

The Billboard

SIXTY-FOURTH YEAR

PRICE:
35 CENTS

MARCH 3, 1958 (APB) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Will Union Rackets Lose Stranglehold?

Investigators Must Grasp Problems of Legitimate Operators in Big Cities

By BOB DIETMEIER
CHICAGO—Will the stranglehold of union racketeers on juke box operators in major cities be loosened by the first full-fledged nation-wide investigation in industry history?

This is the big hope of all thoughtful industry members. But agreement is unanimous that

rules—as it does for example in Chicago (and has for years)—it is easy for racketeers to rule with a minimum of trouble.

A fourth—and related directly to the first—is the apparent complete disinterest by the public, in the sense that juke boxes have nothing to do with the bread basket or the breadwinner's income.

RACKET DEVELOPMENT OF THE WEEK

• Sam Greenberg, president of the Chicago Independent Amusement Association, will appear before a County Grand Jury tomorrow (4). See amusement games department.

• Senate Rackets Committee investigators established that Hyman (Red) Lerner, a crime syndicate slot machine figure, is Thomas Waterfall, executive secretary of CIAA.

• Mrs. Myrtle Lerner, Lerner's wife, invoked the Fifth Amendment to questions by the Senate Rackets Committee in Washington. Search for Lerner continued.

• Staff counsel Robert Kennedy announced in Washington that Chicago, Detroit and Cleveland will be spotlighted in its investigation on a nation-wide scale of the relations of the coin machine industry with labor organizations.

• Edmond Power, Chicago assistant State's attorney, announced that he will meet with record company representatives this week to discuss the record bootlegging case.

• Additional information is being presented to the County Grand Jury (February jury was extended for 30 days) this week. Power also announced.

• John Quan, assistant U. S. attorney, would state only that the federal grand jury "is in session."

In order to accomplish this, a sound understanding of the complicated task involved in operating in major cities be solidly grasped by those who could help bring it about.

A central problem involved is the obvious tie between organized crime and politics.

Another—and related to the first—is the problem of legitimate operators competing with operations run by racketeers, even if those operations appear to be run on a legitimate basis.

A third problem—related to both those above—is fear. Where fear

Probe Coin 'Hoods' in Mo.

ST. LOUIS—State authorities moved last week to clean up alleged hoodlum infiltration in the pinball, juke box and cigarette vending machine industry here.

A suit was filed in Circuit Court by the Missouri Attorney General's office against the Plaza Amusement Company, a hoodlum-dominated juke box and pinball operation which also controls a cigarette vending machine operating company.

Plaza is an enterprise of Frank (Buster) Wortman, notorious East Side St. Louis mobster, and his brother, Edward (Ted) Wortman.

The suit was filed after Governor James T. Blair and Attorney General John M. Dalton conferred and
[\(Continued on page 83\)](#)

A public can be easily aroused over a horsemeat racket or a public official stealing public funds. It does not appear to be possible to arouse them over a juke box racket.

These problems and the way in
[\(Continued on page 79\)](#)

PAAR EXPOSURE PAYS OFF BIG FOR PROTEGES

NEW YORK — Exposure on Jack Paar's NBC-TV show is paying off big in the record and personal appearance fields for those who guest or are regulars on the nightly (11:15 p.m. to 1 a.m.) telecast.

Comedienne Dody Goodman was signed by Coral Records and Elsa Maxwell by Seeco as a direct result of the show; Betty Johnson, who appears every other week on the airer, has her first Atlantic record, "The Little Blue Man," on the Billboard's "Coming Up Strong" chart this week. Atlantic execs report that sales increase considerably each time she lip-sings the tune on the teleshow.

Miss Maxwell's album and the show's ork leader Jose Melis' current Seeco LP, "Tonight" (both Billboard "Spotlights" this week), kicked off strong last week, according to distributors across the country.

At the same time, the General Artists Corporation reports that Miss Johnson's night club price has increased more than 25 per cent due to the Paar show. She recently headlined at Blinstrub's in Boston, the Lake Club, Springfield, Ill., and the Colonial Inn, St. Petersburg Beach, Fla.—playing the clubs during off-the-air weeks.

The canary also received a call from Richard Rodgers who had caught the show and wanted her to try out for the role, Laurie, in the New York City Center's forthcoming revival of "Oklahoma!"
[\(Continued on page 10\)](#)

Looks & Shape Not Enough in Today's TV Model Market

Conover Lovelies Sing, Dance And Thesp in Video Commercials

By CHARLES SINCLAIR

NEW YORK—The pretty Conover models who stride, long-legged and clear-eyed, along Park or Madison Avenues today may be carrying anything from special vocal arrangements to an aircraft pilot's license in those big hatboxes.

Television commercials, particularly the musical ones or those done as 'location' projects, are revolutionizing the modeling business, says ex-cover girl Candy Jones.

Now Mrs. Harry Conover, she is in charge of the firm's TV model agency that's likely to bill as much as \$1,000,000 in TV modeling fees this year and is president of the Conover School.

"The day when a girl's face and figure alone were her fortune as a model ended with big-time TV," explains the lady executive whose beautiful high cheekboned features once sold everything from toothpaste to haute couture.

"A TV model, to be good, has to be in the 'performer' category. Must Keep Musical Step

As any casual observer has long since noticed, there is a definite "trading up" in production values of musical commercials in TV this season—even the program musicals on TV have often found it tough rating sledding.

The trend is now tapping the talents of composer-producers like

Frank Loesser and Irving Berlin, and musicians ranging from Dixielander Bobby Hackett to the cool trumpet of Art Farmer.

As a result, TV models have had to stay in musical step.

"We're getting more and more calls for musical models," Candy relates. "Producers and talent buyers seem to prefer models who can sing, rather than singers who are available for modeling."

This state of affairs is creating new TV problems, according to the tall, sleek blonde.

"A model who can sing usually finds she is also in demand for recording and club dates, so the supply keeps running low. One of our best musical models is Clare Nelson, who also now records for Epic and who has been filling a club date at the Shoreham."

Demand Tops Supply
Despite the steady stream of hopefuls who try out each year for TV modeling careers, attracted by a combination of glamor and up to \$1,950 for one eight-hour filming assignment on a Class A program commercial, the Conover agency has trouble meeting the demand.

"There are a whole new set of special likes and dislikes toward models that have come in with this season's TV," Candy says. There is, for example, a premium being placed on sports ability, as a result of commercials filmed in location junkets which feature models and products in action sequences.

"Some of the more frequent calls are for models who can water ski, or who can behave realistically in bowling, ping-pong, horseback riding, tennis, golf or sports sequences," she states. We even have one girl, Darlene Leone, who has a pilot's license she got flying around the airport in her home town of Elgin, N. D., and it's gotten her at least one TV film modeling assignment. And believe it or not, the Ford people insist that the girls they use in their
[\(Continued on page 10\)](#)

NEWS OF THE WEEK

Move For Licensing Of Industrial Music . . .

Exploratory talks with a view toward licensing functional music organizations will get underway Monday (3) at a conference attended by Harry Fox, publishers' agent and trustee; John Griffin, executive secretary of the Record Industry Association of America; and Julian Abeles, copyright attorney and counsel for Music Publishers Protective Association. Page 2

Independent Distributors Burn Over Bought Masters . . .

Heavy traffic in bought masters is having repercussions at the indie distributor level. Latter spend money and time in promoting the disks, only to lose out when another line takes them over. Distributors avow they will be more cautious, seek protection. Page 2

Ace Records Spurns Offer of \$25,000 For Burgeoning Hit . . .

Johnny Vincent, head of Ace Records, turned down a cash offer of \$25,000 last week for

his cutting of "Don't You Just Know It," by Huey Smith. Amount of cash offered was a record; three labels wanted the disk. . . . Page 3

ASCAP Payoff for Late '57 Tops \$13,000,000 Mark . . .

More than 600 writers and publishers at the semi-annual ASCAP Dinner held in Hollywood last week were informed that payments for the last two quarters of 1957 to writers and publishers totaled \$13,077,955. Page 3

DEPARTMENTS AND FEATURES

Amusement Games 84	Music Pop Charts—
Aud-Arena 58	Album Buying Guide . . . 26
Carnival 65	Honor Roll of Hits . . . 34
Circus 62	Best Seller Lists 38
Coming Events 70	Tips on Coming Tops . . . 46
Classified Ads 72	Outdoor 56
Coin Machine 74	Parks & Pools 61
Fairs & Expositions . . . 64	Pipes 71
Final Curtain 60	Radio 2
Letter List 71	Rinks 61
Merchandise 69	Routes 60
Music 2	TV-Music-Radio 2
Music Machines 79	Vending Machines 74



Wherever You Are
You'll Find Many of Your Needs in the
CLASSIFIED SECTION
this issue

Trading in Masters Brings Outcry From Indie Distributors

Seek Protection Against Loss Of Records They Put Across

By PAUL ACKERMAN
NEW YORK—The frantic buying and selling of masters is having significant repercussions: Indie distributors are getting hurt financially; some are seeking ways of protecting themselves and are taking a much more cautious attitude toward small labels with limited capital. The possibility has already been posed that small indie labels may soon find it more difficult to find distributors.

Chief beef of the distributors is that they spend money and effort in breaking a record in a territory—only to face the possibility of losing out completely when the master is sold to a line handled by someone else.

Johnny Halonka, of Alpha Distributors in New York, says he recently lost three records in one week's time. Halonka referred to the Vox Poppers' AMP 3 disk, "Wish for Your Love," which was sold to Mercury; the Tonettes' Doe Record, "Howie" and "Oh, What a Baby," which was acquired by ABC-Paramount, and the Shirelles' "I Met Her on Sunday," which was sold by Tiara to Decca. At press time, Halonka said he might even lose another one—he was not yet certain.

Big Letdown

"We were instrumental in getting action on these records," said Halonka. "We thought the disk had what was needed... we put money and effort into them, and

we hoped to earn this back... but someone waves \$5,000 or \$15,000 in the face of the small manufacturer, and he takes it."

Halonka feels that possibly a contract protecting the distrib is in order. "The distributor who breaks a record in a locality must be compensated for his effort in the event a master is sold—he should share in the product."

He pointed out that the distrib's loss goes beyond his immediate promotional cost of \$500, or \$1,500 or whatever the sum might be. The deal whereby the master is sold, Halonka said, often gives the label first call on the artist's next performance. "So we also lost out on the potential—on the future. It's a chain reaction."

Some Solutions

Sometimes a happier solution is possible, Halonka stated. "The minute we find out that a small indie cannot carry a promising record all

the way, we try to get one of our larger manufacturers to take it over."

Halonka also pointed out the possibility of a distrib making a deal whereby he could hold on to the disk locally, despite sale of the master nationally.

In sum, Halonka pointed out: "Covering is not so much of a problem. Bought masters are, and every distributor will have to be more careful."

Nelson Verbit of Marnel Distributing, Philadelphia, stated: "I'm very cautious now on new things that come in... I hate to promote and lose out... We've invested time and effort... A guy makes a master for a few hundred dollars and he cannot go national, so he leases it or sells it outright."

Verbit doubted that indies could achieve protection thru a formal contractual arrangement. "I like to

(Continued on page 51)

Move for Licensing Of Industrial Music

Exploratory Talks Include RIAA & MPPA Viewpoints

NEW YORK—Exploratory talks with a view toward licensing functional music organizations will get underway Monday (3) at a conference attended by Harry Fox, publishers' agent and trustee, and John Griffin, executive secretary of the Record Industry Association of America, and Julian Abeles, copyright attorney and counsel for Music Publishers Protective Association.

Organizations the conferees have in mind do not include Muzak or on-the-spot locations where a machine may play eight hours of music. Rather they are mindful of the dozens of functional music setups which use commercial phono-

graph records to make up their libraries—the material being sent into factories over leased wires or telephone lines.

It was stated that many of these operations have tried to legitimize their set-ups by working out licensing arrangement with publishers and record companies; but that no pattern had yet been set.

Several types of licensing arrangement are involved. On the publisher level, such a use is considered a reproduction which must be paid for. There is also the record level—involving permission of the label to dub the material, and

(Continued on page 16)

Do-It-Yourself On Roulette

NEW YORK—Roulette Records is readying a new specialty album line, which will retail at \$2.98. The label's sales chief, Joe Kolsky, introduced the new package line at a sales meeting in Chicago last week.

Altho Roulette won't release any details on the new line, the LP's reportedly feature a do-it-yourself

(Continued on page 16)

Columbia Fires Giant 'So. Pacific' Salvo

NEW YORK—Columbia Records is jumping into the battle for the "South Pacific" with all guns firing. In anticipation of tremendous new interest in the musical scene due to the forthcoming release of the movie version of the Rodgers and Hammerstein smash, the firm is releasing three brand new albums of the music and refurbishing and repackaging its best-selling original cast set with Mary Martin and Enzo Pinza.

The three new albums to be issued by Columbia include two on the Columbia label, one a piano version by Liberace and the other a lush, multi-stringed version with the Percy Faith Orchestra. On Harmony Records the diskery is releasing its "economy set" with the Dino Martinelli Ork. This set will retail at \$1.98.

Columbia's cast album has been completely re-recorded and has been put into a special new package. It has a hard cover flap over, with liner notes inside and pictures of the original cast, etc.

The firm is pushing its "South Pacific" sets with the slogan "Four

Ways to Enjoy South Pacific." For consumers it will run full page ads in national magazines for all the new albums but with the "South Pacific" sets featured. Ads include a full page in Life magazine. In addition there will be complete deejay service on the LP's and key dealers will receive copies of the sets. There will also be a distributor-dealer contest based on the "South Pacific" hoopla.

Columbia's original cast "South Pacific" set holds a warm spot in the firm's heart. Album is considered to have put over the long playing record in the days of the battle of the speeds. In dollar volume it has grossed to date the whopping sum of \$9,250,000, and its sales in units are well past 1,500,000.

"South Pacific" original cast is also probably the granddaddy of LP best sellers. It has been on The Billboard best selling pop album charts for 208 appearances. Altho it was released about nine years ago it appeared on The Billboard album charts in February.

CAPITOL PACES POP LP CHART

HOLLYWOOD—Capitol Records outdistanced all competitors in the weekly album sweepstakes last week, ringing up its highest average ever on The Billboard's Best Selling Pop LP chart.

Label came up with the astounding total of 12 of the 25 albums on the charts. Ever more startling is that eight of the 12 packages sell at \$4.98 and \$5.95.

Closest competitor was Columbia with four albums on the charts.

17 Packages Due on Angel

HOLLYWOOD—Seventeen new Angel packages, headed by four operatic albums, have been set for release this month by Angel Records.

With opera ostensibly at its peak at this time of year, label is releasing the Maria Callas-Tito Gobbi recording of Rossini's "Barber of Seville" and the infrequently performed "Le Comte Ory," by Juan Oncina, both in its factory-sealed line. Otto Edelman is featured in excerpts from four Wagnerian operas with the Philharmonia Orchestra, while "Italian Opera Intermezzi," conducted by Alceo Galliera, rounds out the operatic product.

Other works on release include the "Patetique" with Constantin Silvestri and the Philharmonia, Paul Hindemith conducting his own Clarinet Concerto and Noblissimi Visions, Lalo's "Symphonie Espagnole" by Charles Bruck, Otto Klemperer conducting the Brahms Symphony No. 3, Villa-Lobos conducting his "Bachianas Brasileiras," and works by Von Karajan, Sir Malcolm Sargent, Ettore Gracis, Herbert Menges, the Quintetto Baccherini and the Hungarian Quartet. Latter two albums are in the label's library series.

Packaging, advertising, the selection of repertoire and the general operation of Angel continue as they have in the past with no plans for change expected to be made by

(Continued on page 32)

AIP Outlines Stand on Bills

NEW YORK—The committee on issues of the Association of Independent Publishers held its first meeting here last week to discuss positions which the Association should take on the Smathers Bill, the O'Mahoney Bill, and the current disk counterfeiting situation.

The committee opined the Association should take a position against the Smathers Bill (which would make it illegal for any broadcasting company to own a music publishing company or make, sell or distribute records) and come

(Continued on page 51)

Contact Men Get 5-Yr. Pact

NEW YORK—Music Publishers' Contact Employees, Inc., has settled on a new five-year contract with publishers, retroactive to January 1, 1958. Paper has been mailed to the publishers for signatures, and a good sampling of the latter have already signed.

New additions to the old pact include: 1) a 16-week employment clause for newly employed contact personnel; 2) a basic sal-

(Continued on page 32)

The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

Editors

Paul Ackerman... Music-Radio-TV, N.Y.
Herb Dotten... Outdoor, Chicago
Robt. Dietmeier... Coin Mach., Chicago
Wm. J. Sachs, Exec. News Editor, Cincinnati
Joel Friedman... Western Music Ed., L.A.

Managers and Divisions

L. W. Gatto... Main Office, Cincinnati
R. S. Littleford Jr... Music-Radio Div., N.Y.
Sam Chase... Asst. Publisher, New York
Herb Dotten... Outdoor Division, Chicago
Hilmer Stark... Coin Mach. Division, Chicago

W. D. Littleford... President
M. L. Reuter... Vice-Pres.
Lawrence W. Gatto... Treasurer
John Ross... Secretary

Offices

Cincinnati 22, 2160 Patterson St.
L. W. Gatto
Phone: Olinbar 1-6450
New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2890
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: Central 6-9818
Hollywood 28, 1520 North Gower
Sam Abbott
Phone: HOLlywood 9-5831
St. Louis 1, 812 Olive St.
Frank B. Joerling
Phone: CHestnut 1-0443
Washington 5, 1426 G St. N.W.
News Bureau
Phone: NATional 8-4749

Advertising Managers

C. J. Latscha, Director
Outdoor-Midse... Robert Kendall, Chicago
Music-Radio-TV... Dan Collins, New York
Coin Maching... Richard Ford, Chicago
Music-Western... Robert McCluskey, L.A.

Circulation Department

B. A. Bruns, Director
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 8, 1897, at Post Office, Cincinnati, Ohio under act of

March 3, 1879. Copyright 1958 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5. The Billboard International; Funspot, the monthly magazine of amusement management; High Fidelity, the magazine for music listeners, and Audio-craft, the magazine for hi-fi hobbyist. Printed by WORLD COLOR PRTE. CO., St. Louis, Mo.

Vol. 70 No. 9

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

Payment enclosed

Bill me

777

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

Capitol Launches 36-Album 'Galaxy'

HOLLYWOOD—Capitol Records continued its huge release of album product last week, with the issue of 36 new packages in its March program tagged "Galaxy of Stars."

The label's monthly merchandising ideas appear to be paying handsome dividends, with Cap introducing a new promotional line of "Gold Albums." Latter are LP's in the pop, classics and Capitol of the World series and feature selections from a variety of best-selling albums in each of the fields.

There are 22 new pop albums, seven new EDS longhair sets, and seven COW packages in the March release. Ray Anthony is highlighted as the "artist of the month" in the firm's pop promotion, with the release also featuring the debut of two language recordings, "Say It in French," and "Say It in Spanish." Latter are billed as the most oft used words and expressions in each of the languages and are billed as an aid to tourists.

Other important pop sets being released this month are two Fred Waring LP's, selections from "South Pacific" and "The Music Man," Nat Cole's songs from the W. C. Handy

biopic, "St. Louis Blues"; Jackie Gleason's first new set in nearly a year, "The Torch With the Blue Flame," and the debut albums of Sue Raney, Tex Ritter, Speedy West and Meredith Willson. Additional pop sets are by Nelson Riddle, Speedy West, Les Brown, Andy Griffith, Jonah Jones Quartet, Les Baxter, Volume 13 in the label's "Just for Variety" series; Ray Anthony's "The Dream Girl"; Gene Vincent, the firm's "Gold Album," a pick-up of best selling pop material, and Vols. I and II of "Dance

(Continued on page 18)

Programming Parley Is Set

BALTIMORE—Some 250 educators, civic officials and broadcasters — representing nearly 170 radio and TV stations—will participate here this week (March 5-8) in the Baltimore Conference on Local Public Service Programming at Johns Hopkins University, under

(Continued on page 18)

Dot Sets Up Overseas Op

HOLLYWOOD—Separate foreign department was set up by Dot Records last week to handle expansion of firm's record sales in overseas markets. Establishment comes simultaneously with disk firm's unique agreements with 20th Century-Fox, one which is expected to result in the first widespread foreign language recording of a motion picture sound track.

Deal is being worked out between Dot President Randy Wood and producer Jerry Wald on the latter's upcoming picture, "Mardi Gras." Dot will release the track from the Pat Boone starrer, and will also etch foreign albums by the top teen-age recording stars in Japan, France, Italy, Germany and a yet undetermined South American country.

Responsibility for the foreign department, along with an attendant reorganization program, will be in the hands of Dot's director of administration and finance, James M. Bailey, who already supervises domestic contracts, royalties, personnel and finance.

Changes in the present worldwide distribution outlets are not contemplated until after Bailey has completed a European tour in May.

(Continued on page 18)

ASCAP Payoff for Late '57: \$13 Mil

600 Members Hear Report; 'Malcontents' Draw Fire

HOLLYWOOD—The American Society of Composers, Authors and Publisher distributed a total of \$13,077,955 to its writer and publisher members in its last two quarterly payments ending December, 1957.

Some 600 ASCAP members and their guests attending the semi-annual dinner meeting of the Society heard that domestic payments for the third quarter ending October 1 totaled \$5,260,169, 4th quarter ending December 1 came to \$5,643,730, while disbursements

from foreign income totaled \$2,174,056.

George Hoffman, comptroller of the Society, reported that operating overhead came to 17.9 per cent, a slight increase over last year, tho lower than the two previous years. Hoffman read the treasurer's report in the absence of Frank H. Connor, recently named to his post following the death of Saul Bourne.

Meeting was the first not attended in recent years by ASCAP President Paul Cunningham, who is recovering from a gall bladder attack in New York, and counsel Herman Finkelstein, who was detained in the East on other business.

Past prexy Stanley Adams, currently chairman of the executive committee, delivered Cunningham's address and also the report of his committee. Adams, and board members L. Wolfie Gilbert and Ned Washington all berated the "malcontents who take their complaints to the Department of Justice and the Congress." Generally, all aired the opinion that there

(Continued on page 18)

Campana New Promo Mgr. At Columbia

NEW YORK — Columbia Records appointed Frank Campana national promotion manager, starting this week, thus reactivating a post that had been dormant for four years. Campana, who for the past

(Continued on page 18)

Ace Rejects 25G Bid For 'Know It' Master

NEW YORK — One of the wildest scrambles for a burgeoning hit ended in no sale last week when Johnny Vincent, owner of Ace Records, refused an offer of \$25,000 cash for the Huey Smith waxing of "Don't You Just Know It." This is one of the highest, the highest offer yet made for a master. Offers for the record came from ABC-Paramount, Cameo, Mercury and a number of other diskeries.

The record in the matter (a Billboard R.&B. Spotlight of January 27) just started to get real action last week. According to Vincent it went 75,000 the first three days of the week and total sales are now 160,000. Asked why he turned down the offer, Vincent said that since his Ace label was a one-man operation it didn't make any sense. He claimed that he would make that much out of the record before it hit 200,000, stating "I don't need to sell masters to make money. I make out pretty well selling records."

Vincent had a nice-sized hit with Huey Smith last summer. The recording was "Rockin' Pneumonia and the Boogie Woogie Flu." It sold close to 400,000. At that time he was deluged with offers to buy the master but he refused. "This time," said the Jackson, Miss., manufacturer, "I just quit takin' offers."

Name Abeles Pubs' Counsel

NEW YORK — Julian Abeles, showbusiness attorney and noted copyright authority, has been appointed general counsel for the Music Publishers' Protective Association. Appointment fills the vacancy created by the recent death of Sidney Wattenberg. MPPA also appointed Philip Wattenberg, of the firm of Wattenberg & Wattenberg, to take over MPPA's daily legal work.

Decca 'Dance Time' Has 13 Varied Albums

NEW YORK — Decca Records has released 13 albums which collectively carry the theme "Dance Time" as the third major promotion of "Decca on Parade for '58." The albums in this release include packages in all styles of dance and are aimed at all age brackets and tastes.

Pegged especially for the teenage set is a new LP by Bill Haley and His Comets. The album, "Rockin' Around the World," includes tunes from many countries, all done in the rockin' Haley style. "Dance at Home" by Jan Garber and "Dance Time in Hi-Fi" by Lester Lanin are the "society music" releases.

Included in the promotion are four packages of dance music with Latin tempos. These are "Latin Dance Party" by Al Stefano, "Hot Cha Chas" by Bebo Valdes, "South of the Border" by Roberto del Gado, and "I Could Have Cha Cha'd All Night" by Willie Martinez. The Martinez set is an innovation in Latin American packaging in that it features continuous music.

Elliot Lawrence's "From Night" is slanted for the college market. For polka lovers the release has

(Continued on page 18)

Roulette Gets 'Summer' Chill

HOLLYWOOD—Roulette Records' handling of the promotion and sale of the 20th Century-Fox title tune, "The Long Hot Summer," will result in a "long hot wait before they get another song at the studio." This was the opinion of 20th-Fox advertising and publicity director Charles Einfeld, who last week blasted the diskery for hyping the flip side of the recording by Jimmie Rodgers, "Oh, Uh, I'm Falling in Love Again," and ignoring "Summer."

In New York, Einfeld ordered Rodgers and the Roulette name stricken from all advertising and promotion, and further instructed the 20th field force to key all of its efforts behind the Dick Haymes

(Continued on page 18)

SPECIAL NOTICE TO TV SUBSCRIBERS

In view of the sale of The Billboard's TV Programming Department to Television Age magazine, subscribers of The Billboard who desire to have their subscriptions switched to Television Age may do so by filling out and returning the coupon which appears herewith.

Readers who wish to have their subscriptions transferred entirely to Television Age should check the appropriate box. Their expiration date will remain exactly the same as it is at present.

For TV readers who wish to continue to receive The Billboard for its coverage of music in TV and radio, and who also wish to receive Television Age, a special ar-

rangement has been worked out. By checking the "split subscription" box in the coupon, the remaining term of their Billboard subscription will be cut in half, during which period they will receive both The Billboard and Television Age.

Those who convert all or part of their Billboard subscriptions to Television Age, and who already are subscribers of the latter publication, will have their TV Age subscriptions extended the appropriate length of time.

Subscribers who do not return the coupon will continue to receive The Billboard as in the past.

TELEVISION SUBSCRIBER CONVERSION COUPON

(Please check one box)

- Please convert my subscription from The Billboard to Television Age. I understand that my expiration date will remain the same.
- Please split the remaining term of my Billboard subscription between Television Age and Billboard. I understand that the period of my subscription will be cut in half, during which time I will receive both publications.

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

SEND TO: THE BILLBOARD, 2160 PATTERSON ST., CINCINNATI 22, OHIO

Hit Vocalists To Sing for Oscar Show

HOLLYWOOD—For the first time in the history of the Academy Awards, the singers responsible for all the hit recordings of the five nominated songs will air their tunes at the March 26 teleshow.

Singers named were Frank Sinatra, "All the Way"; Vic Damone, "An Affair to Remember"; Johnny Mathis, "Wild Is the Wind"; Debbie Reynolds, "Tammy," and Pat Boone, "April Love."

The Academy will present its biggest roster of disk talent ever to appear at the awards show, with a bevy of names set to reprise past Academy song winners. Artists named to appear include Bob Hope, Jane Russell, Doris Day, Tony Martin, Mae West and Rock Hudson airing "Baby, It's Cold Outside"; Maurice Chevalier, Shirley Jones, Jack Benny, Tommy Sands, Jimmie Rodgers, Harry Belafonte, Ann Blythe, Tab Hunter, Ann Miller, Gene Kelly and eDan Martin.

**HAVE
BUSINESS**



ARTISTS
Doing Business
In This Building
WILL PLEASE
NOT LOITER
On The Sidewalk
in Front of the Theatre

**...WILL
LOITER
LATER**



GRANTED, these boys are artists—with definite business in the building.

Yet the sign in the lobby of the Palace Theatre Building couldn't apply less in this case. And besides, while they're waiting for the elevator to take them up to the sixth floor, they're discussing business that's vital to the entire music industry.

For these two are newsmen on the Music-Radio Staff of The Billboard.

Returning from their beats, they're comparing notes and cross-checking facts each has learned while covering the same story from different angles. One has been at the Brill

Building, where the story originated. The other's been making the rounds of the diskeries concerned.

Upstairs, on The Billboard's Music-Radio desk, another reporter is analyzing the story from the disk jockeys' viewpoint . . . while a fifth is clearing up the details that will affect dealers.

Only when every angle's been covered, and all the facts are in, will the story be ready for filing. And Monday's issue of The Billboard will report, with professional precision, the full details . . . and what they mean . . . to every segment of the whole, expanding music industry.

Fast coverage in depth of every new development, large or small, that's important to the music industry is standard practice at The Billboard. This means being on the spot when the story breaks.

To insure the music industry of this service, The Billboard maintains completely staffed editorial offices in the nation's principal music centers. Paul Ackerman and Ralph Freas (photo above), Ren Grevatt, June Bundy, Bob Rolontz, Howard Cook, Charles Sinclair and Bob Bernstein cover New York; Joel Friedman and Bob Spielman are on the Coast, Bernie Asbell, in Chicago; Bill Sachs, Cincinnati; Mildred Hall, Washington . . . plus a long roster of reporter-stringers, spotted strategically across the country and in the major foreign cities.

These professional newsmen turn their highly specialized talents to uncovering and reporting the facts of every music-radio story. This is why juke operators, disk jockeys, retail dealers, record and equipment manufacturers, artists, publishers . . . all look confidently to The Billboard for the fastest, complete reports of all the news important to all the music industry!



Both Sides Stall in AFM Movie Strike

Petrillo Holds Off on Picketing And Producers Act Unconcerned

By JOEL FRIEDMAN

HOLLYWOOD — The two-week-old strike by the American Federation of Musicians against M-G-M, Paramount, Warner Bros., 20th Century-Fox and Columbia Pictures was no nearer settlement at press time (28), despite closed-door sessions by the producers and round-the-clock meetings by Petrillo and the International Executive Board in New York.

If anything, the two factions seem to be playing a delaying game; each waiting to see what the other will come up with. While the producers have outwardly given the industry and the public the impression that they are not concerned by the strike at the present time and that the strike is not interfering with production, their shell of calm would most assuredly be pierced by the use of pickets at the five studios, a move Petrillo has thus far been reluctant to take.

Local 47 passed a resolution at its monthly membership meeting here last Monday (24), declaring: "We urgently request that this strike be made effective by establishing picket lines by Local 47 members, and we urge that Presi-

dent Petrillo secure the co-operation of IATSE and all motion picture crafts in respecting our picket lines."

Whether or not IATSE tells its members not to cross an AFM picket line is but of minor importance; there are enough members of the union and of Screen Actors' Guild who would not cross a picket line under any circumstances, and it is this impediment that could tie up millions of dollars in production.

The AFM implemented its original strike order last week by notifying the members of the Composers and Lyricists' Guild of America that composer members of the AFM were not to engage in any activity for any of the struck studios. CLGA wired Petrillo on Thursday (27) that the "NLRB election of August 10, 1955, established clearing the jurisdiction of CLGA in the field of composition for motion pictures."

CLGA advised its members that the AFM does not have jurisdiction

(Continued on page 14)

HOW TO CATCH AN A.&R. MAN

NEW YORK — Any errand boy has a better chance today of seeing artist and repertoire men than music publishers have, according to Allie Brackman, who opines it's getting harder and harder to contact a.&r. toppers.

To illustrate, Brackman says he recently put in a series of calls to Harry Meyerson at Decca, but the exec was always "in conference." However, the last time he called, the girl said "Oh, is this the coffee man calling?" before he could identify himself. Brackman answered "yes" and was put thru to Meyerson immediately.

Barron Named Bryden Mgr.

NEW YORK — Bob Barron, contact man for Bryden Music, Inc., since the fall of last year, has been appointed general professional manager of the firm, according to Lou Sprung, president.

Barron is currently working on "Honeyrollin'", cut instrumentally on Glory Records and done in a vocal version by the Harvey Boys on Cadence.

Mercury Sales Talks Spotlight Classics

CHICAGO — A notable feature of the series of distributor-salesmen meetings concluded early last week by Mercury Records was that a full day out of each two-day session was devoted to the firm's classical line. The meet placed a brighter spotlight on classics than any such

get-together in the company's history.

Helping the loughair sessions were Wilma Cozart, veep for the classics division, and Harold Lawrence, division musical director. Over-all supervision of the meetings, held successively in New York, Chicago and Los Angeles, was conducted by Irv Green, president; Irwin Steinberg, vice-president; Sales Manager Morris Price, and Tim Morrow, supervisor of the

(Continued on page 14)

Harmony High On R&R Album

NEW YORK — Harmony Records, Columbia's low-priced (\$1.98) LP line, is issuing this week what it believes will be the label's hottest LP to date. Disk is entitled "Rock and Roll" and it contains ten current rock and roll hits, from "Short Shorts" to "Get a Job." The tunes are performed by the Blazers and the individual tunes are arranged and performed in similar fashion to the original hits.

Label expects to move many of the rock and roll LP's especially via supermarkets and rack jobbers. Feeling is that disk with teen-age (and younger) music will attract young shoppers as well as adults due to tune and price. Harmony has been looking for a lead item to rack up big sales for the label and feels that the rock and roll trend could help to do it for them.

MUSICAL REVOLUTION

R&R Strong in Britain As Disk Business Booms

NEW YORK — "Rock and roll is still the thing in England," according to David Platz, general manager of Essex and Cromwell Music Ltd., London. Platz currently here on a business trip, also noted that the record business in England, and in Scotland, Wales and Ireland as well, has recently had a tremendous expansion, with records selling almost one-third more today than they did less than nine months ago.

Platz pointed out that the first million sellers in England hap-

pened only a few months ago; Harry Belafonte's "Mary's Boy Child" and Paul Anka's "Diana."

On the publishing level he said the English music business has caught up to its American model. Today there is only one way to really break a tune—via a record. Less than a year ago the old music business still held and tunes could be made by dance bands, live performances in music halls, etc.

"That's no longer true," Platz stated. "Now you make records via

(Continued on page 52)

10 Chi Retailers Form Association

Group Aims to 'Promote Welfare' of Record Biz; Seeks No New Members

By BERNIE ASBELL

CHICAGO — Ten neighborhood retailers have banded together here in a new organization called Associated Record Stores. Its purpose, according to one of the members, is "to promote generally the welfare of the record business from the retailer's point of view." But unlike earlier attempts at organizing a record retailer's association, this one is not seeking new members. If any are added, they will have been invited privately to join.

The group already has run a joint ad, displaying its own association emblem, in The Sunday Tribune for a week-long sale of Valentine specials, a listing of eight top-selling LP's at \$2.69 each. Also featured was an RCA Victor

package, "Overture in Spades," at \$1.69.

This offer, which members said produced highly satisfactory traffic in their stores, was enabled by the members pooling their buying resources to take advantage of special deals requiring quantity purchases. For example, The Tribune offer included Columbia's Johnny Mathis album, "Warm." The Columbia branch here had offered an added discount on the album of 7 per cent plus an added return privilege of 10 per cent to any dealer ordering \$900 in Columbia albums. The 10 dealers, buying as a group, made the quota easily.

Individual Buying

Joint buying and advertising may be practiced again, one of the leaders said, but only in the case of special buying opportunities. Normally the stores will continue to buy individually.

The group will also concern itself with studying the effect of record clubs and retail discounts on the general retail picture. Possible action on these topics is not now the concern of the group. it

(Continued on page 32)

Granz Preps All-Male R&R 'Jamboree'

HOLLYWOOD — The first all-male rock and roll show makes its bow on the West Coast shortly as the "Rock and Roll Jamboree of 1958." Show is being packaged by promoter Irving Granz, with bookings thru Irv Schact, of the Gale Agency here, and Mike Kasino, of World-Wide Attractions.

Talent on the bill includes Jimmie Maddin, Jerry Lee Lewis, Roy Hamilton, Bobby Helms, the Silhouettes, the Four Preps and Bill Justis. Maddin will emcee the show. Dates inked include Long Beach, Sacramento, San Jose and Oakland, Calif.; Phoenix and Tucson, Ariz.; Albuquerque, N. M., and Denver.

Extensive promotion has been lined up for the package, principally thru KLAC disk jockey Earl McDaniel and Station KEAK in Mexico.

Cullman Bids For \$2 Mil At Brussels

WASHINGTON — Brussel's Fair impresario Howard Cullman has asked a Senate Appropriations Committee to turn down the House-voted (26) allotment of \$1,000,000 for a last-minute exhibit at the Fair. Cullman asks that the U. S. pavilion be given the \$2,000,000 it needs to keep it

(Continued on page 32)

WNBF Starts Stereocasts; Uses FM, AM

NEW YORK — Local stations WNBF and WNBF-FM initiated the first regular stereophonic broadcasting schedule in this area last Sunday (23) night.

Both stations broadcast simultaneously two sound tracks from a stereophonic tape (music and sound effects), thereby affording a "three dimensional" effect for listeners who had both FM tuners and standard radio receivers with separate speaker systems set up in different parts of the room.

The new "good music" stereophonic broadcasts will henceforth be scheduled regularly by WNBF on Sundays from 1 to 11 p.m.

NBC Pushing 'Hit Parade'

NEW YORK — NBC-TV is giving a special promotional push to the face-lifted "Your Hit Parade" series, with the four singers from the show making a group guest shot on Steve Allen's Sunday stanza yesterday (2).

Stint marks the first time that the "Hit Paraders" have appeared as a unit on another show. The offering: "I've Got Rhythm."

The network is particularly concerned over the so-so ratings of the veteran music series this season, with the sponsor having complained that the cigarette brand named for the show is doing poorly in sales.

UA Launching Crosby-Hope 3-Disk Push

NEW YORK — United Artists Records is kicking off a special three-way disk promotion, featuring an EP and a single by Bing Crosby and Bob Hope, and a sound-track package from Hope's new film, "Paris Holiday," co-starring Fernando and Anita Eckberg.

Altho Crosby doesn't appear in the movie, he has waxed two duets with Hope, which will be released as a single, in EP form (coupled with two solos by Hope) and as part of the sound-track package.

The Crosby-Hope sides (both tunes featured in the film) are "Paris Holiday" and "Nothing in Common." The Hope solos are "The Last Time I Saw Paris" and "Paris in the Spring." All three patterns—album, EP and single—will be released by UA within the next month in conjunction with key screenings of the movie, "Paris Holiday," thruout the U. S. and Canada.

Murray Nash Voted Out of His Own Firm

NASHVILLE — Murray Nash, standard-bearer of Murray Nash Associates, Inc., music publishing firm with headquarters here, was voted out of the organization at a meeting of the stockholders here February 20.

Surprise move was made by Charles H. Bingham and Ray Scrivner, Lexington, Ky., businessmen, who with Nash formed a three-way partnership in the publishing firm. Bingham and Scrivner are the only stockholders in the company, having made stock purchases with the inception of the firm several years ago.

Move to oust Nash, it is reported, came after several unsuccessful efforts to have Nash purchase enough stock to cover his third interest in the company.

At the February 20 meeting, (Continued on page 30)

coming next week

The Billboard's SPRING PROMOTION ISSUE

to help you boost your sales of radios-phonos, equipment and accessories and brighten your profit picture.

Watch for the results of The Billboard's annual DEALER SURVEY OF RADIO, PHONO AND EQUIPMENT SALES.

This important feature helps you see if you're getting your share of sales.

A Vital Issue to DEALERS, DISTRIBUTORS AND MANUFACTURERS

Faro Records Signs Artists

HOLLYWOOD — New indie label tagged Faro Records has been formed here by Eddie Davis, president of the firm; Wayne Corps, vice-president, and Robert Flugel, national sales and promotion manager.

According to Davis, firm already has nine artists under contract and last week named Ralph Hollenbeck, formerly with the Capitol artist and repertoire department, to head its artist and repertoire set-up. Talent signed includes Ken Miller, Nilo Menendez, Gladys Bentley, the Robert Mitchell Boys Choir, the Teeny Weenies, Connie Stevens, Leonard Shlemaker, Eddie Purcell and Vince Morton.

National distribution is currently being set, with the label expected to kick off its first release within two months.

Storer Racks \$6.3 Mil Net

MIAMI — Storer Broadcasting Company had its best year to date in 1957 with net earnings of \$6,396,164 or \$2.58 per share of stock. The figure includes a net capital gain of \$2,621,000 for sale of stations in Miami, Birmingham and Portland, Ore. The station group still owns WJBK-AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WJW-AM-TV, Cleveland; and WWVA, Wheeling, W. Va.

Chi Symphony To Tour East

CHICAGO — Fritz Reiner and the Chicago Symphony Orchestra play 10 dates in an Eastern tour next October. It will be the first major trip in five years for the RCA Victor ork. Dates include Ann Arbor, Mich., October 6; Cleveland, 8; Syracuse, 9; Geneseo, N. Y., 10; Burlington, Vt., 12; Boston, 14; New York, 15; Philadelphia, 16; New Brunswick, N. J., 18, and Washington, D. C., 19.

Sell 7th Seg Of 'Bandstand'

NEW YORK — "American Bandstand" has picked up another network sponsor, Eastco, Inc., for Clearasil, an acne salve. The weekly quarter-hour buy on the ABC-TV deejay strip gives "Bandstand" seven segments sold out of 20 web quarter-hours. Local stations are co-opping the first half-hour of the 90-minute daily stanza.

New Indie to Deb First Waxing

HOLLYWOOD — Rip Records, headed by youthful Dick Puccio, of Rochester, N. Y., makes its debut next week with first wax by the Four Ekkes and Sonny Geno. Puccio operates one of Rochester's biggest retail outlets, Chuck Alaimo's Golden Disk, and in addition owns Vim Health Studios, a gymnasium chain; Face & Form, a feminine beauty and slenderizing salon, and the R & P Development Corporation, a real estate organization.

Puccio expects to release a minimum of two dozen sides during 1958. Firm will be headquartered in Rochester, and will also maintain offices here. Rip pressing will be handled by RCA Victor, with recording at the Vince Jans Studios in Rochester and Radio Recorders, Hollywood.

Joe Galkin, of the Joe Schribman office, will handle promotion for the label in the East.

The Billboard Weekly Index

RECORD SALES IN RETAIL STORES

As Measured Against Average Weekly Sales, June-November, 1957

BASED ON THE BILLBOARD-NYU SCHOOL OF RETAILING CONTINUING NATIONAL STUDY OF RETAIL RECORD SALES



First Half of Quarter Up Over '57

By TOM NOONAN

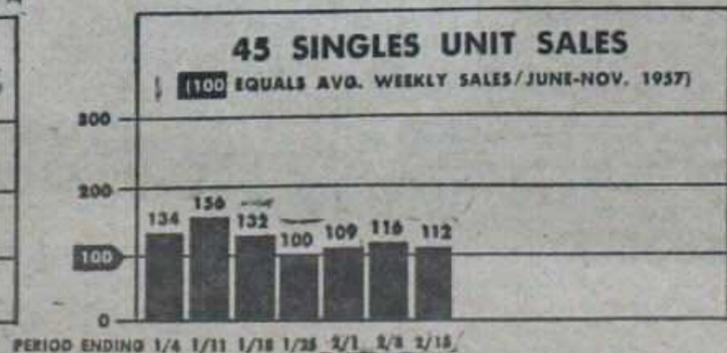
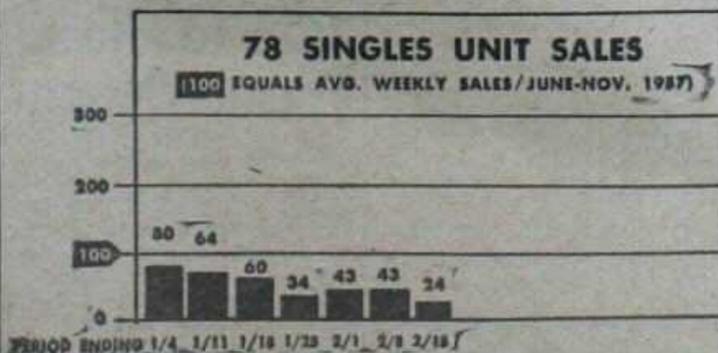
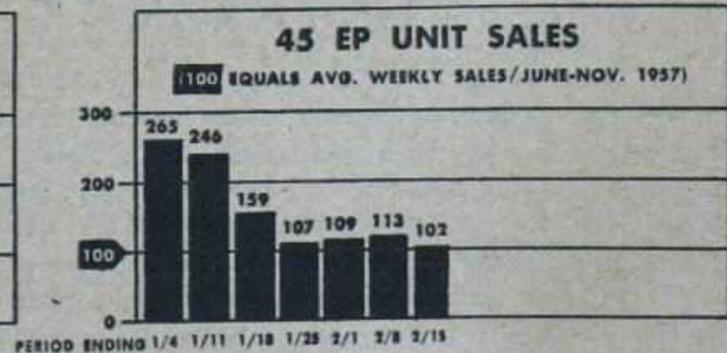
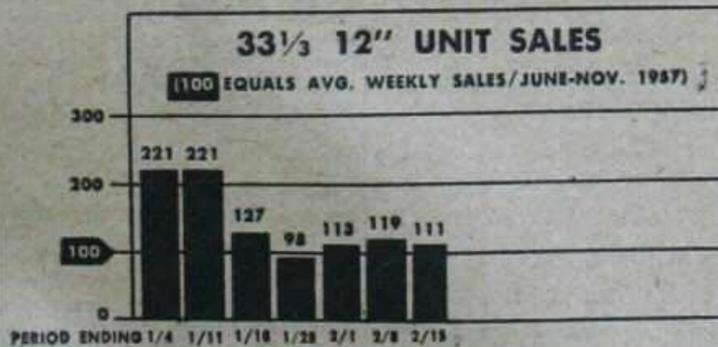
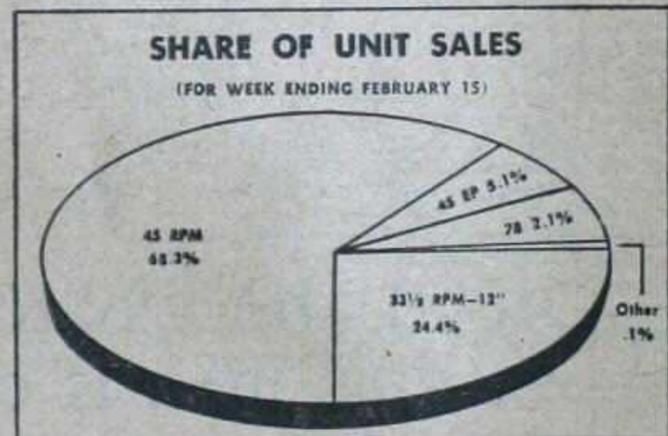
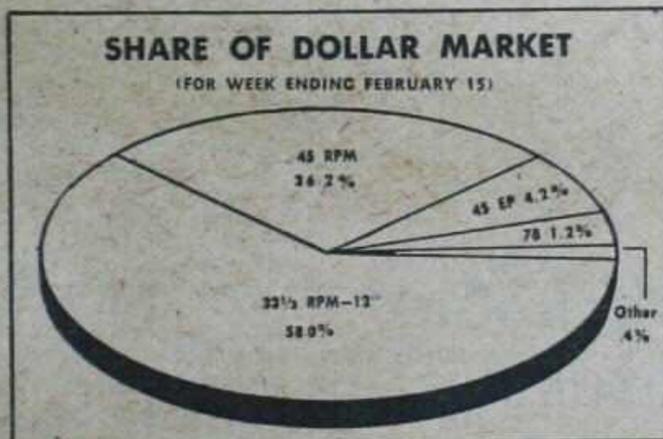
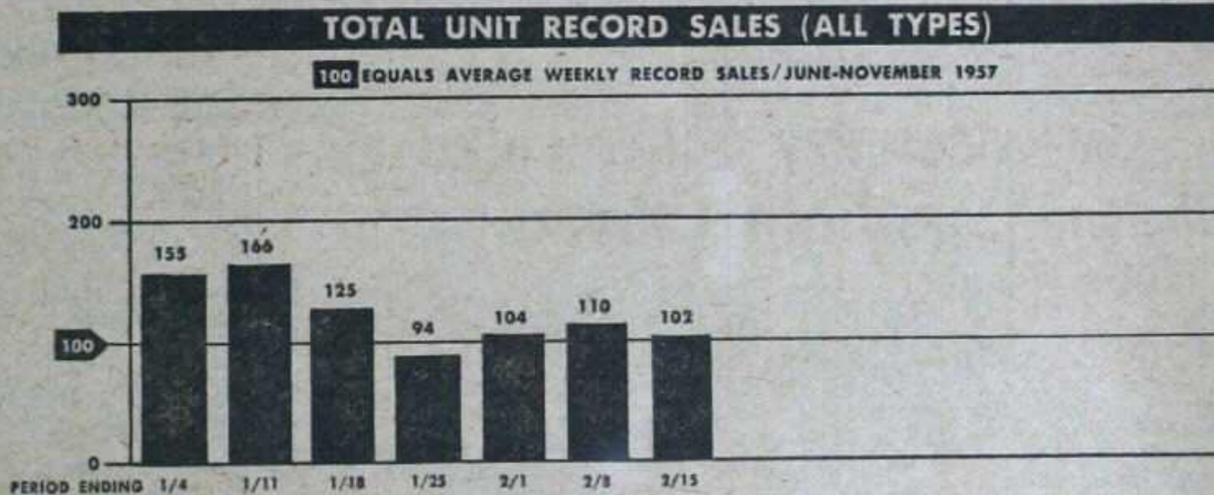
The current period (ending February 15) pushes the industry just over the halfway mark of the first quarter of 1958. In total unit record sales (all types) for the seven weeks, the record business in retail stores is well ahead of the average weekly record sales for the last six of 1957 due to a big January. However, all speeds showed a slight drop for the current period

which again indicates a leveling off, as compared to 1957. Total unit figures for the current period are about 2 per cent over the '57 average.

Unit sales of 78 singles dropped 19 per cent below last week's level and are now only about one-quarter of what they averaged for the June-November period of 1957. The significant factor in this decline is not the actual drop in 78 unit sales (expected because of the industry's evident desire to "kill"

this speed) but that 45 singles unit sales have more than taken up this slack.

The share of dollar market pie-chart shows that of every hundred dollars spent in retail stores for records for the current period, \$58 was spent for 33 1/3 r.p.m. 12-inch records and \$36.20 for 45 r.p.m. Neither this nor the corresponding changes in unit share by each speed are significantly different from what they have been running this year.



RAP PLAN TO GIVE U. S. ALL PUBLIC DOMAIN

WASHINGTON — A bill to make the government itself copyright owner of "all music now or hereafter in the public domain," has been termed a "taxation on the performance" of heretofore freely-performed music by copyright legislators here.

The bill, introduced by Sen. Fulbright (D., Ark.), would create a presidentially appointed "music council" or commission. Through this commission, the government would collect royalties on public domain music "which it owns as copyright owner," and would use the money to encourage the "creation and understanding" of music.

It has been pointed out here that the bill as it stands would violate section 8 of the Copyright Act which states that "no copyright shall subsist in the original text of any work which is in the public domain." Implementing the bill in its present form, might require

an act of congress to change the copyright law.

Nothing in the bill excludes music of foreign origin in public domain from performance royalty liability here, as well as American music on which copyright has run out. Putting such a performance royalty on the music of Bach, Beethoven, Mozart and kindred masters would tax performances by all music groups from symphony orchestras to the local high school band.

While full credit is given the Senator's intentions, some criticism has been leveled at the bill itself for vagueness as to what it covers, and what use would be made of the funds collected—which could be substantial. Unfortunately, too, the bill sets up a "National Music Council." There is already in existence the nationally chartered National Music Council composed of representatives from national music organizations and groups.

A number of European govern-

BING'S LINDSAY GETS RCA PACT

HOLLYWOOD — Lindsay Crosby, 20-year-old son of Bing Crosby, has signed a long-term recording contract with RCA Victor. Pact was disclosed by Bob Yorke, general manager of West Coast operations for RCA, and a.&r. staffer Sy Rady.

Altho young Crosby still has 10 months of Army service, he'll be recorded locally on furlough time. His first release has already been cut and is expected to be released within several weeks.

ments provide that music fallen into public domain automatically becomes the "property" of the government, and moneys collected for its use are passed on to benefit composer societies. Uncle Sam could conceivably be assigned music in public domain in a property sense, but under present law, could not technically claim "copyright."

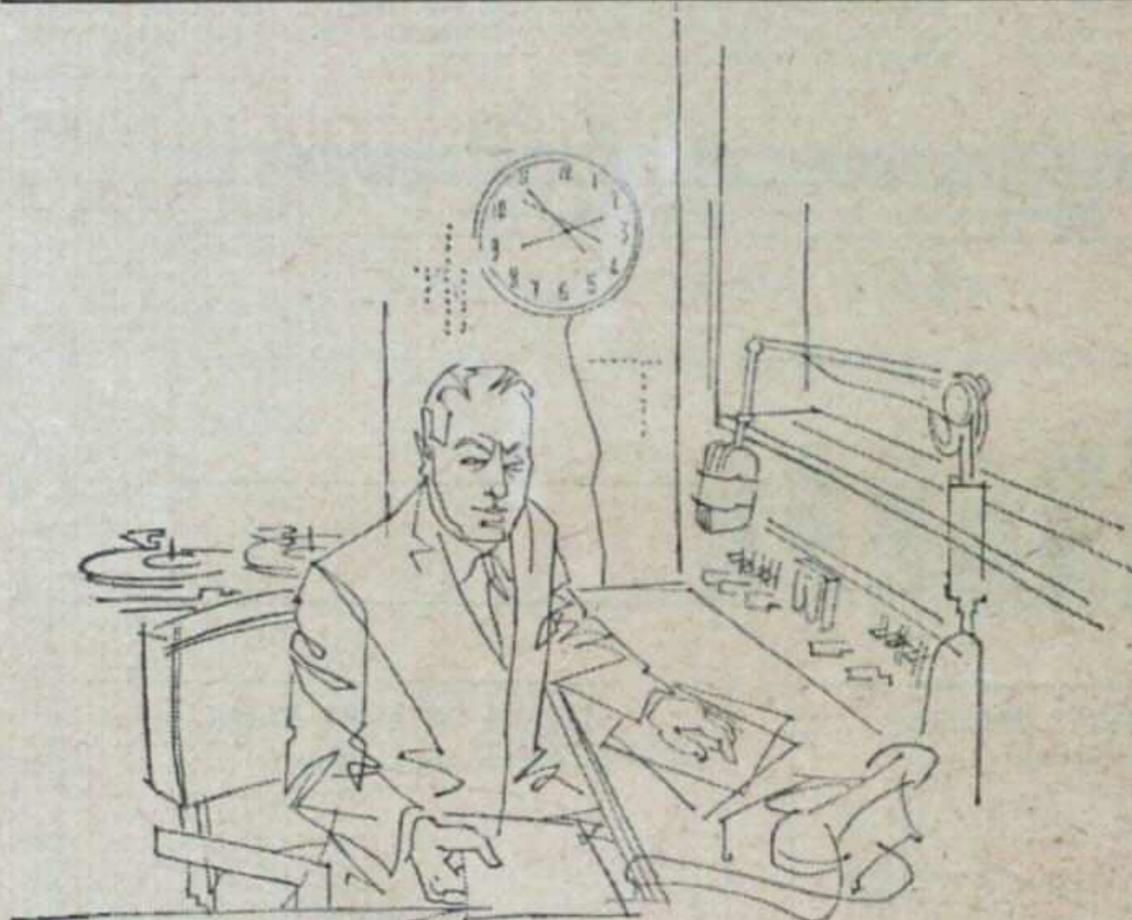
DISTRIBUTOR NEWS

By HOWARD COOK

BRIEFS: Bob Summers, formerly with KYA, San Francisco, has been named promotion man for the Mercury Records branch in San Francisco, with Jules Rubenstein moving up as branch manager. . . . Joe Kolsky, Roulette's executive vicepee who is out on an extensive tour of the company's distribs, reports that distributor reaction to the label's "Blueprint for Profit" sales plan has been tremendous. . . . Bob Heller of Chips Distributing Company, Philadelphia, reports that Kathy Linden of the Felsted label is visiting the local deejays with her big record, "Billy." Biggest record for Chips this week is "(Make With) The Shake," by the Mark IV on Cosmic. . . . Phil Markman, Marnel of Maryland, Inc., Baltimore, writes that they have placed among the top five Epic distributors during their first month of operation. Bill Beeman and Bernie Block, Marnel salesmen, feel that "My Love Loves Me" by the Four Coins and "Charades" by the Sophomores (both on Epic) are on the way.

Bob Pare of Portem Distributors in New York names "Crazy Chemistry" by Doc Bagby on Epic, "Sugah Woogah" by the Three Playmates on Savoy and "My Love Loves Me" by the Four Coins on Epic as his top three records. He's also been getting action on "Ricky Tick" by Noble (Thin Man) Watts on Baton, "These Are the Things I Love" by the Fidelities on Baton and "Blue Mud" by Lee Sims on Big Records. Strongest new records are Nappy Brown's Savoy Recording "If Yu Need Some Lovin'" and Ersel Hickey's Epic waxing of "Bluebirds Over the Mountain."

DISTRIBUTOR DOINGS: Cosmat Distributors, New York, has taken over the Fargo line. Fargo's new release is "You" b-w "She's" (Continued on page 10)



In all the world of radio
this man is closest
to the people of America

Some call him "disc jockey." Others prefer "personality."

Both designations are too limiting. He is more:

He is friend, companion, confidant.

He is teacher, counselor, shopping guide.

He is entertainer, public servant.

He serves the housewife, the handicapped, those who toil by night.

Apart from his air salesmanship, he is often a talent in his own right.

His audiences accept him as one of the family.

They write him; they hang on his words.

He has great responsibility.

He lives up to it.

the STORZ stations salute
the DISC JOCKEYS of AMERICA

On the eve of the First Annual Pop Music Disc Jockey Convention
and Programming Seminar, to be held under Storz Station Sponsorship,
March 7-8-9, 1958, in Kansas City, Missouri

Hi-Fi Crowds In Los Angeles Set Records

HOLLYWOOD — Attendance at the Los Angeles Hi-Fi Show is expected to far surpass all expectations, according to spokesmen for the Institute of High Fidelity Manufacturers. A peak crowd of 40,000 had been hoped for, tho now that figure might be passed. The crush was so great on opening night and last Thursday (27) that the L. A. Fire Department put a damper on the number of tickets to be sold.

As was the case with the San Francisco show the week before last, stereo on disk and tape stole the spotlight. Some 90 exhibitors showing a wide array of component and package equipment all featured stereo in some fashion, if only to the playing of demonstration recordings made available by Capitol and Audio Fidelity.

Phono cartridges and pick-ups by Electro-Voice, Audio Ceresh Corporation, Electro-Sonic-Labs, Pickering and Weathers Industries were displayed. The interest in stereo was so great as to pale other component manufacturers into the background, and caused one trader to label the bally "hystereo."

Conn to Head Carlton Intl.

HOLLYWOOD — Leslie Conn, professional manager with the Big Three publishing firms in London, has been named executive director of Carlton Record Intl. Corporation.

Conn will serve as sales and promotional director for all Carlton releases in England and other European markets, and as an artist and repertoire director abroad. First chore for Conn is the promotion of Carlton's "Prince of Players."

RCA to Close Fresno Office

FRESNO, Calif. — RCA Victor will close its company-owned branch distribution office here shortly, with the Leo J. Meyberg Company, San Francisco distributor for RCA, to assume the territory presently covered. Sales staff and other personnel are to be absorbed by the Meyberg firm.

Altho no reasons were given for

UA Records To Take Union Row to Court

HOLLYWOOD — United Artists Record Corporation's ginning battle with the American Federation of Musicians may shortly come to a head when the film company-owned diskery goes to court in an effort to determine why they should not be granted a recording license.

Altho the record company has been actively recording for the past few months, it has skirted the AFM by not being a signator to the Music ePerformance Trust Fund agreement. Whether or not the diskery will have to make payments to the trust fund for recordings sold since the company was formed is likely to be tested also.

Thus far, UA has been able to record at their will and leisure, using any number of licenses of indie labels. Here last week, the company completed a Bing Crosby-Bob Hope etching of two songs from the upcoming Hope film production, "Paris Holiday," and also etched a brace of rock and roll sides.

UA is a defendant in pending litigation filed by Coast musicians more than a year ago involving pix-to-TV coin. Film company wants to be indemnified by the AFM in the event the plaintiffs win their bout in the California courts.

Dreams Promo For Anthony

HOLLYWOOD — As Capitol Records' "artist of the month," maestro Ray Anthony gets an additional sales hypo during March via a unique promotion to coincide with the release of his "The Dream Girl" album.

A nationwide contest will be conducted by Anthony, Campus Casuals Sportswear, Paramount Pictures and TWA. Department stores throuth the country will participate in the search for a "dream girl," and will also carry full window displays of the Cap album and a full-color giant Anthony die-cut promoting his entire line of albums.

the decision to close the branch, the territory is a marginal one, producing less than one-half of 1 per cent in sales.

RECITAL

Kogan Bowing Spells Fiddle Magic

Kogan's playing is magic. He doesn't have the big sound or the excitement of Oistrakh or Stern. He plays the music with a repressed flamboyance. There is no slowing down for rich tones and wide vibratos. He relies on an almost perfect technique and exact intonation. Kogan suggests, and by his understatement derives a greater effect than is gained by violinists who add their own emotional coloring to the music. He demonstrated this in the Beethoven "C Minor Son-

Leonid Kogan, Violinist
Presented by S. Hurok, Andre Mink, Accompanist, Brooklyn Academy of Music, February 26.

ata" and his "Chaconne" was presented with all the evenness and simplicity that Schweitzer has so long been advocating for Bach.

In the second half of the program, he offered the more romantic works with the same purity and directness as earlier. He thus restored to their original freshness and delight the overly famil-

iar "Poeme" of Chausson, the "Havanaise" of Saint Saens and Ravel's "Tzigane." The "Four Preludes" of Shostakovich were all charm and good taste.

Except for the Ravel, his entire program has been recorded by RCA, Angel, Westminster and Monitor. Kogan's American tour, now ended, has boosted the demand for all his recordings. The artist is represented in the catalog by the major concerti together with sonatas, trios and shorter works. **Bernie Hodes.**

MOTION PICTURES

'Satchmo the Great' Is No Less

Movie theaters, which have so much product to TV, finally have gotten something back from the murderous competition. "Satchmo the Great," being booked as a second feature, is actually a "See It Now" telecast out of Ed Murrow and CBS. It's a delightful account of the recent four-continent tour of Louis Armstrong and His All-Stars, excellent in its photography, editing and variety.

Satchmo the Great
Documentary produced by Edward R. Murrow and Fred W. Friendly. Film editor, Mill Lerner. Stars Louis Armstrong, Murrow, W. C. Handy, Leonard Bernstein. Distributed by United Artists. Opened Victoria Theater, New York, February 28. Running time: 35 minutes.

dium, N. Y., with the N. Y. Philharmonic, the camera record of the tour reveals the magnetic personality of the man at every turn. Calling the staid Murrow "Dad," flashing the famous smile, whirling French disciple Claude Luter in an impromptu Lindy, Armstrong emerges as a giant performer and person worthy of

Murrow's epithet "An American weapon in the Cold War."

Most of the footage is Satchmo, but vocalist Velma Middleton steals a few scenes, especially dancing with a native chief in Ghana. Some heartbreaking shots of W. C. Handy listening to the Philharmonic performance of "St. Louis Blues" and a graceful tribute by Leonard Bernstein are other highlights. The film uses telling closeups on instruments and faces, while Murrow's narration is lucid and helpful.

Theater chains might do well to borrow more of TV's good one-shot shows to fill out double bills and lure viewers from their sets. **Bob Bernstein.**

From Armstrong's interview comments ("Good music is anything rhythmical") to his unique club dates (100,000 people in one Gold Coast audience) to an amusing finale at Lewiston Sta-

NIGHT CLUB

Costa Piano Sparks Farlow Trio

The Composer, New York jazz bistro that has always kept an eye cocked for new talent possibilities may have really hit pay dirt with the booking of the Tal Farlow Trio, featuring Eddie Costa on piano and with Bill Takas on bass. Farlow, one of the better guitarists, is of course well known in jazz circles, but Costa has only started to make his mark on the jazz scene. Winner of the Downbeat New Talent poll in both the vibie and the piano di-

visions (a rare double) it's Costa's work that sparks the trio, both as a soloist and in his work underlining the listenable brand of intellectual jazz spun by Farlow's guitar.

Costa's cool style of piano, warm, inventive and loaded with technical facility marks him as one of the coming important jazz stars. With enough personal appearances such as this one at the Composer, he will undoubtedly build a following. And Costa will receive even more exposure

via his forthcoming vibie LP on Coral containing six songs from "Guys and Dolls."

The Farlow-Costa combination is a good one for both performers. On the night caught (26) Farlow was in fine form and Takas' bass work was first rate. Group turned in some exciting work on "I Remember You," "Wonder Why" and Horace Silver's happy effort "The Preacher." Group is at the Composer for an extended stay that will run thru March. **Bob Rolontz.**

NIGHT CLUB

Ella Sends Coast Table—Squatters

Hollywood's Moulin Rouge is probably as good a place for selling records as any, and Ella Fitzgerald's current stint should have Verve toppers spinning out the Vinyl at top speed.

Miss Fitzgerald has no trouble whatsoever filling the cavernous nitery with her vocal warmth. Following the closing "A Tisket, A Tasket," the applause rang as loudly from the back row as the front, an apparent indication that the backbenchers got the message loud and clear.

Included in her repertoire was one new number, "Midnight Sun," and another, "More Than You Know," out of her recently released album, "For Someone in Love." The others were strictly standard. Highlights were "Too Close for Comfort," a rousing "St. Louis Blues" and a jivy "That Old Black Magic." The husky-throated songstress had the audience tapping in rhythm all the way.

Preceding her was a young Italian singer, Toni Dalli, who showed promise but lacks experi-

ence. His exaggerated operatic gestures and facial expressions brought titters from the audience, and his voice, tho powerful, lacked the warmth to put him over.

Revue held over from the Sammy Davis Jr. show presented "The Saga of Frankie and Johnny," set in San Francisco. Spectacularly costumed and designed, with plenty of bare legs kicking around, it undoubtedly satisfied those that came to see instead of hear. **Bob Spielman.**

NETWORK TV

New Musical Quiz Cues Monotony

Monotony is the keynote on Barry and Enright's new musical guessing game "Dough Re Mi." Gene Rayburn is a cordial, surprisingly subdued emcee, but the guest line-up on the show caught (27) was colorless, and it is doubtful if the Johnny-three-note format can sustain itself entertainment-wise across the board unless the strip comes up with solid personality-contestants and some interesting musical production gimmicks.

Dough Re Mi
Emcee, Gene Rayburn. Packaged by Barry and Enright. Executive Producer, Robert Noub. Producer, Hugh Brangan. Director, Richard Schneider. Musical Director, Paul Taubman. Sustaining. (NBC-TV, 10-10:30 a.m., EST, February 27.)

The game is a rather involved quiz, whereby three contestants try to identify popular songs after hearing the first three notes. The show stakes each one of them to \$200, with which they bid against each other for the right to hear

the fourth note and make an identification try.

One of the contestants — a pretty, professional canary — disputed the authenticity of musical director-organist Paul Taubman's four-note version of "Home, Sweet Home." The fact that this was the most provocative incident on the program indicates its low-level interest-wise.

Tunes rating the three-note treatment were mainly p.d. or elderly standards—"Jingle Bells," "Happy Birthday," "Blue Skies," etc. **June Bundy.**

'KING' AGAIN SELLS CHARM & GOOD TASTE

By REN GREVATT

Nat King Cole, Cafe Pompeii, Hotel Eden Roc, Miami Beach, Fla. Despite a half full house in one of the de luxe rooms on the Miami Beach strip, Nat Cole made it a gala evening for the customers on the show caught, Monday (24).

Appearing in a smart, shiny tuxedo, Cole worked his infinite charm and humility on 45 minutes' worth of songs, including many of his disk hits. Cole, incidentally, appears to be one of the few in the pop idiom who doesn't succumb to the temptation to tout "my latest record hit."

Not that he doesn't sing his best sellers. The versatile Cole, working with both ballads and swingers, tossed off such items as "There Goes My Heart," "Dance Ballerina Dance," "Mona Lisa," and "Too Young." Then, he intro'd one of his latest clicks, "Send for Me," with the wry comment on rock and rollers that, "if you can't beat 'em, join 'em," to a stomping reception by the mink clad and otherwise expensively clothed patrons.

Cole is also one of the few performers who not only could but did make a reading of "Stardust" sound like an exhilarating new experience. Other standards getting equally classy treatment included "Just One of Those Things," "Thou Swell," and "These Foolish Things." On the piano side, Cole exhibited a trace of his old "Trio" self with a fancy interpretation of "I Want to Be Happy." Then, following a third callback by the audience, he launched into one of his older disks, circa 1945, called "Route 66."

Cole works here with both a small rhythm group as well as an augmented 16-piece ork with fiddles. Either way, the effect is strong. Cole's act is a powerhouse set in a framework of good taste. The only ones with regrets would be those who didn't show to fill the balance of the room.

MENOTTI'S TOUCH GIVES 'VANESSA' VISUAL IMPACT

By BOB BERNSTEIN

Vanessa
Music, Samuel Barber. Libretto, Gian-Carlo Menotti. Director, Menotti. Designer, Cecil Beaton. Conductor, Dimitri Mitropoulos. Stars, Eleanor Steber, Rosalind Elias, Regina Resnik, Nicolai Gedda. Metropolitan Opera House, New York, February 21.

"Vanessa," the first American opera produced at the Met in 11 years, should be seen before it's heard. The audience which wrestled uneasily with Barber's astringent score during the broadcast premiere last month can be won by the impact of Menotti's text and staging. His touch is everywhere in the pantomime of inner conflict, the moments of melodramatic explosion, the juxtaposition of the tragic and the carefree.

Still in love with the string section, Barber has composed an arioso-full work with intricate vocal lines and too few "tunes" to assure an immediate popular success. The fourth act comes closest to grand opera. At its fifth performance, the Met subscribers were grumbling preferences for "Carmen" and "Aida," which, of course, they do after any new opera.

"Vanessa" has the best chance of any recent debutant to remain in the repertoire for several reasons: Menotti's sense of theater, the hypo of European performances this summer and fall, the forthcoming RCA Victor album and the top-notch cast which will keep singing it, more or less intact, thru next season.

Eleanor Steber was in great form as the melancholic heroine, with Rosalind Elias assuming prima donna status in the juicy role of her desperate niece. Regina Resnik, recently changed from soprano to contralto, was superb as the enigmatic matriarch of the confused family, while George Cehanovsky scored in the small part of the butler. Nicolai Gedda's limpid tenor provided another plus.

It was a visually stunning production, with the Mitropoulos baton keeping things well in hand.

'ALADDIN' PACKS SMALL PORTER HIT POTENTIAL

By HOWARD COOK

Aladdin (Net)
Cast: Sal Mineo, Cyril Ritchard, Dennis King, Anna Marie Alberghetti, Basil Rathbone, Una Merkel, Howard Morris and Geoffrey Holder. Music, Cole Porter. Script, S. J. Perelman. Producer, Richard Lewine. Director, Ralph Nelson. (CBS-TV, 7-9:30 p.m., EST, February 21.)

Cole Porter's "Aladdin," the latest "Du Pont Show of the Month," does not rate as one of his better scores. There are only brief flashes of lyric wit and melodic cleverness that usually distinguish the composer, and the material offers little in the way of hit song potential. The chief handicap of the production was the script by S. J. Perelman which contained less of a wonder and fairy-tale quality than many have been expected.

Mr. Perelman did introduce some situations and characters that provided amusing moments. Howard Morris, as Wu Fang, a pickpocket friend of the family, scored best in this department.

Sal Mineo was a believable Aladdin. Miss Alberghetti presented her selections with charm in her role as the emperor's daughter. Cyril Ritchard was at times amusingly menacing as the magician who plots to gain possession of the magic lamp, and Geoffrey Holder scored well as the genie. Basil Rathbone was also effective as the emperor. The other principals—Una Merkel as Aladdin's mother, and Dennis King, as astrologer—were adequate in minor roles.

Technically, the production was smooth, and the costumes, designed by Irene Sharaff, were lavish and lovely.

The talents of the performers were not used to fullest advantage, and one or two production numbers would have helped tremendously. Columbia Records has released an original TV cast recording of the production.

LOOKS NOT ENOUGH

Video Demands Model Must Also Sing, Act

• Continued from page 1

commercials must be able to back a car properly."

Not all the accomplishments in demand in TV commercial filming are of a purely muscular nature, however.

"With American sponsors buying television overseas, we're also getting calls for models who are fluent in a foreign language," Candy explains.

"Girls like Georgette Davis, who speaks French like a native and has done French airline commercials, and Hiske Forsythe, who has done Ponds commercials in German, are kept pretty busy."

Then there are the special quirks of some sponsors, agencies and performers when it comes to commercial models. A few:

"We know that Godfrey doesn't like models who have fast, snappy comebacks to jokes he makes about them during the daytime show," she recounts. "One of the top TV cosmetic accounts, will not use models of obvious nationality in their live commercials. The sponsor's wife on another show we service hates the color green, and models must never wear it. And, one of the largest agencies on Madison Avenue won't use a model in a TV closeup who wears a bra size larger than 34-B."

In a more practical vein, agencies today make a major fuss over "exclusivity" in TV models, refusing to hire one who's associated with a competing product, and insisting on long-range exclusives on a model's service, according to Candy.

As an example, Candy cites Conover siren Rosemary Gilligan, a fresh-faced Grace Kelly type.

"Rosemary," says Candy, consulting a card index she keeps on the agency's 100 models, "has done commercials for Youngstown Kitchens, Dove Soap, Greyhound, Ivory Flakes, Scott Tissues and Utica Beer recently. This will keep her from working in TV film commercials for competing firms for 18 months to two years."

Dramatic experience is another "plus" for a model, she believes. "We've had calls for girls who can speak with a Southern accent. If we send real Mason-Dixon types, they usually get turned down because their voices are too nasal. A Yankee gal who's a fair actress can nearly always do the job better because she's giving a 'flavor' of

the dialect—not the full treatment."

One thing, however, has varied little from the days when a model's top jobs were before the still cameras of fashion photographers. "She should look and sound better than the average American girl, but within reach of the average girl really tried."

Field Men Convene At DeeJay Session

KANSAS CITY, Kan.—Several record companies are scheduling meetings with their field men in Kansas City during the First Annual Pop Disk Jockey Convention (March 7, 8, 9) in that city this week.

The meets will either be held immediately prior to the convention or during luncheon and dinner sessions hosted by other labels.

Among those firms whose field men will meet here are Dot, Columbia, RCA Victor and Roulette.

In addition to the various functions (luncheons, cocktail parties, and banquets, etc.) sponsored by Dot, RCA Victor, Columbia, Atlantic, and Mercury, many of the labels will spotlight special services and/or hold open-house for jocks in their hotel suites.

For instance, Capitol Records will operate a personal limousine service for all arriving deejays. Columbia will distribute copies of a field leaflet "Insight," give out photos of artists, supply special table souvenirs, etc.

Hangover Haven

Bill Lowery, who will debut his new label Star Records, will host a "Hangover Haven" starting Friday (7) morning in his suite—supplying free coffee, orange juice and aspirin.

Meanwhile, Kansas City Mayor H. Roe Bartle, who will make a welcoming speech to the jocks Saturday (8) morning, has proclaimed March 7, 8, and 9 as "Kansas City Salutes the American Disk Jockey Days."

The completed agendas (assembled by convention-co-ordinator Bill Stewart, program director of the Storz chain, sponsor of the convention) now includes 25 separate sessions and panel discussions, scheduled over the three-day pe-

Guests Thrive Via Paar Show

• Continued from page 1

Genevieve, another Paar regular, did sock business during her recent night club stint at the Plaza's Persian Room here, and is slated for a guest spot on ABC-TV's "Patrice Munsel Show" shortly. Miss Goodman and Miss Maxwell are also cleaning up, via the lecture circuit. The former drew a hefty percentage, when she emceed a jazz concert, "Dody in Dixieland," at Carnegie Hall last month.

riod with more than 50 broadcasting execs, rating service chiefs, deejays, and record company staffers participating.

Panel Discussions

Stewart has also extended a special invitation to NBC-TV's Jack Paar, since Paar started his broadcasting career as a disk jockey. Among the panel discussions and addresses scheduled are "Increasing Income and Prestige Through Related Outside Activities" by Tom Edwards, WERE, Cleveland; Bill Bennett, WDCY, Minneapolis; and Paul Berlin, KNUZ, Houston; "Are National Trade Paper Music Surveys Current? Accurate?" with E. B. (Bud) Foskett, manager of Billboard's Market Analysis Division, as one of the panelists.

Also on the agenda will be panel discussions of "Has the TV Jockey Hurt or Helped the Radio Jockey?" by Ed Bonner, KXOK, St. Louis; Paul Flanagan, WPTZ, Albany; and Bob "Coffeehead" Larsen, KEMP, Milwaukee; "New Programming Ideas," by Barry Kaye, WAMP, Pittsburgh; Martin Block, WABC, New York; and Jake Embry, WITH, Baltimore; "How Can the DeeJay Maintain His Individuality Within the Framework of Conformity Required by Management?" by Don Bell, KIOA, Des Moines; Gene Plugstead, the Plough Stations, and Chuck Blore, KFVB, Hollywood; "Where is the Dividing Line Between Country Music, Rock and Roll, and Pop?" by Bill Gavin, McCann Erickson; Bob Sadoff, NBC, and Connie B. Gay, Town and Country Network; "Is Rock and Roll a Bad Influence on Today's Teen-Agers?" by Reed Farrell, KWK, St. Louis; Robin Seymour, WKMJ, Detroit, and Bob E. Lloyd, WHEC, Rochester, N. Y. and several others.

Camden Gives New Thrush Big Send-Off

NEW YORK — RCA Camden, low-priced RCA Victor label, has kicked off its most ambitious campaign on behalf of a new artist, Nancie Malcomb. Artist's first album, "The West Coast of Broadway," presents her singing and playing with her group in 12 Broadway standards. Title is indicative of the thrush's West Coast influenced style.

Camden's previous push on a new artist, Gene Bianco, resulted in a sale of over 50,000 of the artist's album, "Stringing the Standards."

The Malcomb promotion will be on the deejay level. Album is being sent to all pop and jazz jocks; and Victor's 26-man field force has been given copies for in-person distribution. Package has been named the Monthly Budget Special for March and will get heavy exposure via merchandisers and point of sale material.

Coral Changes: Open Branch in Cleveland

NEW YORK — Coral Records has effected several changes in the company's distribution set-up, according to general sales manager Norm Wienstroer. A new company-owned and operated branch has been established in Cleveland. The new Cleveland operation will be located at 1400 East 30th Street and will be under the supervision of Don Bohanan, the label's North Central Division manager.

Bohanan, who will continue to headquarter in Detroit, was the former Detroit branch manager. He has been promoted to manager of Coral's North Central Division. Jack Mackover, formerly a salesman in the area, will replace Bohanan as head of the Detroit branch.

With the opening of the Cleveland branch, Coral now has company-owned branches in five key

cities, including New York, Chicago, Detroit and Los Angeles.

Ralph Rackmil, who has been with Coral for several years, has been made branch manager for Coral's New York distributing office. He replaces Howard Kaye, who until now has held the New York branch manager post as well as that of co-manager (with Len Levy) of the Eastern Division. Kaye will now devote more time to divisional duties.

Another change going into effect for Coral's Eastern Division is in the Newark area. The label will be handled in that territory by Ascot Record Sales, Inc., a new corporation being formed by Irving and Joe Cohen of Essex. The new agency will have its own sales force to handle the Coral product.

In Salt Lake City, Coral records will now be handled by Decca Distributing Corporation, under the management of Joe Rogers.

DISTRIBUTOR NEWS

• Continued from page 8

the One for Me" by the Aquatones, a new group. . . Superior Record Sales in New York report that they will be handling Flagship Records. The label's new disks are "Pretty Little Woman" and "Ice Cream Baby" by Frank Triolo and His Shipmates, and "Lightning Bug" coupled with "Doodles Do" by 10-year-old Ronnie Malone. . . Elektra Records has added the following new distributors: Sandel, Minneapolis; South Coast Amusement in Houston; Daily Bros., Dallas, and Leslie Distributors, Hartford, Conn. Marshall Enterprises are the new distributors for M-G-M in Baltimore.

PITTSBURGH: Tim Tormey of Record Distributors will manage Lou Boorstein's new operation. Tormey will open in April and will have Epic as his main line. The store will be located two blocks from Hamburg Bros., RCA Victor distrib. Mort Hoffman, Jim Winston's assistant at the Eckhart Company, Columbia Distrib. has been upped to a regional managership.

According to Henry Stone and Milt Oshins, Tru Tone Distributing Company in Miami, January was the biggest month in their history in spite of the unpleasant weather. Hottest new records for Tru Tone are Eddie Platt's "Tequila" on ABC-Paramount, "Gee Golly" by the Coasters on Atlantic, Don Rondo's Jubilee recording of "Blonde Bombshell," "Yea, Yea" by the Kendall Sisters on Argo, "Dinner With Drac" by John Zacherie on Cameo, "I Found a Job" by the Heartbeats on Roulette, and Jo-Ann Campbell's Gone recording of "You're Driving Me Mad." Stone and Oshins also boast that they have 16 of the top 50 records on The Billboard's best selling singles chart. Hugo Dibbner has joined Tru Tone as office manager.

NEW YORK: Vito Samela, Capitol Records Distribution Corporation, lists Nelson Riddle's "Getting Sentimental Over You" as Capitol's fastest moving new disk. Dean Martin's "Return to Me" is a close second, and "Bangles, Bangles and Beads" by Jonah Jones is running third. He feels that Capitol has a sleeper in Laurie London's "He's Got the Whole World in His Hands." Renato Carosone, one of the label's "Capitol of the World" artists, has a big single in "Che Chella." Samela states that at the moment Carosone is the best-selling artist of the series. Keely Smith's new album, "I Wish You Love" is starting to move.

Ralph Rackmil of Coral Records, Inc., in New York rates

"Maybe Baby" by the Crickets on Brunswick as their top record. Buddy Holly's Coral disk, "I'm Gonna Love You Too," is also very strong according to Rackmil. "Uh Huh, Oh Yeah," Steve Lawrence's latest for Coral, is starting to click. "Puppy Love" by Terry Noland and "To Be Loved" by Jackie Wilson (both on Brunswick) are also starting to catch on. Strongest new Coral albums are "Here's Steve Lawrence," "Buddy Holly" and Lawrence Welk's "With a Song in My Heart."

Frank Cama of Decca Distributing Company, New York, lists "I Met Him on Sunday" by the Shirelles as Decca's strongest new record. Bill Haley's latest, "Skinny Minnie," has gotten a strong initial reaction. "Just a Little Lonesome" by Bobby Helms is climbing. "Sentimental Dream," the flip side of Owen Bradley's "Big Guitar," is starting to take over. Also on the move are Bing Crosby's "Gigi," "Rock and Roll Rhapsody" by the Four Aces, and "How Can I Win" by the Hi-Fives. Results of the firm's heavy promotional push on the label's 16-album "Star Time" release have been highly favorable according to Cama.

Ed Aranson of Columbia Records Distributors, Inc., reports that Vic Damone's "Gigi" is the number one disk. Tony Bennett's "You're So Right for Me" is moving well. "Teacher's Pet" by Doris Day and Johnnie Ray's "Strollin' Girl" are also going "She" by Jerry Vale and "Starlight, Starbright" by Jimmy Dean are picking up. The label's de luxe "The Union" LP has been doing well. Sales have been heavy during the past few weeks.

At Mercury Record Distributors, New York, Sid Shafer states that the reception of "Wishing for Your Love" by the Voxpoppers has been great. Strongest new platters are "Chemise" by George Peters, "Drop Top" by Roy Perkins and "Your Graduation Means Goodbye" by the Cardigans. Mercury is handling the distribution for Limelight. "Duways" by the Chimes on that label is strong.

Norrie Saurman of Krich-New Jersey, RCA Victor distributor, names Lou Monte's "Lazy Mary" as his strongest. Twenty thousand have been moved during the past three weeks. Showings of Mario Lanza's latest film, "The Seven Hills of Rome," have created interest in his older recordings. His new album, EP and single releases are also doing well. "Lollipop" by Ronald and Ruby and "Oh, Lonesome Me" by Don Gibson are perking. Saurman predicts that the label's sound track album of "South Pacific" will be a smash.

Morty Klein of Melody Record Supply Company, New York, states that both of Seeco's "Personality Series" albums have sold close to 3,000. The two LP's, "Tonight" by Jose Melis and "Elsa Maxwell," have been getting heavy plugs on "The Jack Paar Show" on NBC-TV. Richard Sugar, Latin American deejay on WAAT in Newark, is now affiliated with Melody in charge of promotion. Melody will be handling the Design singles. First single disk for the label is "Go, Girl, Go" b-w "Teenage Quarrel" by Jett Powers.

TERRITORIAL TIPS: "Maybe Baby" by the Crickets is showing strongly in Pennsylvania, Wisconsin, Massachusetts, New York, and North Carolina. . . "Oh, Lonesome Me" by Don Gibson on RCA Victor is moving well in Minnesota, New York, Ohio, Iowa and Illinois. . . Bill Justis' "The College Man" (Phillips International) is especially strong in Virginia, Iowa, Illinois, Indiana and Texas.

MGM Records

1/2 Million Sold - Heading for the Gold Record

CONNIE



FRANCIS

WHO'S SORRY NOW

K12588 on 45 and 78 rpm

Another "Third Man Theme"
LOVE THEME FROM
"THE
Brothers Karamazov"

(From the MGM Picture)
Featuring JACK HILL at the CYMBALOM
Orchestra conducted by Harry Geller
K12624

RICHARD BARRETT
(When Your Heart's on Fire)
SMOKE GETS IN
YOUR EYES
K12616

DEAN JONES
ME! PLEASE!
ME
and
MEET ME IN THE STUDY HALL
K12620

SAM (THE MAN) TAYLOR
BIG
GUITAR
K12613

DAVID ROSE
and His Orch.
SWINGING
SHEPHERD
BLUES
K12608 on 45 & 78 rpm

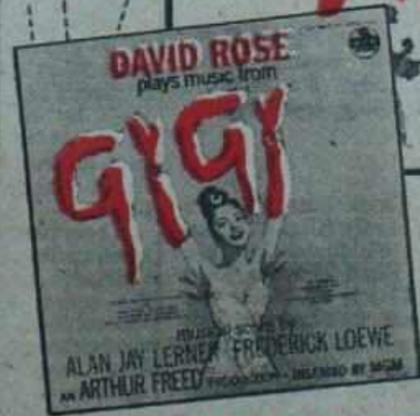
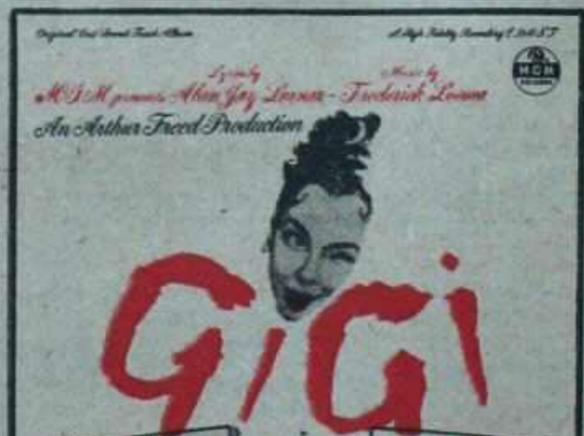
LILLIAN BROOKS
PEYTON PLACE
and
SAY YOU'RE MINE
K12610

MARVIN
RAINWATER
WHOLE LOTTA
WOMAN
K12609

3 GREAT ALBUMS

From the Irresistible Romantic Motion Picture
"Gigi"

ONLY MGM RECORDS HAS THE
ORIGINAL CAST SOUND TRACK ALBUM



PLACE YOUR ADVANCE ORDER NOW
THROUGH YOUR LOCAL MGM RECORD DISTRIBUTOR!

MASTER CONTROL

BROADCAST TRENDS AND TRIFLES

By BOB BERNSTEIN

RUMOR OF THE WEEK

Insiders insist that Ed Sullivan has told MCA to relieve him of his long-time weekly TV chores and that the talent-and-packaging firm has come up with a fall schedule of one-a-month telecasts. Sullivan denies "Maverick" on ABC-TV, which has been beating him consistently this season, has anything to do with the decision; it's more a question of personal health and the grind over nearly a decade of delivering 52 hours a year. Kodak and Mercury, his present sponsors, are ready to go along with the reduced schedule.

TV BILLINGS KEEP GROWING

Gross billings for 1957 in network TV topped \$516,000,000, according to Publishers Information Bureau, a far cry from the \$12 million of 1949. The share of monies from music, music and variety shows came to \$98,000,000 or 19 per cent, an increase from the 14 per cent of 1956. Despite the critical panning of singers and their spotty ratings, the 1958 totals seem bound to show a further rise. Extended contracts of departing stanzas will be reflected; moreover, there'll be more music programming next fall than recently and widely predicted.

CLASSICAL MUSIC FLURRY

The annual early spring increase in classical music programming is upon us, inspired by the Metopera broadcasts and Easter among other things. WGGM-TV, Chicago, is launching a five-week series on opera, using film clips, recordings, guests and Dr. Martin Dilkey of Lake Forest College. WBBM-Radio is going live for half of its award-winning "Sacred Note" series, a Saturday night veteran show. WTTW, Chicago, has produced six chamber music telecasts by the Fine Arts Quartet to be seen on 29 educational stations.

SNOW AND STATIC

KPHO, Phoenix, and one of its sponsors, Bing's Bar of Music, scored with their Top 40 Picnic, with 500 teen-agers dancing and winning gifts in the first of an outdoor goodwill series. . . . AT&T is shopping for a music stanza to replace its long-run "Telephone Time" on ABC-TV. . . . Color TV and FM have just hit Japan like a ton of bricks, reports Shusaku Fujita from Tokyo. . . . Minnesota has adopted a Centennial Song by Sid (Chickery Chick, My Sugar Is So Refined) Lippman, a local boy. . . . Bob Hope is in Moscow, filming an April 5 TV show with the Russian Choir, Folk Ballet Company and Popoff the Clown. . . . WBZ-TV drew 10,000 letters for its "Storyville" jazz spectacular, so it'll do two more this month.

HATCHED, MATCHED AND SNATCHED

Dick Winters, 20th Century-Fox flack, weds Nancy Truax of Fairchild Publications in June. . . . It's a girl for songwriter Sam Coslow. . . . A girl for Dave Corbin, promo writer for KCBS, San Francisco, and Frau. . . . And a girl for Joe Mathews, promo exec for Capitol Records, and wife, Joanne. . . . Richard Lewis Mealand, writer and former Paramount Pictures exec, died last week in Old Lyme, Conn.

WHEELING AND DEALING

TALENT TIDINGS

BACKUS IS WILLING

"You can't make a radio star out of an unknown today, except for a deejay," says Jim Backus, whose hour-long variety strip is scoring on ABN. "My credits as Mr. Magoo, 'I Married Joan' co-star and movie actor gave me the acceptance." When the comedian turned his back on Hollywood last fall and entered network radio, "it was like taking a command on a zeppelin. I felt the clock had been turned back 20 years." But now Backus feels an exhilaration in live radio, a comeback that's "more like developing a new medium."

Today, the Backus show moves into the 10-11 a.m. slot opposite Arthur Godfrey. Last time they met, the "Joan" TV comedy toppled the great man; Backus thinks it can happen again. "You can't talk down to the housewives, they're pretty hip chicks. The notion that daytime listeners are all little old ladies in lace caps is dead wrong," says he.

Seeking self-identification after a career of character roles, Backus loves the variety format for its flexibility. The show includes comic sketches, current song hits, chatter and occasional guests ("who can do something besides plug") with a cast of regulars. "But we avoid the star-and-his-family air," says the star who with his wife, Henny, is the chief writer on the series.

Backus and wife have a humorous autobiography, "Summer Replacement," being published by Putnam in September, and he's seeking a Broadway script. But he'll stick with radio because "there's fun in building, especially where ratings aren't the end-all."

BROADCAST BULLETINS

The girl who guesses which song is Frank Sinatra's own favorite will win a date with the crooner via Martin Block's "Make Believe Ballroom" and WABC, N. Y. . . . Grace Fields stars in "Tale of Two Cities" March 27 on CBS-TV. . . . Ethel Merman joins Sinatra to spoof celebrity couples on his March 28 stanza on ABC-TV. . . . "Arthur Godfrey Time" will divide its simulcasts into separate radio and TV strips, starting March 31. . . . Margaret Whiting undertook a dramatic role last night on "Suspense." . . . Neal Hefti has been signed by Young & Rubicam agency to cleft the "Ginsmoke" contest commercials. . . . Dave Garraway has invited Clara Ward and Her Gospel Singers back for a third visit on "Today." . . . Baseball hero Rapid Robert Feller essays several formats for Mutual Broadcasting System this spring.

DEEJAYS GET WORKS: VOODOO AND BAGELS!

NEW YORK — Mercury Records, evidently in a corn-fed pixie mood last week, gifted jockeys and distributors across the country with "genuine do-it-yourself Voodoo Kits" and bagels, courtesy of the label's promotion-publicity manager Tommy Schlessinger. The Voodoo Kits, containing a Haitian doll, needles, chicken feathers and pin-sticking instructions, were sent out to plug Mercury's new "Voodoo Man" by the Del Vikings. The bagel—one to a customer—packed a more "subtle" message — urging distributors "Hungry for a hit? Make sure that you have the 45 r.p.m. Bagel 'kneaded' into a 'hit' and then you'll get the 'dough!'"

WEZE Gives NBC Outlet For Boston

BOSTON — NBC Radio has finally gotten a full-time outlet in this important market for its music-and-news network programming, replacing the part-time deal the web had with General Teleradio's WNAC. New affiliate operation is with WEZE, a re-titled version of former WVDA, and began last Saturday (1).

NBC has been operating on a catch-as-catch-can basis in Boston, ever since Westinghouse's WBZ pulled its radio (but not TV) affiliation out two years ago. New deal with WEZE, a 5,000-watt, is for full roster of the web's radio shows, and may even include Boston-originated feeding of programming to NBC such as the Boston Symphony.

WAVY Slates Adult Dance

NORFOLK — "Dancin' for Grownups," video's first adult dance party show, debuts next week over WAVY-TV here in the Saturday 7:30-8:30 p.m. time slot. Modeled on the many successful teen-age record hop shows, "Dancin'" will feature Jim Burke and Kurt Webster, local deejays, as co-hosts in a cabaret setting. Couples over 21 will dance to platters from the big band era, with a smattering of today's tunes.

WAVY's "Dancin' Party," a 5-6 p.m. Saturday entry, has been pulling a 22.4 American Research Bureau rating against 9.8 for NCAA Football, 4.5 for wrestling and 13.8 for "Sgt. Preston." Groups of kids from as far away as Georgia bus in to appear.

Ask Injunction On Fair Trade

HOLLYWOOD — Injunction to enjoin two dealers from selling fair trade items at less than the manufacturer's list price was sought last week by Harmon-Kardon, maker of tuners and amplifiers, against two dealers, Burbank Wholesale Radio Company and Thrifty TV Store.

There have been only a few test cases under the Fair Trade Act of California, one of the strongest in the nation, and in most of these the courts have ruled against the discounters. Since the Supreme Court, however, has ruled fair trade agreements unconstitutional, and many of the larger manufacturers are dropping the practice, the court may view the State act under a new light as well.

Olds Buys Patti Page: Singers Sell Automobiles

NEW YORK — Value of a strong vidmusical personality in scoring high "sponsor identification" for TV clients selling big-ticket items is sharply underlined by Oldsmobile's move to sign what amounts to a TV exclusive on the services of Patti Page and "The Big Record."

The auto firm is actually stepping up its spending with the songstress, altho the show's hour length is being trimmed. Starting March 26, Olds will sponsor "The Big Record" on a weekly half-hour basis, with a time slot of Wednesdays, 8:30-9 p.m. on CBS-TV. Previously, Olds has been one of three sponsors on the hour version, buying an alternate-week half-hour.

The move throws into focus the whole question of "merchandisability" of TV programming.

"Westerns have been out-gunning the vidmusicals in ratings, but their sponsor identification is generally weak," explains one agency radio-TV researcher. "Viewers can't name half the sponsors of Westerns. On the other hand, musicals lend themselves to strong exploitation and a close link of sponsor and star, particularly in the auto field."

This fondness of auto firms for singers is patent on all major networks. The biggest successes have been Chevrolet with Dinah Shore, and Ford Motor with Tennessee

Shirley to Do Song & Dance

NEW YORK — The TV-created upbeat in Shirley Temple continues, with chances developing now that it may spill over ultimately into record albums by the one-time moppet star.

Latest musical move for Miss Temple is a guest spot on the Dinah Shore Sunday night series on NBC-TV. On May 4 she'll do a song-and-dance number with femsee Shore, altho number hasn't been picked yet. This is Miss Temple's first appearance away from her own hour-long series of dramatized fairy tales on the same network.

One of her film oldies, "Susanna and the Mounties" (c. ca 1939), is about to be launched in theatrical reissue by NTA Pictures, subsidiary of National Telefilm Associates, in special saturation bookings during Easter week on Loew's circuit in New York. And she's due to star this Wednesday (5) in "The Legend of Sleepy Hollow," in her regular series. Show will be a live colorcast from Hollywood.

Parks Stars On Bandstand

NEW YORK — Bert Parks today (3) will get the same kind of star status recently afforded Jack Paar on NBC Radio's live daytime band series, which changes title to Bert Parks' Bandstand and moves to a new time period. Sponsorship is currently a sell-out.

Program, which bowed in July, 1956, stars Parks as host, with singers Dorothy Olsen and Richard Hayes featured plus guest vocalists. Skitch Henderson is music director.

New time slot for the Parks star is 11:05-11:30 a.m., on an across-the-board status.

Growing popularity of the music show is underlined by its current client roster, which includes American Dairy, Rinso, Ex-Lax, Trushay, Bab-O, Anacin, Gleem, Vicks and others on a participating basis.

Ernie Ford, Buick, which shifted its \$26,000,000 account (national spending and dealer money) into McCann-Erickson, is fairly happy with Patrice Munsel's ABC-TV series, despite a mild performance in sheer rating numbers. Plymouth has used the music-slanted Bob Hope show, Pontiac had a big hit earlier this season with "Annie Get Your Gun," and Olds also picks up tabs on Jerry Lewis' stanzas.

With auto sales lagging this season, the big Detroit motormakers apparently feel that maximum show identification ranks equally in importance with sheer program audience size.

Clark Variety To Beech-Nut

NEW YORK — Beech-Nut Life Savers has bought full sponsorship of the new Dick Clark show for 52 weeks on ABC-TV. The Variety stanza, a low-budget series with top name guests, debuted two weeks ago with healthy ratings in the Saturday 7:30-8 p.m. slot. Early Trendex and American Research Bureau figures gave Clark a 27.7 share of audience, with 51 per cent adults.

Clark has become a big money-maker for the web. His daytime "American Bandstand" just pulled in Welch Grape Juice Company and Corn Products Refining for weekly quarter-hour buys, in addition to Eastern (see other story this issue), for a total of nine sponsored segments.

The deejay concept, which had a highly tentative start last fall at ABC, has proved its worth to the programming brass and plans are afoot to increase camera time, using Clark and other hosts, next season beyond the current eight weekly hours of network time. Similar reports are in from CBS and NBC and "dance party and deejay shows are a hot bet to sweep TV in 1958," according to an ABC exec. It's said that "Big Record" and one of the Lawrence Welk hour-long shows will be altered come September to embrace the record hop format.

C&W DeeJay Starts a Firm

NASHVILLE — Tom Perryman, well-known c.&w. deejay, formerly at KSIJ, Gladewater, Tex., and who for the last year has been serving as artist co-ordinator under Dee Kilpatrick at Station WSM's "Grand Ole Opry" Artists Bureau here, has left the latter post to form his own firm, Perryman All-Star Artists, to engage in booking talent, with emphasis on country artists.

The new company, with offices at Dickerson Road and New Due West, five miles from downtown Nashville, will also engage in the handling of artist promotion and publicity and the packaging of c.&w. shows. Perryman will continue to work closely with Kilpatrick in the booking of "Grand Ole Opry" talent.

David Rose, MGM Re-Wed

HOLLYWOOD — David Rose, an M-G-M Records pactee for the past 10 years, has signed a new contract with the diskery calling for his services as an artist and repertoire staffer in addition to his pact as a maestro-artist.

Rose will handle other artists under the new agreement, latter concluded by M-G-M topper Arnold Maxin and the Goldstone-Tobias agency representing Rose.

VIC DAMONE

"GIGI"

by
Alan Jay Lerner
and
Frederick Loewe
authors of
"My Fair Lady"

COLUMBIA #41122



By the same writers
who gave Vic his Big Hit
"On the Street Where You Live"

An Arthur Freed Production—Released by MGM
"GIGI"

NEW AND SURE-FIRE—FROM THE HOTTEST COMPANY IN THE BUSINESS

COLUMBIA RECORDS



© "Columbia" & "MGM" Marks Reg.



In
Spring...

... a DeeJay's fancy
naturally turns to
The Billboard's

1st DISK JOCKEY PROGRAMMING ISSUE

... March 24!

It's the first Disk Jockey Issue this year . . . part of The Billboard's stepped-up service to the nation's more than 4,000 DeeJays. Billboard now publishes Disk Jockey Programming Guides 3 times a year to help programming people keep their shows right in tune with the rapid developments in the constantly expanding music/record business!

**DISK JOCKEYS, PROGRAM DIRECTORS AND
STATION LIBRARIANS WILL USE THIS
1ST DEEJAY ISSUE OVER AND OVER AS
A REFERENCE DURING THE MONTHS AHEAD!**

The 1st DJ Issue will give them:

- The Spring Wrap-Up of all the top-selling, most played pop, C&W, R&B singles and albums.
- The Round-Up of new programming ideas developed so far this year.
- Spotlight on Country & Western . . . trends, popularity, what's ahead.

COMING MARCH 24 . . . DON'T MISS IT!



Both Sides Stall in AFM Strike

• Continued from page 6

over the composing function, and further admonished those CLGA members who are also AFM members to respect the direction of the AFM. Tunessmith union further asked to sit down and discuss the situation with Petrillo.

While the producers balked at the wages and hours provisions in the AFM demands, the crux of the stalemate appears to be the studio insistence that all portions of any agreement relating to the reuse features of motion pictures be eliminated. The studios have had to pay the Music Performance Trust Fund a handsome stipend each time any footage has been sold for television use.

Petrillo Concession

Petrillo agreed, the first such concession since the formation of the MPTF, to relax the present 6 per cent fee down "to as much as 2 per cent," according to Local 47 President Eliot Daniel, "in return for guaranteed employment." The studios have clearly indicated, Daniel said, that they do not want contract studio orchestras, however.

Demands asked for by the AFM and by the Local 47 studio committee included a 12 per cent wage increase, 100 per cent increase for arrangers and copyists, 20 per cent increase in size of the orchestras, that the studios refrain from using any foreign track in the making of their films and that the amount of recorded music be limited to four minutes per hour or 12 minutes per recording session. According to Daniel, the studio average last year was three minutes, and, despite this, the producers refused to hear the point.

Producer Demands

Proposals by the producers included that "there shall be an affirmative statement with respect to pay television" that the latter be incorporated into the basic agreement. Simply, the producers are highly cognizant of the possibility of pay-TV and want no encumbrances by the AFM if and when it becomes a reality.

Other demands of the producers included the relaxation of current doubling provisions, the elimination of the two-week vacation in return for 4 per cent of an annual wage, the payment to the Trust Fund of 1 per cent of the producers' gross minus 30 per cent on 1948-'58 films sold to TV (1 per cent of 70 per cent), and the elimination of the accumulated basis for unused time. Producers claimed that altho the musicians were on a 520-hour contract basis under the present agreement, that the tootlers were only used for less than 300 hours and that they were forced to pay millions for unused employment.

Petrillo asked for an interim agreement and also for a two-year pact to be re-examined after one year, both of which were refused.

While the strike is applicable only to the five major studios named, eight were at the parleys in New York. Universal-International, Disney and Allied Artists sat in on the meeting with Petrillo, with U-I representatives telling Petrillo that "U-I has suspended production, we are taking inventory of our status, and have no need for a studio orchestra." Petrillo is reported to have told U-I Presv Milton Rackmil not to expect the same terms and conditions that other studios might get, "if you come back here in July and tell me you need an orchestra."

20 Indies Sign

Twenty indie producers have signed interim agreements, merely binding them to whatever pact is finally okayed. These producers are not on strike and musicians are currently employed there. Producers include Hecht, Hill & Lancaster; Clifton Productions, Seven Arts, Imperial, Zoomar, Goldwyn Studios, Orbit, Stanley-Kramer,

Claremont, A-Z, Woolner Bros., Pacemaker, Vogue and J. O'Dell.

Thus far the strike has affected only one recording session at a studio, a pre-recording date scheduled last week for Disney. Latter date was killed by Local 47, while a similar one scheduled at Allied Artists today (3) will also be denied. Approximately 237 musicians and some 85 composers, arrangers and copyists are affected by the strike, and they will receive 50 per cent of their base pay as strike benefits from the AFM.

The official text from James C. Petrillo calling the strike stated: "You are hereby informed that the International Executive Board of the AFM has called a strike with respect to the making of motion picture films in the studios of, or directly or indirectly for Loew's, Paramount, Warner Bros., 20th Century-Fox and Columbia Pictures.

"No work shall be done on the lots of these companies, nor shall any work in the making of films be done elsewhere directly or indirectly for such companies until the strike is over."

Eliot Daniel stated that this would include any independent producers films if their product was to be distributed by any of the five major studios.

Capitol Sets Pop, Classic Stereo Tapes

HOLLYWOOD — Capitol Records will release a total of 13 new stereo tapes in its March release, seven pop sets and six classical packages. New release increases the Cap tape catalog to a total of 40 albums, all available only for stacked heads.

All of the albums have been previously released on disk by the label. Artists featured include Nat King Cole, Harry James, Billy May, Dick Jones, Les Brown, Jackie Gleason and Ray Anthony in the pop category, and Stokowski, Felix Slatkin, Erich Leinsdorf, Carmen Dragon, Roger Wagner Chorale and Leonard Pennario in classics.

Merc Sales Talks

• Continued from page 6

Mercury account at Henri Hurst & MacDonald advertising agency. Other company officials attended at least one of the three meetings.

Miss Cozart emphasized the prospects of the release this spring of Maria Callas' performance of "Medea" with the La Scala Opera Company, as well as the label's success with March music albums by Frederick Fennell and the Eastman-Rochester Wind Ensemble. She reviewed the history of the classics division and gave a biographical rundown of its chief artists. The best way to sell classics, she said, was to know about them.

By way of long-term education and promotion, an unusual structure was established. Salesmen within each distributorship elected a "classics captain" from among themselves. The captain will be in charge of funneling information to the others on new classics releases.

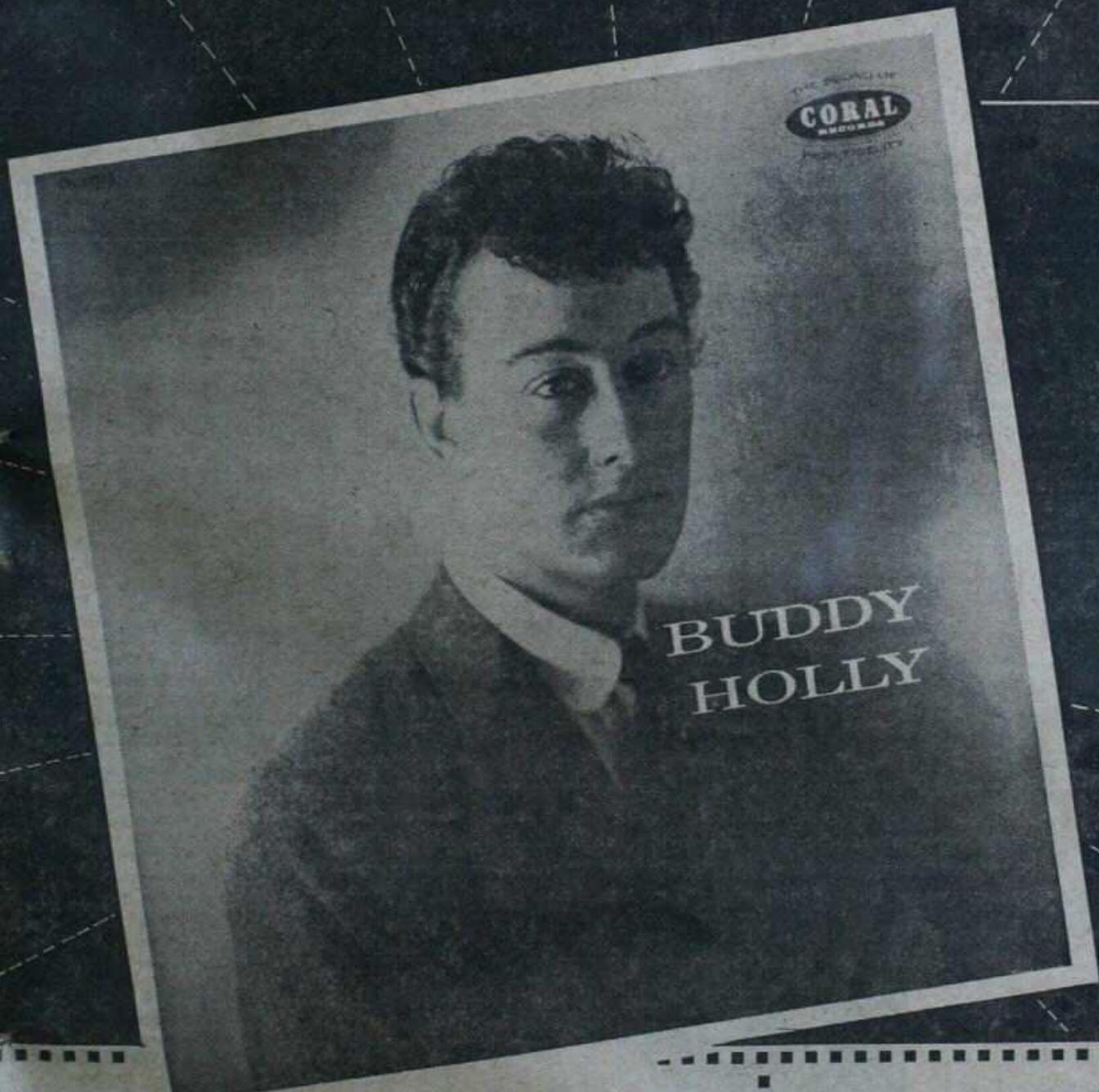
In the first day of each meeting, the emphasis was on the campaign centered around Merc's full-page ad in the current issue of Life magazine, offering a \$1 discount coupon toward the purchase of Merc's best selling "1812 Overture." Distributor quotas were established, and incentives were offered to salesmen in the form of an accruing bonus kitty within each distributorship to be divided by the sales staff there.



HOLLY IS HOT



A GREAT NEW ALBUM BY TODAY'S MOST EXCITING NEW STAR



SELECTIONS INCLUDE

- I'm Gonna Love You Too
- Peggy Sue
- Look at Me
- Listen to Me
- Valley of Tears
- Ready Teddy
- Everyday
- Mailman, Bring Me No More Blues
- Words of Love
- You're So Square (Baby I Don't Care)
- Rave On
- Little Baby

CRL 57210

BUDDY'S SWINGING NEW SINGLE

I'M GONNA LOVE YOU TOO

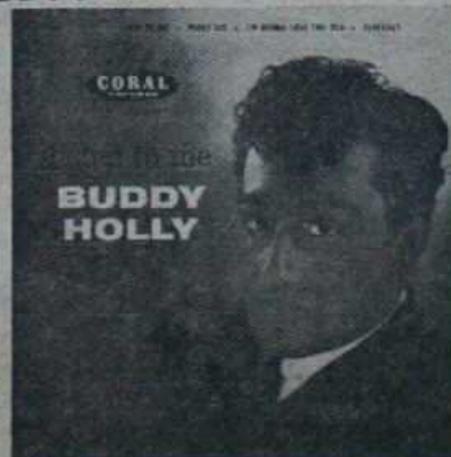
b/w

LISTEN TO ME

961947



BUDDY'S DYNAMIC NEW E. P.



Includes

- I'M GONNA LOVE YOU TOO
- LISTEN TO ME
- PEGGY SUE
- EVERYDAY

EC81169

AFTER-HOURS SESSION

PROGRAM POSER:

Why have the new network TV musicals generally failed to click this year?

A symposium directed at better music programming in radio & TV



Polly Bergen, singer-actress, TV personality: If a show starts off with mediocre material or poor production, a bad impression is made before a viewing habit can be established. In this business there are more musical performing talents than people with behind-the-scenes musical creative talents. There are not enough good people who know how to showcase musical performers. Also lumping so many musicals together on the weekends makes it seem like there are hundreds. Personally, I'm grateful for a wonderful year what with the Helen Morgan "Playhouse '90," my Columbia albums and the recent renewal of my own TV musical show.

David Susskind, Executive Producer, Talent Associates, Ltd.: Two basic reasons why regularly scheduled TV musicals are failing are (1) the stars don't have enough stature, versatility, size and sheer personality to command the viewers' attention week after week, and (2) all of the routine musicals are indulging in the bicycling of guest stars; the viewer sees these guests time after time and grows tired of their stock, look-alike appearances. It's been my experience that television musicals are at their best when they are being presented, with the proper kind of promotion, as an occasional, special viewing event in U. S. homes.



Denise Lor, singer (Garry Moore Show), night club star: TV musicals this season have generally been too static. When singers go on TV they should be prepared to do a lot more than sing; the successful stars have learned that. They mix comedy, dancing and tomfoolery with musical chores. Others seem content to sit or stand and sing. This can get pretty dull. You can't blame viewers for switching. Also there's an air of frenzied tension surrounding many music TV shows. A good show, musical or otherwise, requires thoro and imaginative planning. You can't just rush a show thru because you're trying to capitalize on what you hope will be a trend.

Mitch Miller, Pop A&R Director, Columbia Records: Everyone's afraid to try something fresh and new in TV, it seems. The spirit of "discovering talent" is practically gone. In TV musicals this has meant hopping on a trend bandwagon with a result that few of the new musicals this season have any novelty. Not that the singers aren't good; that's just it. Most of them are not equal to the role of being a program emcee as well, and thus TV musicals are losing out to horse operas in many cases. Talent agencies, too, are not providing enough new musical faces for TV.



Matthew J. Culligan, V.P. in Charge, NBC Radio Network: I can only give you a "pro-radio" comment on the new TV musicals this season. I'm convinced that music is largely an aural medium, involving the imagination of the listener. Almost nobody looks good when singing or playing an instrument. On the other hand, the upbeat in ratings of live musical shows in radio, plus the established popularity of recorded music on the air, certainly shows that the public has nothing against music as such. Music, therefore, is something that radio does well, and television often fails to handle with equal effectiveness.

PART ONE of an industry-wide probe

Four New Labels Emerge; Lowery Heads 300G Venture

NEW YORK—Four new record labels were formed this week in such diverse cities as Atlanta, Dallas, Huntsville, Ala., and Kent, Wash. One label, reportedly capitalized at \$300,000, is headed by publisher Bill Lowery, two others have been set up by disk jockeys and the fourth has been organized by a music publisher and will specialize in polkas and western music.

The Bill Lowery label, N. R. C., (which stands for National Recording Corporation) is based in Atlanta. Lowery, publisher of such hits recently as "Be-Bop-A-Lula," "First Date, First Kiss" and "Young Love," has already cut his firm's first release, a rock and roll item titled "Sweet Skinny Jimmy" backed with "The Rock-A-Round" sung by Paul Peek, formerly of Gene Vincent's Blue Caps. N. R. C. will specialize in rock and roll but will occasionally issue other types, and will also release albums starting this summer. Label will have its own distribution in the Alabama, Georgia and Eastern Tennessee area and will distribute other labels as well. In other areas indie distributors will handle the line.

In addition to general Bill Lowery, other officers of N. R. C. are D. L. Woodall, vice-president, and Ray E. Griggers, secretary-treasurer. The promotion manager of the firm is Bill Packham and the field representative is Joe (Cotton) Carrier. The Dallas-based label is called White Rock Records. Four deejays formed it, Jim Lowe, Chuck Duncan, Eddie Hill and Carl Reeves, all from station WRR in the "Big D." First release on the label is "Rock-It" and "Walkin' the Stroll" with Tommy Hudson and the Savoyes. National distribution is now being set up. The label's next re-

lease will feature Bobby Peck the Poecats with Al Downing.

Meanwhile, back at Huntsville, Ala., three disk jockeys banded together to form a new label, called Dash, and the jocks Happy Wilson of Birmingham, Slim Lay and Dewey Huntsville. The first release, comedy pairing titled "Asia" and "Trouble Along the Road," both featuring jocks Lay and Wilson. The next release features top secret artist. Dash also, taping up national distribution.

The last, but not least, in the week is called Orbit Records. It is operated by C. B. B. head of Lingua-Musica music publishers in Kent, Wash. Officers are Genevieve A. B. and John W. Sammalisto. Willie Brown of New Ulm, Minn., recruiting talent for the label. The first release is "You Are Sunshine" and "Tempo of D." played in oompah style by Randles and his Jolly B. Next release will feature a of musicians from New Ulm singing songs of the "oldtime."

Waronker to Head Liberty

HOLLYWOOD — Status Liberty Records is expected to be put into sharper focus shortly, the disclosure last week of election of new officers of the company. Elected were Si Waronker, president; Harold Linick, vice-president and treasurer and Bobbi Dineen, secretary.

Absence of Jack Ames—recently a vice-president—from corporate roster created speculation that he was no longer connected with the firm. "About this, Waronker would have no statement, altho it is known in the trade that Waronker and Ames have been negotiating for party to buy out the other, but could not be reached for comment."

Fox-Griffin

Continued from page 2

according to some tradesters, permission of the artist and the American Federation of Musicians.

A spokesman for the AFM stated that such an additional use of commercial phonograph records is covered in Paragraph 6 of the Phonograph Labor Agreement, which states that such material may be dubbed if the AFM is given notice, and if consent is obtained from the leader or contractor, and if the musicians are paid scale applicable to the new use.

At the Monday meeting, the matter of a scale of fees covering the copyrights is expected to come up. It is understood that Fox, in order to properly set up machinery to license such uses and collect fees, wishes to use the services of somebody in the functional music field.

The total sum of money which may be realized thru licensing of the field is reported to be large—altho the individual levy should be small, according to estimates.

Do-It-Yourself

Continued from page 2

acting gimmick, whereby a movie scenario or play script is performed by professional cast, with a blank space left on the disk for one of the major parts.

Thus buyers—dramatic students, film fans, etc.—may have top movie and legit actors and actresses as dramatic foils. The gimmick supposedly is patterned after the old play-it-yourself jazz disks, for amateur musicians, which left out a lead instrumental part.

Roulette's artist and repertoire chiefs, Hugo Peretti and Luigi Creatore, have spent considerable time in Hollywood lately, with one of their major chores reportedly the signing of important movie, TV and stage names for the new series.

"A VERY PRECIOUS LOVE"

from the Warner Bros. Production

"MARJORIE MORNINGSTAR"

THE AMES BROS.	RCA Victor
DORIS DAY	Columbia
THE JOHNSTON BROS.	London
BONNIE GUITAR	Dot
SLIM WHITMAN	Imperial
JACK JONES	Capitol
DICK HAYMES	Hallmark
SOUND TRACK ALBUM	RCA Victor

M. WITMARK & SONS

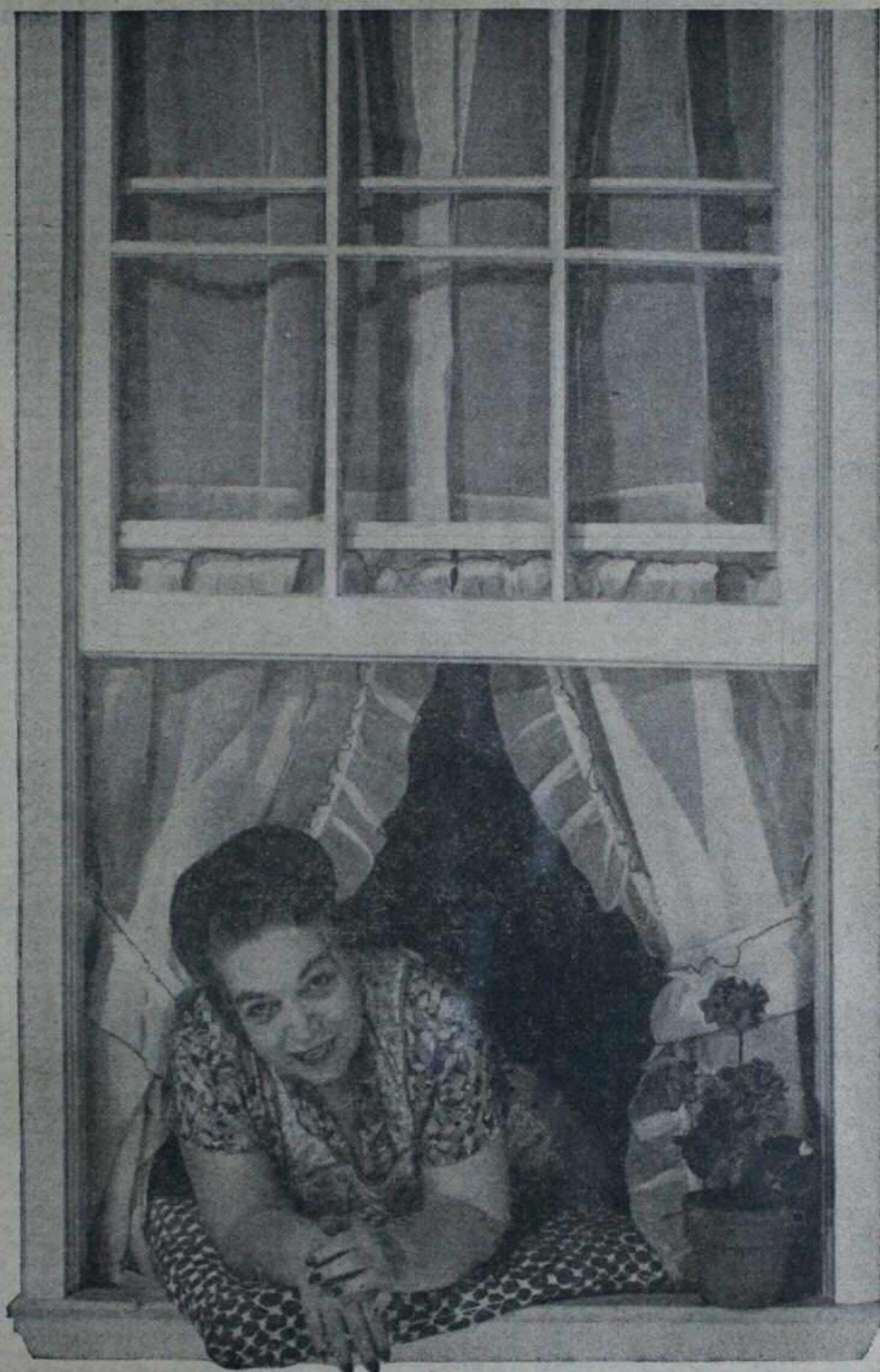
To the Top Again

- WHO'S SORRY NOW
CONNIE FRANCIS on MCA
 - I'M GETTING SENTIMENTAL OVER YOU
NELSON RIDDLE on Capitol
 - BILLY
KATHY LINDEN on Folkways
 - SOLITUDE
BILLY WARD on Liberty
- MILLS MUSIC, INC.

Wanted to Buy CLOSED CORPORATION

100% of stock ownership in active corporation, in many fields in entertainment or other industry. Substantial losses in past years will not prevent ownership of valuable assets. Corporation is desirable business. Good management. Personal net will be retained. Payment strictly confidential.

Box 782, 1501 E. Washington



**“D.J.’s tell Archie
that THE CHORDETTES’
‘LOLLIPOP’
is a smasheroo”**

Cadence #1345—flip side: Baby Come-A-Back. Published by E. B. Marks
CADENCE Records Inc., 119 West 57th Street In Canada, Apex Records



CITY EDITOR: K-CO, San Francisco's Hal Berger plays "Walter Burns" to an 11-man staff of electronic "Hildy Johnsons."

BETTER PROGRAMMING

KGO Newscasts Go Oral 'Front Page'

By CHARLES SINCLAIR

SAN FRANCISCO—With radio news virtually the ham-and-eggs partner of top recorded music on the air, stations today are chasing after juicy news breaks with all the razzle-dazzle of Hildy Johnson in "The Front Page."

Typical of this trend toward stepped-up news in today's radio programming is the fast-moving hustle of KGO, the ABC-owned outlet in San Francisco. Teamed with personality shows and pop music, news is playing an important role in lifting the station out of the doldrums of being, as one staffer puts it, "a step-child of television."

KGO—which now hyphenates itself, with much justification, as K-CO—started breaking thru big in the news field when Gil Paltridge, the station's new general manager, arrived in mid-December.

One of his first moves was to name veteran radio newsman Hal Berger as head of the news operation. Together, they soon had the department up to 11 staffers, plus Berger, plus two new remote units.

Paltridge also upped the newscast schedule to 18 per day, plus special bulletins, and notified sponsors that any and all programs—local or network—were now subject to pre-emption on the spot for a hot news break.

Operation Charles Atlas

Currently, the K-CO news operation is moving into new quarters, having taken over 1,400-square-foot Studio B for conversion to a Radio News Central. This will house staffers, teletypes, phone links, weather wires and recording equipment. So important is the newsroom that a sign proclaiming it to be "Off Limits to Unauthorized Personnel" now hangs outside.

Hardly a day passes without Berger's news crews snaring an important story. When the Air Force put an airman in an experimental "space ship," a K-CO stringer was waiting vigilantly outside for an on-the-spot report. When an armed robbery of a local bank occurred, newsman Dick Moore tracked the bandit from hiding place to hiding place, running just three minutes behind him. Personalities from Dean James Pike to Senator Wayne Morse have been bagged for exclusive news interviews.

But K-CO is particularly proud of Operation Charles Atlas, in which the outlet scored a clean beat on the year's biggest yarn—the launching into space of the Army's Explorer.

Several days prior to January 31, acting on a tip, Berger made arrangements for a special long-distance phone line between San Francisco and Cape Canaveral, and hired stringer Sam Lawhorn to put the launching area under surveillance. Meanwhile, staffers went to work preparing background stories on the space flight.

When the Jupiter-C rocket blasted off, Lawhorn shouted into his phone the pre-set code word "Charles Atlas." Some 3,000 miles away, KGO broke into deejay Merv Griffin's show with the bulletin. Up to 20 minutes later, other stations were still airing their first news break.



WORKING PRESS: Staffers Harvey Sachs and Dick Moore cover news beats with remote units linked by radio to S.F. station.

Roulette Chill

• Continued from page 3

etching of "Summer" on Hallmark Records.

Studio is reported to have paid Rodgers "a sum in excess of \$5,000" to sing the song behind the main title credits in the film, and figured that Roulette would work on their tune only. Producer Jerry Wald opined that Roulette promoted the flip side because "it's published by their own firm." According to Wald, the label gave its distributors express instruction to lay off of "Summer" and work on the other side. Despite the furor, Roulette nonetheless came up with the sound track album rights to the Wald production, primarily because the Rodgers' voice is used on the sound track.

Wald, meanwhile, took off on a visiting 19 d.j.'s in this area last heavy promotion tour of his own, week in behalf of "Summer."

"The disk jockey," said Wald, "is the best salesman in the business, and more than ever before, he's an integral part of not only the music and movie industry, but of all facets of the entertainment world."

A spokesman for Roulette in New York denied that the label had knowingly plugged "Uh, Uh, I'm Falling in Love Again" in preference to "Summer." The exec contended that trade paper reviews and initial deejay play indicated a decided preference for the "Uh, Uh" side, and the label had to go along with public opinion.

Decca 'Dance Time'

• Continued from page 3

"Dance the Polka" featuring Kenny Bass, Georgie Cook and Eddie Habat. The big band sound is spotlighted in Roger King Mozian's "Just Mozian Along." The release also includes Werner Muller's first dance album, "Dance Party in Hi-Fi." Two albums of square dance music (with instructions) by Ed Gilmore complete the release.

The "Dance Time" release will be backed by heavy promotion on all levels. The major display piece for dealers is an original 16-inch-high counter or wall dispenser. It is constructed like a house and is multi-colored. Built into the house are six containers, each including 50 small booklets in different categories. These are: Latin Beat; Smooth and Easy; Record Hop; Old Time Dances; Big Bands and Dance Party. Each of the six, in addition to listing the new LP's in its respective category, lists Decca's complete catalog of dance albums.

Decca's first promotion this year was "Dream Time." This was followed in February by "Star Time." The label is preparing "Jazz Time" for April to follow the current "Dance Time" March promotion.

Frank Campana

• Continued from page 3

year had served as promotion representative for Columbia's New York-Newark branch, was appointed by Bill Gallagher, national sales manager of the label. Campana will report to Gallagher.

In his new post Campana is expected to do a lot of roadwork, and to help promotion men at the various Columbia branches and independent distributors with promotional work. He is also expected to devote a lot of attention to LP promotion as well as singles promotion, both at the sales and radio-TV promotional levels. According to Gallagher, reason for assigning Campana to the re-activated post of national promotional manager is to co-ordinate all promotional activities of local Columbia promotion men around the country.

Gallagher also appointed Bill Levy to the position of assistant

Capitol Galaxy

• Continued from page 3

to the Bands," previously available only as a dual set.

Classical release is highlighted by William Steinberg conducting the Philharmonia Orchestra in renditions of "Der Rosenkavalier" and "Don Juan." Latter package will receive heavy promotion by the Cap merchandising department, with a novel die-cut window display showing a rose, the focal point. Other longhair packages are by Marcel Grandjany, Agi Jambor, the "Classic Gold Album," the Hollywood String Quartet, Felix Slatkin conducting the Hollywood Bowl Symphony Orchestra, and the Beethoven Concerto No. 5 by Steinberg and the Pittsburgh Symphony.

Label also has seven Capitol of the World sets, with music from Italy, Cuba, England, Germany, "Norrie Paramor's Moods," and a specially produced set by Dave Dexter titled "Paris: It's Sounds and People."

All of the labels display and promotion material has been produced to coincide with the "Galaxy of Stars" theme. Window units, counter cards, divider displays, streamers and other point-of-sale aids will be earmarked for dealer use. All the new pop albums for the month incorporate a new inner sleeve featuring the best selling Cap albums in all categories. National advertising schedules have been increased, ad mats and radio scripts are available to help dealers merchandise, while disk jockey promotion includes a new March programming package and complete album shipment on six of the pop sets.

Program Parley

• Continued from page 3

the sponsorship of the Westinghouse Broadcasting Company, Inc.

Under the supervision of Richard Pack, Westinghouse's programming veepee, the schedule will include panel discussions; demonstrations of outstanding programs and techniques by means of tape recordings and films; floor discussions, and question-and-answer periods.

Among the panel discussions will be a session on "Disk Jockeys and Public Service" with Steve Labunski, director of radio operations for Crowell-Collier, as chairman. Panelists include deejays Dee Finch and Gene Klavan, WNEW, New York; jockey Art Pallan, KDKA, Pittsburgh; Walt Teas, WFBR, Baltimore; and Ben Sanders, general manager of KICD, Spencer, Ia. Public service activities of the deejay, both within his own programs and as star talent spearheading community service projects, will be discussed and developed by the panel.

Dot Overseas

• Continued from page 3

Dot is and has been distributed abroad by British Decca.

According to Bailey, the move means, among other things, that there will be closer direct contact between the company and its outlets in all foreign markets, with new release advance information being made available, together with promotion and sales aids.

"Mardi Gras" is part of initial move along these lines. It's expected that foreign interest in the film will be heightened thru the exploitation of the native tongue packages, and that this in turn will boost the foreign wax sales of the album.

manager, field communications, last week. In this job, Levy, who has been with Roberts and Reimers, advertising concern, for the past five years, will assist Dave Kapralik, head of field communications in editing and expediting material to the field salesmen.

ASCAP Payoff

• Continued from page 3

were sufficient instruments within the Society for those that would redress. Gilbert declared "the Longfelders and the Loebes are doing a disservice to the Society, they are jeopardizing the Society and their going to the courts makes me ill."

Adams drove home the nub of his remarks in declaring "above all, the equities gained by the creators must be preserved." He acknowledged that there have been members seeking a 100 per cent performance system, Adams pointed out that a writer's income would fluctuate under such a plan giving him "no stable source of income, especially in his declining years."

Membership was told that a new TV pact had been concluded with the networks on January 10, and that a new agreement with radio broadcasters would have to be worked out before the end of the year when the present contract expires.

Ned Washington and Hal Adamson will attend the upcoming hearings by the House Committee on Small Business (Roosevelt) in addition to ASCAP representatives from the East.

At the present time there are 1,081 active publishers and 4,000 writers. ASCAP will set aside approximately \$1,500,000 for payments to foreign societies, while members may expect an additional foreign payment in April of the year totaling approximately \$500,000.

"NOW"

Gordon MacRae—Capitol 3864

"EVER SINCE I MET LUCY"

Nick Todd—DOT 15688

Mark Stone—KAPP 305

BOURNE—ABC MUSIC

136 West 52 St. New York 1

THE MATYS BROS

Have changed their address. They are now living it up—on

CRAZY STREET

b/w

REMEMBER

Coral Record No. 9-61941



PUBLICATION, Inc.
128 E. 5th Street
Chester, Penna.

Theme Melody of the
20th Century-Fox CinemaScope Production

"THE GIFT OF LOVE"

THE GIFT OF LOVE

ROBBINS MUSIC CORPORATION

Singers, Acts, Combs, Etc. MANAGER AVAILABLE

14 years' experience as manager for the following name orchestras: Tommy Dorsey, Tex Beneke, Hal McIntyre, Jerry Wald, Claude Thornhill, Jimmy Dorsey. Excellent detail man. For further information—call, write or wire RUDY MASTERS, 4030 N. 19th Pl., Milwaukee, Wis. Hilltop 4-4320.

AUDITION

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

MUSIC AS WRITTEN

By BOB ROLONTZ

WEBMAN NABS TWO SPOTLIGHTS

Hal Webman of the Larry Spier Music firms, used a Billboard Spotlight last week to snap up two new tunes. Songs are "Mexican Rock 'n' Roll" and "Mexicali Baby," both spotlighted by the Rio Rockers on Capitol Records in the February 3 issue. Both tunes were in Stella Lane Music and are now in Emperor Music. After taking over a publishing interest in the two tunes, Webman immediately secured a cover of "Mexican Rock 'n' Roll" on the Dot label, with Carl (Ace) Carver and Ork performing the tune. Dot disk will be out this week.

UTTAL MAKES FAST MASTER SALE

Larry Uttal, head of Monument Music, sold a master on his own Madison Records label last week to Roulette Records in one of the fastest sales ever negotiated. Uttal cut the record, "Screamin' Ball (At Dracula Hall)," Friday, February 14, with a group called the Duponts. Tune was penned by Johnny Brandon and Jimmy Williams. Flip sides was "Half Past Nothing." Record was played on the radio over the weekend and heard by Hugo Peretti, half of Roulette's Hugo and Luigi. He negotiated the sale with Uttal via phone and had the record out on Roulette less than a week later.

BRITISH CAT HERE FOR HUDDLES

David Platz, general manager of the Essex & Cromwell, Ltd., music firms in England, is in New York on his first visit. He will be here a week to confer with Howie Richmond and Allie Brackman, of Cromwell, and then will journey with Richmond to South America to set up new Cromwell & Essex affiliates in Buenos Aires and Rio de Janeiro. Platz is one of England's hippest jazz, rock 'n' roll and skiffle men among the publishing fraternity.

CINCY'S CASTLE FARM IN FADE-OUT

Castle Farm, Cincinnati, built in 1927 by the late Albert (Toots) Marshall, a prominent name in the entertainment world here for many years, has been sold to the Louis Feinberg Synagogue and will be developed as a new religious center. Purchase price on the 35,000-square-foot building was listed as \$250,000. The once plush nitery, which in its heyday attracted the top names in the entertainment business, has been operated weekends the last 14 years by Mr. and Mrs. Milt Magel under a name-band policy. They will continue operation until January 1, 1959, due to previous commitments.

15TH ANNIVERSARY PARTY

Morty Klein, head of Melody Distributors in New York, will celebrate the firm's 15th anniversary in the distributing business with a swinging bash to be held at the Hampshire House on March 27. In addition to dealers in New York City area, Morty also expects deejays, department store buyers and talent from the labels he handles will be present.

BRO. GEORGE WITH MERC. ARTISTS

George Liberace signed with Mercury Artists last week, to present him in all areas of showbusiness, TV, concerts, personal appearances, records, movies, etc. Jack Kalsheim will represent him for Mercury on the West Coast. The ork leader is now prepping a series of package shows, of the variety type, for TV filming. He also expects to conduct as co-leader on a series of shows in hotels, clubs, etc.

New York

Tommy Zang has been signed by Mark Records. Lad has been with the Air Force Show "Top in Blue." . . . Ersel Hickey, young artist getting some action with "Bluebirds Over the Mountain" now on Epic, just visited a slew of deejay segs. He hit Dick Clark's show in Philadelphia, Buddy Dean in Baltimore, Milt Grant in Washington, Ted Steele in New York, Jim Gallant in Hartford, Conn., Joeko Henderson in Newark, N. J., and Herb Sheldon's show in New York City. . . . Cabot Records and the Reader's Digest have arranged a tie-up for the label's Kip Hale record, "Everyone Must Have a Friend." D'Artega's ork backs the singer on the record, and a story in the February issue, titled "The Man Who Stole God," concerns a true incident in D'Artega's career. Thus the promotion, tie-up and the copies of the story and record to jocks around the country.

M-G-M Records is using a lot of TV exposure for its disk promotion these days. Connie Francis just appeared on the Herb Sheldon show and the Dick Clark show in Philadelphia, and the Howard Miller show in Chicago. And David Rose flew in from the Coast last week to plug his recording on M-G-M of "Swinging Shephard Blues" on CBS' "The Big Record." . . . Teddi King plays a week at the Celebrity Room in Providence, R. I., starting today (3). . . . The Rover Boys do a week at Blinstrub's in Boston starting March 21. . . . Thrush Sylvia Syms is now appearing at the Bon Soir in New York. . . . Langston Hughes debuted at the Village Vanguard night club in New York's Greenwich Village Sunday (2) reading poetry over a musical background created by Charles Mingus and Phineas Newborn.

Stan Steinhaus, former sales manager of Panart, Cuban diskery, has joined Ronde Productions, South American recording firm with talent and booking offices in S. A. capitals. He will be in charge of the firm's U. S. office and will offer tapes or contract for special recordings by Ronde artists for indie diskeries. . . . Mike Corda is now managing thrush Marge Dodson in addition to rockabilly warbler Ersel Hickey and the Dick Maltby Ork. . . . Montilla Records is now issuing again the Cecelia Valdez waxing that had been leased to Angel Records. . . . Atlantic Records signed jazz thrush Morgana King last week. She was formerly with Mercury. She will do both albums and singles for the new label.

KANSAS CITY CONFIDENTIAL: Dick Biondi, WHOT, Youngstown, O., tells it: "Heard about the disk jockey who was going to get samples of all the new disks to be played for jocks at Kansas City, Mo. (forthcoming deejay convention), before anyone else. He's going to wear a shoulder holster with miniature tape recorder; hook small mike to it and run mike cord inside jacket to just above hem. He'll then stand in front of speaker and catch it all. Sounds like a lot of trouble but it will be a first in his territory. By the way," adds Dick, "it isn't me. Honest!" Incidentally, Biondi plans to dye his beard to match the colors of various schools in his area—changing his whisker-hue each week.

ALBUM GROOVE: Jack Morse, WINR, Binghamton, N. Y., is spotlighting a top album on his show each afternoon. The LP seg is tagged "Accented Album," and is similar to another Morse feature, "Top Tune of the Afternoon." . . . Deejays at

VOX JOX

By JUNE BUNDY

WMNS, Olean, N. Y., are now featuring mostly albums, according to WMNS Promotion Director Ed Neilson, who labels the LP policy a realization that "r.&r. is on the way out."

Also putting new emphasis on album is KGAF, Gainesville, Tex. Jay Bennett of that station reports: "We recently found that the biggest majority of our spending listeners prefer to so-called 'good music'. As a result we've followed the footsteps of several of the great Eastern music-news operations by changing our programming to instrumental music, featuring albums and a very light sprinkling of the 'chart' tunes with a more subdued approach to presenting what we have to offer. Our salesmen. Have found the local businessmen much easier to approach and needless to say we're tickled to death. We think we've found the cure to bandstanditis, at least for us."

FROM-TO DEPT.: To

make it easier for record manufacturers, publishers, artists, etc., to keep track of various jockey changes. "Vox Jox" is adopting the following listing form for new station affiliations. To facilitate its use as a quick reference, we are not including details—time, type of show, etc. However, such info may appear from time to time in other sections of the column.

Bob Klose — From: WKWK Wheeling, W. Va. To: Study and free lance in New York City. . . . H. L. (Frosty) Fowler — From: KLOQ, Yakima, Wash. To: KING, Seattle. . . . Sam Patterson — To: WWIT, Canton, N. C. . . . Carl Shook — To: WGRG, Louisville. . . . Wee Charlie — (Also known as Chuck Marsh or Tim Marsh) To: WBSE, Hillsdale, Mich. . . . Private Jim Adams — From: WSTV, Steubenville, O. To: U. S. Army radio station KNOX, Fort Knox, Ky. . . . Bob Musgrave — From: KWFR, San Angelo, Tex. To: Amarillo Air

(Continued on page 51)

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Dick Clark is a young man of 28 who lives in Drexel Hill, Pa., a suburb of Philadelphia, with his wife and two small children. His home is a modest apartment and neither of his two cars are this year's models. As the master of ceremonies of ABC-TV's "American Bandstand," Clark is also currently one of America's most prominent and successful television disk jockeys.

"I would certainly hate to be an a.&r. man today," Clark told me. "None of them have any peace of mind. And yet you see new labels cropping up every day and making hits. I almost hate to think about more new labels. As it is now, I listen to between 50 and 75 new records a week, and there are many others I never even get to hear."

Clark thinks pop music today, as always, hinges on a danceable beat. "If a record isn't danceable, it's hard to break it out," he said. "The new dances are tied in closely

with hit records. We've started the calypso, the circle dance and the walk on our show, and Mitch Thomas, another Philadelphia jockey, helped push the stroll. The kids love it. Then you see any number of new records coming along based on these new dances."

Another facet of a successful jock's day-to-day life, according to Clark, is the record hop. "Last year, I made at least 180 appearances at hops in Pennsylvania, New Jersey, Delaware and Maryland. To do it I traveled almost 20,000 miles," Clark said.

Some jocks deplore much of the teen-slanted material of this day. They're waiting for the so-called good music to come back. What does Clark think? "I'm an entertainer, not an educator," he said bluntly. "I'll play what the public wants to hear! What I like personally has nothing to do with what I play on my shows. You don't have to sell people on what's your cup of tea. And, frankly, I'm

sorry for those who feel they have to crusade for this or that type of music. As a matter of fact, years ago in the days of the Glenn Millers and the Goodmans, tastes were a lot narrower than they are right now. Take a look at any top 50 or top 100 charts today. There's never been a time when so many different kinds of music were popular at one and the same time and the kids who are so often attacked for being all kinds of terrible things, should be given credit for liking many different styles."

What happens to the musical wants of the teenager when he reaches 18 or so? "All of a sudden they take the part of the young sophisticated," says Clark. "Nine out of 10 of them profess to like modern jazz, but they're not really sure because they don't really understand it."

Clark is quick to defend the teenage set, however. "Sure there

(Continued on page 53)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Spade Cooley comes out of retirement to kick off his new TV show Saturday (8) from Riverside Rancho, Los Angeles. The show will air each Saturday, 8-9 p.m., on Channel 5. Elaine DuPont and Al Rylfe, of Charlie Aldrich's Rancho gang, will handle the vocals with the Cooley combo. Rylfe is deejay on KXLA, Pasadena, Calif. . . . Tom Tall carved his first wax for Crest Records last week, with release slated for early March. . . . Faron Young and Ferlin Husky, accompanied by their wives, planned to Hawaii last week for a brief vacation. . . . Jim Shell, Dallas, has taken on the personal management of Joe Poovey, rockabilly artist recently signed by Eagle Records.

Orville Couch, just mustered out of the Army, cuts a session for Starday on the Coast this week. He's doing two tunes penned by himself in collaboration with Eddie

McDuff, and a pair written by Jim Shell, Dallas. . . . Glenn Trout, now taking his basic with the Army at Fort Ord, Calif., was in the Hollywood area recently to plug his new Era release, "Everybody's Movin'" b/w "I'm Glad That My Baby's Gone." Trout is recording under the name of Glen Glenn. Deejays may obtain a copy by writing to Glenn at 134 East Second Street, San Dimas, Calif. . . . Betty Luther, vocalist with the Charlie Aldrich crew at Riverside Rancho, Los Angeles, works the annual Shriner's dinner in that city March 25.

Latest addition to the talent roster of "Gulf Coast Jamboree," country musical beamed each Friday night, 6:30-7, KFDM-TV, Beaumont, Tex., is 11-year-old Geneva Higginsbotham, of Huntsville, Tex. She guested recently on "Big D Jamboree," Dallas; "Louisiana Hayride," Shreveport, and "Grand Ole Opry," Nashville. The Chellette Sisters are regular features on "Gulf Coast Jamboree." Re-

corded artists wishing to guest on the show are asked to contact Ken Ritter at KFDM-TV.

Lawton Williams' new one on RCA Victor, "Casino on the Hill" b/w "If You're Waitin' On Me," is due for release Tuesday (4). . . . Floyd Tillman will guest on "Cowtown Hoedown," Fort Worth, Saturday (8). He's the fellow who started Lawton Williams in the songwriting business. . . . New on the "Cowtown Hoedown" roster is Frankie Miller (Columbia). . . . The McCoy Kids, "Cowtown Hoedown" features, fly to Nashville March 28 for a recording session for RCA Victor. They are cutting several tunes written especially for them by Lawton Williams. The kids guested on "Louisiana Hayride," Shreveport, Saturday (1).

Jesse White, Ferlin Husky and Faron Young, co-starring with Zsa Zsa Gabor in Paramount's soon-to-be-released "Country Music Holi-

(Continued on page 53)

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Editorial

Killing the Sale

The other day at lunch we spoke to a young man of the type that record dealers should want as a customer. He's young, aggressive, going places. His current salary can be described as "adequate" and it will be considerably higher before long. He's a family man creating a home, and he realizes that music deserves a place in that home.

Recently, he was attracted by the RCA Victor Book-of-the-Month Club advertising. He subscribed. The offer of the complete Beethoven symphonies at that fantastically low price made him eager to join.

A Bad Experience

Two things happened as a result. His interest in music was stimulated, particularly in symphonic works of the Romantic period. As a consequence, he did something that he hadn't done since his teens. He went into a record store looking for other symphonic works. Something happened in that store that should make dealers all over the country shudder.

He asked the clerk if he had the complete symphonies of Tchaikovsky. And, because his experience with the set of Beethoven symphonies had been so good, he asked the clerk if he could buy the six Tchaikovsky symphonies as a set, by one conductor.

Wrong Kind of Clerk

What do you suppose the clerk did? He told this young man that he was buying music in the wrong way. The clerk said that a real music-lover doesn't buy symphonies by the set and that a really discriminating music-lover looks for a top interpretation by specific conductors. Then he proceeded to parade his extensive knowledge of music, telling the young man his opinion of the various conductors.

This clerk was offensive. Within five minutes, he had made this customer feel like a boob, musically stupid and inadequate to the task of selecting a few classical records for himself.

Never Go Back

Even as he told this story over the luncheon table, the young man got angry with the clerk. He said that he would never enter that store again. If he never went into any disk shop again, we wouldn't be surprised.

Just for the record, the young man's name is George Kupper. His address is 183 Beach 101st Street, Rockaway Beach, Long Island, N. Y. He is an account executive with the firm of Peters, Griffin, Woodward, Inc., radio station representatives.

We also know the name of the store, but let's spare them the embarrassment of printing it here.

HEARD OVER THE COUNTER

Last week we asked dealers to write in some of their more amusing experiences behind the counter. Here are a few:

Alma Kaye, now manager of Doubleday's record department, Fifth Avenue and 52d Street, New York, remembers when she had a similar job in the old Haynes-Griffin store on the east side of Madison Avenue. She tells about a little old lady coming into the store one day carrying two suitcases.

"Is this the Roosevelt Hotel?" she asked.

A quick-thinking record clerk said, "Yes, ma'am" and yelled "Front, boy," at another clerk.

Then there was the lady who came into the shop, looked all around at the album and phonograph displays, then turned to the clerk and asked: "Do you sell tennis balls?"

That last one is only topped by another lady who came into the store, looked at the albums displayed abundantly on wall racks and in browsers, and said: "Do you sell records?"

It's funny how simple phrases get mangled when customers make requests. Have you ever had a customer ask if you carry 45-mile-an-hour records? In the same vein, there's the customer who came in and asked for "some of those 33-inch records."

Then there was the lady who came into the shop that was being redecorated and asked the clerk if she could have a sample of the paint they were using on the walls. "It's the very shade I've been looking for for my dining room walls," she explained.

That's all for this week. Won't you tell us some of your funny experiences behind the counter? Just address them to Fred Pernitz, The Billboard, 1564 Broadway, New York 36, N. Y.

—FRED PERNITZ.

Fonovox Debts New Model

Videola-Erie Corporation, Brooklyn, is adding a new table model to its line. The unit is an AM-FM short wave radio. Dubbed La Diavala, it features 14-tube functions, three matched speakers, seven push-button operation, eagle-eye tuning, movable ferrite antenna and separate bass and treble controls.

The unit is built of high quality woods, says the firm, and the finish is hand-rubbed. It is equipped with an external jack for phonograph, tape recorder or additional speaker.

Suggested list price for La Diavala is \$129.95.



SUCCESS STORY

Disk Outlet Alert To All Facets

- Daily inventory control major sales contribution
- De luxe demonstration accents hi-fi values

By GRIER LOWRY

(Last week, Grier Lowry told how the Foremost Record Shop, Kansas City, Mo., sparked sales with a unique album display—a mile of covers. This week, he gives details about the store's comprehensive inventory control, how they push slow-moving items, and the trend to higher-priced hi-fi phonos. This is the second of two articles—Ed.)

"This method of serving customers has numerous benefits," says partner Harry Miller. "The average person will write down more selections he wants to hear than he'll tell the salesgirl orally. Naturally, the more albums he hears, the more he buys. Another prime benefit of the system is that it virtually eliminates pilferage and breakage. Because all records are played by salesgirls, with no handling by the customer, there's no opportunity for the customer to break or pilfer."

"We've gained scads of customers, especially among finicky jazz zealots, because this method assures that the customer will receive fresh merchandise," Miller

added. "Because our records are handled by salesgirls who know how to treat them and are played on good turntables equipped with diamond needles, nobody gets needle-scratched records. We get a lot of compliments on this feature from hi-fi set owners who appreciate the fact that there are no defects on the records to mar sensitive hi-fi reproduction."

Perhaps as result of his back (Continued on page 24)



Posted daily from sales slips, the inventory-control system reflects movement of every LP in stock and has proved a reliable guide in ordering merchandise. Cards used in following the system are cataloged by label and sub-filed according to stock number given each LP album.



Keynoting the firm's bid for big-volume record sales is a unique display arrangement which embodies special-design racks each holding 110 album covers. Because average customer sees a number of items of interest to him, this display plan encourages multiple purchases of five or six items.



Customer takes order blanks, with titles of LP's she wants to hear, to salesgirls who play them on under-counter players. Fact that customer never handles the album eliminates pilferage and breakage. The system has won friends for the operation among hi-fi enthusiasts, especially jazz zealots, who appreciate the fact that they always receive fresh merchandise.



Garrard introduces its new model record changer, the RC121/II. It converts instantly from automatic intermix changer to a single play unit, with tone arm completely free. The unit replaces the RC121. It is priced at \$42.50, the same as the model it replaces. With the addition of this unit, Garrard now offers a full line consisting of three record changers, one transcription turntable and one manual player.

Bet these 45 EP's ACROSS THE BOARD!



**WIN
PLACE
SHOW
COLLECT!**

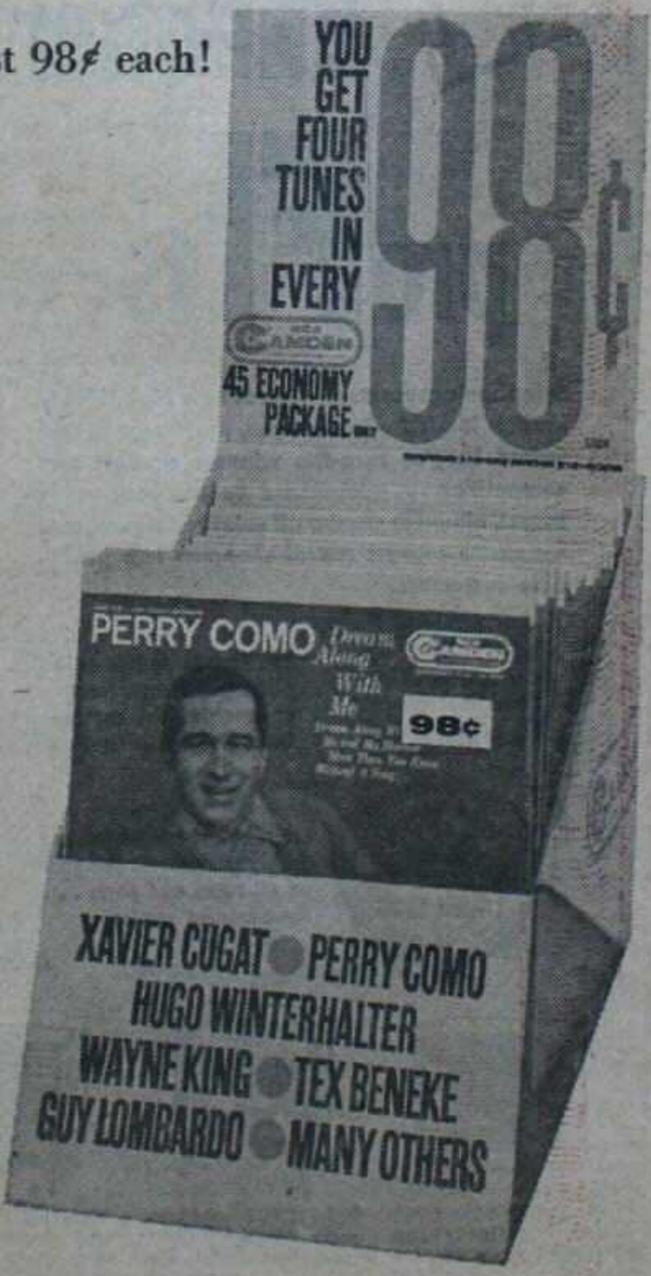
...more sales with these big-name recordings at RCA Camden's new economy price—just 98¢ each!

- All 4-color covers
- Polyethylene-bagged
- Pre-priced

...your order with your RCA Camden distributor today!

...these nationally advertised albums in RCA Camden's traffic-stopping merchandiser (holds fifty 45 EP's)!

Cash in on the top titles, talent and merchandising that only RCA Camden offers in its price field! You've got a sure thing going for you every time in...



Manufacturer's nationally advertised price shown—optional with dealer.

SUCCESS STORY

Disk Outlet Alert To All Facets

Continued from page 20

ground in record distribution, Miller cites the methodical daily inventory control system as making a major contribution to the success of the enterprise.

"How else," he asks, "could we keep tab on our \$50,000 inventory? How does any record outlet operate efficiently without some kind of good inventory control plan?"

The system starts with sales slips written by the record girls, which reflect label, title and rec-

ord stock number. Each day the inventory control girl assembles the slips by label and checks them against inventory cards, cataloged by label and sub-filed numerically by record number.

The cards cover data on merchandise on order, merchandise received and a section for sold merchandise. Reflected on the order portion is the date of order, the order number, quantity and total. The same information is duplicated in the received section.

On sold merchandise, the card shows the date an item is sold, the balance and total sales.

Ordering Pattern Set

"We keep our finger firmly planted on the pulse of record sales with this system," says Miller. "Using it, we can establish a pattern for ordering an item. If we sell 15 of a title every 30 days, the obvious deduction is that we should order 15 every 30 days. The fact that we post daily has several advantages, including an ability to spot a slow-up in sales of a record quickly. If we've been making three or four sales of an LP and one day the girl, while posting the inventory card, notes that we sold only one the day before, we take the cue and slow up on buying that item. When she discovers, upon checking the inventory control cards, that an item has been in stock more than 60 days, we maneuver



This is RCA Victor's pre-pack shipping carton that opens and becomes a self-merchandiser. It's a four-color display containing 25 LOC's six EOC's on display in a "South Pacific" setting.

to move it out by arranging spot displays at focal traffic points, by advising personnel to suggest the item to customers, and so on."

Important Gimmick

In the course of doing business for two years, the Foremost op-

erators have experimented with seven special gimmicks designed to spur record volume. Only one has stuck. This is it: Whenever a customer has bought 11 LP albums, or \$45 worth, he receives the 12th album free. An average of one out of 10 customers trading at Foremost follows this plan.

Harry Miller is certain that a number of customers who choose eight or nine albums and add couple more to their purchase order to get the 12th one free is pretty high. One of the important features of the plan is that it often prevents customers from drifting off to competitors to buy their records.

In the record sales, the keynote is big, varied inventory. The same is true in the high-fidelity area where 10 brands are represented in the 40 to 50 sets on display. Labeled Hi-Fi Selecto Mart, the corner-situated area incorporates two acoustically treated demonstration rooms warmed with drapes, wall-to-wall carpeting and lamps, with an average of 10 sets displayed in each room, all hooked up and ready to go thru their paces.

Hi-fi is a bigger ticket item than when the operation opened up. Then customers were paying an average of \$125 for a portable outfit. Today, they select sets ranging from \$175 to \$225. "A good 50 per cent of our hi-fi sales are made to record customers who drift over to the Selecto Mart after seeing the eye-stopping mass display set-up," Miller states. "Most of these don't know too much about hi-fi, and our sales discussions center on such basic items as frequency range, diamond needles, the speaker set-up etc. One of our first steps is to get an idea of the customer's price bracket and pare the choice down to about three models which interest him most in that price range."

"With the clear-cut trend to consoles," he said, "hi-fi is sold to the man on performance features and to the woman as a piece of furniture. We sell more mahogany sets than anything, but there's a growing demand for ebony finishes for contrasting with lined oak living room furniture."

The firm is also catering to the growing market for stereophonic tape by maintaining one of the area's largest stocks. Here, Miller points out, the average customer spends from \$125 to \$150, and by cultivating the good will of these customers the firm will be in on the ground floor when stereo tape starts to hit big, which he's dead certain it will in the near future.

There's one other important facet to the Foremost Record operation, a recording company which has turned out more than 40 sides, including such LPs as "My Square Laddie," a saucy satire on Broadway's hit, "My Fair Lady," an album by Betty Miller, a local artist of the keyboards who is gaining national popularity; albums by Jon and Sondra Steele, the "My Happiness" couple; Eddie Dunstedter and Billy May.

They're as HOT as a Pair of Pistols!

AND ONLY SYMPHONIC HAS THEM

YOUR KEY TO Higher proFits



Hot-As-A-Pistol Model 1267 4-SPEED AUTOMATIC HI-FI TABLE MODEL PHONOGRAPH

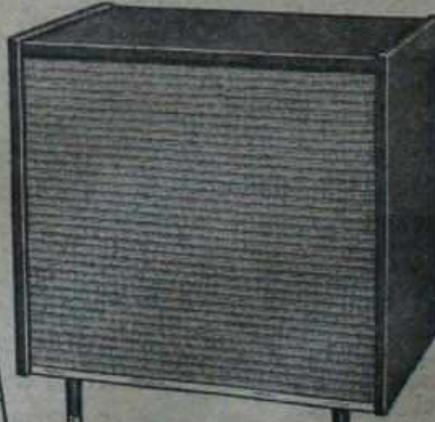
Here's your sure-fire traffic and sales producer! Two heavy duty Alnico V PM speakers; BSR Intermix, jamproof 4-speed changer with automatic shut-off; separate volume; bass and treble controls; dual Sapphire needles. Attractively styled cabinet in genuine hardwoods of mahogany or blonde.

List Price 89.95

Hot-As-A-Pistol Model 1268 4-SPEED AUTOMATIC HI-FI CONSOLE PHONOGRAPH

This value leader will send your high fidelity sales soaring to new highs. Two coaxial speakers; external speaker outlet; BSR Intermix, jamproof 4-speed automatic changer with automatic shut-off; separate volume, bass and treble controls; dual Sapphire needles. Contemporary styled cabinet in genuine hardwoods of mahogany or blonde.

List Price 119.95



Slightly higher South and West

GENUINE HARDWOOD VENEERS

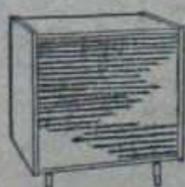
Symphonic presents two great new high fidelity models loaded with features, performance and value! They're sure-fire winners against any competition... guaranteed to hit your sales target, aimed to shatter all sales resistance, and certain to convert casual shoppers into profitable customers.



Symphonic is the only phonograph manufacturer awarded the coveted Good Housekeeping Seal



Symphonic phonographs are doubly guaranteed. One year on all tubes and parts... three months' service



Model 1269: 4-Speed Automatic High Fidelity Radio-Phono Combination List 139.95



Model 1275: 4-Speed Automatic High Fidelity AM-FM Radio-Phono Combination List 179.95



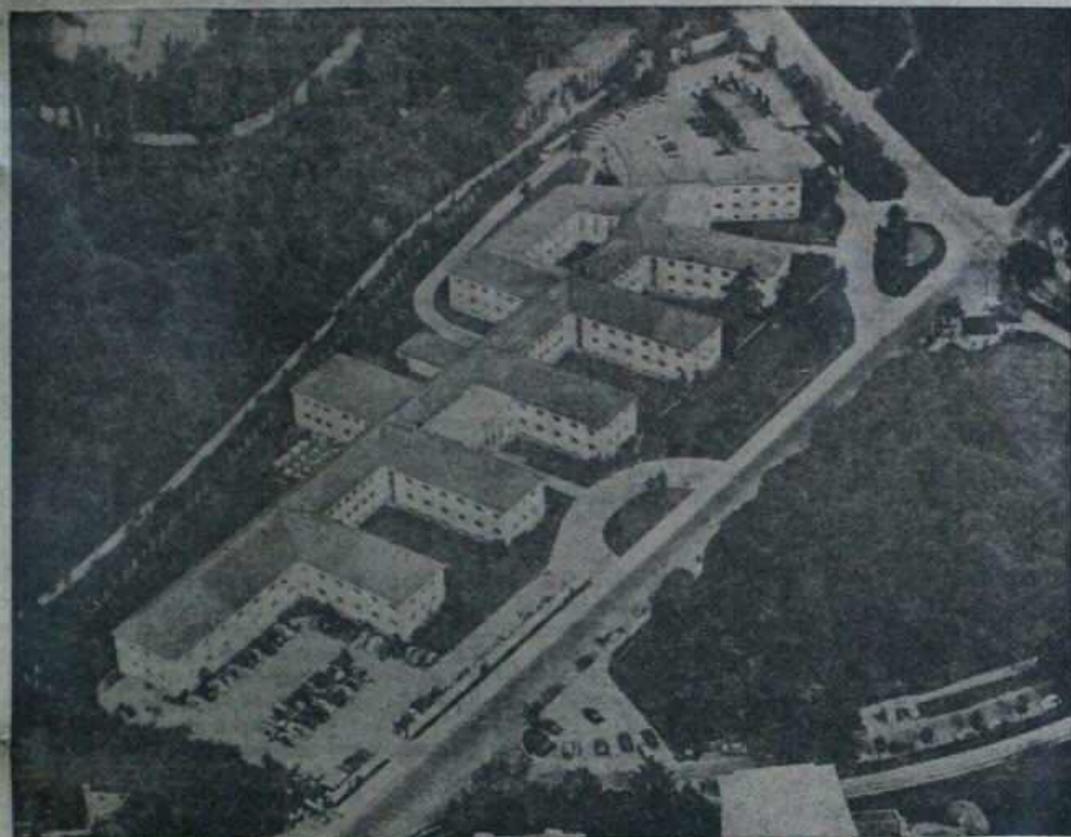
Model 1277: 4-Speed Automatic High Fidelity AM-FM Radio-Phono Combination List 299.95

Symphonic logo and address: SYMPHONIC RADIO & ELECTRONIC CORP. 235 JERSEY AVE. NEW BRUNSWICK, N.J.

Symphonic is America's Largest Exclusive Phonograph Manufacturer

NO. 1
IN A
SERIES

A Report to the Music Industry...



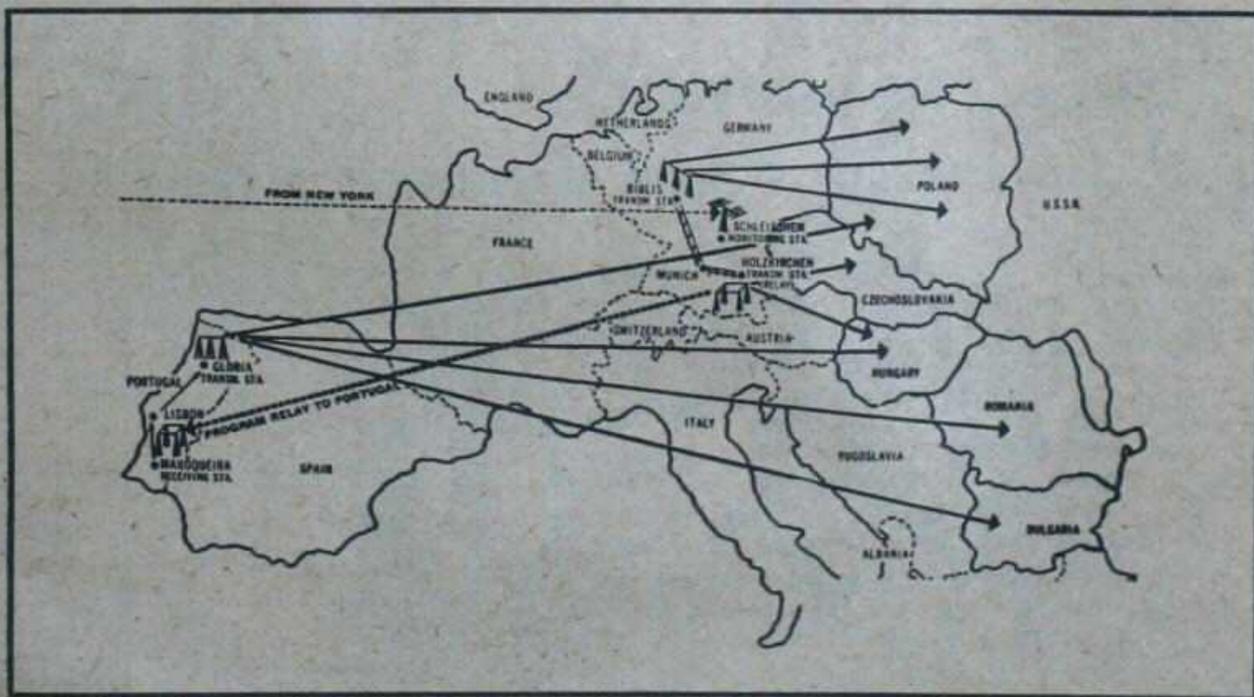
Day and night broadcasting goes on at RFE headquarters here in Munich, Germany. Some 20 hours a day, seven days a week, broadcasts are beamed to the five captive Iron Curtain countries.

CRUSADE FOR FREEDOM, which operates Radio Free Europe, has a huge audience behind the Iron Curtain. The youths in these countries want to know about and hear the latest American pop, dance and jazz records. And music of all kinds comprises some 15% of broadcast time to each country behind the Iron Curtain.

**Don Dimond, Music Programming Director
For Radio Free Europe, States:**

"American pop songs and jazz are probably the most important segment of Radio Free Europe's music broadcasts to the Iron Curtain countries. Whatever else may be said about it, there is wrapped up in this music a certain aura of freedom, a kind of freewheeling independence, that appeals strongly to the youth of these countries. So in addition to fulfilling the function of entertainment, RFE's music broadcasts help to sharpen the independent spirit of the youth living under communist domination and herein perhaps lies their greatest contribution."

From receiving stations throughout Europe, RFE is able to immediately detect attempted "jamming" of its broadcasts and is able to switch to other transmitting stations that can be clearly heard behind the Iron Curtain. The "jamming" attempts are mute testimony to the importance of RFE broadcasts.



RADIO FREE EUROPE PROGRAMS ITS MUSIC BROADCASTS FROM THE BILLBOARD'S MUSIC POPULARITY CHARTS

As soon as each issue of The Billboard is received in the New York offices of RFE, the Honor Roll of Hits and Most Played by Jockeys charts are clipped and sent, together with the records listed, to the Munich studios via RFE's special airmail connections. Shortly thereafter, the records are broadcast, with explanatory commentary, on the various programs devoted to this material.

The RFE also plans programs around The Billboard's Territorial charts. Jack MacBean, Crusade for Freedom's U.S. co-ordinator, tells us that since there are so many foreign-born American citizens living in certain areas of the U.S., their countrymen behind the Iron Curtain like to know what is popular and being listened to in these areas here in our country.

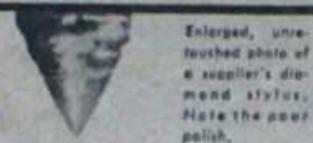
RFE also programs from other Billboard charts as well as from the listings of the top songs of five and 10 years ago. The playing of these older records is used in calling to mind songs well known behind the Iron Curtain and in connecting them with political or other events that occurred at the time of their peak in popularity.

So, while we here in the U.S.A. are busy making, distributing and selling records, the Crusade for Freedom with its Radio Free Europe stations continues its untiring efforts to bring a continuing flow of unbiased news, truth and music to the 70 million people who live in the five captive countries behind the Iron Curtain.

Radio Free Europe—supported by millions of Americans through the Crusade for Freedom—supplies the needs of these listeners, to let them know they have not been forgotten by the free world.

The Crusade for Freedom, a private organization, raises funds from the American people to support the broadcast activities of Radio Free Europe. All funds donated to the Crusade for Freedom are turned over to Radio Free Europe without deductions.

If you wish to make your contribution to Radio Free Europe and the Crusade for Freedom, it may be sent either to your local postmaster or to the Crusade for Freedom, 345 East 46th Street, New York City 17.



Enlarged, unretouched photo of a supplier's diamond stylus. Note the poor polish.



Enlarged, unretouched photo of a hand-polished, mirror-smooth RECOTON diamond stylus.

BEWARE OF MISLEADING ADVERTISING

A supplier's advertising states that their diamond styli are "perfect for your phonographs."

THIS IS NOT TRUE!

The supplier's styli are generally badly formed and roughly chiselled, as the above unretouched photo proves.

RECOTON diamond styli are hand-polished, mirror-smooth to assure customer satisfaction, good will and higher profit. And—remember that NOBODY SELLS FOR LESS!

Insist on RECOTON.

Recoton CORPORATION
52-55 Barnet Ave., Long Island City 4, N. Y.
© Canada: Quality Records, Ltd., Toronto

Best Portable Hi-Fi!

V-M
556



by
Voice of Music

Our Readers Write Us

SOUND OFF!

If you're a dealer, distributor, salesman, rack jobber or manufacturer, send your opinions on present-day retailing practices to The Billboard. Address letters to the Merchandising Editor, The Billboard, 1564 Broadway, New York 36, N. Y.

To the Editor:

We would like to know if you have among your advertisers, a dealer who specializes in old records—particularly those that have been discontinued by the manufacturer.

The Music Box
120 W. 6th
Borger, Tex.

• We know there are many such dealers and we urge them to contact you directly. If you get no response from publication of your letter, drop us a card and we'll track down a couple of them for you.—Editor.

Best Selling Tapes?

To: The Editor:

You have published some very helpful articles about getting in the tape business but I wonder if you have thought of printing a list of the best-selling stereo tapes in the various lines.

The manufacturers would probably be glad to give you a list of their five or 10 best-selling stereo tapes and such a list would be invaluable to many of us dealers just trying to get started in this line.

Leon Ferguson
Ferguson's Record Shop
Memphis, Tenn.

• Good idea, Leon. Offhand, tho, we feel we could provide a more accurate best seller list thru our continuing NYU survey of retail

stores—the same accurate machinery that provides our best selling record charts, week after week. Your suggestion has been turned over to them and they will begin exploring the possibilities in this regard immediately.—Editor.

Giant Listening Booth?

To the Editor:

Accepting your invitation to express our views, it is my sincere belief that the record clubs will in time put most of the record shops out of business. We have lost a considerable number of customers to the record clubs.

On several occasions, we have had people come into our store and ask to hear a particular LP. We would get the selection, play it for them and, when we asked if they would like to buy it, the customer would say something like this: "We can get this from our record club. We wondered if it was as good as the ad had indicated."

Actually, it seems to me that the record shop has become a giant listening booth for the record clubs. I feel that it is time that the dealers got together and did something about this situation. I do not believe that we should buy from a manufacturer who has a record club. There are a lot of good indies from whom we could get records.

Also, I understand that the record club was responsible for the increase in the price of 45's to finance a newly organized record club. This price increase hurt the record business which is now the slowest it has been in years.

Jerry Dulin
High Line TV Service
Greenville, O.

• For another point-of-view on record clubs, Jerry, see the edito-



Here's one of the elaborate display pieces RCA Victor has developed to boost sales of their "South Pacific" sound-track album. The unit is in full color and makes a good centerpiece for a window display.

rial, "Killing the Sale," on the opening page of this Record and Equipment Merchandising Section.—Editor.

Recorded Tape Query

To the Editor:

Instead of writing to the record companies individually, I figured I'd use The Billboard.

I would like to obtain copies of stereophonic tapes of Beethoven's Ninth Symphony and Berlioz' Symphony Fantastique.

I realize that one or several of the companies have recorded these works stereophonically. Would you tell me which companies they are?

Lou Barile
WTBX Radio

• The Beethoven Symphony No. 9 has been recorded on stereo tape only by Concert Hall (71 Fifth Ave., N. Y. 3, N. Y.). The Berlioz is available in two versions; one by RCA Victor (155 E. 24th St., N. Y., N. Y.) and another by Columbia (799 Seventh Ave., N. Y., N. Y.).—Editor.

At Last—Word From the West

To the Editor:

I have been reading my latest Billboard and noticing the comment you haven't heard from anyone in the Northwest, thought you might like a worm's eye view from the Pacific coastal area. It's always interesting to compare situations and problems and we have ours here just as the other sections of the country do.

It's a problem to try and make a living at anything these days but after working six days a week and griping over obstacles for the 11 years we have been in business, I still enjoy plugging records. Things are somewhat slow. Oregon's unemployment situation is not to be taken lightly and money is a tight situation. However, we've experienced other rough periods and plugged along so guess we can again. Let's face it—records are hardly a demand product, altho the teen-agers probably disagree on that point.

Ours is a suburban shop and we try to carry as complete a line as space and finances permit. I enjoy music and while I am everything but an r.&c. addict, I think it has its place in today's pace of living. It's a phase and I join the myriad of others who will be grateful when it has been relegated to the past.

My one big gripe here is the fact that almost everything currently popular is on an independent label for which the dealers are allowed no 5 per cent return. You figure something for a hit, stock accordingly, it doesn't make it and you're plain stuck. If you're too tight in your orders you miss sales and consequently are defeating your own purpose. I think it is darned unfair and I wish we could apply pressure where it would do the most good.

It's particularly rough on us here in the Portland area for, with two exceptions, we have no local distributors. Everything has to be ordered out of Seattle and that means extra expenses and less profit and worst of all—a time

element. The distributors are pretty good about shipping their orders promptly but there are a couple I'd like to boycott for a good many reasons, only I am stymied and have to bow to the inevitable.

The local djs are swell about working with the dealers. We get weekly listing for shop posting and most of the stations give us weekly calls to determine our top sellers, in exchange giving our shop a plug.

As for record clubs—I'm agin' 'em! Can't see that they do a thing for the dealer, they are merely a service for the customer and he is often a one-shot affair. I've gone along with most of them but with the next expiration, I'm thru. It seems every company has a gimmick or a deal of some kind and I've had it—period. We have built up a pretty good clientele and I am too old to be an eager beaver who goes berserk running after more business.

We carry a small line of players and accessories, do a lot of service work on both players and TV, and I don't mean to sell radios short; we both sell and service them.

Just one more comment—I'm a fairly new subscriber to The Billboard and I'll never be without it now. I have gotten more good out of it already than I can say.

We don't have regular salesmen thru our territory for some odd reason. We are only a few minutes from downtown Portland but they seem to call on us only when they are in the mood. Your magazine is a wonderful help with the new releases and I can't tell you how grateful I am.

Thanks for the space and I'll write again sometime if I may. At the risk of sounding smug I must tell you we have had the balmiest winter on record (no pun) hereabouts. No snow, no freeze and the flowers have never stopped blooming. We have had a lot of rain but it's warm and not really disagreeable. Easy on fuel bills and a real pleasure especially when we have a day every now and then that registers in the 60's. We'll get ours next winter, no doubt. Bye for now.

Mrs. Ralph Peck
Bybee Radio & TV
Portland 2, Ore.



"SERUM? Heck, we thought it was our order of JENSEN NEEDLES arriving."

SELL THE HI-FI SOUND THAT SURROUNDS!



THE RIVERSIDE DELUXE gives you both big, beautiful cabinets and big, new hi-fi sound that surrounds! Look what you sell: High sensitivity, low noise AM/FM tuner, 20-20,000 cps amplifier, deluxe 4-speed automatic changer, 4 matched heavy-duty speakers, exclusive Decca Presence Control, three position speaker control, and a host of extra features. DP-710 Mahogany. DP-711 Lined Oak. Also available without AM/FM tuner DP-207. Hop aboard the fast-moving Decca "sound that surrounds" phonograph line. Call your Decca Salesman now!

DECCA hi-fonic PHONOGRAPHS

UL Approved.



A NEW WORLD OF HI-FI SOUND

GEORGE HAMILTON IV'S

Got the new

BALLAD BLOCKBUSTER!

on **ABC-PARAMOUNT,**

—of course!—

NOW AND FOR ALWAYS

b/w ONE HEART

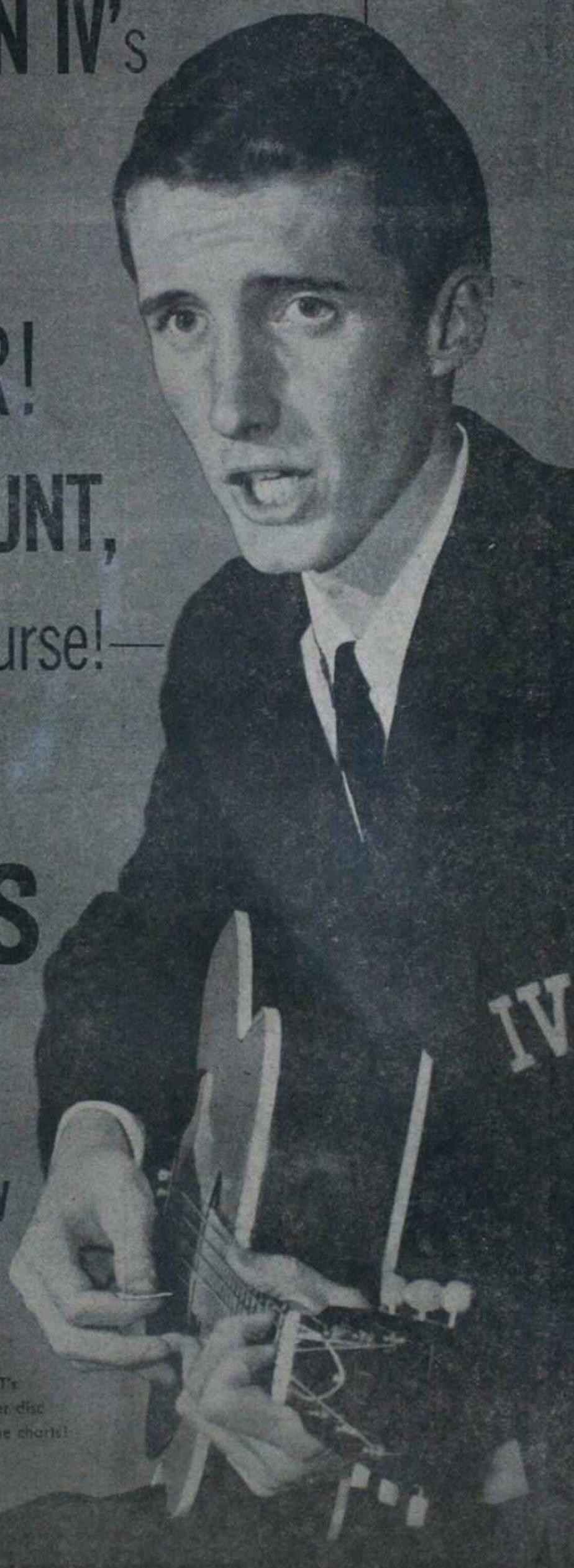
9898

Arranged and Conducted by
DON COSTA

The surest-shot ballad-seller in the business
has an unforgettable one this time!
AND ABC-PARAMOUNT's
got still another disc
for the charts!



© 1958 ABC-Paramount, Inc. All Rights Reserved.



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING FEBRUARY 22

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. Come Fly With Me	1	5
Frank Sinatra, Capitol W 920		
2. My Fair Lady	2	100
Original Cast, Columbia OL 5090		
3. Warm	3	11
Johnny Mathis, Columbia CL 1078		
4. Pal Joey	5	17
Sound Track, Capitol W 912		
5. The Music Man	6	2
Original Cast, Capitol WAO 990		
6. Around the World in 80 Days	4	49
Sound Track, Decca DL 9046		
7. Pat's Great Hits	7	20
Pat Boone, Dot DLP 3071		
8. Hymns	9	62
Tennessee Ernie Ford, Capitol T 756		
9. The King and I	11	86
Sound Track, Capitol W 740		
10. Ricky	8	17
Ricky Nelson, Imperial IMP 9048		
11. Songs of the Fabulous Fifties	14	43
Roger Williams, Kapp KXL 5000		
12. Love Is the Thing	10	33
Nat King Cole, Capitol W 824		
13. Oklahoma!	13	129
Sound Track, Capitol SAO 595		
14. Spirituals	18	29
Tennessee Ernie Ford, Capitol T 818		
15. Film Encores	16	39
Mantovani, London LL 1700		
16. Dukes of Dixieland, Vol. 3	19	19
Audio Fidelity, AFLP 1851		
17. The Late, Late Show	20	2
Dakota Staton, Capitol T 876		
18. April Love	17	8
Sound Track, Dot DLP 9000		
19. Glenn Miller Carnegie Hall Concert	22	2
RCA Victor LPM 1506		
20. Wonderful, Wonderful	12	21
Johnny Mathis, Columbia CL 1028		
21. Just One of Those Things	24	5
Nat King Cole, Capitol W 903		
22. The Everly Brothers	—	3
Cadence CLP 3003		
23. A Swingin' Affair	—	33
Frank Sinatra, Capitol W 803		
24. Fascination	—	3
Jane Morgan, Kapp KL 1066		
24. The Eddy Duchin Story	15	77
Sound Track, Decca DL 8289		

Review Spotlight on . . .

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.

Popular Albums

SOUTH PACIFIC (1-12)—Sound Track, RCA Victor 1 OC 1032 and RCA Victor 1 OCD 2000

Victor is giving the sound track recording of Rodgers and Hammerstein's Broadway classic the most intense and elaborate promotion in LP history. In addition to the regular \$4.98 set, there is also a de luxe \$6.98 edition which features several beautiful color scenes from the film and extensive liner notes. The principals are Rossano Brazzi (Giorgio Tozzi's voice is used), Mitzi Gaynor, John Kerr, and Juanita Hall. In addition to the well-known score, "My Girl Back Home," not included in the Broadway version, has been added. A powerful package with sure-fire sales potential.

HOORAY FOR HOLLYWOOD (2-12)—Doris Day Columbia C2L-5

A really beautiful album. The songs are tunes which won or were nominated for Academy Awards. Ork support from Frank DeVol is excellent, and Miss Day's thrushing is more lovely than ever. Packaging on the de luxe 2 LP \$7.98 set is highlighted by a pretty cover shot of the artist. An excellent set for jocks.

THE FRANK SINATRA STORY (2-12)—Columbia C2L-6

Columbia has collected a group of old Sinatra sides (some never released) in this de luxe (\$7.98) double-pocket album. New York Times scribe Gilbert Millstein's liner notes are a big plus. Selections include "Nancy," "Castle Rock" and "I've Got a Crush on You."

ALADDIN (1-12)—Original TV Cast, Columbia CL 1117

Sound track from the recent TV spectacular contains several Cole Porter melodies, executed appealingly by Anna Maria Alberghetti, Cyril Ritchard, Basil Rathbone, Dennis King and Sal Mineo. While this may not rank as one of the composer's strongest offerings, the name value of the cast should be a buying lure. Show piled up a tremendous rating.

TONIGHT (1-12)—Jose Melis, His Piano & Strings. Seeco CELP 411

Melis has built a considerable following, via maximum exposure on Jack Paar's NBC-TV show. Package itself has been liberally plugged

on show which gives this LP a strong sales-springboard. Package spotlights flashy pianistics, with lush string backing, on a group of surefire romantic standards, "White Cliffs of Dover," "Harbour Lights," "Indian Summer," etc. Until this month the Paar show was tagged "Tonight."

Special Merit Pop Album

SEPTEMBER SONG (1-12)—Songs of Kurt Weill sung by Lotte Lenya. Columbia KL 5229
An exceptionally attractive package containing, in addition to the title selection, others of Kurt Weill's American theater songs including "It Never Was You" from "Knickerbocker Holiday," "Lonely House" from "Street Scene," "Lost in the Stars" etc. They are affectingly sung by the late composer's wife Lotte Lenya. Art work on both front and back covers is exceptionally tasteful and striking; and the

(Continued on page 28)

— Album Cover of the Week —



MUSIC ON THE DESERT ROAD, Angel 35515. The beautiful color photo by Deben Bhattacharya provides an excellent cover. It should prove a buying lure.

Most Played by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 22

Albums are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. COME FLY WITH ME
Frank SinatraCapitol W 920
2. 'S MARVELOUS
Ray ConiffColumbia CL 1047
3. WARM
Johnny MathisColumbia CL 1078
4. LESTER LANIN AT THE TIFFANY BALL
Lester LaninEpic LN 3010
5. PAT'S GREAT HITS
Pat BooneDot DLP 3071
6. JUST ONE OF THOSE THINGS
Nat King ColeCapitol W 903
6. YOUNG IDEAS
Ray Anthony OrkCapitol T 866
6. WHERE ARE YOU?
Frank SinatraCapitol W 853
9. RICKY
Ricky NelsonImperial IMP 9048
9. EVERLY BROTHERS
Everly BrothersCadence CLP 3003



Best Selling Pop EP's

FOR SURVEY WEEK ENDING FEBRUARY 22

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. JAILHOUSE
Elvis PresleyRCA Victor EPA 4114
2. RICKY
Ricky NelsonImperial EP 153
3. THE EVERLY BROTHERS
.Cadence CEP 105
4. LOVING YOU
Elvis PresleyRCA Victor EPA 1-1515
5. HYMNS
Tennessee Ernie FordCapitol EAP 1-756
6. WARM
Johnny MathisColumbia EB 1078-1
7. SPIRITUALS
Tennessee Ernie FordCapitol EAP 1-818
8. FOUR FRESHMEN AND FIVE TRUMPETS
.Capitol EAP 1-763
9. FOUR BY PAT
Pat BooneDot DLP 1057
10. COME FLY WITH ME
Frank SinatraCapitol EAP 1-920

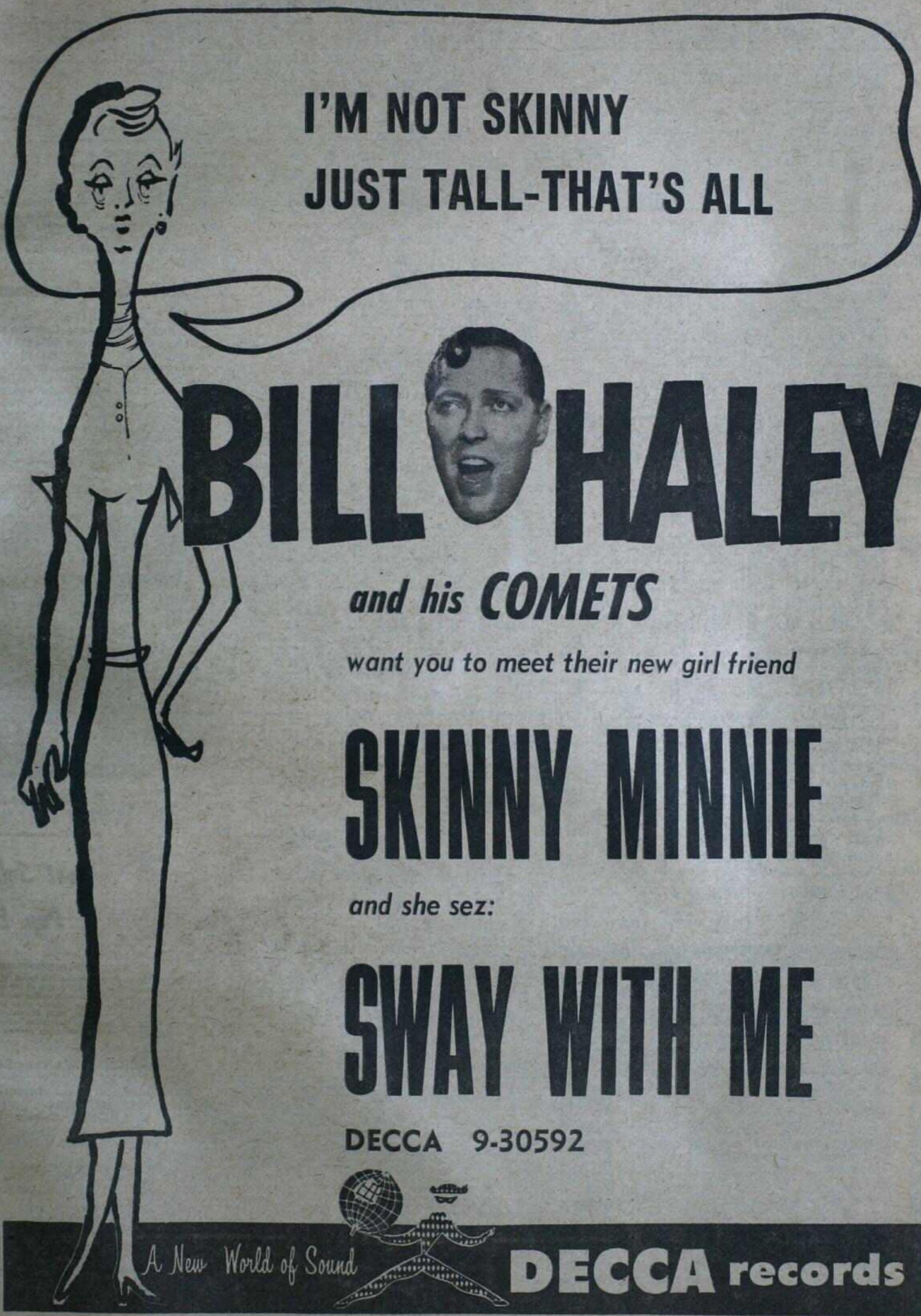
MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

Payment enclosed Bill me

Name _____ 770
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.



**I'M NOT SKINNY
JUST TALL-THAT'S ALL**

BILL HALEY

and his COMETS

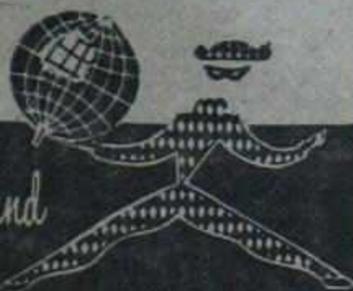
want you to meet their new girl friend

SKINNY MINNIE

and she sez:

SWAY WITH ME

DECCA 9-30592



A New World of Sound

DECCA records

Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

(Each item is rated strictly according to its potential in the particular field under which it is classified.)

- SPOTLIGHT**—Top demand, sure-fire merchandise
- ★★★★—Essential Inventory
- ★★★—Special Artistic Merit, Worth Pushing
- ★★—For dealers who have the extra money and space
- ★—For dealers who stock everything
- Doesn't supersede other available versions

POPULAR ★★★★★

AROUND THE WORLD WITH BING CROSBY

(1-12") Decca DL 8687
Another repackaging of material by Crosby, accompanied by various orchestras, including John Scott Trotter, Buddy Cole trio, Lyn Murray, Dave Barbour. Material, in keeping with the title, is a musical grand tour, including "Around the World," "I Love Paris," "Beyond the Reef" etc. A lot of charm in the performances, every one of which is enjoyable.

COME DANCE WITH ME

Ted Straker Ork (1-12") Columbia CL 1086

Here's another sock album for the mature set. Ted Straker and his ork have been playing at the Persian Room of the Plaza Hotel in New York for years and this set features the ork, playing in businessman's bounce tempo, a fine group of standards. They are

PEERLESS ALBUM CO.

Since 1919
The leading manufacturer of

RECORD JACKETS

Related services include:
PLATE MAKING & PRINTING
IN EVERY PROCESS

QUALITY WORKMANSHIP
from the most modern jacket
plant in the world

DAY AND NIGHT SHIFTS
assure you of on-time delivery

AWARD WINNING
DE LUXE PACKAGES

Peerless Album Co.

800 Union St., Brooklyn, N. Y.
Sterling 9-0555



CORAL RECORDS

ALBUM SPOTLIGHT

ST. PATRICK'S DAY SPECIAL



LAWRENCE WELK

Skunk Creek and Champagne

LAWRENCE WELK

CRL 57036 EC 82026

Review Spotlight on Albums . . .

Continued from page 26

package includes a remembrance of "Kurt and Lenya" by Goddard Leiberson and a piece on Weill by Maxwell Anderson—plus a set of interesting photos of scenes of the plays etc. A strong inventory.

Jazz Albums

ELLINGTON INDIGOS (1-12")—Duke Ellington Ork. Columbia CL 1085

An Ellington dance album, attractively packaged. Sides include great standards—some of them Ellington's; "Solitude," "Where or When," "Mood Indigo," etc. Performances are full of mood and character, while providing opportunity for his fine instrumentalists to do solo features. Liner notes, by Irving Townsend, containing instrumentation and a rundown on the tunes, comments interestingly on the performances. Must inventory.

JAZZ CONCERTO GROSSO BY PHIL SUNKEL (1-12")—Gerry Mulligan & Bob Brookmeyer. ABC-Paramount ABC 225

This album should move briskly with cool jazz buyers. It includes some first-rate performances by Mulligan, Brookmeyer and Sunkel on a 15-minute piece written by the latter for this disk. Tune is not really a concerto grosso or even a jazz concerto grosso, but it is bright and witty and it does give the three soloists a chance to perform well and at length. They are backed up by a large band on this side. Flip side contains two less impressive tunes by Sunkel, but here again Mulligan and Brookmeyer get a chance to blow. Potent jazz wax.

THE NEW BILLY TAYLOR TRIO (1-12")—ABC-Paramount ABC 226

Here's another sock package by Taylor, whose polished, clean-cut pianistics are strong right now sales-wise. This LP marks was debut of drummer Ed Thiigpen (with the trio), hence the cover title. With Earl May on bass the group provides listenable, inventive jazz treatments of "There Will Never Be Another You," "The More I See You," etc.

Special Merit Jazz Album

JAZZ FROM THE SAN FRANCISCO WATERFRONT (1-12")—Burt Bales, Piano & The Marty Marsala Band. ABC-Paramount ABC 181

Recorded "live" in Sunset Auditorium in Car-

mel, Calif., this Dixie concert, spotting notable "Bay Area" practitioners, has fire and flow and "fun" quality that is relatively rare these days. Trumpeter M. Marsala plays an Armstrong type trumpet with much of the drive associated with the Chicago traditional wing; trombonist Skipp Morr and pianist Burt Bales are excellent in solo, and the rhythm section, spearheaded by drummer Gus Cousineau, lends solidity to this venture. Repertoire is standard for Dixieland, i.e. "Tin Roof Blues," "Hindustan" etc, and should please traditional clientele. Try "Muskrat Ramble" as demo-track.

New Jazz Talent Album

BLUES FOR THE NIGHT PEOPLE (1-12")—Charlie Byrd, Spanish Guitar; Keeter Betts, Bass; G. Johnson, Drums. Savoy MG 12116 Investigating material that is either blues in form or feeling, Byrd makes an impressive showing in this album. One of the few guitarists who plays an unamplified Spanish guitar, this artist amalgamates techniques stemming from various corners of jazz idiom, and from a classical background. In doing so, his expression takes on strength and individuality. Byrd is a refreshing jazz guitar experience and could be sold to moderns, and older fans as well, if shown. Try "Jive at Five" as demo-track.

Sound

HEAVENLY SOUNDS IN HI-FI (1-12")—Ferrante & Teicher, Pianists. ABC-Paramount ABC 221

Hi-fi addicts will have a field day with this set. The piano-duo sounds from the piano with the aid of electronic attachments that are imaginative, well-controlled and very musical. All of the songs have to do with celestial themes or thoughts, and thus the title.

Specialty Album

ELSA MAXWELL (1-12")—Seeco CELP 412

Elsa Maxwell has gained fame recently as a lovable clown on Jack Paar's NBC-TV show "Tonight," which gives this LP solid commercial values. However, there's nothing funny about Miss Maxwell's talent as a songwriter. Her tunes—particularly the poignant ballads—have genuine quality. She wisely talks the material—a la Rex Harrison.

LOW PRICE-POPULAR ★

PAL JOEY

Featuring Duke Hazlett & Adele Francis (1-12") Crown 5853

COUNTRY & WESTERN

EP ★★★

RONNIE SELF
(1-EP) Columbia B 2149
"Ain't I'm a Dog" and "Rocky Road Blues" on one side are authentic country blues with good funky guitar and piano backings behind Ronnie Self's vocal. Flip contains "Big Fool" and "Flame of Love," also blues with a true c.&w. touch. A good package, for rockabilly buyers and lovers of the legit blues.

SWINGING STRINGS

Joe Maphis & Larry Collins (1-EP) Columbia B 2141
Fine pickin'. First side has "Early American" and "Rockin' Gypsy"—the first with the true hill sound, and the second with a touch of gypsy flavor; flip includes "Hurricane" and up-tempo rhythm piece, and "Bye Bye," a slower tempo, bluesy item. Solid country fare.

RELIGIOUS ★★★

MOMENTS FOR MEDITATION

Bill Mann, Lyric Tenor (1-12") Word 3033-LP
Mann's tenor is agreeable in several lovely hymns. Pretty full ork settings by Kurt Kaiser add to the appeal of the set. The presentation is with more of a pop feeling rather than the straight, chordal quality displayed in many religious albums. Numbers include "Give Us This Day," "When God Is Near" and "Thy Will Be Done."

A COLLECTION OF HYMNS AND SPIRITUAL SONGS

Bill Jackson With Don Hustad & Chorus (1-12") Word 3037-LP
From rollicking "Joshua" to a stirring "Lily of the Valley" to a tender "Balm in Gilead," Jackson's resonant baritone is a moving delight. Don Hustad is amazing on piano-organ-celente. A natural for the Bible Belt.

HARVEST TIME

Mel Johnson & Various Artists Conducted

INTERNATIONAL ★★

MOOD ITALIANO
Tommy Gumina (1-12") Decca DL 8636
A mood set of Italian themes, several of which are from Italian flicks. Lush ork settings complement Gumina's accordion wizardry. Selections include "Autumn in Rome," "Non Dimenticar" and "Love Theme From 'La Strada'."

MEMORIES OF HEIDELBERG

Werner Muller Ork (1-12") Decca DL 8635
If you're a pushover for "The Student Prince," this smooth "mood" entry by Werner Muller, Decca's answer to Michel Legrand and Stanley Black, is your dish of strudel. Suave orchestrations and a stunning color cover of the university town catch the romantic flavor of folk and college favorites.

FOLK ★★★

THEODORE BIKEI SINGS JEWISH FOLK SONGS

(1-12") Elektra 141
Collectors of Jewish folk songs will thoroughly enjoy this album of songs by Theodore Bikel. In it are a wide range of Jewish folk tunes, happy ones, sad ones, songs for the holidays and songs for fun. And they are interpreted with loving care by Bikel. (They are all sung in Yiddish.) Excellent liner notes and a booklet with the songs printed in English and Hebrew add to the value of the set.

FOLK ★★

THE SHANTY BOYS
(1-12") Elektra 142
This could click in both folk and c.&w. markets. The set contains an attractive group of folk themes delivered in "mountain" style. Selections include "Out After Beer," "Rubin Ranzo" and "Puttin' on the Style."

FOLK ★

FOLK SONGS BY MARILYN CHILD & GLENN YARBROUGH
Fred Hellerman, Guitar (1-12") Elektra 143
HI-FI IN AN ORIENTAL GARDEN
Featuring Cely Carrillo, Stephen C. Cheng, Sira, Noni Espina and Christina Cha. (1-12") ABC-Paramount ABC 224

SPECIALTY ★★★

COTTON CLUB REVUE 1958
Featuring Cab Calloway (1-12") Gone GLP 101
The 1958 "Cotton Club Revue" spotlights a tuneful score by Benny Davis (who wrote "Marzipan," "Baby Face," etc.) and showmanly performances by Calloway, Mauri Leighton, the Tune-drops and Malcolm Dodds and Eddie Barefield's ork. In addition to new material, Calloway scores with the oldies "Minnie the Moocher" and "St. James Infirmary." For nostalgic show music collectors and areas where revue plays clubs.

POLKA ★★★

STAN WOLOWIC AND THE POLKA CHIPS
(1-12")—ABC-Paramount APC 215
A lively, bouncy assortment of Polish-styled polkas and waltzes by TV-featured Stan Wolowic that's a toe-tapping encore to his two previous
(Continued on page 30)

Album of the Week

JOSE MELIS "TONIGHT"

CELP #411



89 West 60th Street
New York 23, N. Y.
Circle 6-9708

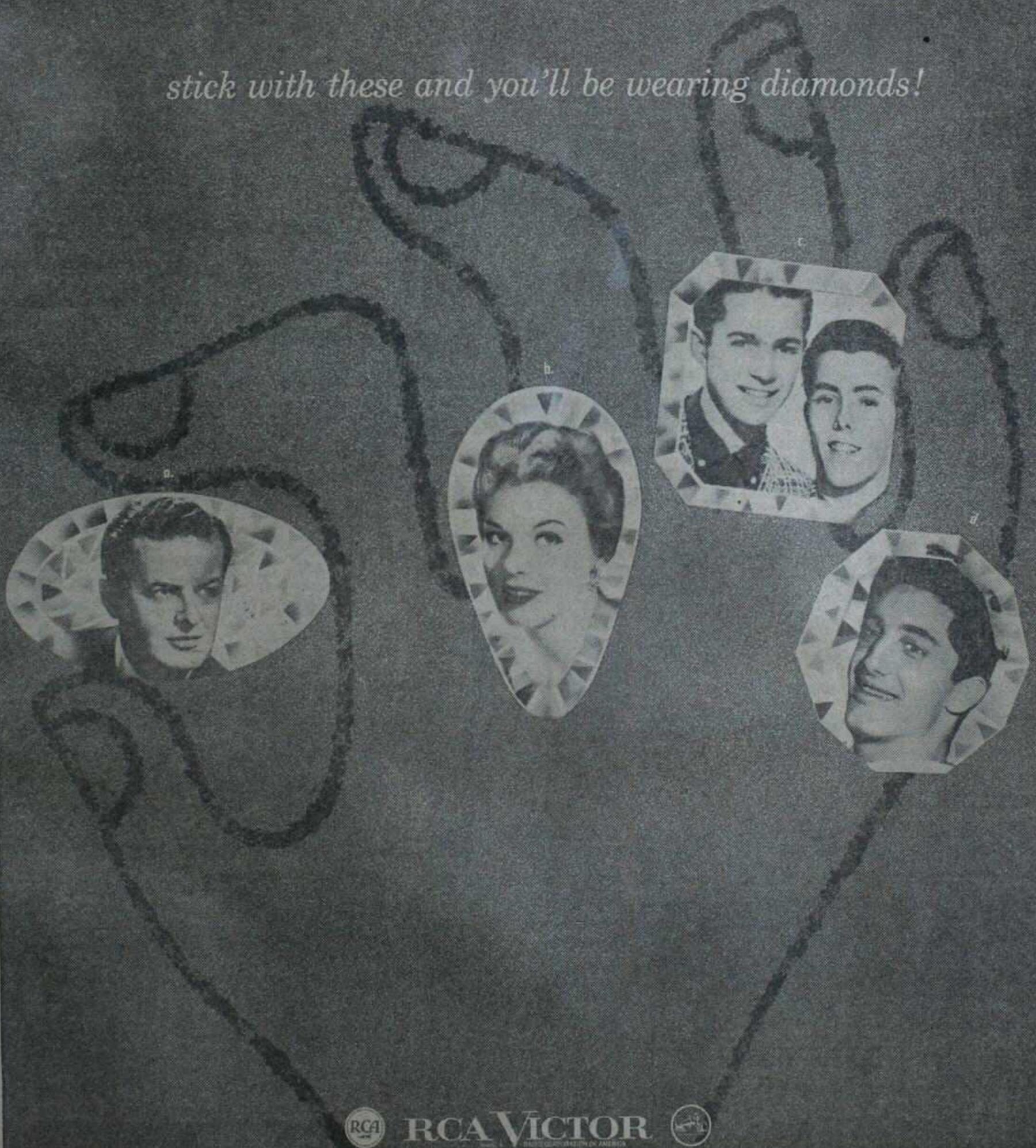
a. HUGO WINTERHALTER'S ORCHESTRA PLAYS MIDNIGHT C/W TANGO BOOGIE
47-20-7182

b. JAYE P. MORGAN SINGS MY BLIND DATE C/W TELL ME MORE
47-20-7178

c. THE SPROUTS SING EVERY LITTLE ONCE IN A WHILE C/W SKINNY MINNIE
47-20-7172

d. DAVID HILL SINGS WILD CHILD C/W BIG GUITAR
47-20-7181

stick with these and you'll be wearing diamonds!



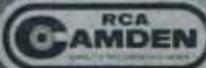
RCA **RCA VICTOR** 

Watch for these NBC-TV shows, in color and black-and-white: THE PERRY COMO SHOW, THE EDDIE FISHER SHOW, THE GEORGE GOBEL SHOW, TIC TAC DOUGH, and THE PRICE IS RIGHT.

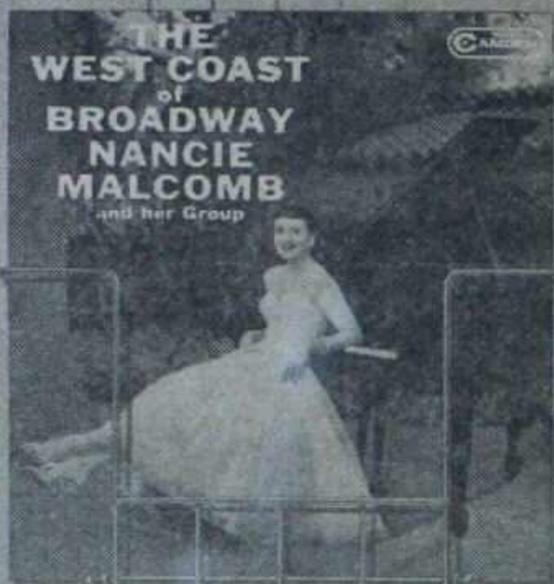
RCA CAMDEN MAKES IT A GRAND MARCH!

MONTHLY BUDGET

SPECIAL



1.98

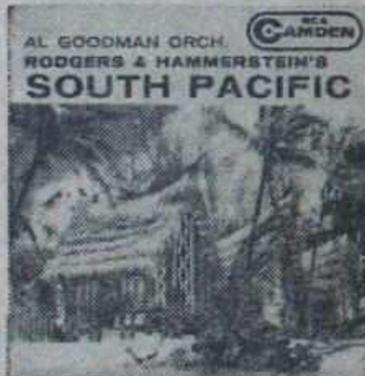


This album of sophisticated show tunes marks the recording debut of Nancie Malcomb, California's latest gift to jazz. She's a cool, swingin' singer, a terrific pianist, an original arranger—a girl with a style all her own. Nancie and her group do *Bewitched*, *My Ship*, *Anything Goes*, *Comes Love*, and eight other great numbers. A New Orthophonic High Fidelity album with a full-color cover. DAL-422

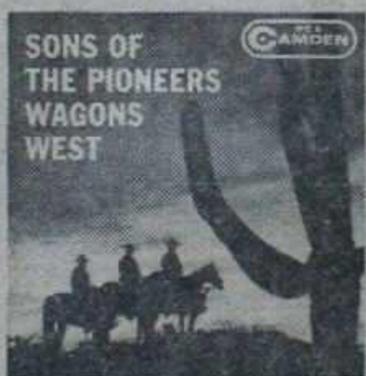
BUDGET-PRICED PROFIT PICKS FROM



RECORDS, 12" L.P.'s ONLY \$1.98



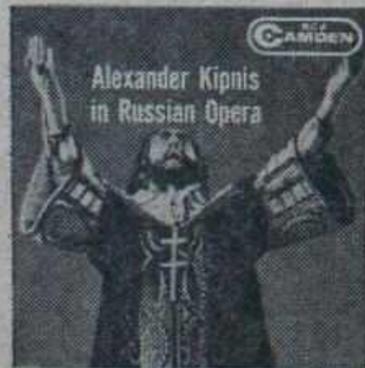
AL GOODMAN ORCH. RODGERS & HAMMERSTEIN'S **SOUTH PACIFIC**
Timed to coincide with the release of the movie version of "South Pacific"—RCA Camden's High Fidelity album of 8 unforgettable songs from the famous Rodgers & Hammerstein score. Al Goodman and his Orchestra with Sandra Deel, Dickinson Eastham, and Thelma Carpenter. A sure seller! CAL-421



SONS OF THE PIONEERS WAGON WEST
The Sons of the Pioneers harmonize on a dozen easy-going ballads. Some old, like *Moonlight and Roses* and *The Whiffenpoof Song*; some new, like *Calico Apron* and *A Gingham Gown*; all wonderful! A High Fidelity album with a handsome full-color cover that's going to stop traffic and start sales! CAL-413



JOHN McCORMACK SINGS IRISH SONGS
John McCormack, in 14 recordings made at the peak of his career. Critics agree that no artist has ever sung ballads like Kathleen Mavourneen, *Mother Machree*, and *The Foggy Dew* more effectively. A collector's album that should find a wide audience. CAL-407.



Alexander Kipnis in Russian Opera
The magnificent basso of Alexander Kipnis in five great arias from Boris Godunoff, as well as selections from Tchaikovsky's *Eugen Onegin*, Rimsky-Korsakoff's *Sadko*, Borodin's *Prince Igor*, and Dargomizky's *The Rosalka*. Will be welcomed enthusiastically by every serious record collector. CAL-415



POP PIPE ORGAN IN HI-FI GUY MELENDY
Guy Melendy's pipe organ does exciting things with twelve top standards, including *Stars Fall On Alabama*, *Falling In Love With Love*, *I Dream Too Much*, and *Birth of the Blues*. The New Orthophonic High Fidelity sound does full justice to all the rich organ tone. CAL-414



JIM BREEDLOVE ROCK 'N' ROLL MUSIC
Here's teen-age rage, Jim Breedlove, and a round dozen of the great rock 'n' roll hits: *Hound Dog*, *The Great Pretender*, *Jail House Rock*, *Whole Lotta Shakin' Goin' On*, and eight more. A complete rock 'n' roll record collection in one album. CAL-430

Reviews and Ratings of New Jazz Albums

JAZZ ★★★

THE ROARING TWENTIES
Eddie Condon & His All-Stars (1-12") Columbia CL 1089

Anyone who likes Dixieland will want this fine set. It's a tribute to the jazzmen who were important in the twenties, including Jelly Roll Morton, Louis Armstrong, Rex Beiderbecke, et al. Personnel includes Condon, B. Butterfield, H. Davison, V. Dickerson, G. Weiting and others as well known, and the songs run the Dixieland gamut from "Wolverine Blues" to "Saints."

JAMAICA JAZZ
The Don Elliott Octet, Featuring Candido. (1-12") ABC-Paramount ABC 228

There are other jazz versions of the score from "Jamaica," but this fine offering can grab its share of coin. The arrangements by talented Gil Evans give the versatile Elliott ample room to display his talents on mellophone and sax. Percussive support from Candido is also effective. A good pop or jazz buy.

SING A SONG OF BASIE
Sung by Dave Lambert, Jon Hendricks & Annie Ross with the Basie Rhythm Section (1-12") ABC-Paramount ABC 223

Lyricized versions of arrangements made famous by the Basie band over the years. Three voices—Annie Ross, Jon Hendricks, Dave Lambert—simulate Basie soloists and band's reed and brass section sounds, the latter with help of multiple taping. Overall, the results are tasty; the lyrics by Hendricks most fitting. Annie Ross sums up as most persuasive voice. Current Basie rhythm section, with Nat Pierce sitting in for the Count, lends authentic rhythmic flavor. Accurate, often stimulating vocal projection of Basie ork novelty value of set, could make it a strong seller.

PRETTY FOR THE PEOPLE
A. K. Salim, Leader & Arranger & Various Artists (1-12") Savoy MG 12118

A session that spots fine blowing within the blues-rooted frameworks of A. K. Salim. Trumpeter K. Doolan cops solo honors, but Pepper Adams, baritone; John Griffin, tenor and newcomer Buster Cooper, trombone have their incisive moments. On all but the title track, conga drummer Chino Pozo adds Latin flare to viable rhythmic continuity and time essayed by team of Rosch, Chambers and Kelly. Generally, the disciplines established in Salim's sketches afford more of a feeling of symmetry to proceedings than is common on many dates of this kind. Modern clientele inclined to the more outgoing, heated brand of jazz should go for this one.

JAZZ ★★

THE OSCAR PETTIFORD ORK
(1-12") ABC-Paramount ABC-217

This is the second LP released by the label featuring Oscar Pettiford and his large ork. Tunes here are originals, with the exception of "Laura," plus a fine tribute to the late Clifford Brown by Benny Golson titled "I Remember Clifford." The band is a good one, sparked by Pettiford's bass and the solos of J. Richardson on tenor, Al Grey on trombone, A. Farmer on trumpet and G. G. Gryce on alto. Cool set is the market, but it could have used more informative liner notes about the various tracks.

JAZZ AND THE SOUNDS OF NATURE!
Yusef Lateef & Various Artists (1-12") Savoy MG 12120

Yusef Lateef now has more albums out than many of the better-known jazzmen. Yet there is much here, not extraordinary jazz-wise but outstanding sound-wise. Using many Eastern instruments, the Lateef crew creates some wonderful sounds on two of the original tunes, "Sounds" and "Gypsy." Instruments include earth boards, Indian whistles, ocarina, gongs, etc. Lateef comes off well as does Wilbur Hardin on flugelhorn. Interesting, far out jazz for the cool collector.

STARLE MATES
Yusef Lateef & A. K. Salim, Leaders

Various Artists (1-12") Savoy MG 12115

Hard, outgoing brand of modern that is rapidly saturating the market. Yusef Lateef and his unit take up one side of the record; a group headed by arranger A. K. Salim, the other. Later spots Salim's heavily blues-oriented writing, strong rhythmic thrust, good solos by tenorist J. Griffin, pianist T. Flanagan and guitarist K. Burrell. Lateef and colleagues utilize jam session format with little or no writing and extended improvisations. Pianist H. Lawson cops solo honors; drummer L. Hayes shows to excellent rhythmic advantage. Substantial blowing could sell it, but many similar sets already in stores inhibit strong sale.

CONLEY AT THE KEYS
The Conley Graves Trio (1-12") Decca DL 8625

Bright pianists here. Stylistically, Conley ranges from cocktail to jazz to classical. His touch is schooled and very facile. Material includes "Makin' Whoopee," "Somethin' Wonderful," "Cronin Rhapsody," "Greenleaves" indicating the extensive range of material.

WOODY HERMAN '58
(1-12") Verve MG V 8255

One of the most recent Herman recordings, this by his current Herd recorded less than a year ago. It's one of the few packages by the maestro to feature contemporary jazz writing, with most of the lot by Gene Roland. There's much to be said for the musical content; the writing is sharp, well defined; the feeling is sympathetic and it's played well. "Stairway to the Blues" is a good demo track.

JAZZ ★

HOW ABOUT UKE
Lyle Ritz (1-12") Verve MG V 1087

LOW PRICE-JAZZ ★★★

JAZZ CONFIDENTIAL
Dave Brubeck, Cal Tjader, Jim Giffre, Stan Getz, Shelly Manne, Shorty Rogers, Erroll Garner, Paul Desmond & Various Artists (1-12") Crown 5055

For the most part, tracks in set were recorded at jazz concerts held in California over last 10 years. In addition, studio sessions featuring the Dave Brubeck Quartet, Cal Tjader's unit, and a group led by bongoist Sabu Martinez are included. Plethora of "names"—Erroll Garner, Stan Getz, C. Shavers, Red Norvo, B. Webster are included in concert jam sessions. Most impressive tracks, "Blue Lou" and "Groovin' High" both feature the late Wardell Gray on tenor. Former also spots Garner; later, almost Sonny Criss. In essence, a modern package that is a real bargain at \$1.49.

Reviews and Ratings of New Popular Albums

Continued from page 28

albums on ABC-Paramount label. Good sales possibility in Pennsylvania, Ohio and New York.

LOW PRICE-POLKA ★★★

POLKA PARADE
Alex Pukaski & The Polka Dots (1-12") Crown 5055

Happy originals like "Fanny Shaker," "Hi Fi" and "Wienerschnitzel" make this a lively dance party, especially at the \$1.49 price. Some perky vocals by the band and a lil' throat to charm more than Polish buyers.

Murray Nash Out of Own Org

Continued from page 6

Bingham was elected president of Murray Nash Associates; Scrivner, vice-president and general manager, succeeding Nash, and E. S. Strandberg, secretary-treasurer. Last named has been with the firm for some time.

Scrivner, who has been directing the firm's activity since last October, has taken up permanent residence here. The firm, which reportedly has failed to show a profit since its founding, is slated

to undergo a complete reorganization, with auditors due here Monday (3) to unravel the tangle. Company will continue to operate as Murray Nash Associates, but a new name will be adopted in the near future, Scrivner says.

When questioned regarding his dismissal from the firm, Nash said he was surprised by the action taken, but he had no further comment to make. His plans for the future are uncertain, he said.





**"I hear by Archie
that THE HARVEY BOYS'
'HONEYSTROLLIN'
is vocal va-voom"**



publisher: Bryden-Heritage

CADENCE Records Inc., 119 West 57th Street In Canada, Apex Records

• Reviews and Ratings of New Classical Albums

CLASSICAL ★★

CHERUBINI: MEDEA; SPONTINI: LA VESTALE; BELLINI: I PURITANI, LA SONNAMBULA (1-12)—Maria Callas, Soprano & Orch. & Chorus of La Scala (Serafin & Votto), Angel 35304

Interesting package of excerpts from operas especially revived at La Scala for the outstanding, often controversial, prima donna. Unhackneyed selections compose rewarding program that highlights the diva's well-known qualities, with emphasis on drama and virtuosity.

CLASSICAL ★★

BERLIOZ: SYMPHONIE FANTASTIQUE (1-12)—Orchestre National (Cluytens), Angel 35448

Sensitive reading that probes the composer's personal romantic insight. Orchestra responds well to conductor's wishes. Sound is adequate. Sales of generally good performance will be limited by weighty competition.

SCHUMANN: ETUDES SYMPHONIQUES; VARIOUS PIECES BY SCARLOTTI, GRANADOS, MENDELSSOHN, BRAHMS & BACH (1-12)—Myra Hess, Piano, Angel 35591

Dame Myra Hess gives poised, yet poetic readings of works closely associated with her long career. The Schumann has been done more brilliantly, but present interpretation ranks with best. Granados' "Maiden and the Nightingale" and Bach's "Jesu, Joy of Man's Desiring" are other high points. Recorded sound is uneven.

BRAHMS: SYMPHONY NO. 2; TRAGIC TCHAIKOVSKY: SYMPHONY NO. 2; MOUSSORGSKY: A NIGHT ON BALD MOUNTAIN (1-12)—Philharmonia Orch. (Gullin), Angel 35463

Vital performance of Tchaikovsky's "Little Russian" Symphony that rates as one of the best on records. Fine recorded sound here and in companion piece by Moussorgsky does justice to excellent orchestral playing.

BRAHMS: SYMPHONY NO. 2; TRAGIC OVERTURE (1-12)—Philharmonia Orch. (Klemperer), Angel 35532

Another fine Klemperer reading of a Brahms Symphony, spacious in conception, meticulous in detail. Aided by its highly superior recording, issue can assume steady position among numerous versions of the opus.

STRAVINSKY: PETROUCHKA (1-12)—Philharmonia Orch. (Kurtz), Angel 35552
Despite Kurtz's long association with ballet, interpretation does not emphasize dramatic elements. Fine-grained recording enhances instrumental coloring of score, but overall effect lacks excitement to be found in other versions.

CLASSICAL ★★

ROSSINI: PETITE MESSE SOLENNELLE (2-12)—Soloists & Santa Cecilia Chorus of Rome (Fasano), Angel 3562 B

Late Rossini work blends his operatic flair for melody with beautiful choral writing and overall religious spirit. Performance is well conceived, in proper scale and style. Can be suggested to span different markets. Competition is negligible.

HINDEMITH: CONCERT MUSIC FOR STRINGS & BRASS; SYMPHONY FOR CONCERT BAND (1-12)—Philharmonia Orch. (Hindemith), Angel 35489

Splendid playing and recording make the most of these expertly written works which showcase brass instruments. "Concert Music" is reminiscent of composer's "Mathis der Mahler"; "Symphony" is similar, but even more tautly written. With only one prior disking of each work, present issue under composer's able baton has edge within its relatively limited market.

PABLO CASALS PRESENTS CONCERT BARDANAS (1-12)—Angel 35475

These "Concert" sardanas remain very close to folk music. Selections by Casals, his brother, Gtrera and Morera are played by a "cobla" using special native instruments under Casals' direction, in Prades. Disk will have greater attraction as folk item than as classical entry, despite power of Casals' name.

MOUSSORGSKY: NIGHT ON BALD MOUNTAIN; RIMSKY-KORSAKOV: CAPRICCIO ESPAGNOL; BORODIN: IN THE STEPPES OF CENTRAL ASIA; GLINKA: KAMARINSKAYA (1-12)—Orchestre Des Concerts Lamoureux (Fournet & Dourian), Epic LC 3432

Lively interpretations of highly colored Russian music. Recorded sound is excellent and pieces are played with gusto. Majority of selections are already well represented in catalogue, but present release can sell.

RACHMANINOFF: PIANO CONCERTO NO. 1; PROKOFIEV: PIANO CONCERTO NO. 1 (1-12)—Moura Lympany,

Loewe Making Steady Recovery

NEW YORK—Fritz Loewe is making a slow but steady recovery from the heart attack he suffered last Wednesday (26) here. Prior to his heart attack, Loewe, along with his partner Alan J. Lerner had been preparing for a trip to Europe to work on a new musical. Lerner and Loewe's most recent score is for the forthcoming movie "Cigi."

Piano & Philharmonia Orch. (Malke & Suskind), Angel 35568

Moura Lympany excels in these works which call for bravura playing of a high order. She meets their musical and technical requirements effortlessly and adds a measure of verve. Rachmaninoff opus has been recorded often, Prokofieff seldom, but good recording here rates high among diskings of both.

MENDELSSOHN: VIOLIN CONCERTO; SAINT-SAENS: HAVANAISE; RAVEL: TZIGANE (1-12)—Michael Rabin, Violin & Philharmonia Orch (Gallera), Angel 35572

The young violinist's performance of the standard work is warm and technically assured. Opposition is so formidable, however, that sales can not hope to equal alternate versions.

MOZART ARIAS (1-12)—Nicolai Gedda & Paris Conservatoire Orch. (Cluytens), Angel 35510

Swedish tenor sings well-known arias from "Idomeneo," "Don Giovanni," "La Cenerentola" and "Abduction from Seville." Selections are well chosen, but singing falls short of the vocal beauty and ease in interpretation that could create important sales activity.

CLASSICAL ★

BEETHOVEN: CONCERTI NOS. 1 & 2 FOR PIANO & ORCH (1-12)—Cor De Groot, Pianist & Vienna Symphony Orch. (Van Otterloo), Epic LC 3434

SEMI-CLASSICAL ★★

GILBERT & SULLIVAN: THE MIKADO Pro Arte Orch. & Glyndebourne Festival Chorus (Sargent) (2-12)—Angel 3573 B-1
Splendid recorded sound lends good presence to this accomplished performance that is strong in musical values. Older D'Oyly Carte version may have more of Savoyard traditions, but present release has fresh quality that will sell, as did recent "Gondoliers."

Contact Men

• Continued from page 2

ary of \$100 weekly—as compared with \$75 in old pact; 3) a three-week vacation for all contact personnel employed for 10 years or more; 4) a maximum severance pay of \$1,500 if such maximum is reached before 10 years of employment; an additional severance pay of \$100 per year, starting with the eleventh year of employment, until the 20th year is reached, for an additional sum of \$1,000.

Publishers who have signed include the Warners group, Big 3, BMI, Southern, E. B. Marks, Bregman-Vocco-Conn, Howie Richmond, Bobby Mellin and others.

17 Packages

• Continued from page 2

Capitol. The first displays for Angel produced by Capitol will be earmarked for dealers this month, with a giant display featuring Maria Callas and her recording of "The Barber of Seville." In addition, label has produced a new artists display piece, two eight-page consumer supplements, a new release consumer leaflet and a new display card featuring all new releases for March.

Cullman Bids

• Continued from page 6

on a plane of "brilliant performance."

Cullman hoped the Senate group would carry thru on its proposal to give a supplementary appropriation of something over \$2,000,000 to the exhibit's over-all needs, with \$375,000 earmarked to step up the performing arts program. The money is needed to keep U. S. auditorium's performances going a full 13 hours a day, and for the full 26 weeks of the fair,

was learned, until members have determined more clearly how they may have affected the retailer's situation.

The source emphasized that it has no intention of establishing a chain or syndicated discounting operation. The members have long ago learned, it was said, that except in the case of huge volume a retailer cannot survive under a heavy across-the-board discount. Price leaders and the purchase of special deals, of course, are another matter.

The group has elected officers and is applying for a State charter as an organization. It was decided, however, not to reveal publicly who its officers are, chiefly because it doesn't want to burden any of its individual members with a barrage of special offers from distributors in his early stage of organization.

Of the 10 dealers, most have been involved in previous attempts to organize open-membership associations of record retailers. These attempts never got far off the ground, partly because members griped freely but found difficulty in coming to agreement on which problems to attack, and in what manner. These 10, the source said, know each other well enough to know that they see generally eye-to-eye and will be able to implement their decisions.

if it is to be on a grand scale to match the level of performances by Russia and other exhibitors, said Cullman.

Cullman said present funds would account for only 11 weeks of performance, and for only 8 hours a day. In order to compete with Russian prices, tickets to the U. S. pavilion musicals would have to be scaled down to \$75, and souvenir programs to 10 cents, or preferably for free, said Cullman.

THE LIMELIGHT IS ON 2 SMASH HITS

DU WAP The CHIMES

Y 3002

"I WANT YOU BABY"

JACKIE CRAY

Y 3001

LIMELIGHT RECORDS 216 N. WABASH AVE. CHICAGO, ILL.

Imperial
RECORDS

IS RED HOT!



Slim Whitman

**“CARELESS
HANDS”**

b/w

**“A VERY
PRECIOUS
LOVE”**

#8316



IMPERIAL RECORDS
6425 Hollywood Blvd., Hollywood, Calif.

FATS DOMINO

“YES MY DARLING”

b/w

“DON'T YOU KNOW I LOVE YOU”

5492

Frankie Sands

“BLUEBIRDS ^{OVER THE} MOUNTAIN”

b/w

“You Are My Dream”

5495

Jimmy Madden

“STOP THE WORLD”

b/w

“Shirley Perley”

5496

Ernie Freeman

“DINNER WITH DRAC”

(Theme from Igor)

b/w

“Shape Up”

5449

Tortillo Pete

“CORRIDO ROCK”

Parts 1 and 2

5502

HONOR ROLL OF HITS

THE NATION'S TOP TUNES

For survey week ending February 22

TRADE MARK REG.

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Sugartime		1 8	6. At the Hop		2 13
By Charlie Phillips-Odis Echols—Published by Nor-Va-Jak (BMI)			By Singer-Medora-White—Published by Singular (BMI)		
BEST SELLING RECORD: McGuire Sisters, Coral 61924.			BEST SELLING RECORD: Danny and the Juniors, ABC-Paramount 9871.		
RECORD AVAILABLE: Charlie Phillips, Coral 61908.			RECORD AVAILABLE: Nick Todd, Dot 15673.		
2. Catch a Falling Star		3 6	7. Twenty-Six Miles		11 4
By Paul Vance-Lee Pockris—Published by Marvin Music (ASCAP)			By Glenn Larsen-Bruce Belland—Published by Beechwood (BMI)		
BEST SELLING RECORD: Perry Como, Vic 7128.			BEST SELLING RECORD: Four Preps, Cap 3845.		
3. Don't		6 5	8. Short Shorts		7 5
By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI)			By T. Austin & E. Gardio—Published by Admiration (BMI)		
BEST SELLING RECORD: Elvis Presley, Vic 7150.			BEST SELLING RECORD: Royal Teens, ABC-Paramount 9882.		
4. Sail Along Silvery Moon		5 7	9. Oh, Julie		9 6
By Percy Wenrich-Harry Tobias—Published by Joy Music (ASCAP)			By Moffett-Ball—Published by Excellorex (BMI)		
BEST SELLING RECORD: Billy Vaughn, Dot 15661.			BEST SELLING RECORD: Crescendos, Nanco 6005.		
RECORD AVAILABLE: Karen Chandler and Her Jacks, Decca 30537.			RECORDS AVAILABLE: Sammy Salvo, Vic 7097; Otis Williams and his Charms, Deluxe 6158.		
5. Get a Job		4 6	10. You Are My Destiny		10 4
By Silhouettes—Published by Ulysses & Bagby, Wildcat (BMI)			By Paul Anka—Published by Pamco (BMI)		
BEST SELLING RECORD: Silhouettes, Ember 1029.			BEST SELLING RECORD: Paul Anka, ABC-Paramount 9880.		
RECORD AVAILABLE: Mills Brothers, Dot 15695.					
Second Ten					
11. April Love		12 19	16. Witchcraft		13 6
By Fain & Webster—Published by Leo Feist (ASCAP)			By Cy Coleman-Carolyn Leigh—Published by Edwin H. Morris, Inc. (ASCAP)		
BEST SELLING RECORD: Pat Boone, Dot 15660.			BEST SELLING RECORD: Frank Sinatra, Cap 3859.		
12. Swinging Shepherd Blues		16 4	17. Oh-Oh, I'm Falling in Love Again		19 2
By Moe Koffman—Published by Benell Music (BMI)			By Hoffman-Manning-Mark Well—Published by Planetary Music (ASCAP)		
BEST SELLING RECORDS: Johnny Fate Quintet, Federal 12312; David Rose Ork, M-G-M 12508.			BEST SELLING RECORD: Jimmie Rodgers, Roulette 4045.		
RECORDS AVAILABLE: Moe Hoffman Quartet, Jubilee 5311; Kirk Stuart, Josie 832; David Terry, Vic 7153.					
13. Sweet Little Sixteen		28 1	18. Don't Let Go		20 5
By Chuck Berry—Published by Ark Music (BMI)			By J. Stone—Published by Roosevelt Music (BMI)		
BEST SELLING RECORD: Chuck Berry, Chess 1683.			BEST SELLING RECORD: Roy Hamilton, Epic 9257.		
RECORD AVAILABLE: Chuck Berry, Chess 1683.			RECORD AVAILABLE: Billy Williams, Coral 61932.		
14. Magic Moments		8 6	19. It's Too Soon to Know		15 2
By Hal David-Bert Bacharach—Published by Famous Music (ASCAP)			By Chester—Published by E. H. Morris & Co. (ASCAP)		
BEST SELLING RECORD: Perry Como, Vic 7128.			BEST SELLING RECORD: Pat Boone, Dot-15690.		
RECORDS AVAILABLE: Duke Mitchell, Liberty 55031; Johnny Otis, Cap 3802.					
15. The Stroll		14 8	20. Are You Sincere?		21 2
By Clyde Otis-Nancy Lee—Published by Meridian Music (BMI)			By W. Walker—Published by Peer International (BMI)		
BEST SELLING RECORD: Diamonds, Mercury 71242.			BEST SELLING RECORD: Andy Williams, Cadence 1340.		
RECORD AVAILABLE: Diamonds, Mercury 71242.					
Third Ten					
21. March From the River Kwai and "Colonel Bogey"		27 3	26. All the Way		24 17
By M. Arnold-K. J. Alford—Published by Columbia Pictures-Boosey & Hawkes, Inc. (ASCAP)			By Sammy Cahn-James Van Heusen—Published by Maraville Music (ASCAP)		
RECORDS AVAILABLE: Carlson's Raiders, Cap F 3857; Mitch Miller, Col 41066; Art Mooney, M-G-M 12590; Edmundo Roe, London 1779; David Terry, RCA Victor 7153.			RECORDS AVAILABLE: Grady Martin & Slew Foot Five, Dec 30453; Norvelle Reid/J. Piel, Dec 30444; Walter Scharf, Jubilee 5300; Frank Sinatra, Cap 3793.		
22. Maybe		- 1	27. Ballad of a Teenage Queen		- 1
By Casey-Goldner—Published by Figure Music (BMI)			By J. Clement—Published by Knox Music (BMI)		
RECORD AVAILABLE: Chantels, End 1005.			RECORD AVAILABLE: Johnny Cash, Sun 283.		
23. Tequila		- 1	27. Who's Sorry Now		- 1
By Chuck Rio—Published by Jat Music (BMI)			By Snyder-Calmar-Ruby—Published by Mills (ASCAP)		
RECORDS AVAILABLE: Champ, Challenge 1016; Eddie Platt, ABC-Paramount 9899; Stan Kenton, Capitol 3928.			RECORD AVAILABLE: Connie Francis, M-G-M 12588.		
24. Dede Dinah		18 4	29. I Beg of You		17 5
By Mrazucci & De Angeli—Published by DeMar (ASCAP)			By Rosemarie McCoy & Kelly Owens—Published by Elvis Presley Music (BMI)		
RECORD AVAILABLE: Frankie Avalon, Chancellor 1011.			RECORD AVAILABLE: Elvis Presley, Vic 7150.		
25. La Dee Dah		23 7	30. Stood Up		26 9
By Slay-Crowe—Published by Conley (BMI)			By Dickerson-E. Herrold—Published by Commodore Music (BMI)		
RECORDS AVAILABLE: Billy and Lillie, Swan 4002; Bonnie and Rusty, King 5110.			RECORD AVAILABLE: Ricky Nelson, Imperial 5483.		

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.

NEW

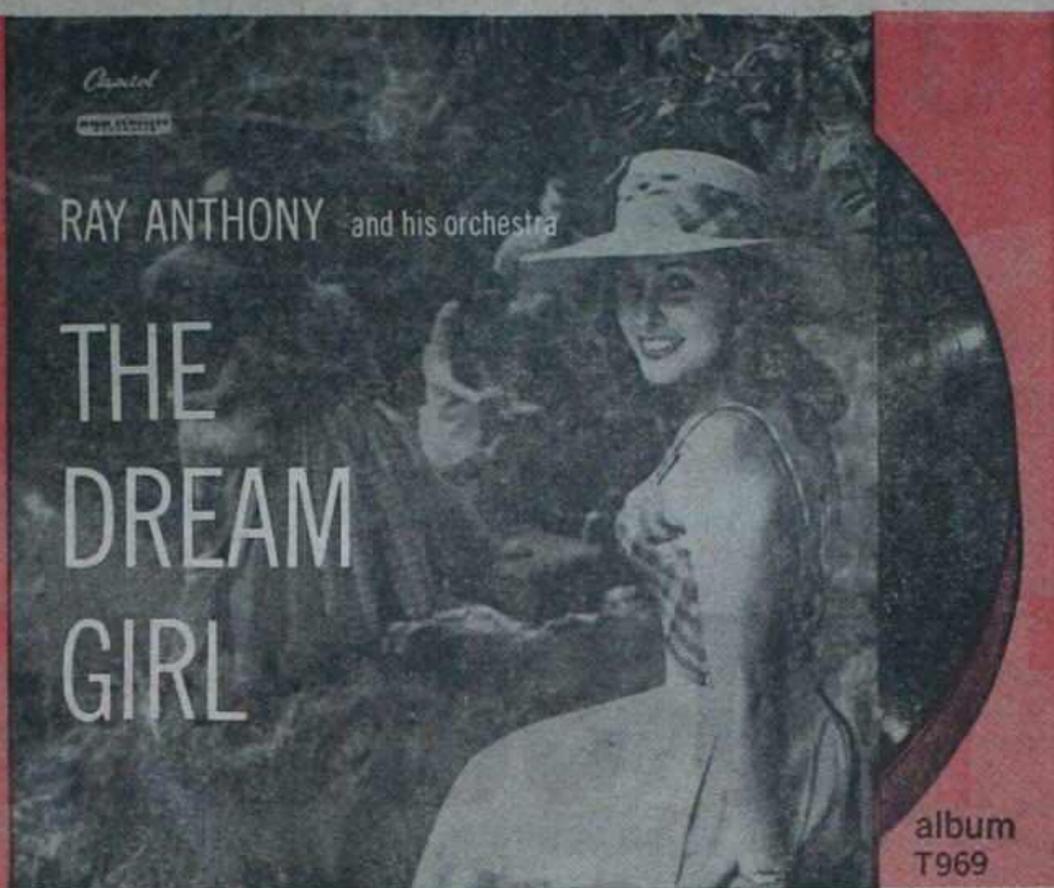
Ray's lyric trumpet, backed by the famous Anthony big-band sound, in smooth new arrangements of romantic dance music



ARTIST OF THE MONTH

RAY ANTHONY and his orchestra

THE DREAM GIRL



album
T969

RAY ANTHONY

the nation's favorite dance music for swingin' or dreamin'

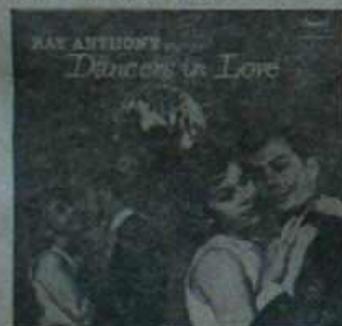
other Ray Anthony hit albums:



YOUNG IDEAS • T866



MOMENTS TOGETHER • T917



DANCERS IN LOVE • T785

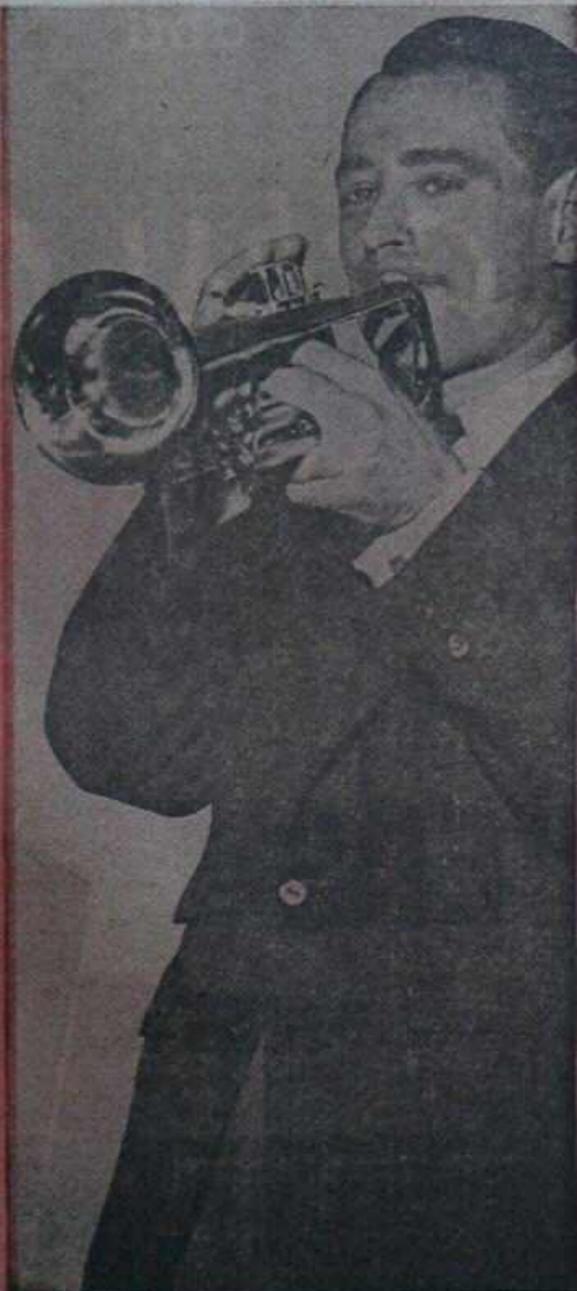


DREAM DANCING • T723

plus...

STAR DANCING • T331
YOUNG MAN WITH A HORN • T373
JAM SESSION AT THE TOWER • T749
RAY ANTHONY STANDARDS • T663

BIG BAND DIXIELAND • T679
SWINGING ON CAMPUS • T545
GOLDEN HORN • T563
I REMEMBER GLENN MILLER • T476
THE ANTHONY CHOIR • T442
RAY ANTHONY CONCERT • T406



SPECIAL DREAM GIRL PROMOTION!

- nationwide fashion tie-in with Campus Casuals of California
- sensational contest in 1000 key department stores, to discover the ideal "Dream Girl"
- complete line-up of exciting new displays and consumer advertising



Another Dot Hit!

**“YOU SURE LOOK
GOOD TO ME”**

and

“Starry Eyes”

#15708

**THE
HILLTOPPERS**



Dot RECORDS, Inc. - Sunset and Vine - Hollywood, Calif. - Phone HO 2-3141
THE NATION'S BEST SELLING RECORDS

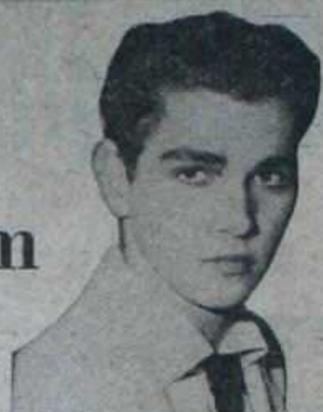
2 Big New *Dot* Hits

"CORRIDO ROCK"

Parts 1 and 2

#15711

Handsome
Jim Balcom



"A VERY PRECIOUS LOVE"

Bonnie Guitar and

"JOHNNY VAGABOND"

#15708



DOT BEST SELLERS

- 15661 SAIL ALONG SILVERY MOON—RAUNCHY—Billy Vaughn
 15690 IT'S TOO SOON TO KNOW—A WONDERFUL TIME UP THERE—Pat Boone
 15680 I CAN'T HELP IT—Margaret Whiting
 15683 YELLOW DOG BLUES—SUGAR TRAIN—Johnny Maddox
 15691 A FAREWELL TO ARMS—I GET THAT FEELING—Gale Storm
 15695 I FOUND A MILLION DOLLAR BABY—GET A JOB—Mills Brothers
 15694 JOHNNY, JOHNNY, JOHNNY—KINDA LIKE LOVE—Kay Cee Jones
 15692 MY STEADY GIRL—MIGHTY LOW—Henry Wilson and The Bluenotes
 15688 EVER SINCE I MET LUCY—TEEN-AGE CUTIE—Nick Todd
 15675 AT THE HOP—Nick Todd
 15706 CALL ME SHORTY—COME ON BABY—Mickey Gilley
 15704 STEP ASIDE SHALLOW WATER—WITH TEARS IN MY EYES—Jimmy Newman
 15700 YOUR LOVE IS DYING—HOWDY NEIGHBOR HOWDY—Don Reno-Red Smiley

DOT BEST SELLING ALBUMS

- DLP—3071 PAT'S GREAT HITS—Pat Boone
 DLP—3086 MUSIC FOR THE GOLDEN HOURS—Billy Vaughn
 DLP—3030 HOWDY!—Pat Boone
 DEP—1057 FOUR BY PAT—Pat Boone
 DEP—1056 A CLOSER WALK WITH THEE—Pat Boone
 DEP—1021 MELODIES OF LOVE—VOLUME I—Billy Vaughn



BEST SELLING POP SINGLES IN STORES

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.

FOR
SURVEY WEEK
ENDING
FEBRUARY 22, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. DON'T (BMI)—Elvis Presley	1	6	18. DEDE DINAH (ASCAP)— Frankie Avalon	13	6	35. BELONGING TO SOMEONE (ASCAP)— Patti Page	32	2
I BEG OF YOU (BMI)—Victor 7150			Ooh La La (ASCAP)—Chancellor 1011			Bring Us Together (ASCAP)—Mercury 71247		
2. GET A JOB (BMI)—Silhouettes	2	7	19. ARE YOU SINCERE? (BMI)— Andy Williams	23	3	36. THE LITTLE BLUE MAN (BMI)— Betty Johnson	—	1
I Am Lonely (BMI)—Ember 1029			Be Mine Tonight (BMI)—Cadence 1340			Winter in Miami (ASCAP)—Atlantic 1169		
3. CATCH A FALLING STAR (ASCAP)— Perry Como	3	6	20. WHO'S SORRY NOW (ASCAP)— Connie Francis	—	1	37. THIS LITTLE GIRL OF MINE (BMI)— Everly Brothers	26	3
MAGIC MOMENTS (ASCAP)— Victor 7128			You Were Only Fooling (ASCAP)— M-G-M 12588			Should We Tell Him (BMI)—Cadence 1342		
4. SHORT SHORTS (BMI)—Royal Teens	6	5	21. BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash	34	4	38. CLICK CLACK (BMI)— Dickey Doo and the Dont's	30	3
Planet Rock (BMI)—ABC-Paramount 9882			Big River (BMI)—Sun 283			Did You Cry (BMI)—Swan 4001		
5. TWENTY-SIX MILES (BMI)— Four Preps	14	4	22. THE WALK (BMI)—Jimmie McCracklin	—	1	39. BEEN SO LONG (BMI)—Pastels	—	1
It's You (ASCAP)—Cap 3845			I'm to Blame (BMI)—Checker 885			My One and Only Dream (BMI)—Argo 5287		
6. OH, JULIE (BMI)—Crescendos	10	8	23. TEQUILA (BMI)—The Champs	—	1	40. SHE'S NEAT (ASCAP)—Dale Wright	38	3
My Little Girl (BMI)—Nasco 6005			Train Is Nowhere (BMI)—Challenge 1016			Say That You Care (ASCAP)—Fraternity 792		
7. SWEET LITTLE SIXTEEN (BMI)— Chuck Berry	19	3	24. APRIL LOVE (ASCAP)— Pat Boone	18	18	41. GREAT BALLS OF FIRE (BMI)— Jerry Lee Lewis	24	14
Reelin' and Rocking (BMI)—Chess 1683			When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660			YOU WIN AGAIN (BMI)—Sun 281		
8. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn	5	11	25. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers	25	3	42. SO TOUGH (BMI)—Casuals	—	1
RAUNCHY (BMI)—Dot 15661			The Long of Summer (ASCAP)—Roulette 4045			I Love My Darling (BMI)—Back Beat 503		
9. AT THE HOP (BMI)— Danny and the Juniors	4	13	26. GOOD GOLLY, MISS MOLLY (BMI)— Little Richard	29	2	43. SWINGING SHEPHERD BLUES (BMI)— Johnny Pate Quintet	—	2
Sometimes (BMI)—ABC-Paramount 9871			Hey-Hey-Hey-Hey (BMI)—Specialty 624			The Eldor (BMI)—Federal 12312		
10. IT'S TOO SOON TO KNOW (ASCAP)— Pat Boone	12	3	27. MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" (ASCAP)— Mitch Miller	21	7	44. ALL THE WAY (ASCAP)— Frank Sinatra	37	17
A WONDERFUL TIME UP THERE (BMI)—Dot 15690			Hey Little Baby (BMI)—Col 41066			CHICAGO (ASCAP)—Cap 3793		
11. THE STROLL (BMI)—Diamonds	11	9	28. WITCHCRAFT (ASCAP)—Frank Sinatra	20	5	45. OH, BOY! (BMI)—Crickets	31	14
Land of Beauty (BMI)—Mercury 71242			Tell Her You Love Her (BMI)—Cap 3859			Not Fade Away (BMI)—Brunswick 55035		
12. YOU ARE MY DESTINY (BMI)— Paul Anka	9	6	29. JO-ANN (BMI)—Playmates	22	7	46. WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV	33	14
When I Stop Loving You (BMI)— ABC-Paramount 9880			You Can't Stop Me From Dreaming (BMI)— Roulette 4037			Even Tho' (BMI)—ABC-Paramount 9862		
13. SUGARTIME (BMI)—McGuire Sisters	7	9	30. "7-11" (BMI)—Gone All Stars	—	1	47. SWINGING SHEPHERD BLUES (BMI)—David Rose	—	1
Banana Split (BMI)—Coral 61924			Down Yonder Rock (BMI)—Gene 5016			Rock Fiddle (ASCAP)—M-G-M 12608		
14. DON'T LET GO (BMI)—Roy Hamilton	15	7	31. PEGGY SUE (BMI)—Buddy Holly	17	17	47. ROCK AND ROLL IS HERE TO STAY (BMI)—Danny and the Juniors	—	1
The Right to Love (BMI)—Epic 9257			Everyday (BMI)—Coral 61885			School Boy Romance (BMI)— ABC-Paramount 9888		
15. STOOD UP (BMI)—Ricky Nelson	8	10	32. WE BELONG TOGETHER Robert and Johnny	—	1	49. COME TO ME (ASCAP)—Johnny Mathis	40	3
WAITIN' IN SCHOOL (BMI)— Imperial 5483			Walking in the Rain — Old Town 1047			When I Am With You (ASCAP)—Col 41082		
16. LA DEE DAH (BMI)—Billy and Lilly	16	8	33. ANGEL SMILE (BMI)—Nat King Cole	39	2	50. DESIRE ME (BMI)—Sam Cooke	48	10
The Monster (BMI)—Swan 4002			Back in My Arms (BMI)—Cap 3860			(I LOVE YOU) FOR SENTIMENTAL REASONS (BMI)—Keen 4002		
17. MAYBE (BMI)—Chantels	27	7	34. LIECHTENSTEINER POLKA (ASCAP)— Will Glabe	28	16			
Come My Little Baby (BMI)—End 1005			Schwitzer Polka (BMI)—London 1755					

THIS WEEK'S BEST BUYS

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

MAYBE BABY (Nor-Va-Jak-Melody Lane, BMI)—The Crickets—Brunswick 55053—The side is strong in all markets. It looks like another big one for the artists. Flip is "Tell Me How" (Stardust, BMI). A previous Billboard Spotlight pick.

LOLLIPOP (Marks, BMI)—The Chordettes—Cadence 1345—The platter has taken off strongly in all markets. It appears a winner. Flip is "Baby, Come-a Back-a" (Budd, ASCAP). A previous Billboard Spotlight pick.

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING FEBRUARY 22

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.

Bad Motorcycle *The Storey Sisters*
(BMI) Cameo 126

Oh, Lonesome Me *Don Gibson*
(BMI) RCA Victor 7133

BIG THINGS ARE POPPIN'

Billboard Picks...

**VOX POPPERS
WISHING FOR
YOUR LOVE**

MERCURY 71282

Cash Box Picks...

**THE CARDIGANS
YOUR GRADUATION
(MEANS GOODBYE)**

MERCURY 71251

Cash Box Picks...

**BILLY ECKSTINE
GIGI**

MERCURY 71250

Cash Box Picks...

**ROY PERKINS
DROP TOP**

MERCURY 71278

Cash Box Picks...

**RALPH MARGERIE
COLLEGE MAN**

b/w CINDERELLA TANGO

MERCURY 71279

Billboard Picks...

**NARVEL FELTS
ROCKET RIDE
STROLL**

MERCURY 71249



CHUCK BERRY'S ON 4 CHARTS AND CHESS HAS IT ALONE

Honor Roll of Hits

The Nation's Top Tunes

Last Week Chart Weeks on Chart

For Survey Week Ending February 15

- | | | | |
|----|---|---|---|
| 28 | "SWEET LITTLE SIXTEEN"
CHUCK BERRY
Chess 1683 | — | 1 |
|----|---|---|---|

Best Sellers in Stores

For Survey Week Ending February 15

- | | | | |
|----|---|----|---|
| 19 | "SWEET LITTLE SIXTEEN"
CHUCK BERRY
Chess 1683 | 46 | 2 |
|----|---|----|---|

R & B Best Sellers in Stores

For Survey Week Ending February 15

- | | | | |
|---|---|---|---|
| 9 | "SWEET LITTLE SIXTEEN"
CHUCK BERRY
Chess 1683 | — | 1 |
|---|---|---|---|

Most Played R & B by Jockeys

For Survey Week Ending February 15

- | | | | |
|----|---|---|---|
| 12 | "SWEET LITTLE SIXTEEN"
CHUCK BERRY
Chess 1683 | — | 1 |
|----|---|---|---|

Recent Pop Releases Coming Up Strong

- | | |
|-------------------|--|
| "THE WALK" | JIMMY McCRACKLIN
Checker 885 |
|-------------------|--|

This Week's R & B Best Buys

BEEN SO LONG (Keel, BMI)—The Pastels—Argo 5287— The disk is strong in all markets. It's also doing well in pop marts. Flip is "My One and Only Dream" (Keel, BMI).

Review Spotlight on

"YEA YEA"

Argo 5291

THE KENDALL SISTERS

"BOOK OF LOVE"

Argo 5290

THE MONOTONES

CHESS PRODUCING CORP.

2120 South Michigan Avenue

Chicago, Illinois

All Phones: CA l u m e t 5-2770

Most Played by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 22

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks on Chart
1. SUGARTIME (BMI)—McGuire Sisters	1	9	9
<i>Banana Split (BMI)—Coral 61924</i>			
2. DON'T (BMI)—Elvis Presley	2	5	5
<i>I Beg of You (BMI)—Vic 7150</i>			
3. CATCH A FALLING STAR (ASCAP)—Perry Como	5	8	8
<i>Magic Moments (ASCAP)—Vic 7128</i>			
4. TWENTY-SIX MILES (BMI)—Four Preps	9	6	6
<i>It's You (ASCAP)—Cap 3845</i>			
5. MAGIC MOMENTS (ASCAP)—Perry Como	4	7	7
<i>Catch a Falling Star (ASCAP)—Vic 7128</i>			
6. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn	10	6	6
<i>Ranchy (BMI)—Dot 15661</i>			
7. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers	12	3	3
<i>The Long Hot Summer (ASCAP)—Roulette 4045</i>			
8. WITCHCRAFT (ASCAP)—Frank Sinatra	11	7	7
<i>Tell Her You Love Her (BMI)—Cap 3859</i>			
9. YOU ARE MY DESTINY (BMI)—Paul Anka	16	4	4
<i>When I Stop Loving You (BMI)—ABC-Paramount 9810</i>			
10. OH JULIE (BMI)—Crescendos	7	5	5
<i>My Little Girl (BMI)—Nanco 6005</i>			
11. SHORT SHORTS (BMI)—Royal Teens	8	4	4
<i>Planet Rock (BMI)—ABC-Paramount 9882</i>			
12. AT THE HOP (BMI)—Danny and the Juniors	6	11	11
<i>Sometimes (BMI)—ABC-Paramount 9871</i>			
13. GET A JOB (BMI)—Silhouettes	3	6	6
<i>I Am Lonely (BMI)—Ember 1029</i>			
14. I BEG OF YOU (BMI)—Elvis Presley	15	5	5
<i>Don't (BMI)—Vic 7150</i>			
15. SWEET LITTLE SIXTEEN (BMI)—Chuck Berry	—	1	1
<i>Reelin' and Rocking (BMI)—Chess 1683</i>			
16. A WONDERFUL TIME UP THERE (BMI)—Pat Boone	—	1	1
<i>It's Too Soon to Know (ASCAP)—Dot 15690</i>			
17. BELONGING TO SOMEONE (ASCAP)—Patti Page	13	4	4
<i>Bring Us Together (ASCAP)—Mercury 71247</i>			
18. APRIL LOVE (ASCAP)—Pat Boone	22	10	10
<i>When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660</i>			
19. ARE YOU SINCERE? (BMI)—Andy Williams	19	2	2
<i>Be Mine Tonight (BMI)—Cadence 1340</i>			
20. DON'T LET GO (BMI)—Roy Hamilton	20	5	5
<i>The Right to Love (BMI)—Epic 9257</i>			
21. GET A JOB (BMI)—Mills Brothers	—	1	1
<i>I Found a Million Dollar Baby (ASCAP)—Dot 15695</i>			
22. IT'S TOO SOON TO KNOW (ASCAP)—Pat Boone	14	2	2
<i>A Wonderful Time Up There (BMI)—Dot 15690</i>			
23. OH, JULIE (BMI)—Sammy Salvo	—	1	1
<i>Say Yeah (BMI)—Vic 7097</i>			
24. THE STROLL (BMI)—Diamonds	18	5	5
<i>The Stroll (BMI)—Mercury 71242</i>			
25. SWINGING SHEPHERD BLUES (BMI)—Moe Koffman Quartet	23	3	3
<i>Hambour Bound (BMI)—Jubilee 2311</i>			



NEW!

FRANKIE VAUGHAN

England's No. 1 Recording Star
with his first American Hit

WE'RE NOT ALONE

b/w
Can't Get Along Without You
Epic 5-9265



NEW!

**SOMETHIN' SMITH
AND THE REDHEADS**

SCHOOL BUS ROCK

b/w
I Thank You, Mr. Moon
Epic 5-9264



BIG!

**THE FOUR
COINS**
**MY LOVE
LOVES ME**

b/w
New World
Epic 5-9258



BIG!

**ERSEL
HICKEY**
**BLUEBIRDS
OVER THE
MOUNTAIN**

b/w
Hangin' Around
Epic 5-9263



BIG!

**DICKSON HALL
and
The Wayfarers**
COWBOY

From the
Columbia Picture
"The Cowboy"
b/w
It's a Long Walk
Home
Epic 5-9262

HOT!

ANN REYNOLDS
I LIKE YOU

b/w
Sugary Lies
Epic 5-9234

HOT!

**JIMMIE McPARTLAND'S
ALL-STARS**
**SEVENTY-SIX
TROMBONES**

b/w
Marlon the Librarian
(Both from "The Music Man")
Epic 5-9261

HOT!

ROY HAMILTON
DON'T LET GO

b/w
The Right to Love
Epic 5-9257

HOT!

SAL MINEO
LITTLE PIGEON

b/w
Cuttin' In
Epic 5-9260

HOT!

DOC BAGBY
CRAZY CHEMISTRY

b/w
Happy Feet
Okeh 4-7098

the pick of the hits are on...



THE LVIN'

and packed with profits

END

END 1015

"EVERY NIGHT"

(I PRAY)

b/w "WHOEVER YOU ARE"

THE CHANTELS

GONE 5016

"7-11"

GONE ALL STARS

featuring

BUDDY LUCAS

JAMIE 1101

**"MOOVIN'
&
GROOVIN'"**

DUANE EDDY

GOING, GOING,

into the Cash Register

GONE

**"WHO DO
YOU LOVE"**

JOHNNY & JOE

**"TRUST
IN ME"**

**GONE
5024**

"YOU'RE DRIVIN' ME MAD"

B/W "ROCK AND ROLL LOVE"

JO ANN CAMPBELL

**GONE
5021**

**"BESIDE
MY LOVE"**

THE DUBS

**"GONNA
MAKE A
CHANGE"**

**GONE
5020**

**"GOT A
JOB"**

**END
1016**

**"MY MAMA
DONE TOLD
ME"**

THE MIRACLES



Top 100 Sides

FOR SURVEY WEEK ENDING FEBRUARY 22

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pos.	Song, Artist, Label	Last Week
1	GET A JOB, Silhouettes, Ember	1
2	DON'T, Elvis Presley, Victor	3
3	SHORT SHORTS, Royal Teens, ABC-Paramount	4
4	TWENTY-SIX MILES, Four Tops, Capitol	12
5	OH, JULIE, Crescendos, Nasco	8
6	SWEET LITTLE SIXTEEN, Chuck Berry, Chess	19
7	AT THE HOP, Danny and the Juniors, ABC-Paramount	2
8	THE STROLL, Diamonds, Mercury	10
9	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	6
10	YOU ARE MY DESTINY, Paul Anka, ABC-Paramount	7
11	SUGARTIME, McGuire Sisters, Coral	5
12	CATCH A FALLING STAR, Perry Como, Victor	9
13	DON'T LET GO, Roy Hamilton, Epic	15
14	LA DEE DAW, Billy and Lillie, Swan	16
15	MAYBE, Chantels, End	29
16	DEDE DINAH, Frankie Avalon, Chancellor	11
17	ARE YOU SINCERE? Andy Williams, Cadence	24
18	IT'S TOO SOON TO KNOW, Pat Boone, Dot	14
19	WHO'S SORRY NOW, Connie Francis, M-G-M	57
20	BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun	26
21	THE WALK, Jimmie McCracklin, Checker	71
22	STOOD UP, Ricky Nelson, Imperial	12
23	TEQUILA, Champs, Challenge	67
24	APRIL LOVE, Pat Boone, Dot	17
25	OH-OH, I'M FALLING IN LOVE AGAIN, Jimmie Rodgers, Roulette	25
26	GOOD GOLLY, MISS MOLLY, Little Richard, Specialty	31
27	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" Mitch Miller, Columbia	11
28	WITCHCRAFT, Frank Sinatra, Capitol	28
29	JO-ANN, Playmates, Roulette	23
30	I BEG OF YOU, Elvis Presley, Victor	22
31	"7-11," Gone All Stars, Gone	66
32	PEGGY SUE, Buddy Holly, Coral	17
33	WONDERFUL TIME UP THERE, Pat Boone, Dot	41
34	MAGIC MOMENTS, Perry Como, Victor	27
35	ANGEL SMILE, Nat King Cole, Capitol	43
36	WE BELONG TOGETHER, Robert and Johnny, Old Town	71
37	LIECHTENSTEINER POLKA, Will Glabe, London	70
38	BELONGING TO SOMEONE, Patti Page, Mercury	24
39	THIS LITTLE GIRL OF MINE, Everly Brothers, Cadence	28
40	CLICK CLACK, Dickey Doo and The Don's, Swan	32
41	LITTLE BLUE MAN, Betty Johnson, Atlantic	54
42	BEEN SO LONG, Pastels, Argo	—
43	SHE'S NEAT, Dale Wright, Fraternity	39
44	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	26
45	SWINGING SHEPHERD BLUES, Johnny Pate Quintet, Federal	71
46	SO TOUGH, Casuals, Backbeat	76
47	OH, BOY! Crickets, Brunswick	33
48	ALL THE WAY, Frank Sinatra, Capitol	41
49	WHY DON'T THEY UNDERSTAND? George Hamilton IV, ABC-Paramount	24
50	ROCK AND ROLL IS HERE TO STAY Danny and the Juniors, ABC-Paramount	—
51	COME TO ME, Johnny Mathis, Columbia	43
52	SWINGING SHEPHERD BLUES, David Rose, M-G-M	69
53	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee Jay	67
54	WAITIN' IN SCHOOL, Ricky Nelson, Imperial	37
55	WALKIN' WITH MR. LEE, Lee Allen, Ember	58
56	YELLOW DOG BLUES, Joe Darnborough and The Dixie Flyers, Lark	45
57	A VERY SPECIAL LOVE, Johnny Nash, ABC-Paramount	52
58	HELPLESS, Platters, Mercury	65
59	BETTY AND DUPREE, Chuck Willis, Atlantic	83
60	BONY MORONIE, Larry Williams, Specialty	46
61	SWINGING SEPIHERD BLUES, Moe Koffman Quartet, Jubilee	37
62	I'LL COME RUNNING BACK TO YOU, Sam Cooke, Keen	29
63	SING, BOY, SING, Tommy Sands, Capitol	49
64	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	50
65	THE STORY OF MY LIFE, Marty Robbins, Columbia	50
66	CHANCES ARE, Johnny Mathis, Columbia	60
67	BAD MOTORCYCLE, Storey Sisters, Cameo	—
68	TEARDROPS, Lee Andrews and The Hearts, Chess	51
69	RAUNCHY, Bill Justis, Phillips International	54
70	WILD IS THE WIND, Johnny Mathis, Columbia	54
71	LITTLE GYPSY, Ames Brothers, Victor	74
72	RAUNCHY, Ernie Freeman, Imperial	69
73	DESIRE ME, Sam Cooke, Keen	74
74	I'M AVAILABLE, Margie Rayburn, Liberty	78
75	RAUNCHY, Billy Vaughn, Dot	67
76	MAYBE, BABY, Crickets, Brunswick	—
77	HENRIETTA, Jimmie Dee, Dot	68
78	JAILHOUSE ROCK, Elvis Presley, Victor	64
79	TEQUILA, Eddie Paal, ABC-Paramount	—
80	ROCK AND ROLL MUSIC, Chuck Berry, Chess	76
81	OH, JULIE, Sammy Salvo, Victor	78
82	BERTHA LOU, Clint Miller, ABC-Paramount	79
83	YOU SEND ME, Sam Cooke, Keen	46
84	BUZZ, BUZZ, BUZZ, Hollywood Flames, Ebb	46
85	THE PLEA, Jesters, Winley	—
86	I CAN'T STOP LOVING YOU, Don Gibson, Victor	83
87	SWINGIN' DADDY, Buddy Knox, Roulette	91
88	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" Art Mooney, M-G-M	91
89	BREATHLESS, Jerry Lee Lewis, Sun	—
90	SO TOUGH, Kuff Lins, Challenge	—
91	MY SPECIAL ANGEL, Bobby Helms, Decca	60
92	LITTLE PIGEON, Sal Minto, Epic	67
93	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	67
94	(I LOVE YOU) FOR SENTIMENTAL REASONS, Sam Cooke, Keen	83
95	YELLOW DOG BLUES, Charles Magnante, Dot	—
96	PUT A LIGHT IN THE WINDOW, Four Lads, Columbia	83
97	BIG GUITAR, Owen Bradley Quintet, Decca	—
98	GEISHA GIRL, Hank Locklin, Victor	79
99	DO WHAT YOU DID, Thurston Harris, Aladdin	83
100	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" Edmunds-Ros, London	92

GONE RECORDING CORP. ► END MUSIC, INC. 1650 BROADWAY, NEW YORK, N. Y.

Musical Magic
A Hatful of Hits from Don



**KEEP
 GOD
 IN THE
 HOME**
 (And There'll Be Love)

**I'VE GOT
 BELLS
 ON MY
 HEART**

**DON
 CORNELL**



9-61956

Milton DeLugg Orchestra

IT MIGHT AS WELL BE SPRING

There's been a change in the weather. There's a brisker, happier tempo in music business. Now that the ball is rolling, we are putting the "big push" on four strong new disks by four top Atlantic artists.

Here's a potent spring tonic for sluggish turnover!



WISHING FOR YOUR LOVE

ALL ABOUT YOU

The Clovers 1175

SUBSTITUTE

LEARNING TO LOVE

LaVern Baker 1176

JUST TOO MUCH

BOOK OF LIES

Ruth Brown 1177

TURTLE DOVE

WHAT A COINCIDENCE

Otis Blackwell 1178

ATLANTIC

RECORDING CORPORATION
151 WEST 87 STREET, NEW YORK 19, N. Y.



Territorial Best Sellers

FOR SURVEY WEEK ENDING FEBRUARY 22

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.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

- | | | | |
|--|--|---|--|
| BOSTON | | You Are My Destiny
Paul Anka, ABC-Para. | |
| Dede Dinah, Frankie Avalon, Clr. | | You Can Make It If You Try
Gene Allison, VJ. | |
| Don't, Elvis Presley, Vic. | | NORTHERN OHIO | |
| Get a Job, Silhouettes, Emb. | | Catch a Falling Star, Perry Como, Vic. | |
| La Dee Dah, Billy and Lillie, Swan | | Click Clack | |
| Short Shorts, Royal Teens, ABC-Para. | | Dicky Doo and the Don'ts, Swan | |
| The Strull, Diamonds, Mer. | | Dede Dinah, Frankie Avalon, Clr. | |
| Supertime, McGuire Sisters, Cor. | | Don't, Elvis Presley, Vic. | |
| Sweet Little Sixteen, Chuck Berry, Cha. | | Sweet Little Sixteen, Chuck Berry, Cha. | |
| CHICAGO | | Tequila, Champs, Chal. | |
| At the Hop | | Twenty-Six Miles, Four Preps, Cap. | |
| Danny and the Juniors, ABC-Para. | | The Walk, Jimmie McCracklin, Cis. | |
| Catch a Falling Star/Magic Moments | | Who's Sorry Now, Connie Francis, M-G-M | |
| Perry Como, Vic. | | NORTHWEST | |
| Dede Dinah, Frankie Avalon, Clr. | | At the Hop | |
| Don't I Beg of You, Elvis Presley, Vic. | | Danny and the Juniors, ABC-Para. | |
| Get a Job, Silhouettes, Emb. | | Don't I Beg of You, Elvis Presley, Vic. | |
| Oh, Julie, Crescendos, Nsc. | | Get a Job, Silhouettes, Emb. | |
| Short Shorts, Royal Teens, ABC-Para. | | It's Too Soon to Know/A Wonderful Time | |
| Twenty-Six Miles, Four Preps, Cap. | | Up There, Pat Boone, Dot | |
| DETROIT | | Magic Moments/Catch a Falling Star | |
| Catch a Falling Star/Magic Moments | | Perry Como, Vic. | |
| Perry Como, Vic. | | Oh-Oh, I'm Falling in Love Again | |
| Click Clack | | Jimmie Rodgers, Rh. | |
| Dicky Doo and the Don'ts, Swan | | Sail Along Silvery Moon/Raunchy | |
| Dede Dinah, Frankie Avalon, Clr. | | Billy Vaughn, Dot | |
| Don't I Beg of You, Elvis Presley, Vic. | | Twenty-Six Miles, Four Preps, Cap. | |
| Get a Job, Silhouettes, Emb. | | PHILADELPHIA | |
| Oh, Julie, Crescendos, Nsc. | | Catch a Falling Star/Magic Moments | |
| Sail Along Silvery Moon, Billy Vaughn, Dot | | Perry Como, Vic. | |
| EAST TEXAS | | Don't Let Go, Roy Hamilton, Epic | |
| Are You Sincere? Andy Williams, Cdc. | | Get a Job, Silhouettes, Emb. | |
| Dede Dinah, Frankie Avalon, Clr. | | Short Shorts, Royal Teens, ABC-Para. | |
| Don't I Beg of You, Elvis Presley, Vic. | | Stood Up/Waltin' in School | |
| Get a Job, Silhouettes, Emb. | | Ricky Nelson, Imp. | |
| Oh, Julie, Crescendos, Nsc. | | Twenty-Six Miles, Four Preps, Cap. | |
| Sail Along Silvery Moon, Billy Vaughn, Dot | | Witchcraft, Frank Sinatra, Cap. | |

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

- | | | | |
|--|--|---|--|
| Stood Up/Waltin' in School
Ricky Nelson, Imp. | | You Are My Destiny
Paul Anka, ABC-Para. | |
| The Strull, Diamonds, Mer. | | ST. LOUIS AND KANSAS CITY | |
| FLORIDA | | All the Way, Frank Sinatra, Cap. | |
| At the Hop | | Belonging to Someone, Patti Page, Mer. | |
| Danny and the Juniors, ABC-Para. | | Get a Job, Silhouettes, Emb. | |
| Don't I Beg of You, Elvis Presley, Vic. | | Jo Ann, Playmates, Rh. | |
| Get a Job, Silhouettes, Emb. | | Maybe, Chantels, End | |
| Maybe, Chantels, End | | Oh, Julie, Crescendos, Nsc. | |
| Short Shorts, Royal Teens, ABC-Para. | | The Strull, Diamonds, Mer. | |
| Sweet Little Sixteen, Chuck Berry, Cha. | | Supertime, McGuire Sisters, Cor. | |
| You Are My Destiny | | SAN FRANCISCO AND OAKLAND | |
| Paul Anka, ABC-Para. | | At the Hop | |
| LOS ANGELES | | Danny and the Juniors, ABC-Para. | |
| April Love, Pat Boone, Dot | | Ballad of a Teen-Age Queen | |
| At the Hop | | Johnny Cash, Sun | |
| Danny and the Juniors, ABC-Para. | | Don't I Beg of You, Elvis Presley, Vic. | |
| Catch a Falling Star/Magic Moments | | Get a Job, Silhouettes, Emb. | |
| Perry Como, Vic. | | Good Golly, Miss Molly | |
| Don't I Beg of You, Elvis Presley, Vic. | | Little Richard, Spe. | |
| Get a Job, Silhouettes, Emb. | | Oh, Julie, Crescendos, Nsc. | |
| Perry Sue, Buddy Holly, Cor. | | Sail Along Silvery Moon, Billy Vaughn, Dot | |
| Sail Along Silvery Moon/Raunchy | | Sweet Little Sixteen, Chuck Berry, Cha. | |
| Billy Vaughn, Dot | | SOUTHERN OHIO | |
| Twenty-Six Miles, Four Preps, Cap. | | At the Hop | |
| NEW YORK AND NEWARK | | Danny and the Juniors, ABC-Para. | |
| Get a Job, Silhouettes, Emb. | | Belonging to Someone, Patti Page, Mer. | |
| At the Hop | | Catch a Falling Star, Perry Como, Vic. | |
| Danny and the Juniors, ABC-Para. | | Click Clack | |
| Don't I Beg of You, Elvis Presley, Vic. | | Dicky Doo and the Don'ts, Swan | |
| Oh, Julie, Crescendos, Nsc. | | Don't, Elvis Presley, Vic. | |
| Short Shorts, Royal Teens, ABC-Para. | | Get a Job, Silhouettes, Emb. | |
| The Strull, Diamonds, Mer. | | March From the River Kwai and "Colonel Bogey," Mitch Miller, Col. | |
| We Belong Together | | Sweet Little Sixteen, Chuck Berry, Cha. | |
| Robert and Johnny, Old Town | | WASHINGTON AND BALTIMORE | |
| Who's Sorry Now, Connie Francis, M-G-M | | Catch a Falling Star/Magic Moments | |
| NORTHERN NEW YORK STATE | | Perry Como, Vic. | |
| At the Hop | | Don't Let Go, Roy Hamilton, Epic | |
| Danny and the Juniors, ABC-Para. | | Get a Job, Silhouettes, Emb. | |
| Betty and Dupree, Chuck Willis, Atl. | | I Beg of You/Don't, Elvis Presley, Vic. | |
| Don't Let Go, Roy Hamilton, Epic | | Sail Along Silvery Moon, Billy Vaughn, Dot | |
| Maybe, Chantels, End | | Stood Up, Ricky Nelson, Imp. | |
| Sail Along Silvery Moon, Billy Vaughn, Dot | | Tequila, Champs, Chal. | |
| Sweet Little Sixteen, Chuck Berry, Cha. | | Twenty-Six Miles, Four Preps, Cap. | |

BEST SELLERS!

JOHNNIE PATE Quintet
SWINGING SHEPHERD BLUES
Federal 12312

BILL DOGGETT
FLYING HOME
b/w
HIPPI DIPPY
King 5096

LITTLE WILLIE JOHN
TALK TO ME, TALK TO ME
King 5108

OTIS WILLIAMS and His Charms
OH JULIE
DeLuxe 6158

EARL BOSTIC
SOUTHERN FRIED
King 5106

JUST RELEASED!
LESTER LEAPS IN
b/w
POMPTON TURNPIKE
King 5120

THE "5" ROYALES
DEDICATED TO THE ONE I LOVE
King 5098

TINY BRADSHAW
SHORT SHORTS
King 5114

BOYD BENNETT
CLICK CLACK
King 5115

THE SWALLOWS
OH LONESOME ME
Federal 12319

DONNIE ELBERT
PEEK-A-BOO
Deluxe 6161

OTIS WILLIAMS and His Charms
BABY-O
b/w
LET SOME LOVE IN YOUR HEART
Deluxe 6160

BUBBER JOHNSON
PRINCE OF PLAYERS
King 5117

KING RECORDS

This is the big one!
Edmundo Ros
COLONEL BOGEY
1779

LONDON RECORDS
328 WEST 87TH STREET, NEW YORK 1, N. Y.

SAVE MORE MONEY—
MAKE MORE MONEY
Subscribe to The Billboard TODAY!

TEEN-AGER BREAKS LEG ON TV SHOW DANCING TO THE 'CHICKEN HOP'

Tip Top Record #708

GIVE TO DAMON RUNYON CANCER FUND

SAVE MONEY

ORDER YOUR
BILLBOARD
SUBSCRIPTION
TODAY



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one full year (52 issues).
I enclose \$15 payment (saves \$3.20 on single copy rates). 771

payment enclosed bill me

Name _____
Occupation or title _____
Company _____
Address _____
City _____ Zone _____ State _____

At last
it's here



THE FIRST BIG HIT ON OUR BRAND NEW,
BIG TIME, HERE-TO-STAY N.R.C. LABEL

The label that brings you "STAR SOUNDS"!



NATIONAL RECORDING CORPORATION PRESIDENT BILL LOWERY

The Hitmaker who brought you "Young Love," "Be-Bop-A-Lula," "First Date, First Kiss, First Love," "Hey, Little Girl" now proudly presents the "PEEK" record of '58



PAUL PEEK
and his Peek-A-Boos

"SWEET SKINNY JENNY"
"ROCK-A-ROUND"

N. R. C. 001

GO WITH THE LATEST—GO WITH THE GREATEST—GO, GO, GO WITH N.R.CO.!

NATIONAL RECORDING CORP.

1224 Spring Street, N. W.
Atlanta 9, Georgia

1224 Fernwood Circle, N. E.
Atlanta 19, Georgia

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

• Review Spotlight on . . .

POP RECORDS

LARRY WILLIAMS . . . Specialty 626 DIZZY, MISS LIZZY
(Venice, BMI)

SLOW DOWN (Venice, BMI)

Two fine rockers by Williams—that should keep his hit string going. Both are given vigorous vocals and are along the line of his previous clicks. Strong for r.&b. markets, too.

THE CHANTELS . . . End 1015 EVERY NIGHT
(Fairway, BMI)

WHOEVER YOU ARE (Greenbrier, BMI)

The girls have two potent follow-ups to their current hit, "Maybe." Both are rockaballads delivered with a danceable beat. The lead fem is given good group support with fine ork backing. Also for r.&b. marts.

LEE ALLEN . . . Ember 1031 STROLLIN' WITH MR. LEE
(Angel, BMI)

BOPPIN' AT THE HOP (Angel, BMI)

The two strong sides could repeat the success of the artist's "Walk-in' with Mr. Lee." Top side is in stroll tempo and features listenable tenor work by Allen. "Boppin'," the flip, is a rocker with a driving honking tenor performance. Strong prospects for r.&b. loot as well.

THE MIRACLES . . . End 1016 GOT A JOB
(Real Gone, BMI)

Of the several recent "answers" to "Get a Job," this appears the most likely to score. It has a crazy lyric and an outstanding vocal gimmick. Flip, "My Mamma Done Told Me," is a rockarumba (Real Gone, BMI). It should also cop r.&b. coin.

THE FIDELITY'S . . . Baton 252 THE THINGS I LOVE
(Cherio, ASCAP)

The standard is given a warm reading with rhythm ork backing. The crew has an attractive sound, and the kids could easily take to it. "Hold on to What Cha Got," is a bright, folk-flavored theme (Dare, BMI).

POP SONG

I'VE GOT BELLS ON MY HEART (Southern, ASCAP)

JANE MORGAN Kapp 214

DON CORNELL Coral 61956

THE THREE PENNIES Golden Crest 1312

All three versions of the cute, cheerful theme are strong contenders. The tune is a bright ditty penned by Sonny Skylar. Miss Morgan's disk can take top coin. Cornell's salable platter is his strongest recently. With exposure the version by The Three Pennies, a new fem group, can also be in there. "Only One Love," the flip of Miss Morgan's effort, is a lovely reading of a country-flavored ballad (Willet, BMI). Cornell's flip side, "Keep God in the House," is a gospel-tinged tune (Roncom, ASCAP). The Three Pennies present an attractive warble on "I'm Just a Fool," a rockaballad, as their flip side.

POP TALENT

JERRY WALLACE . . . Challenge 59000 THE OTHER ME
(Golden West, BMI)

GOOD AND BAD (Sun-Crest-Jat, BMI)

The artist impresses strongly with two fine readings. Top side is a pretty rockaballad with good ork backing. "Good and Bad" is a rockaballad and an effective change of pace.

• Reviews of New Pop Records

THE DUPONTS

Screamin' Ball (At Dracula Hall) 81
ROULETTE 4060—Disk aims to cash in on new horror trend, sparked by Camo's "Dinner at Drac" platter. Group rocks along briskly, while howls, screams, etc., provide suitable nightmare gimmicks. Watch it both pop and r.&b. (Monument, BMI)

Half Past Nothing 72
Okay vocal treatment of rockaballad, with clever title. Flip, tho, is stronger side. (Monument, BMI)

DON RONDO

Blonde Bombshell 80
JUBILEE 5319—Here's the strongest Don Rondo side in a long time. It's a mighty cute tune penned by Billy Mure and Don Wolf and Rondo sings it smartly over good support. Watch this one. (Saxon, BMI)

There Goes My Heart Again 79
Big, big ballad receives an outstanding, heartfelt rendition by Rondo, supported sweetly by piano and ork. Side has a chance altho flip will probably get initial action. (WBent, BMI)

GENE SUMMERS

Straight Skirts 80
JAN 100—The artist is backed by a chorus and cheerful rockabilly support on this blues. The kids might take to this. (Song Prod., BMI)

School of Rock 'n' Roll 77
Summers has a frantic sound on the blues rocker. If plugged, this might find favor with the kids. (Song Prod., BMI)

FRANKIE SANDS

Bluebirds Over the Mountains 80
IMPERIAL 5495—Wistful delivery by Sands on a folk-flavored tune with catchy tempo. (Torpedo, BMI)

You Are My Dream 76
Rock and roll version of "Liebestraum" is sold with fervor by Sands. Chatter item for jocks. (Parma, BMI)

DWIGHT PULLEN

Sunglasses After Dark 80
CARLTON 455—The rockabilly has a sound that could click with the kids. Country string backing helps pace the side. (Clock, BMI)

Teen-Age Bug 76
Pullen has a listenable sound on the rockabilly. Guitar backing is effective. This could start something. (Song, BMI)

THE HEARTBEATS

I Found a Job 80
ROULETTE 4054—This answer to the big hit, "Get a Job," has a chance to take off with the Heartbeats selling it nicely. And the title and the beat will help it get action. Watch it. (Kahl, BMI)

Down On My Knees 72
The Heartbeats sing this pretty tune with feeling over a triplets figured backing. May get spins. (Patricia, BMI)

THE TEMPOS

I Got a Job 79
KAPP 213—Here's another bouncy and bright answer to the big hit, "Get a Job," not related in any way to the other two answers. The Tempos handle it with spirit, and title alone will help expose it. Watch this one. (Tri-Park, BMI)

Strollin' With My Baby 78
This new stroll tune is written by Clyde Otis, who also wrote "The Stroll." Listenable ditty is sung with zest by the strong lead, supported by the group and a solid beat. Has a chance. (Meridian, ASCAP)

TRU TAYLOR

Teen-Age Fool 79
BIG 614—Heavily stylized rockabilly delivery on plaintive rockaballad. Might be dangerous if exposed. (Village, BMI)

True or False 75
Frantic vocalizing on fast-moving rockabilly item. (Village, BMI)

BILL HALEY & HIS COMETS

Sway With Me 78
DECCA 30592—The Haley crew takes this ear-catching stroll effort and hands it a most attractive performance that could pay off for the group. With exposure this instrumental has a chance. (Valley Brook, ASCAP)

Skinny Minnie 76
This "Skinny Minnie" is no relation to the one out on Victor with the Sprouts. It's a swinging item, which the Haley combo sells in "Bony Moronie" style. Listenable wax. (Valley Brook, ASCAP)

DAVID HILL

Wild Child 77
RCA VICTOR 7181—Unusual wax, and one to watch. Tune is a blues, but of unusual lyric and melodic quality. Side has a weird, colorful quality, coupled with funky instrumentation. (Magpie, BMI)

Big Guitar 77

Slow-paced and bluesy is this vocal version of mood-packed rock and roller. Hill sings it from the heart, to a funky guitar beat, with horns also in the arrangement. (Time, BMI)

FRANK SINATRA

I'm a Fool to Want You 77
COLUMBIA 41133—A mood-packed melody cut by the chanter on Columbia and held in the can. Alex Stordahl's ork provides tasteful backing. Vocal is from the heart and merits exposure. (Bartou, ASCAP)

If I Forget You 76
The fine standard, done by Sinatra on his previous label. A tasteful backing by Stordahl showcases the chanter, who gives a fine performance. Unusually interesting wax for fox. (Caesar, ASCAP)

DOC STARKES

Apple Cider 77
SWAN 4003—This disk was originally released about a year ago on the Philadelphia based Tenn label. It's a wild, unusual song, with a nonsense lyric and frantic backing. It has a chance in current market. (Ranks, BMI)

THE NITE RIDERS

Six Button Benny 72
On this side the Nite Riders sing about a hip cat with a six button overcoat. Listenable side. (Ranks, BMI)

JAYE P. MORGAN

Tell Me More 74
RCA VICTOR 7178—Song has an uncommon rhythm pattern, providing a fine vehicle for the thrush, who chants it in great style. (Quintet, BMI)

My Blind Date 76
A pretty song, with the flavor of show material, and a tender sentiment in the lyric. The chanteuse does it with a relaxed quality, to a soft, tasteful backing. (Quintet, BMI)

LEE RUSSELL

Honky-Tonk Woman 74
ROULETTE 4049—Folk and blues inspired country effort with a cute gimmicky backing receives a first rate performance from Russell on this new release. This side has a chance, watch it. (B. Miller, ASCAP)

Rubow at Midnight 74
Attractive country ballad is sold with feeling by Russell over simple, uncluttered guitar and rhythm backup. Country jocks will spin. (Shapiro Bernstein, ASCAP)

HUGO WINTERHALTER

Midnight 74
RCA VICTOR 7182—Fine bluesy instrumental, with a striding beat and a vocal by Johnny Oaks. Side has a haunting quality, and it keeps on building. (Winnerton, BMI)

Tango Boogie 72
Bright instrumental. Side has unusual rhythm pattern and fine tonal texture. Well-recorded and will prove a strong one for programming. (Regman, Voces & Conn, ASCAP)

FRANKIE VAUGHAN

Can't Get Along Without You 78
EPIC 9265—Vaughan sings this happy uptempo effort, penned by Melvin Endsley with spirit backed by a listenable girls' chorus. Good side here that has a chance. (Acuff-Rose, BMI)

We're Not Alone 74
On this ballad side the singer turns in a good job as he explains that we are not alone when in love. Tune is sung with feeling. (Sheldon, BMI)

SHAYE COGAN

Satisfaction Guaranteed 73
ROULETTE 4052—Good performance by the thrush on a listenable rockaballad. Backing moves. (Planetary, ASCAP)

Blue White Diamond 74
Folkish type ballad receives another nice reading by Shaye Cogan again over triplet backing. (Patricia, BMI)

CARL (ACE) CARTER

Mexican Rock 'n' Roll 78
DOT 15725—A cover of the instrumental introduced by the Rio Rockers on Capitol. It's an unusual blend of Mexican folkish themes set against a rock and roll beat. If tune happens this will get its share. (Emperor, BMI)

Blues Stay Away 73
A male group has the vocal on this medium-beat blues. Some coin possible. (Lola, BMI)

JUNE & GEORGE BRADY

Sweetheart, Sweetheart 78
ABC-PARAMOUNT 9893—The duo turns in a happy performance on this bright, cheery item over peppy ork support. Jocks will spin this one and it has a chance. (Pamco, BMI)

You're My Love 71
June and George Brady have a pleas-

(Continued on page 52)

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.

VIC DAMONE

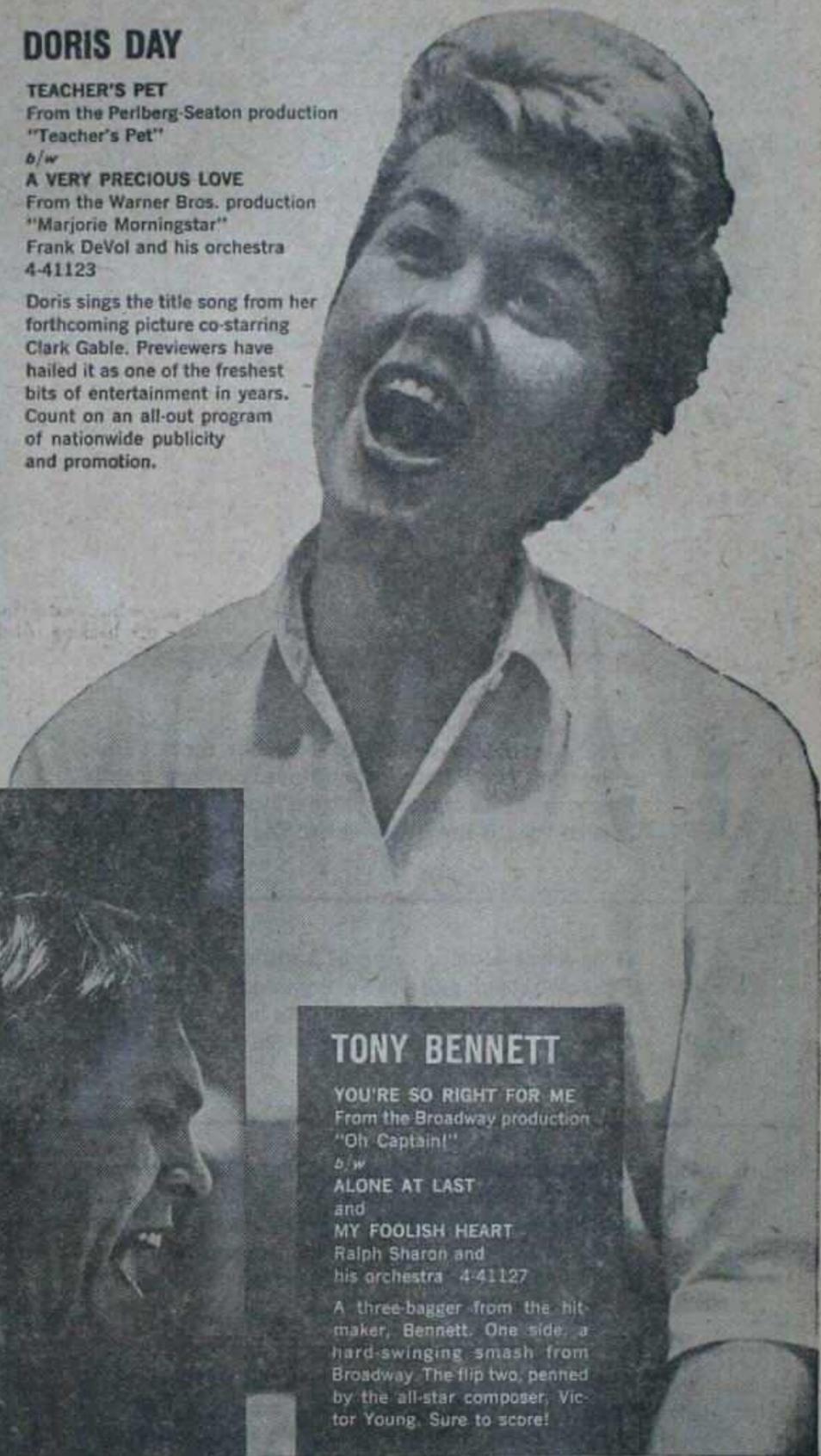
GIGI
From the M-G-M picture "Gigi"
b/w
LIFE DOES A MAN A FAVOR
From the Broadway production "Oh Captain!"
Percy Faith and his orchestra
4-41122

Vic's latest is THE version of the title song from the long-awaited "Gigi," starring Leslie Caron. The flip is from the tuneful, just-opened Broadway show "Oh Captain!"

DORIS DAY

TEACHER'S PET
From the Perilberg-Seaton production "Teacher's Pet"
b/w
A VERY PRECIOUS LOVE
From the Warner Bros. production "Marjorie Morningstar"
Frank DeVol and his orchestra
4-41123

Doris sings the title song from her forthcoming picture co-starring Clark Gable. Previewers have hailed it as one of the freshest bits of entertainment in years. Count on an all-out program of nationwide publicity and promotion.



TONY BENNETT

YOU'RE SO RIGHT FOR ME
From the Broadway production "Oh Captain!"
b/w
ALONE AT LAST
and
MY FOOLISH HEART
Ralph Sharon and his orchestra 4-41127

A three-bagger from the hit-maker, Bennett. One side, a hard-swinging smash from Broadway. The flip two, penned by the all-star composer, Victor Young. Sure to score!

JOHNNIE RAY

STROLLIN' GIRL
b/w
PLANT A LITTLE SEED
Ray Conniff and his orchestra
4-41124

Timed for fast action, Strollin' Girl features Johnnie's muscular treatment of the current dance craze, the Stroll. The flip gives Johnnie a further chance to really plow into the big beat. Both sides are made-to-order for TV hops and the teen-age juke box set.



10th YEAR
10th ANNIVERSARY OF LONG PLAYING RECORDS
COLUMBIA RECORDS

COLUMBIA RECORDS

NEW AND SURE-FIRE—FROM THE HOTTEST COMPANY IN THE BUSINESS

© "Columbia" and "Merck" Reg.



MR. DEALER!

10 WAYS

TO

BIGGER PROFITS

FROM

ALBUM SALES

- | | |
|--|---|
| <p>1 Give your customer incentives to buy more. Hold a drawing for a free diamond needle every month. Every time a customer buys an album, he gets a free chance toward the diamond needle.</p> | <p>6 Give your customer a copy of AUDITION every month. AUDITION is the only full color shopping guide in the record business. Those full color ads show the album covers as they really are and with maximum sales impact. Color sells . . . and only AUDITION gives you full color to help you sell.</p> |
| <p>2 Give your customer a copy of Audition—the Monthly Musical Shopping Guide—every month. AUDITION contains a hundred album reviews in every category. Only the best albums are reviewed so each review is an invitation to buy.</p> | <p>7 Make up a bargain package of 10 LP's at full price with a free needle or record care kit. Customers like bargains and you have the merchandise to create a bargain package that is economical for you and creates plus business at the same time.</p> |
| <p>3 Give your customer a bargain. Put all of your "mistakes" in a "Bargain Browser." Instead of keeping your money tied up in "dogs" on your shelf, you make a little profit and, more important, you get your money out to buy fresh, new merchandise on which you make full profit.</p> | <p>8 Give your customer a copy of AUDITION every month. Besides the reviews and listings, AUDITION contains tips on record care. It gives the customer reasons to buy needles, sprays, record brushes and all those other high profit accessories. It's plus business for you.</p> |
| <p>4 Give your customer a copy of AUDITION every month. AUDITION contains a complete listing of all new album releases (LP's, EP's and record tape). These new albums are the ones customers want and ask for. AUDITION is a complete shopping guide no matter what type of albums the customer collects.</p> | <p>9 Group your records on display by category and artists. Sinatra fans will be exposed to more Sinatra albums by this method and will buy two, three or more albums at a time. The same holds true for all artists and types of music.</p> |
| <p>5 If you don't have a record club—start one now. It's simple. Just punch a card or give the customer a register receipt. As soon as he has bought 12, you give him one free. This keeps him coming back to your store for all his purchases.</p> | <p>10 Give your customer a copy of AUDITION every month. AUDITION contains "Best Seller" lists in many categories. It stimulates sales because customers want to be "in the swim" and own the albums that most people buy.</p> |



AUDITION

2160 Patterson St.
Cincinnati 22, Ohio

SIGNED _____

STORE NAME _____

ADDRESS _____

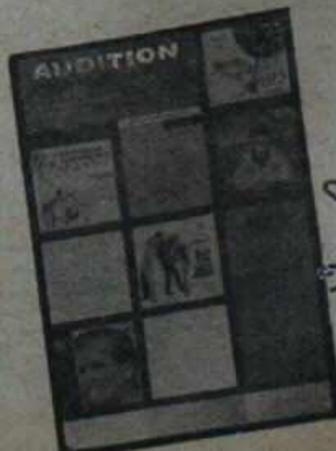
CITY _____ ZONE _____ STATE _____

I want to make sure I receive copies of Audition every month. Please enter my order for:

NUMBER OF COPIES	MY COST	MY PROFIT (at 15c cover price)
<input type="checkbox"/> 40	\$3.60	\$2.40
<input type="checkbox"/> 80	\$6.40	\$5.60
<input type="checkbox"/> 100	\$7.50	\$7.50
Over 100	Copies . . @ 7.5c each . . 7.5c on ea. copy	

(enter quantity)

If you are already using AUDITION, use this coupon only if you want to increase your order. Otherwise, your present order will continue to arrive each month.



AUDITION

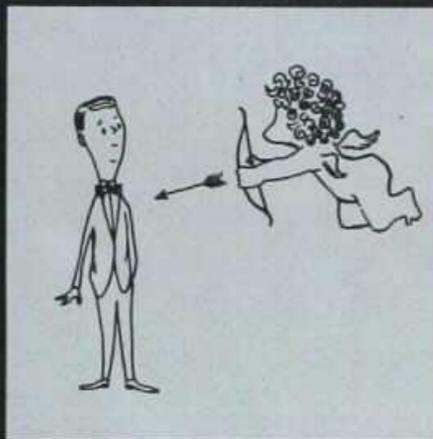
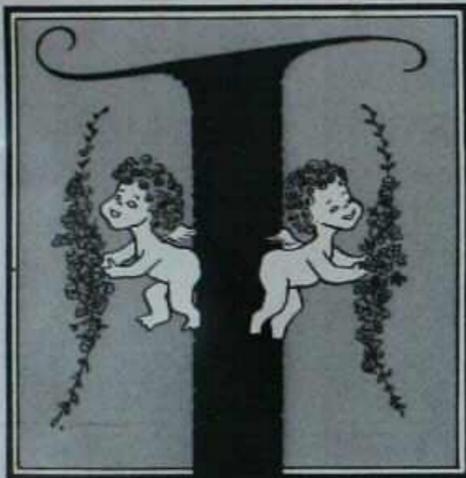
THE MONTHLY MUSICAL SHOPPING GUIDE

REVIEWS of 100 Top Record Albums of the Month

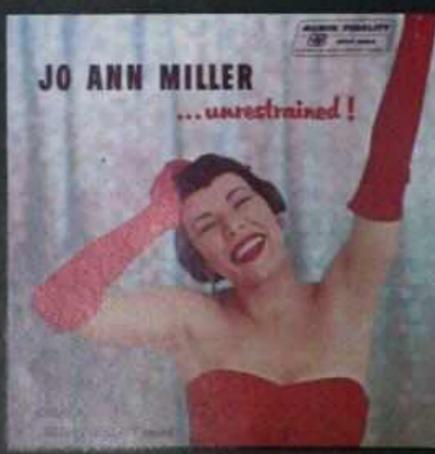
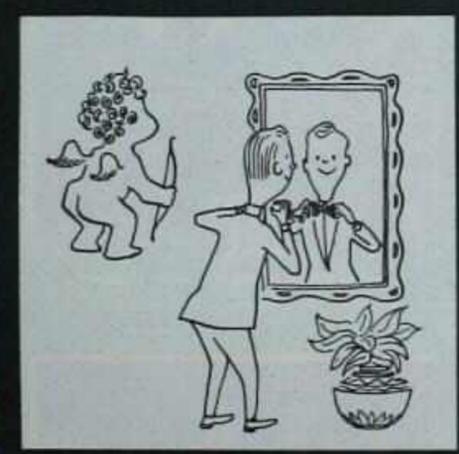
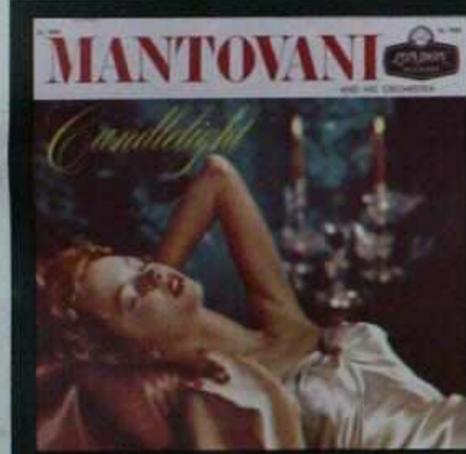
COMPLETE LISTINGS of New Album Releases—on Disk and Tape

BEST SELLERS of Popular, Classical and Jazz Albums

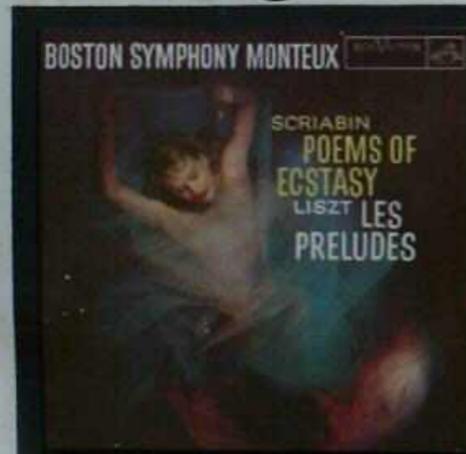
SUPPLEMENT TO
THE BILLBOARD
March 3, 1958



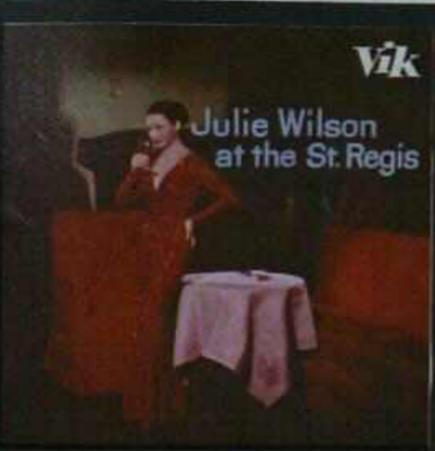
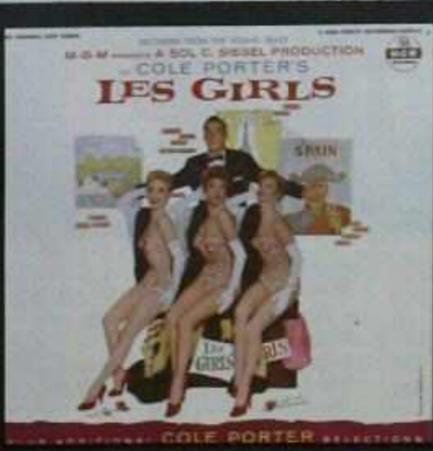
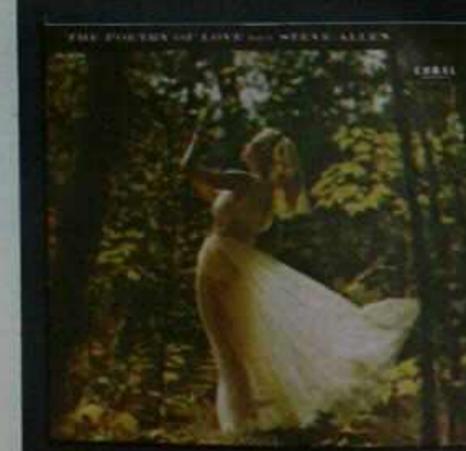
In the spring a



young man's fancy



lightly turns to...



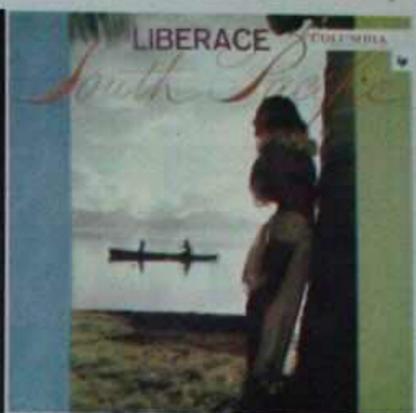
On TV, billboards, in magazines and newspapers . . .

WATCH FOR
MIDNIGHT SERENADE—Swing and Sway with Sammy Kaye. CL 1107

and a national promotional campaign with Budweiser Beer Anheuser-Busch, Inc.!



PERCY FAITH Plays Music from "South Pacific." CL 1105

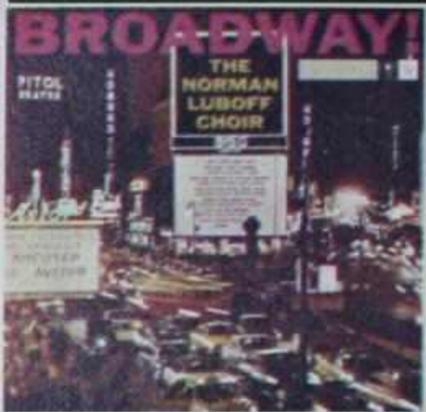


SOUTH PACIFIC — Liberace. CL 1118

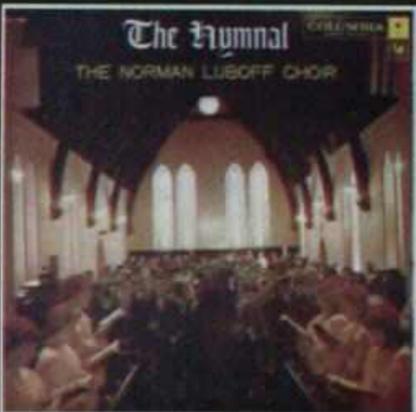
GOOD NIGHT, DEAR LORD
JOHNNY MATHIS



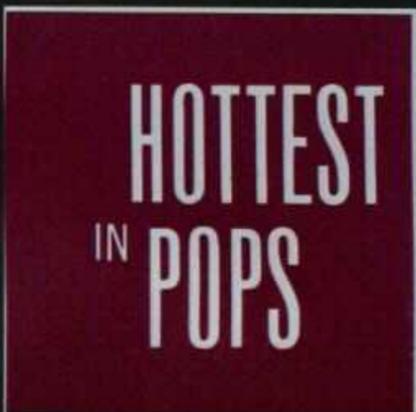
GOOD NIGHT, DEAR LORD — Johnny Mathis. CL 1119



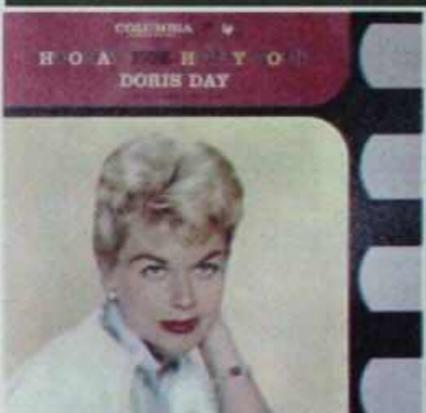
BROADWAY—The Norman Luboff Choir. CL 1110



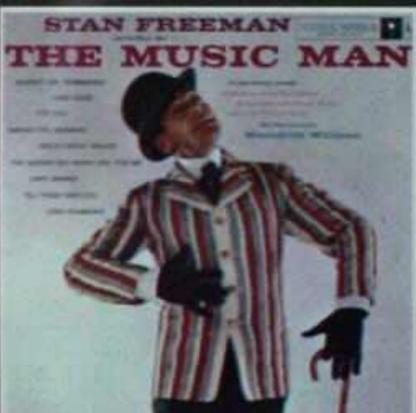
THE HYMNAL —The Norman Luboff Choir. CL 1106



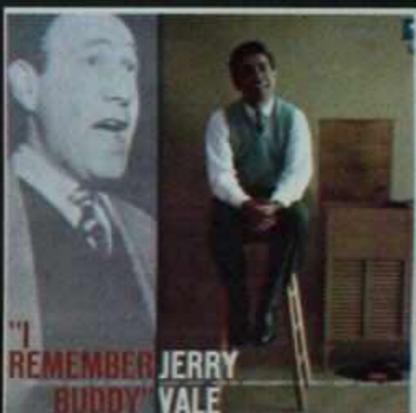
CUGAT CAVALCADE—Xavier Cugat and his orchestra. CL 1094



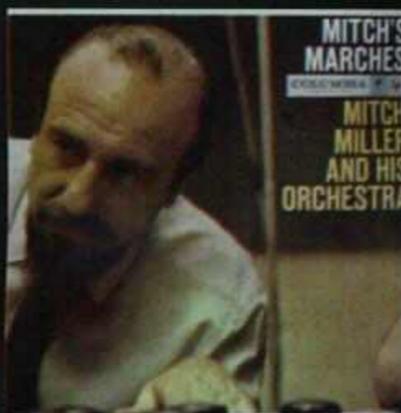
HOORAY FOR HOLLYWOOD—Doris Day with Frank De Vol and his orchestra. C2L 5 (\$7.98)



THE MUSIC MAN — Stan Freeman and his Music Men. CL 1120



I REMEMBER BUDDY — Jerry Vale with Glenn Osser and his orchestra. CL 1114



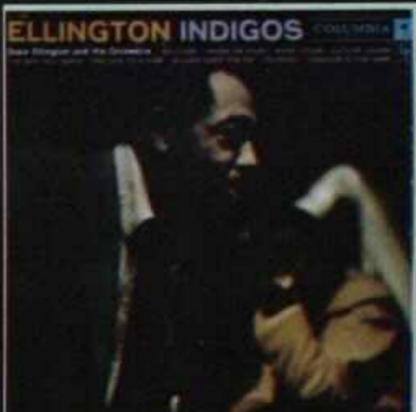
MITCH'S MARCHES — Mitch Miller and his orchestra. CL 1102



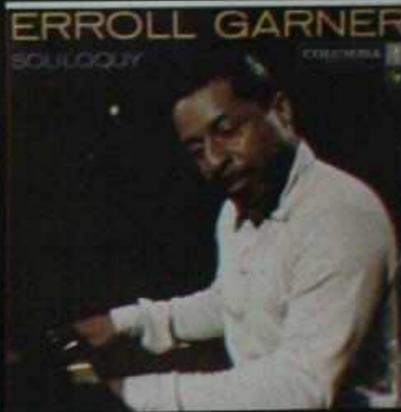
THE SOUND OF JAZZ —Count Basie, Billie Holiday, Pee Wee Russell, Jimmy Giuffre, others. CL 1098



COME DANCE WITH ME—Ted Straeter and his orchestra. CL 1086



ELLINGTON INDIGOS — Duke Ellington and his orchestra. CL 1085



SOLIQUOY—Erroll Garner. CL 1060



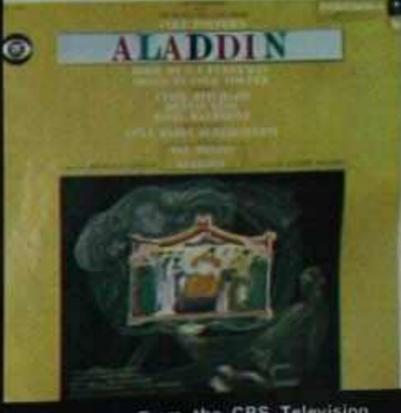
THE FRANK SINATRA STORY — Frank Sinatra. C2L 6 (\$7.98)



THE GIFT OF LOVE—Sound Track from the 20th Century-Fox CinemaScope Picture. CL 1113



LET'S GET AWAY FROM IT ALL — Ray Ellis and his orchestra. CL 1097



ALADDIN — From the CBS Television Du Pont Show of the Month. CL 1117

JOHNNIE RAY IN LAS VEGAS—CL 1093
A STAR IS BORN — Judy Garland. CL 1101
FOREIGN AFFAIR —Frankie Laine with Michel Legrand and his orchestra. CL 1116
SOMETIMES I'M HAPPY/SOMETIMES I'M BLUE — Jill Corey. CL 1095

PORTRAITS — Frank De Vol and his orchestra. CL 1108
A FIRST EASTER RECORD FOR CHILDREN — CL 1109
BLUE MOUNTAIN —Terry Gilkyson, and The Easy Riders, Rich Dehr and Frank Miller. CL 1103

MOONDREAMS—The Norman Petty Trio. CL 1092
THE ROARING TWENTIES — Eddie Condon and his All-Stars. CL 1089
DIAL J. J. 5 — The J. J. Johnson Quintet. CL 1084

EMERALD STRINGS — Frank Weir and his orchestra. CL 1083
CHEVALIER'S PARIS — Maurice Chevalier with Michel Legrand and his orchestra. CL 1049
THE SWEET LANGUAGE OF LOVE —Jacqueline Francois. CL 1076

Because of our
faith in the future...

Columbia Records

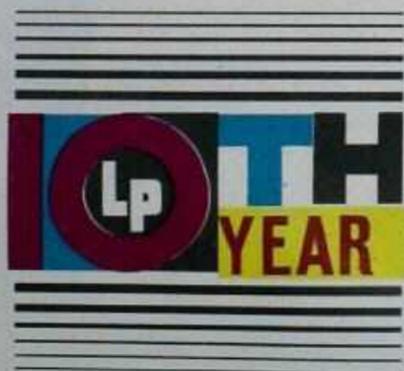
will continue
to make available
the

greatest catalog

of **LP** records
in the industry

at
\$3.98 per 12"

LP record



10th ANNIVERSARY OF
LONG PLAYING RECORDS
COLUMBIA • RECORDS

Listen for all the
wonderful things to come
on High Fidelity
Records by

COLUMBIA
RECORDS

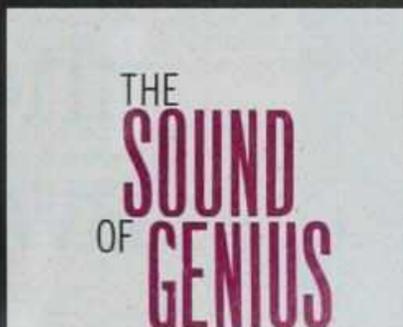
A Division of the Columbia Broadcasting System
© "Columbia" "Harmony" & "Columbia" Reg.
Prices are suggested list



HAROLD ARLEN: Blues-Opera — Andre Kostelanetz and his orchestra. CL 1099



PROKOFIEV: Violin Concertos No. 1 and No. 2 • Isaac Stern, violinist; New York Philharmonic, Dimitri Mitropoulos and Leohard Bernstein, conductors. ML 5243



THE WONDERFUL WALTZES OF TCHAIKOVSKY AND STRAUSS — The Philadelphia Orchestra, Eugene Ormandy, conductor. ML 5238

ENESCO: Roumanian Rhapsody No. 1 • Roumanian Rhapsody No. 2 • **DVORAK:** Carnival Overture • **TCHAIKOVSKY:** Francesca da Rimini — The Philadelphia Orchestra, Eugene Ormandy, conductor. ML 5242

SCHOENBERG: Variations for Orchestra — Robert Craft, conductor. ML 5244

FACADE — Poems by Dame Edith Sitwell; Music by William Walton—Dame Edith Sitwell, reader, with chamber orchestra conducted by Frederick Prausnitz • **PAUL BOWLES:** Music for a Farce — David Glazer, clarinetist; Herbert C. Mueller, trumpeter; Elden C. Bailey, percussionist; William Masseles, pianist • Modern American Music Series. ML 5241

BEETHOVEN: Sonata No. 14 in C-Sharp Minor ("Moonlight"); Sonata No. 26 in E-Flat Major ("Les Adieux"); Sonata No. 24 in F-Sharp Major ("A Theresia"); Sonata No. 23 in F Minor ("Appassionata")—Robert Casadesu, pianist. ML 5233

SCHUMANN: Manfred (Text by Lord Byron)—Sir Thomas Beecham, Bart., conducting the Royal Philharmonic Orchestra and B.B.C. Chorus. MZL 245 (\$7.98)

GESUALDO: Madrigals and Sacred Music (Text translations by Aldous and Laura Huxley)—Robert Craft, conductor. ML 5234

VILLA-LOBOS: Bachianas Brasileiras No. 5 — Bidu Sayao, soprano, with eight celli and bass, conducted by Heitor Villa-Lobos; Leonard Rose, solo cellist • Folk Songs of Brazil — Bidu Sayao, soprano; Milne Charnley, pianist • Five Puccini Arias — Bidu Sayao, soprano. ML 5231

MOZART: Concerto No. 3 in G Major for Violin and Orchestra, K. 216 — Isaac Stern, violinist, conducting the Columbia Chamber Orchestra • **HAYDN:** Concerto No. 1 in C Major for Violin and String Orchestra • Isaac Stern, violinist, with the Columbia Orchestra, Alexander Zakin, cembalist. ML 5248

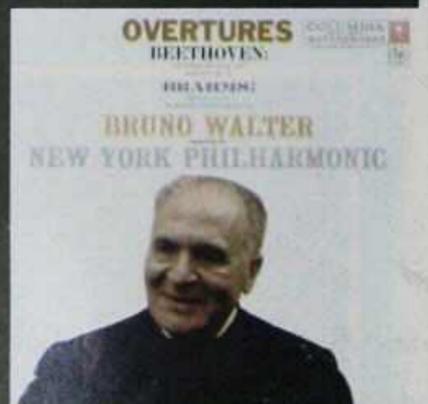
SIBELIUS: En Saga; Pohjola's Daughter; The Oceanides; Tapiola — The Philadelphia Orchestra, Eugene Ormandy, conductor. ML 5249



BEETHOVEN: Diabelli Variations • Rudolf Serkin, pianist. ML 5246



PINZA — Operatic Arias — Ezio Pinza, baritone, with Bruno Walter, Fausto Cleva, and Emil Cooper conducting the Metropolitan Opera Orchestra and Chorus. ML 5239



OVERTURES — Beethoven: Leonore Overture No. 3 in C Major; Egmont Overture • **BRAMMS:** Tragic Overture; Academic Festival Overture — Bruno Walter conducting the New York Philharmonic. ML 5232



SOUTH PACIFIC — Mary Martin, Ezio Pinza and other members of the Original Broadway Cast, with chorus and orchestra conducted by Salvatore Dell'Isola. OL 4180 (\$4.98)



GLIERE: Russian Sailors' Dance • **SMETANA:** Dances from "The Bartered Bride" • **BRAMMS:** Hungarian Dances • **KHACHATURIAN:** Sabre Dance — The Philadelphia Orchestra, Eugene Ormandy, conductor. ML 5223

IN THIS GREAT ANNIVERSARY YEAR
MARCH ROARS IN WITH THESE SPECTACULAR NEW COLUMBIA ALBUMS

Here's Steve Lawrence
STEVE LAWRENCE CRL 57204



With a Song in My Heart
LAWRENCE WELK CRL 57147



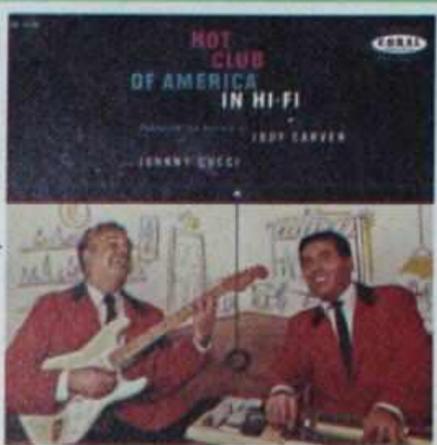
While the Lights Are Low
THE MCGUIRE SISTERS CRL 57145, EC 81165



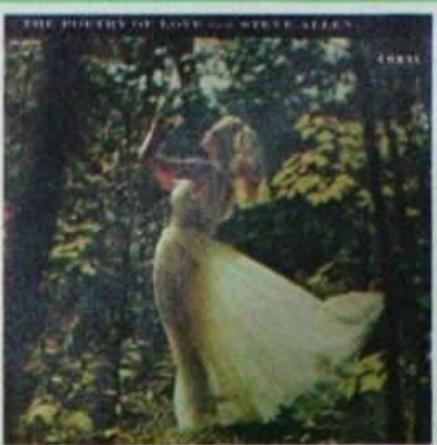
Electrified Favorites
STEVE ALLEN CRL 57195



Hot Club of America
CARVER & CUCCI CRL 57206



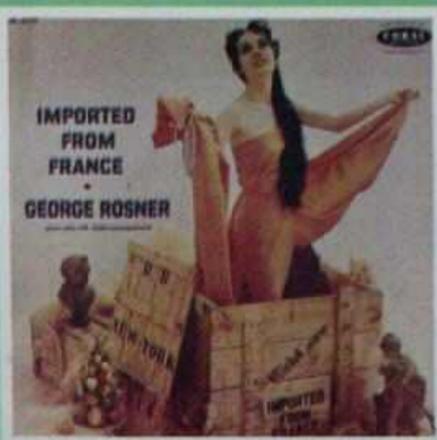
The Poetry of Love
STEVE ALLEN CRL 57198



Harmony Is the Thing
THE MODERNAIRES CRL 57141



Imported From France
GEORGE ROSNER CRL 57199



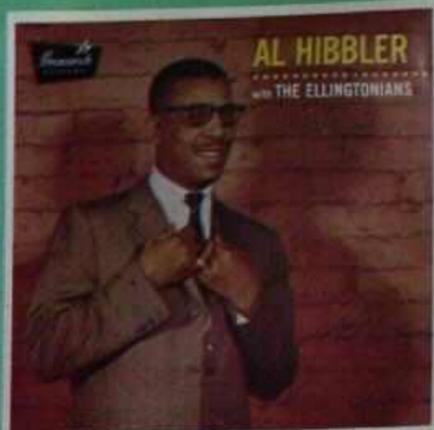
Time for Dancing
THE MUSIC MAESTROS BL 54040



Come Dance With Me
MYRON FLOREN BL 54032



AL HIBBLER
With The Ellingtonians BL 54036



the sweet
swingin'
sound of Spring!

(HI-FI? - Of course!)



ALBUM REVIEWS

Among the many long-playing albums released last month, the 100 reviewed

here are considered to be the best. They have been so chosen by the reviewing

staff of *The Billboard*, business newsweekly of the music industry. Reviewed

prior to their release, these albums are now in stores throuth the country.

POPULAR



A MAN AIN'T SUPPOSED TO CRY (1-12)—Joe Williams—Roulette R 52005—A convincing, well-performed ballad set. Williams' chief claim to fame has been his blues singing with the Count Basie ork. Here we're exposed to another side of his talent, and one that is formidable. Support of the Williams voice by Jimmy Mundy and orchestra is mellifluous yet unobtrusive; material in the standard category.

THE ROARING 20'S (1-12)—Grady Martin and the Slew Foot Five—Decca DL 8648—A nostalgia-drenched package that will prove a gasser to those in their mid-40's. The two-beat arrangements and performances of the Grady Martin band are swinging and bright, and the musicianship is deft and full of heart. Songs include "Swingin' Down the Lane," "Mary Lou," "Chicago," etc. Album is one of the "Songs of Our Times" series.

POWDER PUFF (1-12)—The Johnny Hamlin Quintet—RCA Victor LPM 1565—Johnny Hamlin's last Victor release, "Polka Dots and Moonbeams," did very well in the field, and this new set, on the same order, makes fine follow-up. The Hamlin combo plays a mixture of pop and jazz, not the type of jazz for the real fans, but a style that will appeal to pop and jazz buyers of post-college age. Listenable music.

RAINTREE COUNTY (1-12)—Music From the Sound Track—RCA Victor LOC 6000—This handsomely packaged, de luxe double-pocket LP spotlights Johnny Green's lushly dramatic score (specially edited by Green for his disk) for the lengthy movie, starring Elizabeth Taylor and Montgomery Clift. Album's appeal will be strongest with moviegoers.

VIC DAMONE: ANGELLA MIA (1-12)—Columbia CL 1088—Here's a romantic package. Damone warbles warmly on a group of Mediterranean tunes—"Arriverderci, Roma," "Just Say I Love Her," "You're Breaking My Heart" (his first big singles hit), etc. Title ties up with Damone's frau, beautiful Italian-born film star Pier Angeli; general excellence of vocal chores will keep buyers happy.

GEORGE HAMILTON IV ON CAMPUS (1-12)—ABC-Par ABC 220—George Hamilton made the charts with "Why Don't They Understand?" His relaxed, gentle vocal style is ideally suited to this collection of dreamy campus favorites—"Let Me Call You Sweetheart," "Aura Lee," "Carolina Moon," etc. Hamilton's status as a college student himself gives package extra appeal.

WORLD WAR II SONGS IN HI-FI (1-12)—The Four Sergeants With Rose Marie Jun—ABC-Par ABC 222—As a follow-up to their successful LP of songs of the first World War, the Four Sergeants, with Rose Jun, have now waxed the songs of World War II. Almost every song that was whistled or sung during the last great war is included, from "This Is the Army, Mr. Jones" to "Praise the Lord and Pass the Ammunition," and even "Lili Marlene." The Sergeants handle the songs with spirit and the arrangements are first rate.

ON WITH THE DANCE (1-12)—Meyer Davis ork.—ABC-Paramount ABC 197—Veteran society dance music maestro again demonstrates the style that has won him fame. Set has good, long, uninterrupted medleys of solid pop standards in both fox-trot and waltz tempos. Perfect for parties.

WITH A SONG IN MY HEART (1-12)—Lawrence Welk—Coral CRL 57147—All of the songs have "heart" in the title. Typical Welk fare should prove a delight to his fans. The selections are those that were presented by the orkster on his American Heart Association program last year. Numbers include "Young at Heart," "Yours Is My Heart Alone" and the album title tune.

MUSIC FROM THE FILMS (1-12)—Michel Legrand Ork. Columbia WL 107—Legrand has a strong mood music package in this collection of movie themes. Instrumentals are lushly listenable, and selections include many haunting film themes rarely heard on wax—including themes from "Lovers and Lollypops," "French Can-Can" and "Lost Continent." Excellent material for dreamy moments.

TODAY IS BARGAIN DAY (1-12)—Mercury MG 36087—Set is composed of sides from previously released albums or singles by artists who are or were at one time Mercury properties. The impressive list of talent with some of their best efforts included adds up to a powerful collection. Some of the artists are Sarah Vaughan, Gerry Mulligan, Patti Page, Erroll Garner and Terry Gibbs.

HARPSICHORD IN HI-FI (1-12)—Dick Hyman. M-G-M E 3606—A charming package. Hyman's keyboard technique is of a very high order, and his good taste is un-failing. Result is an album which cannot fail to hold listeners. Choice of tunes is excellent, including "When You're Smiling," "Three-Penny Tango," "Junglero," etc.

SARAH VAUGHAN AT MISTER KELLY'S (1-12)—Mercury MG 20326—These tunes, not previously recorded by the thrush, were cut on stage at Mister Kelly's in Chicago, and it's one of her finest efforts to date, with strong appeal in both pop and jazz fields. Standouts are "Thou Swell," "Willow Weep for Me" and "How High the Moon."

EVERYTHING'S SHAKIN' (1-12)—Sil Austin Ork. Mercury MG 20320—A package of fine rock and roll instrumentals. All the tracks carry that tremendous rhythm and virtuoso horn display reminiscent of Austin's "Slow Walk." Tunes include a lot of Austin originals.

ANDY WILLIAMS (1-12)—Cadence CLP 3002—A dozen sides by Andy Williams, all of which were first on singles, have been neatly packaged here for the singer's fans. Set includes past hits like "Canadian Sunset," "I Like Your Kind of Love," "Baby Doll" and "Butterfly."

THE CHORDETTES (1-12)—Cadence CLP 3001—Most of the selections were hits as singles for the chicks. Prime appeal will be the teen buyer. Numbers include their million seller, "Mr. Sandman," "Eddie My Love" and their recent click, "Just Between You and Me."

DANCE CRAZE (1-12)—Capitol T 927—A smart package. Various sides are performances of various dances, as the Bunny Hop, Tango, Continental, Black Bottom, Calypso, Balboa—12 in all. Bands include Ray Anthony, Dave Cavanaugh, Billy May, Guy Lombardo, etc. Liner notes give instructions for all of the dances. Obviously a lot for the money.

VIVA—Percy Faith Ork (1-12)—Columbia CL 1075—Highly attractive presentations of Mexican folk and popular themes by orkster Faith. Colorful arrangements and excellent sound help give the set wide appeal. Selections include "Granada," "Mexican Hat Dance" and "Estrellita."

DECADE ON BROADWAY '35-'45—Guy Lombardo Ork (1-12)—Capitol T 916—A dozen great tunes from the show music category—all of them introduced in the decade indicated in the album title. "Where or When," "Bewitched," "I Got Plenty of Nuttin'," "September Song" and others of the great period. Lombardo's ork does these in the maestro's typically sweet style—with vocals.

FREDDIE MARTIN IN HI-FI (1-12)—Capitol W 900—Freddie Martin has been a name to conjure with for years in the band field and this newly recorded set of Martin trademarks maintains his position in the field of society dance music. Tunes include "Why Don't We Do This More Often," "Symphony," "Managua Nicaragua," etc.

THE GIRL MOST LIKELY—Sound Track (1-12)—Capitol W 930—Attractive score by Hugh Martin and Ralph Blane from the forthcoming film which stars Jane Powell, Cliff Robertson and Kaye Ballard. Listenable orking is by Nelson Riddle. The movie-goer should find this to his liking.

LOVE THEMES FROM HOLLYWOOD—Victor Young Ork (1-12)—Decca DL 8364—The late movie composer's romantic settings of themes from films make up an attractive item. Prime appeal will be to the movie-goer. Themes include "Spellbound," "My Foolish Heart" and "You My Love."

HEY! POLSKIE! HEY! POLKA—Ray Budzilek Ork (1-12)—Capitol T 923—Here's a sprightly package of happy, high-kicking Polish terp wax. Budzilek provides a variety of tempos, including several rousing polkas, two obereks, and a lilting "Flamingo Waltz." The group's first LP is a lively entry in its specialized field.

SONGS OF THE ISLANDS—Columbia CL 1087—Connoisseurs of island melodies have long known that Robbins is a master of this material. Frankly, this package is outstanding. Marty Robbins' performances indicate his craftsmanship, fine phrasing and delivery. Songs include "Sweet Leilani," "My Isle of Golden Dreams," "Aloha Oe," etc. Robbins' fans will be satisfied and new listeners will be delighted.

THE LURE OF FRANCE (1-12)—Andre Kostelanetz Ork—(1-12)—Columbia CL 1054—Powerful sequel to Kostelanetz' "Lure of Spain" and "Lure of Tropics." Ornamented by inventive arrangements and especially good sound, set makes the most of two fields by dividing material between pops and lighter classics. Among former are "Mademoiselle de Paris," "April in Paris"; latter include "Clair de Lune," "Can-Can."

(Continued on page 6)

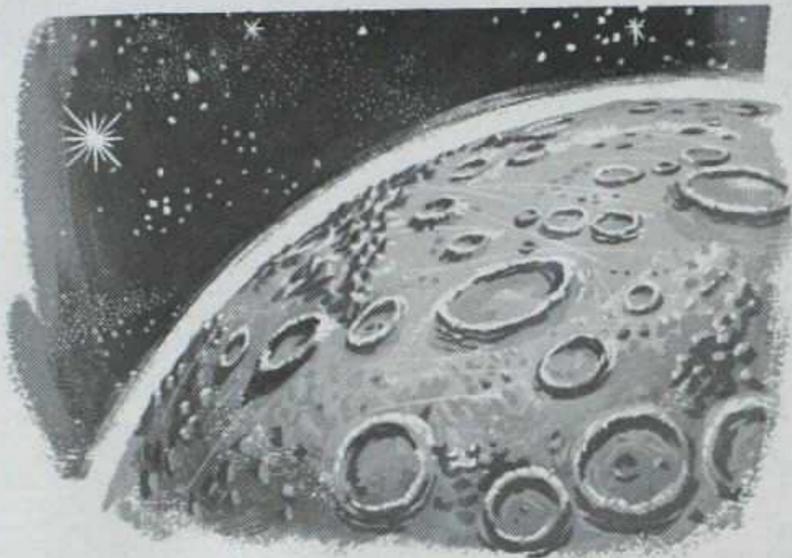


Here's a scene from Broadway's newest smash musical, "The Music Man." Barbara Cook is the attractive young gal on bended knee. Robert Preston is the interested onlooker. Not since "My Fair Lady," say the critics, has such a tuneful musical come along. Capitol's original cast recording is handsomely packaged, by the way. This is a "must" item for anyone who owns a phonograph.



ALL ABOUT

Outer Space



The record business has caught up with the Space Age. Dr. Edward Teller, known to the world as the "father of the H-bomb," discusses "The Size and Nature of the Universe" and "The Theory of Relativity" on an LP produced by Spoken Arts. The disk is one of the firm's Distinguished Teachers Series.

Dr. Teller is naturally much at home with his subject. In fact, one gets the impression in listening to the disk that the distinguished physicist is talking "off the top of his head." That is to say, the wealth of knowledge that must be his is so vast that even the large outpouring of information that comprises the disk is, to him, the barest sketch of what can be known.

This is all to the good. For, if a child of high school age hears the Teller discussion, the experience might well whet his appetite for much more.

Dr. Arthur Luce Klein, producer of the record as well as president of Spoken Arts, tells this story about it. Dr. Klein gave the record to a friend, a high school science teacher. The teacher played the entire record thru for his classes. They listened intently to every word, didn't squirm in their seats. When it was finished everyone joined in a general discussion of what they had heard. The discussion took up the remainder of their science period. And it continued for the period after that—and the one after that. Such is the power of the spoken word when it comes from a speaker of intellectual strength.

Dr. Teller's approach to the subject is not only one of great knowledge. His talk reflects his humility for what we do not know and his awe at what we have been able to find out. He is humorous in some sections as, for

instance, when he tells us that "beyond our solar system there is nothing. And beyond that nothing there is still more nothing. And beyond that nothing there is still more—a great deal more of nothing. But beyond that nothing there is something."

But he is as philosophical as he is humorous. At the end of his discussion on "The Size and Nature of the Universe," one feels that the discourse was not scientific alone. Some of the ideas expressed would not be at all out of place in a church.

One of the important values of having this material on a record is this: it can be heard again and again. If some of the concepts are so unfamiliar that they are difficult to grasp on hearing once, they can be replayed until they sink in deep and become a part of us.

Certainly this is true of side two of the Teller recording, "The Theory of Relativity." The heart of the theory threatens to elude the listener for the reason, as Dr. Teller observes, that it is at variance with matters that are so familiar to us. But, on hearing the calm—almost coaxing—voice of the physicist several times, the listener is more ready to accept the unfamiliar.

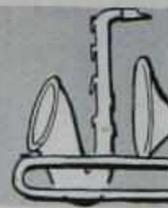
Dr. Teller is no pedant. His delivery is conversational and does not interfere with the communication of ideas. And the ideas are put so simply that a bright child would have no difficulty grasping them.

This brings up another point: at what age level does the record aim? While it is true that the very young would find the disk of little interest, a high school knowledge of science is no prerequisite. As long as the listener has basic intelligence nothing else is needed. This is a record for collectors of all ages.

Album Reviews

• *Continued from page 5*

RHYTHM & BLUES



JOE TURNER (1-12)—Savoy MG 140012—A dozen sides of great interest by the great blues shouter. Performances trace back to the National label of years ago, and include "Hollywood Bed" ("Cherry Red"), "Miss Brown Blues," "Milk and Butter Blues," etc. Instrumentation is in the Kansas City tradition. Buyers who liked Turner's Kansas City album on Atlantic will go for this, for the declamatory style, and material and some of the arrangements are similar.

FOLK



MEXICAN PANORAMA (1-12)—Vanguard VRS 9014—A handsomely presented collection of Mexican folklore. There are 19 songs, varying widely, from almost pure Indian type songs with archaic harmony and melody structure, down to the highly Latinized and in some cases Europeanized folk works. Beautiful recording job is supplemented by interesting explanatory notes on the background of each song. An impressive collector's item, not without interest for students of the hi-fi sound.

BIG BILL'S BLUES (1-12)—Big Bill Broonzy. Columbia WL 111—The great folk blues artist does a dozen classic and primitive blues. Lovers of blues will find this wax hard to resist. Performances are typical of Broonzy—with songs introduced with brief comments on their origin, etc. This album is one of Columbia's new "Adventures in Sound" series.

BURL IVES: SONGS OF IRELAND (1-12)—Decca DL 8444—The style of the famous bearded balladeer is ideally suited to the lyrical, romantic folk songs of Erin. In this well-recorded album he ranges from the sprightly fishermen's ditty "Paddy and the Whale" to the dark tragedy of "Mrs. McGrath" and her war-maimed son. Success of these songs with Ives' American concert audiences has already been proved; the recorded version should go over equally well with the folk singer's many fans.

RICHARD DYER-BENNET (1-12)—Dyer-Bennet 4—The artist's large following will like this fourth edition of folk themes. As with previous sets, this includes a description of the origins and adaptations of the original melodies in the readable liner notes by the artist. Selections include an interesting variety of German, Spanish, English and American folk tunes. The artist accompanies himself on guitar. A booklet of lyrics is also included.

THE WANDERING MINSTREL—Gerard Campbell (1-12)—London LL 1714—Campbell is an Irish folk singer of considerable merit. He has an attractive lusty baritone quality and a heavy Irish dialect in his singing that has its charm. The Campbell uses a guitar for his self-accompaniment—which is not usual in Ireland—the 18 songs are altogether Irish and appealingly sung.

SPECIALTY



MOMMY, GIVE ME A DRINKA WATER (1-12)—Danny Kaye—Capitol T 937—A set that can appeal to both kids and adults. Kaye's presentations are loaded with his inimitable brand of humor and charm. Composer Milton Schafer has provided the artist with a wide framework in which to display his talents. Ork settings by Gordon Jenkins are effective. Wonderful cover shot of the artist in an over-sized chair.

CARILLON IN HI-FI (1-12)—Arthur Lynds Bigelow, Bell Master. Columbia WL 115—This is one of the new Columbia "Adventures in Sound" series and an adventure it is. The sound of these 47 bells in the tower of the Presbyterian Church in Jackson, Tenn., is fascinating from the hi-fi standpoint. Unlike several other earlier bell sets, this does not focus on religious music but on such secular items as "Londonderry Air," "I Dream of Jeannie," etc. Good test for hi-fi rigs.

CATCH THE BRASS RING! (1-12)—The Sounds & Music of a Coney Island Carousel. Mirrosonic SP 6001—Close your eyes and you'd swear a Coney Island Merry-Go-Round was spinning in your living room. This wide-range platter catches not only the nostalgic, forthright strains of a carousel organ, but the chatter of moppet riders, the clanging bell of the starter, and the deep rumble of the revolving carousel itself—a rumble likely to give hi-fi fans some anxious moments until they realize it's not in their turntables. A fine "location" job for sound hounds, altho not for the casual buyer.

CLASSICAL



TRIBUTE TO ARTURO TOSCANINI (2-12)—Symphony of the Air—Roulette RSP 1—Label's entry into the classical field makes a splash with double-set by much publicized Symphony of the Air, "the orchestra that refused to die" after Toscanini's retirement. Brilliantly played conductorless sessions include: "Prelude to Die Meistersinger" by Wagner, Dvorak's "New World Symphony," Berlioz's "Roman Carnival Overture" and Tchaikovsky's "Nutcracker Suite."

GOEB: SYMPHONY NO. 3; WEBER Symphony on poems of Blake (1-12)—Warren Galjour, Baritone, & Leopold Stokowsky Orch. Composers Recordings CRI 120—Uncommonly attractive work by Goeb, formerly available on RCA-Victor label, exhibits young American composer's flair for orchestral writing. Fine sound reveals knowing use of instrumental timbers. Weber's 12-tone work for baritone and chamber ork is equally well done, but less accessible for general consumption. "Symphony" makes strong argument for recording American music.

BEETHOVEN: SYMPHONY NO. 3; CORIOLAN OVERTURE. SYMPHONY NO. 5; LEONORE OVERTURE. SYMPHONY NO. 6; FIDELIO OVERTURE. SYMPHONY NO. 7; EGMONT OVERTURE (4-12)—Philharmonic Promenade Orch. of London (Boult)—Vanguard VRS 1012, 1013, 1014, 1015—This series offers a number of attractive features: good, solid interpretations by Boult, well played and well recorded; sensible coupling, with a Beethoven overture allotted to each disk; striking artwork depicting Michelangelo sculptures. At the special price of \$2.98 per disk during February, these are bound to win friends.

STRAVINSKY: LE SACRE DU PRINTEMPS (1-12)—L'Orchestre de la Suisse Romande (Ansermet)—London LL 1730—Stunning sound marks this worthy successor to Ansermet's outstanding version of some years ago. The Swiss maestro may not adopt as excited an approach as some others, but his own analytical way releases the drama in the score for tremendous effect.

VIVALDI: L'ESTRO ARMONICO (3-12)—Jan Tomasow & Willl Boskowski, Violins; Chamber Orch. of the Vienna State Opera (Rossi)—Vanguard-Bach Guild BG 572-4—Especially at the bargain price of \$9.96 for the three-disk album, this beautifully realized effort is worth acquiring. Soloists and orchestra perform on high level, sound is good and packaging is attractive. The 12 concerti grossi in the opus provide a rich helping of Vivaldi's fertile production, familiar to many thru Bach's transcriptions.

TCHAIKOVSKY: SYMPHONY NO. 4 (1-12)—Concertgebouw Orch. of Amsterdam (Dorati)—Epic LC 3421—Altho there is numerous opposition, this issue can take its place among the best with regard to sound and to orchestral playing. Dorati's batoning is brisk but somewhat less dramatic than some other readings.

BEETHOVEN: FIDELIO (2-12)—Leonie Rysanek, Soprano; Irmgard Seefried, Soprano; Dietrich Fischer-Dieskau, Baritone; Various Artists; Chorus of the Bavarian State Opera; Bavarian State Orch. (Fricsay)—Decca DXH 147—Beethoven's much admired, little performed opera receives splendid performance by German cast. Fischer-Dieskau and Irmgard Seefried are outstanding interpreters; Fricsay gives notable performance, blending soloists, orchestra and chorus in well-placed reading.

PROKOFIEV: "LOVE FOR THREE ORANGES" SUITE; SCYTHIAN SUITE (1-12)—London Symphony Orch. (Dorati) Mercury MG 50157—Prokofiev's massive sonorities and striking orchestral effects are realized dramatically here. The enormous orchestral resources of the "Scythian Suite" and the witty scoring of "Love for Three Oranges" are made to order for hi-fi addicts. Dorati conducts with spirit.

RIMSKY-KORSAKOV: CHRISTMAS EVE, SADKO, FLIGHT OF THE BUMBLEBEE, DUBINUSHKA—L'Orchestre De La Suisse Romande (Ansermet) (1-12)—London LL 1722—Ansermet is justly regarded as an expert in this area. His ability to produce subtle colors and delicate textures gets all possible assistance here from first-rate instrumentalists and sound engineers. The composer, of course, is a master orchestrator, and most of these particular selections have not been overworked.

RAVEL: MA MERE L'OYE; CHABRIER: BOURREE FANTASQUE; ROUSSEAU: SUITE IN F; BARRAUD: OFFRANDE A UNE OMBRE (1-12)—Detroit Symphony Orch. (Paray) Mercury MG 50145—Sensible programming brings together modern French works for which Paray has definite flair. Disk debut for Barraud piece, a polished, elegiac composition. Style of performance is entirely appropriate and recording is good.

THE SOUND OF WAGNER—Concerts Arts Symphony Orch. (Leinsdorf) (1-12)—Capitol PAO 8411—Folder type packaging features notes and music for the basic themes of the works performed which include orchestral selections from five Wagnerian operas, "Lohengrin," (Prelude to Act III); "Tannhauser," (Overture); and "Die Walkure," (Ride of the Valkyries) among others. Selections are well-paced, nicely played, flatteringly recorded.

AN EVENING AT THE LYRIC OPERA OF CHICAGO—Renata Tebaldi, Soprano; Various Artists & Orch. of the Lyric Opera (Solti) (1-12)—London X 5320—A gala concert preserved on disks. Opera lovers will not want to miss selections which these artists have not recorded elsewhere. Highlights are duet from "La Gioconda," Tebaldi's performance of aria from "Mefistofele" and Bastianini's singing in aria from "Andrea Chenier."

SONGS OF LATIN AMERICA—The Roger Wagner Chorale (1-12)—Capitol PAO 8408—The latest in this series is worthy successor to group's "New World" and "Old World" disks. Material is well chosen, nicely arranged and performed. These are adaptations, not authentic stylings, and they blend exotic charm with popular appeal. Selections from Cuba, Mexico, Brazil, etc., include "La Cumparsita," "Estrellita," "Adios Muchachos" and "Siboney," along with some less familiar items.

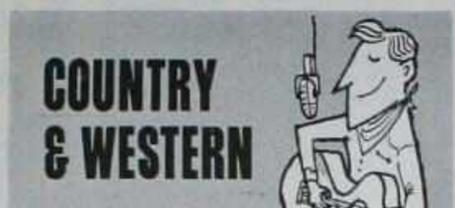
BRAHMS RECITAL—Kirsten Flagstad (1-12)—London 5319—Flagstad's voice has less than its former glory but her artistry is as evident as ever. She brings great intensity to her performance of Brahms' "Four Serious Songs" which occupies one side of disk. Remainder of program covers earlier works. Fine accompaniments by Edwin McArthur.

WAGNER: DIE WALKURE EXCERPTS—Kirsten Flagstad, Soprano; Otto Edelmann, Bass; Set Svanholm, Tenor; Vienna Philharmonic Orch. (Solti) (1-12)—London A 4225—Fine recording captures movement of operatic scene. Ensemble is good and style is ideal. Soloists are among best available, altho Flagstad's vocal prowess does not equal earlier accomplishments. Complete third act and portion of second act presented here make welcome addition to disk repertory.

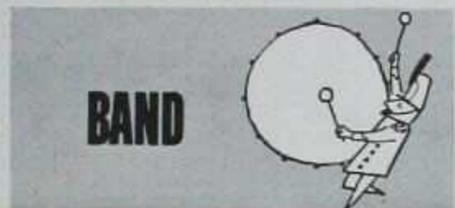
SCHUBERT: UNFINISHED SYMPHONY; BACH: CAPRICCIO; SUITE NO. 1—Casals Festival Orch. (Casals), (Schneider); Rudolf Serkin, Piano (1-12)—Columbia ML 5236—Unique momento of "Festival Casals de Puerto Rico 1957" preserves Casals' rehearsal of First Movement of "Unfinished," just preceding his heart attack. Interest here centers on artist's notable personality, of course, with little attention to sound. Balance of disk is given over to two splendid readings of works by Bach, recorded with good fidelity.

BRAHMS: VARIATIONS ON A THEME BY HAYDN; HUNGARIAN DANCES (1-12)—London Symphony Orch. (Dorati) Mercury MG 50154—Good recorded sound marks these performances. The "Hungarian Dances" are given a sprightly, free rendition that makes the playing of the "Variations" seem reserved by comparison, even allowing for the wide difference of concept.

BACH: PARTITAS NOS. 5 & 6—Glenn Gould, Piano (1-12)—Columbia ML 5186—This release recaptures the excitement of artist's unusually well received "Goldberg Variations." Fine recording projects Gould's exhilarating and vigorous playing which combines technique and understanding.



THE IMMORTAL HANK WILLIAMS (1-12)—M-G-M E 3605—Seems the barrel has not got a bottom. Here's another dozen of the late great Hank's sides. Some of these are not too well known and will therefore be of considerable interest to collectors. Sound is quite good, backgrounds simple—and the voice carries the same tragic and appealing quality.



BAND MASTERPIECES (1-12)—The Goldman Band (Goldman)—Decca DL 8633—These recordings of the Goldman band bring to wax some of the more classic band works first performed by this group. Set includes four marches, plus overtures by Mendelssohn, Joseph Gossec and William Schuman, written especially for band complement.

PARADE OF THE CHAMPIONS (1-12)—Band of the Royal Netherlands Navy—Epic LN 3428—A varied and attractive band concert that presents material from musical comedies, semi-classical selections and traditional marches. The set is designed as a tribute to the noted band arranger, Paul Yoder. Sound is excellent. Selections include "Highlights From 'Oklahoma!'," "Parade of the Champions" and "A Salute to Grofe."

DAGENHAM GIRL PIPERS (1-12)—Capitol T 10125—Bagpiping is something of a recorded music novelty anyway, but an all-girl pipe band is as rare as a team of lady lumberjacks. Britain's famed Dagenham Girl Pipers are even more offbeat. In this well-recorded, handsomely-packaged Capitol entry, the lassies kirl away with vim and vigor that would do credit to the Black Watch, running thru the roster of favorite pipe marches and some Yankee tunes like "Over There." It's a braw and gonny disk, and surefire with U. S. fanciers of traditional Scotch piping.

MARCH TIME (1-12)—Eastman Symphonic Wind Ensemble (Fennell). Mercury MG 50170—An outstanding production. The label's Olympian Living Presence recording technique brilliantly captures the series of popular marches, handsomely performed by the Eastman group under Frederick Fennell. Included are six by Edwin Franko Goldman and "Guadalcanal March," from the "Victory at Sea" score by Richard Rodgers. One in a series by this band, the set should find favor with all its special fans and hi-fi fanciers as well.



WE'RE THE MOUSEKETEERS (1-12)—Mickey Mouse Club MM 18—Latest of the musical exploits of Walt Disney's cathode characters is a gem, especially at the new low \$1.98 price. Selections include songs from the TV show, and introduce some new characters, Zorro, Andy Burnett and Perri, all admirably handled by the Mousketeers led by Jimmie Dodd.

TOM GLAZER SINGS FOR FUN AND PLAY—Young People's Records (1-12)—Young People's Records YPR 7002—The set is a collection of previously issued 78's. The numbers retain their charm and appeal and the package is an eye-catcher. Flaps open to reveal art based on the song lyrics. The tunes are carefully selected and likely to be meaningful to children. Numbers include "Building a City," "What the Lighthouse Sees," etc. Lyrics are included on back cover. Good, clear recording by Glazer.

NURSERY SONGS AND STORIES BY GENE KELLY (1-12)—Columbia CL 1063—Delightful cover (featuring Irene Haas' charming drawings on the front and Kelly on the back) introduces the film star's latest disk. Kelly (ably backed by a chorus) sings a group of familiar nursery songs ("Jack and Jill," etc.) on one side, and narrates a couple of stories ("Shoemaker and the Elves," etc.) on the flip, registering best on the latter.



GAUCHOS SERENADE (1-12)—Trio America—Fiesta FLP 1223—Here's a fine set for Latin American fans featuring the Trio America on a first-rate collection of melodies from below the border. The trio sings the songs with vigor and feeling, providing their own accompaniment.



LOCAL COLOR (1-12)—Mose Allison Trio. Prestige 7121—Allison is a fresh young talent. He translates the feeling of the grass roots of jazz, the "country" background of his childhood, into modern language without losing basic flavor. His writing, playing on both piano and trumpet, and singing are charming, and often powerful in their simplicity. Set is composed of five selections comprising "Local Color," and five other blues or blues-infused tunes.

NEW YORK JAZZ—The Sonny Stitt Quartet (1-12)—Verve MG 8219—Exhilarating alto and tenor blowing by Stitt, who plays with rare fire and security thruout this showcase. Projecting with emotional directness, Stitt's facility on both instruments makes his message all the more cogent. Energizing rhythm accompaniment by Ray Brown, bass; Jo Jones, drums, and the sensitively tasteful Jimmy Jones at the piano lends a feeling of wholeness to this modern jazz adventure.

LEE KONITZ PLAYS WITH THE GERRY MULLIGAN QUARTET (1-12)—World Pacific PJM 406—Some very inspired alto and baritone work by Konitz and Mulligan respectively. "I'll Remember April" is a particularly good band, worthy of steady play. There's a relaxed approach to what at times is a torrid battle between the saxes, with the sound mighty welcome.

MANNY ALBAM & THE JAZZ GREATS OF OUR TIME VOL. 2 (1-12)—Coral CRL 57142—A fitting sequel to Volume 1, characterized by more of Albam's inventive and tasteful cleffing and arranging and presented by several of the top names and newcomers in jazz today. The seven swinging sets include four Albam originals and "How Long Has This Been Goin On," "It's De-Lovely" and "Jive At Five." Neat compact arrangements complement rather than hamper soloists. Excellent notes.

BASIE (1-12)—Roulette R 52003—The Basie band's debut on the Roulette label is an auspicious one. The recorded sound and balance are excellent. Assemblage of Neal Hefti arrangements play up the strong rhythm surge and ensemble strength of the ork. Program gives perspective of today's Basie.

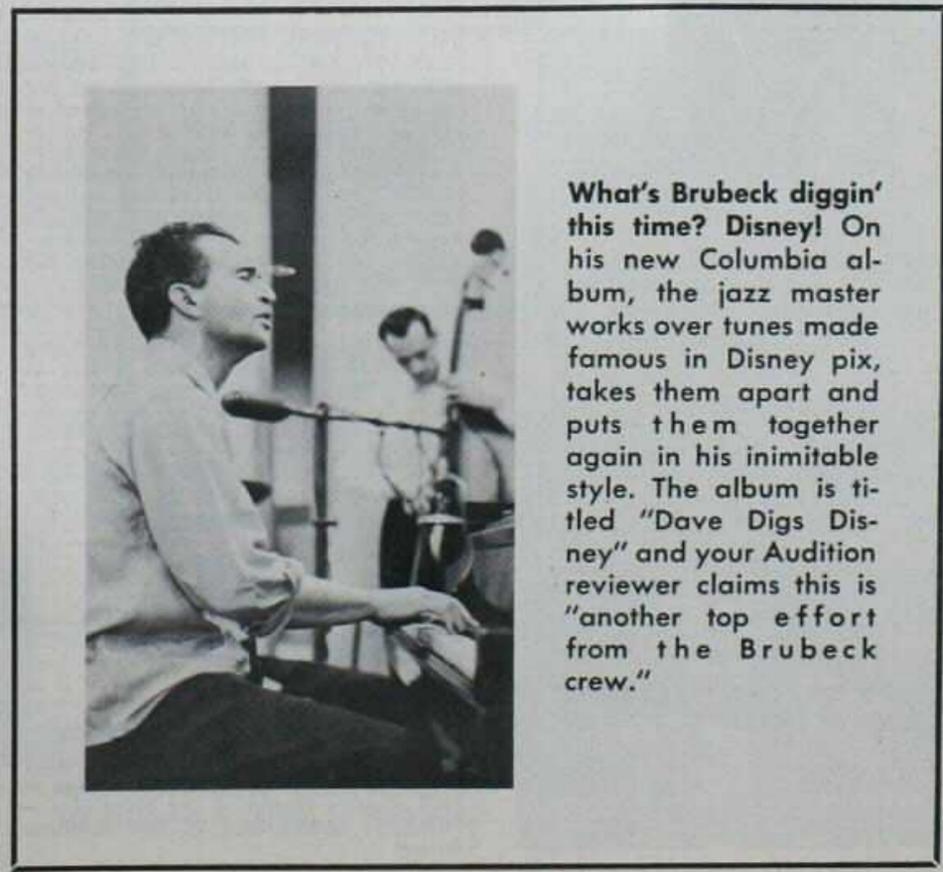
DAVE DIGS DISNEY (1-12)—The Dave Brubeck Quartet—Columbia CL 1059—Another top effort from the Brubeck crew. The themes are from Walt Disney films. The set features some of the best work to date by Brubeck with equal virtuosity displayed by altoist Desmond, Norman Bates on bass and Joe Morello, drums, effectively pace the soloists. "Alice in Wonderland" with varying three-four and four-four tempos is the highlight.

LIFE IS A MANY-SPLENDORED GIG (1-12)—Herb Pomeroy Ork. Roulette R 52001—The charging Herb Pomeroy ork out of Boston presents a brace of fine performances with sharp, well-rehearsed (often essaying Basie and Herman) arranging flavors. The band is enthusiastic and compels by sheer rhythmic impact. Unidentified tenorist, reminiscent of Zoot Sims, and trumpeter Joe Gordon are solo stand-outs.

PLAYBOYS (1-12)—Chet Baker & Art Pepper—World Pacific PJ 1234—Baker's trumpet and Art Pepper's alto frame each other in concert and as soloists in a brace of moderately toned originals. It's the type of package that offers unusual interest by virtue of the provocative nature of the artists and their superb musicianship. "CTA," the Miles Davis oldie, is a gas.

THAT'S HIM! (1-12)—Abbey Lincoln With the Riverside Jazz Stars. Riverside DLP 12-251—Miss Lincoln is a comer with a flare for the dramatic and an effective delivery resembling that of Ethel Waters in her youth. She is likely to appeal to audience in and beyond the jazz coterie. Material treated is provocative; some of it off-beat, some in the standard category. Support of Sonny Rollins, M. Roach, P. Chambers, K. Dorham and W. Kelly is exemplary in its sensitivity.

(Continued on page 8)



What's Brubeck diggin' this time? Disney! On his new Columbia album, the jazz master works over tunes made famous in Disney pix, takes them apart and puts them together again in his inimitable style. The album is titled "Dave Digs Disney" and your Audition reviewer claims this is "another top effort from the Brubeck crew."

Album Reviews

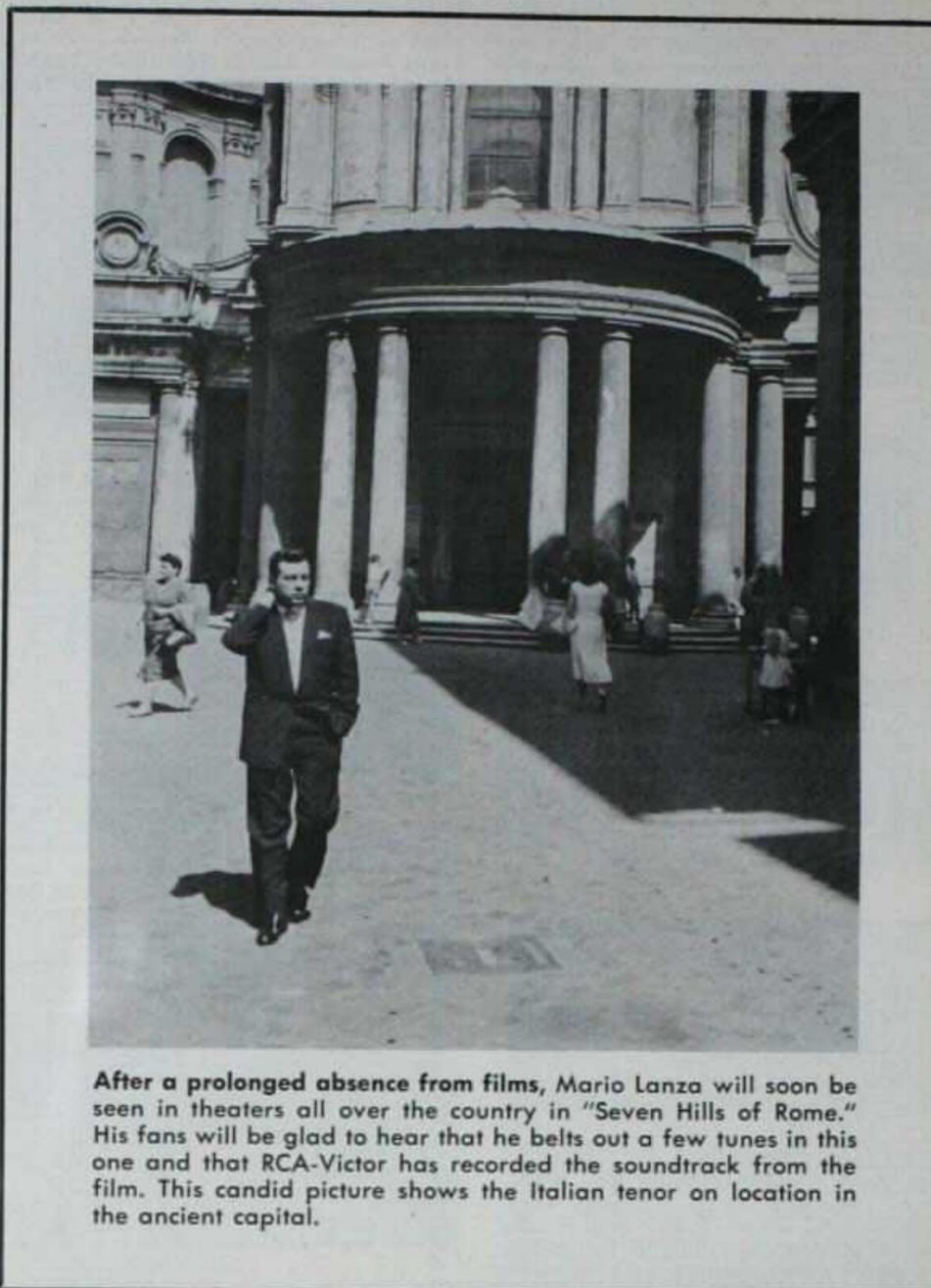
• Continued from page 7

JAZZ FOR LOVERS (1-12)—Coleman Hawkins, Kenny Dorham, Zoot Sims, Herbie Mann, Don Elliott, Mundell Lowe and Various Artists. Riverside RLP 12-224—An assemblage of superior love songs given jazz interpretation by a variety of noteworthy jazz artists. Actually the album program was culled from various other Riverside LP's, and the buyer gets good run for his money. Generally the performances are very good. Try "Laura" by the Coleman-Hawkins-J. Johnson unit, "Fools Rush In" by Zoot Sims Quintet.

DRUMMIN' THE BLUES (1-12)—Max Roach, Stan Levey & Howard Rumsey's Lighthouse All Stars—Liberty RLP 3064—An informal session devoted to the blues, and spotting the drumming of top stick wielders Max Roach and Stan Levey. The improvisation of accompanying players—C. Candoli, B. Perkins, F. Rosolino, D. Shreve, etc.—are generally interesting. Instrumental solos are not overly long and are always pertinent to the particular selection's architecture.

BLUE TRAIN (1-12)—John Coltrane, Tenor Sax; Lee Morgan, Trumpet; Curtis Fuller, Trombone; Kenny Drew, Piano; Paul Chambers, Bass; (Philly) Joe Jones, Drums. Blue Note 1577—A provocative item in the hard, modern idiom, most notable for tenorist Coltrane's arresting solo continuity. Obviously moved by vibrant, creative rhythm playing—Paul Chambers, (Philly) Joe Jones, Kenny Drew—trumpeter Lee Morgan and trombonist C. Fuller also turn in top performances.

I HAD THE CRAZIEST DREAM—Dave Pell Octet (1-12)—Capitol T 925—The warm, melodic, identifiable Pell group sounds abound here. The arrangements by Bill Holman, Shorty Rogers, Marty Paich, J. Montrose and Wes Hensel are musically of interest and exciting in performance, tho retaining basic Pell Formula of ready melodic understandability. Tenorist Pell, trumpeter D. Fagerquist and the late Bob Gordon on baritone take solo honors.



After a prolonged absence from films, Mario Lanza will soon be seen in theaters all over the country in "Seven Hills of Rome." His fans will be glad to hear that he belts out a few tunes in this one and that RCA-Victor has recorded the soundtrack from the film. This candid picture shows the Italian tenor on location in the ancient capital.

GIL EVANS & TEN (1-12)—Prestige 7120—Arranger-composer Evans, a dealer and manipulator of beautiful musical colors, inventively marries the swinging and aurally pleasant. Modern, moving lines and blocks of ensemble pleasantness are balanced by solos of substance by soprano saxist Steve Lacy, trumpeter Jake Koven, trombonist J. Cleveland and Evans at the piano. The individuality and warmth of sound that abounds, plus the undercurrent of swing, will please the modern coterie and certainly beyond.

MODERN JAZZ PERSPECTIVE — Don Byrd, Gigi Gryce & the Jazz Lab Quintet With Jackie Paris (1-12)—Columbia CL 1058—An album that sketches "some basic changes in jazz perspectives during the first four decades of this century," with heavy emphasis on the modern aspect. Performances are generally excellent, both in the basic quintet instrumentation and on tunes where three or four horns are added for color or bigger sound. The scat singing of Jackie Paris, notably on "Early Morning Blues," is a kick. Fine writing, blowing, and interesting album format make this recommendable.

SACRED



WINGS OVER JORDAN CHOIR (1-12)—King 560—An authentic, moving performance of traditional spirituals by the veteran choir. Selections include "Were You There?", "I Will Trust in the Lord" and the title theme. One of the most satisfying of recent releases of spirituals.

SPOKEN WORD



DYLAN THOMAS READING—VOL. 4 (1-12)—Caedmon TV 1061—The late poet's fourth Caedmon LP is another sock collector's item. Thomas' masterful delivery is showcased on his material: "A Visit to America," but is mainly devoted to Thomas Hardy, Edward Thomas, W. H. Auden, Walter de la Mare and Henry Reid. Striking woodcut portrait of the poet by Antonio Frasconi makes a striking cover.

WILLIAM FAULKNER READS FROM HIS WORKS (1-12)—M-G-M E 3617 ARC—Nobel Prize winner William Faulkner beautifully handles—in a gentle Southern voice—excerpts from two of his works—"The Sound and the Fury" and "Light in August." A solid collector's item in its specialized field.

ELEANOR ROOSEVELT IN CONVERSATION WITH BEN GRAUER (1-12)—Riverside RLP 7012—Mrs. Roosevelt, in the years since her husband died, has become a person in her own right, and is looked to with affection, respect and reverence by peoples throughout the world. Her thoughts on such subjects as "Girlhood Days," aspects of FDR, her position as White House wife and reflections on the future of the world are not historically vital. But the picture they reveal of her intelligence, her sensitivity, her inner feelings and her own knowledge of world affairs make it a most interesting human document.

SIR RALPH RICHARDSON READS JOSEPH CONRAD (1-12)—M-G-M E 3618 ARC—One of the offerings from the label's new "Arcady" spoken word series. Portions from Conrad's "Youth" and "Heart of Darkness" are read expressively by the actor. The selections deal largely with the author's travels and the adventure encountered.

"VEEP" ALBEN W. BARKLEY TELLS HIS OWN STORY—Interviewed by Sidney Shalett (1-12)—Folkways FS 3870—For the historically-minded, this makes a fascinating documentary of a career. High spots include Barkley's own angle to the famous "Dear Alben" episode with President Roosevelt and the story of his temporary break with the President. Taped interview excerpts are well handled by author Sidney Shalett, who helped prepare the Barkley biography.

(Continued on page 10)

THE ALBUMS ON OUR COVER

In the spring, a fuller crimson comes upon the robin's breast.

In the spring, the wanton lapwing gets himself another crest.

In the spring, a livelier iris changes on the burnished dove

And in the spring, a young man's fancy lightly turns to thoughts of love.

—Alfred Lord Tennyson's "Locksley Hall"

"We'll celebrate the first day of Spring this month. So it seems altogether appropriate to feature on our March cover what the proverbial young man's fancy lightly turns to at this time. Those albums prove one thing — our gal artists look as pretty as they sound. But, as record company executives are fond of saying, it's what's in the groove that counts. Don't just look at them. Buy 'em and play 'em.

OUT ON A LIMB (1-12)—Pete Rugolo Ork. Mercury MG 36115—An album spotting a large band interpreting variegated Rugolo compositions and arrangements that extend from one end of music appreciation scale to the other. There are ballads, concert pieces and swingers. The basic tenor of set, however, is jazz. General level of orchestral performance is good; soloists, often provocative. Variety of music, rhythms and orchestral colors, could tap a wide audience.

SOPHISTICATED SWING (1-12)—Julian (Cannonball) Adderley. Mercury MG 36110—Essentially boppish in approach, this blues-infused set by the Adderley unit displays great rapport, likeness of conception in all its members. In addition, well-married unisons, strikingly facile solos by altoist "Cannonball," heated excursions by trumpeter Nat Adderley, and unified rhythmic surge lend distinction.

JIMMY GIUFFRE AND HIS MUSIC MEN PLAY THE MUSIC MAN (1-12)—Atlantic 1276—This could easily be one of the big jazz albums of the year with pop appeal as well. It is a superbly handled jazz version of the tunes from the smash hit musical, "The Music Man," featuring outstanding work by Jimmy Giuffre on clarinet and sax, backed tastefully by top jazz men. Giuffre's winning performance will win him more accolades, and his arrangements imbue the music with warmth and new meaning.

VERY COOL — Lee Konitz (1-12)—Verve MG 8209—Small group modern jazz of the cohesive, thoughtful brand, most memorable for rare "unit" feeling: flow in ensemble, interplay between the horns. Altoist Konitz, perhaps not as overtly fiery as others on the instrument, has great facility and a surging undercurrent of emotion to his work. Trumpeter Don Ferrara and pianist Sal Mosca turn in noteworthy performances and have individuality in soloing.

THE HIGH AND THE MIGHTY—Lionel Hampton Quintet (1-12)—Verve MG 8228—A well balanced set that spots three ballads and three "Swingers." Hamp is in especially fine form on the quicker tunes, essaying crackling solo continuity, functioning as an inspirational focal center, lifting the other players to better things. Pianist O. Peterson is his flexible self, excellent in both contexts. Overall, a fine brace of performances underwritten by firm rhythmic feeling.

JAZZ AMERICANA (1-12)—Tampa TP 11—A sampler exposing a large number of prominent West Coast modern players. With such names as Shorty Rogers, Art Pepper and Fred Katz, this \$1.98 item makes an attractive introduction to some musicians well worth knowing.

TEXAS! (U. S. A.)—The Rampart Street Paraders (1-12)—Columbia CL 1061—Vibrant, happy-sounding, well-played Dixie by players highly conversant with the essentials of this style: Eddie Miller, tenor; M. Matlock, clarinet; A. Lincoln, trombone, etc. The repertoire here is a little different in that emphasis is on Western tunes, i.e., "I'm an Old Cowhand," "Red River Valley," etc., that prove most compatible in Dixie treatment. Strong rhythmic surge, excellent sound make this highly appetizing to traditional buyers.

THE COOKER (1-12)—Lee Morgan Quintet. Blue Note 1576—Virile outpouring from young Morgan who is evolving into one of the most commanding trumpet voices on the modern scene. In this showcase, he is facile indeed. Compatriot in front-line, baritonist Pepper Adams, frequently plays with forceful flow, but is not as consistently listenable as on past recordings. Pianist B. Timmons sparkling in solos.

GOIN' TO CHICAGO (1-12)—Jimmy Rushing, Blues Singer; Sam Price, Piano, & Various Artists. Vanguard VRS 8518—An outstanding blues package by one of the great blues masters. Style is in the authentic declamatory tradition, with Kansas City-style instrumentation. Jo Jones on drums and Walter Page on bass are Count Basie veterans, whose influence is, of course, potent in this package. Selections include such great blues as "How Long," "I Want a Little Girl," "How You Want Your Lovin' Done?" Notes by John Hammond and an excellent cover showcase the material.

TOUR DE FORCE: THE TRUMPETS OF ROY ELDRIDGE, DIZZY GILLESPIE & HARRY EDISON (1-12)—Verve MG 8212—A trumpet seminar with all three commentators — Dizzy Gillespie, Harry Edison, Roy Eldridge — speaking in stirring terms, spanning jazz trumpet styles of the last two decades. Thruout set, mastery of these hornmen is in evidence; whether on extended jam session tune or ballad, their musical stories are woven to completeness. Superlative rhythmic support.

WIN \$5,000.00 STEELMAN MUSIC SYSTEM!

EXCLUSIVELY DESIGNED FOR YOU! A music lover's dream come true! Complete Bi-Fidelity® Home Music System, AM-FM Radio, 50 Watt dual channel amplifier, professional manual turntable, professional automatic record changer, complete monaural tape recorder and player system, complete stereophonic unit that plays this all stereophonic music system. Unit will be planned to fit your home. Cabinet especially designed by master craftsmen to match your furniture.



OR WIN . . . a full week's stay in Paris for two.

SABENA BELGIAN World AIRLINES

new DC-7C, then board a giant S-58 helicopter, to the Heart-of-Paris, and the Grand Hotel. Sabena serves 98 cities and 35 countries on four continents.

Steelman

is proud to announce its TOP THREE Contest. It's fun! It's exciting! It's easy! All you have to do is pick the Top Three best selling records and the Top Three best selling albums for the month of March! Free entry blanks are available at your local Steelman dealer. If, at any time during the contest period, you purchase a Steelman High-Fidelity phonograph, and you win either 1st, 2nd, 3rd, or 4th prize, you will have your entire purchase price refunded.

CONTEST RULES

1. Simply go to your nearby Steelman Dealer for your FREE Steelman Top Three Entry Blank.
2. Write in your nominations for the Top Three best selling records and Top Three best selling albums for the month of March.
3. On reverse side of blank, complete in 25 words or less, the sentence "I LIKE STEELMAN BI-FIDELITY® BECAUSE . . ."
4. Drop your entry blank in Contest Box at your Steelman Dealer.
5. Contest judging based on The Billboard's best selling charts supervised by the New York University School of Retailing. All decisions will be final.
6. All entries must be in by March 22, 1958.
7. Winners will be announced by May 1, 1958.
8. Employees and families of Steelman, Steelman Distributors, Steelman Dealers, and their Advertising Agencies, are not eligible to enter.
9. Contest is subject to all Federal, State and Local regulations.

2ND PRIZE:

TWO Concert Grand Deluxe Custom Phono-Radio Consoles. Fully automatic Deluxe 4-speed record changer. Powerful 11 tube AM-FM High-Fidelity radio. Custom designed cabinet.



3RD PRIZE: TWO Concert Grand Consoles, with 4 matched speakers.



4TH PRIZE: FIVE Concert Grand Deluxe High-Fidelity Consolette phonographs with 3 extended-range speakers.



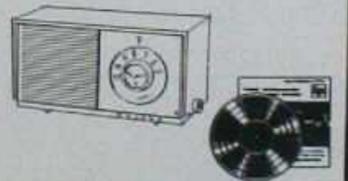
5TH PRIZE: TEN Deluxe High-Fidelity, Phono-Radio Combinations.



6TH PRIZE: TEN High-Fidelity, Phono-Portables in leather carrying case.

OVER 1,000 LOCAL PRIZES!

200 Roland Radios, table models with the brilliancy of consoles, truly the aristocrat of radios. PLUS . . . 1,000 12" LP records featuring top recording artists of today! (These prizes will be drawn by your local disk jockey.) You still have a chance to win a national prize — even if you win a local prize!



STEELMAN

Steelman Phonograph & Radio Corporation 716 South Columbus Avenue, Mount Vernon, New York
 . . . Division of Herold Radio and Electronics Corp. . . . Manufactured in Canada by Electrohome.

QUICKIE QUIZ:

How Many Miles of Grooves Are in an LP Record?

How fast does a phonograph needle wear? It depends, of course, on the material the tip is made of. Three commonly-used tip materials are Osmium (precious metal), Sapphire (jewel) and Diamond. And the durability and price run in the same order. Osmium, the least expensive, wears quickest and needs replacement most often. Sapphire, at an in-between price, wears longer than osmium and less than the diamond. The diamond, one of the hardest materials known to man, naturally lasts longest.

Altho the diamond is the most expensive tip, it can mean real savings to the user. It will outwear a sapphire tip by many times. But the price, while higher, is not "many times" that of the sapphire.

The General Electric Company, manufacturer of phonograph cartridges with diamond needles, gives a graphic picture of the comparative wear of the two materials. The phonograph needle, G-E points out, travels thru a half mile of grooves on each side of an LP record. "If the record grooves were stretched across the United States," says G-E, "a diamond needle would only require replacement on arrival on the West Coast from New York City. A sapphire stylus on the other hand would show definite wear before reaching Reading, Pa.—enough wear to damage your records."

What kind of damage can a needle do? When a needle wears it develops "flats" on its rounded surface. These flats have a chisel edge which gouge the delicate record grooves. They literally remove the music from the record. The trouble is that the ear doesn't detect wear. Periodic check-up for needle wear is an absolute essential for the collector who values his records.

Album Reviews

• Continued from page 8



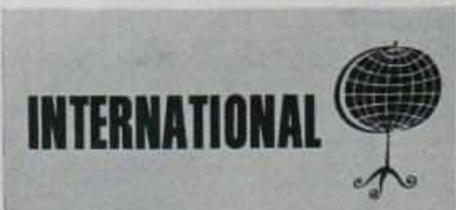
SEVEN HILLS OF ROME (1-12")—Sound Track—RCA Victor LM 2211—There are five additional pop tunes in addition to those that Lanza belts in the film. The sound-track themes include several pop, classical and semi-classical numbers. Lanza fans should flock to this—his first movie sound track in several years.

THE KING AND I (1-12")—The Master-sounds—World Pacific PJM 405—The unusual sounds produced by the Master-sounds only reflect their good taste and top musicianship in this collection of tunes from "The King and I." The vibes ring like crystal, the electric bass has the echo of a harp. Hi-fi addicts and those interested in a refreshing approach to Broadway show music will welcome this package.

MARY MARTIN SINGS, RICHARD RODGERS PLAYS (1-12")—RCA Victor LPM 1539—Some of the composer's best loved songs, as well as several that did not quite reach the popularity of his many standards, are sung with charm by Miss Martin. The attractive arrangements are by Robert Russell Bennett. The Broadway-goer will find this very much to his liking. Good cover shot of the composer and artist. Selections include "Getting to Know You," "Some Enchanted Evening" and "There's a Small Hotel."

THE MUSIC MAN—Original Cast (1-12")—Capitol WAO 990—Meredith Willson's "The Music Man" was hailed by Broadway critics as the best musical since "My Fair Lady," and the original cast album may easily be the biggest LP success since that earlier landmark. The handsomely packaged (double-fold album spotlights a happy, richly nostalgic score, highlighted by the sock vocal showmanship of Robert Preston, plus excellent work by Barbara Cook and the Buffalo Bills, a great barbershop quartet. "Marian the Librarian," sung by Preston, is particularly infectious on wax.

MY FAIR LADY & THE KING AND I—Al Goodman Ork, Vocals by Lola Fisher & Richard Torigi (1-12")—Promenade 2061—For the price this is a real bargain. The top hits from both of the Broadway classics are presented with charm and appeal by the artists with excellent ork settings. Miss Fisher, former understudy to Julie Andrews in "My Fair Lady," gives polished performances.



PARIS MIDNIGHT (1-12")—Vanguard VRS 9018. **A CONTINENTAL COCKTAIL (1-12")**—Vanguard VRS 9020. **VIENNA MIDNIGHT (1-12")**—Vanguard VRS 9020—Liane Sings With the Boheme Bar Trio—Devotees of velvety-voiced Liane will recognize this trio of albums as being "conversions" from earlier 10-inch versions. But two or three new numbers have been smoothly "integrated" on each side to round them out to their new 12-inch dimension. The repackaged albums will make plenty of new fans, too. Perfectly showcased by the piano-bass-guitar of the Boheme Bar Trio, Liane's intimate style is as cosmopolitan as the Paris Ritz and as smooth as whipped cream on Viennese coffee. "Paris Midnight" is filled with haunting Gallic favorites; "A Continental Cocktail" is a once-over-lightly of everything from American tunes to gypsy airs, but Liane's at her vocalluring best in the "weltschmerz" oldies of "Vienna Midnight."

JOSE AZAROLA & THE RHYTHM OF MIGUEL ALEGRE (1-12")—Toreador T 501. **CAFE MEXICANO (1-12")**—Toreador T 502. **TRIO MONTEREY (1-12")**—Toreador T 503. **LOS CANTORES DEL BOSQUE (1-12")**—Toreador T 504. **LOS KEYS (1-12")**—Toreador T 505. **ROBERTO**

G. RIVERA SINGS (1-12")—Toreador T 506. **LOS GITANOS SENORITAS (1-12")**—Toreador T 508. **AZAROLA & HIS CRAZY PIANO (1-12")**—Toreador T 510. **URTEGA AT THE HAMMOND ORGAN (1-12")**—Toreador T 529—These are the first of Montilla's new low-price \$2.98 releases. Prime appeal will be to devotees of Latin American music, tho there are packages that can appeal in a general market. The artists are well-known night club, movie and theater entertainers. Included in the group are instrumental dance sets, vocal albums and instrumental mood LP's. Covers are attractive. Reduced price tag on these "quality" sets makes them especially good buys.

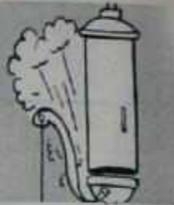
DICK CONTINO-POLKA TIME (1-12")—Mercury MG 20299—With the current success of "Liechtensteiner Polka," the polka field in general has been opened to new listeners. Such an album as this, with good bright sound from the Contino accordion and back-up band on favorites like "Just Because," "Pennsylvania Polka," "Hot Pretzels," etc., makes a perfect example of the happy style.

NEAPOLITAN GOLD (1-12")—Gianni Monese Ork. Columbia WL 117—This "orchestral fantasy" assembles 20 selections that epitomize Naples—popular songs like "Luna Rossa," standards like "Core ingrato" and "A Vuchella," and the indispensable "Funiculi, Funicula," and "La Danza." Big orchestra, spiked with mandolins, plays good arrangements that capture atmosphere. Fine sound. Set lists at \$4.98 and is from the "Adventures in Sound" series.

GRAND BAL MUSETTE (1-12")—Joss Basselli & His Ensemble. Columbia WL 109—Characteristic, bouncy, easygoing session typical of Parisian "bal musette" style. Unusually faithful recording gives remarkable presence to accordion and rhythm ensemble which plays Continental selections not too well known here, except for "Armen's Theme."

A MOMENT OF LOVE (1-12")—Trio Los Panchos. Columbia WL 112—Very realistic, close-up recording of one of the best groups specializing in Mexican songs. The present assortment of love songs is presented in the same smooth style that has won favor for their earlier releases, enhanced here by good sound. One of Columbia's new "Adventures in Sound" (WL) series.

SOUND



JAMAICAN DRUMS (1-12")—Royal Steel Band of Kingston, Jamaica. Columbia WL 121—This is one of the offerings in the label's de luxe "Adventure in Sound" series. Price tag is \$4.98. It's an exciting and varied set with excellent sound. This ranks high in the folk category, and hi-fi bugs should also find it to their liking. Selections include "The Breeze and I," "Marche Militaire" and "The Peanut Vendor."

SUPPE OVERTURES (1-12")—Halle Orch. (Barbirolli). Mercury MG 50160—Unusually brilliant recording of equally fine performances. Barbirolli's forces are led in some remarkably fine-grained playing which Mercury's staff has captured with rare fidelity. Contrasts between brass and strings, between delicate moments and full orchestral grandeur are strikingly set forth. Contents include "Poet and Peasant," "Beautiful Galatea," "Pique Dame," "Jolly Robbers" and others.

DELIRIUM IN HI-FI (1-12")—Elsa Popping and Her Pixieland Band. Columbia WL 106—"Elsa Popping"—a whimsical collaboration of arranger Andre Popp and sound expert Pierre Fatosme—does to familiar music what trick photography does to familiar sights. The result is a first-rate musical prank, providing such hilarious and startling trickery as trombones that skip like piccolos or singers who vocalize during a breath intake. It's all done with tapes—tapes that are mixed, speeded, slowed or run backward by the inventive Frenchmen, as they offer tunes like "Beer Barrel Polka" as no one ever quite heard them before. Good on all counts.

THE SOUNDS OF HOLLAND (1-12")—Capitol T 10133—An exciting adventure in sound! Hans Conreid introduces and comments upon the various items which are excellently reproduced. Sounds covered include trains, boat whistles, traffic noises, barrel organs, the Royal Palace Chimes and several other interesting audio expressions. A natural for hi-fi bugs.

Sarah Vaughan takes off her shoes and has a ball. Her latest effort for the Mercury label is called "Sarah Vaughan at Mister Kelly's" and fans of the singer will be happy to hear that the disk contains all tunes never before recorded by her. Your Audition reviewer regards this outing as one of her finest to date. Looks easy the way Sarah does it. Easy on the ears, too!



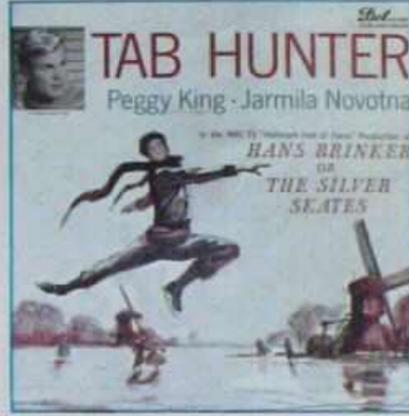
NEW ALBUMS on *Dot*



Gale Storm Hits DLP 3098
Now in one album: twelve popular single recordings by the lovely young star of TV's "Oh! Susanna". Includes such great hits as "I Hear You Knockin'", "Dark Moon", "Ivory Tower"



Desire Under The Elms DLP 3095
The sound track album of Elmer Bernstein's dramatic background score—from Paramount's exciting new film starring Sophia Loren, Tony Perkins, Burl Ives.



Hans Brinker Or The Silver Skates DLP 9001
Tab Hunter, Peggy King, Jarmila Novotna star in this original cast album of the delightful TV spectacular. Great score by Hugh Martin.



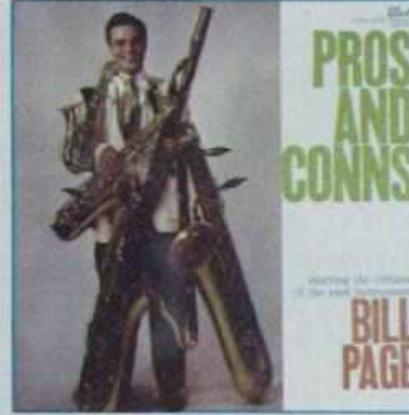
The Light Fantastic DLP 3088
Easy-swinging dance tempos that everybody loves, performed with casual finesse by Beasley Smith and his orchestra. "Love Walked In", "Around the World", and others.



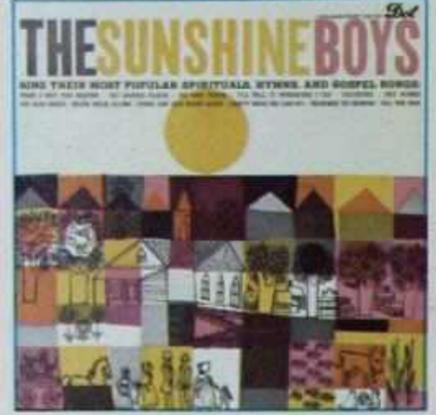
Son Of Word Jazz DLP 3096
Like "Word Jazz", like Son—Ken Nordine's second exciting album of phenomenal patter, modern music, and hi-fi sounds. Features the Fred Katz Group.



Marlene Cord DLP 3081
Debut of an intriguing new songstress, in intimate stylings of favorite ballads. Includes "I Could Write A Book", "Mad About The Boy", "While We're Young".



Pros And Conns DLP 3082
Bill Page gives virtuoso performances on a whole collection of reed instruments. The songs: great tunes of the roaring twenties in lively high fidelity re-creations.

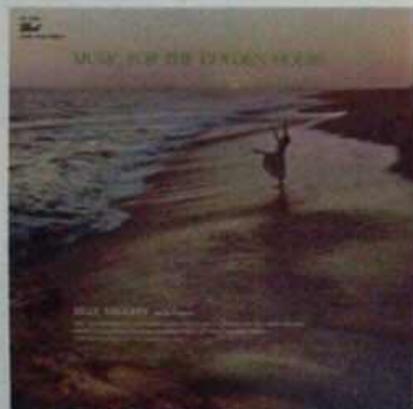


The Sunshine Boys DLP 3093
America's No. 1 gospel quartet sings the songs that have made them famous on radio everywhere—some of the nation's best-loved spirituals, hymns, and gospel music.

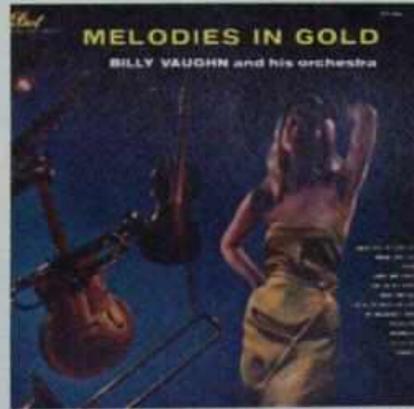
BEST-SELLERS BY **BILLY VAUGHN**

In these wonderful hi-fi albums: the golden music of Billy Vaughn and his orchestra... romantic ballads and instrumental favorites, skillfully arranged and beautifully performed.

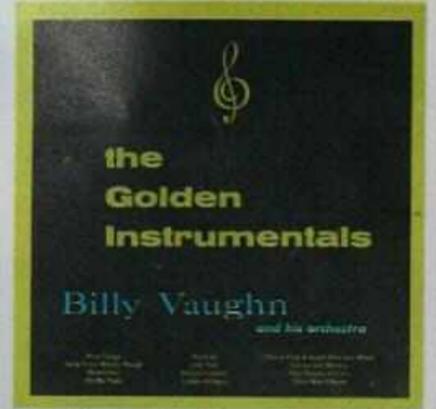
Here are the fine recordings that have won nationwide popularity for this talented young arranger-conductor... golden melodies to remember and treasure always.



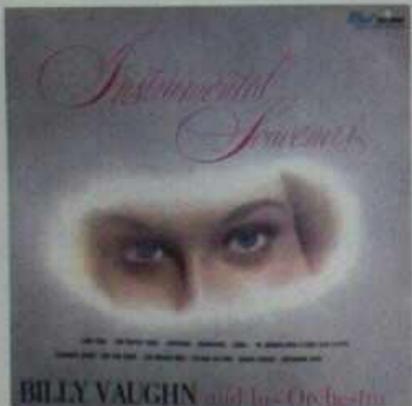
Music For The Golden Hours DLP 3086



Melodies In Gold DLP 3064



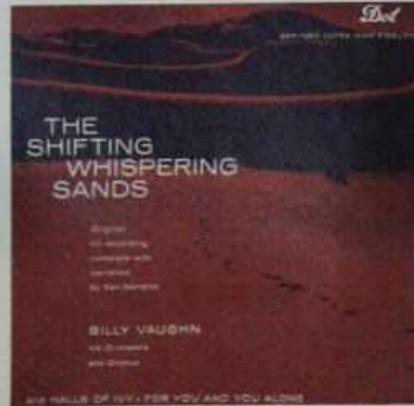
The Golden Instrumentals DLP 3016



Instrumental Souvenirs DLP 3045



Sweet Music And Memories DLP 3001



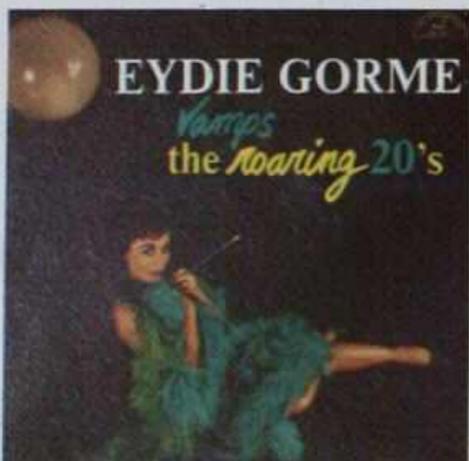
The Shifting Whispering Sands DEP 1060



Melodies Of Love DEP 1021, 1022

albums from

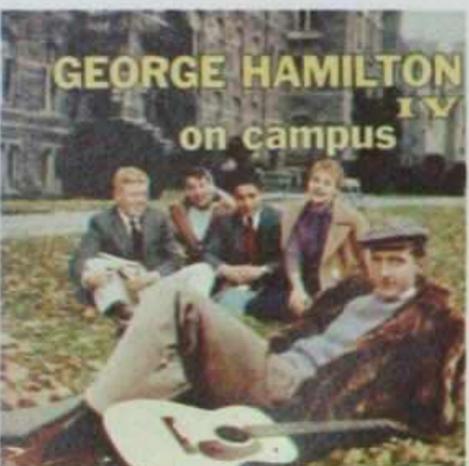
ABC-PARAMOUNT ...anda



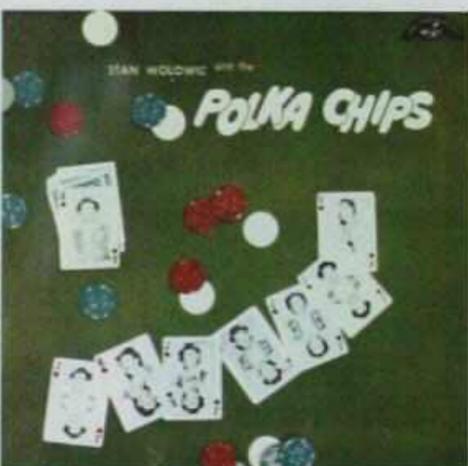
ABC-218—EYDIE GORME
VAMPS THE ROARING 20's
Eydie Gorme



ABC-231—THE GEORGE SANDERS
TOUCH—vocal and piano
by George Sanders with Orch.



ABC-220—GEORGE HAMILTON IV
ON CAMPUS
George Hamilton IV



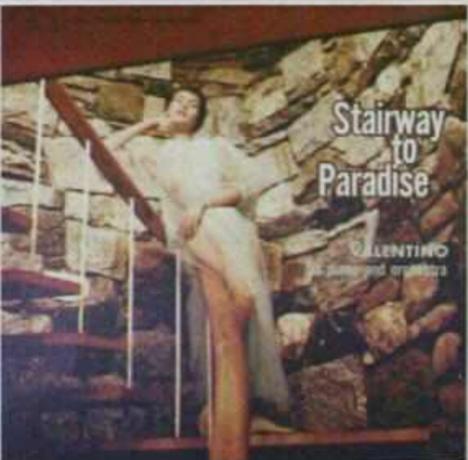
ABC-215—STAN WOLOWIC
& THE POLKA CHIPS
Vol. III



Sons of St. Francis Sing



ABC-206
SONS OF ST. FRANCIS SING
Franciscan Friars



ABC-217
STAIRWAY TO PARADISE
Valentino, his Piano & Orch.



ABC-183
THERE'S A MAN IN MY LIFE
Annette Warren



ABC-219—MORE COLLEGE
DRINKING SONGS
The Blazers



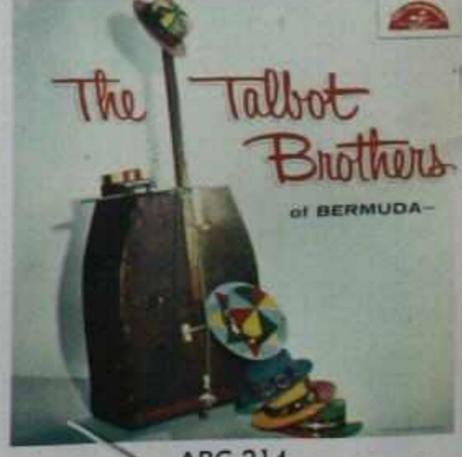
ABC-222
WORLD WAR II SONGS IN HI FI
The Four Sergeants



ABC-224
HI-FI IN AN ORIENTAL
GARDEN



ABC-212
MUSIC TO BREAK A SUB-LEASE
Don Costa's Free-Loaders

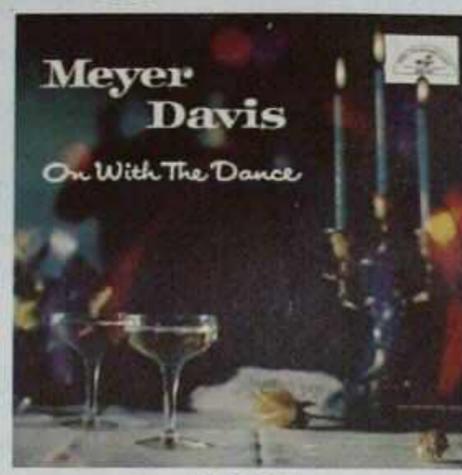


ABC-214
THE TALBOT BROTHERS
OF BERMUDA

- all new...all great
all in

58!

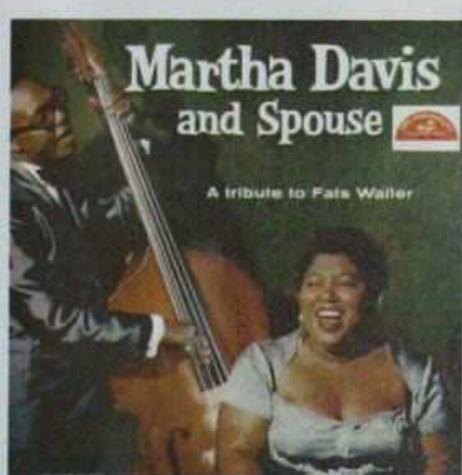
... the sound of the year!



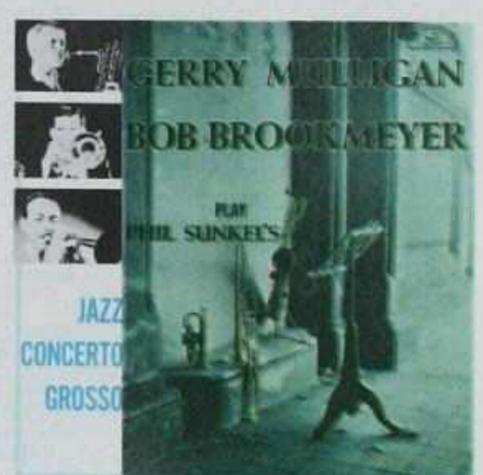
ABC-197
ON WITH THE DANCE
Meyer Davis and his Orch.



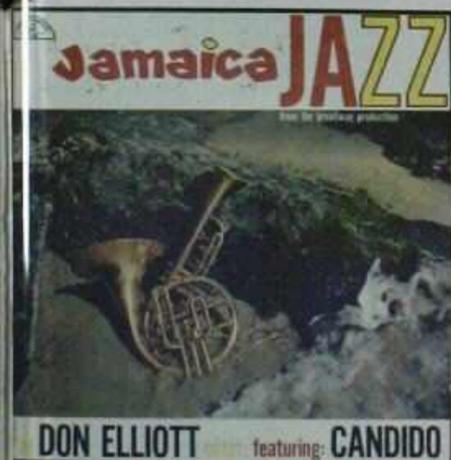
ABC-221
HEAVENLY SOUNDS IN HI FI
Ferrante & Teicher



ABC-213—MARTHA DAVIS & SPOUSE—A Tribute to Fats Waller
Martha Davis & Spouse



ABC-225
JAZZ CONCERTO GROSSO
Mulligan, Brookmeyer, Sunkel



ABC-228
JAMAICA JAZZ
Don Elliott Octet featuring Candido



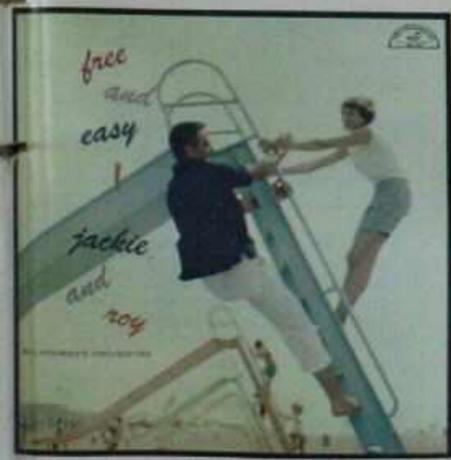
ABC-226
THE NEW BILLY TAYLOR TRIO
Taylor, Thigpen, May



ABC-227
THE OSCAR PETTIFORD ORCH.
IN HI-FI—Vol. II



ABC-223—SING A SONG OF BASIE
Dave Lambert Singers
featuring Annie Ross



ABC-207
FREE AND EASY
Jackie & Roy



ABC-181—JAZZ FROM THE SAN FRANCISCO WATERFRONT
Burt Bales & Orch.

* The ultimate in fine sound...
Full Color Fidelity—exclusive with
ABC-PARAMOUNT

NEW RELEASES

LONG PLAY ALBUMS

All releases are 12-inch long play records unless otherwise indicated. Suggested list prices are shown on a special listing on page 22.

POPULAR

- ABBOTT, BEA**
The Too, Too Marvelous Bea
Westminster WP 6078
- ADDED & ORK, LEO**
Hawaii in Hi-Fi
Vik LX 1107
- ANTHONY & ORK, RAY**
The Dream Girl
Capitol T 969
- ARDEN, TONI**
Miss Toni Arden
Decca DL 8651
- ATWELL, WINIFRED**
Winifred Atwell Plays 50 All-Time Hits
London LL 1779
- BASS & ORK, SID**
Pick Yourself Up
Vik LX 1112
- BAXTER & ORK, LES**
Space Escapade
Capitol T 968
- BELLETTI, AL**
Whisper Not
Capitol T 901
- BLACK & ORK, STANLEY**
Sophisticated in Cuba
London LL 1781
- BLAKEY, ART**
Big Band
Bethlehem BCP 6026
- BLAZERS, THE**
Rock and Roll
Harmony HL 7103
- BREEDLOVE, JIM**
Jim Breedlove Sings the Rock and Roll Hits
Camden CAL 430
- BROWN & ORK, LES**
Concert Modern
Capitol T 959
- BUTTI, CARLO**
Italia Amata
Capitol T 10129
- BYRD, JERRY**
Hi-Fi Guitar
Decca DL 8643
- CAPO, BOBBY**
Bobby Capo Sings
RCA Victor LPM 1607
- CARLE, BILL**
Rock of Ages
RCA Victor LPM 1584
- CHAMBLEE, EDDIE**
Chamblee Music
Mercury MG 36124
- CHARLES, TEDDY**
Word from Bird
Atlantic 1274
- CHEVALIER, MAURICE**
Chevalier's Paris
Columbia CL 1049
- COLE & TRIO, BUDDY**
A Musical Autobiography of Bing Crosby
Decca DL 9054
- COREY, JILL**
Sometimes I'm Happy, Sometimes I'm Blue
Columbia CL 1095
- CRAZY OTTO**
Crazy Otto's Back in Town
Decca DL 8627
- CROSBY, BING**
Crosby Classics
Harmony 7094
- CUGAT & ORK, Xavier**
Cugat Cavalcade
Columbia CL 1094
- DAVIS, SAMMY JR.**
Mood to Be Wooped
Decca DL 8676
- DAY, DORIS**
Hooray for Hollywood
Columbia C2L-5
- DEE, LENNY**
Dee-Day! Hi-Fi Organ Solo's With a Beat
Decca DL 8628
- DORSEY, PIERRE**
Paris After Dark
Coral 57202
- ELLIS, RAY**
Let's Get Away From It All
Columbia CL 1097

- FAIER, BILLY**
Art of the Five String Banjo
Riverside 12-813
- FIEDLER & ORK, ARTHUR**
Fiedler on Broadway
RCA Victor LM 2215
- FOUR ACES**
Hits From Hollywood
Decca DL 8693
- FOXX REDD**
Burlesque Humor
Dooto DTL 249
- FRANCOIS, JACQUELINE**
The Sweet Language of Love
Columbia CL 1076
- GALE & ORK, BILL**
Polka Pops
Vik LX 1117
- GAYLORDS, THE**
Let's Have a Pizza Party
Mercury MG 20356
- GILKYSON, TERRY**
Blue Mountain
Columbia CL 1103
- GRANDJANY, MARCEL**
Music for the Harp
Capitol PAO 8420
- GRANT, EARL**
The Versatile Earl Grant
Decca DL 8672
- GRIFFITH, ANDY**
Just for Laughs
Capitol T 962
- GULLIN, LARS**
Lars Gullin Swings
East-West 4004
- HAWKINS, JAY**
At Home With Screamin' Jay Hawkins
Epic LN 3448
- HAYNES, CYRIL**
The Spider Plays
Golden Crest CR 3040
- HERRON, JOEL**
The Way You Look Tonight
Westminster WP 6074
- HIBBLER, AL**
Torchy and Blue
Decca DL 8697
- HILTON, RONNIE**
Ronnie Hilton
Capitol T 10136
- HOLDER, GEOFFREY**
Geoffrey Holder Steel Band
Judson J 3014
- HUNTER, IVORY JOE**
Ivory Joe Sings the Old and the New
Atlantic 8015
- HUNTER, LURLEAN**
A Night in Tunisia
Vik LX 1115
- IVES, BURL**
Old Time Varieties
Decca DL 8637
- JOHNSON, BETTY**
Betty Johnson
Atlantic 8017
- JOHNSON, ELLA**
Swing Me
Mercury MG 20347
- KANNES, DENO**
The Kid From Salt Lake City
Coral 57205
- LEONETTI, TOMMY**
Dream Street
Vik LX 1111
- LEWIS, JOHN**
The John Lewis Piano
Atlantic 1272
- LIANE**
Vienna by Night
Monitor MP 510
- LOCKLIN, HANK**
Foreign Love
RCA Victor LPM 1673
- LOVELL, MARILYNN**
Scotch Mist
Jubilee JLP 1068
- Lucas, Nick**
Painting the Clouds With Sunshine
Decca DL 8653
- MADIGAN, BETTY**
The Jerome Kern Songbook
Coral 57192
- MALCOMB, NANCIE**
The West Coast of Broadway
Camden CAL 422
- MANSON ORK, EDDY**
The Fi Is Hi
Vik LX 1134

- MARTERIE, RALPH**
Hits That Made Ralph Marterie Famous
Mercury MG 20336
- MCCORMACK, JOHN**
John McCormack Sings Irish Songs
Camden CAL 407
- MURRAY, CARMEN**
Mad About the Man
Decca DL 8662
- MELENDY, GUY**
Pop Pipe Organ in Hi-Fi
Camden CAL 414
- MENDEZ & ORK, RAFAEL**
The World's Most Versatile Trumpeter
Decca DL 8624
- MERIAN & ORK, LEON**
The Magic Horn
Decca DL 8678
- MILLS BROTHERS**
Barbershop Ballads
Decca DL 8672
- MORGAN, HENRY**
The Best of Henry Morgan
Judson J 3016
- MUNOZ & ORK, RAFAEL**
Boriquen
RCA Victor LPM 1594
- NAVAL AVIATION CADET CHOIR**
On Wings of Song
Urania UR 9018
- NICHOLS TRIO, HERBIE**
Love, Gloom, Cash Love
Bethlehem BCP 81
- NOLAND, TERRY**
Terry Noland
Brunswick 54041
- LUBOFF CHOIR, NORMAN**
Broadway
Columbia CL 1110
- PETTY TRIO, NORMAN**
Moonstreams
Columbia CL 1092
- OLAY, RUTH**
Olay
Mercury MG 36125
- PALMER, JIMMY**
The Palmer Method for Dancing
Mercury MG 20348
- PARAMOR, NORRIE**
London After Dark
Capitol T 10052
- Moods**
Capitol 10130
- PENGUINS, THE**
The Cool, Cool Penguins
Dooto DTL 242
- PINZA, EZIO**
Pinza
Columbia ML 5239
- PLATTERS, THE**
The Flying Platters Around the World
Mercury MG 20366
- POTTER, TOMMY**
Tommy Potter's Hard Funk
East-West 4001
- PRINCE PEPPY**
Dance Party
Dooto DTL 240
- PUMA, JOE**
Joe Puma
Jubilee JLP 1070
- RANDAZZO, TEDDY**
I'm Confessin'
Vik LX 1121
- RANEY, SUE**
When Your Lover Has Gone
Capitol T 964
- RASCAL, RENATO**
Italia
Capitol T 10117
- RAVAZZA, CARL**
Hold Hands
Jubilee JLP 1063
- REYNOLDS, DEBBIE**
Debbie Reynolds Sings
Coral EC 81168
- RIDDLE & ORK, NELSON**
Sea of Dreams
Capitol T 915
- ROBERTO & ORK**
Anita My Love
Coral 57154
- ROBERTO & ORK**
I Love Gina
Coral 57152
- My Love for Jane**
Coral 57153
- RODGERS, EILEEN**
Blue Swing
Columbia CL 1096
- ROGERS, SHORTY**
Way Up There
Atlantic 1270
- RUNGE, JOHN**
Man Is for the Woman Made
Riverside 12-817
- SCHOCK, RUDOLF**
Germany's Rudolf Schock
Capitol T 10143
- SHAW & ORK, MILT**
Society Dances at the St. Regis
Urania UR 9010
- SIRAVO & ORK, GEORGE**
Swing Hi Swing Fi
Vik LX 1125
- SKYLITERS, THE**
Presenting The Skyliters
Epic IN 3449
- SMITH, BARON**
Breaking the Sound Barrier
Urania UX 108
- SMITH, BRAM**
Bram Smith and His Trumpet
Golden Crest CR 4012
- SONS OF THE PIONEERS**
Wagons West
Camden CAL 413
- STEIN & BAND, LOU**
Sing Around the Piano
Coral CRL 57201
- STORM, GALE**
Gale Storm Hits
Dot DLP 3098
- SUNNYSIDERS, THE**
Banjo Picker's Ball
Decca DL 8634
- SUZUKI, PAT**
The Many Sides of Pat Suzuki
Vik LX 1127
- TUBB, ERNEST**
Ernest Tubb Sings the Hits
Decca ED 2563
- TUCCI, TERIG**
My Buenos Aires
RCA Victor LPM 1593
- VALE, JERRY**
I Remember Buddy
Columbia CL 1114
- VAUGHAN, SARAH**
In a Romantic Mood
Mercury MG 20223
- VERSCHUREN & ORK, ANDRE**
Accordion to Your Taste
Vox VX 25-590
- VIENNA STATE ORK**
In a Chinese Temple Garden
Westminster WP 6082
- VINCENT, GENE**
Gene Vincent Rocks
Capitol T 970
- WALLINGTON, GEORGE**
Knight Music
Atlantic 1275
- WALTER, CY**
Funny Face of the Icing
Atlantic 8016

- WASHINGTON, DINAH**
Dinah Washington Sings Bessie Smith
Mercury MG 36130
- WAYNE, CHUCK**
String Fever
Vik LX 1098
- WELK & ORK, LAWRENCE**
With a Song in My Heart
Coral CRL 57147
- WEST, SPEEDY**
West of Hawaii
Capitol T 956
- WILLIS, CHUCK**
The King of the Stroll
Atlantic 8018
- WILSON, JACKIE**
He's So Fine
Brunswick 54042
- WILSON, JULIE**
Julie Wilson at the St. Regis
Vik LX 1118

Pop-Misc.

- Collection of Golden Hits, A**
The Platters, Gaylords, Diamonds, Crew Cuts
Mercury MG 20213
- Banjos, Banjos and More Banjos**
Weissberg, Weissman, Faier
Judson J 3017
- Capitol of the World Gold Album**
Capitol T 10132
- Country Music**
Lester Flatt & Earl Scruggs
Mercury MG 20358
- Cuban Panorama**
Capitol T 10131
- Dance to the Bands, Vol. I**
Capitol T 977
- Dance to the Bands, Vol. II**
Capitol T 978
- Diamonds Meet Pete Rugolo, The**
The Diamonds and Pete Rugolo
Mercury MG 20368
- Frank Sinatra Story, The**
Columbia C2L-6
- Hot Club of America in Hi-Fi**
Guitars of J. Carver and J. Cucci
Coral CRL 57206
- Just for Variety**
Capitol T 967
- Old Fashion Revival Hour, The**
RCA Victor LPM 1588
- Popular Gold Album**
Capitol T 972
- Quartetto Enzo Gallo**
Capitol T 10116
- Town Hall Party**
Various Artists
Columbia CL 1072
- Uncle Remus**
Jubilee JLP 1065
- West Coast Wailers**
Conte Candole and Lou Levy
Atlantic 1268

CLASSICAL

- BACH**
Brandenburg Concertos
Pro Arte Chamber Orch. of Munich (Redel)
Westminster XWN 2219
- Brandenburg Concertos, Vol. 1; Concerto No. 1 in F Major; Concerto No. 3 in G Major; Concerto No. 6 in B Flat Major**
Pro Arte Chamber Orch. of Munich (Redel)
Westminster XWN 18647
- Brandenburg Concertos, Vol. 11; Concerto No. 2 in F Major; Concerto No. 4 in G Major; Concerto No. 5 in D Major**
Pro Arte Chamber Orch. of Munich (Redel)
Westminster XWN 18648
- Concerto for Two Violins and Orchestra**
David and Igor Oistrakh, violins; Chamber Orch. (Barshai). SARASATE: Navarra for Two Violins and Piano. David and Igor Oistrakh, violins; Yampolsky, piano. BACH: Sonata No. 6 in G Major for Violin and piano. HINDEMITH: Sonata, Op. 11, No. 1 for Violin and Piano. David Oistrakh and Yampolsky
Monitor MC 2009
- Piano Concerto in D Minor, S. Richter,**
piano; State Orch. of the USSR (Sanderling). PROKOFIEV: Violin Concerto No. 2 in G Minor, Op. 63. Kogan, violin; State Orch. of the USSR (Kondrashin)
Monitor MC 2002
- Organ Favorites by Bach**
Richard Ellsasser
M-G-M E 3615
- Sonata for Two Violins and Piano. MOZART:**
Sonata for Violin and Piano K 454. BEETHOVEN: Trio No. 9 in E Flat
David and Igor Oistrakh, violins and piano; Yampolsky Gilels, piano; Kogan, violin
Monitor MC 2005
- Sonata No. 6 in G Major for Violin and Piano. HINDEMITH: Sonata, Op. 11, No. 1 for Violin and Piano. David Oistrakh and Yampolsky. BACH: Concerto for Two Violins and Orchestra. David and Igor Oistrakh, violins; Chamber Orch. (Barshai). SARASATE: Navarra for Two Violins and Piano. David and Igor Oistrakh, violins; Yampolsky, piano
Monitor MC 2009**
- BEETHOVEN**
A Beethoven Recital
Various Arias; Foides, piano
Decca DL 9964
- Fidelio—Chorus of the Bavarian State Opera**
Bavarian State Orch. (Fricsay)
Decca DL 147

- BEETHOVEN (Cont.)**
Piano Concerto No. 4 in G Major, Op. 58
"Choral Fantasy"
Vienna Symph. Orch. (Perlea)
Vox 10.640
- Concerto No. 5 in E Flat Major for Piano and Orchestra**
Firkusny, piano; Pittsburgh Symp. Orch. (Steinburg)
Capitol PAO 8419
- Quartet No. 15 in A Minor, Op. 132 (Beginning)**
Hollywood String Quartet
Capitol PAO 8424
- Sonata No. 7 in C Minor, Op. 30, No. 2. MOZART: Sonata in F Major, K. 376.**
Kogan, violin; Mitnik and Ginsburg, pianist
Monitor MC 2011
- Symphony No. 3, "Eroica" & Coriolan Overture**
Phil. Promenade Orch. of London (Boult)
Vanguard VRS 1012
- Symphony No. 5 & Leonore Overture No. 3**
Phil. Promenade Orch. of London (Boult)
Vanguard VRS 1013
- Symphony No. 6, "Pastoral" & Fidelio Overture**
Phil. Promenade Orch. of London (Boult)
Vanguard VRS 1014
- Symphony No. 7 in A Major, Op. 92**
Rochester Phil. Orch.
Columbia HL 7074
- Symphony No. 7 & Egmont Overture**
Phil. Promenade Orch. of London
Vanguard VRS 1015
- Trio No. 7, "Archduke," Op. 97**
Gilels, piano; Kogan, violin; Rostropovich, cello
Monitor MC 2010
- Trio No. 9 in E Flat. Gilels, piano; Kogan, violin; Rostropovich, cello. BACH: Sonata for Two Violins and Piano. David and Igor Oistrakh, violins; Yampolsky, piano. MOZART: Sonata for Violin and Piano, K 454**
Monitor MC 2005
- BERLIOZ**
Requiem, Op. 5 (Grande Messe des Morts)
Rochester Oratorio Society Chorus and Orch. (Hollenbach)
Columbia H 7086
- BLOCH**
Schelemo. WALTON: Concerto for Violin, Cello and Orch.
Boston Symp. Orch. (Munch)
RCA Victor LM 2109
- BRAHMS**
Concerto for Violin and Cello in A Minor 1st; Concerto for Violin and Cello in A Minor (2d)
NBC Symp. Orch. (Toscanini)
RCA Victor LM 2178
- The Complete Violin-Piano Sonatas**
Shapiro, violin; Berkowitz, piano
Vanguard VRS 1009
- BRUCH**
Concerto No. 1 in G Minor for Violin and Orchestra. Milstein, violin for New York Phil. (Barbirolli). TCHAIKOVSKY: Concerto in D Major for Violin and Orchestra, Op. 35. Milstein, violin; Chicago Symp. Orch. (Stock)
Columbia HL 7083
- CHOPIN**
The Scherzi (complete)
Slenczynska, piano
Decca DL 9961
- GERSHWIN**
Piano Concerto in F
Nibley, piano; The Utah Symp. (Abravanel)
Westminster XWN 18684
- Piano Concerto in F; Rhapsody in Blue**
Nibley, piano; Utah Symp. (Abravanel)
Westminster XWN 18685
- Piano Concerto in F**
Nibley, piano; Utah Symp. (Abravanel)
Westminster XWN 18686
- Cuban Overture. GOULD: Latin-American Symphonette. McBRIDE: Mexican Rhapsody**
Eastman Rochester Symp. (Hanson)
Mercury MG 50166
- Rhapsody in Blue**
Nibley, piano; Utah Symp. (Abravanel)
Westminster XWN 18687
- GOULD**
Latin-American Symphonette. McBRIDE: Mexican Rhapsody. GERSHWIN: Cuban Overture
Eastman Rochester Symp. Orch. (Hanson)
Mercury MG 50166
- GRANADOS**
Goyescas
Eduardo Del Pueyo, piano
Epic LC 3444
- GRIEG**
Norwegian Dances, Op. 35. SIBELIUS: Rakastava, Op. 14, Valse Triste
Vienna State Opera Orch. (Litschauer)
Vanguard VRS 1030
- HAYDN**
Concerto No. 1 in C Major for Violin and String. MOZART: Concerto No. 3 in G Major for Violin and Orchestra
Stern, violin; Cembalo, Zakin; Columbia Chamber Orch.
Columbia ML 5248
- HANDEL**
Highlights From "Messiah"
London Phil. Choir; London Symp. Orch. (Scherchen)
Westminster XWN 18676
- Isaiah in Egypt**
Utah Symp. Orch. (Aliberti)
Westminster VWL 2224
- Sonata for Two Violins and Piano. HONEGER: Sonatine for Two Violins. MILHAUD: Sonata for Two Violins and Piano. TELEMANN: Sonata for Two Violins and Piano**
Gerald and Beal, violins; Wingreen, pianist
Monitor MC 2008



"Psst! LP Album covers?"

AS ADVERTISED IN

LIFE



**THE
HIT
OF
THE
YEAR**

THE EXCLUSIVE ORIGINAL SOUNDTRACK ALBUM, in New Orthophonic High Fidelity, of America's immortal musical. Hear all the glorious songs from the magnificent new movie! Enjoy them in the Long Play album, the

45 Economy Package, on Stereo Tape — or in a special deluxe L.P. edition with 12 pages of full-color photographs and commentary by Rodgers & Hammerstein.

THE BEST OF HOLLYWOOD IS ON RCA VICTOR

IS ON



RCA VICTOR
TRADE MARK
RADIO CORPORATION OF AMERICA



RECORDS

BEST SELLING CLASSICAL ALBUMS

- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**—Minneapolis Symphony (Dorati) . . . Mercury MG 50054
- SAINT-SAENS: SYMPHONY NO. 3**—Biggs, Organ; The Philadelphia Orch. (Ormandy) . . . Columbia ML 5212
- HOROWITZ PLAYS CHOPIN**—Vladimir Horowitz . . . RCA Victor LM 2137
- BEETHOVEN: PIANO CONCERTO NO. 5**—Rubenstein, Symphony of the Air (Krips) . . . RCA Victor LM 2124
- LANDMARKS OF A DISTINGUISHED CAREER**—Leopold Stokowski . . . Capitol P 8399
- RACHMANINOFF: PIANO CONCERTO NO. 2; LISZT: PIANO CONCERTO NO. 1**—Rubenstein, Chicago Symphony Orch. (Reiner); RCA Victor Symphony Orch. (Wallenstein) . . . RCA Victor LM 2068
- BEETHOVEN: PIANO CONCERTO NO. 2; RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI**—Kapell, NBC Symphony Orch. (Golschmann); Robin Hood Dell Orch. of Philadelphia (Reiner) . . . RCA Victor LM 9026
- PORTS OF CALL**—The Philadelphia Orch. (Ormandy) . . . Columbia ML 4983
- OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS**—Boston Pops (Fiedler) . . . RCA Victor LM 1817
- STRAUSS: DER ROSENKAVALIER**—Soloists; Philharmonic Orch. (von Karajan) . . . Angel 3563
- WAGNER: DIE WALKURE (ACT 3, COMPLETE); (ACT 2, "TODESVERKUNDIGUNG" SCENE)**—Soloists, Vienna Phil. Orch. (Solti) . . . London A 4225
- ROSSINI: WILLIAM TELL**—The Philadelphia Orch. (Ormandy) . . . Columbia ML 5206
- THE SOUND OF WAGNER: The Concert**—Arts Symphony Orch. (Leinsdorf) . . . Capitol PAO 8411
- NINE BEETHOVEN SYMPHONIES**—NBC Symphony Orch. (Toscanini) . . . RCA Victor LM 6901
- RUSSKAYA!**—Hollywood Bowl Symphony (Dragon) . . . Capitol P 8384
- BEETHOVEN: SYMPHONY NO. 5; SCHUBERT: SYMPHONY NO. 8 ("UNFINISHED")**—Boston Symphony Orch. (Munch) . . . RCA Victor LM 1923
- BEETHOVEN: SYMPHONIES NOS. 1 & 9**—NBC Symphony Orch. (Toscanini) . . . RCA Victor LM 6009
- BEETHOVEN: SYMPHONIES NOS. 5 & 8**—NBC Symphony Orch. (Toscanini) . . . RCA Victor LM 1757
- ROBERTA PETERS—YOUNGEST MEMBER OF A GREAT TRADITION** . . . RCA Victor LM 1786
- RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPANOL**—Detroit Symphony (Paray) . . . Mercury MG 50020

POPULAR ALBUMS

- MY FAIR LADY**—Original Cast . . . Columbia OL 5090
- RICKY**—Ricky Nelson . . . Imperial IMP 9048
- WARM**—Johnny Mathis . . . Columbia CL 1078
- COME FLY WITH ME**—Frank Sinatra . . . Capitol W 920
- PAL JOEY**—Sound Track . . . Capitol W 912
- PAT'S GREAT HITS**—Pat Boone . . . Dot DLP 3071
- HYMNS**—Tennessee Ernie Ford . . . Capitol T 756
- AROUND THE WORLD IN 80 DAYS**—Sound Track . . . Decca DL 9046
- OKLAHOMA!**—Sound Track . . . Capitol SAO 595
- THE KING AND I**—Sound Track . . . Capitol W 740

JAZZ ALBUMS

- MY FAIR LADY**—Shelly Manne & His Friends . . . Contemporary C 3527
- CONCERT BY THE SEA**—Erroll Garner . . . Columbia CL 833
- JAZZ GOES TO JR. COLLEGE**—Dave Brubeck . . . Columbia CL 1034
- DUKES OF DIXIELAND, VOL. 3** . . . Audio Fidelity APLP 1851
- OTHER VOICES**—Erroll Garner . . . Columbia CL 1014
- LAWRENCE WELK PLAYS DIXIELAND** . . . Coral CRL 57146
- MUTED JAZZ**—Jonah Jones . . . Capitol T 839
- ELLA AND LOUIE AGAIN**—Ella Fitzgerald & Louis Armstrong . . . Verve MG 4006-2
- ELLINGTON AT NEWPORT**—Duke Ellington . . . Columbia CL 934
- BLACK SATIN**—George Shearing . . . Capitol T 858

SYMPHONIES

- SAINT-SAENS: SYM. NO. 3**—Biggs, Organ; The Philadelphia Orch. (Ormandy) . . . Columbia ML 5212
- NINE BEETHOVEN SYMPHONIES**—NBC Sym. Orch. (Toscanini) . . . RCA Victor LM 6901
- BEETHOVEN: SYM. NO. 5; SCHUBERT: SYM. NO. 8 (UNFINISHED)**—Boston Symphony Orch. (Munch) . . . RCA Victor LM 1923
- BEETHOVEN: SYMPHONIES NOS. 1 & 9**—NBC Sym. Orch. (Toscanini) . . . RCA Victor LM 6009
- BEETHOVEN: SYMPHONIES NOS. 5 & 8**—NBC Sym. Orch. (Toscanini) . . . RCA Victor LM 1757
- BRAHMS: SYM. NO. 4**—NBC Sym. Orch. (Toscanini) . . . RCA Victor LM 1713
- BEETHOVEN: SYM. NO. 9**—Soloists; The Westminster Choir (Williamson); New York Philharmonic (Waller) . . . Columbia ML 5200
- TCHAIKOVSKY: SYM. NO. 6**—The Philadelphia Orch. (Ormandy) . . . Columbia ML 4544
- SIBELIUS: SYM. NO. 2**—The Philadelphia Orch. (Ormandy) . . . Columbia ML 5207
- BEETHOVEN: SYM. NO. 7**—The Pittsburgh Sym. Orch. (Steinberg) . . . Capitol P 8398

New LP Releases

• Continued from page 14

- HINDEMITH**
Sofata, Op. 11, No. 1 for Violin and Piano. David Oistrakh and Yampolsky. BACH: Concerto for Two Violins and Orchestra. David and Igor Oistrakh, violins; Chamber Orch. (Barshai). SARASATE: Navarra for Two Violins and Piano. David and Igor Oistrakh, violins; Yampolsky, piano. BACH: Sonata No. 6 in G Major for Violins and Piano. Monitor MC 2009
- String Trio No. 1, Op. 34; String Trio No. 2
Fouquet, violin; Riddle, viola; Pino, cello
Westminster XWN 18593
- HOENGER**
Symphony No. 5 (Di Tre Re). MILHAUD: Les Coephores Lamoureux Orch. (Markevitch) . . . Decca DL 9956
- Sonata for Two Violins
MILHAUD: Sonata for Two Violins and Piano. TELEMANN: Sonata for Two Violins and Piano. HANDEL: Sonata for Two Violins and Piano. Gerald and Beal, violins; Wingreen, pianist
Monitor MC 2008
- KABALEVSKY**
Symphony No. 4. Leningrad Philh. Orch. PROKOFIEV: The Volga Meets the Don, Op. 130. Moscow Philh. Orch. (Samosud). Monitor MC 2007
- KHACHATURIAN**
Violin Concerto. SAINT-SAENS Havanaise, Op. 83
Boston Symph. Orch. (Monteux)
RCA Victor LM 2220
- KHRENNIKOV**
Symphony No. 1 in B Flat Minor, Op. 4 State Radio Orch. of the USSR (Gauk). VASSILENKO: Piano Concerto in F Sharp Minor, Op. 12B. Yakov Zak, piano; State Radio Orch. (Vassileenko)
Westminster XWN 18678
- McBRIDE**
Mexican Rhapsody. GERSHWIN: Cuban Overture. GOULD: Latin-American Symphonette
Eastman Rochester Symph. Orch. (Hanson)
Mercury MG 50166
- MILHAUD**
The Globetrotters Suite and the Joys of Life Chamber Orch. . . . Decca DL 9965
- Les Coephores. HOENGER: Symphony No. 5 (Di Tre Re)
Lamoureux Orch. (Markevitch)
Decca DL 9956
- Sonata for Two Violins and Piano. TELEMANN: Sonata for Two Violins and Piano. HANDEL: Sonata for Two Violins and Piano. HONEGGER: Sonatine for Two Violins
Gerald and Beal, violins; Wingreen, pianist
Monitor MC 2008
- MOORE**
The Devil and Daniel Webster
Festival Choir and Orch. (Aliberti)
Westminster OPW 11032
- MOZART**
Concerto No. 3 in G Major for Violin and Orchestra. HAYDN: Concerto No. 1 in C Major for Violin and String
Stern, violin; Zakin, cembalo; Columbia Chamber Orch. . . . Columbia ML 5248
- Concerto for Two Pianos and Orchestra. SAINT-SAENS: Carnival of Animals
Gilels and Yakov Zak, pianists; State Orch. of the USSR (Kondrashin and Eliasberg)
Monitor MC 2006
- Quartet No. 16 in E Flat
Music Minus One . . . MMO 5004
- Three Divertimenti for Strings Quartet
Music Minus One . . . MMO 5001
- Mass, C Minor K. 427
Vienna Oratorio Choir (Grossman)
Vox PL 10.270
- Sonata in F Major, K. 376. BEETHOVEN: Sonata No. 7 in C Minor, Op. 30, No. 2
Kogan, violin; Mitnik and Ginsburg, pianists
Monitor MC 2011
- Sonata for Violin and Piano. BEETHOVEN: Trio No. 9 in E Flat. Gilels, piano; Kogan, violin; Rostropovich, cello. BACH: Sonata for Two Violins and Piano. David and Igor Oistrakh, violins; Yampolsky, piano
Monitor MC 2005
- Symphony No. 41 in C Major (Jupiter).
Symphony No. 35 in D Major (Haffner)
Rochester Phil. Orch. (Leinsdorf)
Columbia HL 7072
- Two Duos for Violin
Music Minus One . . . MMO 5008
- MOUSSORGSKY**
Alexander Kipnis in Russian Opera
RCA Victor Symph. Orch.
Camden CAL 415
- Pictures at an Exhibition. New York Phil. (Rodzinski). RIMSKY-KORSAKOV: Capriccio Espagnol, Op. 34. Piastra, violin; Schuster, cello. RAVEL La Valse. New York Phil. (Barbirolli)
Columbia HL 7075
- PAGANINI-LISZT**
Three Grand Etudes. RACHMANINOFF: Piano Concerto No. 3
Merzhanov, piano; State Orch. of the USSR (Anosov)
Monitor MC 2012
- PEIKO**
Moldavian Suite. State Radio Orch. of the USSR (Rakhlin). SUK: Fantasy for Violin and Orchestra, Op. 24. Vienna Symph. Orch. (Swoboda)
Westminster XWN 18649
- PONCHIELLI**
La Gioconda (complete recording)
The Maggio Musicale Fiorentino (Gavazzeni)
London A-4331
- PROKOFIEV**
Concerto No. 1 in D Major for Violin and Orchestra, Op. 19. Concerto No. 2 in G Minor for Violin and Orchestra, Op. 43
New York Phil. (Mitropoulos)
Columbia ML 5243
- Violin Concerto No. 2 in G Minor, Op. 63.
Kogan, violin; State Orch. of the USSR (Kondrashin). BACH: Piano Concerto in D Minor. S. Richter, piano; State Orch. of the USSR (Sanderling)
Monitor MC 2002
- Lieutenant Kije. STRAVINSKY: Song of the Nightingale
Chicago Symph. Orch. (Reiner)
RCA Victor LM 2150
- The Volga Meets the Don, Op. 130. Moscow Phil. Orch. (Samosud). KABALEVSKY: Symphony No. 4. Leningrad Phil. Orch.
Monitor MC 2007
- RACHMANIOFF**
Piano Concerto No. 1. SAINT-SAENS: Piano Concerto No. 5
Richter, piano; State Radio Orch. (Sanderling & Kondrashin)
Monitor MC 2004
- Piano Concerto No. 3. PAGANINI-LISZT: Three Grand Etudes
Merzhanov, piano; State Orch. of the USSR (Anosov)
Monitor MC 2012
- RAVEL**
La Valse. New York Phil. (Barbirolli). MOUSSORGSKY: Pictures at an Exhibition. New York Phil. (Rodzinski). RIMSKY-KORSAKOV: Capriccio Espagnol, Op. 34.
Piastra, violin; Shuster, cello; New York Phil. (Barbirolli)
Columbia HL 7075
- RESPIGHI**
The Birds. Brazilian Impressions
London Symph. Orch. (Dorati)
Mercury MG 50153
- RIMSKY-KORSAKOV**
Capriccio Espagnol, Op. 34. Piastra, violin; Schuster, cello. RAVEL La Valse. New York Phil. (Barbirolli). MOUSSORGSKY: Pictures at an Exhibition. New York Phil. (Rodzinski)
Columbia HL 7075
- Scheherazade, Op. 35
Vienna State Opera Orch. (Scherchen)
Westminster XWN 18660
- SAINT-SAENS**
Carnival of Animals. MOZART: Concerto for Two Pianos and Orchestra
Gilels and Zak, pianists; State Orch. of the USSR (Kondrashin and Eliasberg)
Monitor MC 2006
- Piano Concerto No. 5. RACHMANINOFF: Piano Concerto No. 1
S. Richter, piano; State Radio Orch. (Sanderling and Kondrashin)
Monitor MC 2004
- Symphony No. 3
Detroit Symph. Orch. (Piray)
Mercury MG 50167
- Havanaise, Op. 83. KHACHATURIAN: Violin Concerto
Boston Symph. Orch. (Monteux)
RCA Victor LM 2220
- SARASATE**
Navarra for Two Violins and Piano. David and Igor Oistrakh, violins; Yampolsky, piano. BACH: Sonata No. 6 in G Major for Violin and Piano. David Oistrakh and Yampolsky. BACH: Concerto for Two Violins and Orchestra. David and Igor Oistrakh, violins; Chamber Orch. (Barshai)
Monitor MC 2009
- SCHMIDT**
Piano Quintet in G Major
Demus, piano; Barylli Quartet
Westminster XWN 18650
- SCHUBERT**
Symphony No. 6 in C Major. Symphony No. 8 in B Minor
Concertgebouw Orch. of Amsterdam
Epic LC 3441
- SCHUMANN**
The Four Symphonies
Phil. Promenade Orch. (Boult)
Westminster XWN 2223
- Symphony No. 1 (Spring)
Berlin Radio Symph. Orch. (Fricisay)
Decca DL 9960
- Symphony No. 1 in B Flat Major, Op. 38 (Spring). Symphony No. 2 in C Major, Op. 61
Phil. Promenade Orch. (Boult)
Westminster XWN 18670
- Symphony No. 3 in E Flat Major, Op. 97 ("Rhenish"). Symphony No. 4 in D Minor, Op. 120
Phil. Promenade Orch. (Boult)
Westminster XWN 18671
- SIBELIUS**
En Saga, Op. 9; Pohjola's Daughter, Op. 49; The Oceanides, Op. 73; Tapiola, Op. 112
The Phil. Orch. (Ormandy)
Columbia ML 5249
- Rakastava, Op. 14. Valse Triste. GRIEG: Norwegian Dances, Op. 35
Vienna State Opera Orch.
Vanguard VRS 1030
- STRAUSS, JOHANN**
Gypsy Baron; Die Fledermaus
figuration
Symph. Orch. and Chorus of the Hession Radio (Szoke)
Vox VX 21.600
- Strauss Waltzes
Hollywood Bowl Symph. Orch. (Slatkin)
Capitol PAO 8421
- The Wonderful Waltzes of Tchaikovsky and Strauss
The Phil. Orch. (Ormandy)
Columbia ML 5238
- STRAUSS, RICHARD**
Till Eulenspiegel's Merry Pranks, Op. 28; Don Juan, Op. 20; Death and Transfiguration
The Cleveland Orch. (Szell)
Epic LC 3439
- STRAVINSKY**
Concerto for Piano and Winds. Seeman, piano; Berlin Phil. Orch. (Schermann). BARTOK: Sonata for Two Pianos and Percussion. Seeman & Axenfeld, piano; Peinkofer & Porth, percussion
Decca DL 9963
- Le Sacre Du Printemps
L'Orchestre De La Suisse Romande (Ansermet)
London LL 1730
- Song of the Nightingale. PROKOFIEV: Lieutenant Kije
Chicago Symph. Orch. (Reiner)
RCA Victor LM 2150

SUK

Fantasy for Violin and Orchestra, Op. 24.
PEIKO: Moldavian Suite
Vienna Symph. Orch. (Swoboda)
Westminster XWN 18649

TCHAIKOVSKY

Concerto in D Major for Violin and Orchestra, Op. 35. Milstein, violin; Chicago Symph. Orch. (Stock). BRUCH: **Concerto No. 1 in G Minor for Violin and Orchestra.** Milstein, violin; New York Phil. (Barbirolli) Columbia HL 7083

Romeo and Juliet
Berlin Phil. Orch. (Maazel)
Decca DL 9967

Swan Lake Highlights
London Symph. Orch. (Fistoulari)
London LL 1768

The Wonderful Waltzes of Tchaikovsky and Strauss
The Phil. Orch. (Ormandy)
Columbia ML 5283

TELEMANN

Sonata for Two Violins and Piano. HANDEL: Sonata for Two Violins and Piano. HONEGGER: Sonatine for Two Violins and Piano
Gerald and Beal, violins; Wingreen, pianist
Monitor MC 2008

VASSILENKO

Piano Concerto in F Sharp Minor, Op. 128. Zak, piano; State Orch. of the USSR (Vassilenko). KHRENNIKOV: **Symphony No. 1 in B Flat Minor, Op. 4.** State Orch. of the USSR (Gauk)
Westminster XWN 18678

VIVALDI

Gloria; Concerto San Lorenzo in C Major
Orch. Da Camera of the Scuola Di Arzignano (Pellizzari) Harmony HL 7096

WALTON

Concerto for Violin and Orchestra.
BLOCH: **Schelomo**
Boston Symph. Orch. (Munch)
RCA Victor LM 2109

Classical-Misc.

Best of Caruso
Enrico Caruso RCA Victor LM 6056

"The Chinese Flute," "The Hermit Fishing" and "Transmutation"
Various Artists M-G-M E 3546

David and Igor Oistrakh
Various Arias Decca DL 9962

David Oistrakh Plays From Albeniz to Zarzkycki
Yampolsky, piano Monitor MC 2003

Encore, Please!
Sir John Halle Orch. (Barbirolli)
Mercury MG 50161

For Strauss Lovers Only
Schulhof, piano Vanguard VRS 1005

Modern Masterpieces for the Violin
Various Artists Shapiro, violin; Berkowitz, piano Vanguard VRS 1023

Music of the Masters
DeSolis Kapp KCL 9010

Music of the Masters
Mauro-Coffone Kapp KCL 9012

Music of the Masters
Saperton Kapp KCL 9013

Music of the Masters
Edward Weiss Kapp KCL 9011

On Wings of Song
Michel Piastro Orch. Decca DL 8675

Pops Caviar
Boston Pops Orch. (Fiedler)
RCA Victor LM 2202

Schonstew Marsche Und Marschlieder
Musikkorps Der Schutzpolizei, Berlin (Winkel)
Telefunken LGX 66064

Vienna Dances
Anton Paulik & Vienna State Opera Orch.
Vanguard VRS 1019/22

"The Wind Remains," "Letters From Morocco" and "Music for a Farce"
Various Artists M-G-M E 3549

JAZZ

Adams Quintet, Pepper
Critics Choice Pacific PJM 407

Blakey, Art
A Night in Tunisia Vik LX 1115

Brubeck, Dave
Jazz Confidential Crown CLP 5056

Clark, Sonny
Sonny Clark Blue Note BLP 1576

Collette Quintet, Buddy
West Coast Jazz Dooto DTL 245

Cooper, Bob
Coop! Contemporary C3544

Counce Quintet, Curtis
Exploring the Future Dooto DTL 247

Dane, Barbara
Trouble in Mind San Francisco M33014

Dickenson, Vic
The Vic Dickenson Showcase Vanguard VRS 8520

The Vic Dickenson Showcase Vol. II
Vanguard VRS 8521

Dipippo Quartet, Angelo
The Jazz Accordion Apollo LP 478

Dixieland Rhythm Kings
At the Hi-Fi Jazz Band Ball Riverside 12-259

Feldman, Victor
Suite Sixteen Contemporary C3541

Flory, Med
Jazz Wave Jubilee JLP 1066

Griffin, Johnny
The Congregation Blue Note BLP 1580

Herman, Woody
Summer Sequence Harmony HL 7093

Holman, Bill
The Fabulous Bill Holman Coral 57188

Hyman, Dick
Gigi M-G-M E 3642

Jazzpickers, The
Command Performance Mercury MG 36123

Johnson, Dick
Most Likely Riverside 12-253

Jones, Hank
Hank Jones Swings Gigi Golden Crest CR 3042

Jordan, Cliff
Cliff Craft Blue Note BLP 1582

Konitz, Lee
The Real Lee Konitz Atlantic 1273

Lacy, Steve
Soprano Saxophone Prestige PRLP 7125

Lee, Don
Crazy Rhythm Jubilee JLP 1067

Niehaus, Lennie
Zounds! Vol. 2 Contemporary C3540

Nordine, Ken
Son of Word Jazz Dot DLP 3096

Paris, Jackie
The Jackie Paris Sound East-West 4002

Peiffer, Bernard
Presenting the Bernard Peiffer Trio Decca DL 8628

Quinichette & All Stars, Paul
For Count Prestige PRLP 7129

Roach, Max
Max Roach Debut DEB-132

Taylor, Faron
Sings Wade Legge's Arrangements Debut DEB-128

Vinnegar Sextet, Leroy
Leroy Walks Contemporary C3542

Ware Quintet, Wilbur
The Chicago Sound Riverside 12-252

Jazz-Misc.

Buck Meets Ruby
Various Artists Vanguard VRS 8517

Duke With a Difference
Clark Terry, Johnny Hodges Riverside 12-246

Fight With Charlie Mingus, A
Various Artists Debut DEB 130

Flute Flight
Various Artists Prestige PRLP 7124

Forty-Eight Stars of American Jazz
M-G-M E 3611

Great Blues Singers
Various Artists Riverside 12-121

Hard Swing, The
Various Artists Pacific JWC 508

Jackie McLean Quintet
Jubilee JLP 1064

Jay and Kai
Various Artists Debut DEB 131

Jazz Cornucopia
Various Artists Coral 57149

Just We Two
Eddie Layton, Buddy Morrow Mercury MG 20372

Look Dad! They're Coming Down the Street
Various Artists Pacific PJ 1235

New Faces
Curtis Porter & J. Knepper Debut DEB 129

Sidney Bechet Has Young Ideas
Various Artists Pacific PJ 1236

Thad Jones
Various Artists Debut DEB 127

FOLK

Gateway Singers
The Gateway Singers at the "Hungry i!" Decca DL 8671

Mazowsze Choir & Ork
Polish Folk Songs Vanguard VRS 9016

Pulaski, Alex
Polka Parade Crown CLP 5055

Sabicas
The Greatest Flamenco Guitarist Vol. 3 Elektra EKL 145

Sykes, Paul
Great American Folk Songs Crown CLP 5057

Weber & Ork, Marek
Balalaikal Thirty-One Russian Gypsy Airs Harmony HL 7095

Champions and Sporting Blades
Lloyd and MacColl Riverside 12-652

Folk Songs of Many Lands
Various Artists Vanguard VRS 9010

Glenn Yarbrough
Marilyn Child Sings Folk Songs Elektra EKL 143

Monitor Presents Armenian Folk Songs
Armenian State Chorus & the Song and Dance Ensemble Monitor MF 303

Monitor Presents Russian Folk Songs by Great Soloists and Great Chorus
Monitor MF 302

Pickin' and Blowin'
George Pegram and Walter Parham Riverside 12-650

Songs and Dances of Spain, Vol. 1
Various Artists Westminster WF 12001

Songs and Dances of Spain, Vol. 2
Various Artists Westminster WF 12002

Songs and Dances of Spain, Vol. 3
Various Artists Westminster WE 12003

Songs and Dances of Spain, Vol. 4
Various Artists Westminster WF 12004

Songs and Dances of the Ukraine, Vol. 1
Monitor MF 301

MOVIE—SHOW

Baby Face Nelson
Jubilee JLP 2021

Cole Porter's Aladdin
Various Artists Columbia CL 1117

Desire Under the Elms
Elmer Bernstein Dot DLP 3095

Gigi
Robert Clary Mercury MG 20367

Gigi
Sound Track M-G-M E 3641 5T

Gigi
David Rose M-G-M E 3640

Oh, Captain!
Original Cast Columbia OL 5280

Songs From the Western Screen
Tex Ritter Capitol T 971

South Pacific
Percy Faith Plays Music From South Pacific Columbia CL 1105

South Pacific
Al Goodman and Ork Camden CAL 421

Sound Track From the Movie
RCA Victor LOC 1032

RELIGIOUS

Boone, Pat
Hymns We Love Dot DLP 3068

Cadet Chapel Choir, West Point
Vox VX 25.590

Canterbury Choir
Easter Hymns and Choruses M-G-M E3523

Faith of Our Fathers
M-G-M E3522

Mathis, Johnny
Goodnight, Dear Lord Columbia CL 1119

Wakely, Jimmy
Enter and Rest and Pray Decca DL 8680

Waring, Fred
Songs of Devotion Decca DL 8670

CHILDREN'S

Black Beauty and Other Great Stories
RCA Victor LBY 1007

Cinderella
Told by Jiminy Cricket Disneyland ST-3908

Day at Disneyland, A
Told by Jiminy Cricket & Walt Disney Disneyland ST-3901

Disney Songfest With the Mouseketeers
Stars of the Mickey Mouse TV Club Disneyland MM-20

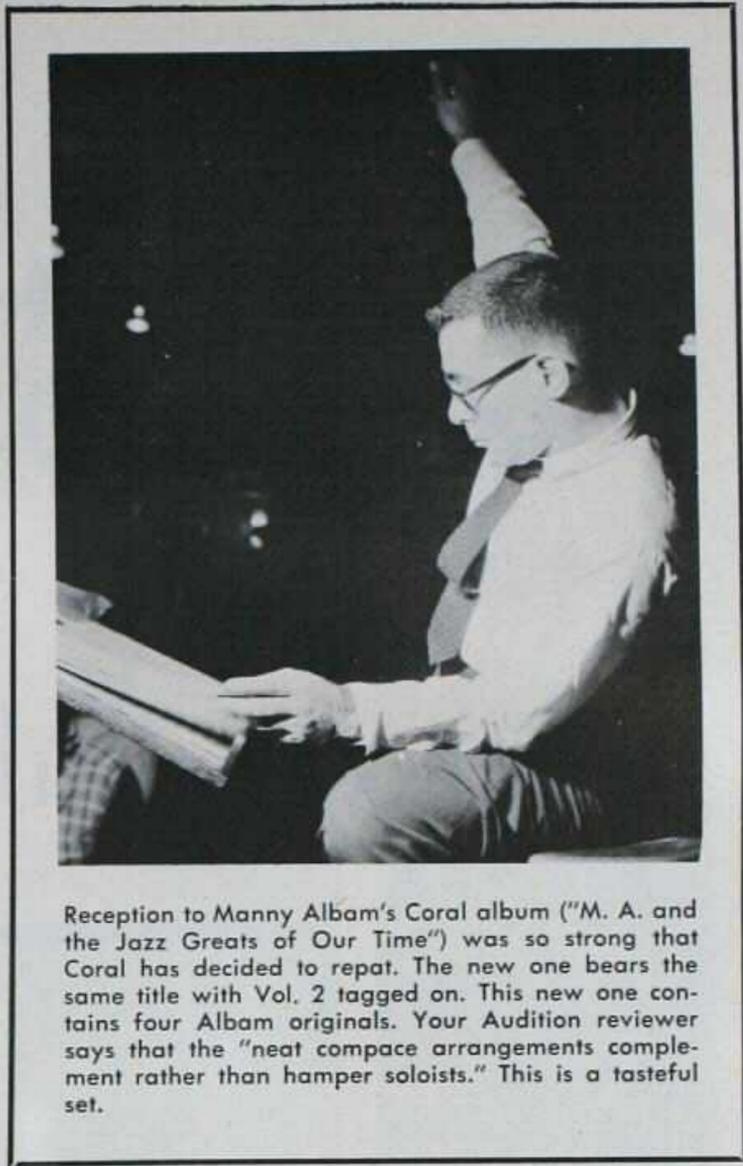
First Easter Record for Children, A
Various Artists Columbia CL 1109

Fun in Sheriland
RCA Victor LBY 1006

42 Mother Goose Songs
Alec Templeton Wonderland J 3024

Gobbledegoose Songs
Stanley Holloway Wonderland J 3024

Little Engine That Could & Four Wonderful Winnie the Pooh Stories, The
RCA Victor LBY 1008



Reception to Manny Albam's Coral album ("M. A. and the Jazz Greats of Our Time") was so strong that Coral has decided to repeat. The new one bears the same title with Vol. 2 tagged on. This new one contains four Albam originals. Your Audition reviewer says that the "neat compacc arrangements complemet rather than hamper soloists." This is a tasteful set.

EXTENDED PLAY ALBUMS

POPULAR

Addeo, Leo & Ork
Hawaii in Hi-Fi Vik EXA-274

Anthony & Ork, Ray
The Dream Girl Capitol EAP 969

Bass, Sid & Ork
With Bells On Vik EXA 279

Baxter & Ork, Les
Space Escapades Capitol EAP 968

Blazers, The
Rock and Roll Columbia-Harmony B 2144

Brown & Ork, Les
Concert Modern Capitol EAP 959

Carle, Bill
Rock of Ages RCA Victor EPA 4164

Corey, Jill
Sometimes I'm Blue Columbia B 10952

Sometimes I'm Happy
Columbia B 10951

Cuban Panorama
Capitol EAP 10131

Cugat & Ork, Xavier
Cugat Cavalcade Columbia B 10941

Ellis & Ork, Ray
Let's Get Away From It All Columbia B 10971

Gale, Bill & Ork
Polka Pops Vik EXA 280

Grant, Gogi
The Big Beat RCA Victor EPA 4185

Hamamura, Michiko
Japan's Teen Queen With a Beat RCA Victor EPA 4190

Hilton, Ronnie
Ronnie Hilton Capitol EAP 10136

Kelly, Al
Rock 'n' Roll From Outer Space RCA Victor EPA 4192

Kirkland, Leroy
Strollin' the Cha Cha Cha RCA Victor EPA 4272

Kirkland, Leroy & Hi Flyers
The Battle for the Beat RCA Victor EPA 4196

Leonetti, Tommy
Dream Street Vik EXA 278

Locklin, Hank
Foreign Love RCA Victor EPA 4221

Luboff Choir, Norman
Broadway Columbia B 11101

Manson, Eddy & Ork
The Fi Is Hi Vik EXA 286

Martin, Tony
Starring Tony Martin RCA Victor EPA 4206

Monte, Lou
Lou Monte Sings for You RCA Victor EPA 4177

Murz, Billy
Teen-Agers Dance the Big Guitar RCA Victor EPA 4271

Old Fashioned Revival Hour Choir & Quartet
The Old Fashioned Revival Hour RCA Victor EPA 1-1588

Paramor, Norrie
Moods Capitol EAP 10130

Pearce, Jan
Israeli Lullaby RCA Victor EPA 4200

Pourcel, Frank
The French Touch Capitol 10103

Puente, Tito & Ork
A Session With Tito RCA Victor EPA 4198

Randazzo, Teddy
I'm Confession' Vik EXA 281

Raney, Sue
When Your Lover Has Gone Capitol EAP 964

Rascel, Renato
Italia Capitol EAP 10117

Riddle Ork, Nelson
Sea of Dreams Capitol EAP 915

Rodgers, Eileen
Blue Swing Columbia B 10961

Siravo, George & Ork
Swing Hi Swing Fi Vik EXA 284

Spencer, Tim—Family
Swinging for the Lord RCA Victor EPA 4113

Terry, David
Colonel Bogey and 76 Trombones RCA Victor EPA 4250

Three Suns, The
Here Comes the Suns RCA Victor EPA 4186

Vincent, Gene
Gene Vincent Rocks Capitol EAP 970

Wayne, Chuck
String Fever Vik EXA-252

West, Speedy
West of Hawaii Capitol EAP 956

MOVIE—SHOW

Music Man, The
Music From Meredith Willson's The Music Man. Willson (conductor) Capitol EAP 991

South Pacific—Sound Track
RCA Victor EPA 4211

South Pacific—Original Cast
RCA Victor EOC-1032 (3-7")

RELIGIOUS

Mathis, Johnny
Ave Maria Columbia B 11193

Eli Eli
Columbia B 11192

Good Night, Dear Lord
Columbia B 11191



A galaxy of stars

great new albums for March!

Classics!



RICHARD STRAUSS: SUITE FROM DER ROSENKAVALIER; DON JUAN - William Steinberg, The Philharmonia Orch. PAO 8423



STRAUSS WALTZES - Hollywood Bowl Symphony Orch., Felix Slatkin, cond. PAO 8421



BEETHOVEN: CONCERTO NO. 5 (EMPEROR) Rudolf Firkušny, piano, William Steinberg, The Pittsburgh Symphony Orch. PAO 8419



INTRODUCTION TO THE PIANO - Agi Jambor PAO 8422



MUSIC FOR THE HARP - MARCEL GRANDJANY PAO 8420

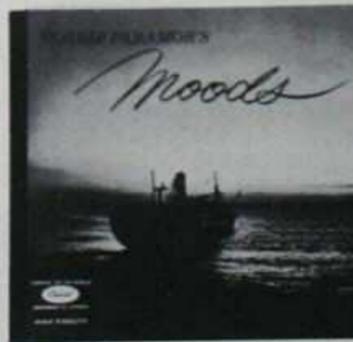


BEETHOVEN QUARTET OP. 132 - Hollywood String Quartet PAO 8424



CLASSIC GOLD ALBUM PAO 8426

'Capitol' of the World!



NORRIE PARAMOR'S MOODS T10130



'CAPITOL' OF THE WORLD GOLD ALBUM T10132



ITALIA AMATA - CARLO BUTI T10129



CUBAN PANORAMA T10131



ENGLAND'S RONNIE HILTON T10136



PARIS: ITS SOUNDS AND ITS PEOPLE T10142



GERMANY'S RUDOLF SCHOCK T10143

A galaxy of promotion!

Terrific New Displays!
Maximum Disc Jockey Coverage!
Dynamic Consumer Advertising!

On Capitol Records

Pops!



NAT "KING" COLE • SONGS FROM "ST. LOUIS BLUES" W993



JACKIE GLEASON • THE TORCH WITH THE BLUE FLAME W961



DANCE TO THE BANDS, VOLS. 1 & 2 T977, T978



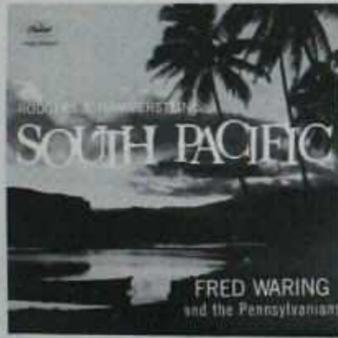
NELSON RIDDLE • SEA OF DREAMS T915



LES BROWN CONCERT MODERN T959



FRED WARING and the PENNSYLVANIANS • THE MUSIC MAN T989



FRED WARING and the PENNSYLVANIANS • SOUTH PACIFIC T992



JONAH JONES • SWINGIN' ON BROADWAY T963



SUE RANEY • WHEN YOUR LOVER HAS GONE T964



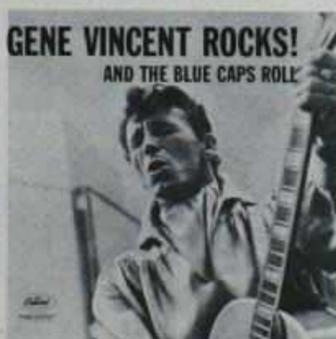
JUST FOR VARIETY, VOL. 13 T967



POPULAR GOLD ALBUM T972



LES BAXTER • SPACE ESCAPADE T968



GENE VINCENT ROCKS! AND THE BLUE CAPS ROLL T970



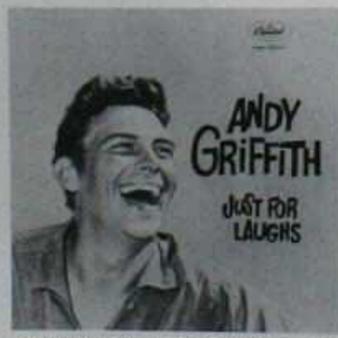
SAY IT IN FRENCH T931



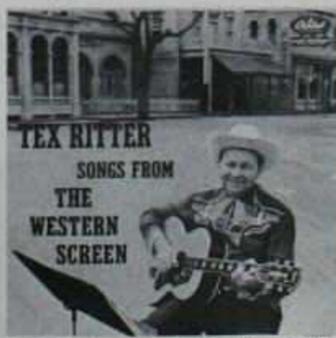
SAY IT IN SPANISH T928



SPEEDY WEST • WEST OF HAWAII T956

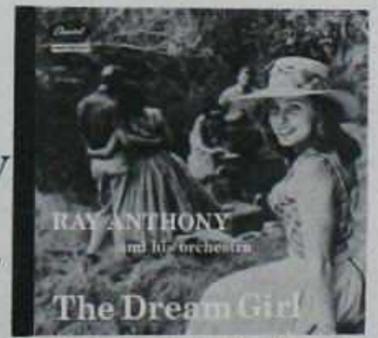


ANDY GRIFFITH • JUST FOR LAUGHS T962



TEX RITTER • SONGS FROM THE WESTERN SCREEN T971

Capitol
artist of the month!
Ray Anthony
backed by a
Spectacular National
Tie-in Promotion



RAY ANTHONY • THE DREAM GIRL T969

From the company with an unsurpassed roster of top stars!





SUGGESTED LIST PRICES

ABC-Paramount	3.98	M-G-M	3.98
Angel	4.98	Sound Track	4.98
30000, 35000 F.S.	4.98	Deluxe	6.95
45000, 60000, 65000, 64000	3.98	Monitor	
35000 S.P.	3.48	12"	4.98
35000 (single side)	2.98	10"	3.95
(Opera libretti—\$1 extra charge)		Montilla	4.98
Atlantic		Pacific Jazz (World)	
1200	4.98	500	3.98
8000	3.98	1200	4.98
2-600	9.96	Period	4.98
Audio Fidelity	5.95	FRL, SLP 600	5.95
Banton		Prestige	4.98
BL 1200	3.98	RCA Victor	3.98
Bethlehem	4.98	LOC, LPMX, LM-1802, 1835	4.98
5000	3.98	LE, LM-6015, 6016	10.50
Blue Note	4.98	LM-6113	13.98
Cadence		Riverside	5.95
3000	3.98	12 Series	4.98
5000	4.98	Roulette	3.98
EP's—100	1.29	Score	3.98
Caedmon		San Francisco	4.98
TC 1000	5.95	Savoy	4.98
TC 2000	11.90	Southland	3.98
Camden	1.98	Specialty	3.98
Capitol		Storyville	4.98
H	1.47	Seeco	3.98
L	2.98	Tops	1.49
LAL, P, T	3.98	Toreador	2.98
TAO, W	4.98	Vanguard	
S, SAO	5.95	400, 500, 1000, 6000, 8500,	
PBR, TBO	7.96	9000	4.98
SAL	6.75	SRV 100	1.98
PCR	11.97	BG 527/8	5.95
PER	19.90	BG 540/42	9.96
WDX	24.95	VRS 466/7	11.90
Columbia		VRS 491/93	15.94
ML, CL	3.98	Verve	
KL	5.98	4000, 2000	3.98
OL	4.98	8000, 1000, 15000	4.98
Concert Hall & Jazztone		4000-2	9.96
CHS, FH, G, H, RG	3.98	Vik LX	3.98
P, X	4.98	Vox	
Concord		2000, 3000, 25000	4.98
3000	3.98	500	2.99
4000	4.98	Whippet	3.98
5000	5.95	Westminster	
Contemporary	4.98	100	5.75
Cook		6000, XWN 18000	3.98
12"	4.98	18000 Deluxe	4.98
10"	3.98	7000 (W-F Lab)	7.50
Coral	3.98	8000 (W-Lab)	11.25
Criterion	4.98	WFB	
Decca		1200	3.98
9000	4.98	1400	4.98
ARC	5.98		
All others	3.98		
Disneyland			
ST, ST-EP	2.98		
WDL-3000	3.98		
EP-3000	1.29		
EP-4000	1.29		
WDL-4000	4.98		
Dot			
DLP 3000	3.98		
DLP 9000	4.98		
Electra	4.98		
CC-1	3.50		
Epic	3.98		
Folkways	5.95		
FP-8002	37.50		
Fantasy	3.98		
Fraternity	3.98		
Gene Norman Presents	3.98		
Golden Crest			
3000	4.98		
4000	5.95		
Goodtime Jazz	4.98		
Grand Award			
33-300, 33-400	3.98		
33-500, AAS-700	4.98		
33-600	7.98		
33-900	9.95		
EP-2000	1.29		
Imperial	3.98		
9032	4.98		
Jubilee	3.98		
2000	4.98		
LP-1000	7.95		
Kapp			
KL-100	3.98		
KDL-7000	4.98		
KXL-5000	7.96		
KCL-9000	3.98		
Key	3.98		
Liberty	3.98		
9000	4.98		
London			
LL, LS, LB, LD	3.98		
Operas, XLL	4.98		
Mercury	3.98		
20049	10.00		
50048	5.95		
OL2-100	7.96		
OL2-101	9.96		
OL3-102, 103	19.95		

Stereophonic Recorded Tapes

Capitol	
ZA Series	9.95
ZC Series	11.95
ZD Series	12.95
ZF Series	14.95
ZH Series	16.95
Columbia	
I Series	12.95
J Series	13.95
O Series	18.95
P Series	19.95
Concert Hall	
BX Series	4.00
EX Series	8.95
HX Series	11.95
LX Series	17.90
RX Series	23.90
Livingston Audio Products	
C Series	6.95
F Series	11.95
K Series	17.95
Manhattan Recording	
MRC 100 Series	6.95
Mercury	12.95
Omegatape	
2M, 10M Series	11.95
5M, 6M, 7M Series	11.95
3M Series	14.95
Pentape	
RTS Series	5.95
AUS Series	6.95
RCA Victor	
A Series	6.95
B Series	8.95
C Series	10.95
D Series	12.95
E Series	14.95
F Series	16.95
G Series	18.95
Sonotape	
7M Series	6.95
8M Series	11.95
9M Series	17.95
Tape of the Month	10.95

RECORDED TAPES

All recorded tapes are stereophonic tapes, 7½-inch per second speed, in-line (stacked) heads unless otherwise indicated.

CAPITOL—	
Just One of Those Things	ZD 28
Nat King Cole	
Wild About Harry	ZC 29
Harry James & Ork	
Jimmie Lunceford in Hi-Fi	ZC 30
Billy May & Ork	
Stringtime	ZC 31
Pittsburgh Symph. Orch. (Jones)	
Composer's Holiday	ZC 32
Les Brown	
Ohhh!	ZD 33
Jackie Gleason	
Young Ideas	ZC 34
Ray Anthony & Ork	
Landmarks of a Distinguished Career	ZF 35
Leopold Stokowski	
Overture	ZF 36
Hollywood Bowl Symph. Orch. (Slatkin)	
The Sound of Wagner	ZF 37
Concert Arts Symph. Orch. (Leinsdorf)	
A World of Music	ZF 38
Capitol Symph. Orch. (Dragon)	
Starlight Chorale	ZF 39
Hollywood Bowl Symph. Orch. (Wagner)	
Tchaikovsky	
Concerto No. 1 in B Flat Minor, Op. 23—	
Los Angeles Phil. Orch. (Leinsdorf)	ZF 40
LIVINGSTON	
Handel:	
The Messiah (excerpts) Vol. II Zimble	BO 10 F
Sinfonietta, (Stone)	
Jazz Impressions of Pal Joey	RT 21 F
Kenny Drew Trio	
Two for the Show	1101 F
Tom & Jerry Vincent	
Music for an Evening Mood	1102 F
Barber's Holiday	2010 C
For-Tune Hunters	
Dinner in Acapulco	2011 C
Tchaikovsky: Symphony No. 5 in E Minor—	
Mannheim National Symph. (Albert)	4001 K
Tchaikovsky: Symphony No. 6 in B Minor—	
Sinfonia of London (Mathieson)	4002 K

MANHATTAN	
Moundogoni	MRC 105
(native rhythmic groups)	
I'm in the Mood for Mood	MRC 106
Joe Rene & Ork.	
Cha Cha Me Baby	MRC 107
Paquiti Lara & Ork	
Thanks for the Memories	MRC 108
Andre Moulin, pipe organ	
MERCURY	
Till the End of Time	MVS2-14
Florian ZaBach	
Dreamland, U.S.A.	MVS2-16
Hal Mooney	
The Waltz Queen	MVS2-18
Patti Page	
The Feathery Feeling	MVS2-19
David Carroll	
We Could Have Danced All Night	MVS2-24
Griff Williams	
Boy With Lots of Brass	MVS3-4
Maynard Ferguson	
The Jazzpickers	MVS3-5
Babson	
Marching Along	MW55-14
Fennell	
Mother Goose Suite	MS5-22
Paray	
Der Rosenkavalier	MA55-23
Dorati	
Fiesta in Hi-Fi	MA55-28
Hanson	
LeRoy Anderson	MV55-30
Fennell	
MONTILLA	
Agua, Azucarillos y Aguardiente y La Re-	
voltosa	FMT-1000
Orquesta De Camara De Madrid	
Sabicas-Maria Esqueders	FMT-1001
Jotas	
Orquesta De Camara De Madrid (Estela)	FMT-1002
Viva Espanal	FMT-1004
Banda De Aviacion Espanola (Gomes De	
Arriba)	
Viva Espanal	FMT-1005
Banda De Aviacion Espanola (Gomez De	
Arriba)	
Felo and Bruna	FMT-1006
Felo Bergasa y Juan Bruño Tarraza	
Serenata Andaluza	FMT-1007
Sabicas—Diego Castellon—Enrique Montoya	
Goyo Reys	

PENTAPE	
Moods in Music	RTM-1 (monaural)
Larry Paige Ork	
Volla Paris	AUM-12 and AUS-12
Caesar Giovininni & Ork Vol. I	
Volla Paris	AUM-14 and AUS-14
Caesar Giovininni & Ork Vol. II	
Guitarama	RTM-100 (monaural)
Earl Backus	
Brandon Swings	AUM-101 and AUS-101
Henry Brandon & Ork Vol. I	
Brandon Swings	AUM-102 and AUS-102
Henry Brandon & Ork Vol. II	
Out of Space, Time and Sound	AUM-301 and AUS-301
Mike Simpson & Ork	
Show Pops	RTM-400 (monaural)
Larry Paige Ork	
Rio Rhythms	RTM-500 and RTS-500
Larry Paige Ork	
Dixieland	RTM-600 and RTS-600
Muggsy Spanier & Ork	
Hymns	RTM-700 (monaural)
Shay Torrent	
Duke Ellington	RTM-800 and RTS-800
Clark Terry and Ork	RTM-900 and RTS-900
We Bring You Love	AUM-901 and AUS-901
Sarah McLawler & Richard Otto Vol. 1	
We Bring You Love	AUM-902 and AUS-902
Sarah McLawler & Richard Otto Vol. 2	
Magnificence	AUM-903 and AUS-903
Margie Meinert Vol. 1	
Magnificence	AUM-904 and AUS-904
Margie Meinert, Vol. 2	
RCA VICTOR	
Fiedlermaus	CCS-91
Boston Pops Orch. (Fiedler)	
Lt. Kije	BCS-96
Chicago Symph. Orch. (Reiner)	
Let's Dance With the Three Suns	APS-101
The Three Suns	
Walter Schumann Presents the Voices—	APS-103
The voices of Walter Schumann	
Prez	APS-105
Paraz Prado	
Highlights From Raintree County—	CPS-108
original sound track	
TAPE OF THE MONTH	
Mit Parade in Stereo, Vol. 8	S-323
Jimmy Carroll & Ork	
Angelo Invites You to Dance, Vol. 2—	S-324
Angelo Scialandra & Ork	
URANIA	
Society Dances at the St. Regis Vol. 1—	UST-601
Milt Shaw & Ork	
Milt Shaw and His Society Orchestra—Vol. 2	UST-905

Looks like Lawrence Welk and his "Champagne Lady," Alice Lon, are mighty happy with Welk's latest Coral album. Titled "With a Song in My Heart," the LP features all songs with the word "heart" in their title. It includes, for example, "Yours Is My Heart Alone" and "Young in Heart." Sure to please all of Welk's many fans, says your Audition Reviewer. The songs were featured by Welk on his Heart Association program last year.



Count Basie leads his band in their first effort for the Roulette label. The Basie album—its titled simply "Basie"—kicks-off a new series by that firm, the "Birdland" series of jazz albums. Your Audition reviewer flipped for this album, pointing out that the "rhythm surge and ensemble strength of the orchestra" are pointed by the Neal Hefti arrangements.

At your house tonight
DANCE TIME IN HI-FI
 on...
DECCA® RECORDS



Dance Time in Hi-Fi
 HOWARD LANIN, DL 8698



Rockin' Around the World
 BILL HALEY, DL 8692, ED 2564



Latin Dance Party
 AL STEFANO, DL 8646



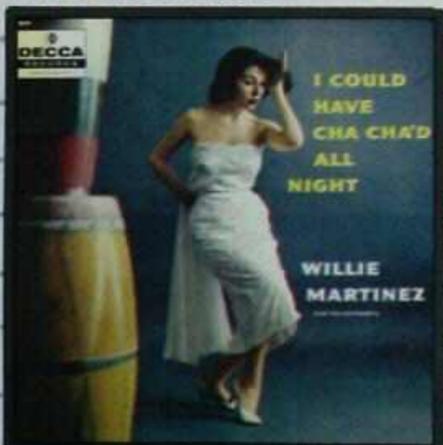
Hot Cha Chas
 BEBO VALDES, DL 8660



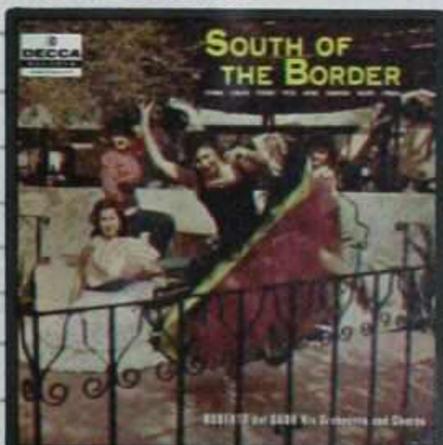
Dance at Home
 JAN GARBER, DL 8482



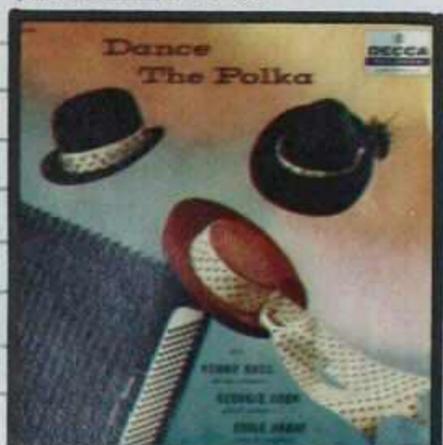
Prom Night
 ELLIOT LAWRENCE, DL 8338, ED 431



I Could Have Cha Cha'd All Night
 WILLIE MARTINEZ, DL 8694



South of the Border
 ROBERTO del GADO, DL 8691



Dance The Polka
 VARIOUS ARTISTS, DL 8690



Dance Party in Hi-Fi
 WERNER MULLER
 DL 8688

Just Mozian Along
 ROGER KING MOZIAN
 DL 8700



Learn Square Dancing
 ED GILMORE, DL 9051



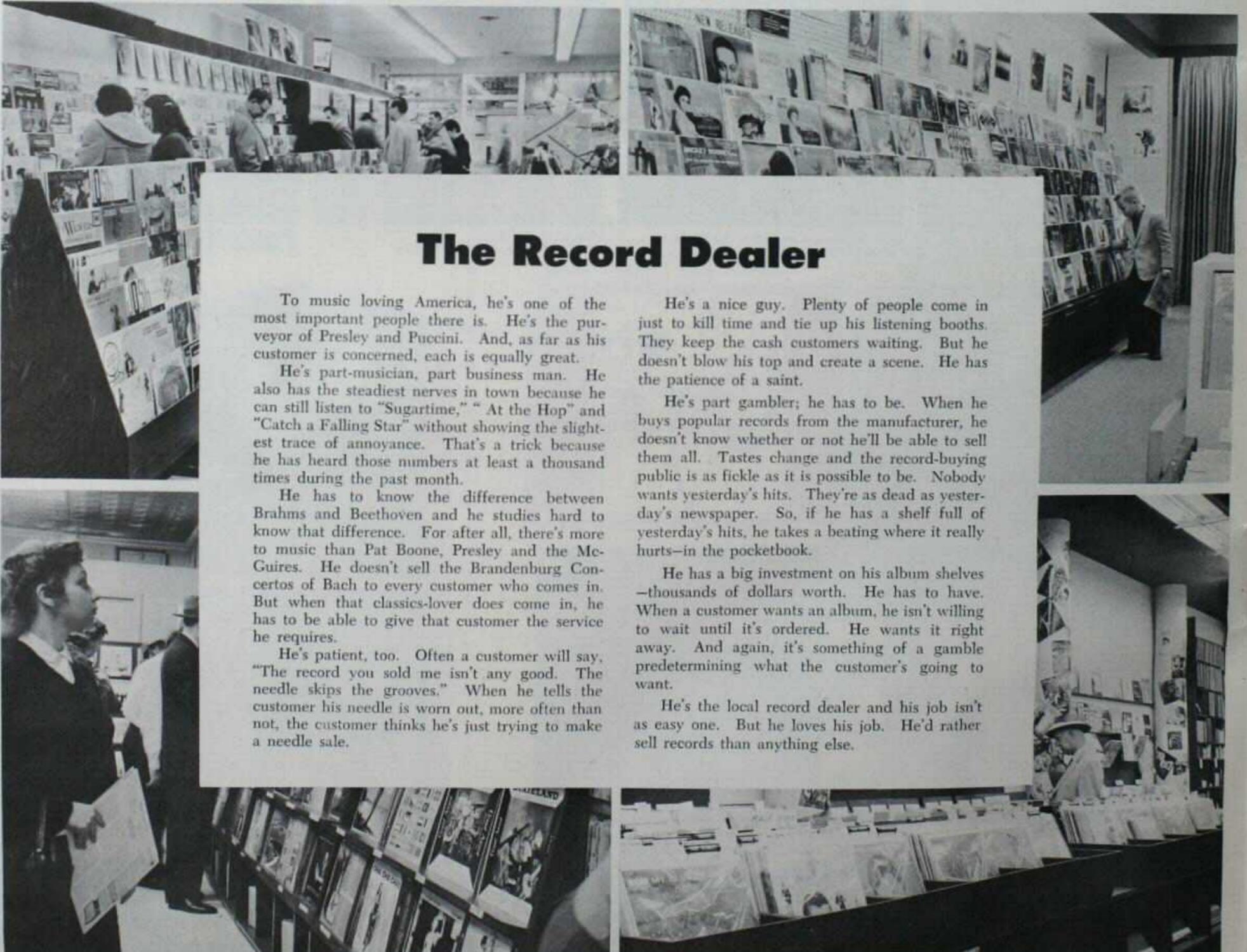
Square Dance Party
 ED GILMORE, DL 9052

DECCA'S 1958 PARADE OF GREAT ALBUM PRESENTATIONS!
 January—DREAM TIME! February—STAR TIME! March—DANCE TIME!

30 TOP POPULAR HITS

(As determined by a National Survey of retail record stores for the week ending February 15.)

- | | | |
|--|---|---|
| 1. SUGARTIME
The McGuire Sisters(Coral 61924) | 11. TWENTY-SIX MILES
Four Preps(Capitol 3845) | 21. ARE YOU SINCERE?
Andy Williams(Cadence 1340) |
| 2. AT THE HOP
Danny and the Juniors (ABC-Paramount 9871) | 12. APRIL LOVE
Pat Boone(Dot 15660) | 22. PEGGY SUE
Buddy Holly(Coral 61885) |
| 3. CATCH A FALLING STAR
Perry Como(RCA Victor 7128) | 13. WITCHCRAFT
Frank Sinatra(Capitol 3859) | 23. LA DEE DAH
Billie and Lillie(Swan 4002) |
| 4. GET A JOB
Silhouettes(Ember 1029) | 14. THE STROLL
Diamonds(Mercury 71242) | 24. ALL THE WAY
Frank Sinatra(Capitol) |
| 5. SAIL ALONG SILVERY MOON
Billy Vaughn(Dot 15661) | 15. IT'S TOO SOON TO KNOW
Pat Boone(Dot 15690) | 25. LIECHTENSTEINER POLKA
Will Glahe(London 1755) |
| 6. DON'T
Elvis Presley(RCA Victor 7150) | 16. SWINGING SHEPHERD BLUES
Moe Kaufman Quartet(Jubilee 5311)
Johnny Pate Quintet(Federal 12312) | 26. STOOD UP
Ricky Nelson(Imperial 5483) |
| 7. SHORT SHORTS
Royal Teens.....(ABC-Paramount 9882) | 17. I BEG OF YOU
Elvis Presley(RCA Victor 7150) | 27. RIVER KWAI MARCH & COLONEL BOGEY
Mitch Miller(Columbia 41006) |
| 8. MAGIC MOMENTS
Perry Como(RCA Victor 7128) | 18. DEDE DINAH
Frankie Avalon(Chancellor 1011) | 28. BELONGING TO SOMEONE
Patti Page(Mercury 71247) |
| 9. OH, JULIE
Crescendos(Nasco 6005) | 19. OH-OH, I'M FALLING IN LOVE AGAIN
Jimmie Rodgers(Roulette 4045) | 29. SWEET LITTLE SIXTEEN
Chuck Berry(Chess 1683) |
| 10. YOU ARE MY DESTINY
Paul Anka(ABC-Paramount 9880) | 20. DON'T LET GO
Billy Williams(Coral 63932) | 30. JO-ANN
Playmates(Roulette 4037) |



The Record Dealer

To music loving America, he's one of the most important people there is. He's the purveyor of Presley and Puccini. And, as far as his customer is concerned, each is equally great.

He's part-musician, part business man. He also has the steadiest nerves in town because he can still listen to "Sugartime," "At the Hop" and "Catch a Falling Star" without showing the slightest trace of annoyance. That's a trick because he has heard those numbers at least a thousand times during the past month.

He has to know the difference between Brahms and Beethoven and he studies hard to know that difference. For after all, there's more to music than Pat Boone, Presley and the McGuires. He doesn't sell the Brandenburg Concertos of Bach to every customer who comes in. But when that classics-lover does come in, he has to be able to give that customer the service he requires.

He's patient, too. Often a customer will say, "The record you sold me isn't any good. The needle skips the grooves." When he tells the customer his needle is worn out, more often than not, the customer thinks he's just trying to make a needle sale.

He's a nice guy. Plenty of people come in just to kill time and tie up his listening booths. They keep the cash customers waiting. But he doesn't blow his top and create a scene. He has the patience of a saint.

He's part gambler; he has to be. When he buys popular records from the manufacturer, he doesn't know whether or not he'll be able to sell them all. Tastes change and the record-buying public is as fickle as it is possible to be. Nobody wants yesterday's hits. They're as dead as yesterday's newspaper. So, if he has a shelf full of yesterday's hits, he takes a beating where it really hurts—in the pocketbook.

He has a big investment on his album shelves—thousands of dollars worth. He has to have. When a customer wants an album, he isn't willing to wait until it's ordered. He wants it right away. And again, it's something of a gamble predetermining what the customer's going to want.

He's the local record dealer and his job isn't as easy one. But he loves his job. He'd rather sell records than anything else.

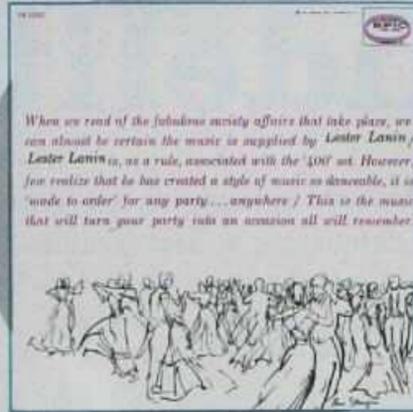
NEW AND NOTEWORTHY



LESTER LANIN AT THE TIFFANY BALL
LN 3410



DANCE TO THE MUSIC OF LESTER LANIN
LN 3340



LESTER LANIN AND HIS ORCHESTRA
LN 3242



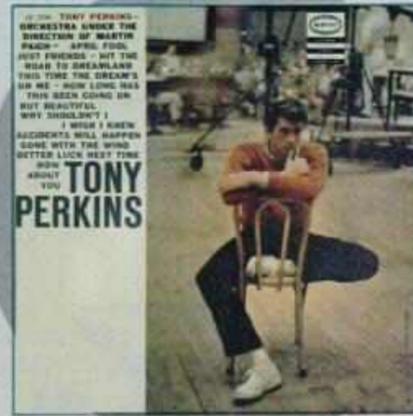
SAL
Sal Mineo—Orchestra directed by Mark Jeffrey
LN 3405



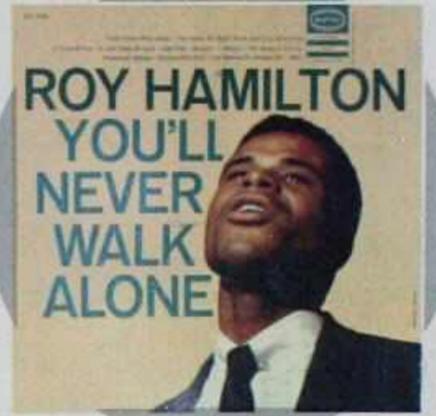
PARADE OF THE CHAMPIONS
Band of the Royal Netherlands Navy (A Salute to Paul Yoder). Major Gijsbert Nieuwland, Conductor
LN 3428



SINGING INSTRUMENTALS
Neal Hefti and his orchestra
LN 3440



TONY PERKINS
Orchestra directed by Martin Paich
LN 3394



YOU'LL NEVER WALK ALONE
Roy Hamilton
LN 3294



THE FOUR COINS IN SHANGRI-LA
The Four Coins—Arranged by Richard Hayman and Marion Evans
LN 3445



MUSIC MAN GOES DIXIELAND
Jimmy McPartland
LN 3463



LET ME SING AND I'M HAPPY
(The Best of Irving Berlin)
Jay Blackton and his orchestra and chorus
LN 3408



ON
EPIC
RECORDS

Available on 45 rpm

LESTER LANIN AT THE TIFFANY BALL (I & II) EG 7192, EG 7193
DANCE TO THE MUSIC OF LESTER LANIN (I & II) EG 7184, EG 7185
SAL (I & II) EG 7194, EG 7195

THE FOUR COINS SING (I & II) EG 7196, EG 7197
LET ME SING AND I'M HAPPY (I & II) EG 7188, EG 7189

MY LOVE LOVES ME EG 7201
The Four Coins
DON'T LET GO EG 7200
Roy Hamilton

AF[®] the highest standard in high fidelity ...

AUDIO FIDELITY Records brings you unsurpassed sound reproduction with startling clarity, purest definition, widest dynamic and maximum frequency range. Here is true high fidelity! These are not just records ... but each is a tremendous emotional experience!
\$5.95 each 12 inch LP

1. **LIONEL** ... plays drums, vibes, piano. "Hamp" at his swingin' best! AFLP 1849
2. **LINDA'S PLAYER PIANO** ... Linda Berry and old-time piano roll favorites. AFLP 1846
3. **BULLRING!** — La Fiesta Brava! Volume 4 ... New selections. Complete with book. AFLP 1835
4. **MARDI GRAS TIME WITH THE DUKES OF DIXIELAND** ... Traditional New Orleans Mardi Gras Dixie. Volume 6. AFLP 1862
5. **ELECTRONIC ORGAN** ... Easy listening with Jack Anderson at the Baldwin Organ. AFLP 1856
6. **LA ZAMBRA** ... Unusually fine recording of the flemenco guitar coupled with authentic Gypsy dancing. AFLP 1848
7. **ARMENIAN WEDDING** ... Rousing music of the Middle East featuring Mike Sarkissian and his Cafe Bagdad Ensemble. AFLP 1865

AUDIO FIDELITY

Write for **FREE** Catalog — Dept. AD-2, AUDIO FIDELITY RECORDS • 770 ELEVENTH AVENUE • NEW YORK 19, N. Y.

Billboard Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING FEBRUARY 22,

POPULAR

YOU ARE MY DESTINY
* PAUL ANKA *
ABC-Paramount 9890

SHORT SHORTS
* ROYAL TEENS *
* PLANET ROCK *
ABC-Paramount 9882

YOU CAN'T STOP ME FROM DREAMING
* THE PLAYMATES *
Roulette 4037

CATCH A FALLING STAR
* PERRY COMO *
* MAGIC MOMENTS *
RCA Victor 7128

DEDE DINAH
* FRANKIE AVALON *
* OOH LA LA *
Chancellor 1011

AT THE HOP
* DANNY AND THE JUNIORS *
* SOMETIMES *
ABC-Paramount 9871

GET A JOB
* THE SILHOUETTES *
* I AM LONELY *
Ember 1029

APRIL LOVE
* PAT BOONE *
* WHEN THE SWALLOWS COME BACK TO CAPISTRANO *
Dot 15660

SAIL ALONG SILVERY MOON
* BILLY VAUGHN *
* BAUNCHY *
Dot 15501

TWENTY-SIX MILES
* FOUR PREPS *
* IT'S YOU *
Capitol 3825

MARCH FROM THE RIVER KWAI AND COLONEL BOGEY
* MITCH MILLER ORK *
* HEY, LITTLE BABY *
Columbia 41066

THE STROLL
* THE DIAMONDS *
* LAND OF BEAUTY *
Mercury 71242

DON'T
* ELVIS PRESLEY *
* I BEG OF YOU *
RCA Victor 7150

LA DEE DAH
* BILLY & LILLIE *
* THE MONSTER *
Swan 4002

SWEET LITTLE SIXTEEN
* CHUCK BERRY *
* REELIN' AND ROCKIN' *
Chess 1693

ARE YOU SINCERE
* ANDY WILLIAMS *
* BE MINE TONIGHT *
Candace 1340

WITCHCRAFT
* FRANK SINATRA *
* TELL HER YOU LOVE HER *
Capitol 3859

OH-OH, I'M FALLING IN LOVE AGAIN
* JIMMIE RODGERS *
* THE LONG HOT SUMMER *
Roulette 4045

MAYBE
* CHANTELS *
* COME, MY LITTLE BABY *
End 1005

IT'S TOO SOON TO KNOW
* PAT BOONE *
* A WONDERFUL TIME UP THERE *
Dot 15690

WHO'S SORRY NOW
* CONNIE FRANCIS *
* YOU WERE ONLY FOOLING *
M-G-M 12588

STOOD UP
* RICKY NELSON *
* WAITIN' IN SCHOOL *
Imperial 5483

TEQUILA
* THE CHAMPS *
* TRAIN TO NOWHERE *
Challenge 1016

OH, JULIE
* THE CRESCENDOS *
* MY LITTLE GIRL *
Narco 6005

THE WALK
* JIMMY McGRATHIN BAND *
* I'M TO BLAME *
Checker 885

BALLAD OF A TEENAGE QUEEN
* JOHNNY CASH *
* BIG RIVER *
Sun 203

DON'T LET GO
* ROY HAMILTON *
* THE RIGHT TO LOVE *
Epic 9257

GOOD GOLLY, MISS MOLLY
* LITTLE RICHARD *
* HEY-HEY-HEY-HEY! *
Specialty 624

SUGARTIME
* THE McGUIRE SISTERS *
* BANANA SPLIT *
Coral 61924

7-11
* GONE ALL STARS *
* DOWN YONDER ROCK *
Coral 5016

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

GEISHA GIRL
* HANK LOCKLIN *
* LIVIN' ALONE *
RCA Victor 6984

ANNA MARIE
* JIM REEVES *
* EVERYWHERE YOU GO *
RCA Victor 7070

THIS LITTLE GIRL OF MINE
* EVERLY BROTHERS *
* SHOULD WE TELL HIM *
Candace 1342

OH LONESOME ME
* DON GIBSON *
* I CAN'T STOP LOVIN' YOU *
RCA Victor 7123

STOP THE WORLD
* JOHNNIE & JACK *
* CAMEL WALK STROLL *
RCA Victor 7137

CLICK CLACK
* DICKEY DOO & THE PONTS *
* DID YOU CRY *
Swan 4001

BETTY AND DUPREE
* CHUCK WILLIS *
* MY CRYING EYES *
Atlantic 1168

I'LL COME RUNNING BACK TO YOU
* SAM COOKE *
* FOREVER *
Specialty 619

YOU CAN MAKE IT, IF YOU TRY
* GENE ALLISON *
* HEY, HEY I LOVE YOU *
Yes Joy 713

SWINGING SHEPHERD BLUES
* JOHNNY PATE QUINTET *
* THE ELDER *
Federal 12312

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

THE THREE PENNIES
* THE GOT BELLS ON MY HEART *
* I'VE JUST A FOOL *
* GOLDEN CREEK 1312 *
Specialty 619

THE FIDELITY'S
* THE THINGS I LOVE *
* HOLD ON TO WHAT YOU GOT *
* BAYON 252 *
Specialty 619

JANE MORGAN
* THE GOT BELLS ON MY HEART *
* I'VE JUST A FOOL *
* GOLDEN CREEK 1312 *
Specialty 619

LARRY WILLIAMS
* THE GOT BELLS ON MY HEART *
* I'VE JUST A FOOL *
* GOLDEN CREEK 1312 *
Specialty 619

OPERATORS BEST BUYS

Records are the same as those listed in R&B or C&W review sections.

THE CHORDETTES
* BABY, COME-A-BACK-A *
* CADENCE 1345 *
BEST BUY

BETTY JOHNSON
* LITTLE BLUE MAN *
* WINTER IN MILANO *
* ATLANTIC 1169 *
BEST BUY

RONNIE SELF
* I Ain't Goin' Nowhere *
* COLUMBIA 41102 *
BEST BUY

KITTY WELLS
* I Can't Stop Lovin' You *
* SHE'S NOT *
* DECCA *
BEST BUY

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers records are the ones released last week that most likely to be future juke box hits.

LEE ALLEN
* STROLLIN' WITH MR. LEE *
* BOYFRIEND *
* BARBER 1031 *
OPINION

DON CORNELL
* BELLS ON MY HEART *
* I'VE JUST A FOOL *
* GOLDEN CREEK 1312 *
OPINION

THE CHANTELS
* EVERY NIGHT *
* WHOSEY YOU ARE *
* BAD 1015 *
OPINION

THE MIRACLES
* MY MAMA DANCE *
* OOO *
OPINION

THE FIDELITY'S
* THE THINGS I LOVE *
* HOLD ON TO WHAT YOU GOT *
* BAYON 252 *
OPINION

JANE MORGAN
* THE GOT BELLS ON MY HEART *
* I'VE JUST A FOOL *
* GOLDEN CREEK 1312 *
OPINION

THE THREE PENNIES
* THE GOT BELLS ON MY HEART *
* I'VE JUST A FOOL *
* GOLDEN CREEK 1312 *
OPINION

LARRY WILLIAMS
* THE GOT BELLS ON MY HEART *
* I'VE JUST A FOOL *
* GOLDEN CREEK 1312 *
OPINION

VOX JOX

Continued from page 19

Force Base, Amarillo, Tex. . . Bob Caffey—To: KTHH, Houston. . . Dan Shannon—To: KFMK-FM, Houston. . . Dick Richards—To: KITE, San Antonio. . . Joe Flood—From: KTLN, Denver. To: KUDY, Denver. . . Arch Yancy—To: KNUZ, Houston.

CHANGE OF THEME: Albert Lube, for years associated with the Houston Symphony Orchestra, has joined KTRH, as musical director. . . Don Le Blanc, KTRH, Houston, is doing a late show until midnight nightly. . . Dick Buller, WKMH, Dearborn, Mich., has launched a new show, "Night Fall," featuring pop concert and light classical music. . . Lee Rangers, also at WKMH, has started a new band-music ailer, tagged "Night Lights."

James McNeil named program director of WSWA, Harrisburg, Va. . . Ray Perkins, who resigned from KIMN, Denver, after 11 years following a disagreement over music policy changes, has been named promotion director for Hammond Organ Studios in Denver. He will continue to write his weekly column on records for the Denver Post.

YESTERYEAR'S TOPS—

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

- MARCH 6, 1948
1. Now Is the Hour
 2. I'm Looking Over a Four Leaf Clover
 3. Manana
 4. Beg Your Pardon
 5. Ballerina
 6. Golden Earrings
 7. Serenade of the Bells
 8. I'll Dance at Your Wedding
 9. But Beautiful
 10. How Soon
- MARCH 7, 1953
1. Till I Waltz Again With You
 2. Don't Let the Stars Get in Your Eyes
 3. Dottie in the Window
 4. Tell Me You're Mine
 5. Oh, Happy Day
 6. Why Don't You Believe Me?
 7. Keep It a Secret
 8. Pretend
 9. Have You Heard?
 10. Anywhere I Wander
 11. Hold Me, Thrill Me, Kiss Me

GIMMIX: The old Western cliché, "when you say that mister, smile," has been revived this month by WPEO, Peoria, Ill., which launched a "National Smile Month" (March) with a special "smile" stunt. Deejays on WPEO are asking listeners to stop anyone wearing a smile and ask, "Are you wearing a WPEO smile?" If the person asked is any one of five people designated by WPEO to wear a smile the person who asked the question receives \$50.

Elvis Presley has at least one nature record fan, according to Bill Diehl, WDCY, Minneapolis, who recently ran a Presley contest. Among the 2,500 entries, was a letter from 70-year-old grand-

mother Mrs. Carrie Spott, who wrote: "I would like to complete my record collection of Elvis Presley's entire disk output." Asked by Diehl what she likes about Presley, Mrs. Spott said, "Everything. And I'm sorry he's going in the Army!" The station and the local RCA Victor distributor have since presented Mrs. Spott said, "Everything. And magazine articles about Presley) with a complete set of Presley wax.

STATION VALENTINES: Deejays were in a lovable mood on St. Valentine's Day last month. Jocks at WHYE, Roanoke, Va., touted outlet as "the station with a heart" and offered to prove it by paying for the first wedding license taken out that day. . . WDCY, Minneapolis, jocks staged a similar stunt on a wholesale basis. A total of 41 couples were given free marriage licenses by WDCY on February 14. Interviews with the couples were aired by the station.

Both Alan Field, WTOR, Torrington, Conn., and Gene Brent, WHTN, Huntington, W. Va., devoted special Valentine's Day show to the spinning of disks with the word "heart" in their titles, in conjunction with a drive for the National Heart Fund. Field also donated all proceeds from one of his Record Hops to the Fund.

THIS 'N' THAT: Jocks at WMGM, New York (including Jerry Marshall, Peter Tripp and Ted Brown) are plugging a station drive to support a committee to ban teen-age weapons to eliminate the availability of weapons and ammunition to minors. Spinners are soliciting dialers' signatures for gigantic post card petition drive. . . Don Bell, KIOA, Des Moines, reports that in a move to revive business, a local movie house has remodeled its seating arrangement and invited Bell to stage a "Bell Hop" in the theater, following the showing of a rock and roll movie. Seats will be removed to give dancers room. If the experiment is a box-office success, the theater plans to present what Bell terms "hybrid entertainment" on a regular basis.

POLKA PLATTERS: Rick Reighard reigned as Polkamaster on Valentine's Day, when a "Sweet-heart Polka Hop" was presented by WCUE, Akron, O. Tickets were available only to listeners of the station's two polka programs, and free polka disks were given away to early-bird arrivals. Free polka LP's were awarded in a drawing held later that evening. Spike Jones taped special "on the air" spots for the polka party, and provided many of his Verve "Hi-Fi Polka Party" albums as give-aways. . . Speaking of polkas, Curt Whitcomb, WKBO, Harrisburg, Pa., is "badly in need of polka records" for his twice-weekly "Polka Serenade." "The requests are heavy," says Whitcomb, "and our polka library is very insufficient."

Manuel H. Rosillo, veteran Spanish language radio announcer, has returned home to San Antonio from Denver with what he calls the "best Christmas gift a man could ever receive—health." Rosillo has been undergoing treatment for tuberculosis at the National Jewish Hospital at Denver for the past 11 months and his discharge came to him last week. Both Rosillo and his wife (known to television and radio audiences as Lydia de Garay) are on the staff of KCOR-TV, San Antonio.

Indie Outcry

Continued from page 2

have a direct understanding. If the master is sold, I want to continue distribution in my territory."

Many Failures
Sometimes when a master is sold out from under a distrib, he is better off. Harry Finfer, of Philadelphia, claims that 50 per cent of them have been bombs. However, Finfer also says a distrib must be really careful these days. "Try to get enough records out of the manufacturer to protect yourself. . . Be conservative and study the manufacturer's financial condition. If he has not money for initial pressings, forget him! When a fellow has the money, he generally won't sell his masters." He added that often, a hype forces the sale.

Finfer notes that he himself has picked up masters for his own label, Jamie. "I've been lucky," he adds.

Sandy Beck of Custom Distributing, Cleveland, stated he lost "Silhouettes" by the Rays, which was sold to Cameo. "We've been hurt, but not drastically," he added. Beck said he has been hurt more by covers than by the sale of masters. On covers, he pointed out "even if your disk is the top one, as it was with us on 'Raunchy,' you still lose sales owing to the intrusions of the other labels."

Up to Distribs
With regard to sale of masters, Beck said the distrib must either take the gamble or stay away from it.

Tradesters are observing the rapid trading in masters—and the rising prices for same—with increasing interest. One exec pointed out that when a master is sold to another indie, "at least it stays in the family . . . but if it goes to a factory branch, then it's down the drain."

One leading indie disk firm exec stated he foresaw the possibility of some distrib clamping down via the use of a clause in contracts providing for compensation in the event of a sale.

Meanwhile, prices are reaching an all-time high, as evidenced by a reported offer of \$25,000 for Huey Smith's "Don't You Just Know" on Ad. (See separate story.)

AIP Outlines

Continued from page 2

out in favor of the O'Mahoney Bill (which seeks to discontinue the exemption of juke box operators from the payment of royalties on disks).

The Smathers hearings are scheduled to start March 10 and the O'Mahoney hearings April 20. The committee will seek permission to present their views at both sessions.

Meanwhile, Association prexy Joe Csida has invited BMI exec Bob Burton to address the Association on the Smathers Bill and Counsel for the American Society of Composers, Authors and Publishers on the O'Mahoney Bill. The Association now includes members representing 35 ASCAP firms and 53 BMI firms.

RCA Sales Hit

Continued from page 2

1957, the report stated. It cited advances in TV, including technical developments and the sale of its nine-millionth receiver. Color TV sales gained momentum, the report stated. Report stated the growing popularity of hi fi had increased sales of Victor's new Orthophonic High Fidelity "Victrola" phonos, all of which have provision for stereophonic sound.

Sales of RCA Victor's records were 18 per cent ahead of 1956. The report noted that while the growing teen-age market was responsible for part of this, the increase also mirrored the outstanding classical and original cast show albums released.

NEW LABEL

NEW SOUND

NEW

SMASH!!

"KISS AND MAKE UP"

b/w

"I'LL FORGET ABOUT YOU"

#6901-A

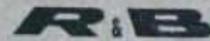
THE CROWNS

A fresh new rhythmic sound with a catchy lyric coupled with a lovely off-beat ballad that is ideal for today's idiom.

Order From These Distributors Now:

- | | | |
|--|--|---|
| Cosmat Dist. Corp.
415 Halsey St.
Newark, N. J. | Marshall Enterprises
636 W. Baltimore St.
Baltimore, Md. | Leslie Dist. Co.
2226 Fifth Ave.
Pittsburgh, Pa. |
| Cosmat Dist. Corp.
315 W. 47th St.
New York City | Trans Disc
614 Albany St.
Boston, Mass. | Leslie Dist. Co.
577 Windon St.
Hartford, Conn. |
| Cosmat Dist. Corp.
1233 W. 9th St.
Cleveland, Ohio | Garmisa Dist. Co.
2011 S. Michigan
Chicago, Ill. | Chips Dist. Co.
1415 N. Broad St.
Philadelphia, Pa. |

SOME TERRITORIES STILL AVAILABLE.



Recording Corporation
1830 Broadway, New York 19, N. Y.
Circle 6-7784

ONE STOP PHONO RECORDS

- | | | |
|---|--|--|
| 1113 BROADWAY
KANSAS CITY, MO.
PHONE VI 25220 | 2112 OLIVE
ST. LOUIS, MO.
PHONE CH 10088 | 1206 FARNAM
OMAHA, NEBR.
PHONE AT 3400 |
|---|--|--|

FREE PRINTED PARCHMENT TITLE STRIPS

OVERNIGHT SERVICE

ON ALL THOSE HOT RECORDS WITH
TITLE STRIPS READY TO GO ON THE BOXES

THREE WAREHOUSES TO SERVE YOU FASTER

IF YOU ARE NOT COMPLETELY SATISFIED WITH YOUR
PRESENT SET UP GIVE US A TRIAL ORDER

STORES and OPERATORS

ALL HOT LABELS—NEEDLES—ACCESSORIES.

5c OVER ON SINGLES—LP's AND EP's 10% OVER.
SAVE MONEY—TIME—TROUBLE.

One Stop Phono Records

- | | | |
|------------------|----------------|--------------|
| <u>WIRE</u> | <u>PHONE</u> | <u>WRITE</u> |
| Kansas City, Mo. | St. Louis, Mo. | Omaha, Nebr. |

Reviews of New Pop Records

Continued from page 48

ant item here as they ring of their love. Voices blend nicely and the side has that rockabilly flavor. (Pamco, BMD)
SOMETHIN' SMITH & THE REDHEADS
I Thank You, Mr. Moon...75
EPIC 9264—Happy, typical Somethin' Smith version of the attractive ditty, with whistling, a shuffle beat and a listenable vocal by the leader. Jocks will spin this and it has a chance for coins. (Felt, ASCAP)
School Bus Rock...70
Somethin' Smith and the Redheads change their style here to make with the rock and roll beat on this slight new effort. Pleasant, but not up to their usual standard. (Springfield, BMD)
DAVE CLOWNEY & HIS BAND
Hoot Owl...74
PARIS 513—Insistent, driving beat marks this funky r.&r. instrumental. (Lowell-Grets, BMD)
Shakin'...74
Infectious instrumental theme with bouncy r.&r. beat. Both sides have considerable appeal for jukes and jocks, both pop and r.&b. (Lowell-Grets, BMD)
EARL PALMER
Drum Village Parts 1 & 2...74
CAPITOL 3899—Flashy drum solo work marks this catchy instrumental rocker. A strong jock and juke item for the teen-age trade. (Beechwood, BMD)
KING SISTERS
Unbelievable...74
CAPITOL 3933—Listenable, modern harmonies by the chicks on a pretty ballad. A fine jockey item. Good r.&r. support. (Broadcast, BMD)
76 Trumbones...73
The gals have a bright sound on the much-recorded tune from "The Music Man," the current Broadway smash. There are stronger versions available, but this can do biz. (Frank, ASCAP)

PERCY FAITH ORK
The Impala Theme...74
COLUMBIA 41126—A graceful waltz, performed beautifully. Lush yet not overly arranged—with singing violins getting the most out of the melody. (Manchester, ASCAP)
Pizzicato Polka...73
A very fetching reading of the charming selection. Class wax. (Marpet, ASCAP)
SWINGTONES
Geraldine...74
ABC-PARAMOUNT 9902—Blues, with a triplet figure in the arrangement. Lead singer has a touch of the shout technique here. Good primitive feeling. (See Lark, BMD)
You Know Baby...72
Uptempo rhythm piece. Lead chanter does the vocal in a gravel-voiced stylized fashion. Backing, with sharp rhythm and incisive horns, is effective. (Ampco, ASCAP)
VAL ANTHONY
All I Want Is Everything...74
RCA VICTOR 7175—Attractive ballad with lush backing by the Winterhalter Ork receives a warm, impressive reading from the Tony Bennett styled warbler. Lad has a chance in the market, if dishing gets exposed. (Jefferson, ASCAP)
Will You Still Love Me?...72
A bouncy, folk-flavored tune also receives a warm vocal from Anthony over interesting support by the ork. Listenable wax. (Witmark, ASCAP)
RICHARD HAYMAN
Baby's Acting Strange...73
MERCURY 71271—Hayman's harmonica solo work sparks fast-moving rhythm theme with smartly styled vocalizing by the Space Men. Should pull play. (Witmar, ASCAP)
Who's Gonna Call You Sweetheart...73
Hayman plays sentimental solo on harmonica, while ork provides contrasting r.&r. backing, and Space Men warble in old fashioned ballad style. (Sphitka, ASCAP)
JOHNNY BRANTLEY'S ALL STARS
The Place...73
CARLTON 453—Well orked blues instrumental is a very danceable side. The kids could take to this. (Meridian, BMD)
Pot Luck...73
This side is similar to flip. Another good instrumental with potential. (Meridian, BMD)
GEORGE PETERS
Sophisticated Swing...73
MERCURY 71274—A honking rock and roll treatment of the great standard adds up to effective blend of r.&r. with swing. Sock side for jocks with hip audiences, both pop and r.&b. (MBS, ASCAP)
Chemise...72
Honking sax and solid piano solo work are highlighted on this swingy instrumental theme. Title offers jocks amusing chatter angle about the new "sack" fashion in fem wear. (Pura, BMD)
GLEN GELNN
I'm Glad My Baby's Gone...73
ERA 1061—Glenn presents the rockabilly with gusto. It could attract in both pop and r.&b. marts. (Hilary, BMD)
Everybody's Movin'...72
A rockabilly blues is nicely belted by the artist. If pushed, this may catch on. (Chancellor, BMD)
BING DAY
Fony Tall Partner...73
FEDERAL 12320—In the Jerry Lee Lewis tradition is this rocking effort sung with gusto by the chanter. He is backed by a vocal group and rhythm section. (Armo, BMD)
Since You Left Me...71
Bing Day sings this rockabilly item with feeling over strong backing from a vocal group and combo. Deejays will spin. (Armo, BMD)
JOHNNY DESMOND
The Jealous Boy Friend...73
CORAL 61952—A bouncy melody in the teen groove. Desmond's vocal is supported by chick voices who answer his jealous accusations. (Vernon, ASCAP)
The Sands of Time...70
A song of poetic quality, chanted with tenderness by Desmond. Adult programming. (Chappell, ASCAP)
ANDY GRIFFITH
Andy's Lament...73
CAPITOL 3933—Tune cut by Kay Starr on Victor a few months ago as "Kay's Lament" receives a listenable vocal from Griffith. Jocks may spin. (Starstan, BMD)
Thank Heavens for Little Girls...70
Attractive Lester and Lowe tune from the forthcoming flick "Gigi," is handled an up-tempo reading by Griffith supported in Dixieland style by the ork. Arrangement doesn't bring out charm of the song. (Chappell & Lowel, ASCAP)
GOGI GRANT
I Gave You My Heart...72
ERA 1062—Lovely reading by Miss Grant on a pretty ballad with consan-

the string support. Good aids for jocks. (Thunderbird, ASCAP)
I Don't Want to Walk Without You...73
Quality thrashing by the chick on the standard. Also a good jockey side. (Famous-Paramount, ASCAP)
JACK PLEIS
The Rhythm of Raindrops...72
DECCA 30590—Effective vocalizing by mixed chorus on tasteful theme. Fine deejay side. (Michele, ASCAP)
Come to Me...72
Lifting theme (not the Mathis tune) is wrapped up in fresh, inventive vocal by chorus. Nice jockey wax. (Raphael, ASCAP)
DE CASTRO SISTERS
You Take Care of Me...72
RCA VICTOR 7177—The sisters project a lot of charm with this tasteful rock and roller. Arrangement moves right along, with a triplet figure in the backing. (Iris-Trojan, BMD)
What a Relief...71
Bright, catchy melody, with novelty appeal in the lyric. Performance swings, and has a touch of Latin quality in the beat. Very danceable. (Marks, BMD)
THE MIGHTY JUPITERS
Your Love...72
WARNER 1020—In the Frankie Lyman tradition is this debut side by the Mighty Jupiters. It features a high tenor lead, with good vocal backing, handclapping, and swing combo support. Sure for spins. (Stanford, BMD)
My Wacky Toombah...70
Lyric is handled cleverly by the group with the big lead voice again predominant. Flip side is stronger. (Stanford, BMD)
KENNY OTTEY
Sick, Sick, Sick...72
RCA VICTOR 7185—Rhythmic rock and roll effort is handed a good rendition by Ottey, new singer on the label. He is backed warmly by the ork. Lad could build with exposure. (Ranger, BMD)
Main Drag Saturday Night...70
Another rhythm effort about the big night in town is also sold well by the young singer. Flip side appears more potent, but this side, too, rates spins. (Ranger, BMD)
RON GOODWIN
Red Cloak...72
CAPITOL 3927—Lushly flamboyant instrumental treatment of vivid theme with Latin tempo. Colorful mood wax by the British maestro. (Leeds, ASCAP)
The Laughing Suller...70
Jaunty instrumental treatment of bouncy nautical theme. Happy jockey programming. (Jefferson, ASCAP)
DICKSON HALL
Cowboy...72
EPIC 9262—From the new flick "Cowboy" comes this attractive new song, sung expressively by Dickson Hall supported by The Wayfarers. If the song clicks this version should get a good share. (Columbia Pictures, ASCAP)
It's a Long Walk Home...70
Pretty rockabilly is sung pleasantly by Hall, altho the flip is more potent. (Kulma, ASCAP)
ED TOWNSEND
For Your Love...72
CAPITOL 3926—A pretty rockabilly delivered with feeling by the new artist. Good chorus and ork support enhance the vocal. Lad has talent. (Beechwood, BMD)
Over and Over Again...65
So-so vocal on a medium-beat theme with organ backing. Flip has more. (Beechwood, BMD)
JIMMY DEE
Lonely...71
TIN PAN ALLEY 202—A waltz with a r.&b. flavor is given an attractive warble by Dee. Light backing accompanies. This can move. (Juke Box Alley, ASCAP)
Manitoba Mous...71
Same comment. (Juke Box Alley, ASCAP)
JERI SOUTHERN
Life Does a Girl a Favor...71
ROULETTE 4051—The jazz canary sings this new effort from "Oh Captain" pleasantly over fair ork backing. Will get some spins. (Livingston & Evans, ASCAP)
We're Not Children...70
Same comment. (Livingston & Evans, ASCAP)
The following records, also reviewed by The Billboard music staff, were rated 70 or less:
BOB JERRY: Ghost Satellite/Who's Gonna Cry for Me?—Rendezvous 100
GEORGE CATENO: The Murrin' Kind/Don't Say It's True—Ring 500
BUDDY CUNNINGHAM: How Do You Thank an Angel?/I Can't Use My Heart—Rivermount 1158
JOHNNY DELMAR: Unless There's You/My Kindergarten Hero—Phonograph 1021
PEPE FERNANDEZ: After Hours Cha Cha Cha/G.I. Rhapsody—Key 5801
THE FIVE PLAYBOYS: Time Will Allow/Why Be a Fool?—Mercury 71269

DICK HAYMES: The Long Hot Summer/A Very Precious Love—Hallmark 2000
LENNIE HAYTON ORK: The Sands of Time/Midnight Mood—Roulette 4051
THE JANTZEN SISTERS: Spring-a-Ling/Dim, Dim the Lights—Torp 0518
JACK MORRIS: River San Gabriel/She's Gone—She's Gone—Pap 116
ANN RAYE: Endless Love/Sentimental Fool—Decca 30533
NORVELLE REID: Moonlight Souvenirs/On a Street in Barcelona—Decca 30564
RAZZBERRY REYNOLDS POLKA BAND: Cherry Polka/Snow Man Polka—Artist's Life 5
PAT RILEY: The Proper Time/No Regrets Have I—Tin Pan Alley 185
THE WEAVERS: Take This Letter/Doas Laid Around—Vanguard 35001

Children's

TERESA BREWER
Because Him Is a Baby...80
CORAL 61944—Clever lyrics (by Bob Merrill) piped with pert showmanship by Miss Brewer. Special sleeve gives disk added appeal for kiddie market. (Jay ASCAP)
Lost a Little Puppy...80
Tender little lullaby is sung with sweet simplicity. Both sides could also serve as good programming for jocks with house frau audiences. (Hawthorne, ASCAP)
PAUL NICKELSON ORK
Whispering Hope...80
RCA VICTOR 7180—Tasteful instrumental for quality programming. Song is a waltz, with a graceful melodic line, recorded with lush, but not overpowering instrumentation.
How Great Thou Art...80
A good companion side for the flip. Adult, quality programming of a type very rarely heard on singles these days. (Manna, BMD)

Religious

R&R in Britain

Continued from page 6

TV and radio, just as in the United States. Other methods, tho not unimportant, are secondary.
Platz said England now has its own bandstand TV shows, similar to the Dick Clark show out of Philadelphia. One is called "The 6:05 Special" on the BBC TV net, another is "The Jack Jackson Show" on commercial TV, and the last is "Cool for Cats," also on commercial. The first two shows have singers lip synchronize to their disks and have dancing by the kids. On "Cool for Cats" they play the records which are dramatized by the cast, somewhat like the dancers on the American TV "Hit Parade."
All records are selling well in England, Platz said, including LP's and EP's. Show albums sell as much as 200,000. And there is a low priced line, made specially for the Woolworth chains, which sell for about 50 cents against the regular price of 85 cents. These disks are covers of current hits. Woolworth's presses 100,000 of every record it makes on the low-price label, no more, no less, and usually sells out.
Platz was one of the first English pubbers to hire a publicity firm to work on records. The publicity firm promotes records of tunes published by Essex-Cromwell with deejays, TV shows, etc., and for column mentions and story mentions in newspapers and magazines. That this has paid off is evident in that the Platz firms have been in the forefront with hits for the past two years.
Platz noted other changes in today's England. Juke boxes are spreading, with an estimated 10,000 now in use there. Rock and roll movies do great; an English film based on "The 6:05 Special" show is now in progress. Skiffle is still warm, altho not as sizzling as a year ago. And last but not least, diskeries rush out original American records or American hits so they won't get snowed under if the tapes are waxed quickly by young English hitmakers of whom there are now a number, from Tommy Steel to Frankie Vaughan.

Jazz

LOU BENNET TRIO
Gonga Mooga
DAWN 234—Swinging sound by the group on an up-tempo blues. In jazz singles market, this will not have too much competition. (Reel, BMD)
Diggin' Bene...78
Organ, guitar and drums give a good workout on a medium-beat swinger. This should go as well as flip. (Reel, BMD)

Number of Releases This Week

Table with columns: Label, Pop, R&B, CA. Lists various record labels and their release counts for Pop, R&B, and CA categories.

Record Dealers! Disk Jockeys!

AARDELL TO ZORA!!
Horoscopes! No! Record Labels! Yes!
Did you ever wonder who makes that record that your customers and listeners inquire about? Where's the company located? Who distributes their records in your area?
The answers are all in the latest issue—just up-dated of The Billboard's MUSIC-RECORD PROGRAMMING and BUYING GUIDE
There are 1,567 different record labels listed in this Guide. Labels are listed alphabetically for easy reference and complete addresses. In addition, the 100-page booklet also contains a directory of record distributors, arranged by state and city, and tells you what labels they handle plus
For record programming ideas for disk jockeys
For window display ideas for dealers
The top song hits by year for every year since 1900. The top record hits by artist and label for the past five years. Order your copy now!

Roulette's Found a Hit! I FOUND A JOB The Heartbeats. Roulette #4054. ROULETTE RECORDS. 659 10th Ave. New York, N. Y.

A Sweetheart! JOE HAMMOND'S "KISS ME MY LOVE" BC-1102. BEE RECORDS. 664 Schuykill Avenue Reading, Pa. FRanklin 3-5843

"LEAVE MY GIRLIE ALONE" Lowell McGuire NASCO 6007. NASHBORO RECORD CO., INC. CHappel 2-2213. Nashville, Tennessee

WANTED PURE VINYL RECORDS FOR SCRAP ONLY 10" - 12" - 16". Plainfield Iron & Metal Co., Inc. 1300 South 2nd St. Plainfield, N. J.

WANTED Contacts with record companies interested in devoting Latin catalog. Have access to top Latin and international recording stars. RONDE PRODUCTIONS. Suite 301, Hotel Woodward New York, N. Y.

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING FEBRUARY 22 RECORDS are ranked in order of their current national selling importance...

Table with 3 columns: Rank, Title, Weeks on Chart. Includes 'Ballad of a Teenage Queen' by Johnny Cash, 'Don't' by Elvis Presley, etc.

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 22 SIDES are ranked in order of the greatest number of plays on disk jockey radio shows...

Table with 3 columns: Rank, Title, Weeks on Chart. Includes 'Ballad of a Teenage Queen', 'The Story of My Life', etc.

Reviews of New C&W Records

FARON YOUNG 'Can't Dance'... 'My Baby Ain't My Baby No More'... BUDDY LONG 'You Called Me By His Name Last Night'...

WILBURN BROTHERS 'On Top Sha Boom'... LESTER FLATT-EARL SCRUGGS 'Big Black Train'... MARTHA LYNN: 'When The End of My World'...

FOLK TALENT AND TUNES

Continued from page 19

day," will be featured in a guest appearance on Nat Nigberg's "Country America" on KABC-TV, Los Angeles, March 15 at 7 p.m. . . . Uncle Kenesaw Mountain Kirby, TNT recording artist, has added Cornball Lambert, steel guitarist, to his Cider Mountain Boys, currently appearing at the Lobster House, New London, Conn. For his outdoor season, which gets under way in June, Kirby plans to add comedy and a five-string banjoist.

Don Richardson, who beats the publicity drums on "Country Music Jubilee," Springfield, Mo., wires that auxiliary police were mustered there February 20 to handle crowds rallied by the appearance of the Philip Morris Country Music Show at the Jewell Theater there, home of the "Jubilee." Jim Denny, packager of the show for PM, was on hand, as were various officials of the cigarette firm and its New York ad agency. The audience witnessed the taping of the NBC "Red Foley Show" for the Dow Chemical Company, immediately followed by the CBS Philip Morris show, starring Carl Smith. Springfield PM appearance, Richardson says, was set specifically with a guest-swap in mind, Smith on Foley's program and vice versa. Foley opus is for broadcast Saturday, March 22, while PM show is set for airing Sunday, March 16. Others in the radio cast included Bobby Lord, Red Sovine, Slim Wilson's band, the Tunemiths, Shirley Cadell and Biff Collie.

Patsy Cline, who opened in Honolulu February 27 for a 10-day stand, is slated for an appearance on the Arthur Godfrey TV-er in April. On April 27 she begins a 10-day tour for Hap Peebles. Patsy's newest on the Decca label is "Stop the World." . . . Mrs. Sarah Flores, of Nashville, has taken over the managerial reins on the country-music newcomer Larry Kirby. . . . Charlie Phillips, writer of the current hit tune, "Sugartime," and who waxed the original record on it, was last Saturday's (1) guestar on "Louisiana Hayride," Shreveport.

also find favor with those who go for traditional c.&w. (Peer, BMI)

RED SOVINE 'Four Arms' . . . 75 DECCA 30595—The romantic country ballad is rendered appealingly by the artist. Tune has a good lyric. This can go well. (Cedarwood, BMI) — Once More . . . 74 The wistful, pop-type ballad gets a sensitive performance by Sovine. A few choruses assist. This can also move. (Acuff-Rose, BMI)

SLIM WHITMAN 'Careless Hands' . . . 74 IMPERIAL 8116—Oidie is sung in warm fashion by Whitman over good pop-country support. Side could get some action in c.&w. field. (Melrose, ASCAP) A 'Very Precious Love' . . . 73 Lovely song from "Marjorie Morningstar," forthcoming flick, receives a listenable reading by Whitman, backed with a string ork and voices. (Witmark, ASCAP)

DALE McBRIDE 'Wound Up' . . . 71 KOBB 1501 — Driving instrumental effort, sparked by a fender bass and honking sax is sold with spirit by the combo. Could get some juke action. (TNT, BMI) Because I Love You So . . . 67 Dale McBride sings this slight ditty passably backed by a girls' vocal group. (TNT, BMI)

The following records, also reviewed by the Billboard music staff, were rated 70 or less:

MARTHA LYNN: 'When The End of My World'—Pop 115 LANE WALKER: 'Drop In/Why, Baby, Why?'—Blue Hen 219

This Week's C&W Best Buys

I CAN'T STOP LOVING YOU (Acuff-Rose, BMI)—Kitty Wells—Decca 30551—The side has been building gradually. All the top c.&w. markets now report heavy sales. Flip is "She's No Angel" (Acuff-Rose, BMI). A previous Billboard Spotlight pick. BOP-A-LENA (Cedarwood, BMI)—Ronnie Self—Columbia 41102—All of the major c.&w. marts are hot for this. It's also showing in pop. Flip is "I Ain't Goin' Nowhere" (Cedarwood, BMI).

Review Spotlight on . . .

C&W TALENT

BUDDY LONG

You Called Me By His Name Last Night (Libijon, BMI) Walkin' an' Talkin' to Myself (Fairway, BMI)—Demon 1503—Two attractive performances by the new artist. "You Called Me" is a weeper delivered in traditional c.&w. style with fine backing. "Walkin'," the flip, is in a rockaballad vein, and the backing is equally listenable.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING FEBRUARY 22 City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. Don't, Elvis Presley, Vic. 2. I Beg of You, Elvis Presley, Vic. 3. Ballad of a Teen-Age Queen, Johnny Cash, Sun 4. Please Pass the Biscuits, Gene Sullivan, Col. 5. Big River, Johnny Cash, Sun

Dallas-Fort Worth

- 1. Is It Wrong? Warner Mack, Dec. 2. Ballad of a Teen-Age Queen, Johnny Cash, Sun 3. Geisha Girl, Hank Locklin, Vic. 4. I Beg of You, Elvis Presley, Vic. 5. My Shoes Keep Walking Back to You, Ray Price, Col. 6. Don't, Elvis Presley, Vic. 7. The Story of My Life, Marty Robbins, Col. 8. This Little Girl of Mine, Everly Brothers, Cdc. 9. Anna Marie, Jim Reeves, Vic. 10. I Can't Stop Lovin' You, Kitty Wells, Dec.

Houston

- 1. This Little Girl of Mine, Everly Brothers, Cdc. 2. Ballad of a Teen-Age Queen, Johnny Cash, Sun 3. Don't, Elvis Presley, Vic. 4. I Beg of You, Elvis Presley, Vic. 5. Great Balls of Fire, Jerry Lee Lewis, Sun 6. Breathless, Jerry Lee Lewis, Sun 7. Geisha Girl, Hank Locklin, Vic.

Memphis

- 1. Ballad of a Teen-Age Queen, Johnny Cash, Sun 2. This Little Girl of Mine, Everly Brothers, Cdc.

Nashville

- 3. Big River, Johnny Cash, Sun 4. Wake Up Little Sista, Everly Brothers, Cdc.

New Orleans

- 1. Ballad of a Teen-Age Queen, Johnny Cash, Sun 2. Don't, Elvis Presley, Vic. 3. The Story of My Life, Marty Robbins, Col. 4. You Win Again, Jerry Lee Lewis, Sun 5. This Little Girl of Mine, Everly Brothers, Cdc. 6. Oh, Lonesome Me, Don Gibson, Vic. 7. Anna Marie, Jim Reeves, Vic. 8. I Can't Stop Lovin' You, Kitty Wells, Dec.

St. Louis

- 1. Ballad of a Teen-Age Queen, Johnny Cash, Sun 2. I Beg of You, Elvis Presley, Vic. 3. Anna Marie, Jim Reeves, Vic. 4. The Story of My Life, Marty Robbins, Col. 5. Great Balls of Fire, Jerry Lee Lewis, Sun 6. Uh Huh, Sonny Jann, Cap.

Just back from an extended road trip, Joe D. Lucas, of Acuff-Rose, Nashville, reports that country music is finding its way back to the turntables in virtually all sections of the country. Likewise, Joe says, modern country is still being accepted in the pop market. "Most of the boys I saw thru Minnesota and the East are asking for more country music," typewrites Joe. "Tom Edwards, of WERE, Cleveland, must have been right when he said recently that the Hank Williams tunes would be recorded by big names this year." Acuff-Rose last week held sessions for Melvin Endsley, the Everly Brothers, Wilma Lee and Stony Cooper, Roy Acuff and Don Gibson. The firm will be well represented at the forthcoming deejay convention in Kansas City, Mo., Lucas says.

my Donahue split the vocal chores on the four ditties.

The ABC network has chosen "Country America," beamed via KABC-TV, Los Angeles, Saturdays, 7-8 p.m., to furnish the entertainment for the Association of National Advertisers at its annual convention. (Continued on page 55)

Breaking Wide Open Pop and C&W JOHNNY CASH BALLAD OF A TEENAGE QUEEN b/w BIG RIVER Sun #283

NOW ON HICKORY! Roy Acuff "ONCE MORE" Hickory 1073 If It's Country Music It's Bound To Be Good!

Reviews of New R&B Records

LITTLE WALTER
Confessin' the Blues 80
 CHECKER 890—Little Walter turns in an exciting vocal on this blues lament over pounding combo backing. Blues singer could have a regional hit with this strong new item. (Arc, BMI)
The Toddle.... 77
 Old-fashioned blues item is performed with spirit by the combo on this instrumental side. Good wax for Southern markets. (Arc, BMI)

RUTH BROWN
Book of Lies 79
 ATLANTIC 1177—A strong ballad—rich in sentiment; and Ruth Brown sings it beautifully, to a slow, relaxed accompaniment including chorus. Can take off. (Godday-Progressive, BMI)
Just Too Much.... 78
 An exciting side by Ruth Brown—fresh in sound and showing another facet of her capabilities. Tune is a rhythm piece, with very unusual back-

ing featuring a harpsichord. Merita play. (Progressive, BMI)

SONNY DAY
Speedillac 79
 CHECKER 886—The warbler spells out Speedillac as he sings about his new shiny car and taking his girl friend for a ride. He's supported by a vocal group and combo. Side is cute, gimmicky and has a real chance. (Arc & Fox Bee, BMI)
Half Moon.... 77
 Listenable ditty with a rock and roll beat is sung neatly by the chanter, helped by voices and a strong combo. Tune is strongly reminiscent of an oldie. (Arc & Fox Bee, BMI)

THE VALIANTS
Walkin' Girl 77
 KEEN 4007 — Interesting rhythmic patterns—both vocally and on backing—in this infectious side. The group stirred up a little action with "This Could Be the Night" and this could spark similar spins. (Higuera, BMI)
Lover, Lover.... 76
 Ardent warbling stint by lead singer on dramatic ballad with Latin tempo. (Higuera, BMI)

GENE & EUNICE
I Mean Love 77
 ALADDIN 3414—Mighty cute effort, with clever musical stops, is sung brightly by the pair, over solid rock support. This has a chance for the big time with exposure. Strong etching. (Aladdin, BMI)
The Angels Gave You to Me.... 76
 Country flavored ditty receives a touching reading from the boy-girl duo as they sing of the love they bear towards each other. Good wax here. (Aladdin, BMI)

PHIL BARCLAY
It's Raining 76
 DUKE 101—The gutbucket blues is given a knowing vocal by Barclay with funky backing. Choice for Southern markets. (Gaylord, BMI)
Young Long John.... 74
 Another blues, less potent than the flip, but also good for Southern markets. (Gaylord, BMI)

CAL GREEN ORK
The Big Push 76
 FEDERAL 12318—Driving instrumen-

tal side is sold with a lot of spirit by a honking sax and swinging guitar. Good for dancing and could catch juke loot. (Jay & Cee, BMI)
Green's Blues.... 73
 Attractive instrumental effort receives a good performance from the Cal Green crew here. Will get spins. (Jay & Cee, BMI)

HAROLD JACKSON
Move It On Down
the Line (Parts 1 & 2) 75
 ALADDIN 3410 — Exciting two-part instrumental effort featuring organ and rhythm section, plus some shout-in' exclamations by Jackson. The tempo is infectious and it's an attractive blues effort. Side could get juke coin. Watch it. (Aladdin, BMI)

OTIS BLACKWELL
What a Coincidence 75
 ATLANTIC 1178—Rhythm side with a rollicking beat behind Blackwell's vocal. Side has rockabilly flavor too, and continually builds—with horns giving an added lift midway. Nice wax. (Shalimar-Progressive, BMI)
Turtle Dove.... 75
 Pretty Tune, with artful phrasing, and a lilting melody line. Blackwell gives a fetching performance right from the heart. (Shalimar-Progressive, BMI)

CECIL McNABB JR.
Nothing Like This 75
 KING 5116 — A bright blues-like theme is effectively rendered by the artist. The tune has a slight gospel, folksy flavor. (Jay & Cee, BMI)
Clock Tickin' Rhythm.... 74
 McNabb has a shoutin' approach on the blues rocker. Backing is good. This can do biz. (Jay & Cee, BMI)

THE TEMPTATIONS
Mister Juke Box 75
 SAVOY 1532—Good vocal by the lead on the rockabilly. Group and rock backing are listenable. This could also grab juke loot. (Planemar, BMI)
Made at Love.... 73
 The group uses an approach similar to Lavern Baker's on this blues. Some coin possible. (Planemar, BMI)

JIMMIE MADDIN
Shirley Parley 75
 IMPERIAL 5496—The number has also been done by Ray Peterson on RCA Victor. Maddin uses a fairly vigorous attack on the rocker. This

(Continued on page 55)

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING FEBRUARY 22

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side last on top.

This Week	Last Week	Chart
1. GET A JOB (BMI)—Silhouettes	1	7
1 Am Lonely (BMI)—Ember 1029		
2. SWEET LITTLE SIXTEEN (BMI)—Chuck Berry	9	2
Reelin' and Rocking (BMI)—Chess 1683		
3. SHORT SHORTS (BMI)—Royal Teens	3	4
Planet Rock (BMI)—ABC-Paramount 9882		
4. AT THE HOP (BMI)—Danny and the Juniors	2	12
Sometimes (BMI)—ABC-Paramount 9871		
5. DONT (BMI)—Elvis Presley	4	5
I BEG OF YOU (BMI)—Victor 7150		
6. OH, JULIE (BMI)—Crescendos	7	6
My Little Girl (BMI)—Nasco 6005		
7. MAYBE (BMI)—Chantels	6	6
Come My Little Baby (BMI)—End 1005		
8. DONT LET GO (BMI)—Roy Hamilton	5	7
The Right to Love (BMI)—Epic 9257		
9. THE STROLL (BMI)—Diamonds	8	7
Land of Beauty (BMI)—Mercury 71242		
10. GOOD GOLLY, MISS MOLLY (BMI)—Little Richard	17	3
Hey-Hey-Hey-Hee (BMI)—Specialty 624		
11. TEQUILA (BMI)—The Champs	—	1
Train Is Nowhere (BMI)—Challenge 1016		
12. DEDE DINAH (ASCAP)—Frankie Avalon	11	5
Ooh La La (ASCAP)—Chancellor 1011		
13. LA DEE DAH (BMI)—Billy and Lillie	10	7
The Momter (BMI)—Swan 4002		
14. TWENTY-SIX MILES (BMI)—Four Preps	—	1
It's You (ASCAP)—Cap 3845		
15. STOOD UP (BMI)—Ricky Nelson	13	7
Waitin' in School (BMI)—Imperial 5483		
16. CLICK CLACK (BMI)—Dicky Doo and the Don'ts	14	2
Did You Cry (BMI)—Swan 4001		
17. SWINGING SHEPHERD BLUES (BMI)—Johnny Pate Quintet	—	1
The Elder (BMI)—Federal 12312		
18. PEGGY SUE (BMI)—Buddy Holly	12	14
Everyday (BMI)—Coral 61885		
19. YOU ARE MY DESTINY (BMI)—Paul Anka	15	4
When I Stop Loving You (BMI)—ABC-Paramount 9860		
20. BETTY AND DUREPREE (BMI)—Chuck Willis	19	5
My Crying Eyes (BMI)—Atlantic 1168		

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING FEBRUARY 22

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Sweet Little Sixteen, Chuck Berry, Cha.
2. Good Golly, Miss Molly Little Richard, Spe.
3. Get a Job, Silhouettes, Emb.
4. Maybe, Chantels, End
5. Been So Long, Pastels, Argo
6. Don't, Elvis Presley, Vic.
7. Short Shorts, Royal Teens, ABC-Para.
8. Don't Let Go, Roy Hamilton, Epic
9. The Walk, Jimmie McCracklin, Cha.
10. Tequila, Champs, Chal.

Charlotte

1. Get a Job, Silhouettes, Emb.
2. Short Shorts, Royal Teens, ABC-Para.
3. At the Hop Danny and the Juniors, ABC-Para.
4. I Beg of You, Elvis Presley, Vic.
5. Maybe, Chantels, End
6. Good Golly, Miss Molly Little Richard, Spe.
7. Reelin' and Rocking, Chuck Berry, Cha.
8. Oh, Boy! Crickets, Brk.
9. The Stroll, Diamonds, Mer.
10. Sweet Little Sixteen, Chuck Berry, Cha.

Chicago

1. Oh, Julie, Crescendos, Nsc.
2. Short Shorts, Royal Teens, ABC-Para.
3. Sweet Little Sixteen, Chuck Berry, Cha.
4. Get a Job, Silhouettes, Emb.
5. Dede Dinah, Frankie Avalon, Clt.
6. Tequila, Eddie Platt, ABC-Para.
7. Don't Let Go, Roy Hamilton, Epic
8. Don't, Elvis Presley, Vic.
9. The Stroll, Diamonds, Mer.
10. At the Hop Danny and the Juniors, ABC-Para.

Cincinnati

1. Don't Let Go, Roy Hamilton, Epic
2. Get a Job, Silhouettes, Emb.
3. You Can Make It If You Try Gene Allison, VJ.
4. I'll Come Running Back to You Sam Cooke, Spe.
5. Raunchy, Ernie Freeman, Imp.

Detroit

1. Sweet Little Sixteen, Chuck Berry, Cha.
2. Tequila, Champs, Chal.
3. Get a Job, Silhouettes, Emb.
4. Click Clack Dickey Doo and the Don'ts, Swan
5. The Walk, Jimmie McCracklin, Cha.
6. The Stroll, Diamonds, Mer.
7. Short Shorts, Royal Teens, ABC-Para.
8. Maybe, Chantels, End
9. Good Golly, Miss Molly Little Richard, Spe.
10. Don't Let Go, Roy Hamilton, Epic

Los Angeles

1. Get a Job, Silhouettes, Emb.
2. Maybe, Chantels, End

3. Tequila, Champs, Chal.
4. At the Hop Danny and the Juniors, ABC-Para.
5. Don't Let Go, Roy Hamilton, Epic
6. I Beg of You, Elvis Presley, Vic.
7. The Stroll, Diamonds, Mer.
8. Short Shorts, Royal Teens, ABC-Para.
9. Don't, Elvis Presley, Vic.

New Orleans

1. Sweet Little Sixteen, Chuck Berry, Cha.
2. Good Golly, Miss Molly Little Richard, Spe.
3. Get a Job, Silhouettes, Emb.
4. La Dee Dah, Billy and Lillie, Swan
5. Maybe, Chantels, End
6. Don't Let Go, Roy Hamilton, Epic
7. Dede Dinah, Frankie Avalon, Clt.
8. Don't, Elvis Presley, Vic.
9. At the Hop Danny and the Juniors, ABC-Para.
10. Jo-Ann, Playmates, Rli.

New York

1. Get a Job, Silhouettes, Emb.
2. Short Shorts, Royal Teens, ABC-Para.
3. At the Hop Danny and the Juniors, ABC-Para.
4. La Dee Dah, Billy and Lillie, Swan
5. Sweet Little Sixteen, Chuck Berry, Cha.
6. Dede Dinah, Frankie Avalon, Clt.
7. Don't, Elvis Presley, Vic.
8. Oh, Julie, Crescendos, Nsc.
9. Good Golly, Miss Molly Little Richard, Spe.
10. The Stroll, Diamonds, Mer.

Philadelphia

1. Don't Let Go, Roy Hamilton, Epic
2. Get a Job, Silhouettes, Emb.
3. Sweet Little Sixteen, Chuck Berry, Cha.
4. Maybe, Chantels, End
5. Breathless, Jerry Lee Lewis, Sun
6. Betty and Durepree, Chuck Willis, Ad.
7. Oh, Julie, Crescendos, Nsc.

St. Louis

1. Don't Let Go, Roy Hamilton, Epic
2. The Stroll, Diamonds, Mer.
3. Sweet Little Sixteen, Chuck Berry, Cha.
4. Oh, Julie, Crescendos, Nsc.
5. La Dee Dah, Billy and Lillie, Swan
6. Good Golly, Miss Molly Little Richard, Spe.
7. Tequila, Champs, Chal.

Washington, D. C.

1. Sweet Little Sixteen, Chuck Berry, Cha.
2. Don't Let Go, Roy Hamilton, Epic
3. Good Golly, Miss Molly Little Richard, Spe.
4. Get a Job, Silhouettes, Emb.
5. Maybe, Chantels, End
6. You Can Make It If You Try Gene Allison, VJ.
7. Don't, Elvis Presley, Vic.
8. Been So Long, Pastels, Argo

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 22

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Chart
1. GET A JOB—Silhouettes	1	6
Ember 1029—BMI		
2. SHORT SHORTS—Royal Teens	3	3
ABC-Paramount 9882—BMI		
3. DONT LET GO—Roy Hamilton	2	6
Epic 9257—BMI		
4. GOOD GOLLY, MISS MOLLY—Little Richard	—	1
Specialty 624—BMI		
5. MAYBE—Chantels	7	6
End 1005—BMI		
6. SWEET LITTLE SIXTEEN—Chuck Berry	12	2
Chess 1683—BMI		
7. DONT—Elvis Presley	6	4
Vic 7150—BMI		
8. THE STROLL—Diamonds	5	9
Mercury 71242—BMI		
9. DEDE DINAH—Frankie Avalon	8	2
Chancellor 1011—ASCAP		
10. YES, MY DARLING—Fats Domino	—	1
Imperial 5492—BMI		
11. GREAT BALLS OF FIRE—Jerry Lee Lewis	9	12
Sun 281—BMI		
12. LA DEE DAH—Billy and Lillie	10	3
Swan 4002—BMI		
13. LEAPS AND BOUNDS—Bill Doggett	—	1
King 5101—BMI		
14. CLICK CLACK—Dickey Doo and the Don'ts	—	1
Swan 4001—BMI		
14. SO TOUGH—Casulas	—	1
Bagg Beat 503—BMI		



dooto
 AUTHENTIC HIGH FIDELITY RECORDS

The Original
CUFFLINX

SO TOUGH
 #433

Coming Up Fast!!
TRICK KNEES
 Cufflinx #434

New Album Releases
THE COOL COOL PENGUINS
 E242

BURLESQUE HUMOR
 Radd Foxx #249

DOOTO RECORDS

ZOOMING UPWARD!!

I

LOST YOU'

The Spaniels
 Vee Jay 264

Vee Jay Record Corp.
 2129 South Michigan
 Chicago 16, Illinois
 All Phones: CALumet 5-6141

Fussin' Up a Storm
 The Original
CASUALS

SO TOUGH
 Back Beat 503

DUKE-BACK BEAT RECORDS, INC.
 2809 Erastus Street
 Houston 26, Texas

Nappy's got a 2-Sider!

In the South, it's
"I'M IN THE MOOD"

In the North, it's
"IF YOU NEED SOME LOVING"

NAPPY BROWN
 Savoy #1530

SAVOY RECORD CO
 18 MARKET ST
 NEWARK, N. J.

FLASH—FLASHES ANOTHER HIT!

THE ORIGINAL
"DEAD"
 BY THE POETS—FL-139

"VOWELS OF LOVE"
 BY THE POETS—FL-139

EXCITING INSTRUMENTAL!
"HIT THE ROAD"
 BY GUS JENKINS—FL-138

"ROAD RUNNER"
 BY GUS JENKINS—FL-138

FLASH RECORD CO.
 432 E. Vernon Ave., Los Angeles, Calif.
 AD. 42314

FOLK TALENT AND TUNES

Continued from page 53

vention at Pebble Beach, Calif., March 13. Producer Nat Nigberg will be accompanied by Joe Allison, emcee of the show; featured singers, Debby Kay, Ginny Jackson, Freddy Hart and Lefty Frizzell; director, Don Whitman, and Bobby Bruce and his band. The unit will make the junket by plane.

With the Jockeys

Bob Campbell, record librarian at WNNC, Newton, N. C., and the morning deejay there with 25 hours of air time each week, typewrites that he's in need of wax from all the labels and artists. Bob has an hour and 15 minutes each day of hillbilly and country music on "Breakfast With Bob Shop" and "Campbell's Country Capers," and, as he puts it, "You can't play 'em if you don't get 'em." . . . Cowboy Howard Vokes, of Vokes Music, New Kingston, Pa., lists the following c.&w. jockeys as being in need of wax from the major and indie labels: Bud Moore, WNCC, Barnesboro, Pa.; Dave Hendricks, WAFC, Staunton, Va.; Frank Porter, WJAT, Marion, S. C.; Stu Wilson, WKBN, Youngstown, O.; George Arthur, WBAT, Marion, Ind.; Johnny Miller, KRLC, Lewiston, Idaho, and Roy Gundersen, KNOX, Grand Forks, N. D. . . . Bud Moore conducts "AFMA Jamboree" on WNCC, Barnesboro, Pa., each Saturday from 2-3 p.m., and on WCPA, Clearfield, Pa., from 4:30-5 p.m.

A new 30-minute segment has been added to the weekly country and western programming schedule of WNIC, New London, Conn., according to Cousin Johnny Small, c.&w. director for the station. Entitled "What's New in Country Music," and with Uncle Billy Polter as moderator, the un-

rehearsed show is aired Thursday nights and features panels of "experts" who collectively attempt to pick tomorrow's hits in the c.&w. field from the new records received each week. Members of the panels include artists, juke box ops, record store proprietors, members of the Eastern Connecticut Folk Music Association, housewives, professional people and country music fans. Four weeks from the date each panel scores the records, members are invited back to the studios. If their collective judgment has been right and if they have done a 75 per cent job of picking the hits and the misses (according to composite lists compiled from trade papers and reports), panel members receive prizes from the show's nine sponsoring firms. If the panel has failed, they get a collection of bottle-tops and "pay the penalty" for their failure—they buy the coffee for all hands in the studio. Johnny Small and Nate Carver are the producers.

After being out of the country and western end of the deejay business two and a half years, Jay Bennett has just taken over a fully sponsored segment at 1 p.m., six days a week, at KGAF, Gainesville, Tex. "Our country library is in sad shape since the company cut down on country music two years ago," writes Bennett, "and I would appreciate any copies the publishers, artists and record companies would care to send. I'll guarantee they'll all get consideration. We are in a good market, as there aren't too many top c.&w. deejays in this area." Bennett formerly fronted his own band and at one time was regular emcee on "Country Music Show" in Fort Worth. He also has booked considerable c.&w. talent in Southwestern Kansas in the past.

ON THE BEAT

Continued from page 19

are always a few in any group in society who make the total group look bad. But what's wrong with being enthusiastic in a rock 'n' roll theater show or dance at something you like? Opera lovers whistle and shout like crazy when they like a performance."

I asked Dick Clark how he feels about jockeys with interests in other facets of the music business — publishing firms, record companies, etc. "What's wrong with it," he shot back. "The matter depends on the individual. If a man knows what's good for him—what side his bread is buttered on—and he's intelligent and honest with himself, then there's nothing wrong with it at all. Of course at the last count, they've had me tied up with at least 11 different labels. A lot of people think I've got horns. Well, all this talk is ridiculous. Rumors like these are way out of proportion and they can hurt many people. The truth is that I have an interest in one label and in one publishing firm only."

"The future? Well, life has been very good to me. I'd be crazy to ask for anything more. I'm very happy right now, and I expect that I will make a movie one day soon. My first interest is still my TV shows and with six a week, it's plenty to keep me busy."

Bart Mattson, screen idol of the juve set, has inked a paper with Tampa Records, cutting "Love Slave" and "Teen Angel." Screen credits include "Lafayette Escadrille," "Tea & Sympathy," and "The Story of Mankind." . . . Sam Cooke completed a stint at the Orpheum Theater here, and hopped off on a 17-day tour thru the Midwest.

Young Johnny Raphael is personally writing to jocks thruout the nation to hype his Aladdin recording of "We're Only Young Once." . . . Class Records topper Leon Rene believes he has three hits on his hands, Googie Rene's "Wiggle Tail," Bobbie Day's "Honey-suckle Baby" and the Sputniks' "Johnny's Little Lamb." . . . Elvis Presley has been kept busy recording during the recent visit of RCA Victor a.&c. chief Steve Sholes. Presley is currently winding up his last film at Paramount prior to going into the Army.

Georgie Woods Rock and Roll Show at the Uptown Theater in Philadelphia, racked up very good grosses for the week, we hear. Show featured Chuck Berry, Donnie Elbert, the Chantels, the Dells, Little Joe and His Thrillers, the Pastels, the Heartbeats, the Strollers, the Three Playmates, Ted Taylor and Doc Bagby and his Ork. . . . Herman Lubinsky, Savoy Records mahoff, has signed two more gospel greats which he feels will prove a gasse to the peons. They are the Gospel Chordettes and the Imperial Gospel Singers. . . . The Crescendos of "Oh, Julie" fame, will open at the Latin Casino in Philadelphia on Monday (3).

Atlantic Records has signed a Pine Bluff, Ark., cat both as an

You Move Me . . . 70
Same comment. (Golden State, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

BILLY BLAND: Chicken in the Basket/Chicken Hop—Tip Top 708
BOOKER LEE JR.: You Are My Happiest Rockin' Blues—Federal 12321

This Week's R&B Best Buys

A STRING TO YOUR HEART (Conrad, BMI)—Jimmy Reed—Vee Jay 270—The side is especially strong in Southern marts. Elsewhere it's moving. Flip is "You're Something Else" (Conrad, BMI).

Review Spotlight on . . .

R&B RECORDS

- LARRY WILLIAMS
Dizzy, Miss Lizzy (Venice, BMI)
Slow Down (Venice, BMI)—Specialty 626
- THE CHANTELS
Every Night (BMI)
Whoever You Are (BMI)—End 1015
- LEE ALLEN
Strollin' With M. Lee (Angel, BMI)
Boppin' at the Hop (Angel, BMI)—Ember 1031
- THE MIRACLES
Got a Job (Real Gone, BMI)—End 106
- THE FIDELITY'S
The Things I Love (Cherio, ASCAP)—Baton 252
See reviews in Pop Spotlight section.

R&B TALENT

CHICK CARLTON
Honey, I've Got to Go (Fore-Site, BMI)
You Enchanted Me (Elizabeth, BMI)—Demon 1504—Carlton gives two highly listenable renditions on his disk debut. "Honey" is a bluesy rocker with pounding combo support. "You Enchanted Me" is a medium beat theme with good ork backing. The chanter's style is similar to Clyde McPhatter's.

artist and songwriter. The lad's name is Jerry Wood, and he is 21 years of age. . . . Joe Averbach, Pittsburgh distributor who made the first Del Vikings smash "Come Go With Me" has discovered a new group. The Five Playboys. Their first sides were released on Mercury last week. The group, of course, is from Pittsburgh. . . . Fred Strauss is the new manager of the great gospel singing group, Clara Ward and the Ward Singers. In addition he has taken over management of thrush Helen Merrill. . . . Al Hibbler is off on six weeks of theater dates, accompanied by John Malachi on piano. . . . Della Reese is now at the Copa in Pittsburgh. . . . Lee Magid has signed a management pact with warbler Norvelle Reid. . . . Max Silverman of Quality Record Shop in Washington is flipping over the plaque awarded to deejay Al Jefferson by his listeners for his outstanding programming. Jefferson broadcasts his shows from Waxey Maxie's store window each night.

Buck Ram made a trip to Florida last week and packed three new pieces of talent. He also picked up 10 masters for soon release. Talent includes Benny Joy, rock and roll singer set to record for Antler Records; the Canon Girls, age 15 and 17 who write and sing; and Big John Taylor, a guitarist, who will also cut sides for Ram's label, Antler. . . . Bill Powell, program manager for station WEEP in Pittsburgh, celebrated his third year with the station last

month. Powell, formerly one of the town's top jocks, has been in radio for the past 12 years.

Hollywood

Flash Records inked a new vocal group tagged "The Poets," a group of young teen-agers at Jefferson High School. The macabre trend will apparently be continued via the group's first release, titled simply "Dead." . . . The Hollywood Flames of "Buzz, Buzz, Buzz" fame will appear at the upcoming disk jockey convention in Kansas City. . . . Dooto Records continued its uptempo of comedy recordings, inking George Kirby, known as "the man of a thousand voices." Label topper Dootsie Williams is planning an immediate release of the Kirby album, along with two others in the firm's "Life of the Party" series by comic Redd Foxx. Other artists featured in the line include Don Bexley, Sloppy Daniels and Dave Turner.

Reviews of New R&B Records

Continued from page 54

- can go in both pop and r.&b. markets. (Michele, BMI)
Stop the World . . . 72
The tune is currently big for Johnny & Jack. This version may be too late for top coin. (4 Star, BMI)
- ROY PERKINS
Drop Top . . . 74
MERCURY 71275—Frantic, up-tempo effort is sung spiritedly here by Perkins over driving ork and vocal support. (Pure, BMI)
That's What the Mailman Had to Say . . . 73
Blues lament is sung touchingly by Perkins, while the ork backs him with a good honking sound. (Pure, BMI)
- CANDY REED
Give Me Love . . . 74
VANGUARD 35002—Deep, lusty thrashing on exciting blues. Solid backing by Jesse Stone Ork. Good jockey side. (Sanga, BMI)
Love, Oh, Love . . . 72
Strong reading by throats canary on intense ballad. Standout backing. Tune is rewrite of "Careless Love." (Eden, BMI)
- STELLA JOHNSON
Please Tell Me So . . . 73
KRC 304—The thrush sells this bluesy ballad with feeling over solid ork support. Jocks will spin. (Progressive, BMI)
Yeah Baby . . . 73
Hard driving rocker receives a good reading from the husky-voiced chanteress, supported solidly by the band. Another good rock side. (Progressive, BMI)
- E. JINY WATKINS
Love Like a River . . . 73
SANDY 1008—Unusual song, folk-flavored and full of mood; Watkins does the vocal with a plaintive minor sound. (Burnt Oak, BMI)
Rockin' Satellite . . . 72
A rock and roller with a sardic reflecting the space age. Honky-tonk piano

- sound and Watkins' shouting give a laudable, enthusiastic effect. (Burnt Oak, BMI)
- JOHNNY JANO
Mabel's Gone . . . 73
HOLLYWOOD 1087—Energetic ditty is handed showmanly vocal and solid backing. Merits spins. (Golden State, BMI)
Pledging My Love . . . 68
Okay warbling stint on pleasant ballad, but flip is better showcase for chanier. (Golden State, BMI)
- THE DYNAMICS
A Hundred Million Lies . . . 72
WARNER 1016—Sincere, meaningful rendition of okay ballad by lead warbler. Moderate spin potential. (Stanford, BMI)
Ka Joom . . . 72
Pleasant reading by lead singer and group on attractive ballad. (Stanford, BMI)
- LLOYD PRICE
To Love and Be Loved . . . 72
KRC 305—Pretty ballad is sold with much feeling by Price with strong support from the ork. Material is good and has a beat. It stands a chance. Watch it. (Progressive, BMI)
How Many Times . . . 70
Lloyd shouts the lyrics to this lament about a broken love affair. Will interest his fans. (Progressive, BMI)
- DOE MOODY
By April You'll Be Mine . . . 71
DEMON 1505—Promising new vocal talent is spotlighted on pretty pop-ish ballad. Merits spins. (Wintersett, ASCAP)
Crazy, Wonderful . . . 70
Young thrush packs considerable emotional power in her rendition of an okay ballad. (Fairway, BMI)
- TAL MILLER
Only Sixteen . . . 71
HOLLYWOOD 1086—Personable vocal treatment of catchy blues. Could draw spins regionally. (Golden State, BMI)

HOTEL FORREST
49TH STREET WEST OF BROADWAY
NEW YORK CITY
REAL Theatrical Discounts for SHOW PEOPLE and MUSICIANS.
LIVE in the Brightest, Newest, Biggest Rooms in Times Square!
Singles, Doubles and Suites. Private Bath, Shower, TV and 24-hour answering service. By the Day, Week or Month.
OFFICE AND STUDIO SPACE AT SURPRISING LOW RATES
Home of the Famous SPINDLETOP Restaurant.
Circle 6-5252

CLOWN COSTUMES & ACCESSORIES
Circulars Free
DANCE & CLOWN COSTUMES
For all other occasions get in touch with
THE COSTUMER
238 State St. Phone: FR 4-7442. Schenectady, N. Y.

MONEY-SAVING SUBSCRIPTION ORDER
Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.
 Payment enclosed Bill me
Name _____
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____
Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

National Date Fete Gate Slumps 19,621

Total Attendance Hits 162,724; Weather Good With One Exception

INDIO, Calif. — Attendance totaled 162,724, down 19,621 from last year, at the annual Riverside County Fair and National Date Festival, which closed its 10-day run here Sunday (23). R. M. C. (Bob) Fullonwider, secretary-manager, said.

Weather for the event was the best in the past several years with the exception of rain on Wednesday (19). This downpour, however, came during the slack period with the attendance rising from 3,000 on Wednesday to 7,600 the following day. Also affecting attendance as compared with 1957 was Washington's Birthday on Saturday, cutting to two, instead of three, the holiday period enjoyed last year. On Friday a year ago, the attendance was 35,855 and 43,269 Saturday (22).

Ernest Maxwell, press director, said that a survey was made of the visitors this year disclosing that the fair pulls 36 per cent of its attendance from Riverside County and 24 per cent from Los Angeles (Los Angeles is approximately 130 miles away). Fairgoers attend mainly to see exhibits with the Arabian Nights pageant, a yearly feature, and horse show following.

With Fullonwider as executive producer, Cirque Araby, a one-ring European circus, was presented in the horse show arena on the closing Saturday and Sunday. The event pulled fair, with some complaints received because of the lack of facilities for such an attraction.

New for the event this year were the Outdoorsman's Show and the

Mexican Village display, the latter booked by Alphonso LaBrada and M. Whitey Monette. The Outdoorsman's Show featured displays of boats, water skis, fishing equipment, and Vonna Cooper O'Donnell, formerly with "Dancing Waters," said that support from the local and region's merchants was "most encouraging."

"Dancing Waters," the Alfred Osborn unit, was on the main promenade for the fourth consecutive year. It was spotted next to the Mexican Village and across from the Arabian Nights pageant, the latter a free attraction each evening at 8:45.

Gene Holter again supplied the camels for the races that have always garnered plenty of publicity for the event. He had a display of animals and his camels, zebras and elephants were used in the Arabian pageant.

Daily stage entertainment as well (Continued on page 60)

Banker Named To Head Up Calif. Fair

Earl Lee Kelly Appointed Prez By Gov. Knight

SACRAMENTO, Calif. — Earl Lee Kelly, retired local banker, has been named president of the California State Fair & Exposition board of directors here by Governor Goodwin J. Knight. Kelly succeeds Alvin J. Carveth, Auburn businessman.

Governor Knight said that the designation of Kelly for a one-year term is in line with his policy of rotating the presidency.

William C. Wright, local real estate man; Jack Goldberger, San Francisco labor official; Adrian G. Wood of Carpinteria, Carveth and Kelly were reappointed to the board for one-year terms. Carveth was also reappointed to the board of directors of the 20th Agricultural Association of Placer County for a four-year term.

Weather Bad, But Orlando Does Okay

ORLANDO, Fla. — Rain greeted the opening of the Central Florida Fair Monday (24), disappointing the management, show people and spectators who had been cheered by the ending of the cold spell several days before. At mid-week, however, results were termed encouraging.

Here, as in Tampa, where the State Fair did remarkably well

despite bitter cold, attendance held up in the face of the unfavorable weather. When the gates opened Thursday (27) the paid turnout was only 4,000 behind last year's.

Opening day was hampered severely by the rain, and threatening skies were also a hindrance on Thursday. Midway business of the James E. Strates Shows was late getting started due to the weak opening.

Auditorium Show Suffers

In the Auditorium, the Latin Quarter Revue fared poorly, it was reported, altho the show drew fine notices and comments from those who attended. For next year fair directors are giving thought to a name attraction presentation.

More than 100 craft of all sizes were displayed before the grandstand in the motorboat show, with 19 exhibitors taking part. It was largely an outboard exhibit due to the nature of boating enthusiasm in this section. Rising above the boats was a 40-foot tower bearing a WKIS studio enclosed in a Volkswagen. The broadcaster was to remain there for six days with his microphone and record player, and the NBC "Monitor" program was planning to pick up the broadcasts on Sunday (2).

Bill Masterson Named Prez by Midwest Loop

KANSAS CITY, Mo. — Willard (Bill) Masterson, manager of the Wisconsin State Fair, Milwaukee, was elected president of the Midwest Fairs Association at its annual meeting here Thursday and Friday (27-28). He succeeds Virgil Miller, Hutchinson.

Ed Schultz, manager of the Nebraska State Fair, Lincoln, was named vice-president, and Maurice Fager, manager of the Kansas Free Fair, Topeka, was re-elected secretary-treasurer.

Main topics of discussion at the meeting centered on rental rates of coliseums and buildings, public liability and rents and charges for livestock pavilions.

Included among the fair men who turned out for the meeting were Doug Baldwin, John Libby, Minnesota State Fair; Lloyd Cunningham, Iowa State Fair; Coley Erwin, Missouri State Fair; Joe Monsour, Louisiana State Fair; C. G. (Pete) Baker, Oklahoma State Fair; James Stewart, State Fair of Texas; Clarence Lester, Tulsa State Fair; Tom Conrady, Oklahoma Free State Fair, plus Masterson, Miller, Fager and Schultz.

Attraction representatives on hand included Sam J. Levy Sr., and Fred H. Kressmann, Barnes-Carruthers Theatrical Enterprises; E. O. Stacy, Music Corporation of America; Earl Newberry, Leo Overland, Newberry Thrill Enterprises; Al Sweeney, National Speedways, Inc.; Aut Swenson, Swenson Thrillcade; Ernie Young, Frank Taylor, GAC-Hamid; Jack Duffield, Thearle-Duffield Fireworks, Inc.; Robert (Bob) Lohmar, Royal American Shows; Frank Sharp, Regalia Manufacturing Co.; Jimmie Hetzer, Hetzer Agency; Irish Horan, Holden's thrill show, and Frank Desplenter, concessions.

Palm Beach Off 8,000

WEST PALM BEACH, Fla. — Plagued by cold, rain and high winds, the official attendance at this year's Palm Beach County Fair totaled 95,793, a drop of 8,000 from last year. Roughest day of the nine-day run was on the Sunday when a twister struck the grounds, knocking down seven tents in a matter of minutes.

Shows, rides and concessions, brought in by MacAlister Marckres, did okay when they operated. Marckres' contract was extended for another eight years and will run thru 1968.

Two new buildings are planned for next year's run which has been set for January 23-31, according to Lamar Allen, fair manager.

New Entrance Slated For Bloomsburg Fair

BLOOMSBURG, Pa. — Another entrance will be constructed for the Bloomsburg Fair this year. Plagued for many years by traffic congestion, the annual last year eliminated part of its flower-bordered driveway thru the main entrance and widened the gate by 48 feet.

This year, Manager Maynard Morden says, there will be some 1,450 feet hard-surfaced along Fishing Creek Road, to provide a fairgrounds entrance off Route 42. It will also make possible additional parking along the roadway.

The midway will also be entirely paved, he said, total length to be about three quarters of a mile.

Other work includes painting of fences. Last year's main entrance-way work cost about \$10,000, and the fair also constructed a big, modern rest room building.

A board meeting was scheduled for Friday (21) to pick a carnival, but several snowed-out roads kept the meeting from taking place, and it was deferred to the following Friday (28).

Indiana State Fair Hears Name Offers

INDIANAPOLIS — The Indiana State Fair Thursday and Friday (27-28) heard presentations by six booking offices for talent to appear in its fair-time Coliseum show but took no immediate action. A varied program of TV, record and motion picture names are usually featured in the building each year.

Appearing before the board were Randolph Avery, Barnes-Carruthers Theatrical Enterprises; E. O. Stacy, Music Corporation of America; Pat Lombard, General Artists Corporation; Jack Lindahl, Boyle Woolfolk Agency; Ross Christena, Indianapolis, who represented the Willard Alexander Agency. Gus Sun Agency presented by a telegram.

Alta. Arena Falls

FAIRVIEW, Alta. — The three center arches of the Fairview Arena collapsed and the concussion forced one end out of the building. The Arena, built eight years ago, may have to be completely rebuilt.

The collapse occurred an hour before a hockey practice. No one was injured. The roof arches were set in cement abutments. Wet weather in the fall is believed to have caused the abutments to settle, leaving too great a strain on the center spans.

Uline, Arena Owner, Dies In Washington

WASHINGTON — Migiel J. (Mike) Uline, 83, builder and owner of Uline Arena here, died Saturday (22) at his Washington home.

In 1941 he built the sports and show arena that bears his name, using and RFC loan in the financing. The building has been the Washington home of ice shows, sports events, Shrine circus and other shows. He owned hockey and basketball teams and helped form the predecessor of the National Basketball Association.

He came to America as a Dutch immigrant with his parents in 1890, later buying a horse and wagon to start an ice business. Ultimately, he owned ice plants in three Ohio cities and in 1931 added Washington to his string of plants.

Uline invented an ice-cutting device, a sack for crushed ice, and other ice industry items on which he held 69 patents.

Survivors include his second wife, a daughter, a granddaughter and a grandson. Burial was at Washington.

Chances Good For Symphony At Brussels

WASHINGTON — Chances are that the National Symphony Orchestra will go to the Brussels Fair as cultural representatives of the U. S.

The symphony's board of directors voted last week to accept the fair's invitation, provided necessary funds — about \$60,000 — can be raised.

State Department has been urging orchestras to accept such invitations, tho the government does not offer financial assistance. To date, the Philadelphia Orchestra is the only one that has announced definite plans for making the trip.

Officials of the National Symphony appear optimistic about the prospects of both the money and the trip.



You Can't Miss Finding Many Bargains in the Classified Section, this issue.

March Opener For Waxworks In Washington

WASHINGTON — The American waxworks opens March 14 at 500 28th Street, N. W., in the Lincoln Memorial neighborhood. Admission will be 75 cents for adults and 50 cents for children.

Named the National Historical (Waxworks) Museum, it will contain 15 tableaux of historic events. Earl Dorfman and Victor Sacharoff, Baltimore, are making the figures, which go into the only thing in this country comparable to the famed Madame Tussaud waxworks of London.

Frank Dennis, director of public information for the U. S. Information Agency, got the idea for the waxworks while visiting Tussaud's, and realized that the United States had no such attraction. He formed Historical Figures, Inc., whose five directors elected him president.

Settings will include the Burr-Hamilton duel, signing of the Declaration of Independence, Lee's surrender, Sutter's Mill gold discovery, Salem witch trials, St. Valentine's Day Massacre in Chicago, Crockett at the Alamo, Lindbergh's flight, and Roosevelt, Churchill and Stalin at Yalta. There is also a "Hall of Great Americans."

CALGARY SEEKS W. CHURCHILL

CALGARY, Alta. — The Calgary Exhibition and Stampede, Ltd., thru its president, F. C. Manning, has invited Sir Winston Churchill to open the 1958 show, scheduled for the week of July 7-12. In a wire service report from London, a spokesman for Churchill was quoted as saying it is highly unlikely he will feel it possible to accept the invitation.

WHEEL OWNER R. J. WIGGS SAYS:

"I have had my No. 5 BIG ELI since 1948. I purchased it new from your factory. I have had many personal contacts—always courteous, co-operative and helpful. In my opinion you need never apologize for your business methods. No matter what my problem, if BIG ELI could help, they did so very willingly."

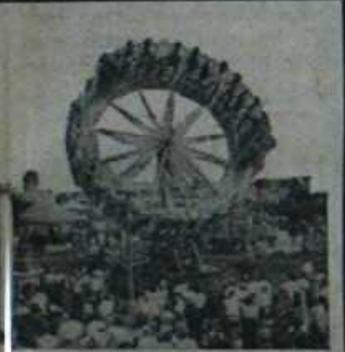
Thank you, Mr. Wiggs. We appreciate your unsolicited recommendation. YOU, too, can be a member of the BIG ELI Family of satisfied Wheel Owners. Ask for information, including price list A-72, TODAY.

ELI BRIDGE COMPANY
800 Case Ave. Jacksonville, Illinois

SMITH SMITH
RIDES FOR

- ADULT FERRIS WHEEL
- ADULT CHAIR PLANE
- KIDDIE SPACE PLANE
- TRAILER-MOUNTED AUTO RIDE
- KIDDIE CHAIR PLANE
- SPEED BOAT RIDE
- ATOMIC JET FIGHTER

SMITH AND SMITH, INC.
SPRINGVILLE, ERIE CO., NEW YORK



ROUND-UP
WORLD'S MOST UNIQUE RIDE

RANK HRUBETZ & CO.
180 S. 25th St. Salem, Ore.
Phone: EM 3-7417

Curly

- Rock-a-Plane
- Roll-a-Plane
- Fly-a-Plane
- Octopus
- Midge-o-Racer
- Bulgy the Whale

IT HAS KID APPEAL!
THE PUMP-IT
HANDCAR RIDE

PROVEN FINEST IN ITS FIELD

Simple To Install • Low Initial Cost

OTTAWAY AMUSEMENT CO.
MFGS. OF STEAM TRAINS • HANDCARS
2645 N. ST. FRANCIS • WICHITA, KANS.

DISPLAY FIREWORKS
For All Outdoor Festivities.

Direct from the door of our factory to you. "The Nation's Finest Fireworks" at Rock-Bottom Prices. Catalogue now ready for the asking. Write, Wire or Call.

ILLINOIS FIREWORKS CO., Inc.
P. O. Box 792, Danville, Ill. Phone 1716

ARENAS & AUDITORIUMS

Permanent Exhibit Space Important to New Arenas

By TOM PARKINSON

THE FIRST OF THIS month will see the start of a campaign in the Toledo, O., area to raise \$20,000,000 toward the announced plans for a giant roofed stadium, permanent trade fair and cultural center inspired by the St. Lawrence Seaway. At the same time, architects are starting detailed drawings of the proposed buildings.

Of prime importance in the plan is the permanent trade fair, where it is contemplated that such industries as glass, steel, auto, rubber and navigation would be well represented by exhibits. The proposed world's largest stadium, with a tentative goal of 100,000 seats, would be designed to hold shows and sports which would bring crowds back many times to see also the exhibits.

This Toledo project is to have importance in the Great Lakes area, of course. In addition, it is being looked upon as a model for what might become a virtual chain of new buildings designed with permanent commercial exhibits in mind. Each also would include a show arena.

FOR SOME YEARS the National Association of Manufacturers, aware of its members' growing interest in trade fairs, has been developing a plan by which a dozen or 15, and perhaps more, exhibition arenas would be built.

The NAM currently is making a survey to determine space needs for such a series. Their planning continues and there is reason to believe the project will develop. Linked closely with it is Gaylor R. Lewis, consultant in the building of arenas and fairgrounds facilities.

Lewis points out that the NAM has in mind an informal chain of buildings, designed to meet trade fair needs. He describes this plan as largely an advisory action, seeking to get needs of permanent exhibitors built into new arenas. He urges groups planning new auditoriums or arenas of any type to seek out advice so as to avoid mistakes that might preclude their being included in the permanent exhibit "chain."

TOLEDO IS LOOKED upon as one model of buildings to come. But it is a large one designed for needs of its special area. Another one is proposed at Mason City, Ia., where exhibit space would be about 70,000 feet. The Toledo plan, in contrast, calls for a set of four buildings, one each of transportation, commercial, youth and agricultural exhibits, for a giant total.

There are additional independent plans for trade show buildings at Dallas, Corpus Christi, Shreveport, and other places, many of them at existing fairgrounds, and Lewis is interested in these.

Lewis points out that the steps being taken by various groups in many localities are linked mostly by the common aim at providing facilities for commercial exhibits plus the arena facilities for entertainment that will bring people to see the exhibits.

HE BELIEVES American industry and business is continually increasing interest in trade fair concepts and that buildings constructed with this need in mind will benefit.

Press Plugs Stimulate N. Y. Sports Promotion

NEW YORK — High-powered plugging by the sponsoring Daily Mirror kept attendance at a high level for the Outdoor Exposition in the Coliseum. The show occupied two floors of the big building and included a heavy talent offering for spectators in a three-sided, 5,000-seat bleacher arrangement.

Much of the talent was booked in thru the Shilling office here, altho some acts were signed direct. Line-up was: French Canadian log rollers and canoe tilters; Willie West and McGinty, comedy; Sandy the Seal; Gee Gee and Her Alaskan Huskies; Orin Benson's retrievers; Ann Marston, archer; Joe Kirkwood Sr., golf tricks; Jack Sharkey, fly casting; Arturo, tight wire; Art Stanley's 16-piece orchestra, and Joe McKenna, emcee.

In addition to the customary supply and travel exhibits, there was Grossman Arms' air rifle range, archery range, Joe Oliver's golf driving, fishing for trout, tropical insect donation show and a two-ball table bowling alley operating for stock. There was some demonstration workers on hand, plus silhouette and tintype workers.

Space Sales Okay
Space sales were reported heavy and the large floor permitted plenty of aisle space. Directors of the show are William N. Thomson, Mirror general manager; Sid Panzer, promotion chief, and Jim Hurley, assistant sports editor. The local press gave good coverage to the opening, and the Mirror carried

the ball during the week with numerous stories and photos. Paper's Youth Welfare Fund benefits from the proceeds.

The show ran Saturday (22) thru Sunday (2). The tank stagershow ran three times on opening day and twice daily thereafter. Mid-week seating was free, but sales were 50 cents otherwise. Front gate was \$1.50 for adults and 60 cents for children. Ninety-cent advance tickets were good either for one adult or two children when accompanied by an adult.

Holiday on Ice Wins in Atlanta

ATLANTA—"Holiday on Ice" completed a 16-performance run at Atlanta Municipal Auditorium with results equal to last year's despite not only the different business conditions but also the bad effects of near-zero weather.

First two days (13-14) were good, for weather and crowds. Then came four consecutive days of very cold weather that brought emergency measures in the city.

Demands for natural gas increased tenfold. Schools were closed, and churches eliminated mid-week services. Industry and government offices closed. About 63,000 people were idled.



New, Novel with proven profits . . . THE ALLEN HERSCHELL RODEO RIDE

FINANCE PLAN AVAILABLE

"After operating the new Allan Herschell Rodeo on the road last season, I am more than pleased with its performance," Billy Lynch, veteran railroad show operator, of Halifax, has written to Allan Herschell. "Ride appeal, extreme portability and low operating expense sold me on the Rodeo Ride when I saw it set up at your factory. As far as I am concerned the proof of the ride is in the profit; the Rodeo is a proven profit maker."

In the Allan Herschell Rodeo Ride the all-aluminum horses with western saddles gallop around the center and the young buckaroos shoot at the "bad men" in the center. Lights in villains' guns blink to simulate a realistic "shoot-back." Adult size horses . . . no horse-pipe, cranks or platforms . . . extreme portability.

- MERRY-GO-ROUNDS • MINIATURE TRAINS • BOAT • AUTO • PORTABLE ROLLER COASTER • SKY FIGHTER • TANK • HORSE AND BUGGY • JOLLY CATERPILLAR • HELICOPTER • ROADWAY RIDE • RODEO • TWISTER • 18-CAR CAT • RECORD PLAYER • RECORDS • TAPES • RIDE TIMERS • CANVAS

ALLAN HERSCHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"
104 OLIVER ST. PHONE: LUDLOW 4300
NORTH TONAWANDA, NEW YORK

NEW MODERN AMUSEMENT EQUIPMENT



- KIDDIE RIDES
- ADULT RIDES
- MINIATURE TRAINS
- ROLLER COASTERS
- FERRIS WHEELS
- MERRY-GO-ROUNDS
- SHOOTING GALLERIES
- FUN HOUSES

Write today for complete catalog
30 USED RIDES ON HAND

KING AMUSEMENT CO., INC.
P. O. BOX 308 PHONE: HO 3-1562 MT. CLEMENS, MICHIGAN

CROWDS GRAVITATE TO ARC RIDES



- NEW FLYING-SWAN RIDE
- SPORTS CAR
- MERRY-GO-ROUND
- FLYING SEA HORSE
- JET PLANE
- FERRIS WHEEL

AMUSEMENT RIDES COMPANY
A Division of Carpenter-Notler Company

5227 Sheila Street Los Angeles, Calif. ANgelus 1-2173

- Features for 1958
- Beautiful Fluorescent Lighting
- New Center Light Column

TILT-A-WHIRL



- Features for 1958
- Colorful New Plastic Signs
- Fiberglass Car Tops

For Literature and Particulars, Write, Wire or Phone
P. O. Box 306 Phone: 4-6362 **SELLNER MFG. CO.** Faribault, Minnesota

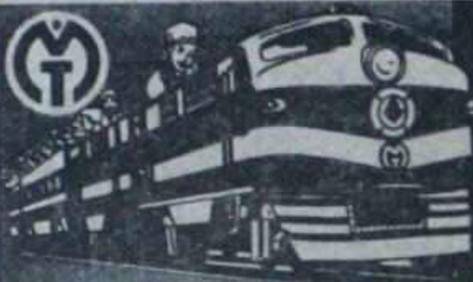
HOT RODS
JUNIOR HOT RODS
 (KIDDIE)
 (Activated Rail)
 Tailored to meet your space requirements.
 World's Most Beautiful
KIDDIE CAROUSELS Sizes to suit your park
HOT RODS, INC.
 220 West 42nd Street, New York, N. Y. Phone: Wisconsin 7-3371
 Wire Hot Rods, New York



Send for Full Color Brochure

HODGES' KIDDIE'S DELIGHT
 HAND CAR RIDE
 BE PREPARED SUMMER IS COMING
 The ride that is proven on your own grounds before purchase. How Can You Lose?
 Any ride is only worth what it nets YOU.
HODGES AMUSEMENT AND MFG. CO.
 1415 W. Pruitt Street Phone MEIrose 1-1527 Indianapolis 23, Indiana

MINIATURE TRAINS
 5 models with capacities from 14 children to 240 adults.
 With 100 FREE drawings
MINIATURE TRAIN DIV. ALLEN HERSCHELL CO.
 North Tonawanda, N. Y.



High Quality KIDDIE RIDES
 ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—
 GALLOPING HORSE CARROUSEL—FIRE ENGINES
 Illustrated Circulars Free
W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
 ESTABLISHED 1888

STACY JOHNSON MFG. CO.
 FOR 1958 - FEATURING - FOR 1958
ROLLER COASTERS • SIX NEW MODELS
 Low Road Model - Low Park Model
 High Road Model - High Park Model
 KING SIZE ADULT ROAD MODEL
 KING SIZE ADULT PARK MODEL
STACY JOHNSON MFG. CO.
 3640 N.W. 47 ST., MIAMI, FLA. Phone: NEWton 4-9653

Place Your Orders Now For Spring Delivery
CONCESSION TRAILERS OF ALL TYPES
 STATE YOUR NEEDS
CALUMET COACH CO.
 11575 S. Wabash Chicago 28, Ill.
 Phone: WAterfall 8-2212
 Catalogs available on request



UNITED STATES TENT AND AWNING CO. Established 1870.
 Over 85 Years of Specialized Experience.
MAIN OFFICE & FACTORY: SARASOTA, FLORIDA
 Circus - Carnival - Concession - Any Size - Any Type
 THE LOWEST PRICE CONSISTENT WITH QUALITY
SID T. JESSOP **GEO. W. JOHNSON**
 1230 N. EAST AVENUE PHONE: RINGLING 6-6316

AMERICA'S FINEST SHOW TENTS
O. Henry Tent & Awning Co.
 • CONCESSION TOPS • SHOW TENTS
 • RIDE CANVAS • BANNERS
BERNIE MENDELSON
 4862 N. CLARK ST. Phone: ARdmore 1-1300 CHICAGO 40, ILL.

ADVERTISING IN THE BILLBOARD SINCE 1904
ROLL or FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED
 CASH WITH ORDER PRICES - - - 10M \$15.00 - ADDITIONAL 10M'S SAME ORDER, \$2.00
 Above prices for any wording change of color only, add \$2.00. Each change of wording and color add \$0.50. Must be even multiples of 10,000 tickets of a kind and color.
STOCK ROLL TICKETS
 1 ROLL \$1.75
 EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL
WELDON, WILLIAMS & LICK
 FORT SMITH, ARKANSAS

SEPTEMBER TO AUGUST

Cobleskill Fair Picks Warmer 1958 Dates

COBLESKILL, N. Y. — Rain and cold weather of recent seasons have compelled the Cobleskill Fair to schedule new running dates for 1958. Traditionally held the second week in September as one of the last annuals in the State, it will be run this year from Friday thru Wednesday, August 22-27.

It will also be the first time the Sunshine Fair will run on a Sunday in its 80-odd years of existence. Officers and directors studied weather conditions and results of past years. They cited inclemency, conflict with school openings, declining attendance and other factors.

Earl Rickard was recently named president of the Cobleskill Agricultural Society. Franklin M. Holmes and William Hajny were re-elected directors. Dr. David W. Beard and A. L. Platt were re-elected secretary and treasurer respectively. Other directors are Roger Becker, Langley V. Collyer, John H. T. Dow and Charles Salsburgh.

Ice shows and name TV stars have failed to stem the attendance slide recently. In addition to rain and cold, the fair has bucked the second week of the fall school semester. There is a covered stage and grandstand and no shows were canceled, but turnouts have suf-

fered nonetheless. The effects of weather have been so serious that a profit of only a few hundred dollars was realized in 1956 and a little over \$2,000 last year, chiefly because of a sharp cut in expenditures.

\$2 Cinerama Fee Highest At Brussels

NEW YORK — Cinerama will likely be the highest-priced amusement element at the coming Brussels World's Fair. The American film development will have a \$2 admission tag, or 100 Belgian francs, it was reported last week.

Cinerama will be shown in an all-aluminum theater of Dutch material and labor. Robin International, which has overseas exhibition rights to Cinerama, will show one-hour excerpts from three Cinerama films as one production.

The hall will have a 1,200-person capacity and is being erected at a reported cost of \$300,000 in the amusement section of the fairgrounds. Following the fair, it will be dismantled and moved elsewhere in Europe for another engagement. Eight showings daily are on the Brussels schedule.

Cinerama previously was displayed at the Damascus (Syria) Trade Fair in 1954, and the fair in Bangkok, Thailand. It is presently running in London, Paris, Tokyo, Rome and Manila, and opens shortly in Havana.

USAC Sprint Men Feted at Banquet

READING, Pa.—The Eastern Spring Car Owners' Association sponsored its annual Eastern USAC awards banquet Saturday (1) in the Abraham Lincoln Hotel here. Awards went to U. S. Auto Club Eastern champion Bill Randall, runner-up Van Johnson, and others.

Name Group To Speed Up D. C. Stadium

WASHINGTON — Edward R. Carr, builder and civic leader, has been named to head a committee to advise the District Army Board on methods of speeding up study and construction of a new stadium here.

The board, which is currently studying an engineering report on the proposed 50,000-seat stadium, will name others to the committee in the near future.

Carr's committee will study means of financing the structure. It is tentatively planned to build it on federal land near the National Guard Armory.

NASCAR Sets May 30 Trenton Stock '500'

DAYTONA BEACH, Fla.—The second annual Trenton "500" will be operated May 30, Memorial Day, at the New Jersey State Fairgrounds, sanctioned by the National Association for Stock Car Auto Racing, Inc., Bill France, president of NASCAR, said it will be a NASCAR Grand National late model stock car championship event.

SWENSON SEEKS JUAN FANGIO

CHICAGO—Aut Swenson, owner-manager of the Swenson Thrillcade, took advantage of the publicity resulting from the kidnapping of Juan Fangio, world's champion race driver in Cuba. He immediately cabled the later-released driver, offering his \$50 per minute to join his stunt troupe at major fair dates on the Thrillcade route.

France signed the sanction agreements after an operating agreement had been worked out by NASCAR officials, Ed Otto, vice-president, and Pat Purcell, executive manager, with George A. Hamid Sr., George A. Hamid Jr., and Sam Nunis, Trenton Speedway officials. The speedway is a one-mile paved track and the first "500" was raced on it last Labor Day under the sanction of another organization.

Prize money will be a guaranteed \$20,000 by the promoter plus another estimated \$5,000 from accessory firms.

France said the signing was a major step in NASCAR's history, since it gives the Grand National field five major racing events this season—February 23 at Daytona Beach, Fla.; April 20 at Martinsville, Va.; July 4 at Raleigh, N. C.; the Southern "500" at Darlington, S. C., on Labor Day, and the Trenton "500." There is another big one in the making on the Pacific Coast, he pointed out.

GARBICK RIDES
 42 Ft. Ferris Wheel
 36 Ft. Ferris Wheel
 20 Ft. Chair Swing
 16 Ft. Chair Swing
 FLYING SAUCER
 Merry Mixer
 Trailer Mounted Kiddie Rides
GARBICK MFG.
 Lewis H. & Lewis A. Garbrick
 Centre Hall, Penna.
 Phone: EMpire 4-1403



IMMEDIATE DELIVERY!
 One German Kiddie Carousel, Bus Street Car, Motorcycle, Etc.
 Capacity 72 children—36' diameter
HARRY PRINCE
 25 Tremont St., Boston 8, Mass.
 U. S. Representative—Richmond 2-0466

MERRY-GO-ROUNDS
 3504 Jumping Carroussels in 3 standard sizes — Kiddie, 20 ft.; teen-age, 30 ft.; adult, 32 ft.; larger sizes on special order.
 Also KIDDIE RIDES: Ferris Wheel, Airplane Ride, Water Boat Ride.
THEEL MFG. CO.
 Phone: MU 2-4251 Leavenworth, Kansas

LUCAS BOAT RIDE
 FOR SALE
 Complete with tank. Excellent condition. \$1,500.00.
Hollywood Kiddieland
 6301 N. McCormick Blvd.
 Chicago 45, Ill.
 Phone: KeyStone 9-0866

ANCHOR TENTS
 Supplying Superior Show Canvas for over 60 years. Any style or size made to order. Flameproof and New Nylon Fabrics. THE SHOWMAN'S CHOICE. Write for low prices. Phone: MA 3-4155. All Aluminum Tent Frames.
ANCHOR SUPPLY CO.
 EVANSVILLE, INDIANA



SHOW TENTS CENTRAL
 Canvas Company
 516-518 East 18th St.
 Kansas City 6, Missouri
 Phone: Harrison 3026
HARRY SOMMERVILLE

YOU'LL GET . . .

 . . . thru
SPRING SPECIAL
OUTDOOR AMUSEMENT DIRECTORY
 Dated . . . April 7
 Deadline . . . March 26

Wage Plan Decried In New York State

NEW YORK—Minimum wage proposals for the outdoor amusement business drew strong protests from New York State operators at public hearings in Rochester and New York last week. To a man, they complained against an apparent inequity favoring the motion picture industry.

At issue are recommendations of the Amusement and Recreation Minimum Wage Board to the Industrial Commissioner of the State's Department of Labor. The basic

rate, if adopted, would be \$1 an hour until August 31, 1959, and \$1.05 an hour thereafter. But for movie cashiers, porters, cleaners and matrons, it would be 80 cents, going up to 90 cents on September 1, 1959, and \$1 on March 1, 1960.

Ticket takers and doormen would have still another schedule, building to 85 cents in late 1959. It would be built to only 75 cents for ushers.

The complaints are varied, beginning from the classification of "amusement and recreation industry." It lists carnivals, ride spots, circuses, arenas, bathhouses, arcades and other establishments, along with motion picture theaters, then sets down pay scales making specific exceptions in the case of theater employees.

In New York, there were hearing representatives of the Coney Island and Rockaway Beach Chamber of Commerce, Fairyland Park in Queens, Simon Faber Enterprises, Steeplechase Park, National Association of Amusement Parks, Pools and Beaches, Rockaway's Playland and Cramer Bathhouses.

Operators Turn Out

The outdoor showmen claimed that their labor is not the same as that in theaters, since it is comprised mainly of students and pensioners who are not providing the chief support of families. Also cited was the three-month cycle of the outdoor business, compared with the 52-week theater season.

The Labor Department's release on the hearing states: "Because the board recognized that the industry is a complex one, with diverse wage patterns within a segment and among the several segments, and with groups of workers performing unique services under varying types of remuneration, the report also included variations from the basic hourly rate." Operators asked, for example, how there are "unique services" of a cashier in a theater as distinguished from the services of a cashier in an amusement park.

Hawes Opens Calif. Plant

EL SEGUNDO, Calif. — Alan Hawes has opened a West Coast factory here to create special effects and build boat rides, among the latter being an order from Archie Gayer for Pacific Ocean Park, which will open July 1.

Hawes said that he will continue to operate his plant in Wisconsin Dells, Wis., where he also has an amusement park.

The local plant of approximately 6,000 square feet will be devoted to the building of dark rides, junglegrounds, and rides. Junglegrounds are being created here for Maurice Woods of Oklahoma City and Play Town Park, Morton, Pa.

Hawes declared that he plans to spend the winter here and the summer in Wisconsin. The local plant was opened because, he added, that better work could be done on special effects. His plans for establishing his home here are, at this time, indefinite.

SNOW BALL

Ice Shaver



A Style and Size for Every Need
Write for full particulars

CLAWSON MACHINE CO., INC.
P. O. Box 5 Flagtown, N. J.



MAKE \$200 A DAY

On Candy Floss

Our NEW PERFECTION has EVERYTHING write for literature.

ELECTRIC CANDY FLOSS MACHINE CO.
P. O. Box 478 303 Eighth Ave., E. Nashville, Tenn.

NEW! INFRA-RED SANDWICH OVEN!



Cooks 6 hot dogs, in the buns, sealed in cellophane, at one time. Will cook any type sandwich.

110-volt, 60 cycle.

\$75.00

CONCESSION SUPPLY CO.
8916 SECOR RD. TOLEDO 13, OHIO
Greenwood 4-2408

"S E E" C. R. FRANK CO.

For ALL Your 1958 Supplies
Get Our Low Prices!
Need Equipment?
Deal Now for Floss, Popcorn, Snow, Apples, Drinks, Cups, etc.

C. R. FRANK NATIONAL SUPPLY CO.

1806 S. Jefferson, St. Louis 4, Mo.
(New Phone No.) PRospect 6-0421

Frank Tilyou Gets New All-Steel MGR

ATLANTIC CITY, N. J. — Frank Tilyou of Steeplechase Pier recently took delivery of a new 36-foot all-steel Merry-Go-Round from Allen Herschell Company. By eliminating two chariots, Tilyou was able to add six jumping horses for a total of 36 on the three-abreast jenny.

Regina Sets Show

REGINA, Sask. — KBD Enterprises, Calgary, Alta., has been signed by the Regina Kinsmen Club to present Regina's first sportsboat and vacation show in Exhibition Stadium, April 21 to 26.

Show is scheduled to have log rollers, canoe tilters and other water acts perform in a 50,000-gallon tank of water. A trout-casting tank for show patrons is also promised.



PONCE DE LEON SPRINGS

7 MILES NORTH OF DE LAND, FLA., U. S. 17.

AMERICA'S TROPICAL WONDERLAND!
FLORIDA'S FINEST AND LARGEST!

\$1,200,000. SPENT IN ITS DEVELOPMENT;
REQUIRING 20 MONTHS

A YEAR 'ROUND ATTRACTION FOR TOURISTS
BIGGEST CROWDS IN SUMMER

AN OPPORTUNITY FOR
SHOWMEN AND CONCESSIONAIRES TO GET IN
ON THE GROUND FLOOR ON WHAT WE PLAN
TO MAKE THE STRONGEST ATTRACTION IN
FLORIDA.

3 WATER SKI SHOWS DAILY

BOAT JUMPING
(Outboard Mercury Motors)

HOME OF THE CLYDE BEATTY CIRCUS

OLDEST SUGAR MILL IN AMERICA (Established 1750)
ANCIENT CYPRESS TREE (2,700 YEARS OLD)

WANT WANT WANT

Several startling, unusual attractions. Especially big Reptile and Alligator Farm, Midget Village, Indian Village, Wax Museum.

(On order of Mills, Troillard's, London, Eng.)

WANT FOR KIDDIELAND

Miniature Rides of all type, including 2 Live Shetland Pony Rides. FEW LEGITIMATE CONCESSIONS WANTED: Bohemian Glass Blowers, Jewelry, Novelties, Photographs, etc.

FOR LEASE

Hotel and Coffee Shop adjacent to the famous Ponce de Leon Springs Swimming Pool.

ADDRESS

PONCE de LEON SPRINGS
DE LAND, FLORIDA

LOOKING FOR NEW ITEMS?

SEND TODAY FOR OUR 1957-58 CATALOG



CANDY-STRIPE FLOSS PAPER
GOLD-TONE DISPLAY CASES FOR CANDY APPLES • POPCORN • PEANUTS • ETC.
PORTABLE STANDS & TENTS
FLAVOR TURN-TABLES FOR SNOWBALLS
GOLD MEDAL PRODUCTS

POPPIERS SUPPLY CO. of Phila.

1211 N. 2nd STREET • PHILADELPHIA 22, PA.
24 Hour Phone Service — GARfield 6-1616

OUR ONLY LOCATION

follow the leader



If you want personal service—
How on the thousands of Showmen who insure with an Agency that offers only the Best.

CHARLES A. LENZ
"The Showman's Insurance Man"
1492 Fourth St., North St. Petersburg, Fla.
Phone: 5-3121-7-4814

Calif. Winter Fair Opens 9-Day Run

IMPERIAL, Calif.—The annual California Mid-Winter Fair opened here Saturday (1) with George Hunt & Associates, Hollywood, presenting the grandstand shows and Pan American Amusement Corporation on the midway, D. V. Stewart, secretary-manager serving his 30th year, said.

The fair is featuring a one-pay gate of \$1 for adults and 25 cents for children. Kids' days are scheduled for Monday and Tuesday (3-4) with all midway rides at a dime.

Saturday and Sunday (1-2) the afternoon grandstand feature was an RCA Rodeo. The night show, which opened for three days starting Saturday (1), was Western with the Marion Rankin Dancers; Nimbleaires; Arleen Wells, vocalist; Bob Newkirk, production singer; Tony Madison and her dogs; Harris Nelson, comedy musician, and the Mercer Brothers. The second segment of the grandstand program opens Tuesday (4) with The Amazing Monohans, Risley; Lloyd Landroth, harpist; Norman Nazari, emcee; Arleen Wells, and George West and Maza, comedy novelty. The last show, "Minstrel Daze", will open Friday (7) and feature the Madcaps; Mardoni and Louise, comedy magic; Flora May & Ed Hennessy, emcees, and Ford

& Williams, comedy dancers. The Rankin Dancers play the entire nine days with music by George Goulding and his trio.

Pan American is supplying the rides on the midway with concessions being operated by Cecchini & Levaggi.

Novelties are supplied by Pat Treanor & Son, San Francisco; monogrammed hats Dorothy and Newton Stone; baby strollers and wheel chair services, Ed Lang's Mom's Aid, Fontana, and popcorn, candied apples, Jack and Hazel Christensen.

Carnival Routes

Blue Grass: (Fair) De Land, Fla., 10-15.
C. & R.: Magnolia, Ark.
Deggeller Am. Co.: Venice, Fla.
Leeright Midway: Yuma, Ariz.
Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 3-25.
Starlight: Greer, S. C.; Clemson College 10-15.
Strates, James E.: Homestead, Fla., 6-15.
Sugar State: Mechanicsville, La.
Tennessee Valley Am. & Gentry Bros. Comb.: Bastrop, La.

Circus Routes

Davenport, Orrin: St. Paul, Minn., 3-9; Dayton, O., 20-29.
Hamid-Morten: Kansas City, Mo., 4-9; Wichita, Kan., 10-15.
Polack Bros. Circus: Chicago, Ill., 3-15.
Rex Bros.: Robstown, Tex., 3; Benavides 4; Mathis 5; Aransas Pass 6; Port Lavaca 7; Victoria 8-9; El Campo 10.

Ice Shows

Holiday on Ice of 1958: Memphis, Tenn., 4-9; Birmingham, Ala., 11-18; Montgomery 19-23.
Ice Capades, 17th Edition: Halifax, N. S., 3-8; Bangor, Me., 11-16; Winston-Salem, N. C., 18-23.
Ice Capades, 18th Edition: Detroit, Mich., 3-16; St. Louis, Mo., 17-23.
Shipstads & Johnson's Ice Follies: Cleveland, O., 4-10.

Miscellaneous

Greene, Dr. Morton, Hypnotist: Watkins Glen, N. Y., 3; London, O., 6; Geneva 7; Oswego, N. Y., 8.
Inbal Dancers: Toronto, Ont., 3-8.
Kara-Kum Mystery Show: Marietta, Ga., 3; Piedmont, Ala., 4; Childersburg 5; LaFayette 6; Troy 7; Evergreen 8; Brewton 10; Atmore 11; Florida 12; DeFuniak Springs 13; Mariana, Fla., 14; Port St. Joe 15.
Marcelle Marceau: (Great Northern) Chicago.
Meier's, Josef, Black Hills Passion Play: Lake Wales, Fla., 3-April 6.
Philip Morris Country Music Show: Sioux City, Ia., 3; Boone 4; Waterloo 5; Rockford, Ill., 6.
Two-Ton Baker: (Gilded Cage) Rockford, Ill., 5-18.

Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.
H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

THE FINAL CURTAIN

CASH—Mrs. Burleigh, formerly with Tex Ella's Wild West, Earl Hawk Stock Company and Sam Dock Circus, and for the past eight years with Short's Tent Picture Show, in Ellerbe, N. C., February 8 at the home of a relative.

COON—E. A., 85, honorary president of the Carnduff (Sask.) Agricultural Society, in Oxbow, Sask., recently. Survived by four daughters and two sons.

DAVENPORT—Eva, wife of circus owner B. C. Davenport, at Sarasota, Fla., February 22. Among other survivors are Mrs. Pete Cristiani and Mrs. Billie Plunkett, daughters, who are active in show business. (Details in Circus section.)

Legitimate Shows

Auntie Mame, with Constance Bennett: (National) Washington.
Cat on a Hot Tin Roof, with Victor Jory: (Playhouse) Wilmington, Del., 3-5; (State) Syracuse 6; (Auditorium) Rochester, N. Y., 7-8.
Diary of Anne Frank: (Ford's) Baltimore.
Happiest Millionaire, with Walter Pigeon: (Harris) Chicago.
Long Day's Journey Into Night: (Locust) Philadelphia.
Love Me Little: (Shubert) New Haven, Conn.
Master of Thornfield, with John Emery: (Colonial) Boston.
Middle of the Night, with Edward G. Robinson: (Biltmore) Los Angeles.
Most Happy Fella: (Blackstone) Chicago.
My Fair Lady: (Shubert) Chicago.
No Time for Sergeants: (Forrest) Philadelphia.
Nude With Violin, with Noel Coward: (Curran) San Francisco.
Say Darling: (Shubert) Philadelphia.
Visit to a Small Planet, with Cyril Ritchard: (Shubert) Washington.

Nat'l Date Fete

• Continued from page 56
as that for the circus was booked by Jo and Newton Brunson of the Hollywood (Calif.) Theatrical Agency. The free stagemat included Betty Jo Huston, acrobatic turn; Bobo (Jack McAfee), the Balloon Clown; Anden's dog act, and Al Lyons and his electric accordion.
Lighting for the pageant was handled by Charles Stevens of L. A. Stage Lighting Company, Los Angeles.
Flora and Warren McMenus had the food stand near the administration office. Ed Lang handled the Mom's Aid baby stroller and wheel chair services, and Alex Freedman had six novelty and hat stands. The McMenuses, Lang, and Freedman played their 11th year here. The Frank W. Babcock United Shows played the midway.

INSURANCE

IDA E. COHEN
178 W. JACKSON BLVD.
CHICAGO, ILLINOIS



...PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

De GLOPPER—Earl, 61, circus bill car manager, press agent and contracting agent, at Dongola, Ill., February 20. He had been with circuses most of his life. In 1935 he was contracting press agent for the new Cole Bros., where he later had the opposition brigade. He was bill car manager for Cole in 1948. His last circus work was with the Ringling-Barnum advance, closing about three years ago. A native of Springfield, Ill., he leaves no known relatives. Burial was at Dongola.

FREEMAN—William, musician known as Shorty, recently in Portland, Me. He was a member and business manager of the Katahdin Mountaineers, a Maine group of musicians.

LEACOCK—George D., 81, an associate director of the Calgary Exhibition and Stampede board, at his home in Thornhill, Ont., recently. He had attended all but two stampedes since 1912. He was a brother of the famous Canadian humorist, Stephen Leacock. Survived by his widow and two sisters.

LEFTON—Abe, 65, veteran rodeo announcer, February 24 at Community Hospital, Newhall, Calif., following a lingering illness. Funeral services in Los Angeles Wednesday (26) with burial in Pacific Coast Showmen's Rest.

LESLIE—Nellie E., 72, wife of D. W. Leslie, longtime carnival concessionaire, February 19 in Logansport, Ind. Survivors include her husband, a son, Robert, a daughter, Virginia, a brother, Willard Frazee and a sister, Mrs. Cliff Shield.

ULINE—Miguel J. (Mike), 83, owner of Uline Arena, Washington, February 22. He was a Dutch immigrant who built a fortune in the ice business and then turned to sports and the arena business. (Details in Outdoor section.)

WIPPEL—R. P., 80, veteran outdoor showman, February 1 in Muskogee, Okla. Early in his 60-year career in outdoor show business he did balloon ascensions, later turning to the concession business with a number of carnivals. Surviving are his widow, Lula; two daughters and three grandchildren.

MARRIAGES

Tommy Jean Herman, daughter of Mr. and Mrs. Mathew R. Herman, longtime outdoor showfolk, to Richard P. White, February 23 in Pasadena, Calif. Groom is a restaurant operator.

IN MEMORY

Of Our Father

SALIBA SNOBAR

Who Passed Away March 8, 1958

SAM, JOHN & MARY SNOBAR

In Loving Memory of My Dearly Beloved Husband TED MILLIGAN, SR.

Who passed away March 8, 1958. Missed More and More Every Day. Dear, and never forgotten.
Dottie Milligan and Family

INSURANCE

FOR SHOWMEN

RIDES AUTOS
TRUCKS TRAILERS

LOWEST RATES

LESH AGENCY
Established 1927
302 S. MAIN BLUFFTON, IND.

INSURANCE

For the Amusement Industry

SAM SOLOMON
"The Showfolk's Insurance Man"
5009 N. Sheridan Road, Chicago, Illinois
Phone: Longbeach 1-5555 or 5576

GIVE TO DAMON RUNYON CANCER FUND

FOR YOUR GRAND SPRING OPENING



ORDER NOW SUPPLY LIMITED

DECORATE YOUR PARKS . . . CARNIVALS . . . FAIRS

With These Beautiful New U. S. Navy Signal Flags.
DURABLE—WILL WITHSTAND STORMS AND GALES FOR MANY SEASONS

Dist. like fragile commercial type which deteriorate in the first rain!
Size: 2x3 ft. Assortment of designs & colors.
Each flag has wisp and ring for easy joining to make various designs and color combinations in a string of flags.
Cost to U. S. Navy over \$3 ea.
OUR LOW PRICE 40¢ EA.
Minimum order, 250 Flags in a variety of colors & designs.
Check With Order, Please
J. J. EDELSON
654 BROADWAY NEW YORK 12, N. Y. Algenquin 4-3086

DUE TO FIRE WE WILL BOOK

Portable Adult Merry-Go-Round, 4-abreast preferred; Scooter Car, Fun House, Pretzel Ride or other Major Rides not conflicting, for 1958 season.

We serve 1,500,000 persons per season. Million population within radius of 20 miles.

WILL BUY FOR CASH 20 to 24 ft. Modern Mangel, or equal. Also Shooting Gallery.

Contact **ALBERT MILLER, OCEAN VIEW AMUSEMENT PARK**
NORFOLK, VA., Phone: MA 2-4628. Dudley Cooper, Owner

MINIATURE GOLF

Own and operate a deluxe course that is custom built to fit your finances and location. Our installations feature a fast investment return, repeat player interest and a trouble free operation. Because of variations in area size and equipment, we can offer you a free and suggestive consultation by appointment only. To arrange an interview of modern construction methods, financing, and lay-out contact

BUFFALO OUTDOOR SPECIALTY CO.
67 Eiler Ave., Buffalo 11, New York. Phone Taylor 7244

TICKETS

ROLL OR MACHINE FOLDED, PAD STRIP AND RESERVED SEAT TICKETS ALSO PARKING TAGS FROM "A" TO "Z" NUMBERS, COUPON BOOKS, WAITER CHECKS AND LAUNDETTETTE TICKETS. — ALL FORMS OF TRANSPORTATION TICKETS.

ELLIOTT TICKET CO.
408 Lafayette St., N. Y. C. — 6248 N. Western Ave., Chicago — 1015 Chestnut St., Phila.

\$1,750,000 Funspot For Oklahoma City

OKLAHOMA CITY—A major amusement park, to cost \$1,750,000, is being built from scratch on a 60-acre tract on Northwest Highway, eight miles from the heart of Oklahoma City, by Maurice Woods, who formerly operated a Kiddieland here.

To be known as Wedgwood Village, the new funspot will incorporate, in addition to major rides and concessions, air-conditioned bowling lanes of 32 alleys, a spacious rink, and an Olympic-type pool, the largest in the Southwest. Assisting Woods on the managerial end will be Bill Bishop. Work on the bowling lanes will get under way shortly after Labor Day. The park itself is expected to be ready for operation by Decoration Day.

Located on a new, four-lane express highway, the Woods enterprise will overlook Lake Hefner, large city reservoir which has accommodations for boating and fishing but permits no swimming.

A single building, 412 feet long and 40 feet wide, will house a Penny Arcade, a bath house, general offices, and a restaurant

equipped to feed 1,500 people an hour, Woods says. The restaurant will be under the management of Tom Kennedy, widely known food concessionaire. The park will have a paved parking lot to accommodate 1,500 autos.

Major rides, all new, will include an Alan Hawes Jungle Boat Ride, a Don Dowis Sky Wheel, an Allan Herschell Twister, a Roto-Jet, Lusse Auto Scooters, and a Wild Mouse. For the kiddies there'll be a Miniature Train with 4,000 feet of rail, and including an attractive miniature station for loading. Also included in the plans are a miniature golf course and a golf driving range.

The funspot's opening will be heralded by an ambitious ad program encompassing newspapers, radio and television within a 100-mile range of Oklahoma City. Following the opening, several radio and television shows will be beamed live from the park.

Picnic bookings are already being made, according to Woods, who says that a number of companies totaling 27,000 employees have already been signed.

Miniature Golf Tourney Plan Gets Response

Asbury Park Maps National Competition After Labor Day

ASBURY PARK, N. J.—Plans are progressing well for the proposed miniature golf tournament devised by the city. Inquiries have been numerous and indications are that the event will come off as scheduled.

George Zuckerman, of the resort's convention department, is chartering a system whereby courses thruout the country will hold competitions, to be followed by championship rounds here. The First International Miniature Golf Tournament announcement has drawn letters from the U. S., Canada and Caribbean nations, he says.

A complete presentation is being worked up now. The Asbury Park phase of the competition will be staged just after Labor Day.

CARROLO GIVES UP SPOT

Nipmuc Bought By Ex-Furniture Man

MENDON, Mass.—Lake Nipmuc Park is being disposed of by Joe Carrolo, New England ride operator, who has been developing the spot since acquiring it in 1954. He cited the death last summer of his son-in-law and the inability of his daughter to carry on his other amusement interest by herself as reasons for the sale.

The park is being bought by Gerald Belisle, former Woonsocket, R. I., furniture dealer. Final papers in the transaction are to be signed by March 15, The Billboard is informed.

Carrolo also owns some 40 per cent of the midway operation at Okland Beach, Warwick, R. I., and also a large Merry-Go-Round at Goodard Memorial Park, Potowomut, R. I. For a period of years he operated Lake Mishnock in that State but sold it in 1952.

Last year picnic facilities were expanded at Lake Nipmuc to cater to the public's tendency to haul big quantities of food to the spot, which has a dance pavilion, bathing beach, bathhouse, rink, rides

and a theater. The last named was operated by a stock company last summer.

Lake Nipmuc was purchased in 1902 by the old Milford and Uxbridge Street Railway Company and developed into one of New England's most successful resorts. It had originally been used for clambakes and outings, and rinks with Whalom Park in Fitchburg among the oldest resorts still operating in New England.

Belisle made his first overture to Carrolo last June, but no sales were contemplated then, it is reported. The Woonsocket owner plans investment of at least \$50,000 in improving the beachfront this spring, plus other improvements.

ROLLER RUMBLINGS

Matching Hearts Contest

At Mineola Valentine Party . . . MINEOLA, N. Y.—The annual Valentine Day party at Earl Van Horn's Mineola Roller Rink was staged Friday (14). As in previous years, the management's extra-added attraction was a lot of 100 boxes of good-grade chocolates which went to the first 50 couples in a matching hearts contest.

February 28 attraction was a Western party (The Billboard, January 20). To the best-dressed cowboy and cowgirl went 17-jewel watches from the management. There also were the usual Western games, including the jailhouse gimmick. A similar party was held at Mineola in December. It proved to be so popular with patrons that the management decided to offer another.

Bal-A-Roue Polio Benefit

Nets \$500 for Campaign . . . MEDFORD, Mass.—Polio victims will benefit from a one-day presentation and collection for the National Polio Foundation at Roul Bernier's Bal-A-Roue roller skating rink here. With the theme, "Skate Tonight So Kids Can Walk Tomorrow," more than \$500 net was cleared for the cause and sent to the roller skating division of the Polio Foundation.

Bal-A-Roue is already making plans for the New England States elimination contests, leading to the RSROA national championship contests in Cleveland. The rink in past years has had the largest number of registered amateurs for its size in the nation. Contestants are now working hard for the competitions at classes each Saturday morning.

Holiday Skatery on Promotional Binge . . .

MIDDLETOWN, Conn.—Holiday Skating Rink here featured a diversified program of innovative activity during the week of February 10.

Wednesday was labeled Date Night, with one admission serving as price for two skaters. Thursday was Special Family Night, with skates free for the entire family. A two-in-one feature was conducted Friday, with dancing after skating. The rink is scheduling special discount prices for group and organization activity thru March.

Kids' Magazine Reappears; 6 Kid Spots Go for Tie-Ins

NEW YORK — TV Junior, children's magazine, is back on the newsstand as a 64-page pocket-sized edition with a glossy cover. New publisher is Justin Kates, who bought out the American Panoramic Corporation publishing firm. Limited to newsstand distribution, the mag has 150,000 initial circulation.

Included among the contents are seven coupons for rides or admission to six parks in the metropolitan area. They are Messapequa Zoo and Kiddie Park, Rockaways Playland Kiddieland; Fairyland Park, Queens; Wonderland Kiddie Park, Yonkers; Cowboy City, Farmingdale, N. J., and Lollipop Farm, Syosset.

Liberal plugs have been scored on many kiddie TV shows, the stars of which are featured in stories and games in the magazine.

Artists Fred Scott, Sandy Becker, Herb Sheldon, Claude Kerschner, Magic Clown, Uncle Fred Sayles and Allen Swift have responded, representing Channels 5, 9, 11 and 13. Promotion desk of the firm will print \$2 worth of park tickets on the front cover of its next issue, then up it to \$2.50. Parks have been receptive to the idea. The magazine is a 25¢ monthly and has plans for distribution in other big cities as did its former owner.

A. M. Brown Named Manager At Walled Lake

DETROIT — The appointment of A. M. (Brownie) Brown as manager of Walled Lake Park, Walled Lake, Mich., was announced last week. The park is operated by the F. W. Pearce Corporation, headed by Fred W. Pearce, pioneer park operator and ride builder, and Fred W. Pearce Jr.

Brown succeeds Robert Templeton, manager for several years, who resigned to join the circulation staff of Esquire magazine.

Brown has been manager of Buckeye Lake Park, near Columbus, O., prior to coming to Detroit, and was in Detroit many years ago as superintendent of construction for the former Granada Park. He was active for years as a builder of Roller Coasters and other devices.

AMUSEMENT PARK
4 1/2 acres on main highway No. 1, close to Washington.
We have 11 Rides; big advertising tie-up. Want to hear from money getting attractions. Can use 2 major Rides. Will lease Ferris Wheel for season. Want to hear from good Clown. Want sober, reliable Man to operate and keep rides in shape; year round job to right man.
Write or call
BILL ENFANTE
47 Crittenden St., N.E.
Washington 11, D. C.
Tuckerman 24942

CONCESSIONS WANTED
2 Major Rides
Guess Your Age, Weight and Hi Striker
Write
LAKESIDE PARK
3501 Home Ave Dayton, Ohio

WANTED
For Savannah Beach, Ga.
Two Bingo Callers and Fascination Mike Man.
BEN FORGOSCH
Box 251, Savannah Beach, Ga.
Phone: 190
No collect calls. Call up to 12:00 noon only. You can be in action seven months or more.

PRESTIGE AND PROFITS
A HOLMES MINIATURE GOLF COURSE
Adds prestige to your location and makes more money for you. Each Holmes Cook Custom-Built Course can handle up to 200 persons per hour.
HOLMES COOK MINIATURE GOLF CO.
382 10th Avenue New York, N. Y.

KIDDIE CAR RAILROADS
Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 185 Lake Street, Reno, Nev.; 401 Park Side, 5th Ave., Pittsburgh, Pa.

WANT TO LEASE
Rides — Merry-Go-Round, Ferris Wheel, etc., on percentage basis for three years with an option of two years at THREE ARCH PARK, 2 miles west of Morris, Ill., on U. S. Route 6. Electricity and running water. Contact A. J. BLACK, 1254 Liberty St., Morris, Ill.

YOU'LL GET . . .



. . . thru
SPRING SPECIAL
OUTDOOR AMUSEMENT DIRECTORY
Dated . . . April 7
Deadline . . . March 26

COMPLETE PORTABLE RINK
FOR SALE BY
THE OLDEST & LARGEST MFRS.
WE LAY PERMANENT FLOORS
Anywhere in U.S.A.
Write for Prices & Information.
TILLINGHAST MFG. CO.
P. O. Box 48 Phone 79 Venus, Texas

RENT A BUILDING—GET IN BUSINESS
Porto-Bilt
SECTIONAL RINK FLOORS and TENTS
Write
W. T. SHACKELFORD
Box 425, Smyrna, Ga. Phone: ME 3-5178
Phone 9-2182, Marietta, Ga.

FOR SALE
20-CAR, 90-PLATE LUSSE SCOOTER RIDE
All stainless steel, semi-portable building. Entire ride top shape. Lose lease. Must sell.
BOX D-35
c/o The Billboard, Cincinnati 22, O.

SKATING RINK TENTS
42 x 102 IN STOCK
53 x 122 AT ALL TIMES
NEW SHOW TENTS
MADE TO ORDER
USED TENTS FOR SALE
10x10 Ft. 40x 60 Ft.
10x15 Ft. 40x 90 Ft.
14x21 Ft. 40x100 Ft.
20x30 Ft. 60x 60 Ft.
20x40 Ft. 60x 90 Ft.
30x50 Ft. 60x120 Ft.
30x60 Ft. 60x150 Ft.
30x90 Ft. 50x180 Ft.
40x60 Ft. 60x210 Ft.
40x70 Ft. 60x240 Ft.
CAMPBELL TENT & AWNING CO.
100 Central Ave. Allen, Ill.

RINK-COTE
The surface with traction to preserve new roller skating floors and add life to old floors.
Immediate delivery from
CURVECREST, INC.
Muskegon, Michigan
(Home office)
Write for names of distributors in your area.

NEED MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY, CLAMOUR, SHOWMANSHIP
GET THE NEW REVOLVING
HOLLYWOOD SPOTS-LITE
BETTER IN A CRYSTAL BALL
NO MIRRORS TO BREAK
WASH OR POLISH
GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOW MANSHIP, LIGHTING EFFECTS AND SOUNDTRACK. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PROFITS FOR STRIP IN BALLROOMS, SEATING HALLS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.
Write For Complete Free Details
HOLLYWOOD SPOTS-LITE Co.
Dept. B 2417 No. 10th St. Omaha 10, Nebraska

Ringling Selling Equipment; Writs Denied; Home Sold

Papers Served on Concello, Judge; Collins Buys Mansion, Seeks Show

SARASOTA, Fla. — A wild week of Ringling wrangling was climaxed Friday (28) when Arthur M. Concello, general manager of the Ringling-Barnum circus, declared the show itself was not for sale but that cars, wagons and surplus animals would be sold.

This came after Jerry Collins, of the Clyde Beatty Circus, had made a public offer to buy the Ringling corporation. Earlier, Collins bought the Edith Ringling home in an auction of the Edith Ringling estate.

Stuart Lancaster, head of opposition to present circus management, was denied an injunction which would have prevented sale of the show's equipment. Lancaster also was denied petitions to halt the auction of other parts of the Edith Ringling Estate, but he was appealing this.

Okay Sale Move

The fast-breaking events stemmed from a meeting in New York earlier when it was decided that the show equipment would be sold. It was said in Sarasota last week that this February 14 meeting involved an informal decision rather than a formal vote of the directors and that Dan Gordon Judge represented the minority at that time. Lancaster did not attend the meeting.

Concello, who had not been in the State of Florida recently, came to Tampa Saturday (22) for a meeting with another party. Word of this meeting reached process servers who handled Concello papers in the \$20,000,000 suit filed last fall by Lancaster and his mother and brother.

Beatty Press Staff Active; Parks Named

DE LAND, Fla.—Ora A. Parks joined the press staff at the Clyde Beatty Circus last week, and is working with Floyd King, general agent, on the new season's press, radio and TV books, and with Ted Newhall, on publicity for the Ponce De Leon Springs water show and events.

Highway signs for the tourist resort are receiving a new top line "Home of the Clyde Beatty Circus." All signs in De Land, Orlando and in the immediate area are also being changed to add the circus title.

Harry Anderson, of the Enquirer Printing Company, Cincinnati, spent several days with King and they agreed on 14 new designs in billing paper for the circus road tour. W. M. Petty, show's auditor, returned after spending about three months at his home in Los Angeles.

General Manager Frank McClosky has announced the signing of Josephine Beronini, high wire act. Mr. and Mrs. Paul M. Conaway, Macon, Ga., were week-end guests of Floyd King. Mrs. Vicki King and the four King children came from the King home in Macon, to spend several days with King.

Parks has been wintering at his home in Marion, Ind. Last year he shared press duties with Walter Nealand, who is wintering in Macon.

On the same day, Judge, trustee of the Edith Ringling estate and a resident of New York, was served papers in the suit the Lancaster group has filed against him. This suit asks his removal as trustee.

Lancaster sought a temporary injunction that would have barred sale of circus equipment, but the court denied this writ on Monday (24). There was no immediate report that anything had been sold yet.

Lancaster charged that the 49ers have not voted to authorize the sale in the manner required by company rules. He said that while there had been a vote cast by one 49er in favor of selling animals, no 49ers had voted to sell the train or wagons.

During the week, Sarasotans heard that the show expected to sell the winter quarters here. However, this proved to be a misinterpretation. The show expects to close the quarters part of the year but would open it to visitors part of the winter. Efforts to operate it as a year-around tourist attraction had failed.

Auctions Go On

In separate but simultaneous action, Lancaster tried to halt the auction sales set up by the execu-

Milwaukee Off, Topeka Starts Big for H-M

MILWAUKEE — Hamid-Morton Circus closed about 10 per cent behind the previous year here. The show was lightly attended during the week, especially on Ash Wednesday, but the big weekend brought jam-packed houses and the scheduling of a Sunday twilight show.

Omer Kenyon was not on hand this year. For the first time, the Shrine auspices handled direction of the promotion itself, but the same promotion methods were followed for the most part and some of the same personnel was retained.

Show was at Milwaukee Arena, where Elmer Krahn is manager. The Shrine Circus chairman is Roy J. Bauer, who has held the post many years.

Bary Has Contest

At Topeka, the subsequent stand Hamid-Morton opened with a full house. Promotion man Howard Y. Bary said that the attendance was hyped with help from a conetst that brought wide attention and page-one coverage.

Bary said the same sort of contest was contemplated for the Hamid-Morton & Clyde Beatty Circus date that will be at Palisades Park, N. J., in April. Bary will work that date, also.

Ted Webb, showman and chairman of the Topeka Shrine Circus committee, was ill on opening day, but was expected to be active before the engagement ended. Corliss S. Swain is potentate of the Shrine here.

Hamid-Morton will go from here to Kansas City for the 18th annual police circus and then to Wichita for the 17th police show. All three have been sold and handled by Bary.

tor of the Edith Ringling estate.

He made no effort to halt sale of the mansion. Collins bought it for \$202,000. Collins also was expected to buy major furnishings in the home as part of his plan to operate it as a public museum similar to the State's John Ringling home next door.

Lancaster did, however, seek to halt auction of the tracts of land owned by the estate in Sarasota and outside of the city. As part of his case, he said better offers for the property were received privately than could be expected from the auction.

Hearings on the petitions began in a courtroom but later adjourned to the Ringling mansion, while the auction of uncontested items was proceeding on the mansion grounds. The grounds were equipped with a circus tent, seats and concessions wagon for the sale.

The court declined to stop the sale of the several tracts. Then it developed that no acceptable bids were received on the tracts anyway. Lancaster announced he would appeal the ruling in an effort to block future sale of the land by auction. The hearing and notice of appeal were marked by rush auto trips to St. Petersburg, the speedy check-up at St. Petersburg postoffice where a letter containing an offer to buy the land was located and rushed back to the Sarasota hearing.

CIRCUS PREVIEW

Polack's '58 Powerhouse Rates Among Its Best

CHICAGO — Polack Bros. Circus this year, an amalgamation of two units, comes out as a production of top-flight talent, one of the best constituted performances of recent seasons.

Like every show, this one has its own characteristics and they have all the earmarks of the former Polack Western. There are new acts included along with talent from both previous organizations. Where last year was strong on animals, this time, the accent is in the air.

Opening is by the Aerialovelies (10), girls in beautiful costumes and trained by Barbetta for webs and rope ladders.

Janet's Dogs and Ponies are finely groomed and harnessed and win plaudits with such a dog walking on a roll-over pony and the lasting favorite bridge routine.

Gutis, Gold, Frielanis

The Gutis are back with knock-about comedy, hand-balancing, breakaways, violent falls, and gorilla antics. There are surprises all along the act to keep it humming and people laughing.

The Rose Gold Trio makes an entrance that is engineered to denote class, and their aerial maneuvers are full confirmation of that quality. Wardrobe here, as in many places thru the show, is excellent. Aerial work is daring and thrilling.

The Frielanis, cyclists, start with three on a bike, the second and third being balanced hand-to-hand. The three girls ride one bike. Three men follow on as many unicycles, then all six are on the one-wheelers. They close with a four high with two at the sides for a total of six on one bike.

RINGLING TIMETABLE

Here are Ringling developments of recent days:

February 14—Decision made at New York meeting to authorize sale of "surplus" equipment and animals.

February 18—Show arrives at quarters as season ends.

February 22—Jerry Collins buys Edith Ringling mansion. Stuart Lancaster's petitions to halt auction of other real estate are denied, but no adequate bids are received anyway. Arthur M. Concello is served with legal papers in the so-called mismanagement suit filed some time ago by Lancaster's group.

February 24 — Lancaster's request for an injunction to prevent sale of surplus equipment is denied.

February 25—Collins meets with auctioneers regarding his possible purchase of major furnishings in Edith Ringling home. Auction of minor items at the home continues. Show management revealed the winter quarters will be closed to the public after April 1. Lancaster states 49ers have not voted formally to authorize sale of equipment.

February 26—Collins offers to buy all stock in Ringling corporation.

February 28—Concello announces the show itself is not for sale but that cars, wagons and surplus animals will be sold. The quarters will not be sold and will be open part of the year.

Eva Davenport Dies; Circus, Med Show Op

SARASOTA, Fla.—Mrs. Eva Davenport, wife of show owner B. C. Davenport, died at Sarasota, Saturday (22). She was a lifelong trouper and several years ago was prominent in operation of Dailey Bros. Circus.

Mrs. Davenport's parents operated a circus, Gay's One Horse Show, out of Quincy, Ill. She became active in several phases of the business and by the 1920's was operating as Princess Iola in a medicine show of that name. A previous husband died in this period.

She and Ben Davenport were married about 1930 and continued the med show. Later they alternated it with an indoor circus operation. In 1940 they had Davenport's Society Circus and in the ensuing 10 years they built it into the Dailey Bros. Circus, which became a 28-car railroad show.

After it closed, Davenport continued with motorized circus, and Mrs. Davenport came to Sarasota, where she invested in a hotel. In the past few years she has travelled occasionally with her daughter on such shows as King, Cristiani and Packs.

Surviving are her husband, of Alabama; their daughter, Norma Cristiani, of Sarasota; a son, Galon Meriam, of San Diego, Calif.; two other daughters, Mrs. Zoe Hillman, Pleasant Hill, Ill., and Mrs. Billie Plunkett, of the Plunkett Tent Show family, Gonzales, Tex.; a sister, Mrs. Ethel Stork, Quincy, Ill., and nine grandchildren.

Services were at Sarasota Tuesday (25).

Bill Fields Takes Press For Ringling

NEW YORK—Press agent Bill Fields will head up the Ringling-Barnum circus press department for the 1958 season, it has been announced.

Fields, high-ranking Broadway press man and former associate in the Ringling press department for New York engagements, is scheduled to head the department for the full season this time. It is expected that his staff will include Frank Braden, and it may also include Bev Kelley for New York.

Moscow Circus To Play Brussels

BRUSSELS—Concentration of show business in Brussels for the World's Fair this summer will include the Moscow Circus, June 15 thru September 15.

Also scheduled are the Royal (Sadler's Wells) Ballet, the Bolshoi Ballet, and the Spanish Ballet Antonio. The Scot Guard Band, which toured the U. S. a few years ago, will be at the fair. Folk dance groups, symphony orchestras, opera companies and such theatrical companies as London's Old Vic are scheduled.

(Continued on page 63)

CIRCUS REVIEW

Hamid-Morton Keeps Top-Flight Position

MILWAUKEE — Hamid-Morton Circus is highlighted this season by about eight stand-out acts that succeed in keeping the show in the top echelon.

The quality acts came thru with top-class entertainment at an afternoon performance (21), altho this season is lighter than its predecessors.

Anthony Animals The Cardona cloud swing is a good starter.

at Anthony puts on an action-packed display with 12 lions and a beautiful tiger. There is shooting, fighting and snarling. High points include a roll-over by the tiger, an exceptional sequence of roll-overs by the tiger and a lion together, and assorted leaps, barrel rolls and hoops. A big lion walks on its

hind legs for an unusual twist that clicks.

The Mazurs and the Rozilincs are paired with their high work with iron jaw suspensions and trapeze spins. Then comes Kinko with his comedy car and trailer, his dog and his familiar contortion comedy.

Juggling: High Wire

A juggling display has Ramon Esqueda at the center in a turn that is themed to speed. At one side are the Cathalas with rolling globes and hoops. At the other side are the Wilson Sisters, now a trio with Joan joining in the juggling and globe rolling. The latter act is brightly costumed and makes the flash.

The clown fire house production is handled by Dime Wilson with an elaborate set of large and colorful props.

Adams Chimps are notable for the handstand in which a giant chimp is understander for the man. Other chimp bits involve bikes, unicycles, tight wire bike and other devices.

High wire act is comprised of two from the Bob Atterbury Sky-tones and two of the Otto Greta act. They work a step-over, shoulder-bar, two high, blindfold walk, and bike rider with two trapezes suspended below.

Bushbom Stars

Capt. Will Bushbom Jr., turns in an outstanding performance with his high school horse. The act is marked by expert horsemanship and training plus quality presentation, appearance and manner. It is a strong point in this circus and it should have the attention of fairs and other circuses.

A perch display is made up of the Ferreira Duo, the Cathalas, and Los Argentinos. All three do high perch turns and then perch spins, for a good display effect.

Added feature here was Harry Welch as Popeye the Sailor. Welch appears in Popeye costume and recounts his part in supplying the voice of Popeye in movie cartoons.

Joyce Camels Score

The Jack Joyce Camels retain their high position in the ranks of circus talent. Joyce's presentation is flawless, and he has succeeded in modifying the act annually to keep it new and novel. Now each camel carries an inflated figure that appears to be an Arabian rider. The animals work well and are joined later by a zebra, two leaping llamas, a pony and monkey. The ring is filled with color and unusual animals. This also is a high point in the circus.

While an aerial ballet of eight girls works web, the Reynosa Trio is at the center for high iron jaw suspensions and spins. Then comes Will Bushbom Jr., again, this time with eight black and white Liberty horses. He works here in Indian wardrobe; the horses have scarlet plumes. The act is clean, precise, and well done. Good effect is gained by having other horses continue circling the ring while a single horse performs special work in the center of it.

New Bear Act

George LaSalle produces a duck hunting clown number.

New here is the Walldorf Bear Act. Two people work two bears on the center stage in routine material. Then one bear climbs a high ladder to a ring on a high-rigged pedestal on which are two motorcycles. The girl rides one cycle; the bear and man the other. Then all, including the bear, climb back down the 30-foot ladder.

Rodriguez troupe has a two-boy and two-girl bar act. There are good swings and catches thruout. Positioning of the bar rigging perpendicular rather than parallel to

Packs Signs Springfield, Ill.; Skips S. Illinois

ST. LOUIS—Tom Packs Circus has contracted to play Springfield, Ill., June 25-27, for the Shrine. Show will be at Illinois State Fairgrounds and will include fireworks. In the past, the date has been played by Polack Western, which discontinued the connection this year, and the Memorial Auditorium was used.

At the same time Packs' spokesman, Jack Leontini, announced that the contract signed recently with the New Orleans Shrine is for seven years. New Orleans dates this year are to be November 21-30.

The Packs organization has decided to discontinue its Western unit, which had been operated in the Rocky Mountain area in the past seasons.

It also was revealed that the show will not play the route of Southern Illinois Shrine club dates that it has made for the past several years.

the majority of viewers caused the loss of some effect of four people doing giant swings at the same time.

Dime Wilson works the clown car business.

A highly populated bike display has the big Theron Troupe in the center spot, the Adams act at one side and the Theron Dollies at the other side. They ride a wide variety of cycles, and the Dollies join the rest of the family in the center ring for a big bike display. Music in the production of the show was written by the Thérons, too.

Al Vidbel is in command as the Hamid-Morton elephants work. This trio has grown much in recent years, and the routine has been improved a great deal at the same time.

Clown baseball fills while the net is placed. Then the Flying Madkos take to the air. They have three people and stage their usual good performance, altho they were not working the triple somersault for a few days.

Natal the Monkey Man follows. This Milwaukee Arena is a large building for this act and it is difficult to maintain audience attention while Natal is in the seats.

Dime Wilson appears as a space man to blast off the two-part finale. First, Speedy Wilson rides his motorcycle in the "globe of death" as a man from Mars. Then Stan Bond, complete with weird space suit rig and eerie flames, makes a high dive to a tank of flame and water. This pair of acts is in tune with current interest of kids in space travel and they are done in a thrill manner.

Clowns are Dime and Connie Wilson, Shorty and Peggy Sylvester, George LaSalle, Kinko, Larry Anderson, and Javier Esparza.

Richmond Cox worked press here. Fingers Carson is props boss. —Tom Parkinson.

Polack's 1958 Powerhouse

Continued from page 62

Second half starts with Bar-bette's Swing High Girls (4) in cloud swings. Then the Victorias, perch duo, appears in wardrobe that includes gladiator helmet and elaborate fans. On a trapeze suspended from the perch pole Victoria Hanneford performs heel swings knee catches, and other tricks. They conclude with high revolving and swinging atop a different pole.

Mac and Peggy MacDonald bring on the Besalou Elephants for another strong performance. The elephants, tho growing, still move fast. Their liberty-type routine continues. Simultaneous head-stands by a duo of bulls is good. A dog and an elephant roll cyclinders at the same time. And the one-foot stand cap: the act.

Tajana Stars

Princess Tajana emerges as the star of this program. Entering on a horse and in Indian wardrobe, she moves into an Indian dance and then up to aerial rigging where she walks upside down foot loops, performs an upside down spin and then goes on to single trapeze work, topping with a heel catch while swinging.

What sets this act apart is the grace and charm with which she moves. No movement, no gesture is unintended; each contributes toward the next and to the total purpose. It is as if she were gliding thru the air unaided and the trapeze is something to touch in passing rather than a necessity. She never pauses or leaves character between stunts, but maintains an even flow of motion thru the act.

Steals Seals Show

In a difficult position in the running order is the Jennier Seal Act, and meeting the challenge is Ethel Jennier. She not only succeeds in maintaining the pace and climb of the show but outdoes herself by stealing the show from her own seals. She's vivacious, and her professional show abilities recall to mind her prowess as Miss Aerial-etta. She discontinued the aerial act two seasons ago to step into the seal act, where Walter Jennier now assists.

She surrenders the stage to the seals after preliminaries and show off their balancing, including the carrying of a glass of water atop a stick. Fine training and timing that mark Walter's routine, with a seal reading music and needing glasses, is carried on by Ethel.

The Sikorsas' daring aerial iron jaw feats and dizzying spins are spectacular. Once the girl, Melitta, spins on a bar held by the man, Curt Wicons, in his teeth. Another stunt has her suspended by her teeth from a bar which he spins violently.

Polack's procession of top talent continues with appearance of the Wazzan Troupe of seven men and a girl in rapid Arabian tumbling. Their pyramids are good, but it is their amazing ground tumbling

that wins the applause and exclamations. This is one of two Wazzan acts, the other being with Orrin Davenport.

A clown band number includes producing Clown Gene Randown, plus Harold Simmons, Johnny Circellino, Chuckles Facer and the Bizzaro Brothers.

Last act is the Flying Palacios, now increased to five people and featuring the passing leap as well as a two-and-a-half. Lalo Palacio, who has been hospitalized, is expected back soon.

Ross Paul is announcer. Band leader is Bee Carsey, and boss property man is Bernie (Soldier) Lungsdorf.

Tom Parkinson.

WANTED PAPER MEN No Turn in. Free Sheet bonus to Producers. All Southern States. R. S. "BOB" BUNCH Field Manager 2400 S. W. 49th St. Oklahoma City, Oklahoma (Phone: Melrose 2-4175)

Cimse's Scottish Collies P. O. Box 986 Trenton, N. J. (9 Collies, 2 Girls, 1 Man) February 27-March 8 Shrine Circus, Minneapolis, Minn.

4-PHONEMEN-4 Circus Banners and UPC's. People who want full season of top dates given preference. Men capable of handling an office will be given their chance. No advance or collects. J. F. SHAFER Melrose 9-2391—Room 306 Holliday Bldg., 241 E. Ohio St. Indianapolis, Ind.

PHONEMEN State-wide publications. Work all year, 25%. Pick up every day. Sid-Harris, Casey Farrell, call. All replies PUBLICATIONS, INC. Room 212, Taswell Hotel, Pekin, Ill.

PHONEMEN For Houston, Texas. Town carded, phones in. Good deal and sponsor. Call or come in. No collects and no advances. Call EVELYN at Oxford 22441 in Houston

PHONEMEN CARDS—PHONES—COLLECTORS Ready to go on Legion Deal. Call AMherst 8-6223, Columbus, Ohio. P.S.: Can also place couple with car.

PHONEMEN Experienced on Labor Year Books and Sign Boards. Very strong sponsorship, all carded, over \$20,000 in renewals. Phones ready, steady work. Sober, reliable top producers, come on. Write, wire or phone (no collect). Our men do over \$200.00 weekly. ROWLAND ENTERPRISES Phone 3-7641 1109 N. Monroe Peoria 2, Illinois

PROMOTERS WITH OR WITHOUT CARS Husband and wife teams Answer only if interested in permanency and if available within next month. Travel limited, maximum 3 States. Save us both trouble, only sincere persons answer. No layoffs. We have both advertising and UPC deals 52 weeks a year. CANNOT SAY "POLICE DEAL TO FOLLOW," BUT CAN SAY "MONEY TO BE MADE." Write or phone OLD DOMINION PUBLICITY RELATIONS 111A East Main St., Richmond, Va. Phone Milton 4-9250

ARE YOU A . . . TELEPHONE SALESMAN Don't call unless qualified! Pleasant working conditions, air conditioned offices. Immediate draw can be arranged if you are producing. NEED 5 SALESMEN Exclusive franchise—first time offered in St. Louis. If you are a producer you can make \$119.50 to \$206.75 per week. (BOB STRAUSS, CHICK HARRIS, JOE VANSANT, CONTACT) Apply BILL WARD Suite 401, 708 Olive St., St. Louis, Mo. (Phone: Chestnut 1-4656 or Chestnut 1-4654.)

BENSON BROS. CIRCUS Can use one more contracting Agent who is capable of booking good sponsors. Year around work. Can use two good Promotional Directors who can stay sober and get money. Want for big show, Boss Canvasman for new top, acts doing 2 or more (no animals). Can use good Elephant Trainer, six Horse Grooms, Clowns and Working Men in all departments. Cookhouse open, 10:00 open March 29. All replies to Box 635 New Smyrna Beach, Fla.

3 TELEPHONE MEN Circus deal, straight advertising or 25% commission, paid any time I want. Save money in future travel, waiting for phones, steady work all around. Copies welcome in preference to phony hot-shots. We have most the answers, you know what we mean. Wire or phone if seriously interested. Set-up with organization that can raise only clean money-making deals. Old Dominion Publicity Relations 111 East Main St. Richmond, Va. Phone: Milton 4-9250

CIRCUS ACTS WANTED for 1958 ZA-GA-ZIG SHRINE TEMPLE CIRCUS Des Moines, Iowa, May 23-24. Contact Al Dobritsch 111 West 57th St. New York, N. Y. CO 8-4682

Now!—Phonemen—Now! Banners and Banners for Lima Grotto 2000. 2 high caliber men. Must be sober. No high pressure artists tolerated. Long season's work for right men. All cover to L. F. STOLIZ Room 311, Masonic Bldg., Lima, Ohio Phone: Ca 2-1874

PHONEMEN Fast Phonemen for Grotto. 25% on advertisements, 20% on tickets. Must be sober and reliable. No collect calls. Wire or call HELEN HASSON Suite Hotel Columbia, S. C. Phone: Alpine 4-3146

PHONEMEN Official labor, here is a repeat. Seventh annual tickets and advertising. A good opportunity in sunny Los Angeles. DU 85085 ROY BARR

(2) PHONEMEN (2) Circus UPC's and Banners for Optimist Club Boys' Work Fund. Endorsed by C. W. C. Steady work until November 1. WM. SIMPSON Phone: 8-2442, Chesterfield, Ind. Nite phone—7-7788, Anderson, Ind. Na, collects.

WANTED! BANNER MAN Joe Sullivan-Buck-Reager, contact. CARSON & BARNES CIRCUS WITH COL. TIM MCCOY JACK MOORE, Mgr., General Delivery Stanfield, Arizona. Opening first week in April.

2-PHONEMEN-2 Need solid men who can work as directed. Year around. HERB LEHMAN 440 Film Bldg. Cleveland, Ohio Phone: CHerry 1-6495

JOE MONSOUR, IAFE PREZ, RECOMMENDS WORKSHOP

Urges Southern Managers Turn Out For Three-Day Birmingham Event

SHREVEPORT, La. — Joseph T. Monsour, president of the International Association of Fairs and Expositions, last week lauded the three-day workshop for Southern fair managers to be held March 20-22 in Birmingham. The clinic, where fair management problems will be treated, is being sponsored by The Billboard and the Alabama State Fair.



JOE MONSOUR

Monsour, who is also secretary-manager of the Louisiana State Fair here, issued the following statement:

"A rewarding experience is in store for the Southern fair manager who avails himself of the opportunity of attending the workshop of fair management sponsored by The Billboard in co-operation with the Alabama State Fair.

"It is anticipated that many excellent suggestions and ideas will be forthcoming from this meeting,

as the three-day workshop will cover subjects of prime importance to officials of Southern fairs.

"To my knowledge this is the first time that such a meeting has been held on a regional basis, but similar meetings of other groups have produced innumerable benefits to those attending, far too many to list here. And I am sure this meeting will be no exception to that rule.

"Participation in the workshop will enable the fair manager to acquire a better understanding of the problems that arise between the fair and the concessionaire, the fair and the commercial exhibitors and the fair and the scores of other groups that are essential to a fair operation. What is more important, there will be many workable solutions to these problems freely discussed.

"This, of course, will result in a better relationship among all segments connected with fairs, and I really don't see how any fair manager in the region involved can afford to miss this all-important workshop. Each Southern fair is eligible to be represented by one or more persons, and I very strongly urge every Southern fair manager to take advantage of this splendid opportunity of being represented at this meeting.

"The Billboard is to be commended for its foresight and interest in initiating the fair workshop. It is designed primarily to benefit all who are concerned with the development of fairs and related activities. Any individual or organization interested in better fairs should be grateful for The Billboard's forward step in this field."

All discussions will be headed by key Southern fair managers. Subjects to be covered will include: Exhibits, commercial and educational; attractions for grandstands, buildings and grounds; special events; promotions, publicity and advertising; prices, passes, gate admissions; premium awards, methods of awarding them; youth participation; showmanship on the grounds, and shifting with the changes in economy.

There will be no fee for the sessions which will be held at the fairgrounds in Birmingham. The Alabama State Fair will provide luncheon free each of the three days to those in attendance.

The schedule calls for an afternoon session Thursday, March 20, a full-day session the following day and a forenoon session on Saturday, March 22.

Calif. State Sets \$2 Million Budget

SACRAMENTO — Operational budget of \$2,093,097 for the 1958 California State Fair and Exposition was approved by an assembly ways and means subcommittee but delayed final action on the ban of all free passes. The fund approved was \$57,858 less than last year.

The adoption of an all-pay gate was referred to the full ways and means committee for action. Dudley T. Fortin, fair manager, said that the pass system was one of the finest anywhere they were used. He added that the majority of passes go to those working at the fair, including exhibitors. While he is an advocate of the all-pay no-

exemption gate, Fortin protested singling out the State Fair as the only one with such a policy. To single out the State Fair without the other 79 fairs in the State eliminating passes, Fortin continued, would reduce the number of exhibitors.

Fred R. Lewe, staff member of the legislative analyst group, said 161,151 passes were issued in 1957, resulting in a loss of \$80,577 in general admissions alone.

The subcommittee rejected recommendations by the legislative analyst's office to eliminate \$3,200 for a sew-it-yourself contest, \$25 for an electric typewriter, \$815 for a new gate furniture and \$250 for street barricades.

Georgia Event Changes Name, Expands Area

SWAINSBORO, Ga. — The Emanuel County Fair here has changed its name to the Southeast Georgia Fair and plans to expand its coverage to embrace several neighboring counties. An increased premium list will be offered for the fair which is scheduled for October 6-11.

Darius Brown was elected president of the new organization with Earl Varner as secretary and Sonny Newton treasurer. The fairgrounds will be enlarged, officials said.

James H. Drew Shows will provide the midway attractions.

Weyburn, Mulls New Stadium

WEYBURN, Sask. — The possibility of building a fairgrounds stadium is being investigated by a four-man committee of the Weyburn Agricultural Society.

It is expected financial help may be obtained from city council and clubs and organizations in the community and that federal and provincial government grants may be made available.

The building would be used for skating, hockey, exhibition displays, livestock shows and 4-H activities.

Horse racing will again be featured at this year's 50th annual fair, June 30-July 2, and a bid will be made for the Saskatchewan colt futurity which was held in Weyburn last year for the first time in the province.

The pari-mutuel building will be extended by eight feet to provide two more betting wickets.

A parade with a golden jubilee theme will be held on the first day of the fair.

New 25G Building For Wapakoneta

WAPAKONETA, O. — Auglaize County Fair here, having experienced its best financial year in history in 1957, let a contract February 21 for construction of a \$25,000 60-by-75-foot industrial building, to be completed by June 15, said Secretary Harry Kahn.

The building is in addition to two 50-by-100-ft. barns recently completed at the fair plant.

CALGARY TIC SALE SOARS

CALGARY, Alta. — By the second week in February more than 30,000 applications had been received for reserved seat grandstand tickets at the Calgary Exhibition and Stampede, officials announced.

Altho the mail-order seat sale for the July event did not officially open until February 1, orders for tickets have been received since last July.

Maurice Hartnett, general manager of the fair, has been appointed to the senate of the University of Alberta.

Independent SHOWS WANTED for the SELINGSGROVE FAIR

Week of July 14

Want Shows with their own outfits; this is a very good Fair for Shows. Expect a crowd of 100,000 people this year.

Can also use Concessions that do not conflict. Write

Roland E. Fisher, Mgr. SELINGSGROVE FAIR Selingsgrove, Pa.

I WANNA SEE the Aut Swenson THRILLCADE JUMBO OF ALL THRILL SHOWS
R.O. BOX 1553 SOUTH SIDE STATION SPRINGFIELD, MISSOURI

YOU'LL GET . . .

LARGER DISTRIBUTION



. . . thru SPRING SPECIAL OUTDOOR AMUSEMENT DIRECTORY Dated . . . April 7 Deadline . . . March 26

INDOOR Events NEED OUR POSTERS!
OUTDOOR Attractions Will Benefit Handsomely!
By Using Our Beautiful
☆ WINDOW CARDS
☆ BUMPERETTES
☆ BILLBOARDS...
For Further Details... Contact -
Posters INCORPORATED
835 CHERRY ST. PHILA. 7, PA.
Union Shop - Phone WALnut 5-2000

HOW TO SIGN UP FOR THE SOUTHERN FAIR MANAGERS WORKSHOP

Sponsored by The Billboard in co-operation with the Alabama State Fair, Birmingham. Fill out the coupon below and mail it today. Information about hotel accommodations, transportation, etc., will be mailed to you upon receipt of this coupon. There will be no fee for attending Workshop.

Fair Manager's Workshop
Outdoor Department
Billboard Pub. Co.
188 W. Randolph St.
Chicago 1, Ill.

I will attend the Workshop for Southern Fairs Thursday thru Saturday, March 20-22, at the Alabama State Fairgrounds, Birmingham.
Others from my Fair who will also attend are:

NAME _____
NAME _____
Signed _____
NAME OF FAIR _____
LOCATION OF FAIR _____

Specializing in Insurance for . . . STATE & COUNTY FAIRS

OUR COVERAGE INCLUDES:

- Grounds Liability
- Products and Food
- Handlers' Liability
- Rain Insurance

Write or Phone today for Complete Information on Rates and Coverage N. PERRY LUSTER

NATIONAL RACING AFFILIATES, INC.

5555 South Everett Ave., Jackson Towers, Chicago 37, Illinois. Phone: Midway 3-1900

- AMUSEMENT PARKS AND KIDDELANDS
- AUTO RACES
- THRILL SHOWS
- RODEOS (Grounds Liability only)
- DRIVING RANGES
- BATTING RANGES

PAUL OLSON INKS MORE RIDES, SHOWS

Bruno Zacchini Books Two Units; Tom Hughes, H. Barlow Add Shows

RIVIERA BEACH, Fla.—Paul Olson, general manager of the show bearing his name, last week announced further additions to his attraction line-up for the upcoming season.

Bruno Zacchini has booked his dark ride and Glass House on the back end; Tom Hughes will have the Crime Show; H. Barlow will operate a snake unit and D. R. Gorin has booked on a Spinaroo. In addition, the show has purchased a large Roller Coaster that is scheduled to be on hand for the opening in Hot Springs on May 30.

Staff-wise, Olson announced that Jimmy Zabriski has been signed to supervise the diesel operations and to head up the electrical staff. As earlier announced, the show

will have Pete Kortez' Side Show, Ensilio Hoffman's Funhouse, Leo Carroll's Midget Horse, Duke Jeanette's Life Show and Del Crouch's Motordrome. The show-owned Posing Show and revue will both be managed by Gene Vaughn. E. D. McCrary, former owner of 20th Century Shows, will have two rides on the show.

For the third consecutive year the show will again play the lake-front at Milwaukee.

Bloomsburg, Allentown Defer Pacts

NEW YORK — Weather kept the Bloomsburg Fair board meeting from assembling Friday (21) for the purpose of choosing a carnival. The other major date which is pending in this State, the Allentown Fair, also deferred its decision.

Manager Ed Leidig returned to Allentown from Tampa on Monday (24) and said committees would likely be named during the week to settle the midway and grandstand show contracts. Roads made impassable by snow kept the Bloomsburg people from meeting. Manager Maynard Morden reported. They deferred the meeting to Friday (28).

Belle City Adds Two Celebrations

MILWAUKEE — Belle City Shows has wrapped up its '58 route by the addition of two celebrations here, Charles Fanacek, owner-manager, announced.

Fair route will open July 31 in Antigo, Wis., but the show will open here April 18. Panacek reported the addition of a Schiff Roller Coaster and a Chairplane.

Mike Krekos Moves Up Preem Dates

SAN FRANCISCO — Opening date for the 1958 season for both units of West Coast Shows has been moved up a week to April 14 and the organization will supply midway attractions at five of the six fairs in California during May. Mike Krekos, WCS president, said here last week.

Krekos reported that the organization's general agent, Bobby Cohn, had signed the Dixon May Fair, Chowchilla Junior Fair, Calaveras County Fair and Jumping Frog Jubilee, Angels Camp; It's May Day in Los Banos and the Silver Dollar Fair, Chico. The sixth fair, Salinas Valley Fair, King City, will be played by Ray Cox's Great Western Shows.

West Coast Shows will end its season September 28 at Kern County Fair, Bakersfield, where the two units will be combined for the date, marking the seventh consecutive year on this lot.

Cohn also resigned Tehama County Fair, Red Bluff; Napa District Fair, and the American Legion Fourth of July Celebration, Stockton. The shows will be combined for the 13th consecutive year at Santa Clara County Fair, San Jose, in the fall.

Miami Showmen's Last Big Frolic

Crandon Park Jammed With Picnickers; Weather Fine; Pre-Season Work Next

MIAMI — Ideal weather came on the heels of a bitter, cold winter to favor the annual picnic of the Miami Showmen's Association, and the break was taken advantage of by thousands of show people, friends and families. Estimates of attendance at Crandon Park ran as high as 2,000. Canada and Latin America were represented along with the United States.

For most of the frolickers it represented a last social fling before getting down to the rigors of winter quarters work in preparation for the 1958 outdoor season.

Joe Ross was committee chairman, assisted by Mike Roman, Sam Generallo, Alton Pierson, Harry Modele and Harry Weiss. They supervised a program of entertainment and contests for all ages, including foot racing, sack racing, egg-balancing races and pie eating. Food was consumed in massive amounts, including steaks, roasts, hams, chickens, salads, cheese and beverages.

There were many parties of members and friends sprinkled thruout the area. Roy Jones contributed his

usual 60-foot Pepsi-Cola stand. Several hundred children were provided with party hats by the committee. A delegation of Dominican Republic officials was hosted by Bucky Allen of the World of Mirth Shows.

Registration List

Ben Weiss, MSA president, publicly praised the committee for making this event one of the club's most successful. Hundreds of visitors registered, and the list is reproduced here:

O. T. Pleasant, Alfred Logan, Evelena Surles, Sam Generallo, Bobby Weiss, Joe (Continued on page 68)

Hot Springs Fems Profit From Bingo

HOT SPRINGS—The Ladies' Auxiliary of the Hot Springs Showmen's Association swelled its Christmas basket fund considerably thru proceeds of a Sunday night (23) bingo party held at the Southern Club.

June Reynolds, assisted by A. C. Holt, Harry Zumdars, Harry Hennies and H. M. Booth, supervised the party.

The men's club voted to take in members for the remainder of this year and all of next year thru the payment of '59 dues.

Club members were looking forward to March 5, which will be showmen's day at Oaklawn race track. A number of showfolk from Hugo, Okla., were expected to be on hand for the event.

Phoenix Club Ends Meetings

PHOENIX, Ariz.—The Arizona Showmen's Association held its last regular meeting of the winter season here Monday (24) and there was a big turnout as many of the members are here to make ready for the season openers.

Art Frazier was appointed chairman of the banquet and ball committee with Hiko Stebrand as co-chairman. Letter was read from Newton and Dot Stone. Sick list included Harry Gordon and John Stone, both of them on the mend, and Bill Farrar and Dallas McCarthur.

Joe Steinberg was in from California. President Earl Salter announced that the new bylaw books were ready and available to all members.

Hal Eifort Leaves Columbus Hospital

COLUMBUS, O. — Hal Eifort, general agent for the Gooding Amusement Company, has been released from the hospital here and is convalescing at his Columbus home.

Eifort suffered chest injuries and several broken ribs in an auto crash February 17. He is expected to be confined at home for some time.

Schafer Adds Gear For April 5 Bow

DALLAS—Schafer's 20th Century Shows will go out this spring with three new 125-kw. General Motors light plants purchased from Steward-Stevenson Company of Houston. W. A. Schafer, owner-manager, announced here in winter quarters.

New show fronts are being constructed here for the shows' Motordrome, Side Show and gal unit and a new office wagon is under construction. All will be ready for the April 5 opening at the Buccaneer Days Celebration in Corpus Christi, Tex.

Rides and rolling equipment are

being repaired and repainted. The ride line-up will include a new three-abreast Merry-Go-Round, Tilt-a-Whirl, double-tub Octopus, Looper, Fly-o-Plane, Roller Coaster, Whip and Scrambler. In addition, E. D. McCrary will have three rides, a Rockplane, Scooter and Roundup. Kid devices will include Race Cars, Bulgy, Airplanes, Train, Sky Fighter, Boats, new Rodeo and Helicopter, Kiddie Cars and live ponies.

Upwards of 40 concessions will be carried and the back end will include an Arcade, Paul Rollin's Motordrome, snakes, Monkey Speedway, Animal Show, Funhouse, Athletic unit, Illusion, Big Alligator, Side Show, John Willander's Jungleland and Fred Miller's gal show.

Arcade Owners Elect in N. Y.

NEW YORK—Leo Weisskopf was re-elected president of the Amusement Arcade Owners' Association of Greater New York City at the third annual meeting held Wednesday (26) at Hubert's Museum on 42d Street. Weisskopf is a Coney Island operator. Also re-chosen were Eugene Schaffer, first vice-president, and Fred Shork, secretary.

Others elected were Charlie Rubenstein, second vice-president, and Louis Lobell, treasurer. Al Blendow is executive secretary. Dave Katz, of Coney Island, who retired as treasurer and as an Arcade man after 18 years in the business, was named the first honorary member of the association. The group's board of directors comprises Stanley Kankof, Rockway Beach; Sam Wertheimer, Coney Island, and Phil Philips, Elmhurst.

Indio Date Fete OK For Babcock United

INDIO, Calif.—Business for the Frank W. Babcock United Shows at the 10-day Riverside County Fair and National Date Festival which closed Sunday (23) was comparable to last year, despite rain on Wednesday (19), Frank W. Babcock, owner, said. He also announced that Martin Arthur, who formerly operated his own circus and carnival and more recently with the Crafts shows, had joined as general agent.

Babcock added that the weather was good for the rides but that the concessions suffered. The fair pulled a total attendance of 162,724, down from last year's 182,345. The days were windless and the nights warm and pleasant.

F. M. (Pete) Sutton, the show's manager, said that 12 major and 10 kid rides were featured. The rides were separate from the midway and under the management of Rose Ferris. On the main midway, show features included Sput-

nik Funhouse; Arcade, George Bryant; Pete Kortez' Side Show, and Cal Lipes' Pigmy Horses and Jungleland. Concession space, Sutton added, ran about 1,000 feet, which was about the same as in 1957. Multiple stand operators included Cecchini & Levaggi, Blash and Hilligoss, and Steve Vaughn. The office did not have any games.

The show opened its season here and plays its next major date at the National Orange Show in San Bernardino starting April 10.

The Regular Associated Troupers, Los Angeles show club, turned out Sunday (23) for its annual function here. Approximately \$750 was raised with Babcock donating the big top and refreshments.

Ray Cox, owner-manager of Great Western Shows, and Ewell (Slim) Harrison, the show's concession manager, visited on opening day.

Detroit Club Skeds St. Pat's Party-Dance

DETROIT — The Michigan Showmen's Association will bring its season's social activities to a close on March 15 with a St. Patrick's Day party and dance, Cameron D. Murray, club president, announced. Irving Borker was named chairman of the event.

Frank C. Blooming is a new member and one of the youngest, having just reached 21. James McEllem, artist, has completed his third mural in the card room.

Reported ailing were Alex Kaplan, Jake Kotzen and Gerard Peaslee.

Bylaws committee met recently including William H. Green, Harry Letzer and Paul Greeley.

Reid Staffer Wins 1-Ski Rutland Race

RUTLAND, Vt. — Earl Jones, veteran staffer on King Reid Shows, won the New England championship jack-jumper contest at the February 15 winter carnival here. A jack jumper is a racing device with a single runner similar to a ski, and a high perched saddle seat difficult to balance.

Jones received a large silver cup and much publicity, and has been entered in the national championships in March. In the field here was Dr. Carl Stickney, four times national champ. Jones has been in charge of diesel engines at the big Bromley ski area in Manchester, Vt. He will be back with the King Reid rides in the spring.

Gooding Inks N. Y. Fair, Ohio Cele

COLUMBUS, O. — Gooding Amusement Company has added a New York county fair and an Ohio celebration to its route, F. E. Gooding, president, announced.

Show recently closed to provide the midway attractions at the Chautauque County Fair, Dunkirk, N. Y., September 1-6, and the Sesquicentennial Celebration, Wooster, O., June 14-19.

STARBRIGHT SHOWS

Greer, S. C., March 3-8; with Clemson College, S. C., with 3,000 students to follow. CONCESSIONS: Can place Popcorn, Hunky Panks of all kinds. Good opening for 5-Cats.

RIDES: Steven Shortgen and Mr. Bartel, get in touch with Kiddie Rides and Major Rides not conflicting.

SHOWS: Girl Show and Snake Show.

Want Agents for Hunky Panks, Buckets and Cookhouse Help. Men to up and down concessions. Want Ride Help on all rides.

Contact **LESTER McGEE** or **JACK LANCE**

P. S.: Have for sale adult Chairplane in A-1 shape, with truck, \$600. Will buy Scrambler.

WANT RIDE HELP

Foremen and Second Men, must drive and have license: sober and reliable, no cars or gals. Just want to hear from good, clean Ride Men. Salary sure every week. I furnish sleeping van for all help. Winter Quarters open March 21. Rides open April 12. Write, stating the ride you can handle; will answer all mail. Absolutely no tickets or advances.

W. R. GEREN'S RIDES
BOX 29, GREENSBURG, INDIANA

AMERICAN BEAUTY SHOWS

WANT FOR OPENING—APRIL 11
2 SATURDAYS—DE SOTO, MO.—3 SATURDAYS

Concessions of all kinds. No "EX" except Photos, which are sold. Can use 2 or 3 Shows, especially Girl Show. Can use Ride Men who drive semis, especially Ferris Wheel and Rock-o-Plane Foremen. (JOE, CONTACT ME; BUCKETS OPEN; BILLY COMING.) All replies:

JOE H. SHARP OR **H. W. BARTHOLOMEW**, BOX 29, PERRYVILLE, MO.
(Phone: Old Appleton 2119)

CARNIVAL WANTED

To play one week with County Fair during September 1958.

CHEROKEE COUNTY FAIR ASSOCIATION, INC.
A. G. QUINN, Pres.
Murphy, N. C.

WANTED - - - LAST CALL!!! - - - WANTED

RIDES • CONCESSIONS • HELP
WESTERN SHOWS

TWO UNITS—TRUTHFULLY ADVERTISED—HONORABLY CONDUCTED.
P. O. BOX 20, EVERETT, WASH.
Want to book or buy another Octopus, Coaster or Roto Whirl.
Winter Quarters open April 1.

PARADA SHOWS

Opening down town streets, Joplin, Missouri HOME Show—Memorial Hall, April 6-17.

Want Ride Help for Merry-Go-Round, Scrambler, Wheel, Octopus. Concession Agents, call or write Forrest C. Swisher, Caney, Kansas.

Need Ticket Sellers, Truck Drivers, Horse Painter, Working People who have worked for me before write.

Winter Quarters till April 1, then General Delivery, Joplin, Mo.

H. C. Swisher, Box 125 Phone 468 Caney, Kansas
P. S.: Want to buy for cash, good used Light Plant mounted on Semi.

Have a Chicago Office with Address and Phone Number

on your stationery. A private office and typewriter to use when in the city. Secretarial service if desired, less than hotel or public stenographic charges. A file for your stationery and papers. We forward mail and telegrams. Phone service no charge for local calls. Write for details.

PERSONAL SERVICE BUREAU—32 WEST RANDOLPH ST.
T. Dwight Pappie Manager—Ph. De 2-2691

SUNSET AMUSEMENT COMPANY

RIDE HELP

CONCESSIONS

Tilt Foreman, Second Men for Rock-O-Planes, Caterpillar, Octopus, Merry-Go-Round. Sober, single, Drivers.

Photos, Age and Weight, Foot Longs, Bird and Dish Pitch, Funk Rack, Milk and Coke Bottles, Basketball, Darts, Cork Gallery, Hi-Striker, Hunky Panks.

ADDRESS: P. O. Box 448, Danville, Illinois

CARNIVAL WANTED

GREENSBORO, N. C., IS GOING ALL OUT FOR BIG SESQUICENTENNIAL CELEBRATION, MAY 2 THRU MAY 10.

THREE GREAT PARADES; CONSTANT FESTIVITY.

Want first-class, large Carnivals; 15 to 20 Rides; complete with clean Concessions.

Contact **LEO SPAETH**
251 N. GREENE ST., GREENSBORO, N. C. Phone: Broadway 4-0121

STOCK TICKETS

1 Roll\$ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 18.75
50 Rolls 24.00
100 Rolls 44.00

Rolls 2,000 EACH
Double Coupons
Double Prices
No C.O.D. Orders
Sizar Single Tkt., 1x2

TICKETS

of every description. Wheel tickets carried in Stock for immediate shipment.

THE TOLEDO TICKET CO.
Toledo 12, Ohio
"Allied Trades Union Label used"

SPECIAL PRINTED

Cash With Order Price	Double Coupon Price
2,000\$ 4.90
4,000 7.80
6,000 8.70
8,000 9.60
10,000 10.50
30,000 15.30
100,000 32.00
500,000 122.00
1,000,000 250.40

Greater Hartford Fair

March 15 thru 22, Hartford, Conn. Broad St. Armory

Want Educational and Commercial Exhibits. Want Jewelry, Age and Weight, Candy, Clam Bar or Sea Food Stand, Photo Gallery, Arcade. Want Merry-Go-Round and Kid Rides. 50,000 people last year.

Largest Armory in Connecticut
252 Asylum St. Hartford, Conn.
Jackson 7-2561

MIAMI TOURIST ATTRACTION

Due to other interests, half interest in internationally known attraction is available for a working partner. Known to millions, this attraction has received 14 years of concentrated publicity including coast-to-coast TV appearances on all major networks, operating every day of the year. Only financially responsible and only those willing to be active need inquire as it will require at least \$50,000 to handle.

HERBERT WATMAN
915 8th St. Miami Beach, Fla.

NOTICE TO SHOW OWNERS

No show printer equals our service or price. 1 Sheet and 2 Sheet Stock Date Figures priced at one half what leading show printers charge. 5 color stock Pictorial Cards with place, sponsor, date and etc., per hundred, 14x22, \$5.00; 22x28, \$10.00. Lowest price on special Paper, Date Cards, Streamers. Enlarged plant and added litho presses make it possible to make your programs, books, brochures and etc., have that modern new look. We proudly announce that we are the only Show Printer that can supply your Show with special T.V. film advertising made the way you want it.

FOR EVERYTHING IN ADVERTISING. FASTER AND CHEAPER.

NATIONAL SHOW PRINTERS
Day Phone TOCCOA, GA. Night Phone TU 6-2030 TU 6-3827

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1958 DATE BOOK.
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

Winter Haven \$\$ Good for Strates

ORLANDO, Fla.—A good finish at the Winter Haven citrus event was scored by the James E. Strates organization, and the Eastern railroader was hoping for a repeat performance at the Central Florida Fair here. The full 50 carloads of equipment are playing thru the Florida route, with two dates to go.

Owner Strates corrected the upcoming dates published in last week's report on the show. The South Florida Fair in Homestead will be March 6-15, and Fort Lauderdale, March 17-23. Orlando winter quarters will be returned to then, until the show heads north.

The fair here opened Monday (24) with the midway doing business from mid-morning. It was Children's Day, and heavy crowds responded before being dispersed by rain at night. It was fair on Tuesday. Wednesday drew rain until mid-afternoon and again at 11 p.m., but a flurry of activity was made possible in the intervening hours. As was the case at the previous stand in Winter Haven, the Friday-Saturday wind-up held the key to midway business for the week.

More than 35 rides were up, including the Velare brothers' big Rotor. Concession line-up was a big one.

Weather Cuts Mobile, Ala., Mardi Gras

MOBILE, Ala.—The Mobile Mardi Gras was hit by everything in the weatherman's book, including two inches of snow, and midway ops suffered accordingly.

With the exception of the final day, when the sun came out and the temperature climbed, ride and concession operators complained of few people and little spending. Ride operators in the Negro section reported grosses generally 50 per cent below those of a year ago.

Least hurt, but not too happy about the run, were Shan Wilcox with a nine-ride unit on the Knights of Columbus lot, and Johnny Portemont, who operated four rides on a new lot near the Admiral Semmes Hotel.

Out-of-town showmen noted here included Mr. and Mrs. Bernie Smuekler, Tommy Wagner, John R. Ward, Isaac Millsaps and Mr. and Mrs. Eugene Massingale.

Stanley Adds Tilt-a-Whirl

FARGO, N. D. — William D. Stanley, owner of the show bearing his name, has announced the addition of a Tilt-a-Whirl to his line-up, making a total of five major and four kid devices.

Several new fairs have been added to the route, making a total of 13, Stanley said. He also reported that he has obtained the facilities of the original Flink Amusement Company winter quarters at Pelican Rapids, Minn., and work will get under way there in mid-March.

Scheduled to go out with the show this season are Mr. and Mrs. (Fats) Sneekcloth, Mr. and Mrs. Jack Thompson, Jack Thomer, Ray Dugan and Frank Drecher, Stanley said.

Two staff appointments were announced. Jack Norman is manager of back-end show units this season, and Ben Braunstein arrived to take up his new duties as business manager.

Shows here included a Big Turtle, Broadway to Hollywood Revue managed by Al Murphy, Rock 'n' Roll, Slim Kelly's Side Show, Motordrome managed by Joe Pelquin, Jack and Bonnie Norman's Snake Show, Pygmy Horses, Unborn, Sailor Katzy's Blue Mandarin Ape, and Circus Menagerie. The menagerie has the full six-elephant herd made possible by acquisition of three Polack Bros.' Circus elephants last month. For still dates, the trained animals will work a free act late at night.

Ten cars will leave winter quarters for the annual affair of the Haycess in Savannah, Ga. Dates for Washington, D. C., will be announced later. Work is continuing on construction of new steel wagons, 10 of which are already finished.

Frisco Club Okays Work On Monument

SAN FRANCISCO—Showfolks of America will have extensive work done on the monument in its cemetery plot here that will take four months and cost in the neighborhood of \$1,300.

Plans call for the installation of a receptacle for ashes of members cremated, acid-cleaning of the stone and upgrading of the lettering.

One ball Milk Bottle Game, 3 lb. and 4 lb.
Three ball mechanical Bucket.
Three various styles of Six Cets.
Pitch-Tilt-You-Win frames and blocks.
Slot rolldown Tables—Under 30 over 11.
Jewelry Spindle with Bumper.
Punks for Funk Racks, 2 sizes, 11" and 12".
New Gaucho Slack Rack Babies—a very big thing at the Florida Fairs.
New Skillo Picture Frames and Buckets, Long Range.
New Add 'Em Up Shuffle Alloys.
Our new catalog is now ready for mailing.

RAY OAKES & SONS
P.O. BOX 4344 TAMPA, FLORIDA

Phones: Day—Redwood 6-9774
Nite—Ray Jr., Redwood 6-5467
Ray Sr., Redwood 5-0023

NOTICE!
DAISY-MARTIN AND BOB STEWART

Call me. This week, Terrell Plaza Shopping Center, San Antonio, Tex.
DUB DUGGAN

FOR SALE

15 doz. Straw Hats, 10 doz. Pop-It Beads, 2 Balloon Gas Gauges, Slum, 2 Canvas Trailer Covers, approximately 12x16 ft. and 9x12 ft.

Mrs. Rethie Seidenberg
3006a Cherokee St. Louis, Mo.

JACK LINDLE SHOWS

Beardstown, Ill. Phone 422.

NO STILL DATES ALL SEASON. ON THE BRICKS ALL SPRING. Need Hunky Panks, Popcorn, Bingo, Long or Short Range, Pitches, Basket Ball, etc. Last year's Concessions, contact now. Will book or lease Fun House.
Open May 24, Beardstown Spring Fair.

STRANGEST ATTRACTIONS

On earth. Devil's Child, Wolf Boy, Jungle Pygmies, many others. Free Folder.

Tate's Curiosity Shop
2858 N. Van Buren St. Phoenix, Ariz.

CONCESSION EQUIPMENT FOR SALE

Health . . . leaving city and Concession Business.

TENTS

Six 10x12, 1 each 12x12 frame, no top; 12x12 top, sidewalls, hally; 12x20 top, 12x12 hally; 12x14, 14x18, 4x4, 12x35 Bingo top awnings. All have awning pipe, single frame. All tents have 2x2 light stringers attached to frames, 230 fuse boxes, 4 frames have merchandise racks, display covers, good bags. All Anchor Supply tents flame-fire proof, easy to set up, good numbers.

WHEELS

Evans Big Six, 2 230, 1 230 other side small Chuck; Percentage, Dog Race, Rat Race, Pan Game, Girls' Names, Over-Under Dice.

Wheel Posts and Stands for all Wheels. Extra parts for Big Six and Rat Race. Down. Display Rack for Ball Game, Cats, balls.

El Ferris Wheel Ticket Office like new; Folding Kiddie Office; 110 feet 3-wire heavy duty 3-6. 25 Tent Stakes, Ford Axles. Lot 220 bent nails for frames, hammers, Homemade Popcorn Trailer, 7x12 Good tires; Giant Star Popper like new. Bin, all accessories 1/2-ton 1950 Ford Panel Truck, good tires. Everything ready to set up and operate this season. Good condition.

\$2,800.00 Cash takey all.
ROBERT R. CYPHER
8012 Susquehanna St., Pittsburgh 31, Pa. Fremont 1-3564

WM. D. STANLEY SHOWS

WANT WANT

Will book Mechanical Show, Monkey Show or any other show of merit. Can use a few more Hunky Panks, Straight Sales, Photos, Bear and Glass Pitches, Address-Up Darts, One-Ball Cat Rack, Jewelry, String Game. Also want Bingo for full season's work; we have a good Bingo route. Can use Girl Show. Dale Parrish, get in touch if interested. Will book Live Ponies or one more Kid Ride. Also want Arcade. No flat or gyrfles. All people who wrote me please contact again. Can use some Ride Help starting May 1, must drive. We have 13 Fairs, 13 Celebrations, Centennials. Open Fargo, North Dakota, May 17; then East Grand Forks to good still dates. Not reasonable. We will not take all the money you make. For Sale: Short-Arm Octopus, Fluorescent Lights, new Allis-Chalmers Power Unit, also Trailer for same, \$4,000 cash. No deals. Will be painted ready to go April 15. Center bull gears, pinion gears, chains, clutches all new last season. Reason for selling, replacing with new tilt. Want to buy some number two three-conductor rubber-covered Cable, also some three-bar Junction Boxes.

1522 Fifteenth St., S., Fargo, N. Dak.

YOU'LL GET . . .



GREATER READERSHIP

. . . thru
SPRING SPECIAL
OUTDOOR AMUSEMENT DIRECTORY
Dated . . . April 7
Deadline . . . March 26

MERRIAM'S MIDWAY SHOWS

Opening Monday, May 12, Boone, Iowa

Want the following Concessions and Shows: Scales, Glass Pitch, Photos, Short Range, Ball Games, Crazy Ball, Basket Ball, Hi-Striker, String Game and Roman Target. Mechanical Show, Fun House, or what have you? Want Bingo for Minnesota route starting June 19 through July 27. For Sale—300 shots 10¢ Ten-Sky Invader Guns on 7 by 12 Trailer, perfect shape, price \$2,000.00. Will book on the show.

Alva Merriam
Ogden, Iowa

WILSON FAMOUS SHOWS

Opening May 17

Now booking Shows and Concessions for our 1958 season.
Want Foremen and Second Men on all Rides. Want Handy Man to report by April 1. Address

RAY WILSON
Astoria, Ill.

United Exposition Shows

WANT

Ride Men for all Rides. Winterquarters open March 4. Best meals in the country.

C. A. VERNON
509 N. Washington Bryan, Tex.
Until March 3; then Hope, Ark.

CLUB ACTIVITIES

Greater Tampa Showmen's Association Ladies' Auxiliary

President Olive Sprague opened the Wednesday (26) meeting. Reported on the sick list were Myrtle Sakobie, Edna Adams and Vista Miller.

At the recent Cloyer Garden Club flower show, Jean Davis won the tri-color award, Dorothy Crawford the sweepstakes and young O. J. Weiss the junior gardener award. New officers of the junior organization are Alice Korha Jr., recording secretary; Jimmy Young, treasurer; Candy Young, chaplain, and Lee Cain, junior councilor.

Candidates for the flower queen contest include Mary Delaney, Pat Richards, Ester Young, Peggy Gallop, Carol Abrahamson and Dolores Brewer.

President Olive Sprague opened the first regular meeting since the Florida State Fair closed. Also on the platform were Mickey Wenzik, Egle Sedlmayr and Bertie Perrot, vice-presidents; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Reported on the sick list were Myrtle Sakobie, who is in Tampa General Hospital; Edna Adams, Airport Trailer Park, Tampa; Esther Felke and Mrs. R. Heiman.

The dark horse, donated by Bette Rodgers, was taken by Ethel Reed. Attending their first meeting were new members Jean Pickell and Bobbette Sowards. Old members at their first included Ursula Goetz, Frances Scott, Edna Unger, Lolita Kemp, Kay Horbett, Ethel Reed, Billie Hanck, Minnie Yazvac, Toni Wilson, Matilda Myers and Francine Jones.

President Sprague appointed the following chairmen and co-chairmen of various committees: Mary Delaney, Nella Mae Stokes, finance; Mary Cain, Mickey Wenzik, house; Marguerite Wilson, Gertrude Weiss, membership; Nora Reinhardt, Vera Harrison, welfare; Kittie Burkhardt, Neva Warbiffon, library; Zelda Hercha, birthday cards; Esther Young, Dorothy Mercy, entertainment; Esther Groscurth, Sally Beldock, hostesses; May Halstead, Maxine Cyr, refreshments; Marie Caughey, parliamentary; Maxine Cyr, Elsie Williamson, Clover Garden Club; Blanche Zienan, Jackie Manzat, burial; Hazel Maddox, Bette Rodgers, Virginia Flynn, advisory; Flo Venner, Edith Sullivan, ways and means; Ella Stophel, Myrtle Jeter, sick.

National Showmen's Association

NEW YORK—Eight new members were announced at the February 26 meeting, presided over by Al McKee, first vice-president, in the absence of President Jeff Harris. The names of Pasquale (Pat) Razzano and Angelo Longo were acquired for the bronze plaque. It was decided that a deadline sometime after Labor Day would be established so the plaque can be installed for the fall open house festivities.

New members are Philip Goldstein, sponsored by Hy Malek; T. A. Pennacchio, Frank Figlio and Jerome Goby, sponsored by Angelo Pepi; George D. Metchos, sponsored by Ben Rosenberg; James F. Conklin, sponsored by Joe McKee; Andrew W. Blendow, sponsored by Leo Willens, and Charlie Herda, sponsored by Oliver Cletro.

More than 80 tickets at \$3 each were bought up for the March 17 night in honor of Joe McKee. The club will provide corned beef and cabbage, roast beef, beer and a Dixieland band. Chairman Angelo Pepi announced. Harry Schwartz delivered the invocation in place

of Louis D. King, who was absent due to the death of his brother. Other recent deaths include the father of Patty Bausch, the mother of Jim McHugh, the sister of Max Tubis, and William Mayer.

Miami Showmen's Association Ladies' Auxiliary

President Rosita Dell called the meeting to order with 53 members and six officers present.

Sylvia Thomas attended her first meeting. On the sick list were Nancy Whiteside, Glendora Daniels, Rose Meyers, Virginia Fineman, Lucille Leonardson and Ann Benjamin Mazer.

Charlotte Melville presented the auxiliary with a plaque for its aid to the U.S.O. of Dade County.

The Black Lioness Club, which has 123 members, presented brief cases to the recording secretary, treasurer and corresponding secretary.

President Dell thanked members for their attendance at the recent card party for the support of the Mercy fund. Winners Dora Pierson, Ann Tara, Mae Levine, Peggy Biscoe, Margie Lane, Bea Gerstein, Essie Tate, Helen Hartley, Louise Endy and Mae Sopenar.

Pacific Coast Showmen's Association Ladies' Auxiliary

The regular meeting was called to order by President Helen Vaughn. Quite a number of members reported visiting the Date Festival at Indio, Calif.

The summer fund drive will again be keyed to award books, with proceeds to go to the cemetery fund. Bonds, including two \$100, six \$50 and a dozen \$25, were donated by Helen Vaughn, Edith Walpert, Margaret Farmer, Peggy Steinberg, Ruth Davis, Kitty Seearce, Marosa Herman, Clara Andersen, Mae Mortensen, Stella Shapharan, Blanche Henderson, Katherine Doolan, Evelyn Lantz, Lucille Dolman, Fay Prosser, Emma Blash, Mary Bacicalupi, Sally Flint, Peggy Butler, Maybelle Hendrickson, Nancy Meyers, May Snobar, Emily Friedenheim, Peggy Forstall, Clara Zeiger, Annabelle Patchett, Jetta Clancy and Helen Newland.

A committee from the auxiliary and the men's club visited City of Hope Thursday (27) to make the annual presentation to that organization.

Membership applications filed for Ruth Samuels, Margaret Ansher, Dolly Mintzer, Mora Bagby, Henrietta R. Postak.

May Allman is at home in Long Beach, Calif., following surgery. Mabel Brown reports her husband, Eddie, is also home after hospitalization.

Showmen's League of America

CHICAGO — Vice-President Bill Carsky opened the Thursday (27) meeting assisted by Secretary Hank Shelby and three past-presidents, Lou Keller, Ned Torti and Lefty Ohren.

It was announced that the annual St. Patrick's Day party will be held Saturday night, March 15, in the clubrooms for members and their families. Corned beef and cabbage will be the fare.

Close to 150 members were guests of Louie Stern at the Polack Circus here Wednesday (26) and the club will reciprocate with a party for the show personnel in the clubrooms on March 8 following the night circus performance.

Hal Eifort is reported convalescing at home following an auto crash. Fred Proper is confined to Good Samaritan Hospital, Phoenix, Ariz.



General Offices: 240 Jones Street, San Francisco 2, California.

NOTICE 1958 SEASON OPENING APRIL 14

All contracted and connected people contact appropriate department heads.

WANTED

Due to the promotion of "Speed" Mullins to Ride Superintendent, we now have an opening for his former position, Motor Drama Manager and Operator. We want a man to take complete charge of modern office-owned drama that has been completely rebuilt (one year old) and ready for immediate operation. We have everything, bikes, excellent transportation, P.A. system, etc. Terrific opportunity for a reliable, responsible person, as this unit's route includes 17 weeks of fairs and traditional bona fide celebrations.

HELP

Still have a few openings for experienced Ride Help. Some Foremen's jobs open to sober, qualified personnel. Truck Drivers given preference. All Ride Help contact our ride superintendents, Virgil Latiker or "Speed" Mullins, at Winter Quarters, c/o Fair Grounds, Madera, Calif.

ALL OTHER REPLIES: General Offices, 240 Jones Street, San Francisco, Calif. Harry Myers, General Manager

WANT

FOR 1958

FREAKS

Summer Season, 20 weeks in same spot. Then 8 weeks on the road.

Can use Talkers & Lectures.

PAY RAIN OR SHINE

Can use Ticket Sellers & Ride Operators

Send Photo—State Salary:

WANT

CAVALCADE VARIETY SHOWS
1116 Surf Ave., Coney Island, N. Y.

CURIOSITIES

Can use Bally Acts, Novelty Acts, Giant, Fat People, Strange People, Midgets.

Also need something outstanding.
SALARY, NO OBJECT.

(I have no partners)

MR. FRED SINDELL

WANT

FOR 1958

FREAKS

Have 32"x90" Available CHOICE LOCATION ON SURF AVENUE

Would consider good Freak-Animal or Illusion Show. What Have You to Offer? Must Be Outstanding.

3819 Oceanic Ave.
Brooklyn, N. Y.

SURPLUS RIDE AND SHOW EQUIPMENT FOR SALE

12 Car Scooter Bldg., new June, 1957; highly portable. New steel floor over aluminum, all steel fence, stainless steel crests, all aluminum overhead, canvas top, slim line lighting, perfect condition. No cars or transportation. Cost over \$14,000; price, \$8,000. Set up now for inspection; can deliver anywhere.

1957 Super Roll-O-Plane; cannot be told from new. Instant start fluorescent lighting. Hand winch for raising pole. Loads on 32 ft. semi without removing beams, \$5,500. Ride and Semi Trailer, \$4,350. Tractor optional.

4 late model Downey Telescopic Light Towers, complete with fluorescent, \$400 each.

18 KW, AC 110-220 volt, Gasoline Light Plant, late model. Leral engine. Modern in every way, \$500.

Also Circus Seats and automatic Stake Driver, make offer.

3 young performing female Elephants. Excellent act. Ring curb, Props, Howdah, Truck and Semi Van, \$13,500; or will lease to park for season. All above can be inspected at fairgrounds, Seguin, Texas.

Reasonable terms to responsible persons.

CONTACT: DON FRANKLIN

307 Carolwood San Antonio, Tex.
(Phone: Diamond 3-7722)

HELP WANTED

FOR COOKHOUSE

Man and Wife to work in kitchen. Counter Men and Women. Man, or Man and Wife, to work Grab on P.C. Also someone to drive Semi.

Opening April 20 at Schenectady, N. Y.

All answers to:

BERNIE THERIT

Ridge Road, Horseheads, N. Y.

WANT TO BOOK

Set of 3 Kid Rides for season. Will give exclusive.

Show opens March 28, 15 fairs. (Teddy Burke, contact immediately.)

HEART OF AMERICA SHOWS

511 Fitzgerald Rd., Kansas City, Kan.
Phone Fairfax 1-9040

FOR SALE

CHEAP FOR CASH

8 1/2 No. 5 Ferris Wheel, all painted, with new seats; ready to go. Can be seen set up at

915 Pratt St., Jeffersonville, Ind.
Phone: BU 2-5635

CETLIN & WILSON SHOWS

WANT

WANT

WANT

Carpenter: One who can repair and build wagons. Show Foreman: One who can weld and keep rides in condition. Lat Man: A capable man who can handle a large Railroad Show. Top salary to the right man. Foreman for Caterpillar Ride. Can use Help in all departments—Winter Quarters will be open last week in April. Lee Barbour, contact us. Ralph Decker, contact us at once.

Address P. O. Box 787

Petersburg, Virginia

BLUE GRASS SHOWS

Wanted for Lake County Fair, Eustis, Fla., Week March 10; followed by Sarasota County Fair, Sarasota, Fla., week March 17.

CONCESSIONS: Hanky Pank, Prize-Every-Time Games of all kinds, Bear, Bird and Lamp Pitches, Derby Racer, African Dip, High-Striker, Short and Long Ranges, Name-On-Hats, Jewelry, Catering and Direct Sales of all kinds.

All wires to

C. C. GROSCURTH, BLUE GRASS SHOWS

De Land, Fla., all this week.

VIRGINIA GREATER SHOWS

Opening Suffolk, Virginia, early April

WANT Ex. on Custard, Photos, French Fries, Long and Short Range Galleries and Novelties. Strictly American Milt Camp, Ball Games, Hi-Striker, Pitch, Tilt Win, Fishpond, Glass and Bear Pitch, Basketball, Devil's Bowling Alley, Cork Gallery, Age & Scales, Hoops. Want Man and Wife for Cookhouse; must drive. Agents for office-owned Hanky Panks. Want Acts for Side Show; Penny Arcade, Live Pony Ride, Snake Show, Monkey Show, Wildlife Show. Opening for Glass House or Mechanical City or any good worth-while Grind Show. Winter quarters not open. Ride Men who drive semis come on in. Dutch, come in. We have 8 Southern Fairs booked and several good still dates and celebrations. All mail and wires to

Wm. C. (Bill) Murray

P. O. BOX 461, SUFFOLK, VIRGINIA

J. A. GENTSCH SHOWS

Want for the big opening at State Stock Show, March 17, at Port Gibson, Miss.

Want Hanky Panks all kinds; no Ex. Also will sell Ex. on Custard, Diggers, Mug Joint, Milt Camp and Scales. Will book any nice Show with own equipment. Can use Agents for office-owned joints.

All answers to J. A. GENTSCH

NATCHEZ, MISS. PHONE 4693.

DICKSON UNITED SHOWS

NOW BOOKING FOR LONG SEASON

Cookhouse, Photos, Long or Short Range, Glass Pitch, Bear Pitch, Scales and Age, Concessions of all kinds that work for stock, Ball Games, Pitches, etc. Also Snake, Monkey, Wildlife, Fun House or any worth-while Grind Shows. Need Help for Merry-Go-Round, Wheel, Octopus, Electrician (transformer), must drive.

All replies to F. DICKSON

BOX 238, QUAKER CITY, OHIO

Miami Showmen's Frolic

Continued from page 65

and Aggie Ross and son Gary, Eddie Horowitz, Francis Holtzman, Harold and Rita Bouck, Emma Schoff, Bill and Kay Leisure, Ronald and Kathleen Curry, Angelo Blou, Sam Prosser, May Nelson, Babra and Curry, Mac Freil, Butch Blumenthal, Mr. and Mrs. George Sleeman, Blumenthal, Mr. and Mrs. George Charles, Mr. and Mrs. Newell Taylor, Charles Rafael, Mr. and Mrs. M. Eule, Mr. and Mrs. Charles G. Miller and family, Mr. and Mrs. Harold Reynolds, Francis Sigler, Mr. and Mrs. James Clatterbaugh, Dick Anderson, Mr. and Mrs. Fred Perkins, Marie Shaw, Bob Negus, Kenny Brust, Dick Wayne Barlow, Joe Aaron, Kitty and Danny Glosner, Harold E. Hagstrom, Albert Freeman, Whitley Reynolds, Joe Marchiano, Mike and Hilda Roman, Marty and Lois Weiss, Mr. and Mrs. Charles Owens, Mr. and Mrs. Claude Hughes, Elsie Cupper, Lewis Muskind and family, Mr. and Mrs. William Wolper, Frances Robbins, Mr. and Mrs. William Gross, Tiny Lebak, Nan Rankin, Minnie Simmons, Mr. and Mrs. Ed Spenner, Mr. and Mrs. Eddie Edwards, Mr. and Mrs. George W. Gordon, Mr. and Mrs. Max Jack Levine, Mrs. Rose Rand, Jack Bishop, Ian Allan Weiss, Mr. and Mrs. Russell Erdell.

Also, Mr. and Mrs. Charles Ginsburg, Mr. and Mrs. Charles E. Michaels, Mr. and Mrs. Whitley Byus, Mr. and Mrs. Lew Kramer and Kitty Kat, Al Bossman, Herb Pickard, Roy Jones, Ed Pinneran, Sam Solomon, Buster Westbrook and family, Mr. and Mrs. Vaughn Richardson, Nelson Wilkins, Vaughn Rubens, Buck Taylor, Jack Kaplan, Lou Leonard, Harold Heah, Sam Glickman, Mr. and Mrs. N. Lorow and family, Dottie Allen, Mr. and Mrs. Paul Smith, Mr. and Mrs. Jim O'Connor, Mr. and Mrs. Al Anderson, Dudley Gillis, Mr. and Mrs. Harry Modele, Mr. and Mrs. L. I. Thomas, Pearl Schultz, Ernie Della-bate, Mr. and Mrs. Lew Lange, Mr. and Mrs. Ernie Buzzella, Mr. and Mrs. John

Daniels, Morris Lustine, Cornelia Curtin Williams, Mr. and Mrs. Johnny Canole, Phil Cook, Sol Cook, Gen Glass, Mr. and Mrs. Bill Duncan, Mr. and Mrs. Alton Pierson, Mr. and Mrs. Whitley Tara, Pete Gynn, Frank (Red) Starr, Larry Macca-sio, Leona (Tirza) Duval and mother, Mr. and Mrs. Robert Clements, Charles Ander-son, Jack Hawthorne, Mr. and Mrs. Rod Link.

Also, Mrs. Lewis A. Bell and daughter, Mrs. Beatrice Tarbes, Mr. and Mrs. Dale Notostein, Mr. and Mrs. David Dorfman, Mike Thomas, Ruben Kline, Jack Rose, Mr. and Mrs. Leo Hirsch, Aubrey Ingraham, Ike Dowdy, Mr. and Mrs. Sydney Daniels, Irene Moore, and Mrs. S. Abrams, Ida Freedman, Jack Burnett, Mr. and Mrs. Willie Lish and daughter, Mr. and Mrs. H. Feldman, Mrs. M. Boyd, Mr. and Mrs. Joe Straus, Bennie Fox, Crossroads, Alex Maskin, Mr. and Mrs. A. F. Anzalone, Mr. and Mrs. E. W. Brown, Peasey Hoff-man, Dropo, Mr. and Mrs. Bob Rubin, Mr. and Mrs. Barney Tassell, Evelyn Pash, Beenie Fortuni, Sis and John Camp, Mrs. Payne, Amos (Dutch) Saltus, Margaret Landrum, Beatrice Bornstein, Mrs. Bessie Katz, Lewis Sage, Nate Cut-ler, Nathan Killberg, Mr. and Mrs. Al Beck, Mr. and Mrs. B. Mendelson, Happy Kirwan, Benny Rosenberg, Mr. and Mrs. Raymond Kottin, Mr. and Mrs. George Hartley, Red Cuthbert, Mr. and Mrs. Al Dorso and family.

Also, Pee Wee Manning, Mr. and Mrs. Martin Block, Mr. and Mrs. Larry Osborne, R. B. (Brownie) Gardner, Mr. and Mrs. George Priests, Mr. and Mrs. Nick Miro-vick, Fred Conti, Mr. and Mrs. Syd Good-walk, Mr. and Mrs. Pud Harzman, Mr. and Mrs. Ed Odekirk, Grace Marlon, Mame Walker, Margaret Evans, Mr. and Mrs. Ed Reicher, Mr. and Mrs. Alex Dayton, Mr. and Mrs. Max Goodman, Harry (Big Six) Bouck, Mr. and Mrs. Ray Tanner, Mr. and Mrs. Dullio Berni, Mr. and Mrs. Albert T. Lenz, Mrs. Olga Durbin, Jack Elcholtz, Tommy Thomson, Mr. and Mrs. George Storti and twins, Sam Burke, Mr. and Mrs. Sonny Broeffie, Mr. and Mrs. Jack Levitt, Kilty Mirets, Mr. and Mrs. Harry Lee Johns, Mr. and Mrs. Ralph Rossman, Mr. and Mrs. R. O. Westbrook, Mr. and Mrs. Jackie Knippenberg and family, John R. Kelly.

Also, Jack Essner, Dick Wilcox, Mr. and Mrs. Dave Eudy, Mr. and Mrs. E. Moore, Mr. and Mrs. Bill Hornfeld, Mr. and Mrs. Harry Katz, Mr. and Mrs. L. A. Rice, Mr. and Mrs. Bob Parker, Mr. and Mrs. Nate Feinberg, Mr. and Mrs. Randy Gallant, Mr. and Mrs. Bill Tucker, A. R. (Dutch) Whiteside, Jack Londoner, Joe Kronson, Joe Rose, Mr. and Mrs. Al Stewart, Ross Manning, Sheik Lempart, Morris Freidensim, John and Marie Vivona, E. Perry, Harry Matloff, Sambo Peterson, Ray Goldman, Mr. and Mrs. Lewis Weinstein, Mr. and Mrs. Joe Straus, Mr. and Mrs. Sol Nuger, Mr. and Mrs. Bernie Renn, Angelo, Bloutees, Joseph (Spotey) Motola, Mr. and Mrs. Hom Zalum and family, Johnny Claburet, Mr. and Mrs. Joe Dernoga, Harry (Casey) Ryan, Roy Lollar, Mitch Mitchell, Mickie Hawkins, Rose Bennett, William Reilly and Ethel Weer.

Winter Fairs

- Arizona
Mesa-Maricopa Co. Fair, March 10-20.
- California
Imperial — California Mid-Winter Fair, March 1-9.
- Florida
De Land—Volusia Co. Fair, March 2-9. Lee Maxwell.
Eustis—Lake Co. Fair & Flower Show, March 10-13. Karl Lehmann.
Fort Lauderdale—Broward Co. Fair, March 17-23.
Homestead — South Florida Fair, March 6-16.
Miami—Southeast Fla. & Dade Co. Youth Show, April 24-27. Ralph E. Huffaker.
Ocala—Southeastern Fat Stock Show & Sale, March 3-7. Louis Gilbreath.
Quincy—West Fla. Livestock Show, April 8-10. John C. Russell.
Sarasota—Sarasota Co. Agri. Fair, March 17-22. K. A. Clark.

MIDWAY CONFAB

Tommy Ross posts that he recently visited Morgan Roland who is working in a clothing store in Geneva, Ala., and also visited Shorty Ingle, who is working in an oyster bar there.

The funeral February 27 of the brother of Louis D. King in New York was attended by Gerald Snellens, Dave Brown, Ike Weinberg, Sam Finkel, Charles Cingolo, Ben Rosenberg and Ethel Weinberg.

B. E. (Bill) Lichliter is confined to St. Joseph Hospital, Tampa, and would like to receive mail. . . . Showfolk living at Hilltop Mobile-home Park, Tampa, were hosted to a barbecue dinner recently by owner-manager Joe Pachulis. Assisting in serving the dinner were Tom August, John Longcore, Robert Lombardi, Mrs. Helen Weaver and Jim Shroat. . . . William H. Lambert, veteran show agent, reports he was recently appointed a Kentucky colonel by the governor of that State.

Phoenix, Ariz., Notes: Crabbo and Billie Henderson recently became grandparents. . . . Gladys Belshaw and Whitey Sarri have announced their engagement. . . . June Curry hosted Matty Clark at a birthday party. . . . Marie Berko, Billie Henderson and Rose Mer-

row vacationed in Las Vegas. Ken-ny Thomson is sporting a new Cad-illac. . . . Jimmy White in from Los Angeles. . . . Harry Berko off on week-end fishing trip. . . . Reported sick are John M. Stone, Harry Gordon, Mrs. Jim Wright, Betty Wilson, Mrs. Marge Gill-more, M. M. Buckley, Doc Tuffy and Jack Terrell. Sonny Freeman is out with Lee Wright Shows. . . . John O'Kelly arrived from Califor-nia.

Edmonton Ex To Raze Old Auto Bldg.

EDMONTON, Alta.—The Au-tomotive building at the fair grounds is to be torn down by June 1 so that the space can be used for the midway or parking. Built in 1942 when the Royal Canadian Air Force took over the exhibition grounds, it was used as a drill and recreation hall by thou-sands of Canadian, British, Aus-tralian and New Zealand airmen. Since 1946 it has been used as a display building during fair week and an auto body and paint shop the remainder of the year.

N. Y. Flower Show Features Fountain, Soil-Less Garden

NEW YORK — A fountain spraying water to a height of 18 feet, illuminated with dramatic lighting and surrounded by hem-lock and yew trees, will be the central attraction of the 41st Inter-national Flower Show, March 9-15, in the Coliseum.

Mrs. Irving M. Day, Green-wich, Conn., is chairman of the flower show committee for the Garden Club of America. Richard B. Farnham is executive director. Oristano Associates is handling press.

Also of interest is the Brooklyn Botanic Garden's display, showing how to plant an outdoor garden without using soil. Rooftop, back-yard and seaside uses will be de-tailed.

There will be daily competitive artistic exhibits, and special horticultural classes. Advance tickets have been sold by mail at \$2.10 for adults and \$1 for children. Groups get a \$1.50 rate on orders of 10 or more.

Two Kidspots Get Copters

CHICAGO — Two kiddielands located in Illinois recently took deliv-ery of Allan Herschell Helicopter rides. Receiving new edi-tions of the ride were Morton Fink's Kiddytown in Norridge, and Tom Foley's Fun Fair in nearby Skokie. Both rides were loaded on the ride firm's semi-trailers and delivered at the same time.

Wm. Wilson Appointed
SAN MATEO, Calif.—William M. Wilson, manager of the San Mateo County Fair and Floral Fies-ta, has been appointed to the Youth Fitness Committee of the State Department of Education. Wilson represents the coastal and South Central area of the Western Fairs Association on this commit-tee.

Calif. Fair Names Bates

BAKERSFIELD, Calif. — Bert Bates, who for the past six years has been public relations and public-ity director for Kern County Fair, has been named permanent secretary-manager for unanimous action of the board of directors. He had been acting secretary-manager since November 15.

Bates has a long range of news-paper experience and publicity work, having been owner and edi-tor of the Roseburg (Ore.) News Review for more than 25 years, a sports cartoonist on Portland, Ore., newspapers, a producer of Western motion pictures in Hollywood and formerly with Stars and Stripes newspaper overseas in World War I where he served on five battle-fronts.

The fair will be held for seven days starting September 22.

Petersburg, Va., Schools Give Fair Extra Days

PETERSBURG, Va. — The Southside Virginia Fair will get a break this year with schools being closed in and around the city for Thursday and Friday of fair week, allowing teachers to attend a State conference. Fair dates are Monday thru Saturday, September 29-October 4.

There are two nights of grand-stand attraction time to be settled, Ralph Lockett, manager, said. He will visit the National Orange Show at San Bernardino, Calif., in April and also spend some time with Mr. and Mrs. Art Frazier, of the Siebrand Shows, at their Scotts-dale, Ariz., home. The fairgrounds buildings here are occupied by the Cetlin & Wilson Shows as a win-ter quarters base.

Fair Meetings

Midwest Fair Circuit, President Hotel, Kansas City, February 27-28. Virgil Miller, Hutchinson, pres-ident.

Association of Connecticut Fairs, Berlin High School, Berlin, Conn., April 12. J. C. Bartlett, North Ha-ven, Conn., secretary.

Winter Haven Wins Reprieve From Weather

WINTER HAVEN, Fla. — Warm, sunny weather on the last two days of the Florida Citrus Ex-position helped average out the attendance figures for its eight-day run. Previously the cold which has plagued Florida outdoor events all winter had held attendance to an estimated 50 per cent of 1957. Wide prevalence of flu in the area was another adverse factor.

The opening day parade Satur-day (15) was first postponed and later canceled. The Strates midway operations were seriously handi-capped. By Friday (21) there was a marked improvement, and Satur-day (22), with a free gate for chil-dren under 18, brought throngs.

Crop damage to the citrus indus-try indicated a drop in shipments from the high of 130,000,000 boxes marketed in 1956-57, but exhibits this year were larger and more varied than ever before. Farm ma-chinery, home appliance and re-lated exhibits topped former season showings. This, an all-citrus fair, has no livestock department.

Kay MacLean, 19, brown-haired songstress of Tampa, won the Flor-ida Citrus Queen title from a field of 25 contestants. She was sponsored by the Haines City Citrus Growers' Association, and will represent the industry in nationwide promotional and publicity activi-ties. The "Dancing Waters" foun-tain spectacle and a fireworks show were also nightly features at the Silver Lake amphitheater.

Lancaster, N. H., Fair Man Resigns; Elect Spaulding

LANCASTER, N. H. — Dr. Dana Lee resigned as president and director of the Coos and Essex Agricultural Society after 18 years as director of the annual Lancaster Fair and 14 years as society pres-ident. E. Dean Spaulding, of White-field, succeeds him as president.

Also newly elected were Carl Lesnick, vice-president and superin-tendent of the midway; Albert Ken-ney, clerk, and Reynold Guilmette, treasurer. Dr. Lee received tribute for his many years of service at the society's annual meeting, attended by 62 stockholders. The veteran fair head gave the demands of his profession as the cause of his resig-nation.

Joan Brandon Inks Fair, Park Pacts

NEW YORK — A park date and two fairs were added to the route of hypnotist Joan Brandon last week. She will play a second-year engagement, August 18-24, at Roseland Park, Canandaigua, N. Y., for Bill Mear. In North Carolina the hypnotist will repeat at two fairs for Norman Y. Chambliss.

Gresham, Ore., Cuts Space Sales, Adds Departments

GRESHAM, Ore. — One-third of the indoor commercial space will be withdrawn from sale this year by Multnomah County Fair, Ore-gon's largest county fair, under a policy change announced by Duane Hennessy, manager.

The fair's second largest com-mercial building will be converted to other uses, the announcement said. The needlecraft and art ex-hibits will be moved into the space. This will permit enlargement of floral, hobby and photography divi-sions whose space they formerly shared.

Hennessy said the fair had de-cided to pass up the income from the eliminated commercial space in order to provide better-rounded de-partments. The results will be that commercial space will be at a pre-mium in the future and at no in-crease in prices, giving those who get it a better shot at the public.

A last-minute change in dates sets the 10-day operation in the period Thursday, July 31, thru Sat-urday 9, the first time in 52 years the fair has opened earlier than August.

Hopkinton, N. H., Elects Kimball

HOPKINTON, N. H.—Frank M. Kimball, Hopkinton, was named president of the Hopkin-ton Fair Association at its annual meeting here recently.

Also elected were Dr. George C. Cilley Jr., vice-president and Charles A. Jones, secretary. Harold Clough, Delbert Reade, Philip Dunlap, Frank Kimball and Fred Savory of Warner constitute the finance committee.

Carnival Wanted

Large Carnival Wanted for CENTRAL MISSOURI REGIONAL FAIR at Rolla, Missouri. Fair Dates: August 13-16. Have District FFA and 4-H Livestock Show. Large attendance from near-by Fort Leonard Wood. Write IKE LENOX, Lake Spring, Missouri, or call Rolla, Mo., Emerson 4-1806. CENTRAL MISSOURI REGIONAL FAIR, Rolla, Missouri

Thank You JON (DUTCH) SHAFER Promotional Director Mills Bros' Circus For your G.M.C. Panel Truck purchase. "Save Money With Johnny" JOHNNY CANOLE 8861 N.W. 18th Ave. Miami, Fla. Phone: Plaza 1-2206

CARNIVAL OWNERS If you want your Kids' Day grosses doubled or tripled, contact R. L. (RED) BISHOP P. O. Box 481 Parsons, Kans. GEORGE LOWE, Enid died. Contact me.

FOR SALE SURPLUS SHOW PROPERTY 1 Roll-a-Whirl, in good shape; 1 Floss and Snow Four-Way Joint, 18 ft., open all around; 1 nice Ming Joint, complete; 1 three Kw. Automatic Light Plant. Can be seen at Fair Grounds, Boise City, Okla., or write Box 582.

LEERIGHT MIDWAY SHOWS 12 RIDES AND SHOWS Want now and for all season in Nevada, Utah, Arizona, Idaho, Fairs and Cele-brations. Concessions: Bingo, Photo, Striker, Pitcher, Hurdles not conflicting. No joints. Grand Shows, low per cent. Mechanical, Midget, Fun House, etc. Wire, Write (please, no phone) J. R. LEERIGHT, Mgr. Yuma, Arizona, this week.

FOR SALE Junior Ferris Wheel, operated one fair season. Pony Ride with six sweeps, blue and white top; six well-broke ponies and saddles. 1956 Ford One-Ton Truck. Trailer for hauling Pony Ride. \$5,000.00 for all, or will sell separate. Pictures sent on request. ELSIE FARROW R.F.D. 1, Box 226 Severn, Maryland Phone: Southfield 6-7849

WANTED THRILL SHOW—GRANDSTAND ATTRACTION By Post 64—American Legion for 1958 FOURTH OF JULY CELEBRATION at Fairgrounds, Marietta, Ohio. Wire or write R. A. WEAVER Box 16, Marietta, Ohio

CARNIVAL WANTED at Sandpoint, Idaho, for Lions Club Sponsored FOURTH OF JULY CELEBRATION Contact JIM BERRY Box 412, Sandpoint, Idaho

PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC" IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

MARCH 3, 1958

THE BILLBOARD

THE BILLBOARD

69

WHALE OF A BUY

75¢ EACH

ONE PIECE PLASTIC HANDLE
Glass Rod Shaft • Approx. 5 ft. • Multi-color space wrap • Authentic fish guides • Regulation tip • Packed 50 to master carton • No less sold. 25% deposit money order or bank check with order, balance C.O.D., F.O.B. Chicago.

BOOK BROS. 1020 W. Randolph Street Chicago, Ill.

EASTER TOY CLOSEOUTS!
• Fantastic Values • • Tremendous Stock •
20" HI-GRADE PLUSH RABBITS \$12.00
Cotton Stuffed
38" Rabbit \$24.00 dz.
Natural Ducks \$4.00 dz.
Chenille Chicks. 60¢ dz.

F.O.B. N.Y.C. 25% dep., bal. C.O.D. If not rated, FREE Brochures of over 400 plush and carnival items.

No Extra Charge for Samples
30 Pieces, \$20.60
(Includes 1/2 dozen of each, plus 1 dozen Chenille Chicks.)

TOY MFG. COMPANY
536 Broadway, N. Y. C.
WA 5-3234

ONE MILLION DOLLARS WASH IN CONFEDERATE MONEY YOURS ONLY \$2.98

... a Deep South millionaire. Have money to burn. We'll send you exactly one million bucks...
... One million dollars for only \$2.98. Four million dollars only \$10.00. If not delighted keep \$100,000 for your trouble and return the rest of the money for a full and prompt refund. Send to **BEST VALUES CO.**
402 Market St., Dept. M322, Newark, N.J.

WORLD'S SMALLEST LITER

Smaller than a postage stamp. All metal chrome finish, sure-fire action, individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.
\$2.75 Doz. \$30.00 Gr.
Plus shipping charges. Min. 3 dozen. Key Chains available, \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.
STERLING JEWELERS
1973 East Main St. Columbus, Ohio
Call for Engravers. State Your Business

FREE MAILING LISTS

Over 3 million names on plates. Guaranteed 100% Accurate. Churches, fraternal organizations, radio, drive-ins, carnival suppliers, restaurant, wholesalers, manufacturers. 350 other lists to choose from. We charge ONLY for addressing. Usually completed within 3 days. Write for FREE catalog. **SPEED-ADDRESS KRAUS COMPANY**
291 42d St., Long Island City 4, New York

STURDY SELLERS

Teddy Bears Sustain Lead in Plush Field

By IRWIN KIRBY

In the Chinese calendar this is the Year of the Dog, which does not appear too often. In one phase of the merchandise business, however, it can be termed the Year of the Bear, and it seems to come without fail every year. That, in substance, is the manner in which one item has come to be the standby of the plush toy industry.

Offshoot products hit the market season after season and usually create a flurry of attention for a time, but interest in them usually lags after a short while and both concessionaires and storekeepers fall back on the good old Teddy bear. He makes himself known in his soft cuddliness in a wide range of sizes from six to 50 inches in height. There is a multitude of materials used also, and all have their effect on wholesale and retail prices. But the big thing is the bear's inherent and seemingly endless grip on the public's taste.

In 1957, for example, there was a good percentage of plush toy output devoted to vividly striped tigers and sleeping dogs. It wasn't long, however, before reorders with manufacturers stressed a return to the bear. Rather than try to push quantities of new items on buyers, the shops in plush have shown interest in seeking new outlets for their products. Altho still the flashiest merchandise on the outdoor midway scene, plush has cropped up in chain stores and supermarkets lately.

Replace Excelsior

Today's plush is usually a cotton waste-filled item, where once the primary contents were excelsior. Excelsior is a thinly shredded wood product, but concession people, with a facility for simplifying the English language, tagged it as straw and call it that. Cotton and excelsior are similarly priced but since early toy stuffing had to be a hand process and excelsior was much more easily handled, it is easy to see which stuffing predominated. Early cotton-stuffing machines were priced too high for wide usage, but more and more have been put into use in the industry, to the point where an estimated 90 per cent of plush dolls today are cotton-filled.

The 50-inch bear is rarely seen in stores, its use being primarily a come-on flash item for midway games. Big bears create such a storage problem in general that most stores don't stock them, preferring moderate-sized and higher-priced items. In the outdoor show world, however, where glitter is king, the large, low-price bears have no peer as a piece of prize merchandise. There are all-plush bears (plush describing the body fabric) and variations such as plush-and-plaid, which has part of the item in a different material. Only innovation of recent years is the vinyl plastic nose and mouth unit which is affixed to the bear face on some versions; others have all-plush faces and button noses.

Poodles Good

Efforts to create new stuffed items have seen soldiers, bunnies, Pinochios and clowns hit the market, but only a French poodle-type doll has gone over well. A Japanese drinking bear, with an animated arm which lifts a cup to the bear's mouth, has some success now, shipments from abroad being spoken for far in advance of arrival. Plush manufacturers seeking store trade made out well with a hassock bearing an animal head. This was pushed as a kiddie TV hassock. Returning to prominence, altho slowly, is the old souvenir pillow which is being cotton stuffed and sold at university bookstores, resorts and military installations. They are a full foot square and plumply packed for household use, or eight inches square and sold as an automobile arm rest. The silk-like pillow slips are adorned with silk-screened replicas of any design provided.

But a bear is still a bear, and this is the plush industry's mainstay. A variety of users find ways to profit from handling this item. A South Carolina drive-in theater gives away three dozen 32-inch bears weekly as a door prize. The same number is ordered weekly by a pizza pie emporium in Texas, and an Ohio retail chain turned over 500 gross last winter thru a TV ad. Teddy reigns supreme over all comers.

YOU CAN'T MAKE REAL MONEY UNLESS YOU TRY

LOOK AT THESE HOT SELLING ITEMS AND THEN ORDER

- Ladies' French Type Wallet in genuine cowhide embossed in gold. Outside change purse, inside picture index and bill compartment. (\$1.00) seller. 75¢ ea. lot of 12; sample, \$1.00.
- Full size Stuffed Throw Pillow in assorted colors and patterns. Fine fabric gives unlimited decorating possibilities. Sell @ (\$1.00). 75¢ ea. lot of 12; sample, \$1.00.
- Hobbytime set of 4 Model Planes, easy-to-assemble plastic replicas of famous World War II fighters. Worth twice your selling price (\$1.00). 75¢ set lot of 12; sample, \$1.00.
- Men's aviator-style Sunglasses. These rugged and durable beauties are in leather case. Expensive screwed hinges. Sell @ (\$1.00). Worth \$4.95. 75¢ ea. lot of 12; sample, \$1.00.
- 22-piece Picnic Set, plastic section dishes, cups with handles, forks, spoons, in plastic bag. \$3.00 value. Sell hundreds @ (\$1.00). 75¢ set lot of 12; sample, \$1.00.
- 3-Strand Pearl Set: Necklace, earrings and bracelet in brilliant display of iridescent imported synthetic pearls. Wonderful @ (\$1.00). 75¢ set of 12; sample, \$1.00.
- Large-sized Fringed Stone Brooch: elegant sunburst brooch, each stone individually set. Crystal, Ice Blue, Aurora Borealis. Buy @ (\$1.50). \$1.00 ea. lot of 6; sample, \$1.50.
- Aurora Borealis Miracle Cross and Necklace. Beautiful, wanted religious symbol with Lord's Prayer encased in viewer. Sell for (\$1.50). \$1.00 ea. lot of 6; sample, \$1.50.
- 30-foot Trouble Light and Extension Cord. Heavy gauge wire, bird-cage type guard. Must for every home. Worth \$5.00—sell for (\$2.00). \$1.50 ea. lot of 6; sample, \$2.00.
- Fine Gift Item: "Early American Trio"—two quaint ashtrays and useful table lighter in authentic pattern. Consistent seller @ (\$2.00). \$1.50 ea. lot of 6; sample, \$2.00.
- 8-pc. Kitchen Tool Set in attractive box. Strainer, spatula, spoons, forks, turners and rack. \$12.95 value, fast (\$3.00) sellers. \$1.80 ea. lot of 6; sample, \$2.50.
- Top quality Camping Knife, incorporating every tool you can imagine. Finest steel. Leather sheath included. Sell plenty @ (\$3.00). \$1.80 ea. lot of 6; sample, \$2.25.
- 7 pairs of Panties—one for each day of the week, different color and embroidered, 3-6-7. Hot novelty that is terrific seller @ (\$3.00). \$2.25 box lot of 6; sample, \$3.00.
- ATC Travel Iron for use anywhere. Heavy duty cord included. Chrome finish; folding handle, plastic case. Value seller @ (\$3.00). \$2.25 ea. lot of 6; sample, \$3.00.
- Ladies' 3-piece TV Lounging Pajama Set, \$12.95 value, in quick-drying, soft acetate. Machine washable, 33-40. Red hot @ (\$3.50). \$2.50 ea. lot of 6; sample, \$3.00.
- Fantastic buy! Famous Waterman Pen, Cuff Link, Tie Bar and Money Clip Set. 24K gold plate. You'll sell this \$25 value for (\$3.50). \$2.50 ea. lot of 3; sample, \$3.00.
- Battery Booster Cables—a must for starting cars, tractors, etc. \$10 value—you'll sell plenty @ (\$5.00). \$3.00 ea. lot of 3; sample, \$3.50.
- Pocket-size Folding Binoculars, 3X adjustable, for sport, opera, etc. Fast-moving when sold for (\$5.00). \$3.00 ea. lot of 3; sample, \$3.50.
- Imported heavy Stainless Steel Everyday Silverware, 24-piece service for 4. Unbelievable value! Sell @ (\$5.00). \$2.50 ea. lot of 3; sample, \$4.50.
- 10-piece complete Camera Set, with flash attachment. #420 film, 4 bulbs, batteries, case. A wow seller @ (\$5.00). \$2.75 ea. lot of 3; sample, \$4.50.

Don't overprice your merchandise. SEE SUGGESTED PRICES IN PARENTHESIS. Do not ask for catalog—order from above list. SAVE THIS PRICE LIST.

WATCH FOR ADD'L NEW ITEMS. Be sure and visit our modern showrooms. 25% deposit, balance C.O.D., F.O.B. Chicago. Dept. 88-3
DIVISION SALES 3341 Roosevelt Road, Chicago 24, Illinois
Phone LA 2-7377

WANTED! AT ONCE! A LARGE VARIETY OF MERCHANDISE

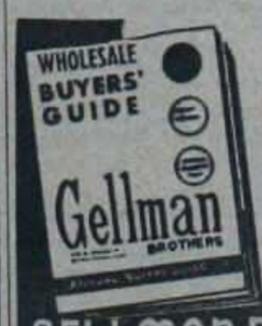


Suitable for Vending in this "V-1" Capsule, Size 1 1/4" X 1 3/8".

We will purchase up to **100,000 OR MORE**

of each item presented to us, provided merchandise is properly sized and priced right for 25¢ vending.

Send at least 6 samples and prices based on this quantity. We will send you capsules for proper sizing to be contained in this capsule.
World's Largest Manufacturer of Bulk and Capsule Venders
VICTOR VENDING CORP.
5701-13 W. GRAND AVENUE CHICAGO, ILLINOIS



SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG

IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENIUNE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Stum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today
IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
2201 Washington Ave., St. Louis 3, Mo.

'LO-HI'

A new sales stimulator, once a month, open to all our advertisers who want to get extra sales. For full particulars contact The Billboard's nearest office or write—

"LO-HI"
188 W. Randolph St. Chicago 1, Ill.

WATCH SPECIALISTS FOR 68 YEARS

Copy \$25. 3-Button Chronograph \$2.95. Matt. Ad. 10 pc. sets \$5.95. 5 pc. \$4.40. 23 Jewels very thin Men's \$18; Ladies \$12. Jewels white or yellow \$14.95; Men's \$12. Jewels \$12.35. Dependable time keepers. Top Name Brands. Many 70% disc. Catalog.

RESULT SALES Dept. B1
380 FIFTH AVE., NEW YORK 36, N. Y.

CHAIRS • TABLES

IMMEDIATE DELIVERY
138 STYLES • STEEL • WOOD
FOLDING • NON-FOLDING
ON CHAIRS MINIMUM ORDER IS 4 DOZ.
STATE QUANTITY NEEDED—SEE PRICES
Adirondack Chair Co. Dept. T-4
1140 BROADWAY (127th St.) N.Y. 9 NY 2-4884

this week's

BEST Merchandise BUYS

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

70

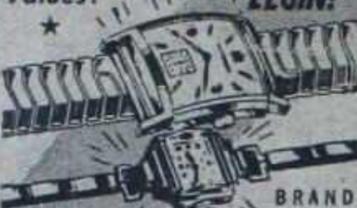
MERCHANDISE

THE BILLBOARD

MARCH 3, 1958

WEINMAN WATCH Values!

BULOVA! ELGIN!



BRAND NEW STYLES

Choice Lot! 6 for \$49

(Sample, \$9.95)

Men's and Ladies! All famous makes! Complete with expansion band! Reconditioned — Guaranteed like NEW!

Standard Brand WATERPROOF WATCHES

Bulova, Elgin, Benrus — with expansion bands! New style cases — rebuilt and guaranteed like new. In lots of 3 or more. (Sample, \$10.95) each

\$9.95

GET A BETTER DEAL AT

WEINMAN'S

182 S. MAIN ST., MEMPHIS, TENN.

We Have It! Mechanical DRINKING RABBIT

Pours and Drinks continuously
Battery Operated
In Bright Colors
Individually Boxed

ORDER NOW—SUPPLY LIMITED

\$36.00 Per Sample \$4.00
Doe. Postpaid

Place your orders now for DRINKING BEAR. Next shipment approx. Feb. 17

NEW BUBBLE BLOWING MONKEY

Delivery about June 1.
F.O.B. Milwaukee, 25% deposit, balance C.O.D. to non-rated firms.

Wisconsin Deluxe Co.
1902 N. Third St. Milwaukee 12, Wis.

GOLF BALLS

Liquid center • tough vulcanized cover • long life • superior performance • a champion quality golf ball • 12 gift-wrapped self-display balls to box with \$9.00 per doz. imprint.

\$3.25 PER DOZEN PACK TO BOX

F.O.B. Chicago. 25% With Order.

COOK BROS.

1020 W. RANDOLPH ST.
CHICAGO 7, ILLINOIS

THE BEST SALES BOARDS and JAR GAMES

Write for information and prices Dept. B

GALENTINE COMPANY
519 E. Jefferson Blvd.
South Bend 17, Ind.



GENERAL MERCHANDISE—BEST IN PRICE AND SERVICE

10-Pc. Magnetic Screw Driver Set Complete with Rack, Ea. ... 65¢

7-P. Same as Above, Packed 50 to a case, Per case, ... \$20.00

10-Pc. Flex Handle Socket Set, Ea. ... 70¢

Adjustable Metal Ironing Board, Nationally Advertised, Ea. ... \$4.25

Nationally Advertised Bathroom Scale, Ea. ... \$3.15

Write for FREE Price List

Appliances • Dinnerware • Blankets • Giftware • Portable Electric Drills • Saws • Hand Tools • Wrench Sets of all Varieties.

SHELDON CORD PRODUCTS

3549 W. 5th Ave., Chicago 24, Ill.
Phone: NEVada 2-3898

Coming Events

Alabama
Birmingham — Birmingham Home Show, April 28-May 4, Arthur Gilbert, 2/9 Town House Hotel.

Arizona
Phoenix — Phoenix Rodeo, March 23.
Phoenix — Phoenix Rodeo, March 13-18.
Phoenix — World Championship Rodeo (Fairgrounds), March 13-18. Jaycees.
Phoenix — Spring Horse Show, April 11-13.
Tucson — Tucson Rodeo, March 29-30.
Tucson — Southern Ariz. Intl. Livestock Show, March 29-30.

Arkansas
Fort Smith — Arkansas-Oklahoma Rodeo (Harper Stadium), May 26-31. Paul Latture.

California
Bakersfield — Bakersfield Rodeo, May 24-25.
Clovis — Clovis Rodeo, April 26-27. Herman Smith.
Dixon — Dixon Rodeo, May 18.
Los Angeles — Do-It-Yourself Show (Pan Pacific Aud.), March 20-23. Ted Bentley.
Los Angeles — Sportsmen's Vacation, Boat & Travel Show (Pan-Pacific Aud.), April 10-20. H. Werner Buck.
Napa — Napa Valley Horse Show, May 4.
E. N. Munk, P. O. Box 725.
Oakdale — Oakdale Rodeo, April 3.
Oakland — Calif. Spring Home & Garden Show, May 3-11. John J. Hennessy, Hotel Claremont, Berkeley.
Pomona — Pomona Rodeo, May 24-25.
Red Bluff — Red Bluff Rodeo, April 19-20. C. H. Hart.
Redding — Redding Rodeo, May 23-24.
Riverside — Riverside Rodeo, May 17-18.
San Francisco — Grand National Jr. Livestock Expo (Cow Palace), March 29-April 2. Nye Wilson.
San Bernardino — National Orange Show, April 10-20.
San Bernardino — San Bernardino Co. Sheriff's Rodeo, April 19-20. J. M. Hollaway.
San Francisco — San Francisco Natl. Sports & Boat Show (Cow Palace), Feb. 25-March 9.
San Jose — San Jose Rodeo, May 24-25.
Stockton — Do-It-Yourself and Hi-Fi Stereo Show (Civic Aud.), March 7-9. George Westcott.
Tulare — Tulare Rodeo, May 24-26.

Colorado
Denver — Sports, Boat & Travel Show (Denver U. Arena), May 7-11.

Connecticut
Hartford — Greater Hartford Fair (Armory), March 15-22.
New Haven — Connecticut Boat Show (Arena), March 30-31. Milton Cottler.

District of Columbia
Washington — National Capital Flower & Garden Show (Armory), March 6-12.

Florida
Clearwater — Clearwater Rodeo, March 20-22. Owen W. Albritton.
Daytona Beach — Volusia Co. Home Show, March 15-19.
Homestead — South Fla. State Fair, March 6-16. Joseph Behoff, 995 Chamber of Commerce Bldg., Miami.
Jacksonville — Jacksonville Boat Show (Gator Bowl), March 6-9. John Graham.
Lake Worth — Lake Worth Fiesta Del Sol, March 12-18.

Georgia
Atlanta — Southeast Boat & Vacation Show (Aud.), Feb. 28-March 7. Atlanta Marine Trades Assn.

Illinois
Chicago — Modern Living Expo. & Flower Show, March 22-30.
Kankakee — Kankakee Home Show, April 24-29. Bob Boyd, 946 Hawthorne Lane.
Peoria — Peoria Area Sports, Boat, Home & Vacation Show (Robertson Field House), March 25-30. Sidney J. Page.

Indiana
Elkhart — Elkhart Home Show, April 17-20. Dorothy Godfrey, 816 Leland Ave., South Bend.
Indianapolis — Indianapolis Sports Show (Fairgrounds Coliseum), March 7-16. Melvin T. Ross.
Indianapolis — Indianapolis Home Show, April 11-20.
South Bend — South Bend Home Show, March 19-21. Dorothy Godfrey, 816 Leland Ave.

Iowa
Des Moines — Iowa Sports & Vacation Show (Veterans' Memorial Aud.), March 27-April 1. Des Moines Register & Tribune.
Ottumwa — Iowa-Missouri Outdoor America Show (Coliseum), March 21-23. John Underwood.
Sioux City — Siouxland Expo & Sports Show (Auditorium), April 18-20. Marc Cox.
Waterloo — Northeast Ia. Sports, Vacation & Travel Show (Hippodrome Aud.), March 13-18. Jaycees.

Kansas
Mayetta — Mayetta Rodeo, May 16-18.

Kentucky
Louisville — Central America Sports, Vacation, Outdoor & Boat Show (Fairgrounds), March 2-9. W. Arthur Sorrell.

Louisiana
Bastrop — VFW Celebration, March 1-8.
Baton Rouge — Baton Rouge Rodeo, March 1-8.
New Orleans — New Orleans Boat, Sport & Vacation Show (Auditorium), April 22-27. Oliver J. Coucne.
Shreveport — Holiday in Dixie Spring Festival, April 30-May 4. Able C. Goldberg.
Shreveport — Shreveport Home Show, April 23-27. Edward Souza, 4454 Fairway.
Shreveport — Shreveport Rodeo, May 13-18. Joe Menouar.
Winfield — Spring Fair & Rodeo, March 31-April 8.

Maryland
Towson — Pimlico Yearling Show (Pimlico Race Course), May 11. Stewart Bear.

Massachusetts
Boston — New England Spring Flower Show, March 9-16.
Boston — New England Electrical Show (Mechanics Hall), April 22-25.
Boston — New England Flower Show (Mechanics Hall), May 8-15.

Michigan
Alma — Alma Better Homes Show, April 19-20. Jack Davis, Box 12, Bay City.
Bay City — Better Homes Show, March 14-18. Jack Davis, Box 12.
Detroit — Detroit Builders Show, March 8-16.
Detroit — Michigan Flower & Home Show, March 22-30.
Grand Rapids — Greater Mich. Home Show, March 10-18.
Grand Rapids — West Mich. Sports & Boat Show (Civic Aud.), March 24-28. J. D. Loeke.
Baginaw — Jaycees Better Homes Show (Fairgrounds), May 1-4. Thomas J. Weadock, 1898 N. Michigan Ave.
West Branch — West Branch Better Homes Show, May 16-17. Jack Davis, Box 12, Bay City.
Coliseum, Feb. 22-March 2. Ben Cowall.

Minnesota
Minneapolis — Northwest Builders' Show, March 15-21.
Minneapolis — Northwest Boat, Sports & Travel Show (Aud.), April 4-12. F. W. Kahler.
St. Paul — St. Paul Home Show, April 19-27.

Mississippi
Jackson — Jackson Home Show, May 14-18. Patrick J. O'Toole, Walthall Hotel.

Missouri
Gallatin — Davies Co. Jr. Lamb Show, May 31. George H. Schmitt.
Springfield — Springfield Sports Show, March 8-9. Metro Club, Wesley Braesel.

Nebraska
Omaha — Omaha Sports, Vacation & Boat Show (Civic Aud.), March 4-9. F. W. Kahler.

New Jersey
Atlantic City — Garden State Home Show (Convention Hall), April 9-12.

New Mexico
Española — Espanola Rodeo, May 17-18.

New York
Jamaica — Long Island Boat & Sportsmen's Show (Armory), March 8-16. Albert J. Chasz.
New York — World Wide Travel Show (Coliseum), March 8-16.
New York — International Flower Show (Coliseum), March 9-16.
New York — International Auto Show (Coliseum), April 19-27.
New York — International Home Expo (Coliseum), April 19-27.
New York — Festival of Foods (Coliseum), April 23-27.
New York — U. S. World Trade Fair (Coliseum), May 7-17.
Rochester — Rochester Home Show, April 26-May 3.
Syracuse — Northeastern Sports Show, April 11-18. William C. Hartman.

Ohio
Cincinnati — Home Show and Better Living Expo (Garden), April 19-27. Robert O. Sand.
Cleveland — American & Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 14-21. A. W. Newman.
Cleveland — Cleveland Home & Flower Show, March 1-9.
Columbus — Columbus Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), March 22-30. Ben Cowall.
Dayton — Dayton Sports & Boat Show (Coliseum), April 10-19. Ward Collopy, 133 Warren St.
Dayton — Dayton Home Show, April 19-27.

Youngstown — Mahoning Valley Home Show, April 15-20.
Toledo — Toledo Home & Travel Show (Civic Aud.), March 8-14. MIT H. Tarloff.
Toledo — Northwest Ohio Garden & Flower Show, March 25-30.

Oklahoma
Guymon — Guymon Rodeo, May 1-3.
Oklahoma City — Greater Okla. Home Show (Municipal Aud.), March 23-30. Sidney H. Davidoff.
Oklahoma City — Midwest Boat, Sports, Travel & Vacation Show (Municipal Aud.), March 9-16. Jack Wright.
Tulsa — Tulsa Rodeo, May 8-11.

Oregon
Gresham — Multnomah Co. Spring Garden Show (Fairgrounds), April 23-27. Duane Hennessy, Mgr.

Pennsylvania
Harrisburg — Central Pa. Builders' Show, March 3-8.
Harrisburg — Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 24-29. J. W. G. Altland.
Philadelphia — Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 28-March 8. Clifton W. Smullen.
Reading — Greater Reading Home & Building Show, March 22-29.

Tennessee
Knoxville — Tennessee Valley Sports Show (Chilhowee Park Expo Bldg.), April 8-13. Claude Fox.
Nashville — Great Lakes of the South Outdoors Show (Fairgrounds Coliseum), March 11-18. Amon C. Evans.

Texas
Austin — Austin Livestock Show, March 10-11. Lynn M. Griffin.
Baird — Baird Rodeo, May 1-3.
Corpus Christi — Buccaneer Days Celebration, April 9-13. Bob Finks.
Dallas — Southwest Sports, Boat & Vacation Show, April 12-20. Dallas Morning News.
Dallas — Dallas Home Show, March 23-30. Grover Godfrey, 102 Walnut Hill Village.
El Paso — El Paso Flower Show (Coliseum), April 26-27. Council of Garden Clubs.
El Paso — Home Show (Coliseum), May 7-11.
Houston — Houston Boat, Sports & Vacation Show (Coliseum), March 13-21. Variety Club of Houston.
Lubbock — ABC Boys' Club Rodeo, March 18-22. W. I. Pittman.
Mercedes — Mercedes Rodeo, March 13-17.
Mercedes — Rio Grande Valley Livestock Show & World's Champs. Rodeo, March 17-17. Col. H. B. Stein.
San Angelo — San Angelo Fair Stock Show & Rodeo, March 6-9. Russell Willis.
Shamrock — St. Patrick's Day Celebration, March 17. Bob Roach.
San Antonio — San Antonio Sports & Boat Show (Bexar Co. Coliseum), March 4-9. Charles Coffin.
San Antonio — San Antonio Home Show (Bexar Co. Coliseum), May 4-11. Irving Wayne.

Virginia
Richmond — Virginia Motor Boat & Sportsmen's Show (Arena), March 18-23. John E. Raine.
Winchester — Shenandoah Apple Blossom Festival, May 1-2. F. L. Largent Jr., Box 699.

Washington
Spokane — Spokane Sports Show (Coliseum), March 18-23. Tom O'Loughlin.
Tacoma — Tacoma Home Show, March 17-23. Patrick O'Toole, Winthrop Hotel.

Wisconsin
Milwaukee — Milwaukee Home Show, March 8-16.
Milwaukee — Milwaukee Sentinel Sports & Vacation Show and Great Lakes Boat Show (Arena), March 23-30. Charles D. Collins.
Oconto Falls — Jaycees Celebration, May 28-June 1. L. J. Sagle.
Waukesha — Waukesha Dairy Show, March 17-22. W. D. Rogan.

CANADA

Alberta
Edmonton — Edmonton Rodeo, April 28-May 3. A. J. Anderson.

Ontario
Toronto — Canadian National Sportsmen's Show (Coliseum), March 14-21. Loyal M. Kelly.
Toronto — National Home Show, April 4-12.

Quebec
Montreal — Montreal Sportsmen's Show (Show Mart Bldg.), March 21-30. Ted Glendening.
St. Paul — Land-O-Lakes Boat, Marine & Tackle Show (Auditorium), March 14-28.

Saskatchewan
Saskatoon — Interovincial Bull Show & Sale, April 16-17.

Manitoba
Brandon — Manitoba Winter Fair, March 31-April 5. P. A. McPhail.

Hawaiian "TI" PLANT LOGS

Bagged in polyethylene...

KEEP LONGER, SELL FASTER

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice seed or green. Excellent growing flash. Free promotional aids. Write for details.

LAVENDER SACHET BASKET

Tightly woven mesh and cotton baskets with plastic shoppers. \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

Sherfy's

5801 University Way Seattle, Wash.

ALY THE GATOR



Aly is a Genuine Alligator Stuff and Preserved. Aly is so unusual attracts attention everywhere. Over 500,000 sold to date. A natural for any Carnival or Fair.

in 100 lots:

15 inch \$.75 ea.
21 inch90 ea.
26 inch 1.25 ea.
30 inch 2.00 ea.

ORDER TODAY!

Write for Catalog Sheets on other Alligator Novelties.

PAN-COAST BAGS, INC.
30 N.E. 17th St. Miami, Fla.

YOU CAN'T BEAT BRODY FOR MERCHANDISE

We Carry a Complete Line

34" STUFFED DOLLS
Assorted Taffeta covered material—unbreakable faces.
Assorted popular faces—
• Mouse • Ducks • Clowns • Dolls
Individually packed in clear plastic.
\$13.90 per dozen, Sample \$1.50 each.
26" same as above in Clawn and Doll Face only.
\$8.40 per dozen, Sample 90¢ each.

84-PAGE CATALOG AVAILABLE FREE
SEND for Your Copy Today.

M. K. BRODY

1014 S. Halsted St. Chicago 7, Ill.
L. D. Phone: MOntrose 6-9520
In Business in Chicago for 37 Years.

Make BELL SALES Your Headquarters!

For Your Novelties—Premiums—Carnival Items

All kinds of Tickets, Wheels, Chance Books, Bingo Merchandise, Houseware, Giftware, Plush Toys, Dolls, Jumping Dogs, Electrical Goods, Radios, Wheeled Goods and many other items which have to be seen to be appreciated.

25% Deposit with order, bal. e.o.d. Open Sundays until 3:00.

BELL SALES CO.
1107 SO. HALSTED ST.
CHICAGO 7, ILL.

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

MARCH 3, 1958

THE BILLBOARD

MERCHANDISE

71

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 name, 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.

- | | | |
|--|---|---|
| <p>Acker, James
Adams, Huey
Adams, John
Adams, Steve
Adkins, Joseph E.
Alexander, Gunn
Alexander, Rudolph
Allen, J. C.
Allen, Louis J.
Allen, Napoleon
Allen, Robert E.
Alley, Horton
Almon, Ross
Anderson, Charles
Anderson, Clarence
Anderson, Hubert
Anderson, Russell
Anthony, Mita
Armstrong, Joe
Armstrong, Matt
Arthur, A. H.
Arthur, V. F.
Ashford, Hubert
Ashley, Louis
Austin Jr., John
Austin, Leona
Avery Jr., Boyd
Avery, Dan M.
Baldwin, Bill
Baldwin, George L.
Baker, Stan
Baldwin, B. J.
Baldwin, John
Banks, Willie
Bannister, Paul
Barnackman, Marvin
Barnackman & Mrs.
Barber, Leslie
Barker, Bernard
Barker, H. Deane
Barker, Walter E.
Barnes, Don
Barnes, Jerry
Barnes, Leonard
Barnes, Tomie
Bartlett, Robert
Bartlett & Maler
Bartlett, George
Barton, Billy
Bashley, Louis
Basteman, Leo
Bastin, R. L.
Batie, Alfred
Beechum, Marion
Beicher, Bookar
Bell, Tom
Bell, Trudy
Benjamin, N.
Benjamin, W.
Bennett, E. P.
Bennett, Robert
Berry, Charles
Berry, James
Biss, Donald
Bistak, Joseph A.
Bishop, Red
Bishop, Arthur
Blackburn, Emil O.
Blackney, V. J.
Blazer, Cornelius
Blumertz, Morris
Boatman, Robert
Boat, Wendale
Bodadi, Frank
Bogan, Leroy
Boulen, Mose
Boulen, Robert E.
Bousell, Eddie
Boutley, Lake
Boushward, Paul A.
Bowen, Albert
Boyd, Howard
Boyd, Oscar
Boyd, Rufus
Boyd, Curtis W.
Braxton, Clinton
Breeding, Alton
Brewer, James
Brewer, Robert
Brewer, Ray
Brewster, Freddie J.
Brinson, Rowan
Brittain, Frank
Brooks, Ralph
Brooks, Samuel
Broome, Alvina
Broome, Adolph
Broome, Brown
Broome, James
Broome, Joel Edmund
Broome, Marvin
Broome, Richard M.
Broome, Wesley
Broome, Jack E.
Broshaker, John
Bruff, Robert H.
Bryant, Hanes
Bryant, Melvin
Bryant, Paul
Bryant, William
Bryant, F. & G. G.
Bryant, Robert
Bulch, Charles
Bullard, Miles
Burke, Teddy & Mrs.
Burke, James
Burke, Tommie
Burns, Dr.
Burnough, Jack
Burnough, Raymond
Burns, Jesse
Buller, Earl
Buller, Jeff
Buller, George
Butler, Thomas
Cain, William H.
Campbell, C. Ray
Campbell, Fred
Campbell, George
Canfield, James
Cantwell, Charles
Carawan, C. L. & Mrs.
Carr, James
Carr, Ronald
Carter, Cleveland
Carter, Fred
Carter, Henry
Carter, John
Carter, Robert
Carter, Bill
Casey, Tom (Thom)</p> | <p>Casson Jr., Thomas
Caston, Burrell
Caston, Jesse
Cassidi, Willard
Cavell, Glenn
Ceballos, J. B.
Cesters, Roland
Chambers, J. M.
Chapman, Arnold J.
Chapman, Eddie
Chesnut, James E.
Childress, O. L.
Church, J., Clayton
Claber, William H.
Clayborne, Willis
Clark, Bill
Clark, Willie
Clarkson, William
Clay, Willie
Cline, William
Cockrell, Rody
Cofford Jr., Bennie
Collier, Jimmie
Colbert, Edward
Cole, Mitchell
Cole, Lawrence
Collins, Billie
Collins, Nellie
Colwell, Luke
Combs, Charles
Conley, Jesse
Conley, Jimmie (not of the Ringing Contest)
Conley, Levert
Coolin, John D.
Coopers, Freeman
Cook, Fleming
Cook, Ross
Cooks, Samuel
Cooks, Willie
Cooper, David C.
Cooper, Frank
Cooper, L. C.
Coppeland, James P.
Cory, Joseph E.
Corbin, Julius
Cotton, Willie
Cotton, Ramon
Cotton, Thomas
Cox, Walter
Cox, Willie
Crayton, James
Creech, Harmon B.
Crock, Edward
Cross, Hugh B.
Culp, Isaac
Cunningham, Randolph
Cummings, Dean E.
Curry, Pierce A.
Cyrus, Nathaniel
Dallger, Murray
Daniels, Lavell
Daniels, Cliff
Darnell, Leo
Daubenpack, Alvan C.
Davenport, Earl J.
Davies, Louis Edgar
Davidson, James E.
Davis, Allen
Davis, James
Davis, Jessie
Davis, Jimmie
Davis, Ralph L.
Davis, Randle
Dawkins, Sam
Dawson, Oscar
Day, Lee
DeNise, William
Deal, Charles
Dean, Jack
Dean, Jerry
Dean, O. J.
Dean, Tom
Dean, Walter
DeFressa, Mrs.
DeGross, Louis
DeLoek, David
Demery Jr., Eddie
Dennis, Harold
DeNose, James
Dick, John A.
Diggins, John
Dillard, Glen M.
Dillard, Leslie
Dixon, Ted
Dixson, David C.
Dittenheimer, Gerald
Doan, Clarence
Doan, John
Doan, Frank
Doan, Edward
Doyle, Hamill E.
Draine, James
Draper, Bill
Draper, Raymond
Duffy, Mrs. John
Dunbar, Joseph
Dunbar, Owen
Dunninger, Dr.
Dwyer, Theodore
East, Carl
Eberly, Bob or Ray
Edmondson, William
Edwards, Jack
Ekins, James A.
Elliott, Miss
Elliott, Kay
Elliott, Lyle C.
Ellsworth, Dr. H. W.
Emond, Jack
Emond, Roy L.
Emery, Harold
Emery, Albert
Eudy, Ralph
English, J. A.
Erkisson, The
Erskine, A. C.
Esley, Roosevelt
Estes, Sam
Eshinman, Donald
Evans, Herman
Evans, Robert
Ezekiel, Marshall
Fagan, James
Falconetti, E. E.
Farmer, Richard
Fasino, Michael
Fears, John
Felder, Harold
Felson, Robert</p> | <p>Hutchins, Drew Poe
Hunter, Earl D.
Hutchins, Russell
Hyatt, Leonard
Irvin, E. Z. Donald
Irvin, Mack A.
Jackson, Alonzo
Jackson, Buford
Jackson, Clayton
Jackson, Eugene
Jackson, Franklin
Jackson, John
Jackson, Jonny, Jr.
Jackson, W. L.
Jacobus, Punch
James, Otis
Jacobs, James
Jarczyk, C. E.
Jefferson, Olieh
Jenkins, Robert
Jenkins, Richard
Jenkins, Thurman
Jewett, Leroy
Johns, Carey
Johnson, Clarence
Johnson, Charlie
Johnson, Eddie
Johnson, H.
Johnson, Harold
Johnson, Harry
Johnson, James O.
Johnson, Johnny D.
Johnson, Leon
Johnson, Michael R.
Johnson, Norman
Johnson, Richmond
Johnson, Stanley
Johnson, William
Jones, Arthur
Jones, Billy
Jones, Curtis
Jones, E. E.
Jones, Eddie
Jones, George
Jones, Henkiah
Jones, James
Jones, Johnny
Jones Jr., Ray
Jones, L. J.
Jones, Oscar
Jones, Ulysses
Joseph, Lugh
Joshin, R. D.
Jostin, Claude
Justin, Donald
Kase, Johnnie
Kasper, Paul V.
Kelly, Cleveland
Kelly, David E.
Kendall, Lawrence
Kilmer, Ammon
Kilmer, Robert
Kimbble, Eddie
King, Carol
King, Elmer
King, Larry
King Jr., Matthew
King, G. W. & Mrs.
King, William
Kinney, Willie
Kipp, Mike
Kline, Dean
Kniech, Roland
Knight, R. B.
Knison, Lavers
Koonce, Mrs. Jane
Korman, Carroll
Laninger, John B.
Lafferty, Joseph
Lagroe, Roy
Lally, Barry
Lamont, Everett
Landy, Chris
Larkin, Bernard
Larson, David L.
Larson, Victor G.
Laughlin, John
Lau, Penny
Lauther, Carl J.
Law, Claire M.
Lawing, Mercer
Lawrence, James
Lawrence, Joseph
Lawrence, Walter A.
Lee, Clarence
Lee, L. P.
Leib, Rudrik
Lemons, Frank
Lemons, Herbert A.
Lemons, Ralph J.
Lemard, Louis
Lester, Noel
Levine, Mory (Carl Young Shows)
Levis, H. G.
Levis, L. C.
Levis, R. L.
Lewis, Willie
Lilly, George W.
Lindsay Jr., George
Lindsay, Howard L.
Lister, V.
Livingston, Berry
Lockhart, John E.
Lockhart, Orylle
Lott, Joseph
Lott, Sylvester
Louis, Ross
Love, Isaiah
Lover, Benjamin F.
Loyal, Alfonso
MacArthur, C. A.
Mac Coleman, Clifford
MacDonald, Bob
MacFadden, Fred J.
MacLaughlin, Walter
McAdams, James J.
McClinton, R. E.
McClinton, Wilbur
McDade, Sprague
McDaniel, E. J.
McDonald, Pete
McGee, Charlie
McGill, Sam
McGlinchey, Horace
McGovern, Roy
McKee, Harold J.
McNair, Rufus
McNeal, Luther G.
McNeil, Montague
McNelly, Alfred
McSpedden, Mrs. Viola
Maack, Bill
Mack, Leroy E.
Mack, Louis
Macklin, Delpha
Madden, Zada
Maddox, Sprague
Maddox, E. J.
Maddox, Pete
Maddox, (Carl Walker)
McGee, Charlie
McGill, Sam
McGlinchey, Horace
McGovern, Roy
McKee, Harold J.
McNair, Rufus
McNeal, Luther G.
McNeil, Montague
McNelly, Alfred
McSpedden, Mrs. Viola
Maack, Bill
Mack, Leroy E.
Mack, Louis
Macklin, Delpha
Madden, Zada
Maddox, Sprague
Maddox, E. J.
Maddox, Pete
Maddox, (Carl Walker)
McGee, Charlie
McGill, Sam
McGlinchey, Horace
McGovern, Roy
McKee, Harold J.
McNair, Rufus
McNeal, Luther G.
McNeil, Montague
McNelly, Alfred
McSpedden, Mrs. Viola
Maack, Bill
Mack, Leroy E.
Mack, Louis
Macklin, Delpha
Madden, Zada
Maddox, Sprague
Maddox, E. J.
Maddox, Pete
Maddox, (Carl Walker)</p> |
|--|---|---|

PIPES FOR PITCHMEN

By BILL BAKER

"WE CERTAINLY . . . need a few more men like Harry Day," writes Clifford E. Horton, New Haven, Conn., in commenting on a recent pipe in which Day gave the lowdown on stores and stock sales that can be worked in his region of North Carolina, plus info on the cost of readers, etc. Horton points out that there are many spots that have been worked by pitchmen to good returns; so good, in fact, that they have saturated the areas with their merchandise. "These spots are no longer good for the guy who scored with a particular item," said Horton, "but they might still be excellent for someone working another piece of merchandise. So why not pass the tip on to other members of the trade and reap the benefits of the tips they might pass on in return? The Pipes column is a blessing to all in the business, but I am sorry to say that the majority of those who read it and surely enjoy it seldom express their appreciation in a tangible way. My hat is off to Day. I plan to send in a list of such spots for publication and hope that others will awaken to the need of an exchange of such information. From time to time attempts have been made to organize the pitch fraternity. Should it ever decide to organize, I for one will nominate brother Day for the presidency."

Cleveland coined plenty of the long green with snow cones and bagels at the Ringling engagement. . . . Horseback Myers, former novelty concessionaire, was made an honorary chief of the Savoy Seminole tribe. . . . Murray (Bugs) Fine has been named assistant to Dona Kerlouis of the Ringling show. . . . Harry Kibble, Ring City, Fla., plans to join the Hymes Hartack show. . . . Maxie Goebbles, the hat man, had a red one in New Orleans on Mardi Gras Day.

NEW SWISS WATCHES



FOR MEN

- * Radium dial and hands.
- * Red sweep second hand or small second.
- * Antimagnetic movement.
- * Round Gold Finish case.
- * Matching expansion band. Only

\$3.50 each

In lots of six or more.
Sample \$4.50.
Terms: 25% cash with order, balance C.O.D.

BURTON SALES
842 W. Madison St. Chicago 7, Ill.

LIMITED SUPPLY All Purpose CERAMIC

Elephant Ash tray, coaster, vase, book ends and many other uses. Minimum order—4 doz.

\$3.60 per doz.

\$3.00 per doz.

Shipped only by truck. Bargain circular available.
TERMS: 25% cash dep., bal. C.O.D. F.O.B. factory, Chicago.
BERKELEY MFG. CO. 2722 Archer Ave. Chicago 8, Ill.



SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

BERNARD D. KANTOR . . . cards from Washington, D. C., that while in Baltimore recently he unexpectedly bumped into two old friends, Eddie Crawford and Bob Beach. "Appropriately, the February 22 daily double at Bowie having paid \$1,306.80, I pitched several dozen jumping horses. The deal was a sure thing, since the sporting element predominates in Baltimore. Here in Washington I cased the Library of Congress. They can tell you everything except how to make a fast dollar," Bernie concludes.

News Notes from Joe Joblots: Nate (Scrooge) Abrams has been elected chairman of the Savoy Skid Row Club. Jumbo, the new treasurer, has joined the Salvation Army, hoping to cover winter expenses. . . . Bill (Horsechief) Weiss came from Tampa to cover the Ringling date. Paul Revere Enterprises of

- | | |
|--|--|
| <p>Marsh, Leo M.
Marshall, Charles
Mason, Alfred
Martin, James
Martin, Joseph
Martin, Walter
Mason, Edmund
Mayer, Henry
Mathews, Henry
Matthew, Stanley F.
Maxie Jr., Willie
Mayne, Reed
Meaner, William
Medlock, Carl
Melese Magician & Co.
McDonald, Bob
MacFadden, Fred J.
MacLaughlin, Walter
McAdams, James J.
McClinton, R. E.
McClinton, Wilbur
McDade, Sprague
McDaniel, E. J.
McDonald, Pete
McGee, Charlie
McGill, Sam
McGlinchey, Horace
McGovern, Roy
McKee, Harold J.
McNair, Rufus
McNeal, Luther G.
McNeil, Montague
McNelly, Alfred
McSpedden, Mrs. Viola
Maack, Bill
Mack, Leroy E.
Mack, Louis
Macklin, Delpha
Madden, Zada
Maddox, Sprague
Maddox, E. J.
Maddox, Pete
Maddox, (Carl Walker)
McGee, Charlie
McGill, Sam
McGlinchey, Horace
McGovern, Roy
McKee, Harold J.
McNair, Rufus
McNeal, Luther G.
McNeil, Montague
McNelly, Alfred
McSpedden, Mrs. Viola</p> | <p>Memphis, Robert F.
Mervar, Johnnie
Mercer, Johnny G.
Merritt, Louis
Merlon, George
Meyer, Andrew
Meyer Sr., Earl
Michans, Alexander
Millam, C. B.
Miller, Charles
Miller, Edgar
Miller, John
Miller, Thomas R.
Millan, William
Milliken, Floss V.</p> |
|--|--|

\$139.50 VALUE
NEW PRICE
6 Ass. Men's \$42.95 Watches
with expansion bands. (Ladies with cord bands)
Green—Waltham—Benrus
—Bulova—Elgin
Sample Watch \$7.95.
Reconditioned, guaranteed like new. Wholesale only—25% with order, bal. C.O.D. 34-hr. service. 3-day money-back guarantee. Send money order or certified check. Send \$50 for big new 1958 catalog applied on first order. Phone: DEARBORN 3-3977.

MIDWEST WATCH CO.
5 E. WABASH AVE., CHICAGO 3, ILL.

1958 Special
Water Proof
Shock Proof
Anti-Magnetic
17-Jewel WATCHES
Biggest sensation! Brand New 1958 Cases and Dials—handmade styled. Complete with Expansion Band. Rebuilt and guaranteed 11k new! Get in early!
ORDER TODAY! 25% cash—bal. C.O.D. Write for new catalog on company letterhead.
\$7.50
7-Jewel only \$6.50. (\$1 extra for sample.)

Cel-Max, Inc. Wholesale Only
582 So. MAIN ST. MEMPHIS, TENN.

40 LARGE NEW TOWELS 2 1/2 ea.
Astounding but true . . . 40 yes FORTY . . . marvelous large, brand new (NOT second) towels in beautiful colors and white . . . only \$1.00! (plus 10c for post. & hdl.) or \$1.10 in all. You pay others \$1.00 for SIX same quality unwoven cotton and rayon towels, but we sell at world's LOWEST price because we buy by the millions . . . more than 5,000,000 in 1957 alone! Satisfaction guaranteed, but order NOW before offer is recalled! No C.O.D.'s! Agents Wanted. Make Terrific Money.
Fertly Towel Co., Dept. 301, Box 861, St. Louis, Mo.

Free Wholesale Catalog
CONTAINING
• Expansion & Photo Idents •
• Heart & Disc Pendants •
• Aluminum Chain Idents •
Rings • Pins • Pearls
Closeouts, Etc.
SEND FOR YOUR COPY TODAY
Please state your business.
FRISCO PETE. 226 S. Wells St. Chicago 6, Ill.
All Phones: Franklin 2-2567

CARNIE BUYERS!
FOR THE ITEMS THAT DEFINITELY INTEREST YOU
You are Cordially Invited to Attend the 20th
VARIETY TOY & NOVELTY MERCHANDISE FAIR
MARCH 7 THRU 16
(Opening Friday, March 7, at 10 A.M.)
400 EXHIBITS OVER 200 INDUSTRIES 12 FOREIGN COUNTRIES
N. Y. TRADE SHOW BUILDING
8th Avenue & 35th St.
(Directly Opposite Hotel New Yorker)

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Parodies

AMIGOS - FORMIDABLE GAGS EN Espanol dialogos, anecdotas. Lo que necesitan para hacer reir! \$2 folio especial. Juan Kahan, Reforma 95-303, Mexico, D.F. mh10

"RICH AND RARE" - OVER 1,000 ALL-NEW classified gags and replies. Special! Only \$1. Edmund Orrin, 2682 Filbert, San Francisco 23, Calif. Jy7

SEND FOR FREE CATALOG OF ORIGINAL new comedy material: Gagfiles, Skits, Monologs, Parodies, etc. Laughs Unlimited, 104 W. 45 St., New York City. mh24

\$3,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies, 1,600 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. Jy14

Agents and Distributors

ANALONE, MOTHER OF PEARL, CORAL, Real Feathers, French Iris Feathers, Carved Horses, Dogs, Figures, dozens of other unusual Earrings. Trial, 18 pairs, \$5 (\$18 value). Same patterns in Sweater Guards, Lastofka Products, Box 10248, Tampa, Fla.

AGENTS WANTED - PART, FULL TIME OR by mail; 250% mark-up; for \$1 item needed in every home. Volume Sales Co., 41 Fenway St., Stamford, Conn. mh17

ASSORTED FILIGREE, PEARL AND Stained Earrings, gross \$18; 3 dozen different samples, \$8.75 postpaid. Free catalog Jocobi, 1713 E. Mercer, Seattle 2, Wash. mh10

BILLFOLDS - PLASTIC ALLIGATOR OR lizard. Seasonal price, \$14.40 per gross plus postage, COD. Gross lots only. New England Jewelry, 124 Empire St., Providence, R. I. mh24

DECALCOMANIA TRANSFERS NOW OFFered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Slide line salesman wanted; also make money with cur. Bus of automobile initials and Sign Letters. Free samples "Raleo," XL, Boston 10, Massachusetts. ch-np

BARRINGS - ASSORTED STONED AND tumbled, \$8 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. mh24

FAMOUS MFR. CLOSEOUTS Assorted Stoned Brooches \$1.75 dz. Stoned & Tumbled Earrings 1.75 dz. Pierced Earrings on Display 1.25 dz. Charm Bracelets, asst. 1.50 dz. Eng. Lord's Prayer Neck, boxed 3.00 dz. Aurora Borealis Stoned Cross, boxed 4.00 dz. Stoned Miracle Cross, boxed 5.00 dz. Stoned Heart Miracle, boxed 5.00 dz. Crucifix Cross, boxed 3.00 dz. Children's Jewelry, boxed, asst. 2.95 dz. Asst. Tie Slide, carded 1.00 dz. 2-Pc. Stoned Set 7.20 dz. Tie & Cufflink Set, asst. 2.50 dz. Summer Earrings, asst. 12.00 gr. Pearl Necklaces (domestic) 1.45 dz. Neck & Earrings, asst., boxed 9.00 dz. Cufflinks, carded, asst. 1.95 dz. Necklace, asst. 1.50 dz. Boxed Rosaries, asst. colors 2.00 dz. Engraving Charm Bracelets 2.00 dz. Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

HOSIERY - LOW PRICES: LADIES' MEN'S, Children's, Ladies' Nylon \$1 dozen up. Slightly imperfect Nylons packed cello bags \$3 dozen. Prompt shipment and satisfaction guaranteed. S. P. Pellard Hosiery Co. (AMS-1741), 1258 Market St., Chattanooga, Tenn. mh17

LADIES' NYLON HOSIERY REJECTS Assorted Styles, Sizes & Colors. Full Fashion & Seamless, \$1.50 per doz. Orders, 3 doz. & up.

Leonard Hosiery Co. 3351 N. Front St. Philadelphia 40, Pa.

LEARN AUCTIONEERING Free Catalog REISCH AUCTION SCHOOL Mason City 1, Iowa

BE INDEPENDENT! START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES. NICKEL SILVER Key Producers. Sample of either 50¢ with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS Dept. 88-9, 188 State St. Albany, N. Y.

JEWELRY CLOSEOUTS E1-Tailored Earrings, Asst Gr. \$18.00 E2-Stone Earrings, Asst Gr. 21.00 E3-Pierced Hoop Earrings Gr. 8.50 E4-Stone Earrings, Etc., Asst Gr. 12.00 E5-Asst. Tie Sets, Bnd. Dz. 4.50 O1-Odd Lot Neck & Brace Gr. 15.00 S1-Sweater Guards, Carded, Dz. 31.50 W1-Men's 6-Piece Watch Set 5.50 W2-Ladies 5-Piece Watch Set 6.00 WP-Gent's W.P. & Ex Bd. Watch 6.00 R1-Gent's Stone Rings, Asst. Dz. 2.50 R102-Pearl Rosaries, Bnd. Dz. 5.00 R104-Religious Medallions, Bnd. Dz. 6.00 S02-Stone Neck & Ears, Bnd. Dz. 7.50 B2-Buttons, Boxed, Asst. Dz. 3.20 Z3-3-Piece Pearl Set, Bnd. Dz. 8.50 L1-Ransom-Type Lighter Dz. 5.00 30% disp., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case.

RATE: 20c a word, minimum \$4. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o of The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

TALENT AT LIBERTY ADVERTISEMENTS

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.

RATE: 5c a word, minimum \$1. CASH WITH COPY.

MERCHANDISE FOR THE AUCTION trade. Power Saws, Electric Drills, Hand Tools, Drop Cards, Fishing Equipment, Deep Fryers, Electric Skillet, Household Items. Write for prices. Patterson Tool Co., 1013 D St., Lawton, Okla.

MIMEO & DUPLICATING PAPER: WHOLESALE Paper, samples. Brodman Paper Corp., 555 Westchester Ave., N. Y. 55, MO 3-0148. ch-mb3

STINKBOMBS - POTENT AROMA! \$5.50 hundred, postpaid. Joke and Novelty shops, write: Klis, 1433 Drake Way, San Pablo 10, Calif. ch-tfn

SUPPLY SOURCES DISTRIBUTORS

Get the "Original" BLUE-BOOK DIRECTORY of manufacturers, jobbers, wholesalers. Lists over 6,000 suppliers who can supply most anything up to 100% dealer discounts. The nationally accepted guide by wholesale buyers. Plus copies of "Bargain Buys" and "New Products." All this for only \$3.00 up. Send today. Money back if not satisfied.

ASSOCIATED WHOLESALE SERVICE 1014-BB Starr Burlington, Iowa

YOUR OWN BUSINESS - SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 2109-AP Roosevelt Rd., Chicago 8.

71,000 ADVERTISING NOVELTIES WHOLESALE Catalogs and 12 samples \$1. (Refunded plus postage if returned.) Adolphia Specialty, 904 S. 50th St., Philadelphia 43. mh24

Animals, Birds, Pets

ANIMAL ACT - PARTLY TRAINED ONE Royal Bengal Male Tiger, one female, two male Lions, all young animals, \$2,500 for group, including two shifting cages. Bob Dietch, Box 1127, Fairlawn, N. J.

SEA ELEPHANTS, CALIFORNIA SEA Lions, Seals. Main suppliers rods and circus entire world. Marine Enterprises, Inc., P. O. Box 233, Hermosa Beach, Calif. np

THREE LARGE CHIMPANZEES, TWO males, one female. Each weighs about 100 lbs. or over. Watkins, Rt. 3, Box 262, Tampa, Florida.

WANTED - A MONKEY GRIND ORGAN. Write details and price to G. B. Potterfield, Union Bldg., Charleston, W. Va.

WANTED - ONE SET MUSICAL SEAL Hous. new or used. Send complete information first letter. Box CNY-159, c/o Billboard, 1564 Broadway, New York 36, New York. mh17

Business Opportunities

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipe. Norbert Ray, 2605 S. 15th, Minneapolis 7, Minn. np

RACKER WANTED - MUSICAL TEENAGE play. Only Fools Fall in Love, Rock and roll, love, religion, patriotic novelties. Telephone Chelsea 2-5019, New York.

ENGRAVERS - ALL YOUR MONEYMAKERS. Neckties, Bracelets, Dainties, etc. at 10¢ prices less 10% and more. Free samples, prices. Join King's Share the Profit Program with free merchandise. King Manufacturing, 4909 Lawrence Pl., P. O. Box 226, Hladensburg, Md.

FASCINATION - BEAUTIFUL 50 TABLES and upholstered seats. Complete with all accessories. A steal for \$7,100 F.O.B. Al Siegel, 50 Highland Blvd., Keanburg, N. J. mh10

FOR RENT - SPACE FOR FOLLOWING Shows: Freak, Walk-Thrus, Hooten, Animal, Fish, Mechanical Villages, War Shows, Side Shows, Indian Village, Cowboy Village, African Village, Hawaiian Village, etc. Contact Venue Amusement Corp., Grant Ave. and Boardwalk, Seaside Heights, N. J. Seaside Park 9-1109. ch

HOW TO MAKE MONEY WITH CARNIVAL Games - 144-page book, 25 illustrations, \$2 postpaid. Theron Fox, 1286 Yosemite, San Jose 20, Calif. 477

FOR SALE - PENNY ARCADE FROM PERMANENT location. With or without location. Arrange lease very reasonably if desired. Must sell due to other business interests. 45 Machines and parts, \$700 cash. No deals. Three machines worth selling price. Snake Ball, Basket Ball, Champ and Silver Gloves. Arnold Fagerberg, R. 21, Box 331-J, West Palm Beach, Fla.

HOW TO WIN PRIZE CONTESTS. TYPE-writer profits, booklets, mail order drop-shipped. No inventory investment. Samples, information, \$1. Bayer, 638B Betty Ave., Neenah, Wis.

MONEYMAKER, BUYING JUNK JEWELRY. Scrap Gold, selling to U. S. Mint. Read how. Free. Leo Bernsh, 1501 Broadway, Detroit 26, Mich.

MUST SACRIFICE COMPLETELY equipped modern roller skating business. Located on Lake Erie. Exceptionally low rent, includes sk-room apartment. 30,000 population. \$5,000. Box C-282, c/o The Billboard, Cincinnati 22, Ohio. mh10

OPPORTUNITY TO MAKE UNLIMITED profits. \$3,000 cash required. Nothing to buy; you handle your money. Wilson, Box 852, Kinwood, Tex.

ORIGINAL ATOM BOMBED AUTOMOBILES used in U. S. Government tests at Yucca Flats, together with blow-ups of official damage reports and original dummies. Great, timely attraction for exhibition. Now available for lease or sale. Contact John Arthur Exhibitions, Inc., Empire State Building, New York. Phone: PE 6-7226.

WANT DAILY CASH IN YOUR POCKET OR mailbox? New Plastic-Clear Home Laminating Kit brings unlimited profits from direct sales or mail order. Every living person a prospect. Send only \$1 for sample kit and prospectus. Send details. Milford House Laminators, Salem, W. Va.

WAXES FLOORS WITHOUT "WAX." NEW invention. No more floor wax to buy; sensational seller. Samples sent on trial. Kristes 117, Akron, Ohio.

WESTERN DANCE PAVILION, BEERBAR and Restaurant, Recording Studio, Home and other buildings, 241 ft. highway frontage, 4 1/2 acres, plenty parking. Now showing better than \$5,000 per month profit, operating three nights a week. \$25,000 down. Terrific opportunity. Write Harry H. Robinson Co., 141 Castro St., Hayward, Calif.

"WHALE" READY TO GO. NEED CASH spring. Good security, or travel with unit, handle money yourself. Every offer can make you. Charlie Campbell Seymour, Ind. JA 2-1613, Crothersville, Indiana, mailing address.

Coin-Operated Equipment (Used)

ANYTHING IN VENDING MACHINES - Every type machine made, new or used; under the market prices. Established 31 years. Mack H. Postel, 2922B Milwaukee Ave., Chicago, Ill. mh3

FOR SALE - LIKE NEW 80 used M20 International Register Coin Meters set to collect 25¢ for 30 minutes. Time can be changed. Excellent for TV's or washing machines. Sacrifice, \$5.95 each. Coin box tumbler lock alone worth \$2.50. AMCO SERVICES, INC. 4307 Mosman Pl., N. E. Albuquerque, N. Mex.

MAINE OPERATORS - WILL SWAP Phones for late Pin Games, Baseball or Guns. Lyons Music Co., 10 W. Front St., Snowhegan, Maine. mh3

METER MATIC COIN METERS, MODEL M 20; 120, \$6 each; 20-40, \$5.50 each. Send money order or certified check 25% with order, balance C.O.D. Hudek Enterprises, 1244 Cleveland Pl., Denver 2, Colo.

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triples, \$29.50 each; 1114 new. Folders, direct factory prices. USP Co., 100 Grand, Waterbury 2, Conn. mh10

25 1/2 ACORN NUT, USED 1 MONTH, \$9 EA.; 10 1/2 Silver King, \$7.95; 25 1/2 Ball Gum. Advance, \$5.95. Barnett, 25 Elliot Pl., Brook. New York.

60 COUNTER MERCURY GRIP MACHINES, \$600 for lot; some like new. Half deposit. Roger Candler, 1602 Trugden St., Greensboro, N. C.

Coin Machine Positions Wanted

GROOMER WANTS A JOB WITH RUNNING horses. Edw. McNeeney, Cincinnati, Pennsylvania, Pa. np

Coin Machine Routes For Sale

COIN MACHINE ROUTE. MUSIC, PIN Games, Bingo, Shuffle Alloys and all types Arcade Equipment. For complete information, write Box C-281, The Billboard, Cincinnati 22, Ohio.

Costumes, Uniforms, Wardrobes

BARGAINS - BLACK VELVET CURTAIN (12 1/2 x 23), \$35; Green Satin, 5 sections (16 1/2 x 20), \$50; Blue Corduroy (12 x 21), \$35; another (9 x 25), \$35; Red Velvet 7 1/2 x 24 1/2, folds, \$75; Black Velvet (18 x 24), beautiful coloring design, \$50. Wallace, 2433 N. Halsted, Chicago.

FLASHY CLOWN SUITS, \$15; GIRL SHOW, Strip, Minstrel, Impersonator Costumes and Wigs. Rhinestones, Flowers. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: Union 2-9609.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krups Kurn, 120 S. Halsted, Chicago, Ill. mh12

For Sale Secondhand Goods

FOR SALE - SKATING RINK BUILT IN 1952. Size 110 ft. x 84 ft. On route 29, 2 1/2 miles from Wellsville, Ohio. Doing good business but I want to retire on account of age. Phone LE 2-4744. A. J. Frischkorn, Route 1, Wellsville, Ohio.

NEW HAT WORKER'S CORNELI Embroidery Machine, Tape A, on stand, \$200. Van Wells, 4836 Ave. Q, Houston 11, Tex.

For Sale - Secondhand Show Property

BISCH ROCCO FLYING SCOOTER WITH Trailer. Six thousand cash. Will trade on Super Rolloplane. Panack, 3453 N. Third, Milwaukee, Wis.

BLEACHERS, GRANDSTANDS, STEEL, slightly used. Also all new Wood Bleachers used just a few hours for the Eisenhower inauguration. Low, low prices. Delivery anywhere in the U.S.A. or export. U. S. Seating Co., 570 7th Ave., New York City. L'ONGacre 4-3524, 108 N. State St., Chicago 2, Ill. mh10

BUILD MAJOR RIDES: COMPLETE PLANS. Chairplane, \$10; Octopus, \$15; Flying Scooter, \$25; Ferris Wheel, \$25; Dark Ride, \$25. Free Catalog. Rull, Box 875, Peoria, Ill.

CHAIRS AND TABLES, CHAIRS, FOLDING, built for public use; used once; from \$2.35. Tables, pedestal type, folding legs, masonite or plywood tops from \$18.95. U. S. Seating Co., 570 7th Ave., New York 18, N. Y. L'ONGacre 4-3524, 108 N. State St., Chicago 2, Ill. mh10

FOR SALE - DIESEL-ELECTRIC PLANTS. Make us your headquarters for wholesale electrical supplies, light plants, repairs. We have in stock 1 KW to 300 KW Generators. All sizes Electric Motors, 1 phase & 3 phase. Sumter Electric Rewinding Co., Box 308, Phone Spruce 2-7247, Sumter, South Carolina. mh10

FOR SALE - 25 FERRIS WHEEL WITH transportation, all A-1 shape. Will buy Merry-Go-Round. F. Dickerson, Box 231, Orange Lake, Fla.

FOR SALE - 32 FOOT, TWO ABREAST Merry-Go-Round. Perfect shape, priced right. Write V. E. Slater, 60 E. 3d South, Springville, Utah.

FOR SALE - SUPER-ROLO-PLANE. NEW motor, good condition, \$2,500, ready to operate. Spit-Fire, bottom loader, complete, ready to go, loaded on Semi-GMC tractor, \$2,500. Will trade for 221, Octopus, Jenny. Floyd Kils, Clinton, La. mh10

FOUR LOWBOY TRAILERS, 28 FEET AND longer, \$650 and up. 2 Internationals, 1 Dodge Tractor, low priced. Write W. Zabel, 22 Auchinclove, Buffalo 13, N. Y.

KIDDIE KEGO MERRY-GO-ROUND, LIKE new condition, \$250. Also some miscellaneous Show Equipment. Brian L. Morrissey, 75 Valley View Ave., Hamburg, N. Y. Phone 82M 4370.

LE ROI MOTOR FOR BIG ELLI WHEEL. Inquire of Rodger M. Work, Nelson Lodge Amusement Park, Garrettsville, Ohio.

SUPER ROLL-O-PLANE, GOOD CONDITION, with good semi-trailer for easy loading, \$3,500. Tractor, \$700. W. H. Tucker, c/o Blue Bird Cafe, Highway 11, Bessemer, Alabama.

TRAINS - ALL SIZES, GAUGES, TYPES, new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 32B Winthrop, Ishobota, Mass. mh17

TUMBLE BUG - A1 CONDITION, NEW track, drive chains, platform. Located in all new Suburban Park, Manlius, N. Y. \$25,000. R. Kelchner, New Woodstock 83, New York.

31 SCOOTER CARS

90 steel plates and spring bumpers, complete ride; 12 wooden seats for Ell Wheel, 10 Dark Ride Cars, good for Dark Ride or Donkey Ride; Eberly Kiddie Midway Racey Miniature Train G-12, less motor, plenty of track; 1 Frozen Custard Machine. No junk, everything in good condition. Priced for quick sale.

TOMY CARTO 2073 Shars Parkway, Brooklyn, N. Y. Phone: ESplanade 3-3304

Used Tents, Winter Inventory Sale

20 ft. x 40 ft. \$ 75.00 and up, Tops only 20 ft. x 40 ft. 110.00 and up, Tops only 25 ft. x 40 ft. 125.00 and up, Tops only 30 ft. x 40 ft. 220.00 and up, Tops only 30 ft. x 85 ft. 150.00 and up, Tops only 7 ft. Detachable Sidewall, 36 ft. sections \$19.95 each. Prices Additional. Write for complete list of Used Tents Eureka Tent & Awning Co., Inc. 25-41 State Street, Binghamton, N. Y.

4,000 FOLDING CHAIRS - THEATER Chairs, 4,800 Stadium Chairs, Cushman Tents, Lockers, Bleachers, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

4 HOT BODS - GASOLINE MOTORS, COMPLETE on trailer, ready for road. Ken Allen, 5303 Florida Ave., Tampa, Fla.

14 SEAT MINIATURE TRAIN, TRAILER, Ticket Box, Lights, complete, \$1,200. Short Range Guns, etc. on 1650 Chive, track, new, \$900. S. Steklenburg, Park Rapids, Minn.

Help Wanted

BASS VIOL FOR WELL KNOWN QUARTET. Must read well. All good location work. Write or wire Jimmy Overend, General Delivery, Hot Springs, Ark.

I'LL SEND YOU FREE STOCKING SAMPLE newest advancement in hosiery since the discovery of nylon. Patented. Full-length; stays up without support; amazingly comfortable. Nationally advertised price, \$1.95. Make money fast introducing to friends at \$1 pair. American Mills, Dept. 947, Indianapolis, Ind. mh24

MUSICIANS FOR TRAVELING COMMERCIAL band. Steady salary, sleepers bus, no lishes, cut or no notice. Write Sammy Stevens, Cozad, Neb. mh34

WANTED - ASSISTANT MANAGER FOR tent Med. Show advertising our products, which are sold by leading jobbers and distributors throughout the country. Security on staling salary; what you can and will do, etc. to Milton Bartok, P. O. Box 3580, Saratoga, Fla.

WANTED AT ONCE - BOOKER KEN GRIP-fan show. Playing auspices, one night stands, easy to book. Jack Wilson, contact 712 W. 29th, Hutchinson, Kan., or South Dakota: March 3, Roseau; 4, Eureka; North Dakota: 7, Oakes; 8, Napoleon; 10, Steele.

Magical Apparatus

BE A MAGICIAN! LARGE PROFESSIONAL, variety of latest tricks, 25¢. Free! Show business book catalog. Ireland, B-109 North Dearborn, Chicago 2. np

NEW 122-PAGE ILLUSTRATED CATALOG - Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-Miniature transistorized Radiophones (for mentalists), Brochure, prices on request. Catalog 50¢, Nelson Enterprises, 325 South High, Columbus, Ohio. mh24

Miscellaneous

BINGO SUPPLIES OF ALL KINDS - BLOW-ups, Cases, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dorton 1, Ohio.

FURNISHED OFFICES

Telephone Answering, Reception Room, All services included Reasonable Rentals 251 W. 42d St. New York City, N. Y. Room 510 BR 9-77

CLASSIFIED SECTION

Letter List

Continued from page 71

WANTED—38MM. SOUND MOTION PICTURE FILMS...

Motion Picture Films and Accessories

HAVE 50-51 GUARANTEED FRESH COLOR. B&W movie film...

38MM. FILM BOUGHT, SOLD AND EXCHANGED...

Personals

LOOKING FOR DANCER WHO RODE NEW York Central train from Rome, New York...

Photo Supplies and Developing

NEW HOME OF MILLER SUPPLIES, 216 Main St., Alton, Ill. Complete foregrounds and backgrounds...

PHOTO BOOTIES, CAMERAS, D.P. PAPER. Developers, Frames, everything for direct positive photography...

Printing

ALWAYS FASTEST SERVICE—QUALITY. 3-color posters, 14x22 Window Cards...

ALWAYS THE BEST IN BUMPER SIGNS. Designers and manufacturers, 10-day service...

MIDWAY SPECIAL—500 BUSINESS CARDS. 300 8 1/2 x 11 Letterheads, 200 6 1/2 Envelopes...

PRINTING PRESSES, TYPE CASES, CABINETS. New and used, Type and Supplies...

UNION PRINTING, 1,000 ENVELOPES, white wove, 8 1/2 x 11, \$4.45...

300 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$2.95...

No. 6 5/8—1,000 Envelopes, 6 1/2 x 9 1/2, V-type flap, Praxidential, \$4.95...

No. 1 1/2 N-3—1,000 Note Heads, 6 1/2 x 9 1/2, B & B bond, \$2.95...

No. 5 1/2—1,000 Statements on B & B bond, \$2.95...

No. L-50—1,000 Letter Heads, 6 1/2 x 9 1/2, B & B bond, \$2.95...

200 (8 1/2 x 11) BOND LETTERHEADS AND 200 (6 1/2 x 9 1/2) Envelopes...

Salesmen Wanted

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches...

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses...

DEMONSTRATORS, FITCHMEN, BUSHERS. Dollar number sells on sight. Terrific "Eye Glass Lens Cleaners"...

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 228...

SALESMEN CALLING ON GAS STATIONS, Garages, Trucking Companies, Repair Shops...

TRAVELING SALESMEN CALLING ON record distributors, Top line record carrying cases...

3300 FIRST WEEK OR MONEY BACK—AD Clock, unlike any in world. Electric AD Clock Co., 227-231 W. Illinois, Chicago 10...

Tattooing Supplies

A-1 TATTOOING MACHINES—WORLD'S finest, best outfits; complete with free instructions...

Wanted To Buy

TRAPEZE OR WIRE ACTS. WHITE BOX 88, Wildwood, N. J.

WANTED—FIVE OR SIX RIDES FOR SUMMER Festival, Tarzwell, Va., week of June 22...

WANTED TO BUY—TRAINED DOGS, THE younger the better. Send full details. Box A-199...

WANTED TO BUY—RIDES TO BE RECONDITIONED. Part Mutual, Race Horses, Big Six, etc. 1971 N. W. 40th St., Miami, Fla.

WANTED TO BUY MALE AFRICAN LION, mounted; ready to shoot pictures on. H. E. Turpin, 705 Seale, Dallas 8, Tex.

6 USED KIDDIE RIDES, LOCATED IN Eastern U. S. Send particulars to J. B. Jones, c/o Hotel Bevelde, 319 W. 48th St., New York, N. Y.

Talent At Liberty

Bands and Orchestras

4 TO 8 PIECE COLORED BAND, SINGS, plays Rock & Roll and Jazz. Orchestra Leader 5727 La Salle, Chicago, Ill. Normal 7-4151.

3 GIRLS—TRUMPET, ALTO-TENOR SAX, Piano. Experienced, dance work or combo. Available May, 1958. Charline Bamhart, 1212 Elm St., Fairbury, Neb.

Circuses and Carnivals

CARNIVALS PEA POOL, COKE OR Tilt Bumper Agent. State percentage. Or Tilt Foreman where don't have to drive. State salary; prefer 5 or more rides; prefer long season. Lester Wallace, Box 391, Whitesboro, Texas.

FAT BOY, SEASON WORK WITH SIDE Show, Sing to fat family, weight 525 lbs., experienced. Tiny W. Hicks, Warren, Ill.

Miscellaneous

COUNTRY AND WESTERN D.J. OR TV Show or both. Experienced. Hank Torrance, P. O. Box 294, Hawthorne, Calif. mh17.

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Dishl, Route 3, Staunton, Va. j62.

PROFESSOR WRIGHT AND HIS 5-PERSON Variety Stage Show of Magical Illusions, Dance and Vaudeville. Write Professor Wright, Casey, Ill. my5.

VIOLINIST DOING POP TUNES AND exotic act available April 1, occasional vocal. B. Scherer, 435 West Surf, Chicago, Illinois. mh24.

Musicians

AVAILABLE—LEAD ALTO, TENOR, CLAR. Plenty experience all types bands, combos, Road or Jazz shows, TV, cut or no notice. Arvance, Age 40, 447 S. Pittsburgh, Tulsa, Okla. WE 9-1974. Available after March 5. mh10.

AVAILABLE—6 PIECE WESTERN SWING, Country and Rockabilly. Plus comedy. Open for any kind of dates, including taxi. Make any kind of deal. Contact Paxton Bros., 1820 N. W. 19th St., Miami, Fla.

BASSMAN VOCALIST O. WOOLSEY, 1118 1st St., Chillicothe, Mo. Phone 2330-W.

CAPABLE PIANIST IMMEDIATELY AVAILABLE. Good repertoire. Clean-cut appearance. Prefer location. Write Musician, 64 N. Georgia Ave., Mobile, Ala.

DRUMMER, DOUBLING VOCALS—SOLID beat, two or four, any style; 15 years experience. Own transportation. Age 29. Union. Sober and reliable. Prefer location. Will travel if work is steady. Available March 2. Frank Bruno, 1739 Lee Court, Owensboro, Ky. Phone MU 4-2725. mh3.

EXPERIENCED DRUMMER—JOIN IMMEDIATELY; location only considered; dance act show new equipment, plenty rhythm, reliable voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. mh19.

EXPERIENCED MODERN DRUMMER; white, neat, young, dependable. Dances work with commercial jazz groups. Few vocals; prefer to work with mixed or colored group. Pierre Langlois, 2906 Addison, Chicago. IH 8-1361.

FOUR-PIECE COMBO AVAILABLE JUNE 1. Union, honest and dependable. Götter, Sax, Drums, Piano. Can furnish excellent references. Prefer resort location, will consider all offers. Write Combo, 217 Masonic Temple, Zanesville, O. mh3.

MALE PIANO-VOICE UNION, AGE 30, clean cut, prefer intimate lounges. Agents, answer, Will travel. Available May 1. Bob Bellows, Brian Hresses, Delray Beach, Fla. CR 6-7405. mh17.

PIANIST, COMMERCIAL SHOW EXPERIENCE, classics, Latin. Double Accordion. Solo, combo, top references. David Chod, Chinese Hotel, Kansas City, Mo.

STRING BASSIST—AVAILABLE FEBRUARY 28. Interested in good combos or bands working Eastern locations preferably. Others considered. Musician, 48 Ashford St., East New York, N. Y.

TENOR, ALTO, CLAR., FLUTE AVAILABLE March 7, location only. Les Dickson, 1128 S. 7th St., Springfield, Ill.

TENOR, CLARINET, FLUTE—NAME EXPERIENCE; available immediately; prefer combo gig. Jerry Noble, Rt. 1, Box 37A, Lafayette, La. Cc 4-3276. mh3.

TENOR, CLAR., FLUTE SEMI-NAME EXPERIENCE, dependable, no one nights. Will consider only reliable offers. Box C-283, c/o The Billboard, Cincinnati 22, Ohio.

- Milner, Irwin; Milner, Andrew; Mitchell, Marshall; Mitchell, Mouty; Mitchell, Roy; Mitchell, Jr., Stanley; Mitchell, Willie; Moaty, L. M.; Montgomery, Ted D.; Moore, Frankie; Moore, Robert; Moore, Bob; Moore, Booker L.; Moore, Dack; Moore, Edward; Moore, James G.; Moore, James G.; Moore, J. Mitchell; Moore, Robert; Moore, Walter; Moran, Jack; Morescu, V.; Morgan, Clayton; Morgan, George; Morley, Herbert F.; Norman, Clarence; Morris, Donald; Morris, Phillip; Morse, Thomas; Morten, James; Murtan, Clarence M.; Morton, Harrison; Moseley, Lawrence; Murphy, K. C.; Murrin, Billy; Mullis, Neil K.; Murff, Billy; Murphy, Joe Irvin; Murphy, Robert; Murray, Edward; Murray, Melvin; Murphy, William D.; Murrey, Earl; Mumbo, Joseph; Newbrex, Mrs. Jerry; Newcomer, Lewis E.; Newsome, Paul; Nicholson, Henry; Niipo, William M.; Nix, John H.; Nolan, Larry; Norris, Robert; Norton, Charlie R.; Nugent, Jack; O'Connor, J.; O'Dea, James; O'Neal, J. W.; O'Neal, Nelson; O'Neal, Ed; O'Riley, Jimmy & Mrs.; Obron, Jr., Willie; Okray, Jake; Olson, Clarence; Olivete, Garry; Osborn, Thomas D.; Osborne, Robert; Ostinski, Anthony; Osmundson, Osmund; Pace, Dan; Pace, Herman; Page, Lee; Park, Franklin; Parkinson, Bob; Paterson, W. S.; Patterson, Jesse; Patterson, Leroy; Patterson, Raymond; Pawlun, Stephan; Payne, Martin; Peeryllis, Vavages; Penn, Leslie; Penson, Bob Peewee; Per, Howard L.; Perry, Ernie; Perry, James L.; Perry, Robert; Perry, Ros; Pharis, Arthur; Phillips, Lincoln; Pickard, Francis; Pickard, Joe H.; Pinkerton, Tex; Pinkston, Tom; Plumer, Sylvester; Plump, Leroy; Poite, Robert; Polk, John C.; Pollard, Henry; Pops, Alfred; Pops, James; Poppalardo, Joe; Poster, Al; Postell, Odell; Powell, Columbus; Powell, James; Prentice, Don; Price, George T.; Puckett, George; Purdie, Mrs. Ethel; Queenberry, Cecil C.; Quiblain, Charlie; Quirk, L. J.; Ramsaver, Earl D.; Randle, Frank; Rasmberg, Alex; Rathbun, H. J.; Ray, Nell A.; Rays, Rita; Reave, Kenneth; Reddy, Joey; Reed, James & Mrs.; Reeves, Clarence; Regan, Johnny; Reifford, Homer; Reynolds, Leander; Rice, Amwell M.; Richardson, Roosevelt; Richardson, Abe; Ripley, Bob; Roach, John (Bubs); Robbins, Curly; Roberson, Richard; Robertson, Charles; Robertson, Robert; Robinson, John; Robinson, Jesse; Robinson, Julius; Robinson, Eddie; Roebuck, Eddie; Rogers, Mrs.; Rojas, Mrs.; Rowland, Kenneth; Row, Willie; Rowland, William; Rowis, B.; Roy, Morris; Rucker, Ivey; Rubin, Harry; Ruvie, J. E.; Runyon, Fred; Russ, Catherine; Russell, Oshaine; Russell, William; Saleon, Kathy; Sales, Art; Salisbury, Robert; Salisbury, Bill; Sama, Robert; Sarbeck, Charles; Scannell, Chicago; Schaw, Phyllis H.; Schroyer, Donald; Schufeldt, Edward; Schuck, Clarence J.; Sciorlino, Mrs. Joe; Scott, James; Scraggins, F. O.; Serbner, John; Seudner, Muonio; Sebastian, Fred; Sebastian, Neal; Sebrwe, Earl; Seyffert, Richard; Shara, Marvin; Shedrick, N.; Sheffield, Larnae; Sheridan, J. E.; Sheriff, Leon; Sherrill, T. W.; Shidson, Shirley; Shiver, Ann; Showalter, Mrs.; Shuemaker, J.; Shutter, William; Simon, Alexander; Sims, Carletta; Sim, Jimmie; Slagle, Robert; Slawson, James W.; Smart, Walter; Smith, Arthur; Smith, Bert; Smith, Clarence; Smith, Claude; Smith, Earl; Smith, Forrest H.; Smith, Jr., Frank; Smith, Fred; Smith, Hayworth; Smith, Henry; Smith, Joe; Smith, John; Smith, Leo; Smith, Lullall; Smith, Virgo; Smith, Will; Smithly, Paul; Snodgrass, Wayne; Snow, Alfred; Snyder, Whitey; Soret, Joseph; Sowards, Paul E.; Spain, F. E.; Spencer, Charles; Spencer, Richard; Spencer, Bill; Springs, Robert K.; Springs, Norman; Sprvill, Robert; Stafford, Ralph; Star, Hedy Jo; Statin, Hubert; Stein, Charles; Stephens (Stephenson), Freddie; Stephens, Ted; Stierling, Robert; Stevens, Henry; Stevens, H. G.; Stewart, J. P.; Stone, Sydney; Stone, William; Stout, Jim; Streets, John; Summerlin, Edward; Summers, Ben; Sumpter, Frank; Sutherland, Brian; Swafford, Louis; Swager, John; Swank, Ruth; Swartz, Harry; Sweet, Charles; Swenson, Richard; Swines, Cole; Swinford, Eida R.; Swinsky, Veronica; Swor (Sword), Robert; Sward, Buford; Talley, Raymond; Tarr, Ann; Tarr, William; Tarr, James; Taylor, Bobby; Taylor, Carl Kirk; Taylor, Dase; Taylor, Jesse; Taylor, John; Taylor, Lawrence; Taylor, Robert; Taylor, Walter; Thomas, Dewey F.; Thomas, E. S.; Thomas, Frank; Thomas, Glover; Thomas, L. C.; Thomas, Neil; Thomas, Robert; Thomas, W. L.; Thurman, Cleo; Tilson, Arnold M.; Timberlake, Billy; Timley, William; Tolley, Virgo; Tomlinson, Walter; Trotter, Lee H.; True, Michael; Tuler, T. C.; Tumulty, John; Turner, Abraham; Turner, Booker; Turner, Chas.; Turner, Henry; Tyler, Jr., Peter; Tyrell, Clifton; Trull, Walter; Usher, W. T. & Mrs.; Valley, M. S.; Vance Jr., Dove; Vance, Robert; Vangness, Kenell; Vangness, Olander; VanGough, Ray; Van Herren, Harold; Van Hornen, Harold; Vannestien, Richard; Veano, Charkey Bill; Vinson, J. W.; Vinson, Lee; Wade, Douglas; Wahgus, Boskuk L.; Wald, Frank; Walker, Ernest; Walker, Johnnie; Walker, Melton; Walker, Prayther; Walker, R. L.; Wallace, Henry; Wallace, Roy; Walters, Richard; Walton, Arnold; Ware, George; Ware, Otha; Warren, Eddie; Warren, Gerald; Warren, Johnnie; Washington, A.; Washington, F.; Washington, Faris; Washington, R.; Watkins, Emmitt B.; Watkins, Steve; Watson, Herbert; Watson, Robert; Watson, Willie; Watts, Ben; Weatherman, Jack; Weaver, Leonard; Webster, Donald; Weems, Billy J.; Weiss, Emanuel; Wells, Huel; Wensell, Kurt; Wenzik, Ernie; Wesley, Rufus; West, Billie Gene; West Jr., Oliver; White, Bernard J.; White, George; White, Richard; White, Walker; White, Willie; White, William; Wilder, Dan; Wilbert, Felix; Wilbert, Thomas; Wilcox, Curtis; Williams, Albert; Williams, Alfred; Williams, Aubrey Mae; Williams, Colvin; Williams, Clyde; Williams, Eugene A.; Williams, Jack; Williams, John; Williams, Lloyd; Williams, Matthew; Williams, Monroe; Williams, G. C.; Williams, Robert; Williams, Sammie; Williams, W. H.; Willie, Juanita; Wilson, Everett; Wilson, James; Wilson, Nathaniel; Windsor, Tony; Winford, Fern; Womack, L. C.; Wood, Clifton; Wood, Jimmie; Woodman, Keeney; Woolley, Carlhal; Wyso, Hubert; Yoder, Floyd; Yohn, Kenneth; Young, Ben; Young, Herbert; Young, Jim; Young, Jlm; Younger, Lodeil; Zamichowski, John; Zarks, Mitchell; Zask, Thomas J.; Zimmerman, Robert; Zuniga, Jesse; Kotarski, Joseph; Lewis, Louree; Bodine, Jean; Brasswell, T/Sgt. Melvin E.; Clair, I.; Dennis, Thomas; Demetry, Peter; Du Pont, Bert; Earle, Beatrice; Ellis, Buster; Feindt, Mrs. Cilly; Fritz, Adolph; Gabbys, Tom & Joe; Glazer, Jack; Hartow, Roy; Hart, Leslie; Huller, John G.; Jensen, Ken; Kam Music Publishing Corp.; Kelley, Frank (Red); Kotarski, Joseph; Lewis, Louree; Bodine, Jean; Brasswell, T/Sgt. Melvin E.; Clair, I.; Dennis, Thomas; Demetry, Peter; Du Pont, Bert; Earle, Beatrice; Ellis, Buster; Feindt, Mrs. Cilly; Fritz, Adolph; Gabbys, Tom & Joe; Glazer, Jack; Hartow, Roy; Hart, Leslie; Huller, John G.; Jensen, Ken; Kam Music Publishing Corp.; Kelley, Frank (Red); Lamont, James C.; Moseley, Elmer; Merchant, Chuck & Miller, Paul; Miller, Lew; Pludrow, Bernard; Peek, Lee; Randolph, Frederick; Russell, Bob; Siegrist, Arthur; Starr, Hedy Jo; Smith, Bob; Spencer, Fireworks; Stover, Bill; Talley, Nadie; Tibbets, Buddie; Warner, Johnny; Webber, Carl; McDaniel, E. J.; McGintley, Barbara; Mchensymore, Mike; Marton, Burt; Marco, Walter; Matthews, Mr. & Mrs. Scott; Medlin, Mr. & Mrs. James; Metzger, Burton; Michelson, H. E.; Miller, Paul H.; Mitchell, H. (Duke); Murray, Fay; Musgrove, Thuman J.; Noremac, B.; Norris, William; Nuzoot, Jack; Pearson, Carl T.; Quillman, Mr. & Mrs. Bob; Radford, Ronald; Reed, Harold; Regan, George W.; Rice, Mrs. Less; Rogers, Guy Robert; Rojas, Mrs. Rosemary; Romero, Michael; Saunders, Johnnie W.; Senior, Glen; Silva, Mrs. Mickie; Simpson, Charlie; Smith, J. H. (Funk); Smith, Wm. A.; Somers, Thomas J.; Slaggs, James H.; Taylor, Pat; Valentine, Henry; Walker, Larry; Warren, C. R. & Louise; Webster, Ross; Weon, Michael; White, Mr. & Mrs. Worth; Wilkins, Arthur C.; Wilson, A. Dutch; Wyrick, John Dee

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Begler, Kenneth; Bodine, Jean; Brasswell, T/Sgt. Melvin E.; Clair, I.; Dennis, Thomas; Demetry, Peter; Du Pont, Bert; Earle, Beatrice; Ellis, Buster; Feindt, Mrs. Cilly; Fritz, Adolph; Gabbys, Tom & Joe; Glazer, Jack; Hartow, Roy; Hart, Leslie; Huller, John G.; Jensen, Ken; Kam Music Publishing Corp.; Kelley, Frank (Red); Kotarski, Joseph; Lewis, Louree; Bodine, Jean; Brasswell, T/Sgt. Melvin E.; Clair, I.; Dennis, Thomas; Demetry, Peter; Du Pont, Bert; Earle, Beatrice; Ellis, Buster; Feindt, Mrs. Cilly; Fritz, Adolph; Gabbys, Tom & Joe; Glazer, Jack; Hartow, Roy; Hart, Leslie; Huller, John G.; Jensen, Ken; Kam Music Publishing Corp.; Kelley, Frank (Red); Lamont, James C.; Moseley, Elmer; Merchant, Chuck & Miller, Paul; Miller, Lew; Pludrow, Bernard; Peek, Lee; Randolph, Frederick; Russell, Bob; Siegrist, Arthur; Starr, Hedy Jo; Smith, Bob; Spencer, Fireworks; Stover, Bill; Talley, Nadie; Tibbets, Buddie; Warner, Johnny; Webber, Carl

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Atkinson, James; Bowen, Roy; Bennett, Bryce; Butler, Bill & Dottie; Buckman, M. Todd; Carter, June; Charles, Michael; Dennis, Joseph; Duria, Elizabeth; Farrell, Casey; Freitag, Earl; Friedricks, Blackie; Gray, Frank; Harris, Moxie; Hall, Scott; Harmon, Prunats; Kelley, C. O.; Kelley, Frank; LaPearl, Jack; Miller, Paul; Miller, Lew; Pludrow, Bernard; Peek, Lee; Randolph, Frederick; Russell, Bob; Siegrist, Arthur; Starr, Hedy Jo; Smith, Bob; Spencer, Fireworks; Stover, Bill; Talley, Nadie; Tibbets, Buddie; Warner, Johnny; Webber, Carl

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Albert, Elmer Joseph; Allen, Kenneth; Allen, Stan; Alkinson, F. M.; Barker, Gerald; Beebe, Jennie; Bennett, Leon; Bentley, Claude; Black, Joe; Burton, June; Caldwell, E. S.; Campbell, Mrs. Mae; Campnell, Bill; Carl, Mr. & Mrs. Bob; Cavalero, Anthony; Coleman, Robert; Cooper, Ray; Cox, Jackie; Cox, Walter B.; Craig, Buddy; Davis, J. W.; Duffy, John; Duffy, Roy T.; Edwards, Mr. & Mrs. Johnnie; Eichhorn, Carl W.; Fien, Morris; Franz, Frank; Gann, Chas. (Bill); Gold, Harry; Gonzalez, James J.; Gopodarski, L. P.; Grusel, James; Hanson, Fred; Harris, Frank; Hart, Edgar C.; Huadon, Mrs.; Frish, John S.; Jurden, Jean; Kelley, Mr. & Mrs. Ed; Keller, Frank (Red); Kelly, Pete; LaGrou, Howard; Leonard, Calvin; LeTouche, Joyce; Lewis, William H.; Lown, Arthur E.; McDaniel, E. J.; McGintley, Barbara; Mchensymore, Mike; Marton, Burt; Marco, Walter; Matthews, Mr. & Mrs. Scott; Medlin, Mr. & Mrs. James; Metzger, Burton; Michelson, H. E.; Miller, Paul H.; Mitchell, H. (Duke); Murray, Fay; Musgrove, Thuman J.; Noremac, B.; Norris, William; Nuzoot, Jack; Pearson, Carl T.; Quillman, Mr. & Mrs. Bob; Radford, Ronald; Reed, Harold; Regan, George W.; Rice, Mrs. Less; Rogers, Guy Robert; Rojas, Mrs. Rosemary; Romero, Michael; Saunders, Johnnie W.; Senior, Glen; Silva, Mrs. Mickie; Simpson, Charlie; Smith, J. H. (Funk); Smith, Wm. A.; Somers, Thomas J.; Slaggs, James H.; Taylor, Pat; Valentine, Henry; Walker, Larry; Warren, C. R. & Louise; Webster, Ross; Weon, Michael; White, Mr. & Mrs. Worth; Wilkins, Arthur C.; Wilson, A. Dutch; Wyrick, John Dee



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, Parodies; Agents and Distributors; Animals, Birds, Pets; Business Opportunities; Coin Machines; Coin Machine Equipment (used); Coin Machine Opportunities; Coin Machine Routes for Sale; Coin Machines Wanted to Buy; Costumes, Uniforms, Wardrobes; Food and Drink Concession Supplies; Formulas; For Sale—Secondhand Goods; For Sale—Secondhand Show Property; Help Wanted; Instructions, Books, Cartoons; Magical Apparatus; Miscellaneous; Musical Instruments, Accessories; Partners Wanted; Personals; Photo Supplies and Developing; Printing; Salesmen Wanted; Scenery, Banners; Tattooing Supplies; Wanted to Buy
Talent At Liberty Headings
Agents and Managers; Bands and Orchestras; Circus and Carnivals; Dramatic Artists; Miscellaneous; M. P. Operators; Musicians; Parks and Fairs; 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)
AT LIBERTY AD—5c a word, Minimum \$1
Classified and At-Liberty ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 32, Ohio
Please insert the above ad in
NAME I enclose
ADDRESS remittance of
CITY STATE \$

NEED FOR CAUTION

Supermarkets in 1956 Could Support Only 108 Bulk Ops

This is the first of a two-part article on basic supermarket facts in relation to other stores. This week the bulk vending profit potential in supermarkets is explored, and next week other supermarket data important to bulk-vending will be detailed.

By FRANK SHIRAS

CHICAGO—Only slightly more than 100 standard bulk operations

could have been supported by all the supermarkets in the U. S. during 1956.

Each succeeding year, the number of supermarkets built could support only 10 additional standard bulk operations.

These two factors should be kept firmly in mind by all those in the bulk-vending industry who insist that expansion into supermarkets will solve the problem

posed by the yearly loss of small locations.

According to the annual report of "Progressive Grocer," (grocer trade publication) based upon an extensive survey supported with government statistics, there were only 27,100 supermarkets out of a total 310,000 grocery and combination stores in 1956. (See chart elsewhere in this section.) Given an average full-time operator of 500 machines, locating an average of two venders in each supermarket, all the supermarkets in 1956 could have supported only 108 such operators.

Relatively New

Supermarket vending is still so relatively new that few operators stop to consider the overall market potential. Assuming continued in-

(Continued on page 91)

SUPERMARKET FACTS

Below is a comparison of supermarkets, superettes, and small stores in terms of dollar volume and numbers of each type of store, based upon the annual "Facts in Grocery Distribution," of "Progressive Grocer."

A supermarket is defined as any store, chain or independent, doing \$375,000 or more per year; a superette as any store, chain or independent, doing from \$75,000 to \$375,000 per year, and a small store as any store, chain or independent, doing less than \$75,000 per year.

Comparison of Three Store Types, 1956

	Number of Stores	Sales
Supermarkets	27,100 (9%)	\$26.55 billion (62%)
Superettes	70,000 (23%)	11.73 billion (28%)
Small Stores	212,900 (68%)	4.23 billion (10%)

Growth in Number of Supermarkets

	1952	1953	1954	1955	1956
Total Number	16,540	18,940	21,440	24,700	27,100

Share of U. S. Grocery Sales by Store Size

	1952	1953	1954	1955	1956
Supermarkets	43%	48%	53%	59%	62%
Superettes	35%	32%	29%	27%	28%
Small Stores	22%	20%	18%	14%	10%

City Bulk Vending Taxes and Licenses

Below is the first part of a four-part summary of annual licensing regulations imposed upon bulk vending by the 78 largest cities in the U. S.

Responses were received directly from the appropriate licensing authority of each city.

Only those fees and regulations which specifically apply to bulk-vending machines are included. General licensing fees and regulations which apply to any business in a city have been omitted.

Licensing regulations of the first 20 cities, in alphabetical order, are summarized below:

BIRMINGHAM, Ala.—Fee of \$1 levied on each cent vender and \$7 on each machine operating at more than cent. All venders must have identifying sticker attached.

MOBILE, Ala.—Fee of \$2 levied on each cent vender and \$10 on each machine operating at 5 cents or more. For each machine in industrial plant, 3/20 of 1 per cent of gross receipts is levied.

LONG BEACH, Calif.—A \$25 license required of operator whose machines operate up to 5-cent level, and \$50 license required when machines vend at more than 5 cents, except that \$2 must be paid for each such vender in excess of 25. Identifying sticker required on each vender.

LOS ANGELES, Calif.—Operator taxed \$10 for first \$5,000 or less of gross receipts, and \$1 for each additional \$1,000. Identifying stickers required on each vend-

er. (Stamp venders exempt from regulations.)

OAKLAND, Calif.—No bulk-vending licensing regulations.

SACRAMENTO, Calif.—Operator taxed \$20 on first \$5,000 or less of gross receipts, and \$2 on each additional \$1,000 or fraction thereof.

SAN DIEGO, Calif.—Operator pays \$10 for license with which he may operate unlimited number of machines. Must also pay \$1 per employee. No per machine levy, altho city expects to have per-machine levy.

(Continued on page 77)

CU Blasts Cig Mfrs. On Filters

NEW YORK—The Consumers Union, a non-profit organization which tests and evaluates various consumer products, this week took sharp issue with cigarette manufacturers on their use of CU reports.

The controversy began when the House Government Operations Committee charged manufacturers of filter-tip cigarettes with misleading advertising. According to the Congressional committee, the manufacturers were misrepresenting their products when they inferred that filter-tips presented less of a health hazard than non-filters.

According to the committee, filter brands differ little from non-

(Continued on page 89)

BULK BANTER

By FRANK SHIRAS

Deepest sympathy is extended by all in the industry to Milton T. Raynor, general counsel of NVA, whose younger brother, aged 42, died last week in Chicago. A week ago Thursday Raynor flew to Puerto Rico to assist a client in the filming of golf for a TV show. A few days later, while in Florida, he received word of his brother's death and flew back to Chicago early that Wednesday morning. His capable secretary, Laretta Cooke, has been swamped with business and phone calls, and—as usual—has been expertly handling the situation.

Bill Hall, who plans to go into bulk vending full time in the

(Continued on page 75)

WMOA to Get Norwalk Tax Hearing

LOS ANGELES—A hearing which may adjust what bulk venders believe is a discriminatory tax has been granted by the recently incorporated city of Norwalk to the Western Vending Machine Operators Association, Leo W. Weiner, WVMOA president, reported at the regular monthly meeting held at the Unique Restaurant last week (25) here.

Weiner read a letter from that

(Continued on page 75)

News in Brief

Ideal Plans Mid-Year Pre-Mix Entry . . .

Ideal Dispenser Company planning to enter pre-mix vending by mid-year, with production of own line of automatic and manual machines. Two, three, and four selections along with list price under \$1,000 will be top selling points, said T. G. Thompson, vice-president of Ideal. Single-flavor model will also be available. Rather than an exclusive deal with any one franchised group of bottlers, machines will be marketed to bottlers of all parent firms. Pre-mix prototypes are to be field tested before actual production in mid-summer.

(Continued on page 78)

PROFILE OF THE WEEK

Uses Psych. Background

Bob Guggenheim, president of Karl Guggenheim, Inc., charm manufacturer, will soon celebrate his 10th anniversary as president of the firm.

The 34-year-old executive was well on his way to an outstanding career in the field of psychology a decade ago when the death of his father caused him to halt his studies to take over the family business.

BOB GUGGENHEIM



Guggenheim, who holds a Bachelor of Arts degree from Furman University in South Carolina and a Master's degree in clinical psychology from New York University, was a candidate for a Doctor's degree at NYU in 1948.

When his father died he took over the managerial reins and has been holding them ever since. That the company has increased its business by some 30 per cent during the last decade has been due in part to Guggenheim's background in psychology and his understanding of what motivates a child.

The charm industry is essentially a novelty business, and its life blood is the new idea.

Guggenheim's work in child psychology has helped him to understand what the child wants, and his charm ideas have generally hit the mark.

For example, he was a pioneer in the manufacture of action charms, beginning with the fortune-telling spinner and the miniature pinball game.

The firm itself was incorporated by Guggenheim's father in 1918 and began importing charms in 1926. In 1944 it began manufacturing its own charms.

The retiring and shy of publicity, Guggenheim nevertheless was once the subject of a story in Life Magazine. This happened shortly after the end of World War II, when as a soldier stationed in Germany, he captured Robert Ley, the Nazi minister of labor, who was traveling under an alias.

During World War II Guggenheim served with the 101st Airborne Division and participated in the defense of Bastogne during the Battle of the Bulge.

He makes his home in Roslyn, Long Island, with his wife and two daughters. His hobbies are bridge, swimming and talking, but not necessarily in that order.

. . . children's motives

Raynor Wards Off La. Bulk Crisis

CHICAGO—Quick action on the part of Milton T. Raynor, general counsel of National Vendors Association, has in all likelihood prevented what could well have been another crisis in bulk vending.

Informed recently that the State of Louisiana was considering the prohibition of the mixture of ball gum and charms for sanitary reasons, Raynor immediately contacted the health official concerned, Floyd Miller, Caddo Shreveport Health Unit, Shreveport, La.

Raynor pointed out that in October, 1956, the Laboratory of Vitamin Technology, Inc., Chicago, an independent testing laboratory, had tested the ball gum and charm

fills of two on-location venders, using on-location ball gum as a control in the analysis.

Raynor quoted Miller the conclusion of the laboratory: "Under the conditions of this experiment, no significant numbers of bacteria were found upon the surface of ball gum obtained from dispensers containing ball gum with charms."

Miller replied that the lab results were satisfactory, but that he wanted assurance that operators themselves would not contaminate merchandise thru unsanitary servicing methods. Raynor immediately contacted members of the industry concerned, and obtained a promise

(Continued on page 76)

Northwestern Debuts 2-Cent Bulk Vender

CHICAGO—The Northwestern Corporation has a 2-cent vender available for delivery, W. R. Greiner, sales manager, announced last week.

Basically the same as its Model 49, the machine has a distinctive color described by Greiner as "maize." Chief reason for the new color, he said, was to distinguish at the customer level the 2-cent machine from standard models. He said further that altho the color is not "beautiful," it seems to draw customers.

(In a Billboard survey conducted

at the close of 1957, Northwestern was the only major manufacturer which definitely felt that 2-cent vending was feasible.)

Greiner said last week that altho the machine will vend any bulk product, field testing since last October has shown that the 2-cent level is most successful with peanuts, Spanish and Virginia. In all the test locations, said Greiner, initial customer resistance to the higher price was quickly overcome once the machine was operated.

As far as Northwestern is concerned

(Continued on page 88)

VACUUM PLATED SKULL RING



WITH STONE EYES
Lots of 1,000 \$18.00 M
Lots of 5,000 15.00 M

WITHOUT STONE EYES
Lots of 1,000 \$10.00 M
Lots of 5,000 8.00 M

OHIO GUM SUPPLY CORP.
P. O. Box 155 Wickliffe, Ohio

COIN-OPERATED CUPIDS HELP LOVE'S LABOR

Here are lines from a reader who very definitely feels that vending machines play an unlooked for role in getting the sexes together and winding it up at the altar.

Silent Helper
Her fortune that read
"You will meet a dark man,"
The coffee they drank
(That's how it began.)

Cokes, smokes, candy bars
On subsequent "breaks,"
The love song that played
While they toyed with their steaks:

The stamps on their letters
While he was away,
Photos, voice recordings
("Please, let's name the day.")

Newspapers describing
Their wedding scene,
All came about thru
Some vending machine.

By Opal E. Douthitt
Louisville, Ky.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. 235 1c Peac.	7.95
N.W. Model 233, 1c Peac. Comb.	11.00
verid. for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mide.	8.00
AST Gums	30.00
Acorn, 1c or 5c	9.50

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	\$.83
Pistachio Nuts, Jumbo Queen	.44
Pistachio Nuts, Large Tulip	.44
Pistachio Nuts, Vendor's Mix	.55
Pistachio Nuts, Sheik	.41
Cashew Whole	.58
Cashew Butts	.42
Peanuts, Jumbo	.33
Spanish	.37
Mixed Nuts	.30
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.38
Licorice Gems	.40
Leaflets, 450 ct.	.52
M & M, 550 ct.	.47
Hershey-ets	.47

Rain-Bio Gum, 40 ct.	\$.38
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 190 ct., 200 lb. minimum, prepaid on all	.32
Rain Bio Ball Gum	.45
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beach-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

THERE ARE BIG PROFITS IN **NUTS** GET YOUR SHARE WITH **Northwestern**

49 NUT VENDOR
Interchangeable SANI-CARRY globe for faster servicing. Displays merchandise to best advantage. Also available in Hot Nut.



STAMP FOLDERS, Lowest Prices. Write MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO
MOE-MANDELL
440 W. 36th St. New York 18, N.Y.
1 On phone 4-6447

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

Bulk Banter

Continued from page 74

Harbor Area around Laguna Beach and Balboa in Calif., is devoting much of his off-time to the Boys' Club. He is working with Al Spencer, the Boys' Club executive director... Chick Benson, El Monte, Calif., op. is a former jockey. He rode, years ago, at Arlington Downs near Fort Worth. ... Acme Vending Machine Company has recently completed its renovation program of the offices. Lew Feldman, head of the firm, reports that he now has much more room to more efficiently serve the venders... Harvey W. Horan is now a part-time operator but planning to expand in the vicinity of Bell, Calif... Bob Feldman says that Banter's report is erroneous. Sorry—Banter talked to the wrong stork.

"Superacks"

Opens the doors to bigger and better locations such as super markets, chain stores, farmers markets, etc. New and old locations welcome "SUPERACKS."

	PRICE OF RACKS
No. 2-4 machine rack	\$15.50
No. 3-6 machine rack	16.75
No. 5-10 machine rack	19.50

(Add \$1.75 to cost for any rack with wheels... move in and out of locations easily!)

Send for 1958 Catalog & Merchandise List \$16.50 ea.

TERMS: 1/3 Deposit, Bal. C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St., Philadelphia 23, Pa. Lombard 3-2676

Norwalk Hearing

Continued from page 74

city's council advising that the review board, composed of five members, will include the matter in its agenda. The association will send a committee to present the bulk venders' side of the issue. In the meantime, Weiner advised that members write letters to Mayor Roy Reynolds protesting the annual fee of \$1.50 for penny and \$5 for nickel machines.

Lew and Bob Feldman of the Acme Vending Machine Company delivered 10,000 decals which the association will in turn sell to the members for \$1.50 per 100. The decals are to be installed along with the operator's sticker and point out that the operator is a Member of Western Vending Machine Operators Association.

Weiner opened and conducted the discussion on the increasing of the dues to include The Billboard. While the matter is yet to

be voted upon, it was tentatively decided that the dues would be \$16 instead of \$11 a year. This includes, in addition to The Billboard, half price on the dinners, held each month except December. Bryson Uhrich, member in charge of the association's health and accident insurance plan, advised that the company was putting into effect an increase in rates. The association decided that in view of proposed hike that the coverage would be discontinued. Harvey Horan of Bell was a guest. Others attending included Bob Biro, secretary, who will pre-

Don't Overlook the **CLASSIFIED SECTION** this issue



sent a program at the next meeting; William Siegle, Mr. and Mrs. Robert Stein, Chick Henson, Lew and Bob Feldman, Parke Hammer, William Hall, Joe Arguelles, and C. S. McNaughton.

Northwestern BRINGS PROFIT BACK TO PENNY VENDING WITH THE NEW SENSATIONAL MODEL 49 2 PENNY VENDER
Increases Earnings 100%
H. B. HUTCHINSON, JR.
1784 N. Decatur Road, N. E. Atlanta, Georgia
Phone: DRake 7-4300



\$25 DOWN
Balance \$10 Monthly
400 DELUXE
PENNY FORTUNE SCALE
NO SPRINGS
Large Cash Box Holds \$85.00 in Pennies



WATLING Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1899. Telephone: Columbia 1-2772
Cable Address: WATLINGITE, Chicago

Northwestern BRINGS PROFIT BACK TO PENNY VENDING WITH THE NEW, SENSATIONAL MODEL 49 2 PENNY VENDER

That's right, Mr Operator, a Two Penny Vender giving you a 100% increase in earnings over your present penny vender. But still using pennies, the acceptable coin for bulk vending. Just think what this means to you—bigger portions for the customer... more profit for you. Locations galore, yes, top spots just crying for the familiar peanuts, pistachios or other popular penny items. But you'll have to act fast, this is new and hotter than a firecracker. See what the 2 penny vender will do on your location. Try it today. See for yourself.

WIRE, WRITE OR PHONE
THE NORTHWESTERN CORPORATION
2381 EAST ARMSTRONG STREET MORRIS, ILLINOIS



- Or See Your Northwestern Distributor Who Has Them in Stock
- | | | |
|---|--|--|
| Birmingham Vending Company
540 Second Avenue, North
Birmingham, Alabama | Northwestern Sales & Service
1198 Tremont Street
Boston 20, Massachusetts | William Ed Randolph Distributor
4345 Connecticut Street
St. Louis 16, Missouri |
| Bernard K. Bitterman
4709 East 27th Street
Kansas City 27, Missouri | Northwestern Sales & Service
446 West 36th Street
New York 18, New York | Rohr Sales Company
9854 Twelfth Street
Detroit, Michigan |
| Cleveland Coin Machine Exchange
2025-2029 Prospect Avenue
Cleveland, Ohio | Novalty Peanut Company
1409 South Ervay
Dallas, Texas | Sidmor Vending Company
2137 Fifth Avenue
Pittsburgh, Pennsylvania |
| H. B. Hutchinson Jr.
1784 North Decatur Road, N.E.
Atlanta 7, Georgia | Farkway Machine Corporation
715 Enzor Street
Baltimore, Maryland | Standard Specialty Company
2124 Market Street
Oakland 1, California |
| King & Company
2700 West Lake Street
Chicago 12, Illinois | Peanut Products Company
801 Second Avenue
Des Moines 2, Iowa | Veeco Sales Company
2124 Market Street
Philadelphia, Pennsylvania |
| Laniel Amusement, Inc.
1815 Quest, Notre Dame West
Montreal, Quebec, Canada | Peanut Products Company
1123 West 21st Street
Indianapolis, Indiana | Vendall Company, Inc.
1820 East 38th Street
Minneapolis, Minnesota |
| Marvin E. Maddox
48 N Street, N.W.
Washington 1, D. C. | Rake Coin Machine Exchange
609 Spring Garden Street
Philadelphia, Pennsylvania | R. R. Whitehead
1075 Woodland Avenue, S.E.
Atlanta, Georgia |

Northwestern BRINGS PROFIT BACK TO PENNY VENDING WITH THE NEW SENSATIONAL MODEL 49 2 PENNY VENDER
LET'S OPERATORS INCREASE EARNINGS 100% OVER PRESENT VENDERS
Write, wire or phone for details
CLEVELAND COIN MACHINE EXCHANGE
2025-29 PROSPECT AVENUE CLEVELAND 15, OHIO
All Phones: TOWER 1-6715





Northwestern BRINGS PROFIT
BACK TO PENNY VENDING
WITH THE NEW SENSATIONAL
MODEL 49

2 PENNY VENDER

LETS OPERATORS INCREASE
EARNINGS 100% OVER PRESENT VENDERS
Write, wire or phone for details. Time payment
plan available.

BERNARD K. BITTERMAN
4709 EAST 27TH STREET KANSAS CITY 27, MO.
Phone: WAbash 3-3900

EDITORIAL

The Value of NVA

The value of National Vendors Association was once again quietly demonstrated by Milton T. Raynor, general counsel. Faced with a gathering storm in Louisiana, where prohibition of the mixture of charms with ball gum seemed imminent, he quickly cleared the air in favor of the bulk industry. (See story.)

Raynor won the first round, essentially by showing that the bacteria count doesn't go up when charms are mixed with ball gum. Now it's up to operators to keep that bacteria count down by practicing sanitary servicing methods.

Without the help of NVA, the bulk industry would almost certainly suffer in one enterprising but ill-informed legislature after another. It's high time that all bulk operators realized the value of this work by NVA.

La. Bulk Crisis

• Continued from page 74

of full co-operation in meeting the standards demanded by the State of Louisiana.

Instrumental also in warding off precipitous action by the State was Raynor's statement to Miller that member operators of NVA must subscribe to a code of cleanliness as a prerequisite of membership. NVA cannot, of course, guarantee the sanitary standards of non-members, but thru the efforts of Raynor and other members of the industry concerned, a full-scale campaign is underway to bring the entire Louisiana area in line with the State's stipulations.

when answering ads . . .
Say You Saw It in The Billboard

SENSATIONAL NEW, LOW COST

BEV-O-BAR

MULTI-SELECTION DISPENSER

Makes **HOT BEVERAGE** Vending
Practical and **PROFITABLE** Anywhere!



At Last! An extremely rugged hot drink vender, with publicly approved "Mix Your Own" method, has been developed, engineered and extensively tested by experienced operators to meet the needs of all operators! Now, a nominal investment gives you a steady, profitable Bev-O-Bar income from any location, and enables you to expand your operation to locations formerly unworkable with ordinary, more costly equipment!

Look at the potential! Actual location performance proves: Bev-O-Bar's better-than-average profit per sale pays off handsomely on as few as twenty to thirty 10c vends a day! Thus, even "small" locations make valuable contributions to your earnings! Gas stations, retail stores, workshops and factories, small town bus and RR stations, airports, waiting rooms, hospitals, offices, taverns . . . wherever there are people, Bev-O-Bar does business—pays for itself in months, not years!

Customer Mixes His Own!

Bev-O-Bar uses nationally advertised, consumer accepted dry mixes. Each mix packed in special, uniform-size vending sleeve. Simplifies loading—cleaner and easier to stock and handle. Positive action, individually coin-controlled columns deliver mixes to tray. Automatically controlled self-service hot water at constant 170. Accommodates any selection variety without mechanical changeover.

COMPACT ATTRACTIVE STYLING

. . . 21" wide, 15" deep, 58" high. Requires less than 2 1/2 sq. ft. floor space. Cabinet beautifully finished in gleaming enamel with colorful promotion design.

EASY TO INSTALL

. . . Just make a simple water connection and plug into 110-115 V, AC outlet.

LOWER OPERATING COST!

- Simplified, trouble-free mechanism
- Fewest service calls
- No sanitation problems
- No spoilage
- No mixing inside machine.

LOCATE IT—FORGET IT
and PROFIT!

Price only **\$345** F.O.B. St. Paul

CONVENIENT FINANCING PLAN

if desired. Pay only 1/3 down, balance in 24 months out of earnings!

GET STARTED NOW!

See Your Nearest Distributor

Or Write Direct for Information

A Product of

MERIT INDUSTRIES, Inc.

2229 UNIVERSITY AVENUE, ST. PAUL 14, MINNESOTA
and
9 S. CLINTON STREET, CHICAGO 6, ILLINOIS



MAYFLOWER DISTRIBUTING CO. 2227 University Ave., St. Paul 4, Minnesota

PASTER DISTRIBUTING CO. 3601 W. Fond du Lac, Milwaukee, Wisconsin

BADGER SALES CO. 2251 W. Pico Blvd., Los Angeles, California

TARAN DISTRIBUTING CO. 3401 N. W. 36th St., Miami, Florida
90 Riverside Ave., Jacksonville, Florida

DISTRIBUTORS! MANY DESIRABLE TERRITORIES OPEN! WRITE AT ONCE FOR DETAILS.

WESTERN RING SERIES



Terrific variety of ten exciting western rings that kids will collect and treasure. Fast selling assortment that will keep your machines hot. Brilliantly vacuum plated gold and silver. Remember, if it's WESTERN . . . it sells and sells!

\$8.00 per M

Labels available at your distributor or:

paul a. PRICE co. inc.
15 Leonard St., N. Y. 13, N. Y. (Contract 7-141)



VICTOR'S PROVEN MONEY-MAKER GOLF GAME and BALL GUM VENDOR

7" wide \$24.50 EA.
13" long

FAST PLAY—BIG PROFITS

WRITE FOR FREE 32-PAGE CATALOG

1/3 DEPOSIT ON ALL ORDERS
PARKWAY MACHINE CORPORATION
715 ENSOR ST., BALTIMORE 2, MD.

INSIST ON **STAR BRITE BALL GUM**

Save Money!
QUALITY DOUBLED OUR SALES! 9 COLORS FLAVORS

210-170-140 BALL GUM

Also Cramer's "KING" 7/8" SIZE SOLID BALL

Ask your distributor to stock Cramer's "Star-Brite" for you!

CRAMER GUM CO. INC.
150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

Get IMMEDIATE delivery of these KEENEY Venders:

- 300-cup combination Hot Coffee/Chocolate
 - 300-cup combination Hot Coffee/Chocolate
 - Snack Vender
 - "Riviera" Deluxe Electric Cigarette Vender
- Write for New Circulars and Easy Payment Plans
- J. H. KEENEY & CO., INC.**
2600 W. 80th St. Chicago 32, Ill.

SPORTS MEDALS
Be a champ at any sport!

SNAP ON MERIT BARS
for... Football - Fishing - Tennis - Swimming - Boxing - Baseball - Basketball - Hockey

Plastic \$7.00 per thousand
Vacuum Plated 9.50 per thousand

FREE ADVERTISING LABELS at your distributor or

Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

Taxes, Licenses

• *Continued from page 74*

chine taxation law in effect within next two years.

SAN FRANCISCO, Calif.—No bulk-vending licensing regulations.

DENVER, Colo.—No bulk-vending licensing regulations.

BRIDGEPORT, Conn.—No bulk-vending licensing regulations.

HARTFORD, Conn.—No bulk-vending licensing regulations.

NEW HAVEN, Conn.—No bulk-vending licensing regulations.

JACKSONVILLE, Fla.—Operators of 1 and 5-cent machines pay license fee of \$50, and an additional \$1 for each machine in excess of 50. License and identifying sticker required for each machine.

MIAMI, Fla.—On each cent machine \$1.50 is levied, and \$7.50 is levied on each 5-cent machine.

ATLANTA, Ga.—Tax of 50 cents levied upon each cent machine up to and including 50 venders. From 51 machines up to and including 200 machines, license is \$50; from 201 machines up to and including 400, license is \$100; from 401 and over, license is \$150.

A \$2.50 tax is levied on each machine operating at 5, 10 or 25-cent level, up to first 10 machines. From one to 25 machines, license is \$50; from 26 machines up to and including 100 machines, \$100 license; from 101 machines up to and including 200, \$175 license; 201 machines and more, \$250 license.

CHICAGO, Ill.—Operator of 1-cent machines requires \$50 license and \$5 for each employee. Operators of machines vending at greater than 1 but less than 5 cents require \$100 license, and \$5 for each employee, and operators of machines vending at greater than 9 cents require \$150 license, and \$5 for each employee. Operators having machines in two or more of the three

classes pay license rates in class of highest coin denomination involved. Identifying sticker required on each vender.

EVANSVILLE, Ind.—No response received.

FORT WAYNE, Ind.—No bulk-vending licensing regulations.

GARY, Ind.—No bulk-vending licensing regulations.

INDIANAPOLIS, Ind.—No bulk-vending licensing regulations.

VENDING MACHINES—Parts, Supplies; Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Fanned Candies; 1 Hershey's, 320 or 820 ct.; Candy-Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. **KING & CO.**, Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

100% INCREASE IN PROFITS WITH NORTHWESTERN'S New MODEL 49 TWO-PENNY VENDER

TWICE AS MUCH . . .

for your customer . . . twice as much for you in collections! Everyone gains with this smart new Model 49. Order your machines today. You'll see the "doubled" profits immediately!

MEMBER National Vending Machine Distributors, Inc.

CONTACT Ed Flanagan
NORTHWESTERN SALES & SERVICE OF BOSTON
1194 Tremont Street, Boston 20, Mass.

MARBLES

The season will soon be here! Order now before the rush.

AGATE-GLASS ASSORTED COLORS

Barrel of 50,000, size 9/16 . . . \$45.00
Barrel of 40,000, size 5/8 . . . 35.00
Keg of 21,000, size 9/16 . . . 21.00
Keg of 17,000, size 5/8 . . . 19.00

Shipment made at once P.O.B. factory. Freight or truck.

FULL CASH WITH ORDER.

ZORRO RINGS

Vacuum Plated—Free Labels.

\$23.50 per 1,000 Postpaid

Cash in on Walt Disney's T. V. Program

ROY TORR

Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

ON OUR FLOOR NATIONAL 9M Kings & Regulars

Multiple Prices

RECONDITIONED & REFINISHED

Guaranteed like new

\$135.00

Write, wire or phone Telephone: 20592

T. O. THOMAS CO.

1572 JEFFERSON
PADUCAH, KENTUCKY
Vending Machines Since 1937

Northwestern BRINGS PROFIT BACK TO PENNY VENDING WITH THE NEW SENSATIONAL MODEL 49 2 PENNY VENDER

LETS OPERATORS INCREASE EARNINGS 100% OVER PRESENT VENDERS

Write, wire or phone for details

KING & COMPANY
2700 W. LAKE STREET Phone: KE 3-3302 CHICAGO 12, ILL.

WE HAVE

OAK'S "PREMIERE"

STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, Calif.

the new OAK'S "PREMIERE"

vends Ball Gum and Picture Card both for 1¢

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

oak's "400" capsule vender

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1¢ coin carrier and insert to changeover to vending jawbreakers or large 1" gum. "400" Conversion Head fits your present standard Acorn Vender!

contact your DISTRIBUTOR or

West Coast Factory Sales Office
OPERATORS VENDING MACHINE SUPPLY
1023 So. Grand Avenue, Los Angeles, California
OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, California

East & Midwest Factory Sales Office
M. J. ABELSON, Phone: AT 1-6478
2033 Fifth Ave., Pittsburgh, Pa.

Northwestern BRINGS PROFIT BACK TO PENNY VENDING WITH THE NEW SENSATIONAL MODEL 49 2 PENNY VENDER

LETS OPERATORS INCREASE EARNINGS 100% OVER PRESENT VENDERS

Write Wire or phone for details

WILLIAM ED RANDOLPH DIST.

4345 Connecticut Street St. Louis 16, Missouri
Phone: MOhawk 4-8343

VICTOR'S STANDARD TOPPER

1¢ Ball Gum Vender **\$13.25** \$12.75 each ea. 100 or more

Complete Line of Victor Products

Write or Phone

BIRMINGHAM VENDING CO.
540 Second Ave. No., Birmingham 4, Ala.
Phone: FAirfax 4-7526

DOUBLE YOUR EARNINGS with Northwestern's BRAND NEW SENSATION 2 PENNY VENDER Model 49

See It Today at Your Exclusive Northwestern Distributor

SIDMORE VENDING CO.
2137 Fifth Avenue Pittsburgh, Pa.
Phone: ATlanite 1-2340

The NEW CAPSULE — the BEST CAPSULE

Made of TWO Different Plastics.

← The Male part is Clear, See-thru POLYSTYRENE.

← The Female part is UNBREAKABLE POLYETHYLENE. It's IMPOSSIBLE to break this plastic material.

It's rubber-like, forms a perfect cap for the Capsule, in assorted colors

Easy to fill and assemble, Beautiful in Appearance.

VENDING: No waste, no breakage, no losses, no open capsules, no jams, no troubles.

In 100,000 Lots — \$4.50 per 1,000 — 5,000 to 99,000 Lots — \$5.50 per 1,000
F.O.B. Jamaica Immediate Delivery

Perfect for CAPSULE VENDING

IT STAYS CLOSED!

SAMUEL EPPY & CO., INC. 91-15 144th Place
Jamaica 35 L.I. N.Y.

GIVE TO DAMON RUNYON CANCER FUND



VENDORAMA® SUPER MART®

Now Features

**25c Capsule Vending
Gives You Greater
Profits**

Be first in your territory with this tested and proven outstanding Money-Maker.

**SUPER MART ONLY
\$24.95 ea. Packed and
Sold 2 Machines Per
Carton. Filled "V-1"
Capsules With Very
High Grade Mdse. for
25c Vending . . . Only
\$12.00 Per 100 . . .
Packed and Sold 200
Per Carton. Each Ven-
dor Holds 200 Cap-
sules. TAKES IN \$50.00
ORDER NOW!**



VI-1 1/2" x 1 1/2"
See Your Victor Distributor
VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 39, Ill.
Mfrs. of Famous Line of TOPPER
Vendors

Vacuum Plated KING SIZE MIX

Includes all our largest charms such as Boot, Top Hat, Boxing Gloves, Light Bulb, Cigarette Lighter, Heart, etc.
Lots of 1,000 . . . \$6.25 M
Lots of 5,000 . . . 5.50 M

PARKWAY MACHINE CORP.
715 Ensor Street Baltimore, Md.

IF IT'S New . . . RAKE has it!

**NORTHWESTERN
Model 49
TWO-
PENNY
Vender**

100%
Increased
Profits
for you!

Order this tremendous new model today and make twice as much money as you have ever earned with previous models. Customer gets twice as much you collect twice as much. Northwestern Two-Penny Vender makes money for everyone! Write today.

Rake Coin Machine Exchange
609 A Spring Garden St.,
Philadelphia 23, Pa. LOmbard 3-2676



VICTOR'S SUPER-MART VENDORAMA

Featuring
25c CAPSULE
VENDING
Gives You
Greater Profits

\$24.95 Packed 2
ea. Per Carton
Holds 200 of 1 1/2" x 1 1/2" capsules

Write for Lowest Prices
on our complete line of
• CHARMS • BALL GUM
• CAPSULES • MACHINES

Order Now From Victor's South-
eastern Distributor.

H. B. HUTCHINSON, JR.
1784 N. Decatur Road N.E.
Atlanta 7, Ga.
Phone: DRake 7-4300

News in Brief

• Continued from page 74

Mills Announces Special Discount on M-58-500 . . .

Special \$200 price reduction on its M58-500 Coffee Bar announced by Bert Mills Corporation. New price, without coin changer, is \$398.50. Discount, said officials, applies to sale of one machine to an operator, and will be withdrawn after closing date of March 15. Schedule for deliveries on unit run on one-week schedule. It was first shown at NAMA convention last October.

NAMA Meets Center on Cost-Sales Theme . . .

National Automatic Merchandising Association plans seven multi-State sectional conferences for 1958. Altho all will have a basic similarity, each conference will take up important developments in area where it is held. Vending's profit and operating problems, under title "A Look At Both Sides of the Coin," is a central theme of sectional conferences. Case studies in cutting operating costs vs. increasing sales will be discussed at each conference by a traveling panel of operators led by Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee. NAMA president William Fishman will lead off each conference with a keynote speech, "Does Vending Pay?" Non-member vending firms may attend without charge, and conferences are set to fall on Saturdays for operator convenience.

No-Refrigeration Coffee Concentrate, by Eclipse . . .

Liquid coffee concentrate requiring no refrigeration developed by Eclipse Food Products Corporation of Providence, R. I. Climax of three years of research, firm guarantees minimum shelf life of nine months for concentrate. Firm is distributing two grades, "Red Band," and more expensive "Black Band." Distribution at present is directly from manufacturer to operator, but firm is selecting brokers in some areas of U. S.

Goldman Given Brotherhood Award in Washington . . .

Aaron Goldman, president of C. B. Macke Corporation, former president of National Automatic Merchandising Association, was given a Brotherhood Award by Washington region of National Conference of Christians and Jews in Washington, D. C., last week. Goldman received award before gathering of Washington VIP's at the Brotherhood dinner, including Chief Justice Warren, Interior Secretary Fred A. Seaton, Under Secretary of Labor James T. O'Connell and a roster of ambassadors and their wives. Award cited Goldman for having "Evidenced a genuine interest and concern for people in all walks of life."

Miscellaneous News From Around the Country . . .

Leonard Green, president of Dr. Pepper Company since 1950, announced his resignation effective

March 25, to enter business for himself. . . Bunte-Chase, Chicago, announced sales force changes in line with new policy of direct company sales representation in place of use of candy and food brokers. Oscar E. Widmer appointed district sales manager for seven Southeastern States, Lane McIntosh, Georgia representative, and Albert Hagy, Florida representative. . . Bowey's

Inc., Brooklyn, announced appointment of new dairy representative, Al Gauvry. . . Mike Aretakis made a district sales manager of Dad's Root Beer Company, Chicago.

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER, 8-COLUMN CANDY,
160 capacity, prewar model... \$110.00
STONER 6-COLUMN CANDY,
102 capacity, prewar model... 80.00
STONER 8-COLUMN CANDY,
160 cap., postwar changemaker. 175.00
STONER 8-COLUMN CANDY,
postwar, 5-10-20 165.00
NATIONAL CANDY, 9-column..... 90.00
ROWE CRUSADER CIGARETTE,
8-column, 25c & 30c comb. .. 85.00
EASTERN ELECTRIC CIGARETTE,
10-col., all coin, 25c & 30c... 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL

VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
TRiangle 5-1857

**AT
BIG
SAVINGS**

Ball and VENDING GUMS

**Direct LOW Factory
Prices**

**BUBBLE • CHICLE
CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct. \$74 lb
Chicle Ball Gum, 130 ct. 35c lb
Chloro-Vend Ball Gum 40c lb
Chloro-Vend Chicks, 328 ct. 40c lb
Chicle Chicks, 320 & 520 ct. 36c lb
Bubble Chicks, 320 & 520 ct. 27c lb
Tab (short stick), 100 ct. 30c box
S-Stick Gum, 100 packs \$1.90

F.O.B. Factory 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
34 YEARS OF MANUFACTURING
EXPERIENCE
4th & Mt. Pleasant • Newark 4, N. J.



Northwestern BRINGS PROFIT BACK TO PENNY VENDING WITH THE NEW SENSATIONAL MODEL 49 2 PENNY VENDER

LETS OPERATORS INCREASE
EARNINGS 100% OVER PRESENT VENDERS

Write, wire or phone for details

VENDALL COMPANY, INC.
1820 E. 38TH STREET MINNEAPOLIS, MINN.
Phone: Parkway 9-7904

The Ring With a Wallop for ALL Ages!

SKULLS

SKULL RINGS
WITH GLOWING
JEWEL EYES!



GLOW

In the dark!

National Sales Headquarters for Atlas-Master Machines. Write about the Penny King "Atlas Finance Program."

Send 25¢ for Sample Kit of Charms

Vacuum Plated—Jewel Eyes
\$15.00 per M
\$13.50 5M
or more

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



The PENNY KING Company

2538 Mission Street
Pittsburgh 2, Penna.
World's Largest Selection
of Miniature Charms



New—For Additional Income ADVANCE AMCO®

HANDY POCKET COMB VENDOR

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

SPECIFICATIONS

Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering. Height 2 1/2", width 4 1/2", shipping weight 22 lbs.; base and shackle on top; coin mechanism gives good coin detection, coin returned when machine is empty separate cash box can be locked with different key number than key of cabinet, capacity approximately 200 combs, size of comb, 4 1/2" long, 1 1/2" wide, 7/64" thick.

PRICE OF MACHINE

10c Operation—	Each
Single	\$24.10
2 to 11	19.30
12 to 49	18.85
50 or more	17.40

PRICE OF COMBS

1 to 24 gross	Gross \$2.50
25 to 49 gross	2.25
50 to 100 gross	3.00

Prices quoted are net, P.O.B. Brooklyn. Deposit required with order—balance C.O.D.

Immediate Delivery on Machine and Combs. Order Today!
Write for Information on other types of vending machines & merchandise
J. SCHOENBACH 1645 Bedford Ave., Brooklyn 25, N. Y.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for Vend for

1 year \$5 3 years at \$10.
(Foreign rate, one year, \$5)

Name
Address
City Zone . . . State . . .
Occupation

MONTHLY FEATURES

Candy, Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

JOBBER WANTED

With qualified sales organizations to handle
**LOW-PRICED
LINE OF
CIGARETTE
VENDORS
3 SIZES.**

None finer quality—none lower in cost! We also manufacture vendors for candy, cookies, pens, stamps, perfumes.

OUR 26th YEAR!

SHIPMAN MFG. CO.
LOS ANGELES 23, CALIF.



GIVE TO DAMON RUNYON CANCER FUND

MARCH 3, 1958

WHAT DO YOU KNOW ABOUT THE CHI RACKETS?

The Billboard wants anything you know that might be helpful to the current investigations into hoodlum activities in the Chicago juke box and amusement game businesses. Give us your information by registered mail or in person. You can feel free to do so since The Billboard WILL NEVER REVEAL THE SOURCES OF ITS INFORMATION UNDER ANY CIRCUMSTANCES. However, if you wish to remain completely anonymous, you need not sign your letter. All information which could be helpful to investigators will either be turned over to them, published in full in The Billboard, or both. Write or phone: Bob Dietmeier, The Billboard, 188 W. Randolph Street, Chicago 1. Central 6-9818.

MOA Drafts May Convention Plans

Miller Names 13 Committees, 6 Forum Subjects for 3-Day Chi Meet May 6-8

OAKLAND—Plans are under way for the 1958 annual convention of Music Operators of America to be held in Chicago's Morrison Hotel, May 6, 7 and 8.

President George Miller has appointed 13 convention committee chairmen and six groups of forum moderators to handle convention details and the business sessions at the three-day conclave. (See

separate story for names and forum subjects.)

Miller, who is still convalescing from a recent five-week illness, also announced numerous feature additions that would be on the program for convention-goers.

Attendance

Miller stated that expectations were currently high for attendance as well as number of exhibitors to exceed previous years' marks. He stated the number of exhibit reservations thus far has been higher than at this time for all previous years.

Subject for the forum discussions (see separate story) runs a wide gamut from specific operating problems of running a music route, to some of the more general topics like taxes, public relations and copyright, affecting all businesses.

New program additions will also be presented to operators at the general business meetings, all of which will be scheduled during morning hours, according to Miller.

Life Insurance

A national life insurance plan is on the agenda for presentation. Details will be disclosed at the convention.

Members will also receive a full report on the progress of MOA's proposed public relations program. Current plans are to tie the program to the group's proposed television show idea. Peter Potter, emcee of the Los Angeles-originating "Juke Box Jury" program, will be

(Continued on page 88)

Memphis Juke Licenses Stay At 1,000 Mark

MEMPHIS, Tenn.—Music operators are holding their own in Memphis with about as many juke boxes licensed at the end of 1957 as there were at the end of 1956, Sloan O. Craig, collector of licenses and privileges, said last week.

Altho the total at December 31, 1957, was 952, and the total at December 31, 1956, was 985, Mr. Craig said, several dozen machines were unlicensed at the end of 1957 for which licenses were bought last month.

He said several operators had not had an opportunity to buy their licenses because of rush business during the Christmas season and

(Continued on page 88)

Will Union Probes Loosen Racketeer Stranglehold?

To Give Legitimate Operators Real Help, Continuous Local Action Needed

• Continued from page 1

which they affect the outlook of operators in Chicago today must be appreciated in order to understand why operators would much sooner "fall in line" than fight.

These problems should be considered in detail by the Senate Rackets Committee when it begins its hearings based on the most exhaustive investigation of data and people ever attempted.

Chicago, Cleveland and Detroit—long-time strongholds for crime syndicate domination of juke box operating thru union racket control—will share the spotlight in Senate committee sessions which are expected to blanket coin machine rackets from coast to coast.

In all of this, the record industry has an important stake in the outcome. The attempt in Chicago by syndicate hoodlums, backed by the local syndicate's prime union division head—Joseph (Joey) Glimco—to control record sales to operators is some indication of that stake.

There are in Chicago three separate investigations into not only the Lormar Distributing Company juke box operator-muscle operation, but into the operation of union racketeers in the Chicago Independent Amusement Association, as well.

If anything, the problems suggested earlier are seen more clearly in the case of CIAA and racket-ridden Local 134 of the International Brotherhood of Electrical Workers, than in the case of the

juke box operators, if that is possible.

CIAA, in all likelihood, is virtually dead.

Now, legitimate game operators

(Continued on page 85)

Denver Assn. Elects New Officer Slate

DENVER—New officers for 1958 were named as 60 members of the Colorado Music Merchants Association held an election meet last week.

Re-elected to the presidency was Jack Arnold, owner of American Amusement Company, Aurora, Colo. Vice-president is Bill Haefner, Pueblo Music Company, Pueblo, Colo. Secretary is Pete Geritz, Mountain Distributors, who has continuously spark-plugged the group during its two-year existence. Glenn Pierce, of Century Supreme, drew the nod as treasurer.

The board of trustees include Elton Deines, Deines Music Company, Boulder; Sam Salardino, Sall Music Company, Pueblo; Jack Wycaver, Wycaver Music, Greeley, and two new members, Orin Yeager, of Fairplay Music Company, Denver, and Ralph McMichaels, of Denver Amusement Company, Denver.

A rising vote of thanks went to president Arnold for his hard work in keeping the association constantly on the increase since 1956.

Summing up the experience of

(Continued on page 88)

MONEY Opens Case Against Local 19

Denver Testifies on MONEY—Local 1690 Pact; Javors Quizzed on FSWU Set-Up

NEW YORK—The Music Operators of New York, Inc., last week opened its case for an injunction against Local 19, Cigarette and Coin Vending Machine Employees, Federated Service Workers Union, in New York Supreme Court.

MONEY seeks to bar the union from organizing in the juke box field with locations serviced by members of Local 1690, Retail Clerks' International Association.

Witnesses Wednesday morning were Fred Ammond, vice-president of RCIA; Barney Schlang, president of Local 1690, and Al Denver, president of MONEY.

Denver Testimony

Denver testified that Local 1690 and MONEY had a collective bargaining agreement and that a new contract is being renegotiated. He added that the date on the new contract will be retroactive to the expiration of the old one.

Denver contended that because of the retroactive clause in the new

contract, that the bargaining agreement between Local 1690 and MONEY is still in force.

Ammond and Schlang testified that the local has a collective bargaining contract agreement with MONEY. Ammond said that the Local 1690 is under RCIA trusteeship, its books have been checked and found to be in order and that no evidence of misbehavior on the part of Local 1690 officers has been shown.

Javors Testimony

Saul Javors, Plainview, N. J., secretary-treasurer of the Federated Service Workers Union

(Continued on page 90)

Begin Indiana Coin Tax Drive—March 1

INDIANAPOLIS—A stringent and comprehensive drive to evaluate all coin-operated equipment for local tax purposes was undertaken with the March 1 opening of Indiana's assessment period.

A bill enacted in the 1957 session of the Indiana General Assembly will serve to heighten the pressure for extracting a greater yield in taxes from the estimated 50,000 pieces of coin-operated equipment in operation in the State.

Chapter 70 of the laws passed by the State legislature last year covers the "identification and taxing" of coin-operated machines.

This statute provides that the name and address of the owner must be affixed to the face of every machine. Otherwise the owner of the premises will be assessed for the taxes. Failure to arrange identification carries a penalty.

Delayed Enforcement

Indiana's legislative procedure delayed enforcement until this year even tho the law was passed and signed by the Governor in March, 1957.

Omission of an emergency clause, which would have given the Act immediate force, is responsible for its deferred effectuation. Laws, lacking emergency clauses, were

not applicable until the mid-summer of 1957 when the new statutes were promulgated. Thus, with the May 15 termination of the assessment period, the so-called "identification law" enjoyed only a theoretical existence.

Coin equipment will be placed on the assessment rolls as personal property. Such property in Indiana is evaluated at about 30 per cent of replacement value.

Value

Thus a machine valued at \$1,000 after allowances for depreciation would be assessed at about \$330. The tax rate varies with the township. In a community where the rate is \$5 per \$100 of assessment, the owner would pay approximately \$20 on that particular equipment. In another community, where the rate is \$10 per \$100, his tax on a similar machine would be \$33.

Township assessors are in charge of the evaluation drive. Their deputies visit every home and place of business for an inspection of assessable personal property. Taxes on assessments made this year will be payable in 1959.

Appeals from excessive assess-

(Continued on page 88)

Wrightstown, N. J., Ops Protest Fee Schedule

WRIGHTSTOWN, N. J.—Juke box and game operators in this municipality bordering Fort Dix are seething about the new license fees voted by the borough council.

Juke boxes are now licensed for \$75.75 each, while the annual fee for amusement games is \$50.75 each. Penny scales are licensed for \$5.75.

Before the new fee schedule went into effect early this year, annual fees were \$10.75 each for both juke boxes and amusement games.

Restraining Order

Louis Apell, Wrightstown arcade operator, was granted a restraining order which prohibits the borough from collecting the new fees until the matter is resolved at a public hearing (The Billboard, February 24).

Apell, who operates 30 pieces in an arcade right next to Fort Dix,

would have had to pay \$1,900 a year in fees under the new schedule. The arcade, which had shut down for six weeks after the new schedule went into effect, has reopened. The hearing is scheduled late this month.

Louis D. Le Duc, Camden, N. J., attorney, who represents Apell, said that the arcade paid a \$100 blanket fee before the new schedule went into effect. He claims that the new fee schedule is "unreasonable, confiscatory and beyond the power of the borough."

50 Pieces

According to Hy Pearl, head of the Trenton Amusement Company in Trenton, about 50 juke boxes and games are on location in Wrightstown.

In addition to Pearl, Arco Vending and Brown Novelty, both of Trenton, operate in Wrightstown.

(Continued on page 88)

BB TO OPERATE SERVICENTER AT MOA CONCLAVE

CHICAGO—As in previous years, The Billboard will again operate its traditional Servicenter thruout the Music Operators of America convention here, May 6, 7 and 8.

The number: Andover 3-0482.

During exhibit hours, conventioners will be paged on the loudspeaker system. Additional service will be rendered to all who register their hotel and room numbers at the Center.

Operators may call the Center to obtain information, leave messages, page other conventioners and to generally render assistance. Each year, The Billboard handles dozens of emergency calls reaching conventioners with vital messages.

Minimum Guarantees Help Philly Operators During Slow Period

PHILADELPHIA — Juke box operators along the Eastern Seaboard are generally going thru a fairly rough winter. Collections, normally a bit slow this time of year, are even slower than usual. The primary reason for this condition is fairly obvious—generally economic activity is off; hence people have less money to spend in taverns and on coin-operated music.

However, Philadelphia operators aren't suffering nearly as much as music men in other metropolitan areas. The reason for this condition is that many of them have taken precautions against hard times. This insurance policy is one well known, but fortunately used too infrequently. It's called minimum guarantees.

According to one leading Philadelphia operator, Bernie Klein of

Premier Music, minimums have enabled juke box men with new equipment to meet their notes and to keep their heads above water.

\$15 to \$20

Minimums run from \$15 to \$20 on new equipment. Few operators get front money here.

Philadelphia has been predominantly on dime play for two years, with about 85 per cent of the boxes set at 10 cents. EP's which were used to make the conversion effort easier, are still being used extensively.

According to Nat Solow, of Eastern Music sales, and Klein, the average 200-play machine has 80 EP sides and 120 single sides. EP's account for about 20 per cent of the play and 3 per cent of the revenue. Klein said he gets 15 cents and two for a quarter on EP's.

Unemployment

Joe Ash, of Active Amusement, local Wurlitzer distributor, said that unemployment is hurting collections in the area. He cited the recent cutbacks in the Chester Shipyards.

Ash agrees that minimum guarantees are helping music operators over the rough spots, but he points out that in many cases operators have reduced their minimums from \$20 to \$15, and from \$15 to \$12 to help out the locations.

Game collections have been stimulated somewhat by increased league play, particularly on long bowlers.

New Game Needed

Ash feels that there is nothing

wrong with the game industry that a new hot item won't cure. Last year, he pointed out, the long bowlers gave the trade a shot in the arm, while pool games did the trick the previous year. He has confidence that the manufacturers will come up with something during 1958.

According to Ash, economists are somewhat to blame for the current business slump. He pointed out that the experts have been consistently predicting that the first six months of the year will be slow, followed by a recovery during the last half of the year.

These predictions, he explained, have caused businessmen and consumers to tighten up on purchases, with the result that there is less money in circulation. The coin machine industry, he concluded has been affected directly by this tightening-up process.

Musical Hosts Maryland and Virginia Ops

BALTIMORE — A series of three showings of the new Seeburg line were held for East Coast operators by Musical Sales Company, recently.

The firm unveiled the 1958 line in their Baltimore showrooms, February 11, and in Richmond, Va., in the John Marshall Hotel, February 13.

Hosts

In Baltimore, the firm was represented by Mack Lesnick, Hy Lesnick, Stan Lesnick, Charles Cabrera, Bill Reed, Dave Adler, Irv Hollander, Harvey Blake, Roland Slatkoff, John Cossentino and Ann Warfield.

For both the Virginia showings, Musical Sales' hosts were: Mack, Hy and Stan Lesnick, Charles Cabrera, Bill Snow and Dave Adler.

J. C. Gordon was on hand representing Seeburg at all three affairs.

OPERATORS

Operators attending the Baltimore unveiling included: Irv Goldner, Teddy Greenburg, Moe Komisky, Harry Rosenberg, P. E. Gray, Pete Mongelli, Bob Goldsmith, Myron Loewinger, Ted Collier, Roland Volk, Gerald Davis, Harry Morganstein, Mike Goodman, Al Kleinman, Ike Sapperstein, Bernie Sapperstein, Julius Zeitsoff, Gilbert Wise of Bunny's Coin, as well as representatives of Hiram Coin Machine Company, Eddie's Enterprises, and Atlas Vending Machine Company.

At Norfolk were Teeny Martin, Ken Schneider, Al Loudon, John Loudon, Nelson Cathron, Sug Inge, O. Etheridge, Al Darpino, George Lineberry, Bill Beard, Cliff Wetzel, Buddy Nicholson, Hayden King and Bill Crockett.

At Richmond were John Long, Bob Minor, John Chandler, Ed Williams, C. B. Corry, C. E. Morse, Joe Richter, John Cameron and George Rolko.

S-P Shows to Memphis Ops

MEMPHIS, Tenn.—Sammons-Pennington Company, distributor in the Mid-South territory for Seeburg, showed the three 1958 models to an enthusiastic gathering of Memphis and Mid-South operators last week.

Several dozen operators attended the showing in spite of 10 degree weather with ice and snow on the highways. Many of the operators drove more than 100 miles for the showing.

Refreshments were served to all attending.

Another unexpected feature provided by George Sammons, president of the company, were two cute, blond young ladies from Stockholm, Sweden, who acted as hostesses. The two young ladies were visiting friends in town and were happy to come at George's invitation to brighten things up. Sammons said because of the



TIM MCGRAW (r.) receiving his certificate for his new electronic piano from Ben Coven.



PAUL BROWN (r.) holding the lucky ticket given him by Ben Coven.

HAPPY WINNERS, Tim McGraw, Champaign, Ill., and Paul Brown, Chicago, receiving their prizes from Ben Coven, Wurlitzer distributor in Chicago. Drawing was held at Coven showrooms Friday (21) from tickets submitted by all attending the recent showings of new Wurlitzer models at the distributorship. Steve Healy, advertising agent for Coven, drew the lucky ducats from a hat, with numerous local operators witnessing the event. Brown won a Wurlitzer spinnetta electronic piano; McGraw took home a portable electronic piano. Prizes were presented Monday (24).

bad weather, he is planning regional showings at Little Rock, Ark., Greenville, Miss. and Texarkana, Ark., at dates to be announced later.

The Memphis and Mid-South operators who attended the showing last week were:

Carlton Collins, Robert Smith, Pete Smith, Thomas Jernigan, Red Canipe, Carl Cannon, Eugene Bullard, R. L. Harbin, Billy Harbin, Robert Harbin, E. T. Lutsett, Johnny Novarese, Frank Beretta, Walter Day, Douglas Highfill, Henry Trigg, Frank Sulon, Jake Kahn, Charles Kahn, Stanley and Rose Werner.

L. P. Picketts, Mervin Hapes, M. Talarico, Wally Nolen, Carl Brazell, Odean Craig, Jimmy Keene, Thomas Armstrong, Bill Smead, Sonny Smead, C. O. Temple, George Bright, Guy Morgan, J. T. Long, Johnny Allegranza, Clarence Spain, Charles Gribble, E. J. Mahfour, Don Mahfour, Lloyd Barber.

Wayne Carttler, Frank Walden, C. E. Tolliver, A. B. Cassinelli, Elvis Singleton, J. W. Singleton, J. D. Ashley, Fred Rauschenberger, Mrs. John Lima, Melvin Landis, E. C. Jones, W. H. Foster, Marvin Suttles, Joe Tieroe, Norris Wolfe and E. E. Steed.

Jones Hosts Mountain Ops

DENVER—Operators in Colorado, New Mexico and Wyoming saw the new Seeburg line in a series of three separate showings held by R. F. Jones Company in this area, last week.

Sunday (16) was open house day at the Jones offices in Denver. The following Sunday (23) Jones held showings at the Hilton Hotel, Albuquerque, N. M., and the Gladstone Hotel, Casper, Wyo.

Denver The Denver unveiling was hosted

by Ralph Perin, Marshall Pack, Les Shoemaker and hostess Lin Martin. Buffet and refreshments were served thruout the day.

Marshall Pack and Paul Florea explained the new product to the New Mexico operators, while Ralph Perin and John Santomaso were hosts to the Casper crowd.

An added feature to the Casper unveiling took place, when the newly formed Big Basin Music Operators Association scheduled a meeting to coincide with the affair. A brief business session was held in the Seeburg display room, with officers Sy Tjomsland, N. L. Anderson and Fritz Scranton presiding. The association members planned their goal of becoming a statewide organization, with an extensive membership drive first on the agenda.

Show AMIs In Cleveland

CLEVELAND — Operators from the Northeastern Ohio area attended the unveiling of the new AMI "I" models by Monroe Coin Machine Exchange Inc. in their showrooms, last week (23).

A buffet luncheon was served to all attending by the firm. Hosting the event for Monroe were Roy L. Monroe and George George assisted by Norman Goldstein and Newt Wolf. Monte West, AMI field engineer represented the factory, explaining the mechanical details to operators.

Now at your AMI distributor's!



Every element—styling, easy operation, fast servicing, trouble-free maintenance—carefully designed to give you the finest, most profitable juke box in the world.

AMI Incorporated

1500 Union Ave., S. E. • Grand Rapids, Mich.

oldest
ONE-STOP
record service
DISTRIBUTOR-WHOLESALE
• NOTHING OVER •
ALL LABELS

MOST EP'S
80¢ 78 RPM
60-71¢

45 RPM LP'S:
55¢ \$2.47
\$3.09
& 61c **\$3.69**

★ Free title strip service ★ No extra charges
★ C.O.D. or check & postage with order
Prices subject to change without notice

THE MUSICAL SALES CO.
MUSICAL SALES BLDG.
BALTIMORE 1,
MARYLAND

JUKE BOX OPERATORS
Get The Billboard's
Music Record Programming
and Buying Guide
NOW!
Just Updated With Latest Information

Lists 55 years of Song Hits Directory of Top Record Hits. Lists 1,567 Record Manufacturers and Labels and a directory of distributors.

Save time, effort and money. Send in coupon today.

Merchandising Division
The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Yes I want ()
copies of The Music-
Record Programming
and Buying Guide at
\$1 each. My remittance
is enclosed.
Please rush to

My Name..... 773
Company Name.....
Street Address.....
City..... State.....

THIS NEW WURLITZER Console
IS EARNING KING SIZE RETURNS
WHEREVER PEOPLE GATHER



the lower, lovelier, more listenable

WURLITZER Console

A NEW DIMENSION IN AUTOMATIC MUSIC

200-SELECTION MODEL 2200 • 104-SELECTION MODEL 2204

THE WURLITZER COMPANY • NORTH TONAWANDA, N.Y.

Established 1856



GUESTS OF TRIMOUNT COIN MACHINE COMPANY, as the firm unveiled the new Seeburg line during a dinner-dance at Boston's Statler Hotel, February 12. Left around the table: Joe Leonard, Trimount salesman; unidentified serviceman for Ray Thurston; Ray Thurston and Mrs. Eva Thurston, Fall River; Art Sturgiss, Boston; Bert Howell, Boston; Don Foote, Randolph; Sonny Campbell, Boston.



TRIMOUNT SALES STAFF AND GUESTS enjoying dinner at the Statler Hotel in Boston, where Trimount unveiled the new Seeburg line, February 12. L. to r., around table, Irwin Margold, Trimount general manager; Shirley Kagen and Marian P. McCarthy, receptionists; George Kane, Kane Discount Company; Leo Wyman, Trimount attorney; M. Bridges and M. Thompson, First National Bank; Jack Gordon, Seeburg district sales.



SOME OF THE 300 OPERATORS that turned out to see Trimount Coin Machine Company unveil the new Seeburg line at a dinner-dance held in Boston's Statler Hotel, February 12. Left to right, around table, Phil Peraner and son, Boston; Sol (Robby) Robinson, Boston; Henry (Hank) Gladstone, Boston; Dave Schultz, Brockton; Charlie Ford, Boston; Robert Green, Boston; George Schwarz, Jack Schwarz and Benny Schwarz, Boston.



MAINE AND MASSACHUSETTS OPERATORS attending the Trimount Coin Machine Company unveiling of the new Seeburg line at Boston's Statler Hotel. Left, around the table; Jimmy Michael, Waterville, Me., and guest to his left; Dave Riskin, Trimount staffer; Albert Bergeron, New Bedford; Rome Rivard, Lewiston; Charlie Stillman, Augusta; Buddy Drew, Winthrop; Al Sharpe, Portland, and guest.

MOA CONVENTION: FORUM & COMMITTEE MEMBERS NAMED

MODERATORS FOR FORUM MEETINGS

"FUTURE COPYRIGHT LEGISLATION." (Open discussion)—Moderators: Clinton S. Pierce, Albert S. Denver and Nicholas E. Allen.

"DIVERSIFIED OPERATIONS."—Moderators: J. Harry Snodgrass, John A. Wallace and Howard N. Ellis.

"SALES AND LOCATION RELATIONSHIP."—Moderators: Louis J. Casola, Ted Nichols and Les Montooth.

"STATE LEGISLATION AND TAXES."—Moderators: Louis Ptacek, David J. Baker and Harlan Wingrave.

"PUBLIC RELATIONS AND PUBLICITY."—Moderators: Norman Stout, Norman Gefke and William Blatt.

"PERCENTAGES AND 10-CENT PLAY."—Moderators: James Hutzler, J. Harry Snodgrass and Frank R. Fabiano.

CONVENTION COMMITTEES & MEMBERS

COMMITTEE ON AFFAIRS—General chairman, George A. Miller. Cochairmen: Albert S. Denver, Clinton S. Pierce, Larry Marvin, J. Harry Snodgrass, Martin Britz, Les Montooth, William Hullinger, James F. Tolisano, Ted Nichols, John A. Wallace, Howard N. Ellis, Joe Silla, Ben Murillo, Earl W. Kies, Paul M. Brown, Louis J. Casola and Norman Gefke.

EXHIBIT COMMITTEE—Chairman: Larry Marvin. Cochairmen: Louis J. Casola, Louis Ptacek and Harlan Wingrave.

REGISTRATION COMMITTEE—Chairman: James F. Tolisano. Cochairmen: Tom Withrow and Martin Britz.

ENTERTAINMENT COMMITTEE—George A. Miller, Paul E. Wittenmyer and Buddy Basch.

BANQUET TICKET COMMITTEE—Chairman: Howard N. Ellis. Cochairmen: Martin Britz, Louis J. Casola and J. Harry Snodgrass.

MEMBERSHIP COMMITTEE—Chairman: David J. Baker. Cochairmen: James K. Hutzler, William Blatt, Ted Nichols, Frank R. Fabiano, K. A. Cormney and Ralph Ridgeway.

LEGISLATIVE COMMITTEE—George A. Miller, Gordon Stout, Clinton S. Pierce, Nicholas E. Allen and J. Harry Snodgrass.

ADVISORY COMMITTEE (Permanent)—Chairman: George A. Miller. Cochairmen: Albert S. Denver, J. Harry Snodgrass, Martin Britz, Clinton S. Pierce, Les Montooth, Howard N. Ellis, John A. Wallace and Louis Casola.

BYLAWS COMMITTEE—Nicholas E. Allen, John A. Wallace, George A. Miller, Albert S. Denver, James F. Tolisano, William Hullinger and Victor Ostergren.

FINANCE COMMITTEE—Chairman: Martin Britz, national treasurer. Cochairmen: J. Harry Snodgrass, national secretary; Clinton S. Pierce, Albert S. Denver, Howard N. Ellis and George A. Miller.

PUBLICITY COMMITTEE—Chairman: George A. Miller. Cochairmen: Nicholas E. Allen, Clinton S. Pierce and J. Harry Snodgrass.

RECEPTION COMMITTEE—Max Hurvich, Ben Murillo, Frank R. Fabiano, Harlan Wingrave, Ralph Ridgeway, Earl W. Kies, Paul M. Brown, K. A. Cormney, Joe Lederman, Carl Pavesi, George J. Morgan, Jake Friedman, Pete Weyh, Lloyd J. Cramer and Ralph L. McMichael.

EXHIBITORS' LUNCHEON COMMITTEE—George A. Miller, Albert S. Denver, Larry Marvin, Clinton S. Pierce and Louis J. Casola.

MOA PREPS ORATOR ROLE FOR MEMBERS

OAKLAND—Music Operators of America members may soon find themselves playing key roles selling their profession to the general public via speaking engagements to business, professional and social groups.

MOA President George A. Miller announced the association was preparing "Speakers' Kits" for use by the membership in addressing local groups. Material would include facts and figures about the juke box industry that most of the general public is unaware of. Miller lauded the National Automatic Merchandising Association for suggesting the idea for NAMA members.

50 120 200
SELECTION MODELS

A
ROCK-OLD
FOR
EVERY LOCATION

You'll Need No Help
to find
GOOD BUYS
in USED
EQUIPMENT
in the
CLASSIFIED ADS
THIS ISSUE



Attack 'Hood' Influence in Mo. Operation

File Circuit Ct. Suit to Dissolve Wortman Enterprise

Continued from page 1

decided action should be taken against the company.

Behind the case is a long history of reported location bumping by W-R Cigarette Company, a cigarette vending operation owned by the Wortman brothers. W-R has been under fire by the local press, with extensive investigation being done by the St. Louis Globe-Democrat on the firm's reported "moving in" on other operating company locations. W-R also has large numbers of machines placed thruout municipal owned buildings. However, the municipal operations date back to when the firm was owned by a local alderman. When later purchased by the Wortmans, the locations were retained.

City officials stated they would look into the matter of the hoodlum connected, Wortman owned machines servicing city locations—mostly with no commission paid to the city.

The link to Plaza is based on the fact that the firm holds the controlling stock in a firm known as Rite-Way Cigarette Sales Company. Recently an application was made by Rite-Way to the State, to be permitted to do business under the fictitious name of W-R Cigarette Company. The letter accompanying the application stated that

Packaged Tune Trade Booms For S. D. Op

SIOUX FALLS, S. D.—Branching into background music and a profitable hi-fi component parts retail business has provided a lucrative sideline for one local operator here, that sometimes overshadows the income from his juke box route. But it wasn't always so.

Almost 16 years ago, Norman Gefke, local operator, decided that the consumer market for music would bear exploring. He reasoned his experience as a music specialist warranted his entering the field. He took the plunge.

But in those days, hi-fi was just a thought in engineering circles, and records were anything but a hot item to the consumer.

Modest Start

He started in a modest way but kept promoting his retail venture right along with his coin machine route. His success can almost be tagged onto the phenomenal

Continued on page 85

assets of W-R had been conveyed to Rite-Way. The articles of incorporation show that Rite-Way was incorporated last December 1, with Ted Wortman as one of the organizers.

The State suit is based on the technical charge that Plaza does not have a qualified registered agent in Missouri. It is asked by the suit that a receiver be appointed for the firm until a hearing is held.

Ted Wortman, a resident of Illinois, is the registered agent of Plaza, a Missouri corporation. State law requires that such a corporation should have a Missouri resident as registered agent.



TRIMOUNT MUSIC COMPANY GUESTS as the firm unveiled the new Seeburg line at a sumptuous dinner-dance held in Boston. From l. to r., around table, Amando Lalli, Atlas Music, Rhode Island; John Ryan, Boston; Mel Summerfield, Franklin; Vern Huddinnott, Rockland; Arthur Kirschner, Boston; Hy Fleischmann, Boston; S. Budd Daniels, Franklin; David S. Bond, Trimount president; Kip Hillman, Fall River; Mike Mukscan, Atlas Music, Rhode Island.

Colo. Ops Mull Way to Stop 'Location-Buying'

DENVER—Phonograph operator members of the Colorado Music Merchants' Association may be required to post \$5,000 bonds guaranteeing they will not "buy locations" if a proposal brought out at the February meeting here goes thru.

All members of the group agree that steep demands from location owners for the privilege of installing a phonograph are getting out of hand. There are several instances on record where a good

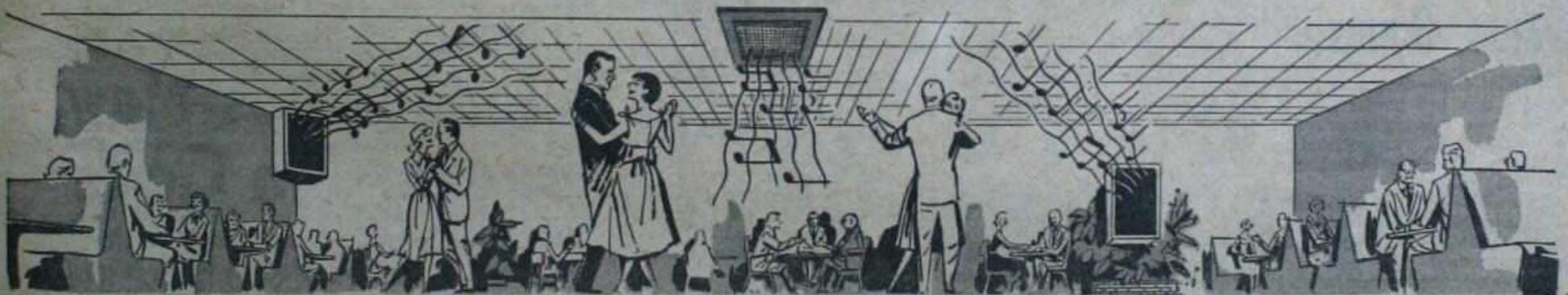
location has gone on the block at \$500 or more, and others where operators have pulled phonographs from worthwhile spots rather than to attempt to meet exorbitant "leases" asked by the location owner.

"It's a vicious spiral" one operator indicated "If something isn't done about it, the location owner will keep upping his price each year until there is no possibility of profit left for the operator."

The bond proposal was one of

several aired at the February meeting, which also saw new officials for the 1958 season formally installed (see separate story). The motion was not put to vote, pending a general discussion, altho most of the bigger operating companies have gone on record as being in favor of such a stiff penalty for "location buying."

The organization is hard at work building membership thruout the State, with 15 new members on the rolls since mid-1957. Aggressive recruiters have been Pete Geritz of Mountain Distributors and Leo Negri of Draco Sales Company. Each concedes that the \$5,000 bond safeguard would be difficult to maintain, but feels that it is the only practical solution to a profit-killing trend.



TO FILL THE BIGGEST ROOM

with music...
with players...
with profits...

UNITED'S UPA 100 PHONOGRAPH

Finest Hi-Fidelity components in a beautiful, acoustically-perfect cabinet, masterfully engineered to attract greater play... provide more plays per hour... more profit per play. Simplicity of design assures least servicing, in least time.

UNITED MUSIC CORPORATION
3401 N. CALIFORNIA AVENUE
CHICAGO 18, ILL.
CABLE ADDRESS, UMCORP

WRITE FOR DETAILS



CEILING SPEAKER...

8-inch Super Perma-Magnetic speaker easily recessed by removing standard ceiling tile.



CORNER SPEAKER...

8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.



WALL SPEAKER...

8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.



5 ATTRACTIVE COLORS

Ray Moloney Dies; Led Bally To Top of Amusement Trade

CHICAGO—Raymond T. Moloney, 58, president of Bally Manufacturing Company and long regarded by many in the trade as "Mr. Coin Machine Industry," died early Wednesday (26) at Columbus Hospital here of a heart attack.



RAY MALONEY

Funeral services were to be held Saturday (28), at St. Francis Xavier Church, Wilmette, Ill., where a Requiem Mass was to be celebrated at 10 a.m. Burial was to be in All Saints Cemetery.

Moloney had been active thru the years in the engineering and development of coin-operated amusement games and as a spokesman of the industry. The pinball games produced by the firm made the name "Bally" recognized around the world and layed the groundwork for the coin amusement trade of the present.

Diversifying its coin machine line, Bally today is the trade's leading producer of coin-operated kiddie rides, a leading producer of bowling games, pinballs and novelty games, and a manufacturer of vending machines.

Organized Lion Firm

Moloney headed the Lion Manufacturing Company, the parent firm of the Bally organization, as well as Lion's affiliated firms: Bally Manufacturing Company, Bally Vending Corporation (producers of hot drink venders), Grand Woodworking Company (producers of coin machine cabinets and furniture), Como Manufacturing

Company (designers and developer of coin machines and mechanisms), Ravenswood Screw Machine Corporation (screw machine products manufacturers), Comar Electric Company (produces coils and relays), and Marlin Electric Company (produces electrical connectors and parts). All of the companies are located in Chicago, with Grand Woodworking also having a Rockford, Ill., plant.

Ray Moloney is survived by his widow, Edna Margaret; two sons, Donald J., head of Donan Distributing Company, Chicago, and Raymond T. Jr., general manager of Marlin Electric; three daughters, Donna Rae, Patricia Anne, Kathleen Edna; two brothers, Daniel J. and Earle F. Moloney; a sister, Mrs. Fred Murphy; and eight grandchildren.

Moloney had expressed the wish to set up a Ray Moloney Foundation for charitable purposes, to be put into effect following his death (see separate article this section).

TO RAY MOLONEY: A SALUTE AND FAREWELL

By JACK SLOAN

As my heart does some very peculiar antics, I am confronted with a dreaded assignment—a salute and a farewell to my good friend and the good friend of untold hundreds, the fabulous and lovable Ray Moloney.

I'm immediately convinced I am not properly equipped to do the subject even a semblance of justice—despite my 28 years of close friendship with Ray. This is a job for a Considine, a Runyan, a McIntyre, et al. Not for a guy like me whose lifetime writings have been purloined at so much per agate line, with a fancy border all around.

Ray was of a school of dedicated men, dedicated to the proposition of providing low-cost amusement for the "man-on-the-street," the man who could not afford to patronize the race tracks, grand opera, My Fair Lady, etc.. Among the now comparatively few hardy and enterprising manufacturers of amusement machines, who have survived in this difficult industry, Ray had no peer.

Since Ray was engaged in the amusement business, he professed his faith in it to the nth degree—in his business and its environs. When the pinball games came along, they were "right up his alley."

The pioneers in this phase of the business wholeheartedly agree that the robust competition between Ray and other pioneer manufacturers made the business the great enterprise it is today.

And, don't overlook the fact, in order to survive, these hardy pioneers still had to be very adept at computing percentages from every angle. And Ray went to the head of that class, too.

To bear this out, I could cite numerous examples. One of these, I'll never forget; it occurred at his inception into the pinball business (and is that a story!). I was writing his advertising copy, when he decided some "fancy-dan" copy with art work, etc., could boom up the importance of pin games. So he hired an experienced copy-writer and layout man (long since moved on).

When Ray noticed I knew the fellow, he called me into his office and inquired what I knew about the fellow. I told him the guy rated anywhere from \$150 to \$250 per week; however, the depression had knocked that away down. He studied awhile and then remarked "Reports have it he's 'bagged' half of the time. I'm paying him \$75 a week; if I can keep him sober three days a week I'll break even."

What a man, what a lovable person—with your million-dollar personality—what a loss to our industry in these crucial times—and what a heartbreaking loss to your untold legions of friends!

God rest your soul, Ray.

Toledo Votes New, Tougher Pin Code

Ordinance, Along With That of Columbus Expected to Be Appealed to U. S. High Court

TOLEDO—In a final 9-0 vote of the City Council last week pinballs were banned outright in Toledo under a new, tougher ordinance modeled after the recent Ohio Supreme Court ruling.

Operators were to be given a 48-hour grace period to get their machines out of the city. City Manager Rink said the city did not intend to immediately seize machines, but rather, to get them out of town.

Marcus L. Friedman, attorney for pinball interests, said that while he would not attempt to gain a court order restraining the city from enforcing the new ban, the case, along with the Columbus case of like kind, is expected to be filed for possible review by U. S. Supreme Court.

Friedman said operators would take their machines out of the city "for awhile" pending the outcome of possible further court action. Actually only a motion of appeal to the U. S. Supreme Court has been filed thus far, but operators have 90 days from date of the January 15 ruling of the State Supreme Court, (which upheld the Columbus ordinance, and in effect the present Toledo code) to file a petition for review by the U. S. High Court.

Delay Columbus Action
Enforcement of the Columbus ordinance, in contrast to that of the Toledo code, has been held up by court mandate, pending possible action in the U. S. Supreme Court.

(Continued on page 89)

Senate Group Spurs Union, Game Study

Rackets Committee ID's 'Waterfall' as Hy Larner, Grills Wife in Washington

WASHINGTON — The Senate Rackets Committee continued its union-cointrade investigations last week and promised more of the same.

The committee matched "Thomas Waterfall," so-called executive secretary of the Chicago Independent Amusement Association, game operator group, with the name of Hyman Larner, former, Cook County, Illinois, slot machine figure. It is still seeking Larner.

In Washington, Myrtle Larner, who admitted being the wife of Hyman Larner, was grilled by the Senate committee but took the Fifth Amendment on most points. Among the questions posed by the committee were whether she was acquainted with Edward Vogel, syndicate slot machine chief, or Fred Tom (Juke Box Smitty) Smith, Local 134, International Brotherhood of Electrical Workers union, who reportedly signed the now much-investigated pact with the Chicago game operator association.

On the Lam

Committee Staff Counsel Robert Kennedy said that Larner, alias Waterfall, had escaped with "a good number of important records" wanted by the committee.

In action on the Chicago front, the Cook County grand jury's term was extended 30 days by Chief Justice Harold P. O'Connell for further study of union-coin machine racketeering.

Sam Greenberg, CIAA president, whose association is under investigation for possible Taft - Hartley

law violations in its dealings with Local 134, appeared before the federal grand jury Tuesday and Thursday (25 and 27) and was slated to appear before the Cook County grand jury tomorrow (4).

The Senate Rackets Committee reported it will continue its study of collusion between unions and coin machine associations around the country, with special emphasis on Chicago, Detroit and Cleveland. The Teamsters as well as the Electrical Workers are involved, Kennedy said. Both game and juke groups will be studied, he said. Hearings will be held when enough material is gathered.

Gottlieb Ships Criss Cross, New 5-Ball

CHICAGO—Criss Cross, a new single-player five-ball pin game that features light-up ball bumpers for in-line scores, was shipped to distributors last week by D. Gottlieb & Company.

Five-ball bumpers near top of playfield light up when playfield roll-overs are tripped or roto targets are hit. Player tries to light up bumpers diagonally in line or in all four corners for free games.

Bumpers light up individually, as roll-overs, or roto targets, each in a different color, are hit. Roll-overs and roto targets correspond in color to individual bumpers.

Specials can be scored when player has lighted all four corner bumpers or three of the bumpers in diagonal line. Lighting all five bumpers allows all roto-targets and bottom roll-overs to score specials.

The roto-targets can be spun for new score value by hitting any of four spots on playfield.

Criss Cross also has ball kickers, button-operated flippers and match play feature. It score up to 7 million.

Midget Bowling Alley Due Soon

CHICAGO — Midget Bowling Alley, a new compact bowling game, is in the works at United Manufacturing Company.

It is expected to hit the market in the near future.

Details on the new game are not yet available.

United Bows Bowling Alley Game, Bonus

CHICAGO — Bonus Bowling Alley, a new ball bowler that offers bonus shots for strikes or spares in certain frames, was prepared for shipment last week by United Manufacturing Company.

Bonus Bowling Alley is available in 13 and 16-foot lengths, with a six-foot center section for added length if desired.

The game awards two extra shots to the player making a strike in either the fifth or tenth frame, one extra shot for a spare.

It is adjustable to offer extra shots in both fifth or tenth, or in the tenth only.

Bonus has contact switches visible on the playfield. According to Bill DeSelm, United sales manager, this was done by popular demand. Lately most new models had switch-free playfields, but now there seems to be evidence that players like to bowl balls at switches, as well as pins, according to DeSelm.

Bonus is available with either 4½-inch composition balls or 4½-inch rubber balls. The rubber balls provide more quiet play, according to the firm.

Chi Panel OK's Rocket

CHICAGO — Rocket Shuffle, the new Chicago Coin puck game, was approved for operation in Chicago locations.

Rocket Shuffle is a new type of coin game, combining play action of the shuffle bowler, interior design of the electrical gun game, and in-line scoring.

The game was bowed two weeks ago (The Billboard, February 17), but awaited approval of the Chicago Game Panel, which rules on each new game proposed for operation in the city.

Racketeers' Stranglehold

Continued from page 79

who set up the association, and voted for its affiliation with I34, both in order partly to protect their locations from raids of hoodlum-controlled operations, are afraid the raids will start all over again, only this time even more vicious than before. Because now it is doubtful they have a racketeer

union-backed association to fight for them.

Both the juke box and amusement game industries can only hope that the federal and county grand juries and the Senate Rackets Committee will turn up the material necessary to bring lasting results for Chicago's operators.

Traders agree that lasting results can come only when and if local law enforcement agencies take continuous action against racketeering elements.

Legitimate operators, faced with competition from crime syndicate operations working hand-in-glove with union racketeers, have three choices if they wish to remain in business.

They can join the association and/or union involved which are controlled by the syndicate's coin—which is really protection money to remain in business—and do as they are told to do. They can try to go it alone and buck the racketeers. Or they can get out of the business.

Nearly all have chosen the first of these up until now. Unless union racketeers now operating are stopped, they will probably continue to do so.

If enough now is exposed about how they operate, and if local law enforcement agencies are forced to act as watchdog for legitimate operations, it is possible that their power over the business will at least be held in check.

Speculation is strong that Senate

Rackets Committee may be able to accomplish just that.

But it will be necessary that at least that much be done if the hearings and investigations are to produce benefits for operators.

Principals involved in the muscling operation of Chicago's juke box operations, and racketeering kingpins in other cities, have operated their control easily for years, despite numerous investigations.

For example, Joseph Paul Glinco, alias Glinco, Glinico, Glinco, alias John Murray, is the dominant figure in the muscling operation currently under investigation. But he has also been the dominant syndicate juke box kingpin for years in Chicago.

As top man in Automatic Phonograph Distributing Company, a juke box distributorship in Chicago and a firm which has at least one large operating route, Glinco (who is also head of the local taxicab drivers' union, Teamsters Local 777) has maneuvered himself into a position of effective control in Chicago. He has long used this position to occasionally force operators to buy equipment from his firm.

Curiously, too, another Chicago juke box distributing firm does the most juke box business, a fact of central interest to investigators.

Besides, when Automatic Phonograph would move one of its machines into a location and displace the one owned by an operator refusing to buy, the machine would be operated not by Automatic Phonograph's known operation, but usually by Garfield Music. Frank Smith, a brother of Tom (Juke Box Smitty) Smith, business agent for the International Brotherhood of Electrical Workers, Local 134, is one of the principals of Garfield.

Altho Glinco is careful to operate behind the scenes, there is no question whatsoever that he was the man chiefly responsible for forcing operators to buy at Lornar

in this case, that he is Juke Box Smitty's superior in the union division of the underworld, that he is the man in effective control of the juke box business in Chicago.

His relationships with all important people in the juke box business in Chicago, as well as with top brass of the crime syndicate, while all fairly carefully guarded, are

known to exist.

An extensive "go-between" operation, in which several operators in Chicago operate as liaison men between operators and the syndicate, is also coming to light. It is one which serves to protect the syndicate from direct ties, a fact which proves helpful when investigators move in.

ARCADES

BUY THE BEST...
BUY MUNVES!

Now is the time to order all Arcade Equipment for the 1958 Season!

MUNVES has all types and models, new and used. Write for 1958 Catalog. The most complete Arcade Catalog in the world!

WE EXPORT... all types coin-operated equipment, parts and supplies.

FOR INFORMATION WRITE TO

MIKE MUNVES

CORPORATION
88year 9-6477

177 Tenth Ave., New York 36, N. Y.

RECONDITIONED BARGAINS!

5 BALLS

Southern Belle	\$140.00	Fairway	\$ 55.00
Diamond Lull	125.00	Rag Man	49.00
Gold Star	135.00	Flying Saucers	49.00
Jacky Club	110.00	Step & No	49.00

GAMES

Rebirth Ringer Ball	\$ 75.00	Keeney Bowlette	\$245.00
Criss Cross Target	100.00	Keeney National	175.00
Genie Match Pool	40.00	Keeney Speedsters	185.00
Genie Shuffle Pool	30.00	Century	145.00
Genie 55:11 Ball	349.00	United Imperial	85.00
C.C. Bowling Team	340.00	United Team Bowler	95.00
		United Super Flash	125.00

SEEBURG M-100-A

Conv. to 45 RPM

\$195

POOL TABLES

6 Pocket Pools	\$175.00
Jumbo Pools	99.00
Nomper Pools	75.00

PURVEYOR

Better Buys

4233-34 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUNIPER 8-1814

ROSEN SPECIAL!

SEEBURG V-200's

ONLY \$575.00 Each

WIRE • WRITE • PHONE TODAY

1/3 With Order, Balance C.O.D.

DAVID ROSEN

Exclusive AMI Dist. E. Pa.
615 N. BROAD STREET, PHILADELPHIA, PA.
PHONE: STEVENSON 2-2903

Write for Complete Lists.

WANT! Bally Alleys

Take "B" as in Bally! Then add the sound "alley." They go hand in hand! You've got it! It's BALLY!

WE NEED 100 Desperately

WRITE • WIRE • PHONE

BE SURE TO VISIT OUR

ARCADES

at the

1958

BRUSSELS

WORLD'S

FAIR

Opening Date

April 17th!



International Scott Grosse Company

SCOTT GROSSE COMPANY

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

Rt. 1, Philadelphia 6-7712

Exclusive Dist. for Bally in E. Pa. and Rock Sta. in E. Pa., St. Jersey and Del.

Package Music

Continued from page 83

growth experienced in the consumer phonograph line.

Today, Gefke's store is one of the leading outlets in the Sioux Falls area. His store handles only hi-fi equipment and records. He specializes in custom-made systems and component parts in high-fidelity sets.

Recently he also entered the background music field, providing installations to many of the leading retail outlets in the metropolitan area. His providing piped-in music to downtown shoppers in Sioux Falls, during the Christmas season, was a high-point for the firm, tho not the least, by any means, of their expectations.

Juke Experience

Just how much his juke box experience contributes to his business, Gefke can't venture. But sound is sound, he reasons, and installing a good music and speaker installation is very much the same, whether for a juke box or a retail background music set-up, or even the home market.

Recently the firm, headed by Gefke, entered the amusement game and vending machine business and in 1957 alone doubled the number of cigarette machines on locations.

The secret to much of his success, Gefke feels, is keeping abreast of what the public will accept and being able to offer it to them at a reasonable price. Many operators could do well to explore opportunities adjacent to their lines of business which might earn them a substantial addition in income, he feels.

Gefke supervises the entire business personally, but has Fred Bathke managing the vending section and Don Elison as store manager of his hi-fi store.

As to the future, Gefke isn't sure. But his entire organization is keeping current with any new developments their people might expand into.

MUSIC

M-100A, Converted \$275

To 45 RPM

SEEBURG 100A	\$400
WURLITZER 7100	775
WURLITZER 2000	475
A.M.T. G-200	445
SEEBURG 100-B	385
SEEBURG 100-W	375
SEEBURG V-200	\$775

Modified with VL Selection Receiver

All phonographs reconditioned and refinished.

GAMES

Bally ALL STAR DELUXE BOWLER
Bally STRIKE BOWLER
Chicago ROCKET, 7 1/2"
Williams TEN STRIKE and TEN PIN
Kenny CIGARET VENDOR
Genie SUN CLUB

45 RPM CONVERSION

FOR M-100A

\$69.50

45 RPM CONVERSIONS for Other Models from \$13.75

Exclusive Seeburg Distributors



A Quarter Century of Service

ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

AR 61page 6-5007

NOW DELIVERING

- * BALLY STRIKE BOWLING LANES—ALL STAR BOWLERS—SUPER BOWLERS
- * BALLY TARGET ROLL—MISS AMERICA
- * BALLY CIRCUS, THE BIKE, THE CHAMPION, MODEL T and TOONERVILLE TROLLEY
- * ROCK-OLA PHONOS—50-120-200 SELECTION

WRITE OR CALL FOR PRICES

SPECIAL

1446 Hi-Fi Rock-Ola, 120 Sel.	\$450.00
1438 Comet Rock-Ola, 120 Sel.	350.00
1434 Rock-Ola, 50 Sel., 45 RPM	145.00
ChiCoin Sky Bowl	245.00
United Capital	195.00
United Imperial	60.00
Like New A.B.C. Bally Bowling Lanes, 11 ft.	495.00
14 ft.	545.00

All machines have been checked, cleaned and ready for location.

5 BALLS

Snafu	\$125.00
Capri	125.00
Blondie	145.00
Balls-a-Poppin'	245.00
Cottlieb Duetto	165.00
Williams Wonderland	135.00
Genie Showbest	Write
Bally Carnival	Write
Bally Circus	Write

BINGO GAMES

Sun Valley	Write
Showtime	Write
Beauty	\$ 45.00
Beach Club	65.00
Coyote	75.00
Ceytime	125.00
Yacht Club	30.00
Palm Beach	40.00
Variety	85.00
Miami Beach	125.00
Dude Ranch	45.00
Rig Time	125.00
Hi Fi	65.00
Ice Follies	65.00
Palm Springs	65.00
Surf Club	65.00

ARCADE

Genie Matarama \$495.00

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: Milrose 4-8468 Indianapolis, Indiana

EXCLUSIVE FACTORY DISTRIBUTORS

FOR

UNITED, BALLY, KEENEY, FISCHER and

AMI in Wisconsin

DISTRIBUTORS

for UNITED, KEENEY, and FISCHER for Minnesota, N. Dakota, and S. Dakota

GET IN IMMEDIATELY ON THESE OUTSTANDING MONEY MAKERS

NOW DELIVERING

AMI MODEL "H" 200, 120 & 100

- * UNITED JUMBO BOWLING ALLEY
- * UNITED DELUXE BOWLER
- * BALLY CIRCUS
- * BALLY ABC SUPER DELUXE BOWLER
- * KEENEY "22" CIGARETTE VENDOR
- * FISCHER NEW 6 POCKET POOL
- * FISCHER NEW 9 BALL POOL TABLES

Better see Paster for Service that's Faster
Always best prices, best terms and best service

PHONE, WIRE OR WRITE

PASTER DISTRIBUTING COMPANY

2227 University Avenue

St. Paul, Minn.

Phone: Midway 6-7901

3601 West Fond Du Lac

Milwaukee, Wisconsin

Phone: Hilltop 4-5425

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of February 24, 1958)

MUSIC MACHINES

AMI	High	Low	Mean Avg.
Model C-40	\$ 95.00	\$ 95.00	\$ 95.00
Model D-80 (51)			
40 sel., 78 RPM	295.00	95.00	225.00
Model E-40 (53) 40 sel., 78 RPM	275.00	195.00	195.00
Model E-80 (53) 80 sel., 45 RPM	325.00	325.00	325.00
Model E-120 (53) 120 sel., 45 RPM	495.00	150.00	350.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	565.00	120.00	495.00

ROCK-OLA	High	Low	Mean Avg.
120 Comet	\$435.00	\$435.00	\$435.00
1428 (48) 20 sel., 78 RPM	75.00	30.00	75.00
1432 (50-51) 50 sel., 78 RPM	95.00	95.00	95.00
1432 Rocket	100.00	95.00	100.00
1434 (50-51) 50 sel., 78 RPM	145.00	95.00	139.00
1434 Fireball	139.00	139.00	139.00
1434 Rocket	139.00	139.00	139.00
1436 A- (53) 120 sel., 45 RPM	229.00	229.00	229.00
1438 (54) 120 sel., 45 RPM	395.00	345.00	375.00
1442 (54) 50 sel., 45 RPM	395.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM	525.00	525.00	525.00
Hi-Fi (55)	189.00	189.00	189.00

SEEBURG	High	Low	Mean Avg.
HM-100-Hideaway (9/49)	\$189.00	\$189.00	\$189.00
M-100-A (9/49)			
100 sel., 78 RPM	275.00	69.00	145.00
M-100-B (10/50)			
100 sel., 45 RPM	425.00	300.00	375.00
M-100-C (5/52)			
100 sel., 45 RPM	525.00	400.00	475.00
HF-100-G (9/53)			
100 sel., 45 RPM	595.00	595.00	595.00
HF-100-R	695.00	610.00	665.00
100-W (9/53)	575.00	550.00	550.00
M-100-G	595.00	550.00	595.00

WURLITZER	High	Low	Mean Avg.
1015 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	59.00	49.00	49.00
1217 Hideaway (50)			
48 sel., 45 or 78 RPM	89.00	89.00	89.00
1250 (50) 48 sel., 45 or 78 RPM	115.00	54.00	99.00
1400 (51) 48 sel., 45 or 78 RPM	175.00	149.00	155.00
1450 (51) 48 sel., 45 or 78 RPM	175.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix	495.00	110.00	150.00
1550 (52) 104 sel., 45-78 RPM Mix	150.00	110.00	110.00
1550-A (53) 104 sel., 45-78 RPM Mix	225.00	145.00	145.00
1600 (53) 48 sel., 45 or 78 RPM	239.00	239.00	239.00
1600-A (54) 48 sel., 45 or 78 RPM	275.00	239.00	239.00
1650 (53) 48 sel., 45 RPM	345.00	239.00	275.00
1650A (54) 48 sel., 45 RPM	325.00	239.00	239.00
1700 (54) 104 sel., 45 RPM	595.00	445.00	495.00
1800 (2/55) (W)	675.00	500.00	595.00

PINBALL GAMES

BALLY	High	Low	Mean Avg.
Atlantic City (5/52)	\$ 55.00	\$ 55.00	\$ 55.00
Beach Beauty (1/55)	195.00	95.00	175.00
Beach Club (2/53)	65.00	37.00	45.00
Beauty (11/52)	65.00	40.00	60.00
Big Time (11/55)	145.00	65.00	125.00
Bright Lights (5/51)	45.00	45.00	45.00
Bright Spot (11/51)	145.00	45.00	45.00
Broadway (12/55)	270.00	165.00	195.00
Coney Island (9/52)	45.00	45.00	45.00
Dude Ranch (9/51)	60.00	45.00	55.00
Frolic (10/52)	45.00	45.00	45.00
Gaiety (3/55)	75.00	60.00	75.00

	High	Low	Mean Avg.
Gaytime (6/55)	\$125.00	\$ 75.00	\$115.00
Hi-Fi (6/54)	75.00	55.00	65.00
Ice Frolics (1/54)	65.00	50.00	65.00
Miami Beach (9/55)	210.00	110.00	125.00
Nite Club (3/56)	275.00	185.00	245.00
Palm Beach (7/52)	55.00	40.00	40.00
Palm Springs (11/52)	65.00	45.00	60.00
Spot Lite (1/52)	45.00	45.00	45.00
Surf Club (3/54)	65.00	50.00	60.00
Variety (9/54)	85.00	65.00	75.00
Yacht Club (6/53)	55.00	30.00	30.00

CHICAGO COIN	High	Low	Mean Avg.
Basket Ball Champ (10/49)	\$195.00	\$125.00	\$195.00
Tahiti (10/49)	75.00	75.00	75.00

EVANS	High	Low	Mean Avg.
Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00

GENCO	High	Low	Mean Avg.
Golden Nugget (2/53)	\$ 35.00	\$ 35.00	\$ 35.00

GOTTLIEB	High	Low	Mean Avg.
Arabian Knights (11/53)	\$100.00	\$100.00	\$100.00
Auto Race (9/56)	245.00	175.00	235.00
Basketball (10/49)	200.00	200.00	200.00
Chinatown (10/52)	50.00	50.00	50.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	225.00	195.00	215.00
College Daze (8/49)	135.00	135.00	135.00
Coronation (11/52)	45.00	45.00	45.00
Crossroads (5/52)	65.00	65.00	65.00
Cyclone (4/51)	25.00	25.00	25.00
Daisy Mae (7/54)	125.00	115.00	115.00
Derby Day (4/56)	200.00	145.00	185.00
Diamond Lill (12/54)	125.00	95.00	115.00
Dragonette (6/54)	160.00	115.00	150.00
Duette (3/55)	175.00	45.00	175.00
Flying High (2/53)	65.00	65.00	65.00
Four Belles (10/54)	125.00	120.00	120.00
Four Stars (6/52)	65.00	50.00	50.00
Frontiersman (11/55)	165.00	115.00	155.00
Gold Star (8/54)	150.00	125.00	125.00
Grand Slam (4/53)	60.00	50.00	50.00
Green Pastures (1/54)	75.00	75.00	75.00
Guys & Dolls (5/53)	65.00	65.00	65.00
Gypsy Queen (2/55)	150.00	125.00	150.00
Happy Days (7/52)	65.00	65.00	65.00
Harbor Lites (2/56)	185.00	165.00	175.00
Hawaiian Beauty (5/54)	125.00	110.00	125.00
Hawaiian Beauty (5/54)	125.00	115.00	115.00
Hit 'n' Run (3/52)	45.00	45.00	45.00
Jockey Club (4/54)	125.00	110.00	110.00
Jubilee (5/55)	275.00	275.00	275.00
Jumbo (10/54)	235.00	235.00	235.00
Marathon (10/55)	255.00	225.00	225.00
Lady Luck (9/54)	145.00	110.00	125.00
Lovely Lucy (2/54)	95.00	95.00	95.00
Marble Queen (6/53)	55.00	55.00	55.00
Mystic Marvel (3/54)	255.00	95.00	120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	85.00	85.00	85.00
Poker Face (8/53)	75.00	75.00	75.00
Quazette (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	65.00	65.00	65.00
Quinette (3/53)	75.00	75.00	75.00
Rose Bowl (10/51)	50.00	50.00	50.00
Score-Board (3/56)	245.00	195.00	195.00
Sea-Belles (8/56)	295.00	275.00	275.00
Shindig (9/53)	100.00	90.00	100.00
Skill Pool (8/52)	50.00	50.00	50.00
Sluggin' Champ (4/55)	165.00	125.00	165.00
Sluggin' Champ Deluxe (4/55)	175.00	115.00	115.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	160.00	135.00	150.00
Sweet Add-A-Line (7/55)	155.00	155.00	155.00
Toreador (6/56)	275.00	255.00	255.00
Tournament (8/55)	210.00	210.00	210.00
Twin Bill (1/55)	145.00	135.00	135.00
Wild West (8/51)	250.00	250.00	250.00
Wishing Well (9/55)	155.00	115.00	150.00

UNITED	High	Low	Mean Avg.
ABC (2/52)	\$545.00	\$545.00	\$545.00
Cabana (3/53)	45.00	45.00	45.00
Caravan (1/56)	165.00	95.00	125.00
Circus (8/52)	395.00	25.00	115.00
Havana (2/54)	80.00	80.00	80.00
Hawaii (6/54)	120.00	120.00	120.00
Manhattan (4/55)	95.00	55.00	75.00
Mexico (3/54)	45.00	45.00	45.00
Nevada (8/54)	55.00	35.00	35.00
Pixie (9/55)	175.00	70.00	85.00
Rio (11/53)	65.00	25.00	55.00

	High	Low	Mean Avg.
Singapore (10/54)	\$ 65.00	\$ 65.00	\$ 65.00
Stardust (4/56)	155.00	100.00	150.00
Starlet (11/55)	175.00	85.00	125.00
Triple Play (8/55)	115.00	65.00	85.00
Tropicana (11/55)	75.00	75.00	75.00
Tropics (7/55)	85.00	35.00	55.00

WILLIAMS	High	Low	Mean Avg.
Army & Navy (10/55)	\$ 35.00	\$ 35.00	\$ 35.00
Big Ben (9/54)	55.00	55.00	55.00
C. O. D. (9/53)	75.00	75.00	75.00
Colors (11/54)	75.00	75.00	75.00
Dealer '21' (2/54)	55.00	55.00	55.00
Deluxe Baseball	125.00	45.00	49.00
Disk Jockey (11/52)	40.00	40.00	40.00
Eight Ball (1/52)	35.00	35.00	35.00
Fairway (6/53)	59.00	59.00	59.00
Grand Champion (8/53)	60.00	60.00	60.00
Gun Club (11/53)	40.00	40.00	40.00
Hayburner (6/51)	75.00	75.00	75.00
Hong Kong (10/52)	55.00	55.00	55.00
Jalopy (8/51)	40.00	40.00	40.00
King of Swat	225.00	225.00	225.00
Lazy Q (2/54)	35.00	35.00	35.00
Lu Lu (12/54)	135.00	55.00	75.00
Nifty (12/50)	20.00	20.00	20.00
Nine Sisters (11/54)	50.00	50.00	50.00
Peter Pan (4/55)	145.00	95.00	135.00
Quarterback (10/49)	195.00	195.00	195.00
Race the Clock (11/55)	190.00	85.00	190.00
Rainbow 5 Ball (11/48)	265.00	125.00	245.00
Regatta (10/55)	145.00	110.00	125.00
Screamo (4/54)	75.00	75.00	75.00
Silver Skates (2/53)	50.00	50.00	50.00
Singapore (10/54)	75.00	55.00	55.00
Sky Way (9/54)	65.00	65.00	65.00
Spark Plug (10/51)	30.00	30.00	30.00
Spiffire (2/55)	110.00	75.00	110.00
Star Pool (10/54)	95.00	95.00	95.00
Struggle Buggie (12/53)	55.00	55.00	55.00
Slugfest (3/52)	45.00	45.00	45.00
Twenty Grand (12			

	High	Low	Mean Avg.
Football (CC) (11/54)	\$150.00	\$150.00	\$150.00
Flash (CC) (9/54)	335.00	195.00	195.00
8 Player (Ge) (9/51)	85.00	50.00	50.00
Gold Cup (CC) (7/53)	155.00	75.00	115.00
Gold Medal (B) (8/55)	175.00	175.00	175.00
Hi Speed Triple Score (CC) (8/53)	60.00	60.00	60.00
Holiday Match Bowler (CC) (9/53)	450.00	225.00	350.00
Hollywood (CC) (5/55)	195.00	175.00	175.00
Imperial (U) (9/53)	95.00	85.00	95.00
Leader Shuffle Alley (U) (11/53)	195.00	125.00	165.00
League Bowler (U) (11/54)	230.00	95.00	165.00
League Bowler Deluxe (U) (11/54)	195.00	100.00	145.00
Lightning (U) (2/55)	175.00	145.00	150.00
Lightning Deluxe (U) (2/55)	295.00	275.00	275.00
Magic (B) (12/54)	155.00	155.00	155.00
Mars (U) (1/55)	295.00	225.00	275.00
Mars Deluxe (U) (1/55)	395.00	185.00	245.00
Match Bowler-A-Ball (CC) (8/52)	70.00	45.00	45.00
Match Pool (Ge) (2/54)	60.00	60.00	60.00
Mercury (U) (12/54)	145.00	145.00	145.00
Myric Bowler (B) (12/54)	355.00	325.00	355.00
Mercury Deluxe 11th Frame (U) (11/54)	295.00	235.00	245.00
Name Bowler (CC) (11/54)	50.00	50.00	50.00
Official (U) (5/52)	85.00	60.00	75.00
Olympic (U) (8/54)	135.00	70.00	75.00
Original (U) (1/55)	95.00	50.00	70.00
Parade (K) (19/53)	149.50	50.00	85.00
Palisade (K) (19/53)	55.00	55.00	55.00
Playtime Bowler (CC) (10/54)	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54)	125.00	125.00	125.00
Rocket (B) (8/54)	95.00	95.00	95.00
Royal (U) (8/54)	190.00	75.00	110.00
Score-A-Line (CC) (9/55)	225.00	225.00	225.00
Shuffle Alley Deluxe 6 Player (U) (10/51)	85.00	30.00	60.00
Shuffle Alley 6 Player (K) (10/51)	85.00	45.00	55.00
Shuffle Alley 10 Player (K) (10/51)	95.00	50.00	60.00
Shuffle Alley 11th Frame (U) (10/51)	335.00	150.00	195.00
Shuffle Alley Deluxe 11th Frame (U) (10/51)	325.00	175.00	255.00
Shuffle Pool (Ge) (11/53)	75.00	50.00	50.00
Six Player (CC) (11/53)	50.00	45.00	45.00
Six Player Deluxe (U) (11/53)	65.00	40.00	45.00
Six Player 10th Frame (U) (11/53)	75.00	55.00	70.00
Speedlane Bowler (K) (11/53)	275.00	275.00	275.00
Speedy (U) (8/54)	135.00	135.00	135.00
Star 5 Player (U) (7/52)	95.00	34.50	45.00
Star 10th Frame (U) (7/52)	110.00	29.50	60.00
Starlite (CC) (5/54)	125.00	125.00	125.00
Super Bonus Deluxe (U) (5/54)	425.00	345.00	375.00
Super Frame (CC) (5/54)	295.00	95.00	165.00
Super Hatch Bowler (CC) (10/52)	75.00	50.00	55.00
Super Six (U) (13/52)	100.00	29.50	75.00
Tarpette (U) (13/52)	100.00	100.00	100.00
Tarpette Deluxe (U) (8/54)	320.00	95.00	195.00
Team Bowler (U) (11/54)	95.00	95.00	95.00
Team Bowler (K) (10/52)	75.00	49.50	50.00
Tenth (K) (10/52)	75.00	35.00	60.00
Tenth Frame Bowler (CC) (10/52)	95.00	40.00	60.00
Thunderbolt (CC) (10/52)	210.00	175.00	210.00
Triple Score Bowler (CC) (16/51)	65.00	65.00	65.00
Triple Strike Bowler (CC) (16/51)	175.00	175.00	175.00
Versus Deluxe (U) (3/55)	350.00	225.00	275.00
Victory Bowler (B) (5/54)	295.00	145.00	195.00
Virus Bowler (U) (5/54)	150.00	150.00	150.00

ARCADE EQUIPMENT

Code: AP—Aster Pianos; B—Bally; CC—Chicago Coin; E—Ezra; Ex—Exhibit; G—Genny; Gb—Gottlieb; K—Kamery; M—Milt; Mm—Morton; R—Rosen; S—Seeburg; Ss—Schiffing; Sh—Shogren; T—Telesco; U—United; W—Williams; Ws—Walding.

	High	Low	Mean Avg.
AA Gun (K) (1/48)	\$ 99.50	\$ 99.50	\$ 99.50
ABT Challenger (5/46)	30.00	25.00	25.00
Air Football	225.00	195.00	225.00
Air Hockey	325.00	250.00	325.00
Air Raider (K) (1/48)	125.00	125.00	125.00
All Star Baseball (W)	195.00	100.00	175.00
Anti Aircraft	99.50	99.50	99.50
Atomic Bombers (M)	125.00	100.00	125.00
Auto Photo (AP)	2295.00	1595.00	1795.00
Balloonat Capitol P (1/55)	295.00	295.00	295.00
Baseball (5c)	79.50	79.50	79.50
Baseball, 2 Player (G)	175.00	125.00	145.00
Basketball (G)	195.00	195.00	195.00
Basketball (CC)	195.00	125.00	125.00
Basketball Champ (CC)	195.00	195.00	195.00
Bar-A-Score (Ex) (8/48)	150.00	95.00	95.00
Bar-A-Score, Sr. (Ex) (8/48)	95.00	95.00	95.00
Bert Lane Merry-Go-Round	275.00	275.00	275.00
Big Broncho (1/51)	325.00	325.00	325.00
Big Inning (B) (1/47)	125.00	125.00	125.00
Big League Baseball (3/51) (W)	145.00	125.00	125.00
Big League Baseball (W) (2/54)	145.00	145.00	145.00
Big Top (G) (6/54)	295.00	235.00	250.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (11/55)	195.00	195.00	195.00
Broncho Horse (Ex) (10/47)	375.00	375.00	375.00
Card Vender (Ex)	50.00	45.00	50.00
Carnival Deluxe (U)	295.00	150.00	245.00
Carnival Gun (U) (10/54)	150.00	135.00	145.00
Champion Baseball (G)	195.00	175.00	175.00
Champion Hockey (1/46)	100.00	100.00	100.00
Coon Gun (5)	145.00	85.00	85.00
Coon Hunt (5) (2/54)	155.00	95.00	150.00
Dale Gun (Ex)	85.00	60.00	65.00
Defender (B) (1/40)	150.00	125.00	125.00
Derby, 4 Player (CC) (13/52)	125.00	125.00	125.00
Drivemobile (M) (7/54)	150.00	150.00	150.00
500-Shooting Gallery (Ex) (3/55)	120.00	100.00	110.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	350.00	49.00	95.00
Football (M)	275.00	275.00	275.00
Goatee (CC) (11/46)	225.00	95.00	95.00
Gun Patrol (Ex) (5/51)	150.00	62.00	95.00
Gypsy Fortune Teller	10.00	10.00	10.00
Harvard Metal Typer	125.00	125.00	125.00
Heavy Hitter (B)	65.00	50.00	65.00
Hi-Ball (Ex) (2/38)	95.00	75.00	75.00
Hockey (CC)	75.00	75.00	75.00
Home Run, 6 Player (CC) (13/54)	95.00	95.00	95.00
Jet (B)	110.00	110.00	110.00
Jet Fighter (W) (10/54)	225.00	100.00	150.00
Jet Gun (Ex) (12/51)	75.00	75.00	75.00
Jumping Jack (G) (11/52)	85.00	35.00	75.00
Jungle Gun (U) (7/54)	325.00	325.00	325.00
Kicker & Catchers	52.50	52.50	52.50
K O Fighter	395.00	345.00	350.00
Lite League (W) (2/54)	75.00	75.00	75.00

	High	Low	Mean Avg.
Lord's Prayer (M) (6/56)	\$390.00	\$390.00	\$390.00
Lowmeter (Ex)	25.00	25.00	25.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Mercury Counter Gripper	25.00	25.00	25.00
Midget Movies (CC)	195.00	75.00	125.00
Midget Skatball (CC)	125.00	125.00	125.00
Mill Scales	65.00	35.00	50.00
Parom (Mills)	395.00	395.00	395.00
Pennant Baseball (W)	100.00	100.00	100.00
Periscope (CC)	100.00	95.00	95.00
Photomatic (M) (1/50)	350.00	250.00	350.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (11/49)	75.00	75.00	75.00
Pistol Pete (CC)	99.50	45.00	75.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bar'm (5)	195.00	125.00	195.00
Polar Hunt (W)	395.00	325.00	345.00
Pop Up	20.00	20.00	20.00
Quarterbacks (G) (9/55)	195.00	55.00	155.00
Ranger (K)	295.00	250.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	175.00	150.00	150.00
Round the World Trainer (CC) (10/53)	375.00	325.00	325.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	365.00	224.00	313.00
Set Shot Basketball (Munves) (6/52)	295.00	225.00	275.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (5)	125.00	125.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/53)	195.00	95.00	195.00
Silver Bullets (Ex) (11/49)	195.00	75.00	125.00
Silver Gloves (M)	175.00	125.00	175.00
Six Shooter (Ex)	75.00	75.00	75.00
S. K. Grip Vue	30.00	20.00	20.00
Skee Ball (W) (8/36)	245.00	245.00	245.00
Sky Fighter (M) (9/53)	125.00	125.00	125.00
Sky Gunner (G) (9/53)	125.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	210.00	175.00	195.00
Smiley (Pioneer) (8/46)	525.00	495.00	495.00
Space Gun (Ex)	125.00	85.00	95.00
Space Ranger (Deco)	275.00	275.00	275.00
Space Ship	275.00	125.00	125.00
Speed Boat (B) (7/53)	325.00	275.00	325.00
Sportland (Ex) (11/51)	150.00	140.00	140.00
Sportsman (K) (11/54)	140.00	140.00	140.00
Standard Metal Typer F S	275.00	275.00	275.00
Star Series (W) (4/49)	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54)	120.00	110.00	120.00
Steeple Chase	395.00	395.00	395.00
Strike-A-Lite (ABT)	195.00	195.00	195.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	125.00	125.00	125.00
Super Jet (CC) (4/53)	175.00	175.00	175.00
Super Jet (CC) (8/53)	295.00	295.00	295.00
Super Pennant (W)	175.00	145.00	175.00
Super Slugger (U) (7/55)	215.00	215.00	215.00
Telegiz (1/40) (T)	95.00	95.00	95.00
Ten Strike (E) (1/46)	85.00	75.00	85.00
3-D Theater (M) (12/53)	150.00	150.00	150.00
Three-of-A-Kind	20.00	18.00	18.00
Three Way Gripper (G)	25.00	25.00	25.00
Treasure Cove (Ex) (6/55)	225.00	225.00	225.00
Trigger Horse (E) (7/53)	395.00	395.00	395.00
Undersea Raider (2/46)	125.00	120.00	125.00
Voice-O-Graph (M) (4/46)	325.00	245.00	325.00
Wild West (G) (2/55)	65.00	65.00	65.00
Wizard 5c	20.00	19.50	19.50
Wizard Whiz	25.00	18.00	20.00
World Series (W) (4/51)	50.00	50.00	50.00
Zingo (1/51) (U)	65.00	65.00	65.00

You'll Need No Help
to find
GOOD BUYS
in **USED**
EQUIPMENT
in the
CLASSIFIED ADS
THIS ISSUE

COINMEN YOU KNOW

Boston
By CAMERON DEWAR
Nearly 300 operators, one of the largest turnouts in the history of the music business in New England, were entertained by Trumbull Automatic Sales Corporation on the occasion of the first area showing of the new Seeburg phonographs. . . . The three new models, the 201, 161 and 101 were covered by green drapes and dramatically revealed by Jack Gordon, Seeburg district sales chief, after a short history and demonstration of music machines and the rise of the EP record, using large cards as illustration.

distributors were Ben Ross, Graybar Vending Company, Allston; Bert Howell, Bill Arrison and C. F. Heselton, Chester, Vt.; Harry Wamcourt, Newport, R. I.; Martin Ferraro, Fall River; Alex Lee, Providence, R. I.

Stanley Lackey, Pioneer Music, Hyannis; Ralph Lackey, Karel Music, Milton; Al Dolins, Hyannis;

Hugo Caporiccio, Watertown; John Poto, East Boston; Dana Hasty, Ray Thurston, Eva Thurston, all of Fall River; Eddie Dicey, Caribou, Me.; Malcolm Wallace, Newport, Vt., and Bud Sequin, Twin State Music Company, Newport, Vt.; Harold Bean, Alee Amers, Howie Lang, John Lazar, all of Lazar Music Company, Manchester, N. H.

WANTED TO BUY
QUANTITY KEENEY ARCADE POOLS
New or used. Advise best price and quantity available.
BOX 921
c/o The Billboard, 188 W. Randolph, Chicago, Ill.

Irwin Margold, general manager of Trumbull, welcomed operators from all over New England and introduced Dave Bond, president of the firm. Gordon stressed dual programming and dual pricing, a strong feature of the new machines. . . . Hosting for Trumbull were Dan Brown, Dave Harkin, Marshall Cazan, Russ Eckels, Joe Smith, Marion McCarthy and Shirley Kagan.

From Seeburg were Bill Beckett, Hi Fleischman, Art Kerschner, George Kane and John Ryan, representing financial houses. A telegram was read from Harry Kelly, Seeburg New England representative, who was unable to attend. . . . Among operators and record

BUY! METAL TYPERS
VENDING ALUMINUM IDENTIFICATION DISC
WHY?
1. LIFE-TIME INCOME
2. TROUBLE-FREE OPERATION
3. ONLY 18" x 18"

STANDARD HARVARD
1218 N. WESTERN AVE.
CHICAGO 22, ILL.
BY 4-2138

find out every
week in
The Billboard

Order NOW at LOW Subscription Rates.
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$15.
(Foreign rate, one year, \$15)

Name.....
Address.....
City..... Zone..... State.....

GIVE TO DAMON RUNYON CANCER FUND

WATCH YOUR EARNINGS GROW

with these

SHAFFER SPRING SPECIALS

SEEBURG 3W1 100 WALL BOX

- Chrome Covers
 - Completely Reconditioned
- \$49.50**

SEEBURG V-200



200 Selection with VL Receiver

\$795.00

ALL PRICES REDUCED

AMI

G-200	\$645.00
G-120	575.00
F-120	475.00
E-120	299.50
D-80	229.50

WURLITZER

Model 2000 (200 Selection)	\$635.00
Model 1900	625.00
Model 1800	550.00
Model 1700	450.00

ROCK-OLA

1454	\$595.00
1448	565.00
143B Comet	325.00

SEEBURG

HF100R	\$645.00
HF100G	545.00
M100C	465.00
M100B	365.00

SEEBURG'S GREAT FOR '58 . . . See the Finest at Shaffer's

Write for Illustrated Catalog
SHAFFER MUSIC COMPANY

In the Coin Machine Business Over 25 Years

COLUMBUS, OHIO
849 N. High St.
AXminster 4-6614

CINCINNATI, OHIO
1889 Central Pkwy.
MA 1-6310

INDIANAPOLIS, IND.
1327 Capitol Ave.
ME 4-3571

Al Simon to Be Honored In Gotham UJA Drive

NEW YORK—Al Simon, veteran coin machine distributor, was named the guest of honor for the Coin Machine Division United Jewish Appeal's 1958 drive here.

The selection was made by the Coin Machine Division's executive committee at a dinner meeting at the Sheraton-Astor Hotel Wednesday (26).

The annual victory dinner will be held May 14 at the grand ballroom of the Sheraton-Astor. Goal for the Coin Machine Division this year is \$50,000. Last year, the New York coinmen raised more than \$30,000 for the UJA.

Boorstein Named
Lou Boorstein, who has been general chairman for the event for

1956 and 1957, was renamed to the post by acclamation. The head of Leslie Distributors was on the West Coast on business at the time and was elected in absentia.

Al (Senator) Bodkin, the 1956 guest of honor, was named chairman of the executive committee, and Teddy Blatt, counsel for the Associated Amusement Machine Operators of New York, was named assistant general chairman.

Guest Speaker

Guest speaker at the Wednesday dinner was Abraham Tannenbaum, a New York lawyer and a volunteer UJA worker. Tannenbaum, who recently returned from a trip to Israel, spoke of the UJA rescue fund which last year was responsible for getting 80,000 Jews, who lived in Iron Curtain countries, to Israel.

Prime purpose of the 1958 drive, he explained, is to get Jews from behind the Iron Curtain into Israel.

The executive committee meets Wednesday night (5) at the Sheraton-Astor to discuss methods of reaching the \$50,000 goal.

Attending the initial executive committee meeting were Lou Wolberg, Al (Senator) Bodkin, Dave Lowy, Barney Sugarman, Mike Munves, Teddy Blatt, Ben Haskell, Max Weiss, Seymour Pollak, Claire Morano, Bert Jacobs, Bob Strauss, Abe Lipsky, Meyer Parkoff, Sid Slater and Aaron Sternfeld.

Memphis Juke

• Continued from page 79

gave them until the end of January to buy them.

Those licenses upped the 952 total to almost 1,000, he said, actually a slight increase over the machines in operation at December 31, 1956.

Craig said the number of phonographs in Memphis has about doubled in the past 10 years. In 1948 there were about 500 in operation, he said.

The total at the end of 1956 had grown to 838 and by June 30, 1956, had climbed to 936. With the total near 1,000 now, he foresees a continued steady growth of the phonograph operating business as long as good business conditions prevail.

He sees the business as a healthy one here with about 25 operators with varying sized routes.

License costs per year on phonographs are: city, \$10.25; county, \$10.50; State, \$10.50, and federal, \$10.

Wrightstown

• Continued from page 79

Apell also operates some games and music on locations.

According to Mrs. Louis Apell, who helps her husband operate the arcade, the \$100 blanket arcade license fee covered 25 machines or more on the same location and had been in effect since 1940. The Apells have operated their arcade for nine years.

Help Sought

Pearl said he would seek support from the Amusement Guild of South Jersey and the Music Guild of New Jersey in an effort to fight the new fee schedule.

He added that no machines have been pulled off location because of the new fees, but explained that most of the stops in the Fort Dix area are better than average.

However, Pearl concluded, the new schedule would prevent operators from placing equipment on some locations which are considered marginal stops.

Northwestern

• Continued from page 74

cerned, said Greiner, there is great demand for peanuts, and the 2-cent level overcomes the two problems which have plagued peanut vending in the past. The customer often felt he was not getting enough nuts to make it worth his while, and the operator often found that servicing costs on nut machines were too high at the cent level. Northwestern believes the operator can now profitably service a nut route with little difficulty, at the same time vending a portion of nuts which is proportionately greater than can be had in the packaged variety.

Two-cent conversion units are available for similar Northwestern machines.

Denver Assn.

• Continued from page 79

the association over the past two years, Arnold pointed out there are probably less than 5 per cent of the total phonograph locations in Denver still operating on 5-cent play, and that general operating standards of the phonograph industry are at an all-time high. On the debit side, he emphasized that location costs are growing higher and higher, and will require some sort of concerted action to standardize the amounts an operator will pay for any type of location.

Newport, R. I., Preps Pin Ban

NEWPORT, R. I.—The city council has, at first reading, unanimously passed an ordinance banning pinball games in the city. It was to come up for final reading last week.

Currently, the city licenses 225 machines at \$25 each, annually. The pinballs were allowed to award free plays.

MOA Drafts

• Continued from page 79

on hand to detail a national public relations program to the membership.

P. A. L.

Willie Blatt, of Miami, is also slated to present some public relations ideas for operators working with the Police Athletic League.

Both the television show and P. A. L. program were approved by the MOA directors at a Miami board meeting last fall.

Several guest speakers will also be featured. G. Norman Ditchburn, chairman of the Ditchburn Organization, London juke box manufacturer, is again slated to appear. Ditchburn spoke at last year's MOA conclave, comparing English operating techniques with many he'd observed here.

Nicholas E. Allen, newly appointed legal counsel, will address operators on the current status of the battle against pending juke box copyright legislation.

As a possible addition, RCA Victor is scheduled to present a special evening for the music operators.

For the ladies, there will be the traditional suite for a hospitality assembly as well as a fashion show luncheon.

MOA convention headquarters will open at the Morrison Hotel in Chicago, April 1. Larry Marvin will assist George Miller in completing all details for the late-comers.

WANTED Bingo Mechanics!

STEADY WORK! GOOD PAY! NO DRIFTERS! GIVE QUALIFICATIONS AND REFERENCE IN YOUR FIRST LETTER.

Write to Box
920

THE BILLBOARD
188 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS

RECONDITIONED IN OUR SHOP!

25—SEEBURG-C PHONO-GRAPH. Ea.	\$400
6—A.M.I. D-40 (Conv. 45). Ea.	149
25—1900 WURLITZER PHONO. Ea.	825
10—2000 WURLITZER PHONO. Ea.	895

J. H. RUTTER, INC.

917 South State Street
Salt Lake City, Utah
Phone: Davis 2-2549

NEED 1,000

USED—AS IS

SHUFFLES & BINGOS

IMMEDIATELY!!

PHONE—WIRE—WRITE
Cabe Foran—240 E. Merrick Rd.
Freeport, N. Y.
Phone: MAyfair 3-2472

SANDY MOORE

DISTRIBUTORS CORP.
Export Specialists
240 E. Merrick Rd., Freeport, N. Y.
MAyfair 3-2472
Showroom:
599 Tenth Ave., N. Y. 19, N. Y.
CHickering 4-5050

"CONSOLETTA"

Replaces from 4 to 8 Wallboxes!

- Remote control
- Volume control
- 16"x27" x18"
- Shpg. Wt. 40 Lbs.
- Distributors Available



CALL HARRISON 3-8255
REX COIN MACHINE DIST. CORP.
831 So. Salina St.
Syracuse, N. Y.

Indiana Coin Tax Drive

• Continued from page 79

ments will not be denied to coin equipment owners.

In each of Indiana's counties, a board of tax review meets in June. This body considers petitions from taxpayers who feel that the assessor has placed an inequitable tax burden on their shoulders.

Response

The 1957 legislative action represented a delayed response to the recommendations of the Indiana Commission on State Tax and Financing Policy.

"In many cases," the Commission complained in a report, "machines are located in known estab-

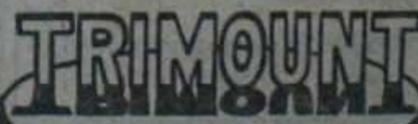
lishments but are owned by some outside individual or company. The tax assessor has the legal responsibility of assessing these machines, but the owner of the premises often denies ownership or, at times, all knowledge of ownership. If the actual owner cannot be ascertained, assessors are instructed to assess the machines against the owner of the premises upon which they are located. There is considerable evidence, however, that this is a rarely done. The result is that many of the machines are not assessed for personal property taxation."

TRIMOUNT'S Special of the Month

50 SEEBURG M100C's

- ALL NEW DECALS
 - COMPLETELY RECONDITIONED
 - SPOTLESS
- \$475 EACH**

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin and International Mutoscope Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-9480

BRAND NEW Champ Pool 6-POCKET POOL TABLE

\$225.00 Complete
(20c or 25c chute)

Immediate Delivery
Shipped F.O.B. Chicago.
1/3 Deposit, Balance C.O.D.

**Champion
Distributing Co.**

3833 W. Division St.
Chicago 51, Illinois
Albany 2-3272

BEST for LESS

Shopped and Ready
for Location

MUSIC

WURLITZER

1100	\$ 49.50
1700	495.00
1800	595.00
1900	695.00
2000	795.00

SEEBURG

100 A	\$ 95.00
-------	----------

WALL BOXES

WURLITZER 5205	\$29.95
----------------	---------

BINGOS

PALM SPRING	\$ 45.00
SOUTH SEA	155.00
PIXIES	70.00
CARAVAN	125.00
TROPICS	35.00
STARLETS	85.00
YACHT CLUB	35.00

BALLY JET BOWLER... \$95.00

1/4 down, balance C.O.D.

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 North Capital Avenue
Indianapolis, Indiana
Phone: MErose 5 1593

Filter Blast

• Continued from page 74

filter brands in tar and nicotine contents. The manufacturers cited CU reports in an attempt to establish that the advertising claims were based on truth.

CU Position

CU entered the picture this week when it charged that its test results were being used out of context by the manufacturers and that the manufacturers were drawing unwarranted conclusions.

To clarify its position, CU released the following statements in regard to cigarette smoking:

1. Until the last six months, there was little difference between filters and non-filter regular cigarettes in tar and nicotine content. The trend to lower-tar, lower-nicotine cigarettes has developed in the last six months.

2. CU cigarette studies during the last five years indicate that nicotine and tar content in various brands change from time to time and that figures at any time offer no assurance that this content will not increase without notice.

3. Many popular filter-tip brands have about the same tar and nicotine content as do most of the non-filter, regular-size brands.

4. No cancer-inciting chemical has been shown to be present in cigarette tars. On the other hand, there is no evidence to show that even the lowest-tar filtered cigarette offers a heavy smoker any real assurance of safety against lung cancer.

"However," the report says, "statistical and biological evidence indicates that heavy cigarette smoking (more than 25 cigarettes a day) is one of the major or significant causes of the rising incidence of lung cancer, and that tars in cigarette smoke are the most likely carrier of the cancer-inciting chemical."

5. Cigarettes with lower nicotine contents are safer. Altho nicotine does not cause heart or vascular disease or peptic ulcer, it can aggravate these disorders.

6. It can be just as harmful to smoke a large number of low-tar, low-nicotine cigarettes as it is to smoke a moderate number of high-tar, high-nicotine cigarettes.

7. The mention in advertising of the presence of a filter-tip can give the smoker the impression that he will be protected from health risks. In this sense, all filter-tip cigarette advertising may be misleading.

Milwaukee to Vote on Coin, Liquor Code

MILWAUKEE — Persons will be prohibited from having financial interests in both liquor stores or taverns and games and juke boxes, if amendments introduced in the Milwaukee Common Council are adopted.

Introduced by the license committee, the amendments are designed to take away any influence coin machine operators might have on taverns or liquor stores. They would take effect July 1, if passed.

The amendments would, in effect, forbid a tavern or liquor license holder to hold a license as an operator of a game or juke, and vice-versa.

Dime Locker Prices to Rise

NEW YORK—The coin-operated baggage locker, traditionally 10 cents for a 24-hour period, may become a victim of inflation.

In the New York and Boston subways, the American Locker Company is replacing its dime coin mechanisms with 20-cent units. The dime vend had been in effect ever since the company began its operations in 1910.

During the last decade, 20-cent and 25-cent lockers have been installed. However, these have generally been for over-size baggage compartments.

According to an ALC spokesman, recent attempts to design a 15-cent lock have been unsuccessful. The firm operates in all major United States transportation depots and has a Canadian subsidiary.

Toledo Votes

• Continued from page 84

Attorney Friedman said that it was not feasible to attempt to gain a court order restraining enforcement of the Toledo ban, as pinballs are there considered a "nuisance" and cannot be protected by restraining action.

There has been much conjecture among Ohio legal spokesmen as to the possibility of the U. S. High Court deciding to take up the cases. The main question seemed to be one of jurisdiction.

Charles T. Lawton, Toledo law director, who submitted the new ordinance to the council, said that he feels it is unlikely that the High Court will be willing to assume jurisdiction in these cases.

Predicts Fast Attention

On the other hand, Ohio Supreme Court Chief Justice, Carl V. Weygant, predicted that once a petition is filed, the U. S. Supreme Court will take up the case immediately. He said that there would be no oral arguments or oral presentation of the case, but that it would be considered on the brief that the attorneys file. (The Billboard, February 10.)

The new Toledo ordinance terms pinballs "a public nuisance, prejudicial to public morals and public welfare," while the old code simply referred to "machines which may be converted to gambling purposes." The new ordinance makes it a misdemeanor to own, possess, exhibit, operate or permit storage of the machines.

The Toledo code provides a fine of not more than \$50 for first offense, and fines of from \$100 to \$200 and six months in jail for further offenses.

George Gray, Toledo safety director, estimated that there were less than 200 pinballs left in the city, compared to 1,100 in 1955, before the long court fights began.



ROYAL

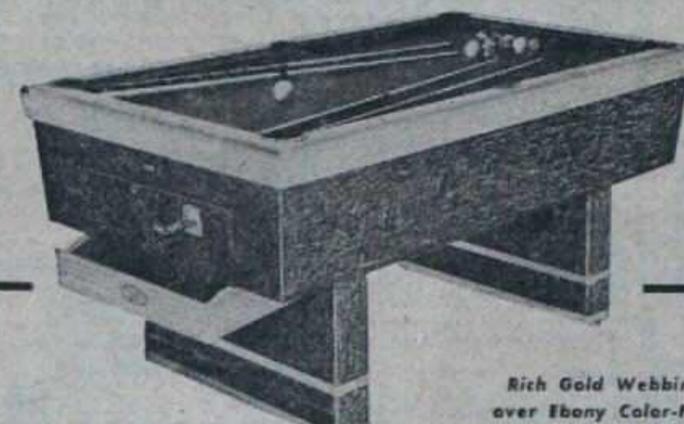
DISTRIBUTING INC.

14 FT. BOWLERS... \$450.00	BIG TIME \$100.00
NIGHT CLUB 205.00	GENCO NUMBER ROLL 275.00
VARIETY 55.00	GENCO SWEET 21... 275.00
GAYETY 50.00	UNITED POOL ALLEY 100.00

NEED 16 FT. CLASSIC OR JUMBO BOWLERS

ASK FOR BEN MACKIE or HAROLD HOFFMAN
3726 Kessen Ave., Cincinnati, O., MONTANA 1-5004

Introducing the DELUXE 6-POCKET POOL by FISCHER



*Rich Gold Webbing
over Ebony Color-Flex*

**Newest Member of the Fischer "Decor Design" Family,
Offering the Most Luxurious Beauty in the Low Price Field!**

This styling opens the door to the best locations! Built up to Fischer's high standard of quality for trouble free operation... priced down to return quicker profits on your investment. Has slip-in, slip-out legs—handsome natural maple rails with red trim, plus many features of the higher priced Imperial.

See Your Distributor or Contact R. W. (Bill) Weikel, Sales Mgr.

FISCHER SALES & MFG. CO.
9 S. Clinton Street Spring 4-5514 Chicago 6, Illinois

GOT EQUIPMENT PROBLEMS! BRING 'EM IN TO WORLD WIDE— GO OUT WITH THE BUY THAT SATISFIES!




BINGOS

SHOW TIME	\$435	VARIETY	\$ 75
KEY WEST	245	SURFCLUB	55
BIG SHOW	285	ICE FROLIC	35
DOUBLE HEADER	210	PALM SPRINGS	35
PARADE	195	BRAZIL	225
NITE CLUB	185	SOUTH SEAS	175
BROADWAY	175	STARDUST	150
BEACH BEAUTY	155	STARLET	125
MIAMI BEACH	155	PIXIES	75
GAY TIME	115	TROPICS	30
GAYETY	65	SINGAPORE	55
BIG TIME	115	RIO	50

NEW GAMES

ChiCoin ROCKET SHUFFLE
Bally MISS AMERICA
Gott. 2-PI. WHIRLWIND
United ROYAL BOWL'G ALLEY
Bally STRIKE BOWLER
Bally ALL STAR BOWLER
Bally TARGET ROLL
Genco GUN CLUB
Fischer 6-POCKET POOL
Williams TEN PINS

WANT TO BUY

All Types 11' and 14'
**BOWLING
ALLEYS**
Will Pay Highest Prices!

All Reconditioned Equipment In Stock—Prompt Shipment!

Cable Address "GAMES," Chicago Terms: 1/3 Deposit, Balance Sight Draft



WORLD WIDE DISTRIBUTORS

Chicago 47 2330 N. Western Ave. Phone: EVerglade 4-2300

when answering ads . . .
Say You Saw It in The Billboard

Exclusive Distributors for AMI - CHICAGO COIN - EXHIBIT - GENCO
GOTTLIEB - KEENEY - WILLIAMS - VICTOR VENDING - VALLEY - IRVING KAYE

TWO
CONVENIENT
OFFICES
TO
SERVE
YOU
BETTER
IN
MICH.

Eastern Electric Mark II Cigarette vendor	\$330.00
DuGrenier Candymart w/mint vendor	314.50
K-20 Smokemaster	314.50
Keeneey 22 Col. Cigarette vendor	314.50
Chicago Coin Bowling League, 14'	450.00
Bally Bowling Lane, 14'	425.00
Ex Tru Bowler w/Rocket Head	250.00
AMI G-200	595.00
AMI E-120	300.00
Seeburg M100 G.	525.00
Seeburg M100 C.	400.00
Seeburg M100 A.	95.00
Wurlitzer 1250	95.00
Wurlitzer 1500	100.00
Wurlitzer 2000	650.00
Rock-Ola 1438	300.00

ALL EQUIPMENT IS RECONDITIONED, READY FOR LOCATION

Miller-Newmark distributing company
42 Fairbanks, N. W.
Grand Rapids, Michigan
GL 6 6807

5743 Grand River Avenue
Detroit, Michigan
TYler 82230 - 82231



JOE ASH says:

When you consider Quality ACTIVE'S Prices are Lowest!

IF GOTTLIEB PIN GAME WE
IT'S OR A HAVE
A... Wurlitzer Music Machine IT!

CABLE: COMAC
FOR PRICE LIST!
Exclusive Distributors for Wurlitzer, D. Gottlieb and Exhibit in So. Jersey, Del. and E. Penna.
Cable Address: COMAC, Philadelphia, Penna.

ACTIVE

AMUSEMENT MACHINES CO.

You can ALWAYS depend on ACTIVE ALL WAYS

846 N. Broad St., Phila. 30, Pa. - POYLER 9-4495
Write or wire for prices

MUSIC MAKERS that are MONEY MAKERS!

FOR UNITED STATES AND EXPORT

WURLITZER

2100 — 2150 — 2000
1900 — 1800 — 1700
1500 — 1500A

Write—Wire—Call

SEEBURG

KD-200 (Like New) ... Write-Call
V-200 ... \$595
R ... \$595
100-B ... \$350

AMI

H-200 (New) ... Write-Call
C-200 ... \$595
C-120 ... \$45
F-120 ... \$495

ROCK-OLA

1448 ... \$550
1446 ... \$450
1438 ... \$25

WANTED

BALLY ABC BOWLERS, Deluxe & Super PUCK MACHINES and all other SHUFFLE ALLEYS.

KIDDIE RIDES

Reconditioned Like New
BALLY CHAMPION HORSE ... \$400
BALLY SPACE SHIP ... 275
DECO SPACE RANGER ... 275
LANE-LEE MERRY-GO-ROUND ... 300
STEAM SHOVELS ... 110



DISTRIBUTING CO.

298 LINCOLN ST.
ALLSTON 34, MASS - AL 4-4040

Exclusive distributor for
WURLITZER
BALLY
CHI. COIN
GENCO
FISCHER

MONEY Case Vs. Local 19

Continued from page 79

ated Service Workers' Union, led off the afternoon roster of witnesses.

Javors said that FSWU, the parent organization of Local 19, was founded in 1950 and that it granted the charter to Local 19 in October, 1957.

According to Javors, the charter was granted when John Amalfitano, who serves with Javors on the FSWU board, suggested that the application be approved. Javors said that he has known Amalfitano for many years and that because Amalfitano had approved the application, he saw no need for any further investigation before granting the charter.

Denies Charge

Javors denied that the charter was granted in November, 1957, as charged by the plaintiff, for the purpose of having an excuse to picket locations serviced by Local 1690.

Javors wasn't sure how many locals belong to the FSWU, but he said that there are at least six.

Sam Mezansky, counsel for the plaintiff, produced the FSWU constitution which said that locals must remit to FSWU half of the \$50 initiation fee and, in addition, pay a per capita fee of 50 cents a month to the parent body.

Penalties

Mezansky further offered in evidence a portion of the constitution which said that failure to pay these fees is grounds for suspension or expulsion of the member union.

Javors admitted that Local 19 has paid no money—either in initiation fees or monthly per capita dues—to the parent body. He explained that these fees must be paid in a "reasonable time," and

that in his opinion a "reasonable time" had not elapsed.

Mezansky cited the section of the FSWU constitution which provides that a minimum of 10 workers are required before a charter may be granted to a local. Only seven employees were listed on the charter and on the application for charter.

No Salary

Javors also testified that he receives no salary for his work on behalf of FSWU. He added that he formed the organization because he was "interested in improving working conditions" and that his motives were "altruistic." Michael Prisco, operator of a Brooklyn drive-in restaurant, was called to the stand as a witness for the plaintiff. Prisco testified that he had a juke box on the premises and that the box was operated by the Majestic Operating Company. He added that the box bore a union label.

On November 12 and November 14, 1957, Prisco testified that he was informed that his location was being picketed and that the machine was eventually removed from the location.

Brody Testimony

Francis Brody, a Brooklyn bar owner, testified that his establishment was picketed the Saturday before Christmas. According to Brody, when he informed one of the two pickets that the coin equipment on his location was serviced by union men, the pickets told him to get in touch with the operators and inform them that the location was being picketed.

The game operator later joined Local 19, Brody said.

Charles J. Cresser, Brooklyn luncheonette owner, testified that his place of business had a juke box operated by Buro Automatic

Music and was serviced by Local 1690.

He said that the location was picketed until he pulled the plug on the machine; then the picketing stopped. When the machine was put back, the picketing resumed, he testified.

Williams

Now Delivering TEN STRIKE

Replay

TEN PINS

Novelty

Williams Mfg. Co., Inc.
4242 W. Fillmore St., Chicago 24, Ill.

14' UNITED BOWLING ALLEYS \$425.00

ALLEYS

Genco 2 PL. SKILL BALL ... \$195.00
Genco 6 PL. SKILL BALL ... 225.00
Chi. Coin 6 PL. SKI BOWL ... 225.00
Chi. Coin TRIPLE STRIKE S. A. ... 175.00
Chi. Coin SCORE A LINE S. A. ... 225.00
Chi. Coin STARLITE S. A. ... 125.00
United CAPITOL S. A. ... 225.00

PINS

Gottlieb SEA BELLES ... \$265.00
Gottlieb REGISTER ... 295.00
Gottlieb GLADIATOR ... 250.00
Gottlieb MARATHON ... 225.00
Gottlieb SLUGGIN CHAMP ... 165.00
Gottlieb LADY LUCK ... 145.00

BINGOS

SHOW TIME ... \$395.00
KEY WEST ... 375.00
BIG SHOW ... 325.00
BROADWAY ... 215.00
MIAMI BEACH ... 125.00
BIG TIME ... 125.00
DAYTIME ... 110.00
CAYETTY ... 85.00

UNIVERSITY Coin Machine Exchange

858 No. High St. Columbus 8, OHIO
Tel: AXminster 4-3529

Collections Rocketing to New Heights with Chicago Coin's NEW

ROCKET SHUFFLE

with the Action-Packed SATELLITE ROCKET THEME!

- DIFFERENT!—Nothing like it before.
- VARIETY!—Every game different—countless scoring combinations with CAPTIVE BALLS—3-in-Row—4-in-Row—5-in-Row.
- 3-D MAGIC—Makes 7 ft. cabinet appear 12 ft. long.
- IRRESISTIBLE APPEAL—for all ages and all locations.



SHUFFLES

UNITED REGULATION ... \$375
BALLY CONGRESS ... 875

CHICAGO COIN

BLINKER ... \$345
SCORE-A-LINE ... 245
THUNDERBOLT ... 210
FLASH ... 175
HOLIDAY ... 215

LONG BOWLING GAMES

UNITED 14' BOWLING ALLEY \$475
BALLY 14' BOWLING LANE ... 475
C.C. 14' BOWLING LEAGUE ... 495
C.C. 16' CLASSIC BOWLER ... WRITE
C.C. 11' SKI BOWL ... 325
C.C. 11' DELUXE SKI BOWL ... 285
C.C. 14' DELUXE SKI BOWL ... 315

POOL GAMES

VALLEY'S NEW 1958 MODEL 6-POCKET POOL TABLES

FINEST EVER MADE!
Priced Right!

A Brand New Model!

KAYE'S "COMPETITOR" 6-POCKET POOL

Outstanding Value!

GUNS

GENCO

CIRCUS ... WRITE
STATE FAIR ... WRITE
DAVY CROCKETT ... \$225
BIG TOP ... 235
RIFLE GALLERY ... 175

EXHIBIT

POP GUN CIRCUS ... Write

ARCADE

C.C. TWIN HOCKEY ... \$220
C.C. STEAM SHOVEL ... 140
KEENEY CROSS COUNTRY ... 150
GENCO CHAMPION BASEBALL ... 175
CAP. MIDGET MOVIES ... 125
SKILL GOLF ... 50
EVANS SUPER BOMBER ... 145
WMS. QUARTERBACK ... 85

56-PAGE CATALOG for IMPORTERS

Fully Illustrated
Send for FREE Copy Today!



WANTED Chicago Coin, United, Bally SHUFFLE ALLEYS with 8" or Bigger Pins

Exh. "500" SHOOTING GALLERY • Wms. POLAR HUNT • Genco SKY ROCKET • TOP PRICES PAID!

FIRST

Cable: "FIRSTCOIN"—Chicago

COIN MACHINE EXCHANGE

Joe Kline & Wally Fenske
1240 W. NORTH AVE. CHICAGO 22, ILLINOIS • DRINKERS 7-0500

FOR SALE

BALLY SHOW TIMES ... \$545.00
BALLY KEY WESTS ... 300.00
BALLY BIG SHOWS ... 250.00
BALLY NIGHT CLUBS ... \$185.00
BALLY BROADWAYS ... 140.00
BALLY BIG TIMES ... 100.00

All Games Completely Reconditioned and Refinished Just Like New!
NASTASI DISTRIBUTING COMPANY
912 POYDRAS STREET NEW ORLEANS 12, LOUISIANA
PHONE: MAGNOLIA 7437 OR MAGNOLIA 6286

LIKE-NEW WURLITZERS TRADED ON THE 1958 CONSOLE

Model 2000 ... Each \$875
Model 1900 ... Each 795
Model 1800 ... Each 650

Write, Wire or Phone for Quantity Prices

MID-WEST DISTRIBUTORS

709 Linwood Blvd. Kansas City, Missouri
Phone: Westport 1-8776

MUSIC

AMI G-200 ... \$650.00
AMI G-120 ... 625.00
AMI G-80 ... 595.00
AMI B-40, 45 RPM, repainted 195.00
AMI C-40, 45 RPM, repainted 195.00
Seeburg M100R ... 695.00
Seeburg M100C ... 595.00
Seeburg M100A ... 495.00
Seeburg M100A ... 150.00
Wurlitzer 1550 ... 150.00

BOWLERS

United Bowling Alley, 14 ft., 1 piece ... \$395.00
United Team ... 115.00
Bally Mystic ... 150.00
Ex. Tru Bowler, 16 ft., new ... 895.00
C.C. Deluxe Ski Ball ... 295.00
Genco Deluxe Ski Ball ... 275.00
United Poli Alley, new ... 140.00
C.C. Crisis Cross Targette ... 75.00
Un. Targette ... 95.00
Un. Comet ... 125.00
Un. Venus ... 150.00
Un. Vogue ... 215.00
Ex. Ringier Ball ... 95.00
C.C. 6 Player Ski Ball ... 199.50
Genco 2 Player Ski Ball ... 149.50
Genco Shuffle Pool ... 75.00

GUNS

Genco Gun Club ... Write
Genco Circus ... \$395.00
Genco State Fair ... 295.00
Genco Wild West ... 250.00
Genco Big Top ... 250.00
Genco Super Big Top ... 295.00
Genco Sky Rocket ... 195.00
Genco Davy Crockett ... 295.00
Genco Rifle Gallery ... 150.00
Ex. Treasure Cove ... 225.00
Ex. Shooting Gallery ... 110.00
Ex. Jungle Hunt ... 825.00
Ex. Pop Gun ... 495.00
C.C. Pistol ... 75.00

BOWLERS

C.C. Bowling League, 14 ft. ... \$495.00
C.C. Bowling League, 31 ft. ... 495.00
Bally Bowling Lane, 14 ft. ... 495.00

MONROE COIN MACHINE EXCHANGE INC

2423 Payne Ave. Cleveland 14, Ohio SUPERIOR 1-1600



EVERYTHING but Trading stamps at Empire

UN. Bonus Bowling Alley
UN. Royal Bowling Alley
GENCO Gun Club
WILLIAMS Ten Strike

BALLY DeLuxe
All Star Bowler
GENCO Motorama
VALLEY 6 Pocket Pools
KAYE 6 Pocket Pools
GOLISH 6 Pocket Pools

5 BALLS

GOTTLIEB

Continental Cafe	\$330
Scoreboard	245
Classy Bowler	215
Darby Day	200
Easy Aces	185
Deluxe Sluggin' Champ	175
Dragonette	165
Quetta	160
Stagecoach	160
Wishing Well	155
Frontierman	150
Twin Bill	145
Jockey Club	135
Arabian Night	100
Shindig	100

Lovely Lucy \$ 95
Pinwheel 85

WILLIAMS

Surf Rider	\$330
Piccadilly	230
Hot Diggity	245
Perky	235
Super Score	225
Cue Ball	225
Fun House	195
Three Deuces	165
Tim-Buc-Tu	165
Peter Pan	145
Regatta	145
Thunderbird	110

BINGOS

Bally Miss America	
Nite Club	\$245
Double Header	245
Variety	475
Miami Beach	125
Caravan	145
Brazil	245
Big Show	295

ARCADE

Horoscope	\$495
Drive Ur Self	375
Genco Circus Rifle	375
Round the World Trainer	345
Gypsy Grandma	345
Grandma	325
Genco State Fair	275
Genco Big Top	250
Voice-O-Graph	245
Star Sluggo	245
Twin Hockey	225
Genco Sky Rocket	210
3-Player Basketball	185
Quarterback	175
Genco Rifle Gallery	150
Exhibit Sportland	150
Coon Hunt	145
Silver Gloves	145
Basketball Champ	125
Shoot the Bear	125
Deluxe Baseball	125
Super Home Run	125
Esh. Shooting Gallery	100
Sidewalk Engineer	100
Telequiz	95
Dale Gun	85

PHONOGRAPHS UNITED UPA-100

SEEBURG

KD200	Write
M100A	\$145
M100C	475
HF100D	550
HF100R	675
M100B	395
M100W	530
V-200	895

WURLITZER

1800	\$595
1900	475
1700	545
1650 Hi Fi	345

AMI

E-120	\$375
F-120	550
G-120	650
G-200 (New)	725

ROCK-OLA

Comet 120	\$435
-----------	-------

BARGAIN SPECIALS!

Chicoin 6 Pl. Ski Bowl	\$189.50
Genco 6 Pl. Skill Ball	
Wms. 6 Pl. Roll-a-Ball	

1/2 Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4 2600

DETROIT BRANCH—14344 Fankell, Detroit, Mich. Tel.: BROADWAY 3-2150

Leo Weisskopf Heads Gotham Arcade Group

NEW YORK—Leo Weisskopf, Coney Island Arcade operator, was re-elected president of the Amusement Arcade Owners' Association of Greater New York City Wednesday (26) at the organization's third annual general meeting at Hubert's Museum on Times Square.

Eugene Schaffer was re-elected vice-president, and Charlie Rubenstein was named second vice-president, replacing Albert Meyers. Fred Shork was renamed secretary.

Louis Lobell is the new treasurer, replacing Dave Katz. Katz, who has left the Arcade field after 18 years in business, was unanimously elected first honorary member of the association.

Al Blendow was elected executive secretary, and Stanley Nankof, Sam Wertheimer and Phil Phillips were elected to the board of directors.

Standard Financial Earnings in Rise

NEW YORK—The Standard Financial Corporation, a financial house which specializes in coin machine paper, increased its earnings last year by more than 10 per cent over 1956, according to Theodore H. Silbert, president.

Last year's earnings were \$696,806, equal to 57 cents a common share. The previous year, earnings were \$632,835, equal to 52 cents a common share.

With the acquisition of the Factors Corporation of America early this year, Silbert predicted that the company's 1958 earnings would hit 75 cents a share.

OPERATORS in N. ILLINOIS,
N. INDIANA and IOWA...

WE HAVE GOTTLIEB'S NEW CRISS CROSS

A CARNIVAL OF
COLORFUL ACTION
FOR MORE PLAY—
TOP PROFITS!

Rotating Color Targets and
Color Rollovers Light Up
Matching Color Pop Bumpers
On Playfield!

Plus Play-Making Features Galore!

WANTED

SUPER CIRCUS
WORLD CHAMP
ROYAL FLUSH
ACE HIGH
MAJESTIC
SUPER JUMBO
FLAGSHIP
JUBILEE • SILVER

WILL PAY TOP
DOLLAR,
CASH OR TRADE!

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey, Chicago 14, ILL.
BUckingham 1-6466



NEW All Steel
Lite-Box
Door!

GOTTLIEB'S CRISS CROSS

Attracts More Play! Top Profits!

Location tests prove Criss Cross attracts more play because it appeals to more players. An array of new scoring features offers player appeal that results in continued High Profit for the Operator.

- Making Matching Colored Rollovers or Roto-Targets Lights 5 Corresponding Pop Bumpers
- Lighting 3 Bumpers in a Diagonal Line Scores Special
- Lighting 4 Corner Bumpers Makes Holes Score Specials
- Lighting All 5 Bumpers allows All Roto-Targets and Bottom Rollovers to Score Specials
- 4 Places to Spin Roto-Targets
- 2 Cyclonic Kickers and Super-Powered Flippers
- High Score to 7 Million
- Match Feature

See your distributor today!

D. Gottlieb & Co.
1140-50 North Kostner Avenue • Chicago 51, Ill.

Amusement Pinballs
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

chicago coin LAUNCHES NEW SATELLITE!

Rocket Shuffle



Featuring
The World's Newest Action Packed
SATELLITE ROCKET THEME



Features Never Before In A Shuffle Type Game

-  THE NEWEST SHUFFLE TYPE HIGH SCORE GAME . . . TOP SCORE 9,900,000
-  CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH SPACE
-  NEW METHOD OF SCORING WITH CAPTIVE BALLS . . . 3 in Row - 4 in Row - 5 in Row - DIAGONALS SCORE DOUBLE
-  AVAILABLE IN REPLAY OR REGULAR MODELS - REPLAYS AWARDED FOR HIGH SCORE!

10 SHOTS PER GAME STRAIGHT 10c PLAY

NEW! NEW! NEW!
IT'S FASCINATION PLUS!
PLAYER FOR THE FIRST TIME
DETERMINES WHEN AND IF
HE WANTS TO ACCEPT IN LINE
BONUS SCORE OR CONTINUE TO
PLAY FOR A HIGHER BONUS
SCORE.

UNUSUAL AND NEW 3
DIMENSION MIRROR
EFFECT . . .
GAME IS ACTUALLY ONLY
7'7" BUT GIVES THE
APPEARANCE OF A GAME
11'11"

chicago coin machine

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of
Chicago Dynamic
Industries, Inc.

Get Double Value with **Bally**[®]

GAMES AND KIDDIE-RIDES

TOP EARNING POWER

TOP RESALE PRICES

Strike-Bowler



No switch-rollovers on alley! Ball actually hits pins to score by Official Bowling Rules!
 Result is biggest ball-bowling profits.
 Available in 4 popular lengths—
 11 ft., 14 ft., 18 ft., 22 ft.

New
 extra-profit coin-chutes
2 games 25¢
1 GAME 15¢
 player not forced to buy 2 games
 but gets bargain when he does
 ALSO AVAILABLE WITH
 WINN-A-GAME CHUTE

Free
 TOURNAMENT
 PROMOTION KIT
 WITH EACH GAME

1 TO 6 CAN PLAY

All-Star DE LUXE Bowler

for match-score order
Super-Bowler



NOW trigger-action bowling is more fun than ever, earns more money than ever. New instant-loading ball-gun eliminates delay. Average game rolled twice as fast as formerly... doubling dimes-per-hour earning power. Get your share, get ALL-STAR DELUXE BOWLER and the match-model, SUPER-BOWLER, busy for you now!

Only
 5½ ft. by 2 ft.
 floor
 space

MISS AMERICA



2 Cards . . . 10 Magic Lines . . .
 4 sets of Advancing Scores . . .
 Corner Scores . . . Extra Balls
 . . . 2 Extra Time Rollovers
 . . . all add up to
 profit-packed play-appeal.

ABC SUPER DELUXE BOWLER

SUPER-SIZE PUCK
SUPER-SIZE PINS
OFFICIAL BOWLING SCORES
 DE LUXE CLUB-STYLED CABINET
 BOWLING BEAUTY BACKGLASS
 LIGHT-UP TOTALIZERS
 SPEEDY PIN-SET



Biggest money-maker in shuffle-puck class!

8½ ft. long
 1 TO 6
 CAN PLAY



TARGET-ROLL

Fastest competitive-play money-maker ever built! High-score plus new Match-Target feature gets continuous repeat play.
 See TARGET-ROLL... and see!



TOONERVILLE TROLLEY

\$50 to \$100 a week in only 2 ft. by 3 ft. space! That's the TOONERVILLE TROLLEY story in a nutshell. Other famous Bally Kiddie-Rides—BALLY BIKE, MODEL T, THE CHAMPION Ballyhorse—are equally fast money-makers. Write for literature.

UNITED'S

BOMUS

BOWLING ALLEY

with fascinating new bonus profit features!

NEW EXTRA SHOTS
2 FOR 1 FOR
in 5th and 10th Frames

Bonus 5th Frame ADJUSTABLE FEATURE

2 FOR 25c PLAY STEPS UP EARNINGS

Special CREDIT UNIT accepts up to 20 quarters at one time for future play

Also obtainable as one game for 25c

Easily convertible to 10c play

QUIET
Specially Treated to Insure Extremely Quiet Play

BIG 4 1/2 INCH COMPOSITION BALL

Regulation Bowling

AUTOMATIC SCORING

1 to 6 Can Play

DROP-CHUTE COIN MECHANISM with **NATIONAL REJECTOR** on Pull-out Drawer for Easy Servicing



LOCKED-IN BALL GATE
HOLDS BALL BACK WHEN GAME IS COMPLETED

4

JUMBO SIZES

13 FT. LONG

16 FT. LONG

Expandable with 4-ft. Sections to

17 FT. LONG

20 FT. LONG

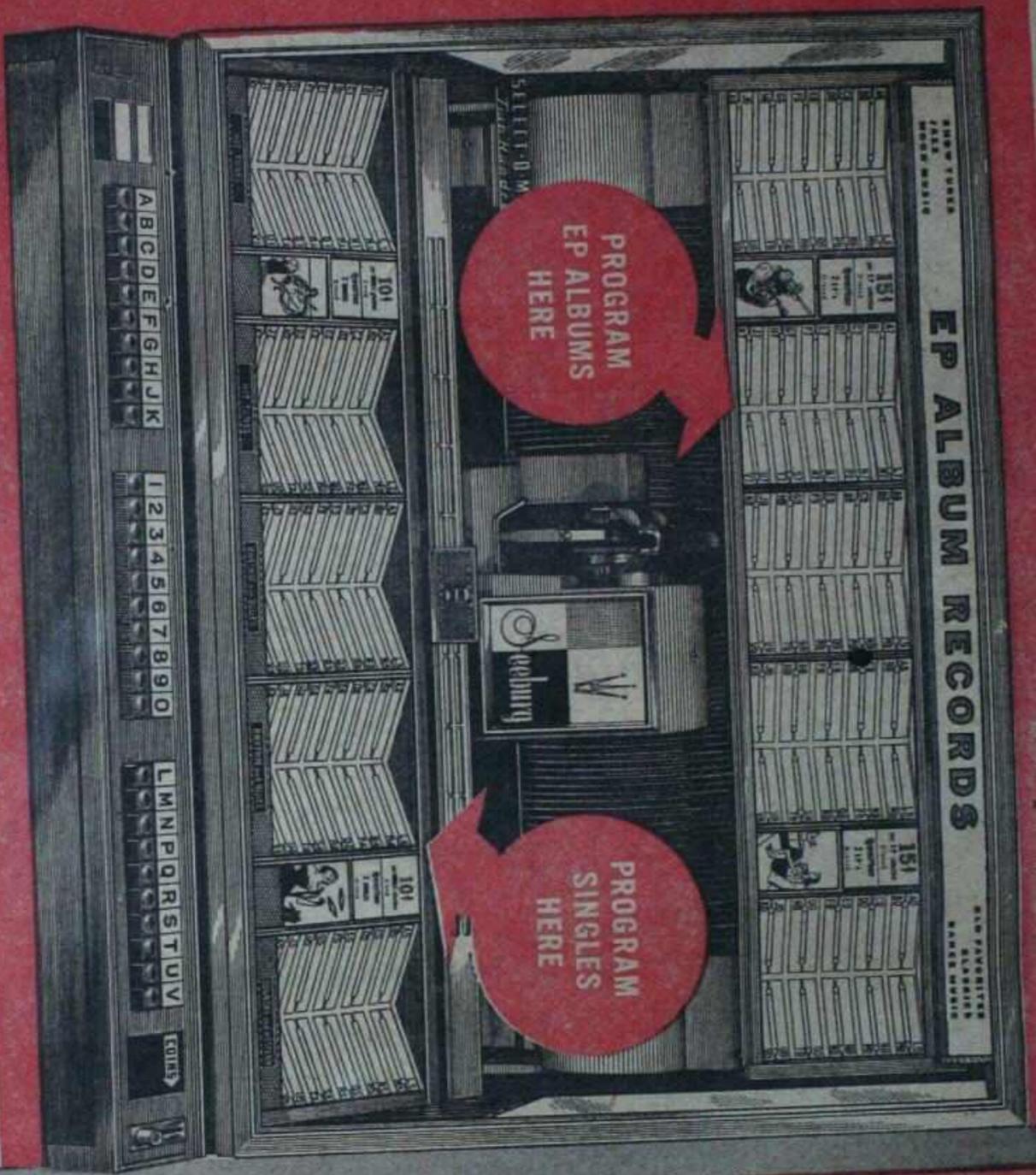


UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

Your **DISTRIBUTOR**

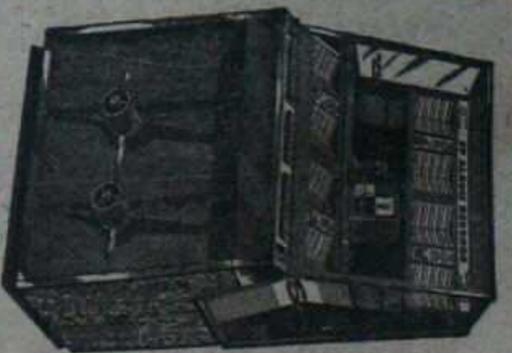
MAKES NOTHING BUT MONEY!



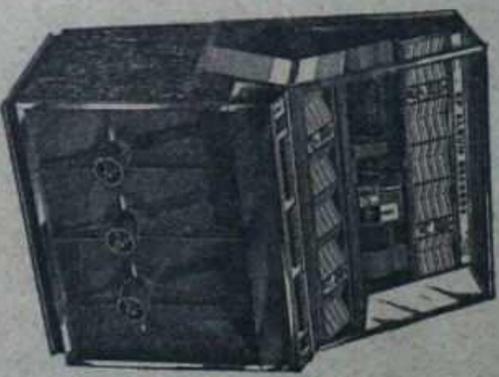
**TAKE FULL ADVANTAGE OF EP ALBUM RECORDS
WITH NEW SEEBURG DUAL PROGRAMMING**

With the new Seeburg music systems there's a proper, profitable place for both kinds of records: EP album records in the brilliantly illuminated upper display panel, current releases on singles in the lower panel. Your Seeburg distributor will explain why Dual Programming and Dual Pricing are the answer to greater earnings in every location.

The **SEEBURG**
'151'



The **SEEBURG**
'201'



*America's finest
and most complete
music systems*

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois