dance was staged. Frisch will have the

next dance better arranged so that it will comply fully with suburban regulations. Live music is featured. Future dances will be restricted to youngsters having permission from their parents to attend. Membership cards will be issued to anyone under 18 years whose parents will sign a permit form.

#### Local Support

The rec center is located in a neighborhood of homes costing from \$18,000 to \$50,000. The area is primarily made up of business and professional people. Frisch has

*(Continued on page 116)*



GERALD FRISCH, MANAGER, watches as kids enjoy United's Pirate Gun machine. Frisch, 25, is a native of St. Paul. He became interested in working with youth while at the University of Minnesota. Busy at the rec center during the day, Frisch still finds time to attend William Mitchell College of Law evenings. He's a sophomore. Remembering the miniature golf craze, he feels that there is just as big a future for miniature bowling.

## Point System Ups Receipts At Bowlette

ST. LOUIS—Receipts at Jack Rosenfeld's original Bowlette here have continued to increase since the miniature, coin-operated bowling place was opened four months ago. Rosenfeld said there has been a steady increase each month, altho the take dipped slightly during the Easter weekend which was to be expected.

The veteran coinman credits his "skill point" system, which operates on the same principle as trading stamps, with boosting play on Bowlettes 25 to 30 per cent. Young people bring their parents with them to bowl because they want the skill points, he said.

"It is my qualified opinion that the novelty of a Bowlette would wear off without a definite plan and promotion."

Rosenfeld said two locations are currently being remodeled for Bowlettes, which he plans to have open before school is out. (This probably will be sometime next month since the semester ends in mid-June.)

"We found out that the more Bowlettes there are, the bigger the tournament prizes we can offer and the better the take will be," he said.

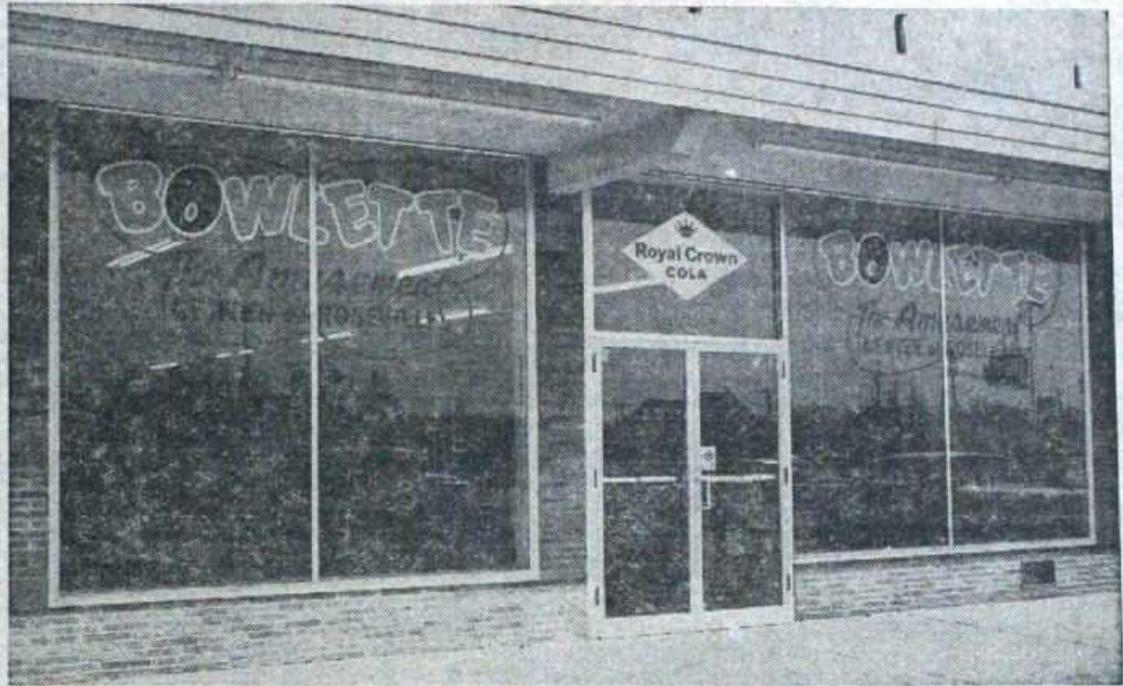
#### Visitors Still Arriving

Rosenfeld reported that operators from all over the United States are coming to his company to discuss the Bowlette. A number of them, he continued, are signing up for the franchise for the Bowlette. The greatest interest shown by the operators—outside of the equipment itself—is the plan of operation, including the tournaments, leagues, membership and all phases of the promotional work, he said. It goes without saying, he stated, that good equipment is basic.

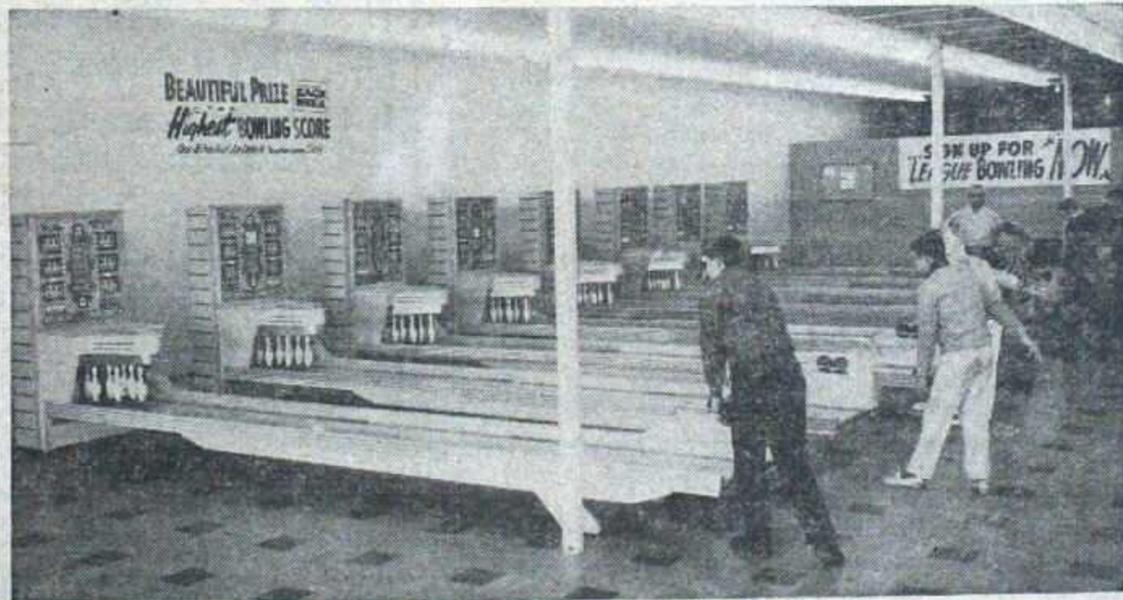
"With the Bowlette franchise, goes the operating plan which makes it a success," Rosenfeld said. His company will set up an establishment completely, and when the keys are turned over to the operators they will be ready for business.

"Anyone who gets the franchise will not have to experiment," Rosenfeld asserted. "We have invested our own money and tested the equipment and plans and have a game as near to realistic bowling with the same scoring system and regulations as we can get."

"We have developed and will be ready soon with another piece of equipment, distinct from the bowler," Rosenfeld said. "It has been tested and proven." He did not elaborate on the machine.



NEW REC CENTER, part of the Lexington Plaza Shopping Center at Roseville, suburb of St. Paul, is the first of its kind in the Twin Cities area. Exterior presents sparkling appearance.



AMUSEMENT GAMES LINE another wall of the rec center. Included in a big assortment of new games are baseball, hockey, basketball, pistol, rifle and machine gun units.



MINIATURE BOWLING is main attraction at the Roseville Amusement Center. Youngsters have plenty of elbow room to wheel back and uncork a "strike." Wall signs call attention to high score awards and league bowling.

# COINMEN YOU KNOW

## Memphis

By ELTON WHISENHUNT

Memphis Music Association, juke operator group, took up additional plans in its public relations program at the monthly meeting last week. Plans were formulated for expanding the penny scale program in which operators buy the scales and put them out, with proceeds going to crippled children's charity. Also planned was a safety program, working with the Junior Chamber of Commerce.

The association also has a program going with stickers being put on juke boxes urging citizens to register to vote in the important upcoming city elections in August. Civic groups about town have commended the work of the group.

On the public relations committee are Drew Canale, Canale Amusement Company, chairman; Parker Henderson, general manager, Southern Amusement Company; Douglas Highfill, Rainbow Amusement Company, and Edward H. Newell, Ormalt Amusement Company. . . . Clarence A. Camp, president of Southern Amusement Company, was in Chicago for the MOA convention. He was the only delegate from the Memphis juke industry this year.

George Sammons, president of Sammons-Pennington Company, distributor, is enjoying the spring weather as he calls on operators over the Mid-south. He was in Arkansas last week; Mississippi the week before.

## GET WELL QUICK

# Mrs. Browne Misses 1st NYSOG Meet in 6 Years

NEWBURGH, N. Y. — Members of the New York State Operators Guild held their regular monthly meeting at the Palantine Hotel here Wednesday night (15) on a sad note.

Mrs. Gertrude Browne, Paramount Vending, Beacon, N. Y., missed her first meeting in six years. Mrs. Browne is at the Highlands Memorial Hospital, Beacon,

where she is expected to be confined for some time. The Association extended its wishes for a speedy recovery.

Filling in for Mrs. Browne, who is secretary of the Association, is her brother, Mack Douglas.

### Members Present

Members attending the Wednesday meeting were Jack Wilson, Mike Mulqueen, Dick Wenzel, Ed Rockwell, Les Smith, John Nuccitelli, Nick Kuprych, Mike Kuprych, James (Pie) Haley, Steve Nekos, Tom Greco, Tom Gobel, Joe Lippi, Joe Vilala, Mrs. Millie McCarthy, Joe Reich and Lou Werner, counsel.

Irv Kempner, Bunyon Sales' good-will ambassador for the area, spoke to the operators about the new AMI-J and answered questions about stereophonic music.

The members discussed plans for the organization's annual weekend in the country, to be held the June 20 weekend at the Homowack Lodge.

## Geigers Host at Weinberg Dinner

ST. LOUIS—Mr. and Mrs. William Geiger, Amusement Supply Company, were hosts at a dinner for bereaved relatives and friends of Mrs. Phil Weinberg, of Dallas, wife of a sales representative of Bally Manufacturing Company. Funeral services for Mrs. Weinberg were held March 24 at Du Quoin, Ill., where the dinner was held.

Since the Geigers had no personal accommodations for about 50 out-of-towners, the visitors attended the buffet supper at the country club, after which they departed for their homes.

Mrs. Weinberg died March 22 in a Dallas hospital after a lingering illness. She was 47 years old. Funeral arrangements were handled by Weinberg Funeral Home, operated by Karl Weinberg, brother of Phil Weinberg. Services were at the Evangelical Church in Du-Quoin, where burial also was held. Sprays of flowers were sent in condolence by distributors carrying the Bally line from many parts of the territory covered by Weinberg.

Among those attending the service were Mr. and Mrs. George Jenkins, Chicago; Mr. and Mrs. William O'Donnell, Chicago; Mr. and Mrs. Clifford Wilson, Dallas, and Gene Allison, Houston.

## high profit—trouble free Auto Photo Studios

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Keeney Deluxe BIG TENT Write Camer, Inc., DOUBLE SHOT \$300.00

FRANK GUERRINI 1211 West 4th St. Lewistown, Pa.

## SPECIAL SALE

### UPRIGHTS

- Games, Inc., Double Shot . . . \$325
- Games, Inc., Super Hunter . . . 325
- Bally Skill Parade . . . . . 295
- Bally Deluxe Skill Parade . . . 345
- Genco Silver Chest . . . . . 50

### BINGOS

- Bally Cypress Gardens . . . . \$465
- Bally Sun Valley . . . . . 425
- Bally Miss America . . . . . 345
- Bally Show Time . . . . . 295
- Bally Broadway . . . . . 125
- United Manhattan . . . . . 50
- United Caravan . . . . . 95
- United Star Dust . . . . . 95

### BOWLERS

- Bally All Star Bowler, 5 1/2' . \$165
- Bally Super Bowler, 5 1/2' . . . 195
- Bally ABC Bowling Lanes, 14' 295
- Bally Trophy Bowler, 14' . . . 595
- United Midget Alleys, 6' . . . 175
- United Leader Shuffle Bowler 115
- United Regulation Shuffle Alley . . . . . 295

MICKEY ANDERSON AMUSEMENT CO. 314 East 11th St. Erie, Pa. PHONE: 2-3207



## Joe Ash Wants To Trade . . .

Kiddie Rides for—

Wurlitzer 2000, 2100, 2200

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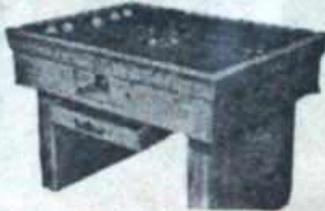
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- We carry a complete line of all parts and accessories.

## Make This Your Coin-Machine Headquarters for Anything You Require

New or Used (all used equipment thoroughly shopped—ready for use)

### ARCADE EQUIPMENT

Space Gun . . . . . \$125	Heavy Hitter . . . . . \$ 65	Gen. 2-Pl. Basketball . \$195
Dale Gun . . . . . 45	Silver Gloves . . . . . 125	Air Foot Ball . . . . . 150
Genco Rifle Gallery . . 125	Fist Striker . . . . . 95	Astroscope . . . . . 125
Ex. Shooting Gallery . . 125	Flying Saucer . . . . . 95	Balloon-O-Mat . . . . . 175
Carnival Gun . . . . . 125	J-D Movies . . . . . 125	Hole in One . . . . . 225
Bonus Gun . . . . . 175	See-A-View . . . . . 45	4 Gun ABT Rifle Range 425
Gen. Sky Filter . . . . . 110	Ship, Art Show . . . . . 35	Complete with Counter and Targets, Compressor \$225 extra.
State Fair . . . . . 225	Panorams . . . . . 325	Rebound Shufflas . . . 220
Sportsman Gun . . . . . 210	Cap. Panorams . . . . . 335	Official Skill Ball . . . 125
Treasure Cove . . . . . 210	Standard Metal Typar . 275	Miami Beach Shuffle . . 45
Pistol Pete . . . . . 125	Midget Movies . . . . . 125	14' Bowlers . . . . . 350
Coon Gun . . . . . 45	Crane . . . . . 150	Photomats . . . . . 325
C.C. Pistol . . . . . 45	Sidewalk Engineer . . . 150	Voice Recorder . . . . . 325
Squirts . . . . . 495	Lord's Prayer . . . . . 195	Auto Photo . . . . . 1,295
United Sky Raider . . . 495		
C.C. Midget Skee Ball . 135		
Pat-A-Score . . . . . 125		

### BALLY SKILL ROLLS, \$125.00

**AUTOMATIC U-POP-IT VENDORS!** 10¢ coin operated, brand new . . . \$195 1 Originally . . . \$595 Used . . . \$125

We require one-third deposit with order, balance C.O.D. or sight draft.

Wurlitzer Distributor

### BINGOS

Miss America . . . . . \$385
Show Time . . . . . 325
Key West . . . . . 275
Broadway . . . . . 140
Nite Club . . . . . 175
Parade . . . . . 185
Big Show . . . . . 325
Big Time . . . . . 110
Pixie . . . . . 65
Miami Beach . . . . . 115
Gayty . . . . . 45
Gaytime . . . . . 95
Double Header . . . . . 195

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## THE FACT IS . . .

We know when we say a game is a money-maker that it really is — because we operate it ourselves.

For instance:

- There is none better in baseball than BALLY HEAVY HITTER
- for a GUN—BALLY GUNSMOKE is great
- The best in music is—ROCK-OLA STEREO
- BALLY KIDDIE RIDES—the top in its field
- For the finest—BALLY SHUFFLE ALLEYS and BALLY BOWING ALLEYS

## SCOTT CROSSE COMPANY

1423 Spring Garden St., Phila. 30, Pa. Rittenhouse 6-7712 Exclusive Dist. for Bally in E. Penna., and Rock-Ola in E. Penna., So. Jersey and Dela. Branch: 1011 Pittston Ave., Scranton, Pa.

## ATLAS—The STRONG Line!

### NEW SEEBURG

#### CIGARETTE VENDOR

214 Packs—Quiet All Electric Selection and Delivery—Attractive Styling.

#### SPEED-READ

All Visible, No Drum PROGRAM HOLDER for ALL SEEBURG "K" and "V" Models (Specify) . . . \$34.50

### USED CIGARETTE VENDORS

NATIONAL 11ML . . . . . \$145 EASTERN MARK II . . . . . 175 KEENEY 22-COL. "RIVIERA" . . . 195

### MUSIC

SEEBURG 100-R . . . . . \$550
SEEBURG 100-G . . . . . 495
SEEBURG 100-C . . . . . 425
SEEBURG 100-W . . . . . 475
SEEBURG VL-200 (Converted) . 595
WURLITZER 2000 . . . . . 545
WURLITZER 1800 . . . . . 395
A. M. I. H-200 (Hideaway) . . . 445
A. M. I. 200 Wall Box . . . . . 95
A. M. I. Wall Box (80 Sel.) . . . 50

Reconditioned—Refinished

### NEW Calcoin 45 RPM

Conversion for M-100A with fast-moving carriage gear . . . \$49.50 Also Conversions for All Machines.

Exclusive Seeburg Distributors



A Quarter Century of Service

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Special Theatrical Rates  
**\$5 SINGLE & BATH**  
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## Williams PINCH HITTER

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FOR MUSIC

ROUTE

Reference requested  
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mation in first letter.  
Information will be  
held confidential.

Write Box 949

THE BILLBOARD

188 W. Randolph  
Chicago, Ill.

# COINMEN YOU KNOW

Continued from page 109

Michaelson, 55, husband of Ruth Michaelson, Atlas Vending, were held in Brooklyn Monday (13). He leaves his widow and two married daughters. Special gifts to the United Jewish Appeal were made in his memory by Al (Senator) Bodkin and by the Music Operators of New York.

Ed Harris Herbstein, grandson of Mr. and Mrs. Al Denver, has a bar mitzvah coming up next week... Bob Hamilton of the Wurlitzer Company was a visitor here this week.

## Detroit

By HAL REVES

Mrs. Mamie Folino, office manager, Fabiano Sales & Service, is taking leave to have a baby, expected in July. She continues to do some office work at home. Her husband, Paul, assistant sales manager of the company, says: "It could be a good year for us," noting that the new Rock-Olas are going well, especially with stereophonic installations... Frank Schultz, Rock-Ola engineer, was in

town for a week calling on operators with Folino and doing sales promotion and engineering consultation work.

Henry C. Lemke, veteran operator, and Mrs. Lemke are in poor health, but Lemke comes down to the office occasionally, reports Frank Schultz, serviceman, who fills in during his absence...  
(Continued on page 114)

N. ILLINOIS, N. INDIANA and  
IOWA OPERATORS...

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is the attraction you've been asking for! Irresistible ANIMATION in LITE BOX... swimmers dive into and swim around pool! Exciting super-action on playfield! GREATEST REVENUE-PRODUCING 1-PLAYER IN 10 YEARS!

IMMEDIATE DELIVERY!

WEEKLY SPECIAL!  
GOTTLIEB 1-PLAYER  
ROTO POOL—\$245  
Completely Reconditioned

### VALUES PLUS!

Completely Reconditioned

#### GOTTLIEB 5-BALLS

1-PI. CLASSY BOWLER	\$125
1-PI. AUTO RACE	125
1-PI. WORLD CHAMP	155
1-PI. CRISS CROSS	215
1-PI. ROCKET SHIP	235
1-PI. SUNSHINE	265
1-PI. SITTING PRETTY	285
2-PI. GLADIATOR	150
2-PI. SEA BELLES	175
2-PI. BRITE STAR	275
2-PI. WHIRLWIND	275
4-PI. FALSTAFF	295

## NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Chicago 14, Ill.  
BUckingham 1-8211

# LET'S PLAY BALL

Chi Coin Home Run . \$ 95 | Wms. '57 Baseball . . \$275  
Wms. King of Swat . 165 | Wms. Short Stop . . . 335  
Wms. 4-Bagger . . . . 225 | Un. Star Slugger . . . . 165  
Chi Coin Bull's-Eye . . . . . 225

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GIVE TO DAMON RUNYON CANCER FUND



SCORE FIRST  
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Equipment from

**FIRST!**

NOW DELIVERING!  
Chicago Coin's  
ROCKET BALL  
14'-18' TWIN BOWLER  
6'-8' MONTE CARLO  
REB. SHUFFLE

NOW DELIVERING!  
Chicago Coin  
**KING BOWLER**

16' Reg. and Hi-Score  
21' Regulation only

Two of the finest location-tested money-makers to come along in a long time.

Chicago Coin  
**RED PIN**

Regulation and Flashmatic  
Hi-Scoring

### GUNS

Genco CIRCUS GUN	\$330
Genco STATE FAIR	240
Genco DAVY CROCKETT	225
Genco SKY ROCKET	195
Keeney RANGER	195
Un. CARNIVAL GUN	140
Keeney SPORTLAND	135
Keeney SPORTSMAN	135
Genco RIFLE GALLERY	135

FREE! FREE!  
World's Most Complete  
56 PAGE  
COIN MACHINE  
CATALOG  
With Complete Price List.  
Exclusively for  
**IMPORTERS!**

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### NEW GAMES

Autobell WAGON WHEEL  
Bally SEA ISLAND  
Bally HEAVY HITTER  
Bally CLUB BOWLER  
Bally LUCKY ALLEY  
Bally GUNSMOKE  
Kaye LEADER (6 PKT.)  
Gottlieb HI-DIVER  
Keeney SHAWNEE  
Keeney BIG ROUNDUP  
Keeney DLX. BIG TENT  
Keeney TWIN BIG TENT  
United DLX. BASEBALL  
United SIMPLEX  
BOWLING ALLEY  
United DUAL SH. ALLEY  
United DUPLEX BOWLER  
Valley 6-POCKET POOL  
Williams PINCH HITTER

### ARCADE

Genco CHAMPION	\$148
BASEBALL	140
Genco FOOTBALL	140
Wms. CRANE	115
Wms. ALL STAR	125
BASEBALL	125
Genco HI-FLY BASE-	150
BALL	115
C. C. STEAM SHOVEL	115
BALLY ALL STAR	175
Genco MOTORAMA	295
BOWLING	295
Mutoscope 3-D ARTS	215
C. C. TWIN HOCKEY	215
Williams TEN PIN	225

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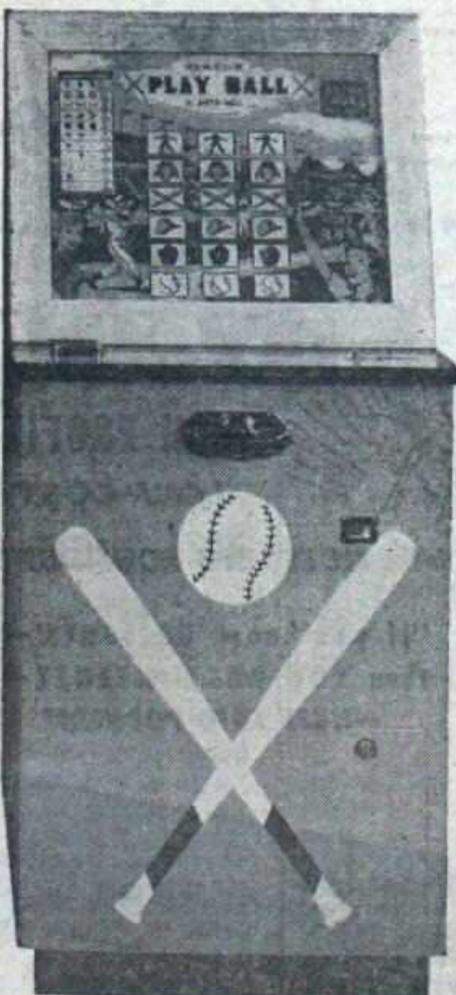
TERRIFIC NEW  
**500**  
RUN FEATURE

- ★ Streamlined Cabinet  
Modern and Compact
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A Great Money Maker
- ★ Approved Everywhere

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## NOW DELIVERING

- BALLY SEA ISLAND, CLUB BOWLER, HEAVY HITTER BASEBALL, GUNSMOKE
- BALLY BIKE, THE CHAMPION, SPEED QUEEN, WESTERN EXPRESS, FIRE-CHIEF
- CHICAGO COIN RED PIN BOWLER, KING BOWLER
- ROCK-OLA STEREOPHONIC & MONAURAL 120-200 SELECTION

### SPECIALS

#### PHONOGRAPHS

1458 Rock-Ola, 120 Sel. (new in crates)	Write
1445 Rock-Ola, 200 Sel.	\$745.00
1455 Rock-Ola, 200 Sel. Deluxe (like new)	\$95.00
1446 Rock-Ola, 120 Sel.	\$75.00
Seeburg VL-200	\$25.00
Seeburg K-D	\$75.00

#### BOWLING LANES

Bally ABC Bowling Lanes	\$325.00
Bally Strike Bowling Lanes	425.00
Bally Trophy Bowling Lanes	425.00

#### SHUFFLES

Lucky Shuffle	\$495.00
Bally Star Shuffle	Write
Bally Speed Bowler	\$495.00
Bally Club Bowler	Write
Chi-Coin Red Pin Bowler	Write
Chi-Coin Rocket Shuffle, 2 player	\$295.00
Chi-Coin Rebound Shuffle (close-out)	Write

#### BINGO GAMES

Sea Island	Write
Carnival Queen	\$445.00
Beach Time	\$75.00
Cypress Garden	495.00
Miss America	425.00
Sun Valley	425.00

Showtime	\$325.00
Double Header	325.00
Broadway	150.00
Miami Beach	125.00
Big Time	110.00
Gaytime	110.00
Variety	75.00
Gayety	75.00
Big Show	245.00
Key West	295.00
Skill Parade-new	Write
Skill Roll	95.00

#### ARCADE

All Star Bowler	\$795.00
Wm. Four Bagger	195.00
Big Inning	325.00
Motogram	195.00
Chi. Coin Explorer	395.00
Bally Jet Bowler	90.00
Gift Champs (close-outs)	Write

ALL machines have been checked, cleaned and ready for location.  
Terms: 1/3 Deposit, Balance C.O.D. or Sight Draft.

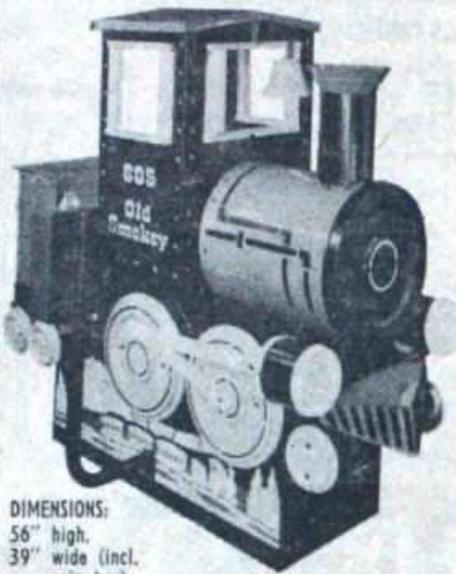
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 A KIDDIE RIDE DESIGNED BY KIDDIE RIDE OPERATORS FOR OPERATORS!



**DIMENSIONS:**  
 56" high,  
 39" wide (incl. coin box),  
 64" long.

- Sturdy Construction
- National Slug Rejector In Separate Cashbox (Gooseneck)
- Extra Heavy Gauge Steel
- Quiet, Smooth Rocking Action
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**COINMEN YOU KNOW**

• Continued from page 113

Belle Isle Amusement Center, one of the Motor City's few Arcades, operated by James DeMonaca and George Rambaum, has been torn down to make room for a new parking lot. Rambaum, who also did service work for other operators, has gone into the upholstery and carpet cleaning business.

Alvin R. Young, of Seaway Coin Machines Company, distributor of Arcade equipment, reports several traveling Arcade operators scheduled to come into Michigan territory. . . . Mrs. Betty (Frank) Eddy, who opened the House of Fun as a near-downtown Arcade last year, has taken over as sole owner of the equipment and games and has expansion plans. The equipment was formerly operated by DeLisle L. Lodico, of D & L Coin Company. . . . Fred W. Pearce, who has operated the Walled Lake Arcade for some 30 years, is dickering with an operating firm which may take over actual operation.

**Milwaukee**  
 By BENN OLLMAN

Damage to the Hilltop Coin Machine Company from the fire that hit their building last week was not severe, according to Doug Opitz. Water came thru the ceiling and affected some equipment. A

**Jenkins Tells**  
 • Continued from page 98

second division will be known as the Atlas Gum Company, which will be an operating company." Jenkins said that he plans to introduce a "revolutionary new idea for bulk venders and versatile merchandise venders." He told The Billboard that he has retained ownership of the 11,000-square foot plant in which Atlas manufactured. According to Jenkins, machinery and equipment will be moved out "by the new owner" and he will convert the factory to "facilitate his future endeavors." He began operating in 1925, manufacturing in 1933. In 1945 he incorporated Atlas.

number of records and an auditing phonograph were also marred. (Continued on page 115)

**"WORLD FAMOUS EXPORTER"**  
 —Inquiries Invited—

Wurlitzer 1650	.....\$225.00
Wurlitzer 1550 (As is, all parts intact)	.... 75.00
Seeburg 100W	..... 450.00
Rock-Ola 1455	..... 645.00
Rock-Ola 1454	..... 550.00
2 AMI G200	..... 500.00
3 AMI E80 (repainted)	325.00
2 AMI D80	..... 250.00
2 AMI D40-45 (repainted)	..... 165.00
2 AMI B45	..... 95.00
AMI E40-45	..... 250.00

**Central**  
 DISTRIBUTORS, Inc.  
 Phone: MAin 1-3511; Cable: "Cendist"  
 2120 Locust St., St. Louis 3, Mo.

**FOR SALE**  
**12 Philadelphia Toboggan Skee Balls**

Remember

→ We carry a complete line of new and used parts.

→ Write us for your needs.

→ Everything in arcade equipment in stock.

**MIKE MUNVES CORP.**  
 577 10th Ave., New York BR. 9-6677

**ADMEN** of every kind ENDORSE THE BILLBOARD as a top selling force

Funspot, 2160 Patterson St., Cincinnati 22, Ohio.

Attention: ARCADE OPERATORS—read Funspot, "The Magazine of Amusement Management," to keep you informed. Mr. E. Fox, of Brooks, W. Va., states: "All operators in the amusement field should subscribe to this fine magazine." 803

1 year \$3. 3 years \$7. Bill Me.... Payment enclosed....

Name \_\_\_\_\_

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Occupation \_\_\_\_\_ Title \_\_\_\_\_

**JAH 200 '57**  
**AMI MODEL H**  
 We have these popular Used Machines at **\$695**  
**AMI SALES COMPANY**  
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 Exclusive AMI Distributors

**RIDING TO AN ALL-TIME NEW HIGH!**

*Keeneys*  
**BIG ROUNDUP**  
 HIGH PROFITS LOW COST

with the ALL NEW BIG ROUNDUP BONUS!

"If you know 'UPRIGHTS'—then YOU KNOW KEENEY—  
 —NUFF SAID PODNER!"



**J. H. Keeneys & Co., Inc.**  
 3600 W. FIFTIETH STREET • CHICAGO 33, ILLINOIS

SHIPPING WEIGHT ONLY 150 LBS.  
 SIZE: 56" H. x 22" W. x 17 1/2" D.

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Find out every week in **The Billboard**

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Type of Business \_\_\_\_\_ Title \_\_\_\_\_

### KIDDIE RIDES

**FOR SALE** F.O.B. Chicago & Los Angeles  
In operating condition. All parts complete.

Available L.A. Chgo.	Type of Ride	Price
X	Lane Merry-Go-Round	\$250.00
X	Lee Merry-Go-Round	250.00
X	Capitol Merry-Go-Round	195.00
X	Deco Merry-Go-Round	195.00
X	Texas Kiddie Ride	200.00
X	Merry-Go-Round	125.00
X	Jay Merry-Go-Round	125.00
X	B & R Locomotive	150.00
X	Elsie Cow	100.00
X	Gym Cycle	100.00
X	Austin Car	175.00
X	Dale Pistol Gallery	125.00
X	Exhibit Pistol Gallery	100.00
X	Exhibit Rifle Gallery	175.00
X	NVO Metal Typer	175.00
X	Hawes Sea Saw	100.00
X	Capitol Pony	200.00
X	Hopalong Pony	195.00
X	Big Bronco Pony	275.00

**COUNT-DOWN SPECIALS**  
Capitalize on the "Space Craze"

Flying Saucer	\$150.00
Bally Space Ships	170.00
Atomic Jet	100.00
Clinton Rocket	150.00
Space Ranger	250.00
Space Patrol	125.00

Terms: 1/3 Certified Deposit, Balance C.O.D. or Sight Draft.

### KIDDIE RIDES, INC.

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Phone: ARmitage 6-8180

### BEST FOR LESS!!!

#### MUSIC

1700, 1800, 1900, 2000, 2100

#### WURLITZER

Write or Call for Quantity Prices.

1400 45 RPM Wurlitzer	\$125
1650 AF Wurlitzer	235
KD 200 Seaburg	595
V 200	395
AMI C	55
AMI B	45
1438 Rock-Ola	235

#### BINGOS

Nite Club	\$175
Beach Beauty	135
Gayety	55
Variety	65
Starlite	75
Bally Beauty	45
Bally Follies	25
Bally Parade	195
Double Header	205
Daytime	85
Big Show	215
Broadway	145
Pixie	75
Bally U.S.A.	225
Big Time	95
Hi-Fi	45
Nevada	45

#### MISC.

C.C. Rocket Shuffle, 1 Pl.	\$265
C.C. Rocket Shuffle, 2 Pl.	295
Scoreboard	115
Gladiator	165
Keeney 22-Col. Cig. Machine	175
6-Pocket Slate Top Pool Table, used	150
Exh. Shooting Gallery	65
Telegiz	65
Lady Luck	60

Call, Write or Wire

**Lew Jones** Distributing Co.  
Exclusive Wurlitzer Distributor  
1301 North Capitol Avenue  
Indianapolis, Indiana  
Phone: MEIrose 5-1593

## Bally Bowler Features Fast Playing Action

CHICAGO — Deluxe Club Bowler, a new shuffle game featuring fast-play action, was shipped last week by Bally Manufacturing Company.

Strong emphasis is placed on the greatly increased speed of play caused by the new lightning-calculator rotary totalizers introduced for the first time in Deluxe Club. Says Bill O'Donnell, Bally sales manager: "This revolutionary new advance in automatic scoring is twice as fast as the scoring totalizers of previous games, permitting general speed-up of game cycle and 50 per cent faster play."

"In fact, results of thoro location testing is supported by a chart of patronage and play illustrating the fact that three games can be played in the time previously required to play two games, enabling the operator to get all potential play during periods of peak patronage, instead of missing much of the rush-hour play with equipment that is not fast enough to handle the crowds."

Included in the new game is the four-way players' choice of official scoring or speed-scoring, with "Lucky Strikes" switched on and off during the game as a method of handicapping.

Equipped with dime coin-mechanism, the new game is eight and one-half feet long by 25 inches wide, and may be played by one to six players.

## Auto-Bell Ships Circus Play-Ball, Adds Distribs

CHICAGO — Circus Play-Ball, a new upright game with a baseball theme, is in shipment by Auto-Bell Novelty Company here.

Special attraction is a "500 Runs" feature and a spell-the-name arrangement. Spelling out the game's name earns extra home runs.

Scoring symbols are umpires, catchers' masks, bats, caps, gloves and baseballs. The game also has an "extra-run-when-lit" panel. Backglass is brightly decorated with baseball park scenes.

Al Warren, Auto-Bell sales manager, reports the appointment of three new distributors in the South and Southwest. C. A. (Shorty) Culp, Culp Distributing Company, Oklahoma City; B & J Distributing Company, Salt Lake City, and Friedman Amusement Company, Columbia, S. C., have been named.

## COINMEN YOU KNOW

Continued from page 114

The list of coinmen who attended the cigarette vending hearings in Madison included Opitz, Nick Stacy, C. S. Pierce, Herb Geiger and Bert Veldhuizen.

"For some unexplainable reason, we had an epidemic of service calls last week," moans Ed Gronowski, Red's Novelty Company.

## Game in Vender

Continued from page 98

enough that it constantly attracts attention from adults, as well as the youngsters themselves. Children tell each other about the fun which they had with a penny game to the point that the youngsters, on their next supermarket trip with their friends, get an opportunity to try the game out for themselves.

On a Friday evening, all of the heads were nearly empty, even tho they had been filled on the previous Monday afternoon! The game-equipped stands in the supermarkets do such an excellent job that a much tighter replenishment schedule has had to be adopted.

Incidentally, note that the supermarket which is host to the machines has installed a wire rack of party peanuts, cashews, and mixed nuts, alongside the vending machines. This came about simply because nuts vended at the stand whetted shopper appetites for the tasty kernels so much that they were moved to buy a larger quantity of nuts, and the can display in immediate juxtaposition sells more than twice as many canned nuts as when they were displayed in the party foods department.

### FOR IMMEDIATE DELIVERY SEEBURG CIGARETTE VENDOR



- 22 COLUMNS
- OVER 800 PACK CAPACITY
- 3-WAY PRICING
- QUIET ALL-ELECTRIC SELECTION & DELIVERY
- SMART, LOW CONSOLE STYLING UP-FRONT PLACING

### PHONOGRAPHS WANTED FOR EXPORT

- BIG TRADE-IN ALLOWANCES ON:
- SEEBURG M100A
  - SEEBURG M100B
  - SEEBURG M100C
  - SEEBURG HF100G
  - SEEBURG HF100R
  - SEEBURG V200

Many other models needed, including WURLITZER, AMI and ROCK-OLA PHONOGRAPHS

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Exclusive Seeburg Distributors

738 Erie Blvd., East  
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Phone: GRanite 5-1631

CABLE ADDRESS: "DAVDIS"

Terms: 1/3 Deposit Required.

## GUARANTEED

Reconditioned and READY!

10 or more of each great machine!

MUSIC—ROCK-OLA 1455—Very Clean

BINGOS—CARNIVAL QUEEN—SHOW TIME—KEY WEST

ARCADE—BALLY GOLF CHAMP—CHI. COIN EXPLORER

—CHI. COIN ROCKET SHUFFLE

**Redd** DISTRIBUTING CO.,  
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ALLSTON 34, MASS.—AL 4-4040

WURLITZER  
BALLY  
CHI COIN  
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### NEW CLOSEOUTS! WRITE REBOUND SHUFFLE SUPER MONTE CARLO CROQUET POOL

Rocket Shuffle Explorer	\$350.00	Un. Vogue	\$175.00
Rocket Shuffle, 2 Player	325.00	CC Criss Cross Targette	75.00
Rocket Shuffle	295.00	CC Deluxe Ski Ball	175.00
Bally ABC s/a	295.00	CC Tournament Ski Ball	125.00
Un. Regulation s/a	295.00	Un. Pool Alley	75.00
Un. Royal s/a	95.00	Un. Pixie Bowler	425.00
CC Feature Frame s/a	125.00	Wms. Ten Strike	195.00
Un. League s/a	110.00	Bally All Star	165.00
Un. Chief s/a	110.00	Bally Super Bowler	195.00
Un. Imperial s/a	125.00	CC Classic Bowler	550.00
Un. Leader s/a	145.00	Un. Royal Bowler	550.00
Un. 11th Frame s/a	145.00	CC Bowling League	345.00
Bally Congress s/a	325.00	Un. Bowling Alley	345.00
CC Advance s/a	95.00	Bally Bowling Lane	345.00
CC Holiday s/a	125.00	Genco Sweet Twenty-One	95.00
Un. Targette	75.00	Genco Lucky Seven	95.00
Un. Comet	95.00	Ex. Ringler Ball	80.00
Un. Venus	150.00		

ONE-THIRD DEPOSIT WITH ORDER. THE BALANCE S/D OR C.O.D.

## MONROE

COIN MACHINE EXCHANGE INC

2423 Payne Ave. Cleveland 14, Ohio SUPERIOR 1-4600

It's Sensational

# WILD CAT

COLOSSAL 1,000 FEATURE

Location

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4 Columns

More Ways to Score

New

Scuff Proof

Base

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Earning Power

ANOTHER WINNER BY GAMES, INC.

Originators of the ELECTRONIC UPRIGHT FREE-PLAY GAMES

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A PROVEN WINNER DOUBLE SHOT STILL IN PRODUCTION

### WANTED

Seeburg 3W1 Wall Boxes  
 Seeburg C's, G's, R's, V200's and J's  
 Arcade Equipment  
 Shuffle Alleys with flashing lights  
 Late Model Five Balls  
 Send in Complete Lists

Exclusive Gottlieb, Williams and Seeburg Distributors



# TRIMOUNT

Remember  
 IN NEW ENGLAND  
 IT'S TRIMOUNT

40 WALTHAM STREET  
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### LARGE QUANTITY

RECONDITIONED GUARANTEED

**A. M. I.**  
**JAH 200**  
 1 ..... \$695.00  
 10 or more ..... 625.00  
 EXPORT INQUIRIES INVITED

### LYNCH & ZANDER CO.

Exclusive Seeburg Distributors

832 BARONNE ST. ★ NEW ORLEANS

CALL YOUR ORDER COLLECT - JACKSON 2-9696

### Coin Rec Club

Continued from page 111

received excellent support from the clergy in Roseville, which is predominately a Catholic community. In fact, one priest wanted to bring his entire youth group of 75 to the amusement center.

The merchants' association in the shopping center is enthusiastic about the rec center. They say it keeps the children out of the other stores and out of possible mischief. Juvenile authorities like the place because it brings the kids off the street and under supervision of the bowling center attendants.

To promote the spot's opening, Frisch ran an ad in the Roseville Tribune, which drew heavily. He also gave out coupons for a free game during the first week's operation. Now he gives out coupons for free games thru the Dairy Queen and the pizza parlor in the shopping center. A coupon for one free game is given with a purchase of over 25 cents at either establishment.

The amusement center has received good publicity from the St. Paul newspapers, and Frisch has twice appeared on TV programs to promote the operation. He also advertises in five senior high school newspapers and three junior high papers in the area.

Asked about future plans for food service at the amusement center, Frisch pointed out that he does not want to go into competition with the nearby food establishments. But he may go into a cafeteria-type operation selling soft drinks, hot dogs and ready-made sandwiches.

when answering ads . . .

**SAY YOU SAW IT IN  
 THE BILLBOARD!**



WORLD WIDE is  
 Ready, Willing and Able!



WANT TO BUY

## ALL TYPE BINGOS

Will Trade { 5 BALLS • BOWLERS  
 BASEBALLS • PHONOS } Call Now!

### SPECIALS!

United 16' JUMBO BOWLING ALLEYS, A-1 Conditioned ... \$525	C. C. ROCKET SHUFFLES ..... \$295
Bally SKILL ROLLS ..... 110	Games' DOUBLE SHOTS ..... 395
	Seeburg M-100C (Recond.) .... 395

Cable Address  
 "GAMES,"  
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Terms: 1/3 Deposit, Balance  
 Sight Draft.



Chicago 47  
 2330 N. Western Ave.

Phone: Everglade 4-2300

## OPERATORS

The Switch in '59 is to a Dime

In '33 nickel play was OK. Don't operate  
 in the past . . . the switch in '59 is to a dime!

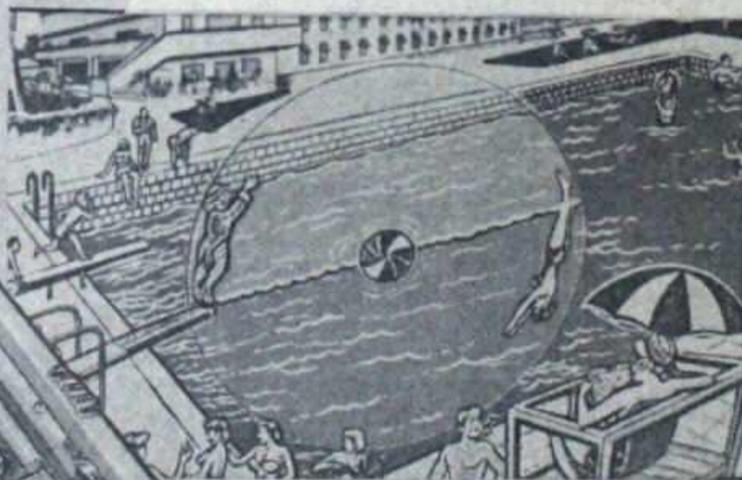
D. GOTTLIEB & CO.



Here it is... Irresistible Attraction!

Gottlieb's  
 ANIMATED

# HI-DIVER



DIVERS ACTUALLY SPRING  
 FROM DIVING BOARD  
 INTO THE SWIMMING POOL!

Here's the feature every Operator has been waiting for . . . ANIMATION! New lite box design shows divers spring into the swimming pool. You watch the diver swim around the pool in a circular motion and return to the diving board. Each diver cycle scores points.

- Terrific, eye-catching pool decoration packs 'em in at "poolside" for maximum play attraction.
- Kickout holes, targets and rollover buttons advance divers.
- Alternating light targets turn pop bumpers and cyclonic kickers on and off for high score.
- Four super-powered flippers—2 at bottom of field and 2 at mid-field create thrilling "relay" type action skill shots.

**D. Gottlieb & Co.**

1140-50 NORTH KOSTNER AVE. CHICAGO 51, ILL.

Amusement Pinballs  
 as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

**LIKE NEW!  
SAVE ON THESE  
SHAFFER  
PHONO SPECIALS**

**SEEBURG**

KD200	\$695.00
VL200	549.50
V-200	469.50
HF100R	575.00
HF100G	475.00
M100C	395.00
M100B	325.00

**WURLITZER**

2100	\$499.50
2150	489.50
2000	449.50
1900	449.50
1800	395.00
1650A	249.50

**AMI**

JAH200	\$650.00
G-120	450.00
F-120	395.00
E-120	295.00
G-80	350.00

**WALL BOXES**

Wurlitzer 5210	
(200)	\$ 89.50
AMI W-200	89.50
Seeburg 3WI	49.50

**CIGARETTE VENDORS**

Eastern Mark II	\$199.50
National 9 Col., 25/30	99.50
Rowe Commander (11)	109.50
Eastern 10 Col.	99.50

Shaffer Reconditioned  
Shaffer Guaranteed

**SHAFFER  
MUSIC COMPANY**  
Write for Illustrated Catalog

849 NORTH HIGH STREET  
COLUMBUS 8, OHIO  
PHONE: AX 4-4614

**Police Seize  
Legal Games  
In L. Island**

BABYLON, L. I., N. Y.—Town police and investigators from the Suffolk County district attorney's office this week raided eight lunch-ettes, a stationery store and a bowling alley and came up with a mixed bag of games—including pinballs, baseball units and bowlers.

Legal opinion here is that the police were on pretty shaky ground when they confiscated the machines. The pinball machines were seized on the ground that they violated Section 982 of the State penal law, which provides that no

gambling machines nor machines readily convertible to gambling devices may be operated. It was charged that the pinball machines were giving free games, which recent court rulings have held are illegal. No charge of cash payoffs was made.

One location owner challenged the statement that free games were offered and said that the machine grossed from \$3 to \$5 a day.

Many of the games picked up were devices which have been regarded as legal and games of skill. The reasons given for their seizures was that they "arouse competitive spirits," according to a local newspaper.

Town Police Chief Percy K. Hempstead said that the raids were made to protect youngsters from their sporting instincts.

**RECONDITIONED GAMES**

Auto Race	\$125.00	Twin Bill	\$ 50.00
Classy Bowler	125.00	World Champ	150.00
Crisx Cross	215.00	Double Action (2 play.)	365.00
Derby Day	110.00	Contest (4 play.)	425.00
Harbor Lites	110.00	Falstaff (4 play.)	295.00
Rainbow	145.00	Bally BIG INNING (F. P.)	345.00
Rocket Ship	200.00	Chi. CRISS CROSS HOCKEY	325.00
Roto Pool	265.00	Chi. CROQUET POOL	75.00
Royal Flush	165.00		
Silver	195.00		
Sittin' Pretty	285.00		
Stage Coach	80.00		
Straight Shooter	295.00		
Sunshine	265.00		

**SPECIAL**

10 only Seeburg 3-wire, 100-record, all-chrome Wall Boxes with new selector keys \$ 35.00

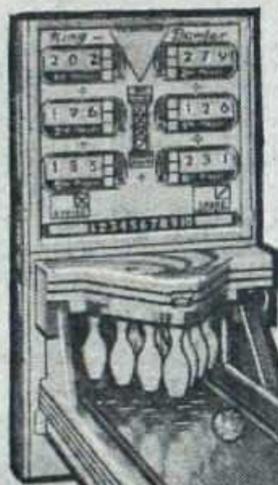
**MORRIS NOVELTY COMPANY**

3007 Olive St. Phone: FRanklin 1-0757 St. Louis 3, Mo.

when answering ads . . .

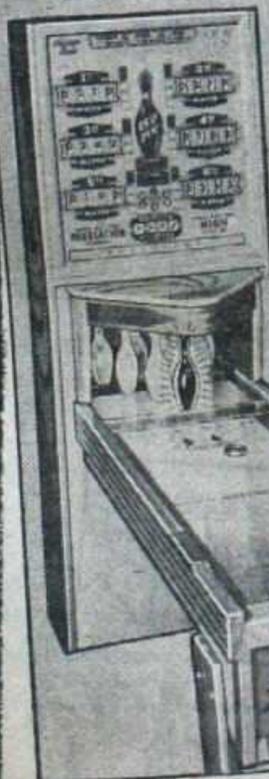
Say You Saw It in The Billboard

**Hail The New Champ!**



Available in 16½ and 21½ ft. Length!

**RED PIN BOWLER**



Available Now in New

**5 WAY MATCH**

4 GAMES IN ONE

- 1 RED PIN "Lights-Up" for BONUS SCORING!
- 2 Regulation Scoring!
- 3 "Flash-O-Matic" Scoring!
- 4 Mystery High Scoring!



Regulation Scoring!  
Screened Playfield!  
All Steel Cash Box!

**Chicago Dynamic Industries, Inc.**

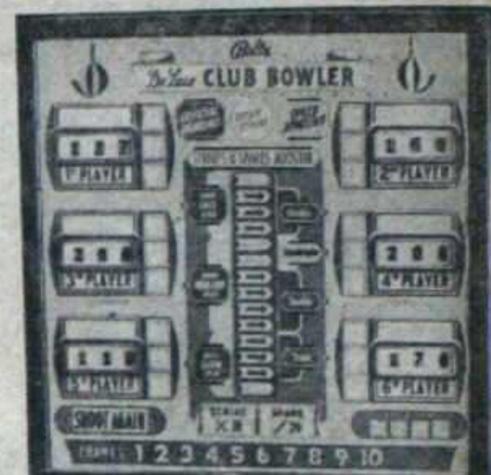
1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

# NEW FAST PLAY

## ups alley earning-power 50 per cent

Operators who "clock" the play on location know that 75 to 90 per cent of daily shuffle-alley earnings land in the cash-box during a few rush hours of peak patronage. And they know they miss plenty of rush hour play with equipment that is not fast enough to handle the crowd. DE LUXE CLUB BOWLER—with new twice-as-fast rotary totalizers and 50 per cent faster play cycle—enables you to "make hay while the sun shines"—get all the big rush hour play while the crowds are there to play—take in \$15 while the other alleys earn \$10. Get DE LUXE CLUB BOWLER busy for you in busy spots today.

**BALLY MANUFACTURING COMPANY, 2640 BELMONT AVE., CHICAGO 18, ILL.**



Players' choice...  
**OFFICIAL**  
 or **SPEED**  
 bowling...  
 switch-on  
**LUCKY**  
**STRIKES**

1 TO 6 CAN PLAY  
 8½ ft. by 25 in.  
 DIME-PLAY

*DeLuxe*

### EARN PEAK PROFITS FROM PEAK PATRONAGE

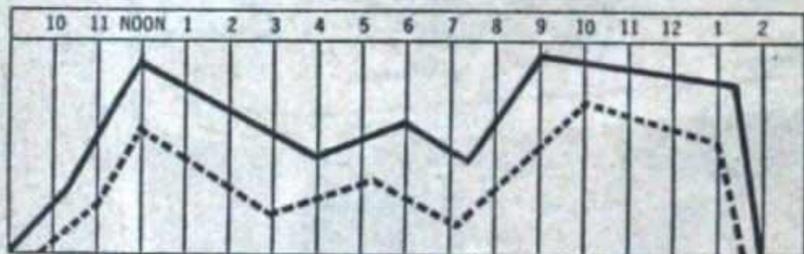
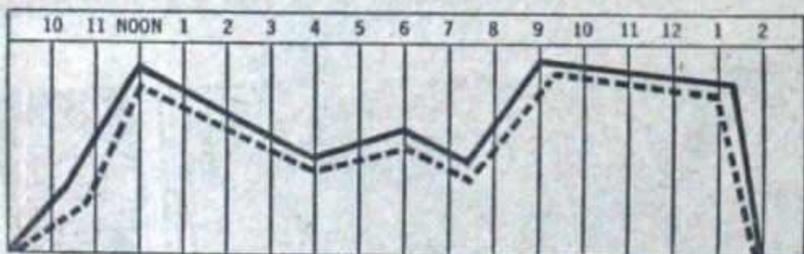


Chart of patronage and play in location equipped with standard shuffle-alley. Solid line indicates patronage from 9 a.m. to 2 a.m. closing. Dotted line—indicating shuffle alley earnings—lags below patronage line, because game is not fast enough to accommodate all potential players during periods of peak patronage.



Location-chart, after installation of DE LUXE CLUB BOWLER. Profit-line closely follows patronage line, because DE LUXE CLUB BOWLER play is 50 per cent faster than on standard alley. 3 games can be played in time previously required to play 2 games. DE LUXE CLUB BOWLER accommodates all potential players, not only during slow periods of the day, but during busiest peak patronage periods.

*Bally* **CLUB BOWLER**

Turn MUSIC NOTES into BANK NOTES

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AVAILABLE IN  
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**WORLD'S FASTEST  
Record-Changing Mechanism**

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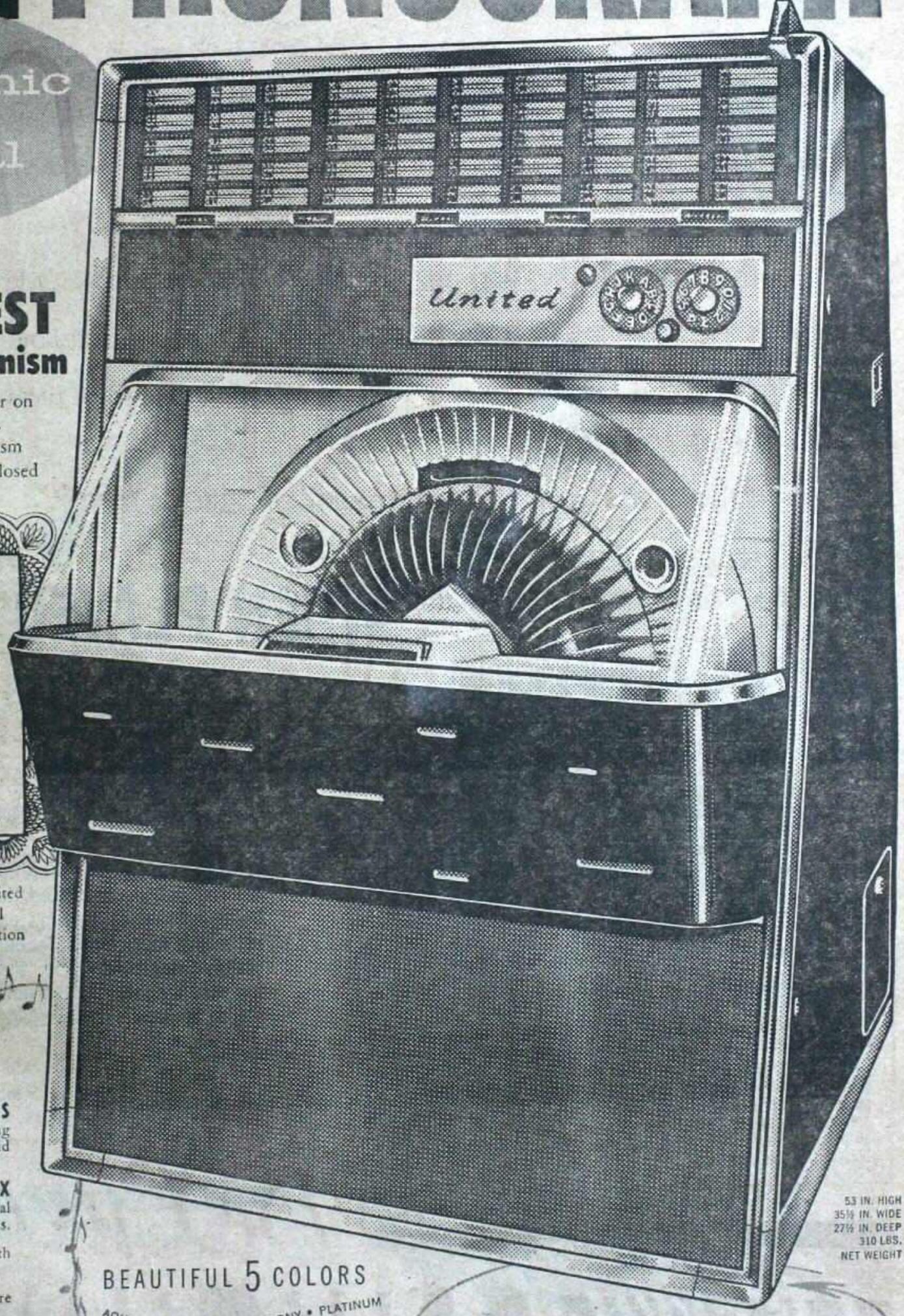
The Record Mechanism contained in the Model UPB-100 United Phonograph is UNCONDITIONALLY GUARANTEED for one full year from date of delivery by an authorized United Music Corporation distributor in a new and unused condition. Each United Phonograph is delivered with a "Certificate of Warranty" outlining United's complete guarantee

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Packed with many other exclusive features, the United Phonograph stands "head and shoulders" above all others in Simplicity...Styling...Mechanical Perfection...Profit. Operate the finest...operate United.

**A COMPLETE MUSIC SYSTEM**

- FULL RANGE EXTENSION SPEAKERS** specially designed for convenient Wall, Ceiling and Corner installation. Both Monaural and Stereophonic.
- SYNCHROMATIC COMPACT WALL BOX** complete with Program Selection Panel and Dial Selector Knobs makes selection in 2 seconds.
- HIDE-AWAY UNIT** ideal for locations with limited floor space.
- PLAY-STIMULATOR** stops lulls. Invites more play. Pays for itself in a hurry.



BEAUTIFUL 5 COLORS  
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WRITE FOR DETAILS TODAY!

**WALK-IN DOOR**  
swings wide open for  
INSTANT, EASY ACCESS...

53 IN. HIGH  
35 1/2 IN. WIDE  
27 1/2 IN. DEEP  
310 LBS.  
NET WEIGHT

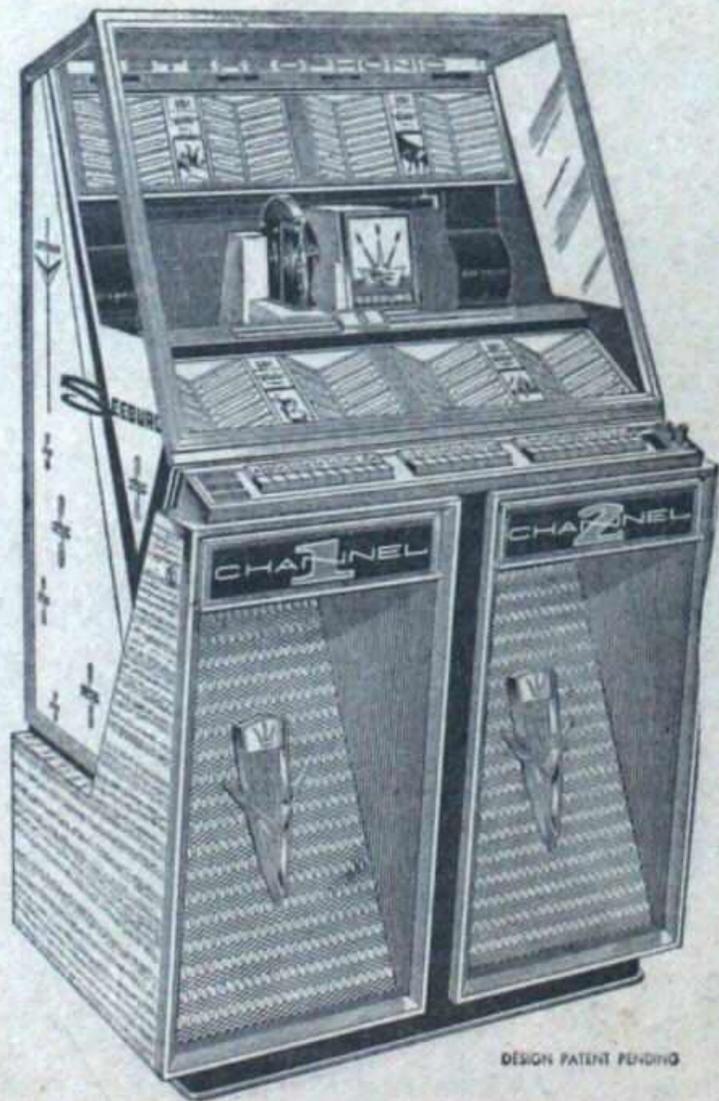
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# ALIVE

WHEN PLAYED ON A

## SEEBURG SYSTEM



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With Seeburg Two-Channel Stereo every listener, wherever seated, has the illusion of being present at a "live" performance of the recording musicians. Seeburg Stereo is completely integrated—from the pickup, through the dual amplifier to the newly developed twin stereo speaker system.

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DEPENDABLE MUSIC SYSTEMS SINCE 1902  
THE SEEBURG CORPORATION  
Chicago 22, Illinois

*America's finest and most complete music systems*