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Season Biggest for Cowpoke Popularity

Rodeos, Wild West Shows Spotlight 'Who Gets Thar Fust With Westernest'

By IRWIN KIRBY

NEW YORK — This is boots 'n' saddles year in the metropolitan area, with no less than five rodeo and wild west shows having been booked. Throughout the land there is ample evidence of the resurging popularity of the American cowboy, with the emotions of adults as well as kiddies, being stirred.

Western village attractions have blossomed and flourished, enabling kiddies to get into the act via staged holdups, posse chases and trials. Adult westerns on movie and TV screens have hit new zeniths in popularity, and the desire to see the "real thing" has provided plenty of work for western performers.

Shows will be put on this year at the Island Garden Arena in West Hempstead, the Polo Grounds and Madison Square Garden. Most will be productions of various performing skills, with a smattering of competitive events. Madison Square Garden's \$100,000-plus prize money will draw the top professionals and the sanction of the Rodeo Cowboys' Association (RCA).

Garden Show Last In

The Garden's World Championship Rodeo, however, will be last in, for its production, starring Roy Rogers, is dated for September 25 thru October 13. By then the other four western efforts may have skimmed the financial cream off the area's potential.

In West Hempstead the Black Diamond Rodeo has been contracted by Ward Beam for June 21-29. This one will spotlight the White Horse Troupe of riders. The Polo Grounds will have an Al Tansor production running from June 27 thru July 6. Tansor is shooting for July Fourth business while Beam and Island Garden operator Whitey Carlson are avoiding the

Reservation Renaissance

NEW YORK — Rash of TV Westerns is providing a renaissance to "Lo, the Poor Indian." There is now an employment gold mine for both certified and synthetic redskins.

Jay (Tonto) Silverheels, vet sidekick of the Lone Ranger, has become an artists' agent of sorts, the while he has been augmenting his wampum with bit appearances on other such chaps-and-spur extravaganzas. It has become a convenience for producers to contact Silverheels for a date, and ask him to bring along some of the boys.

The "boys" naturally, are genuine tomahawk experts, guaranteed to bring that redskin something to the living room screen.

YEAR-ROUND HOTEL SPOTS FADE FOR BANDS

NEW YORK — With the closing this week of the famed Cafe Rouge at the Hotel Statler, New York is left with only one year-round name band room at a hotel: the Grill at the Roosevelt. There were 35 in 1947, when hotel niteries didn't have to compete with TV and the 20 per cent tax. The Roosevelt will hang on, according to manager Neal Lang, with Sammy Kaye returning in September and Guy Lombardo in December. Vincent Lopez continues at the Taft for cocktails and dinner, while Cugat plays the Waldorf for summertime only.

Lang and owner Hotel Corporation of America are going after the gray flannel suits men (its Madison Avenue location being ideal) and show biz clientele to fill the Roosevelt's Crill Room and restaurants. Lang's arrival last fall also cued a rush of sports figures in his personal following. The Plaza reverts to HCA from Hilton in 18 months and it may be redirected along similar lines. For the broadcasting trade, there's still a TV set in every room, however.

The general depression in nitery business hasn't affected ballroom rental, according to Lang. There's a heavier than ever demand for one-nighters for everything from small weddings to annual affairs of 750. Bookers report these affairs, which often used bands, now favor three-piece combos and rarely exceed 10 men. The financial hero of many a hotel today is a specialty restaurant without entertainment, Lang adds.

competing lure of beaches during the holiday weekend. Tansor has signed TV's Sergeant Preston (of the Yukon, pard).

Brooklyn's Ebbets Field, operated by Bob Durk and George Fass, will offer the World Championship Rodeo of George and Frank J. Holmes, from July 25 to August 3. This carries an International Rodeo Association tag with prize money totaling \$20,000.

In front of the Roosevelt Raceway grandstand in suburban Westbury, the Mineola Fair will show a GAC-Hamid production of western skills, featuring singer-horseman Guy Mitchell. Dates are September 6-14.

Cowboy Satiation

If this doesn't satiate the cowboy fancy of the public, there will be some mighty disappointed promoters around. There is a full season of minor league exposure available, which has been nibbling at family spending money in this region for the last couple of seasons. This is the western village layout which has become patternized in the thickly-populated eastern part of the country.

It works like this: Set up a horseshoe-shaped string of frontier structures, complete with planked sidewalk. Populate the place with western types. Offer stagecoach, buckboard and live pony rides. When there is a respectable crowd on hand (or on schedule), get a tall-batted emcee to announce over the p.a. system that a holdup is to take place, and for all kids to watch the "bank" (or Wells Fargo)

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Coin Games' New Look Spotlights Space Age Appeal

Rockets, Satellites, Moon Men Feature of Latest Models

By KEN KNAUF

CHICAGO — Manufacturers of coin-operated amusement games claim that their latest new models are "out of this world"—and they are.

The current crop of coin games features such outer space regalia as rockets, satellites, menacing men from strange planets, and in one case, a sputnik-propelled monkey.

It's too soon to know whether this plunge into the wild blue yonder by the usually conservative thinking game makers is paying off in extra bucks, but the space age has definitely arrived on the coin game scene.

No fewer than seven manufacturers are ballyhooing new games designed to attract a space-conscious public addicted to Buck Rogers and Von Braun.

Coin game players who previously had to be satisfied with bowling down pins on a miniature alley, firing an electrically operated rifle, or juggling tiny steel balls into score holes, have a whole new vista of amusement ahead of them.

Bold New Era

Now they can—if they are both skillful and imaginative — launch rockets, guide sputniks around the globe, and clobber little purple men with a space gun.

What goes on here? According to manufacturers, it's simply the old show business routine of feeding a public fad. In this case, realizing

that such a fad as the space craze may come once in a blue moon, manufacturers are orbiting moons of their own at a dizzying pace.

First to get a rocket game off the ground was Chicago Coin Machine. The firm's Rocket Shuffle was launched last February on the heels of world-wide headlines calling attention to U. S. and Russian spatial feats. A new type of game, it has players shuffling pucks at rocket-decorated score pockets reflected by mirror onto the scoreglass.

Next launching was by Genco Manufacturing. Its game, Space Age, bowed last March, has playfield and scoreglass representing a rocket testing grounds and a flight chart. Object is to load rockets (metal pucks) into launching platforms by electrical manipulation of a miniature truck. Sections of a large rocket pictured on the scoreglass show it in successive stages of flight as scores are registered. Pucks shoot out from the launching platforms to begin each game.

Two-Stage Rocket

First of the new pinballs to feature a space theme was D. Gottlieb & Company's Rocket Ship. Players shoot balls to the top of the playfield in two stages, utilizing a pair of booster ball flippers at mid-playfield in addition to the usual pair at the bottom. The

(Continued on page 79)

Rings & Things On Space Kick

CHICAGO—Amusement game manufacturers were not the first in the field of coin operated equipment to capitalize on the space age fad. The smaller, but typically more mobile bulk vending industry turned out a succession of trinket "charms" for use in the familiar little machines with glass globes soon after the first Russian sputnik was launched.

By the middle of last November, Green Duck, Chicago, had a Sputnik button, and Karl Guggenheim, New York, had a Sputnik ring ready to mix with ball gum for sale in the 1,100,000 odd bulk machines in the nation. Barely a week later, Leaf Brands, Chicago, introduced a special Sputnik ball gum product. In the same week, another New York firm, Paul A. Price, brought out a Satellite ring.

Shortly after the Russians put their dog Laika in orbit, Price had dies ready for production of his Muttnick trinket. Early in January a World Globe trinket was put on the market by Sam Eppy, New York.

NEWS OF THE WEEK

Columbia Revises Return and Exchange Policy on 45's, LP's . . .

Columbia Records has revised its exchange, return and guarantee policy on both 45's and LP's. New policy, according to diskery, is better deal for dealer. . . . Page 2

RCA Unveils Complete Stereo Line of Disks, Equipment, Tape . . .

Radio Corporation of America on Thursday (29) unveiled a complete line of equipment designed to bring stereophonic music into the home. The products include stereo records, stereo tape and a line of high-fidelity phonographs. . . . Page 2

Price Cuts by Discount Houses Causing Dealer Concern . . .

The deep price slashes by discount houses on LP's, and the extension of record price cutting to national chains like Sears, Woolworths, Kress and Kresge, is causing much concern on

the part of dealers in many sections of the country. . . . Page 3

Deejay Competition Booms Stunts, Contests, Gimmicks . . .

Increased competition in the local radio market has sparked an unprecedented number of stunts, contests and other audience-building promotional gimmicks by radio outlets and deejays across the country. . . . Page 3

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Entire RCA Line Goes Stereo With First Disks Due in June

32 Cartridges Are Released; Disks \$5.95

NEW YORK — The RCA Victor Record Division is releasing its first stereophonic disks—55 of them—in June. The announcement was made jointly with the Radio-Victrola Division's showing of its new stereophonic phonograph line here Thursday (May 29). (See separate story.)

The Record Division also announced the release of 32 stereo tape cartridges. The cartridges—plastic magazines or packets—are the new four-track type which will play up to an hour of stereophonic music.

RCA Victor's stereo records carry the designation "Living Stereo" and are priced at \$5.95. They are not compatible, that is, they cannot be played on standard playing equipment.

Of the total release of 55 stereo records, 38 are popular and 17 are classical. They have been chosen from recent RCA Victor output and include many of the top items in the catalog. Many are also available as stereophonic two-track tapes at 7 1/2 inches per second speed.

The Record Division's George Marek told The Billboard that all future record releases will be issued in both monaural and stereo form. He stressed the fact that the monaural disk will be the major

DECCA STAGES A FRENCH COUP

NEW YORK — Decca's war cry might well be "Aux Barricades!" this week. The diskery has just pulled off a neat piece of album timing.

With France in ferment and De Gaulle seemingly headed for the driver's seat, Decca chose this week to issue a new platter with the flaming title of "Liberte, Egalite, Fraternite."

It features Charles Boyer reading, in French and with orchestral backing by the late Victor Young, from the works of Voltaire, Rousseau, Hugo—and De Gaulle.

part of RCA Victor's and the record dealer's business for a long time to come.

"The stereo record is just something extra for dealers to offer their customers," he said.

But Marek also stated that he thinks the stereo movement will do

(Continued on page 18)

New Product Tailored to 'Stereo' Age

By RALPH FREAS

NEW YORK — The future of recorded home entertainment is the two-channel variety, in the view of the Radio Corporation of America. The radio-Victrola and Record Divisions of the giant firm unveiled their new products for the press (May 29) prior to showing them at distributor meetings throughout the country during the first two weeks in June. The entire new instrument line is stereophonic—either for playing stereo disks or tapes—while the big news from the Record Division centered around the long-awaited stereophonic disk and the ultra-new reversible four-track stereo tape magazine. The first stereo disk release is set for June (see separate story).

The instrument line is comprised of 15 "stereo-orthophonic" phonographs which will play both the

(Continued on page 38)

Columbia Sets New 45 and LP Policy

5 Per Cent Return Out, 45 Guarantee Up; All LP's Placed on 10 Per Cent Exchange

NEW YORK — Columbia Records this week is initiating a brand new policy concerning return privilege, exchange privilege and guarantees on both 45 rpm disks and LP's. The new policy, a radical revision of the diskery's previous plan, is effective as of today (2). It is the first important step taken by the Columbia Records Sales Corporation now under the helm of Bill Gallagher, who succeeded Hal Cook three weeks ago.

For 45's it involves eliminating the 5 per cent return privilege, extension of the Columbia distributor's guarantee pool, enabling each distributor to guarantee twice as many records as previously, and elimination of all standing orders.

On the LP front it means elimination of the company's 100 per cent exchange privilege on new releases (up to one year), on the top 100 popular releases (CL Series), on the top 60 classical releases (ML Series), and on original cast albums (OL Series). It is replaced with a 10 per cent exchange privilege for all albums based on the distributors' net purchases.

'Better Protection'

All the new exchange plans being proffered to distributors are

expected to be passed on to dealers. Reasoning behind the plans for 45's and LP's, according to Gallagher, is to offer dealers better protection for the merchandise they buy and to avoid tying up their loot on albums they do not need. Diskery feels dealers will be able to earn a better bonus (some of which will be payable as dollar credits) via the 10 per cent exchange plan, than he could pos-

(Continued on page 18)

British Decca Plans Cheapie

LONDON — Decca is to bring out a new cheap label here next month (June). It will be used as a vehicle for the re-issue of old classic LP's that have already reached saturation point on the more expensive labels.

Main reason for the plan is to counter the growing threat of record clubs.

Discount 'Truce' Has Pitt Disk Prices Up

PITTSBURGH—A curious and unexpected development took place here this week on the LP price front. It appeared for once the discounters were backtracking and resorting to higher prices. Such stores as Kaufman's, National Record Mart, Gimbel's, Joseph Horne & Company and Goody's of Pittsburgh, all of whom had been selling below \$3, are now promoting their goods at prices as high as \$3.19 for the standard \$3.98 LP.

How this came about was not entirely clear, with conflicting accounts received from various interested parties. One source close to

BRITISH FIRMS IN JOINT DISK

LONDON — Every major disk company here is giving full support to produce a star-studded LP titled "Tribute to Show Business."

This will be a music cavalcade from 1900 to the present day, and will be sold to aid the Variety Club of Great Britain.

Morris Levy, Oriole Records chief, devised the idea, and will be assisted in its production by bandleader and DJ George Elrick.

The LP will incorporate clips from recordings during the period, irrespective of label.

Coral Distrib Set-Up Gets 4-City Shuffle

NEW YORK — Coral distribution in Philadelphia, Cleveland, Buffalo and Dallas has been brought into the fold of the Decca Distributor in each of the territories.

In Cleveland the Coral branch was closed. Indie distributors in the other three areas, some of whom "owed quite a bit of money," according to a spokesman, had the line taken from them.

The move was seen as a budget matter which would save considerable overhead for Decca. Asked whether this might be construed as a policy for the over-all Coral distribution, a spokesman would offer no comment.

All-State Cuts Return Privilege

CHICAGO—In one of the first concrete moves to follow huddles at the MOA convention by indie labels over the chaotic return situation, All-State Distributing Company, Chicago, late last week slashed its return privilege on singles for one-stops and rack jobbers from 100 per cent to 10 per cent.

About 20 one-stops and six rack jobbers were notified by mail of the change over the weekend. It takes effect today (2).

Labels represented by All-State are Aladdin, Atlantic, Baton, Checker, Chess, Excello, Gee, Gone, Imperial, KRC, Lamp, Nasco, Nashboro, Phillips, Poplar, Rama, Roulette, Specialty and Tico.

Paul Glass, manager of All-State.

(Continued on page 36)

Usher Sues Savoy Chief

CHICAGO — Dave Usher, partner with Dizzy Gillespie in the inactive Dee Gee label, reported last week that he has sued Herman Lubinsky and Savoy Records for alleged non-payment of royalties accumulated over five years by Savoy's leasing of Dee Gee masters.

Usher estimates that \$30,000 is due his firm, but said that Lubinsky has thus far refused to permit an examination of his books, claiming they have been destroyed.

The suit is pending in Federal

(Continued on page 38)

Atlantic Sets Movie Tie-In

NEW YORK—Atlantic Records and French movie producer Raoul Levy are readying a special promotion to kick off the U. S. premier of Levy's new movie "No Sun in Venice" which opens at the Little Carnegie Theater here June 7.

The film features a complete sound track recorded by Atlantic's Modern Jazz Quartet. The score was written by the group's leader John Lewis. Atlantic recently released a Modern Jazz Quartet sound track LP on the film, and has been holding special showings of the movie for dealers, deejays and the trade press.

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Rockwell, GAC Chairman, Dies

NEW YORK — Thomas G. Rockwell, chairman of the General Artist Corporation died Thursday (29) at St. Vincent's Hospital here. His sudden passing came as the result of an acute infection of the pancreas. Rockwell, 56, leaves his wife, Vivian, and two children.

Rockwell started his career in the entertainment world in 1925 as a salesman for Columbia Records on the West Coast. The next year, he came east to take charge of the Columbia subsidiary, Okch Records in New York, as general manager and a.&r. chief.

In this spot, he became one of the first to take portable recording equipment into the hills of Tennessee to make hillbilly sides. Later, he worked for Jack Kapp at Brunswick Records, where he developed such artists as the Mills Brothers, the Boswell Sisters, Ruth

(Continued on page 18)

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Steele Lands On WMCA in Jock Shuffle

NEW YORK—The local deejay personnel shuffle trend continues here. Ted Steele, who recently announced his resignation from WOR-TV, starts a new radio show over WMCA here, while Murray Kaufman begins an all-night program over WINS. Both shows kick off this week, June 2.

Steele's deal with WMCA is for three years at \$65,000 per year. His time periods are 11 a.m. to 1 p.m. and 5 to 7 p.m. Mondays thru Saturdays. During the two-week over-lap between his radio and TV chores, his wife Ceil will handle most of his duties on WOR-TV.

Kaufman will be heard over WINS from 11 p.m. to 6 a.m. Monday thru Saturday. Kaufman—prexy of the National Council of Disk Jockeys—was with WMCA here for six years, and joined WNTA, Newark, N. J., last February.

FULL PANEL

Reports' Group Holds Meeting

NEW YORK—The Music Reporters Association held its regular meeting last week, with a full list of officers, including President Dom Cerulli of Down Beat, in attendance. In addition to members from The Billboard, Variety and Down Beat, the members okayed the admission of music reporter Bill Cole, from the American Weekly.

The MRA continued its regular discussion of events in the music business with a talk on "Why Chicks Look So Good in the Spring," which elicited much comment. In addition the group noted the formation of the Los Angeles-San Francisco chapter, with John Tynan, of Down Beat, as the West Coast chairman.

Maxin Heads For Europe

NEW YORK — M-G-M Records prexy, Arnold Maxin, takes off June 9, for a three-week trek of Europe. He'll visit England, France, Italy and Belgium, with a stop-over at the World's Fair. Maxin intends to meet with EMI execs and to scout around for masters, tapes, orks, etc. He will also call at various M-G-M picture exchanges and offices during the tour.

Dot Regularizes Distrib for Indies

By LEE ZHITO

HOLLYWOOD — Dot Records moved into the distribution field for independent labels on a regular basis. Dot's Randy Wood concluded a deal with Jim Hawthorne whereby Dot would distribute Hawthorne's MMI Records. According to terms of the agreement, MMI promises to deliver a minimum of one release per month to Dot so that a regular releasing schedule can be maintained for the indie label.

Initial platter to be channeled thru Dot is MMI's "The Square Record," voiced by Bruce Culver and backed by "Moon Over Tennessee."

OPUS PUBLISHED BY MILLS' FIRM

NEW YORK — The Billboard erred last week in stating in a review that Vincent's "Symphony in D" was unpublished. It is published by Mills Musto.

Stereo Disks, 12 and 10-Inch, Due in Britain

LONDON — Early in June, for the first time in Britain, stereo disks will be available in 12-inch and 10-inch LP's and EP's on the Pye label.

In the first batch will be a 10-inch Pye LP titled "A Larry Adler Concert." It will feature the harmonica player with Eric Robinson and the Pro Arte Orchestra. On the Nixa label will be a 12-inch LP titled "Where in the World?" by the Tony Osborne Orchestra, and an EP, "Pops Go Stereo."

Scopp Holds London Talks

LONDON — Mickey Scopp, general manager of the American Big Three Music Corporation (Robbins, Feist and Miller) was here this week for huddles with execs of Robbins Music Ltd., British affiliate of the firm.

Scopp is also meeting with Fred Day to discuss the newly formed Affiliated Music Publishers, Ltd., which is comprised of Frances, Ltd., and Robbins Ltd. Scopp, with Paddy Crookshank, Big Three rep for Europe, will soon head across the Channel to visit affiliates in Cologne, Frankfurt, Brussels, Amsterdam and Paris.

Merc Lists 12-Disk Stereo Package

CHICAGO—Mercury grabbed a post position in the race to issue stereo platters with the announcement last week of a 12-package release in early July.

Seven pop items and five classics compose the release, the highlight being a three-disk set of Cherubini's opera, "Medea," starring Maria Callas, recorded in actual performance with the La Scala Opera in Italy. Mercury previously

Dealer Concern Is Growing Over Disk Price Slashing

Cite Deep Cuts by Discount Houses And Chains' Use of "Loss Leaders"

By BOB ROLONTZ

NEW YORK—A growing number of dealers are becoming increasingly concerned about the inroads discount houses are making upon their business. This concern has been sparked by the recently announced cut price on records by chain operations such as Sears, Woolworth's, Kresge's, Kress, Korvette and Macy's in New York. Altho discount houses have been selling records below list for many years, the outbreak of price cutting to national chains has called for some sober thinking by both large and small dealers.

Discount houses sell LP's for prices ranging as low as \$1.98 to \$2.98 for a \$3.98 list record. Prices on \$4.98 and \$5.98 list records are slashed proportionately. Few record dealers can, or attempt to, meet these price cuts. Since it is virtually impossible to sell an LP for less than \$2.50 and still make a profit (if, that is, the record is purchased at the regular dealer cost of \$2.47) most dealers are convinced the discount shops obtain their records at better prices than they can usually obtain. And most dealers are convinced that the diskeries themselves, large and

small, are at fault for the price-cutting and could stop it if they wished.

'Crowd Pullers'

To deal with these problems one at a time, it is necessary to start with the discount houses themselves. Most of the chains, such as Sears, Woolworths, etc., who sell records, sell other products as well. These stores have found that LP's are "hot" items, great crowd pullers, and they know that once they draw a customer into their store they can probably sell him other items as well as an LP record. They are often willing to sell their LP's at cost to draw this traffic.

Altho regular discount houses such as a Goody's in New York and Chesterfield's in New York, Chicago and San Francisco, may discount some items greatly, they also sell many items at a higher cut price (\$2.98 for example) and average a profit due to high volume. Goody also sells players and components.

Since a distributor buys his \$3.98 list LP's from the manufacturer for \$1.98, it is conceivable that distributors can give a discount house, or a dealer, a better price than the optional dealer cost of \$2.47. Many dealers claim that he can and does. They blame the quota system, in use by many manufacturers, as one of the causes of much price cutting. Under this system each distributor is assigned a quota on each album release, according to the size of the market. Rather than risk losing the line by not taking the quota, claim these dealers, the distributor takes the quota, sells it to discounters at less than the optional dealer cost and thus enables the discount house to sell far below list, anticipating a large volume sale.

Not True Price

It is also true that the dealer price of \$2.47 is not a true price anyway. Practically every LP maker offers a 10 per cent to 15 per cent discount to distributors—who in turn pass it on to stores—who purchase their quota. Add to this the 5 per cent return privilege, and it is evident that a dealer or discount house can obtain from

(Continued on page 12)

Deadlock Reveals Pub-AGAC Split

'Alienated' Publisher Group Includes Former Backers & Friends of Writers

NEW YORK—The great depth of cleavage between publishers and the administration of the newly-formed American Guild of Authors and Composers is becoming more apparent as weeks and months roll by without any indications of a solution to the contract hassle. Discussion of the matter continues, and two facts are uppermost in the minds of observers. The most important is the extent of publisher alienation; the second has to do with the curious condition wherein deep dissatisfaction exists even before any real discussion of the contract has taken place.

With regard to the broad range of publisher alienation, it is noted that the disaffected group includes firms and executives who traditionally have been friendly to writers; who believe that writers should have a protective organization; who have a reputation for dealing fairly with the writers, and, who, in years past, have come to the support of SPA, as it was formerly known, in critical periods. In brief, it cannot be claimed that such firms are part of the "conspiracy."

Big Pubs' Feelings

Such firms include the Warners group, which has been operating since the end of the year without an AGAC contract. Late last week, MPHIC stated "no comment" when queried as to its views on the contract situation.

Another is E. H. (Buddy) Morris, who notes that he believes in writer protection, but takes a dim view of a writer group which he feels is motivated by a desire to diminish or destroy the publisher function.

It has been noted that Chappell & Company also is among those who do not use the AGAC contract. In this case, however, it must be pointed out that Chappell for years has not been a signer—

(Continued on page 12)

Victor Signs Xavier Cugat

NEW YORK — RCA Victor has signed Xavier Cugat who has been recording for Columbia.

Victor will record a Cugat package in two weeks. The album release will be timed to coincide with Cugat's 35th anniversary in show-business.

Victor intends to release Cugat singles as well as albums, also plans to record him with his wife, thrush Abbe Lane.

WAKR Tabs Ward Musical Director

AKRON, O. — Frank Ward has joined WAKR Radio here as musical director. He'll be in charge of programming the 7:15 p.m. to midnight slotting. He will also have TV assignments. Ward came here from Buffalo, where he was formerly with WWOL.

M-G-M Skeds Joni James June Promo

NEW YORK—M-G-M Records, following its successful special price push on sound track albums has set as its latest campaign a "June for Joni" promotion.

For the month of June, a customer can buy any one of a dozen Joni James albums for \$1.98 with the purchase of one at the regular \$3.98 tag. The deal also includes EP's with a two-pocket job going for \$1.49 with the purchase of one for the normal \$2.49 price. For a one pocket EP, the price is 99 cents with one bought for the regular price of \$1.29.

The James sets included are the newest, "Among My Souvenirs," along with "Ti Voglio Bene (I Love You)," "Joni James Sings Jerome Kern and Harry Warren," "In the Still of the Night," "When I Fall in Love," "Award Winning Album," "Give Us This Day," "Joni Sings Victor Young and Frank Loesser," "Let There Be Love," "Little Girl Blue," "Merry Christmas From Joni" and "Have Yourself a Merry Little Christmas."

PRIZE: ELVIS' DOG TAG

Deejay Competition Booms Stunts, Contests, Gimmicks

By JUNE BUNDY

NEW YORK — Increased competition in the local radio market has sparked an unprecedented number of stunts, contests and other audience-building promotional gimmicks by radio outlets and deejays across the country.

The trend was accelerated in May via National Radio Month and June promises to be even bigger stunt-wise with jockeys giving away everything from Good Humor bars to Elvis Presley Army serial number tags in an effort to woo audiences from competitive spinners.

If he goes thru with it, deejay Pete Myers, WHK, Cleveland, should win first prize this month for promotional valor above and behind the call of his spinning duties. Myers plans to make a parachute jump while flying over Lake Erie. During the downward plunge he will toss out empty Cadence

Record sleeves. Finders returning the sleeves to WHK will receive free copies of the Chordette's new disk "Zorro." Other jocks will be primed to play "Zorro" the day of his jump.

'Family Month'

New York City is currently one of the hottest radio promotional cities in the country. For instance, station WINS, generally credited with sparking the stepped-up promotional trend, has tagged June "Family Month." Listeners will be asked to send in their names for daily drawings, whereby WINS will pay one month's bills for their rent, groceries, food, cleaning and laundry, and utilities. Each jock will have a different category — Jack Lacy, food, etc. In addition to the daily winners, the station will foot all monthly bills for one family each month, plus a vacation.

Over at WMGM, New York, they are readying a "Buy-Cycle" promotion (beginning June 9). Listeners will be asked to send in one week's worth of sales slips. WMGM jocks will hold daily drawings with winners receiving refunds on the amount of their sales slips up to \$100. Contestants are eligible to enter every week. The stunt is designed to help combat the threat of recession by putting people in a buying mood. The station is currently conducting a stunt whereby WMGM listeners may win the amount of monthly installment payments on their cars.

In addition to its current "Good Humor" contest, which offers a total of \$50,000 in cash prizes for a "Lucky Listener Card Game" (See Vox Jox, May 26), WNEW is staging a Miss National Portable

Radio Month this week. A gal — Miss Portable Radio — will walk around New York and Westchester carrying a portable radio tuned in to WNEW all this week, while WNEW jocks alert various neighborhoods to her arrival.

Stars in Barrel

One of the most successful WNEW stunts is its "Barrelful of Stars" on Bill Williams' "Make Believe Ballroom." On Saturdays, Williams draws from a barrel (containing postcards from listeners giving the name of their favorite record artist) every 15 minutes. Winners receive free record albums by their favorites and Williams plays a side on the show. The stunt pulls about 3,500 letters a week, according to a WNEW spokesman.

Martin Block, WABC, New York, had so much success with his recent "Date With Frank Sinatra," "Day With Doris Day" contest that he is readying another win-a-date contest with an "artist of similar stature."

The new WNTA, Newark, N. J., is offering free push-button cards for car radios to auto dealers, ga-

(Continued on page 15)

ASCAP Votes Rule Change

NEW YORK — Writer and publisher members of the American Society of Composers, Authors and Publishers have passed an amendment to the ASCAP articles of Association pertaining to the complaint committee. Ballots for the amendment were sent out to members along with a letter from prexy Paul Cunningham.

The amendment empowers the ASCAP complaint committee to initiate inquiries into any alleged violations of the Society's Articles of Association. Under the amendment, an impartial panel will determine whether a member has violated the articles and whether the member is to be censured, fined, suspended or expelled.

In his letter, Cunningham called the attention of members to a regulation adopted by the ASCAP Board in January, 1957, under the heading, "Causing false reports of performances." The regulation makes liable for disciplinary measures "any member who causes or induces or procures a performing artist or any other person to cause a license of the Society to submit a false report of performances or compositions written, composed or published by such member."

Jack Beeson; and a set titled "Music of the Bullfight."

Top pop release by the diskery is a new album with Billy Holiday with the Ray Ellis Ork. There is a new Jimmy Rushing set; a new set by Guy Mitchell, and new LPs by the Ted Straeter Ork, the Frank Comstock Ork, and the Xavier Cugat crew. There is a new set featuring the label's top singles artists singing hits from "Oh, Captain," and a new Rose Maddox set. There are three sound tracks, one from "The Old Man and the Sea," one from "Another Time, Another Place," and one from the flick "The Key." There is also a kids' set with

(Continued on page 12)

'SINGLE LAW' ENDORSED

Issue General Copyright Study On Protection of Performed Music

By MILDRED HALL

WASHINGTON — Recorded and performed music which has enjoyed perpetual "common law" copyright because it is unpublished and unregistered at the Copyright Office, may be subject to statutory limitation under impending copyright revision. This music, altho commercially exploited, differs from the unpublished music which has been registered at the Copyright Office. The latter comes under Section 12 of the law, which gives statutory copyright to special

classes, without the normally required publication. Special categories include music, musical plays and movies, among others.

The uncertain copyright status of recorded and broadcast music under our dual system of common law and statutory copyright is explored in a study, "The Protection of Unpublished Works," by William Strauss, attorney advisor of the Copyright Office. The Strauss paper was recently released as part of the three-year study of the 1909 act by the Copyright Office. The

TUBA CALLS FOR THE LOWEST FI

NEW YORK — For hi-fi-minded record dealers who like to know these things, Audio Fidelity's Sid Frey last week checked up to see just how low the tuba note on the "Asleep in the Deep" track of his latest Dukes of Dixieland platter of circus marches really goes.

Says Frey: "It's two octaves to the left of the piano. It's the damndest tuba note ever blown. It measures out at 27 and a half cycles, so hold onto your woofers."

15 Albums in Angel Release

HOLLYWOOD — Angel Records' release for June includes 15 new packages, highlighted by two major ballet items. The release includes the complete performances of the ballets, "Giselle" and "The Three-Cornered Hat." Interest in the "Giselle" is accentuated by the fact that the new Angel package is believed the first time the work has been made available in its entirety in recorded form. ("Giselle" is the oldest ballet still being included in regular ballet company repertoire, having been first performed in 1841 in Paris.)

Dolphe Adams' "Giselle" is performed by the Royal Opera House Orchestra Convent Garden, with Yiro Fayer conducting. De Fall's "Three-Cornered Hat" features Eduardo Toldra conducting the National Radio Orchestra of France.

Other albums in the Angel release include Jose Iturbi playing the Mozart E Flat Piano Concerto with the Paris Conservatory Orchestra with the soloist conducting;

(Continued on page 15)

Capitol to Release 20 Albums in June

HOLLYWOOD — Capitol's June release includes 20 albums, of which 14 are pop packages and six are part of the "Capitol of the World" series.

The pop LP's feature Gordon Jenkins, Glen Gray, Guy Lombardo, Jackie Gleason, Joe (Fingers) Carr (Cap's Artist of the Month), Bobby Hackett, Page Cavanaugh, Mickey Katz, Don Baker, Paul Smith and the Jordanaires with Bob Bain's music. Making their debut in a Capitol album is the Kingston Trio. Also on the June pop release is Volume 16 in the label's "Just for Variety" series, this one featuring the talent of Les

Dot Speeds Its Screening Of Masters

HOLLYWOOD — Dot Records is shooting for a 24-hour response schedule on all masters submitted to the label. Dot's prexy, Randy Wood, told The Billboard since the recent expansion in his firm's artist-repertoire ranks, a general speed-up in master screening has been instituted.

According to Wood, one of the costliest factors in the sale of masters by indie producers has been the time element. A producer can lose a fortune if a master he has submitted to a label for sale spends a couple of weeks on someone's desk awaiting his attention.

With an eye toward relieving the indie producers of the time problem, Dot is giving immediate attention to screening submitted masters. According to Wood, his a.&r. department is trying to come as close as possible to a 24-hour response schedule when it's at all possible.

Masters can be submitted to either Bob Thiele at Dot's New York offices or to Dot's Hollywood headquarters.

Greenman Forms Promotion Firm

NEW YORK — David M. Greenman has formed his own company, Associated Promotions, to promote disks and recording artists. Initial accounts include Bill Lowery's National Recording Corporation and the singles product of Seeco and Dawn Records.

Greenman spent five years in sales and promotion at Times Columbia, one and one-half years with the promotion staff of Columbia Records, and did field exploitation with other labels and film firms.

Paul and Mary Ford, Tennessee Ernie Ford, Margaret Whiting, Nat King Cole, Woody Herman, Nelson Riddle, Milt Buckner, Harry James, the King Sisters, Glen Gray Joe (Fingers) Carr and June Hutton.

Included in the pop release is a new rock 'n' roll album featuring a dozen different artists and groups, called "Everybody Rocks." Artists are Nat King Cole, Bob Bain, the Beavers, Big Dave, Nick Greene, Sonny James, the Five Keys, Johnny Otis, the Four Preps, Tommy Sands, Ray Stevens and Gene Vincent.

The selections from "Capitol of the World" include "Mucho Lucho," featuring south-of-the-

(Continued on page 15)

U. A. Promotes Sales Chief

NEW YORK — Buddy Friedlander has been promoted to the post of general sales manager of United Artists Records, replacing Harold Friedman, who will continue as a consultant to the company.

At the same time, Kenny Luttmann has moved into Friedlander's former job as national promotion director for the label. Luttmann has served as promotion director for several New York distributors, most recent being Alpha Distributors, Inc.

Friedman, who helped organize United Artists record division, is head of Friedman Associates, Westport, Conn.

Urges Tape Promotion as Home R'corder

NEW YORK — Industry excitement over stereo is causing a "questionable" shakeup in the techniques used by record dealers and audio stores in merchandising tape recorders.

That's the opinion of David Libsohn, exec of Telectrosonic Corporation, maker of the Telectro tape recorder. "At the outset," he says, "the industry was selling

(Continued on page 15)

Columbia Lists Big Package in June

NEW YORK — Columbia Records has lined up a big release of interesting albums for the label's June package in the classical, popular, kiddies and "Adventures in Sound" series. In addition, the diskery is issuing some new classical and popular items on its low-price Harmony LP label.

Columbia Masterworks include Prokofiev's ballet music for "Romeo and Juliet" conducted by Dimitri Mitropoulos with the New York Philharmonic Orchestra. Joseph Szigeti and Mieczyslaw Horszowski are featured on Brahms' "Violin Sonata in G Major" and "Violin Sonata in D Minor." Other Masterworks LPs feature the Royal Philharmonic under Sir Thomas Beecham; William Saroyan's opera "Hello Out There" with music by

Azalea Returns To C&W Activity

HOUSTON — Azalea Record Company here, a country and western label, is back in business after a lapse of 16 months, caused by the death of Al Newton, former head of the firm, according to the company's David Livingstone.

Azalea has redesigned its label. First release, "Ain't Love Something" b/w "Is There Room in Your Heart for Me?" will be done by Jimmy Burson. "Love" is a novelty number penned by Burson. The flip was written by Basil Mamma. The firm is mapping a second release by the Hooper Twins, who have done other disks for Azalea in recent years.

TOP CATS MAKE SOUREST SOUND

NEW YORK — The new Andy Griffith record of "Juanita Beasley" and "Togetherness" features some mighty corny chimes, and sax work, and some incredibly out of tune strings. For the layman's information, it took some big-name cats and chicks to get that sound. Billy May, who made arrangements, plays the chimes. Skeets Herfurt is on sax. Felix and Eleanor Slatkin, of the Hollywood String Quartet, played violin and cello behind the comic.

End Rift on Site of Wash. Arts Center

WASHINGTON — The nation's capitol drew a step closer to having a cultural center for the performing arts when opposing forces finally agreed last week (27) on a site for the center.

Site chosen is along the Potomac River on land mostly Government owned. Legislation proposing a site near the same section of town failed to pass both Houses last year.

Proponents of the cultural center then proposed that it be constructed on the Mall near the National Gallery of Art.

Complications arose when it was discovered that another group wanted the Mall site for a National Air Museum.

In last week's action, Sen. William Fulbright (D., Ark.) and Rep. Frank Thompson Jr. (D., N. J.) announced they are redrafting legislation to place an opera house and concert hall on the site along the Potomac and will back legislation to build the Air Museum on the Mall site. It is hoped this move will satisfy both factions.

Early action on the measure was pledged by Sen. Pat McNamara (D., Mich.), chairman of the Senate Public Works Subcommittee.

Peru's Duties Off Classics

WASHINGTON — Peru will cancel import duties on classical and semi-classical records, but will raise the tab for all other types. The changes, announced April 7, 1958, go into effect June 6 by the establishment of a new subclassification under Peruvian tariff.

Recordings of the classical and semi-classical music will also be exempt from payment of custom surcharges.

Records of all other types and in all speeds under 78 r.p.m., will now cost about \$3 per gross kilogram, as against previous \$2.15. The 78 r.p.m.'s will now incur charge of about 60 cents per gross kilogram, as against previous 40 cents.

Tender Records Buys 4 Masters

HOLLYWOOD — Tender Records, which last week sold two masters to the Jack Pot label, has bought four masters for its own release. The purchase was made by Tender's proxy, Gene Fadely, from Chuck Clark's Storm label.

Sides cut by Storm now to be released under the Tender banner include "Believe Me," voiced by Shirley Gunter, backed by "Crazy Little Baby," both clefted by George Matola. The other disk backs "Bandanna," sung by Bert Convy, with "I'm Just a Lonely Boy." Convy is a young Columbia Pictures actor whose current screen appearance is in "Gunman's Walk."

NARAS HOLDS MEETING, PLANS ANNUAL AWARDS

NEW YORK — The first general membership meeting of the National Association of Recording Arts and Sciences took place Wednesday (28) at the Park Sheraton Hotel here.

Following refreshments and convivial chatter among the numerous disking mahoffs assembled, the meeting was called to order by veteran music man Ben Selvin, who promptly turned the rostrum over to Dave Kapp, NARAS veepee.

Kapp spoke briefly about the makeup of the organization, pointing out that chapters exist in Los Angeles and New York and that others will be organized in various cities. He also read wires from Jim Conkling, one of the original organizers of the outfit, and Paul Weston, president of the West Coast chapter.

A taped message from East Coast chapter president Guy Lombardo stressed the need for building membership "on the broadest possible base in the creative end of the recording field." Lombardo was speaking from Broken Bowl, Nebraska, where his touring band was picking up a bit of location loot.

George Avakian, another spark-plug of the outfit, explained the difference between active and associate membership. The active group, consists of nine different categories of record and music creative people. The associate category takes in such non-creative people as sales personnel.

Avakian said it was hoped an annual series of awards can be established for various "bests" in the recording field. These, he indicated, would be presented to winners on a special network TV shows, already in the discussion stage. Active members voting

would determine winners of the awards.

Other projects under discussion include setting up the world's most complete record library, a history of disk—from cylinders to stereo—to be prepared by Ben Selvin, a series of scholarships and a newsletter for members.

Avakian said there would be separate pop and classical awards and that records made in foreign countries would be eligible for awards. Awards would not be restricted to Academy members.

A question period followed. Drummer Chico Hamilton, a member of the West Coast chapter who had assembled his jazz group to play for the meeting, asked: "Mr. Chairman, will the Academy try to bring back music?" "Very definitely," said Avakian.

HOUSE HEARING

'Singable' Anthem Is Advocated

WASHINGTON — The definite need for an official version of the Star Spangled Banner has been pointed out by musical directors, singers and Congressmen before a House Judiciary Subcommittee.

In an appearance before that group, Paul Taubman, who directs some 17 network programs each week for NBC and CBS television, urged Congress to adopt a version of the National Anthem which would enable everyone to sing all the notes "comfortably."

He suggested that beginning with the phrase "and the rockets red glare," each note be lowered a minor third. He proposed the same lowering in the phrase "o'er the land of the free." The changes were incorporated in a bill introduced in the House earlier by Rep. Herbert Zelenko (D., N. Y.). (The Billboard, May 5.)

Singer Lucy Monroe testified in support of the Taubman changes. Miss Monroe said that when she sang the National Anthem in Yankee Stadium before ball games she noticed that "audiences have difficulty with the higher notes" in the middle section and in the phrase before the end. She believes the changes proposed by Taubman would not alter the basic melody, but would leave the tune "as beautiful and stirring as it has always been."

Opposition to any changes came from some veterans' group who feared the spirit and feeling of the Anthem would be altered.

PHILLY OUTLET JUNKS ITS 78'S

PHILADELPHIA — Radio outlet WIBG here has finally figured out what to do with all those racks of old 78 r.p.m. records in the library; the station is giving them away.

It works like this. Deeja's Tom Donahue, Doug Arthur, Bill Wright and Joe Niagara play the oldies from time to time on platter stanzas.

When a listener hears one he likes, he drops a card to the station asking for it. WIBG returns the card saying the record is (or is not) available, and the listener picks it up, gratis, at the station.

POSTAL CHANGE SAVES BIG \$\$ ON SHEET MUSIC

NEW YORK — At least \$500,000 annually will be saved thru the reduction in postal rates for sheet music and music manuscripts, according to Leonard Feist, administrative vice-president of Associated Music Publishers and executive director of the Music Postage Committee. The postal rate law was signed Tuesday (27) by President Eisenhower. Among those benefited will be schools, churches, private music teachers, performing artists, orchestras and composers.

The new law permits sheet music to be sent thru the mail at book rate, rather than at the zoned parcel post rates now in force. The new law goes into effect August 1. Feist began his campaign to change the law in 1953, at which time sheet music, in contradistinction to all educational, cultural and

informational magazines, was granted no special postal rates. Although books and magazines have had the benefit of special rates, sheet music has been viewed heretofore as merchandise.

In 1953, bills to reduce postage on sheet music were introduced in both houses of Congress; and by 1957 the idea of an adjustment of postal rates was well established as a result of the activity of the Music Postage Committee.

Organizations which have supported the committee's campaign include the Music Educators' Conference, American Guild of Organists, National Federation of Music Clubs, National Catholic Music Educators' Association, American Academy of Teachers of Singing, and many others.

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



With substantial unit sales increases being registered by both 33 1/3 and 78 r.p.m. speeds, total unit record sales did an about-face last week and went back up to 90. This abrupt change stopped a slide of four weeks. However, the figure for the current period is the second lowest for the year to date.

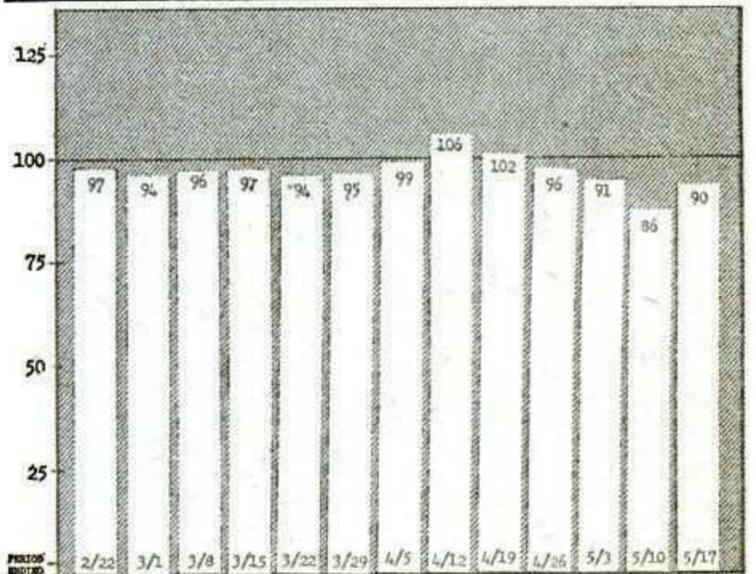
Altho the largest per cent gain for the current period was racked up by the 78 r.p.m. speed, a more

significant jump was registered by 33 1/3 LP's. The 78 singles sales account for only 3 1/2 to 4 per cent of the total over-all dollar business, whereas LP's do about 60 per cent of the dollar volume sold at retail.

The decline of 45 EP unit sales continued, with last week's figure establishing a new low for 1958. The 45 singles fell off for the fourth week in a row and this speed also set a new low for the current year.

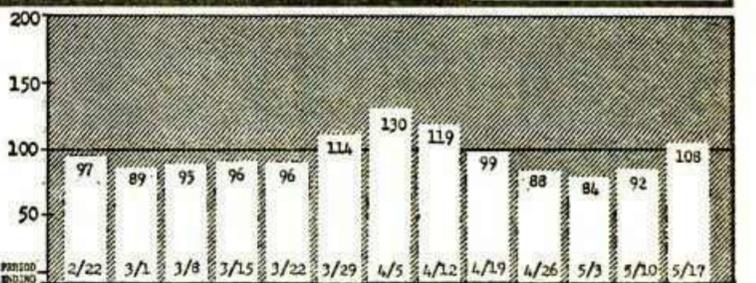
TOTAL UNIT RECORD SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



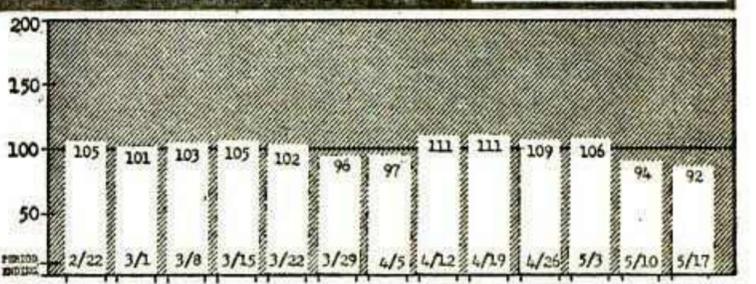
33 1/3-12" UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



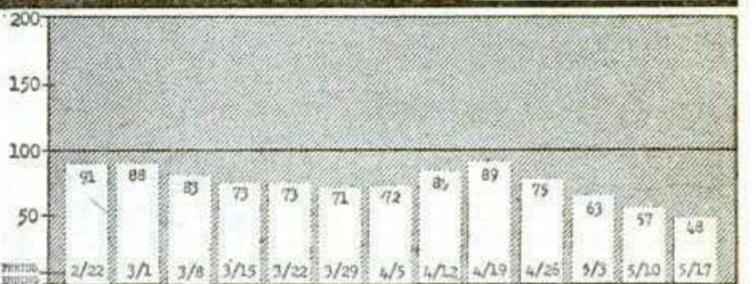
45 SINGLES UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



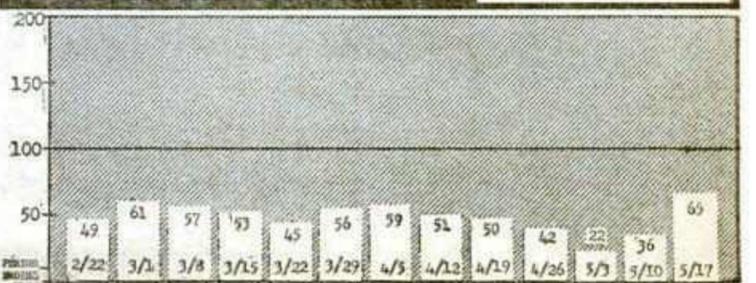
45 EP UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



78 SINGLE UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



FROM 1 LABEL TO MANY

Boom Over Miami: DJ's, Distribs, Artists Turn Out Disks, Masters

MIAMI — Recording activities here have increased tremendously during the last year. Whereas only one Miami label—Art Records—was in business in 1955, today local deejays, record retailers, night club operators, distributors, and performers are all busy either putting out their own disks and/or selling masters to established diskeries.

In addition to Art, which now has a new subsidiary, A.F.S. Records, the list of current Miami labels includes Orbit Records, run by ex-deejay Fred Marshall; Sunshine Records, owned by voice coach Sid Franklin; Jordan Records, operated by Bar of Music owner Bill Jordan; artist Bobby Dukoff's Tutor Records; Trail Rec-

ords, run by Western warbler Buck Trail; Micro Records, a gospel label; Criteria Records, a jazz label operated by Mac Emerman, who also owns a local record store; Latin maestro Freddie Calo's label; Harry the Hipster's Hip Records; canary Ruth Wallis' label, and Miami Records.

In addition, deejay Don Franklin, WCKR, and band leader Henry (Hot Lips) Levine are making plans to issue their first sides, featuring Franklin as a vocalist and the Levine band. Sidney Trott, who operates a Latin-American Record store, has recorded several local Latin-American bands here for Tico Records, most recent being Luis Varona and his Eden Rock Hotel Orchestra. Veteran Miami deejay, Jerry Wichener, WQAM, here, recently cut several sides with a new group, the Coralairs.

Artists Settle In

Fred Marshall, who runs Orbit, attributes the current Miami record boom to the fact that so many top musicians, artists and recording execs decided to make their home here over the past couple of years. He also points out that some 300 cocktail lounges—all utilizing musical acts — make this city a rich source of wax talent.

Orbit Records, which issues LP's, EP's and a few singles, has recorded mainly local niter talent. It has released a series of "After Dark" EP's, featuring talent culled from Miami and Washington niteries. Negotiations are currently underway between Orbit and Hi-Fidelity Records of California, (which also has a label tagged Orbit) whereby the former label will change its name.

Art Records, which specializes in calypso wax, also operates a recording studio under the name American Recording and Transcription Company. Other recording studios are Universal, Criteria and Miami Records, which reportedly has the largest pressing plant in the South.

Cleffer Rule

Art Records' subsidiary label, A.F.S. (owned by Harold Doane and Mitch Lebow) utilizes only material cleffed by members of the American Federation of Songwriters.

Local hotel owner Stanley Kahan, who wrote "Girl With the Golden Braids," recently purchased a piece of George Goldner's new label, Regal Records. Kahan plans to hold some local sessions with Miami talent—including the Coralairs—in the near future.

In addition to cutting sides for his own label, Bobby Dukoff, who appears at the Avalon Night Club here, recently sold two sides to Fraternity Records. Emerman, who owns Criteria Records, has cut several modern jazz LP's by Herb Brock for Savoy and most recently a Buddy Rich package for Verve. All of his Criteria LP's are also available on stereo tape. His newest Criteria LP's spotlight Herbie Fields ("Fields in Clover") and his ork and "Gold Coast Jazz, Vol. 1."

Benny Gate Goes To U. S. Treasury

NEW YORK—In a story appearing in The Billboard (May 12 issue), it was erroneously reported that moneys received from admissions to a Benny Goodman concert at the Brussels World's Fair would be returned to the Westinghouse Broadcasting Company, Inc., sponsors of the Goodman appearances there. The admission proceeds will be turned over in toto to the U. S. Treasury Department.

U. S. Hits in Scandinavia Grab 7 Spots in Top-10 List

STOCKHOLM — Paul Anka, rock and roll singing star of Canada, has three records out of the top 10 current hits in this Scandinavian capitol. Anka, who is attached to the American ABC-Paramount label, also has the top-selling EP record here.

According to lists compiled by Expressen, Stockholm daily newspaper, Anka's "Diana" is the top selling single with "I Love You Baby" and "You Are My Destiny," by the same artist in eighth and ninth spots. Another strong seller from the United States is Pat Boone with "Love Letters in the Sand," and "April Love" in position number three and six respectively. Americans have seven out of 10 slots, with Elvis Presley and the Ames Brothers also drawing their share of the kroners. British rock

and roller Tommy Steele has "Nairobi" in seventh slot.

The list is rounded out by Lily Berglund with "Vita Syrener" in second slot and Little Gerhard's "Wake Up Little Susie" in number 10 position. Anka, Presley, Lily Berglund, the Ames brothers and Tommy Steele occupy the five slots in the best selling EP chart. Among the top five LP's, Frank Sinatra's "Pal Joey" and "A Swingin' Affair" are in second and fourth positions while Quincy Jones comes thru in the five slot with "This Is How I Feel About Jazz." Other entries on this list are by Harry Arnold and Bengt Hallberg.

The publishing firm here known as Stockholms Musikproduktion, which has the rights for six of the top singles tunes, has also just acquired the rights for the American songs, "Tequila" and "Kewpie Doll."

DISTRIBUTOR NEWS

By HOWARD COOK

William Laughman of Frontier Distributing Company in El Paso, Tex., reports heavy action on "Purple People Eater" by Sheb Wooley on M-G-M. Other M-G-M platters that are going well are "Junior Prom" by Joni James and "I'm Sorry I Made You Cry" by Connie Francis. Hot ABC-Paramount disks are "We've Had It" by Joe Bennett and the Sparkletones, "I Lost My Love Last Night" by Johnnie Nash, "Dottie" by Danny and the Juniors and "Got a Match" by Frank Gallup. Billy Ward's version of "Jennie Lee" on Liberty is going well. Strongest LP's are "Paul Anka" on ABC-Paramount, the "Gigi" sound track on M-G-M and "Forbidden Island" by Martin Denny on Liberty. Laughman also reports that the ABC-Paramount stereo recordings are moving well.

Wayne Drake of Decca Distributing Company in Birmingham, Ala., names "Think It Over" b/w "Fool's Paradise" by the Crickets on Brunswick as his strongest new record. "Ding Dong" by the McGuire Sisters and "Rave On" by Buddy Holly (both on Coral) are moving. "Take My Heart" by the Four Aces on Decca and "As Long As I Live" by Jackie Wilson on Brunswick are also collecting coin. "Padre" by Toni Arden and "Skinny Minnie" by Bill Haley and His Comets (Decca clicks currently on the best selling chart) continue to soar. Hottest c.&w. platters are "Hey, Mr. Bluebird" by Ernest Tubb and the Wilburn Brothers and "Lonesome for You Now" by Warner Mack on Decca. Best selling LP's are "Hits From Hollywood" by the Four Aces on Decca, "Dream Time" by Wayne King on Decca and "He's So Fine" by Jackie Wilson on Brunswick. Drake reports that Decca's "Jazz Time" series is moving strongly.

NEW YORK SCENE: Sid Schaeffer of Mercury Record Distributors lists "One Summer Night" by the Dandeleers, and "Pretty Baby" by Gino & Gina as his top platters. "Bright Lights of Brussels" by Eddie Layton is getting a lot of air play. "Twilight Time" by the Platters is still moving strongly. Fastest moving LP's are "The Flying Platters Around the World," "The Waltz Queen" by Patti Page, "Songs From Great Films" by Herman Clebanoff and his ork and "Dinah Washington Sings Fats Waller." Strongest new classical album is "Medea" by Maria Callas.

NOTES IN THE MAIL: Bernie Block of Marnel of Maryland, Inc., Baltimore, writes that "Lester Lanin Goes to College" is the firm's number one LP. Following closely behind is the Moiseyev Ballet company's "Great Russian Folk Songs." Hot singles include Epic releases, "This Too Shall Pass Away" by Jimmy Breedlove and "In a Dream" by Roy Hamilton. Marnel recently became distributors for United Artists Records in Baltimore. Strongest items on United Artists at the moment are "Try the Impossible" by Lee Andrews and "Rock and Roll Age" by the Four Jays. Other strong disks are "Straight Skirts" by Gene Summers on Jan and "Apache" by the Chiefs on Greenwich.

BRIEFS: Music Suppliers of New England, Inc. (Boston), has expanded headquarters for the fifth time in the past 11 years. . . Riverside Records and its subsid, Judson Records, will now be handled by A-1 Records Distributing Company in New Orleans, Century Distributing Company in Dallas and Houston and A & I Distributors in Cincinnati. The Cincinnati firm has distributed Riverside for over a year, but only recently added the Judson line.

Jerry Shifrin, national sales manager for Roulette Records, reports that the response on both distributor and dealer levels to Roulette's 3 X 7 LP program has been tremendous. The program calls for the release of three albums a week for seven consecutive weeks. The campaign has been under way for five weeks, and the six best selling LP's so far are: "Count Basie Presents the Eddie Davis Trio Plus Joe Newman," "Italy Revisited" by the Di Mara Sisters, "Southern Breeze" by Jeri Southern, "St. Louis Blues" by Pearl Bailey, "Rock 'n' Roll" by Frankie Lyman and "Cowboy" by Foy Willing and the Riders of the Purple Sage. Latest release scheduled are "The Number One Ballads" by Jimmie Rodgers, "Flying Down to Rio" by Caney and his ork on Tico and "Gospel Songs" by the Stamps Baxter Quartet.

CHICAGO: Charlie Spero, former salesman for Mercury Midwest, has joined M & S Distributors. . . United Records are now handling Steelman phonograph lines and Rauland Corporation component parts. . . George and Ernie Leaner are the first indie distribs in the Windy City to go into heavy phono equipment. . . Record Distributors is moving to larger quarters. . . Linn Jenks, former branch manager of Capitol Records in Milwaukee and South Bend, Ind., is the new branch manager for Disneyland, Chicago. Jack Carrell is the new salesman at Disneyland.

Sydney Goldberg, vice-president and general sales manager of Decca Records, announced the winners of Decca's "Decca on Parade" contest for April this week. Branches receiving Silver Record Awards and their branch managers are (in order of standings): Albany, Janes Paterson; Boston, Alan Ross; San Francisco, Irving Stilmer; Richmond, Virginia, Bill Donovan and Minneapolis, Everett Kew. The standings in the "Gold Record Award" contest for April are: Minneapolis, Everett Kew; Richmond, Bill Donovan; Atlanta, Ed Russell and New Orleans, R. N. McCormick.

Ervin Litkei, who helms Olympia Distributing Corporation in New York, has reactivated his Ronde label. Latest release is "My Dog Met Your Dog" by Kaye Ballard. Ronde will record German, Hungarian, Italian and Roumanian folk songs in stereo for release this summer. Oscar Keleman, Olympia mahoff, is planning an European junket in the immediate future.

TERRITORIAL TIPS: "Ding Dong" by the McGuire Sisters on Coral is taking off all over a la "Sugartime." "Leroy" by Jack Scott on Carlton is stirring up some action and is strongest in New York and California.

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NIGHT CLUB

Veddy English, and Quite Nice

A La Carte
Words, music and direction, Hans Holzer. Features, Christopher Cary, Vivian Lori, Patti Reno, Kenneth Shelton. Arrangements and musical direction, James Leon. Produced by Gail Benedict and Hans Holzer with Ann Edison. In Boboli, N. Y., May 28.

The boom in nitery revues continues with a charming entry at the In Boboli, an attractive Continental restaurant-club unfortunately off the bistro track on upper Second Ave. The 55-minute revue, "A La Carte," is framed with menu references, each num-

ber tabbed as a dinner course. The diet is a bit bland, with the accent on ballads, but it's a pleasant diversion.

Vivian Lori, a Lizabeth Scott type with a smouldering glance, walks off with the performing honors and the lion's share of the material. Her "Who Will Buy My Memories," "Tramp Steamer" and "The Thrill of Holding You Close" represent torch singing of high order and Holzer at his best as a cleffer. Christopher Cary, a handsome English lad with a winning smile, will score heavily when he learns his

lyrics. His "Leave My Baby Alone" would make a money rockabilly disk. The cast of four only gets two chances to work together (the rest are solos and duets) and one of them, the finale, is a fine uptempo item, "Angles and Curves."

What's missing are some sharp comedy skits and songs and spice in the salad. Holzer's direction is neat in a tiny playing area, while James Leon's piano lends strong support. The boys ought to get rid of those double-breasted tuxedos, tho. The whole thing is very English and would be a smash in a London cabaret. Meanwhile, it enhances the revue scene in N. Y. with artless charm. Bob Bernstein.

NETWORK TV

Wilson, Linden Top Clark Caravan

Dick Clark's Saturday Night Beechnut caravan (ABC-TV) of pop and rock talent offered a generous smattering of today's hitdom on show caught (24) with Jackie Wilson and Kathy Linden winding up on top of the heap.

On the strength of his positive, assured performance of his hit "To Be Loved," and a dramatic new release, "I'm Wanderin'," Jackie Wilson can become a sol-

idly established act. His chanting brought the strongest response from the gum-chewing teeners. Miss Linden in her second recent TV outing, again registers with her simplicity of style. The little-girlish vocal approach to "Billy" and "You'd Be Surprised" goes well with her clean-cut, sweet appearance.

The playmates opened the show with their Roulette dinking of

"Don't Go Home," and as an audience warmer-upper it served well. There's a modicum of staging to this act which sometimes is not the case with the vocal groups. Bobby Helms did a pleasant enough job with his current wax "Jacqueline," tho Dion and the Belmonts, a new male group on their network TV debut, was far too typical of the stereotyped male rock and roll group staging in its routine. The tune offered was their current chart entry, "I Wonder Why." Ren Grevatt.

NETWORK TV

'Big Record' Needs Solid Format

Big Record
CBS-TV, Wednesday, 8:30-9 p.m., EDT. (Caught again.)

Patti Page is still the best thing about "The Big Record." She looks good, sings even better, and all times is a gracious, lady-like emcee.

Unfortunately—judging by the show caught (28)—the show itself is still unresolved as to format. If it's a straight musical-variety show—a la Perry Como, Pat Boone, etc.—the program could use a great deal more of Miss Page's

talent. On the other hand—if it purports to illustrate the show's title, "The Big Record," then it would seem the guest list should largely be confined to current "Big Record" names.

Wednesday's guest list included Vic Damone, the DeCastro Sisters and Jeri Southern. Damone, of course, is the strongest record name, but even he hasn't had a best seller since "An Affair to Remember" last summer. His rendition of the poignant film title theme "Gigi" was appealing, but his duet with Patti Page (on an-

other "Gigi" — "I Remember It Well") was a mistake. The tune calls for more histrionic ability than proficiency, and Damone—in a gray wig and mustache and old-age makeup — was woefully unconvincing as his own grandpa. Miss Page, on the other hand, was surprisingly effective in the lavender-and-old-lace bit — both visually and vocally.

The DeCastro Sisters sang their best seller of some years ago—"Teach Me Tonight"—and "With My Eyes Wide Open I'm Dreaming" with brassy Latin exuberance. Jeri Southern, a trifle hefty in sequins, failed to create the sultry mood on TV that she does on records.

NETWORK TV

John Wesley Could Be Proud of This

The Invisible Fire
Music, Cecil Effinger. Libretto, Tom F. Driver. Conductor, Alfredo Antonini. Various soloists and guests. First public performance on CBS-TV, 10-11 a.m. EDT, May 25.

TV showed unexpected ability on May 25 in handling a new type of assignment: the first public presentation of a new-oratorio.

The work was "The Invisible Fire," written by Cecil Effinger (music) and Tom Driver (libretto) under commissions by the National Methodist Student Movement and the National Council of Churches. Alfredo Antonini was in full command of the 45-piece orchestra, and soloists Elinor Ross, Gladys Kriese, William Lewis and

Morley Meredith were excellent choices.

The oratorio itself featured a strong but simple musical line. TV staging was simple, but extremely effective, with director Roger Englander keeping his camera moving fluidly from closeups of soloists to the majestic sweep of the full orchestra ringed behind by the Margaret Hillis Choir. Sir Cedric Hardwicke gave narrative bridges in the story of John Wesley's search for a closer link to God a moving, dignified reading. Charles Sinclair.

REVIEWED IN BRIEF

Ryder-Frankel

History is being made at the St. Marks Playhouse, New York. A six-week run by Emily Frankel, Mark Ryder and their company of seven is Off-Broadway's first dance repertory venture, beyond which the novelty of dancing to jazz is being revived in the wake poetry readings to jazz. Billed as a "dance drama company," they employ techniques of ballet, interpretive dancing and music-comedy. High point of the evening was Sophie Maslow's "Diamond Backs," a "West Side Story" of 1954 to a background of Dixieland, blues and straight percussion.

The group has youthful energy and verve but lacks the facility to get off the ground with Boller's "Still Point" and Solov's "Rococo Variations," which ballet audiences have seen to better advantage in the past. The com-

pany, however, is more at home in a simpler, modern idiom and deserves to prosper. Music accompaniments were taped. (Hodes)

Perry Como

Perry Como, who seems to be lifting the "Mr. TV" crown gently away from Milton Berle, is sold out for another year on NBC-TV, and the show caught May 24 was a good indication why. Plenty of music was there, with Mr. C abetted by the McGuire Sisters and ever-charming Jane Wyman. Beyond that, Art Carney offered some great laugh help to the guy who used to be his (via Jackie Gleason) Saturday night competitor. The show continues to move at an easy, relaxed pace which leaves the viewer with the impression that here is a nice guy indeed, even if he does trip over words occasionally. That just makes him

a little more human, a quality which fits fine on any TV show. (Grevatt)

Danny Thomas

Producers wondering just what is the best technique to use in showcasing a musical guest star would do well to dial "The Danny Thomas Show" in CBS-TV's Monday line-up.

A number of top vocalists, from Dean Martin to Vic Damone, have already played Thomas' domestic circuit, all with good results. But last Monday's (26) guest shot by Dinah Shore resulted in one of the best video half hours of the spring season.

The plot—in which Danny had to find a low-budget vocalist for his daughter's high school dance played fast and funny. La Dinah was perfectly cast, and seemed to enjoy herself hugely. Smoothly integrated were two vocal spots for her which seemed "integral" rather than "added." (Sinclair)

La Hutton a Hurricane At New Cafe de Paris

By CHARLES SINCLAIR

"A Parisian Honeymoon." Revue starring Betty Hutton. Cafe de Paris, New York, May 27.

Betty Hutton is a honey-haired hurricane at Lou Walter's huge new Cafe de Paris, practically flattening a delighted audience with the kind of vocal showmanship that has lately seemed a lost art.

Backed by Buddy Clarke's fine ork conducted (for her act) by Jerry Fielding, surrounded by a male vocal quintet, showcased in a club that looks like the setting for a Metro musical, and armed with a whole satchelful of special material, Miss Hutton virtually explodes on the onlookers thru a life-sized paper cartoon—and, having made her entrance, holds the spotlight unwaveringly thru the rest of the evening.

She's at her bouncy, swinging best in a couple of elaborate special numbers—"You've Got to Have Culture," in which she laments the Actors Studio influence on movies, and "Babs, Bob or Bullets," a hilarious costumed spoof of legit musicals of the 1920's.

But La Hutton's much more than just a talented musicomedienne, and loses no time proving it. One of her biggest hands was drawn with a straight "Salute to the Blues" medley, in which she shifted vocal gears effortlessly between "I Get the Blues When It Rains," "Mood Indigo," "Blues in the Night" and "St. Louis Blues."

And, just to underline it, she was equally effective when, perched Helen Morgan-fashion on the piano, she thrashed such Hutton-identified tunes as "It Had to Be You," "All of Me," and—naturally—her belt-it-out favorite, "Doctor, Lawyer, Indian Chief."

The Paris-themed revue which precedes Mlle. Hutton on the club's gigantic stage is "big," in the genuinely lavish sense. There are plenty of pretty showgirls to oggle, as well as such acts as Raphael and His Hat Creations, tap terper Lois Ray, Czech ice skater Miro-Slava, eclysiast Sherry Britton, Harrison & Kossi, and the ballroom team known as the Szonys.

Benny Swings—and Crowds At Brussels Just Love It

By HAL DAVIS

Benny Goodman Orchestra, with Jimmy Rushing and Ethel Ennis. Horst Jankowsky and Max Rabie, guests. American Theater, Brussels World's Fair.

Benny Goodman opened a run of a week in the American Theater at the Brussels World's Fair, as the first live performing American artist, with a typical Goodman smash performance before a sellout house of 1,200 notables from almost every nation represented at the Fair. Goodman mastered his audience from the first notes of the opening "Bugle Call Rag." His band, augmented to 16 men for this engagement, then swung on such standards as "One o'Clock Jump," "King Porter Stomp" and the reliable dynamite of "Sing, Sing Sing."

Always a man with a keen eye for news, Goodman introduced two musicians he found in Europe during a pre-Fair warmup tour. Pianist Horst Jankowsky and sax man Max Rabie joined the small Goodman group in an impromptu jam session which roused the crowd to a high degree of enthusiasm. Jimmy Rushing, a prime favorite in Europe, joined the Goodman group in a set of standard Rushing blues solos. He and new Goodman vocalist Ethel Ennis were warmly received.

Comment here was exceptionally good. Goodman is a world favorite, of course, and the current ensemble is studded with excellent soloists. Tenormn Zoot Sims, bassist Arvell Shaw, trumpeter Taft Jordan, trombonist Rex Peer, pianist Roland Hanna and drummer Roy Burns starred in the small Goodman groups. Others of note in the band include guitarist Billy Bauer, baritone sax Gene Allen and trumpeters Johnny Frosk, Bill Hodges and E. V. Perry.

'Nightcap' Packs Youthful Zest at Showcase Bistro

By BOB ROLONTZ

The Showplace, Greenwich Village, New York. "Nightcap," a revue. Starring Fia Kren, Kenneth Nelson, Charles Nelson Reilly and Jen Romano. Presented by Jim Paul Eilers. Music, lyrics and direction, Jerry Herman. Caught May 23.

Triple threat man Jerry Herman, who wrote the music, the lyrics and directed this little revue at the Showplace in the Village, has come up with a winner. It has zest, many moments of genuine hilarity and just the right amount of slyly satirical take-offs on current fads and foibles to make it winning and enjoyable. It is performed in a lighthearted, engaging manner by four young principals and should run a long time at the small downtown bistro.

"Night cap" is an intime revue, in the manner of the revues that have been running for the past few years at Julius Monk's Downstairs. The entire show runs an hour, with a short intermission, and there are sketches, musical take-offs and some boy-girl romantic interludes for a change of pace. It is sparked by the fine work of Jane Romano, a comedy find, Charles Nelson Reilly, who also turns in some fine comedy work, petite Fia Karen and Kenneth Nelson. This cast, with Herman backing them on piano, works mighty hard to mighty good results.

The best numbers in the show are the comedy efforts, usually to music. Some of these have been selected by Leonard Sillman to be part of his next "New Faces" revue. These include "Jolly Theatrical Season," "That Revue" (a take-off on "New Faces" Revue) "Confession to a Park Avenue Mother," "Number One on Your Hit Parade," "In the Sack" and "Naughty Forty-Second Street," this last done in Gilbert and Sullivan madrigal style. All in all, it's a breezy, youthful revue, one that demonstrates there's never a lack of new talent on the showbiz scene.

Mills on top with . . .

- **BILLY**
KATHY LINDEN on Felsted
- **WHO'S SORRY NOW**
CONNIE FRANCIS on M.G.-M
- **I'M GETTIN' SENTIMENTAL OVER YOU**
NELSON RIDDLE on Capitol
- **ONE MORNING IN MAY**
JOSE MELIS on Seeco
- **OVER AND OVER**
GUY LONBARDQ on Capitol
- **GIRL OF MY DREAMS**
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- **HOW COME YOU DO ME**
SAVINA CATTIVA on Love

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NEW COPYRIGHT CATALOG READY

WASHINGTON — The Library of Congress has announced that its music catalog of copyright entries is complete thru the third series, Volume II, Number 1, covering January to June of 1957. The catalog is for sale by the Register of Copyrights at \$3.50 an issue, or \$7 per year.

Siegel Signs Heino Gaze

NEW YORK—Paul Siegel, international publishing mahoff, returned here today (23) after an action-packed tour of Europe. Siegel said he signed Heino Gaze, leading German clefter to a five-year contract, in which Siegel reps Gaze's music and pic sound tracks in America. Liberace is said to have contracted to do two pix featuring Gaze scores.

The latest Gaze creation being pushed by Siegel is "Tivolie Melodie," which reportedly has been recorded by Dennis Farnon, Werner Muller and Richard Hayman. Another deal set by Siegel calls for him to do a taped deejay show playing American disks in Berlin.

Siegel added, "I made a secret visit to East Berlin where I spoke with Russian soldiers and found out that thru music perhaps can come greater understanding between the U. S. A. and Russia." The Russian soldiers like Gershwin, Paul Robeson and Cole Porter, according to Siegel, and the latest hit in Russia, the soldiers told him, is "Dasvidania Moscov," ("Goodbye Moscov").

MANY TIE-INS

Jocks, Fans All Digging P. P. Eater

NEW YORK—"The Purple People Eater," is apparently taking the country by storm, grabbing up, as he gobbles his way along, a rash of publicity at the jockey and disk dealer level.

The tie-in gimmick is the fact that people everywhere seem to want the purple people eater down on paper or even put him into the shape of clay. The diskery has received wires from numerous jockeys about on-the-air contests. Fred Fisk, WWDC, Washington, is receiving clay models which he's displaying in record shop windows. Gordon Linge, WJXN, Jackson, Miss., is giving away cameras, TV sets and other prizes for the best drawings and he tours the city in a purple sports car posted with purple people signs.

Latest push on the disk involves a story on Sheb Wooley and the fast-moving disk in both Newsweek and Life magazines.

Lin Records Inks Flock of Talent

ROCHESTER, N. Y.—Frank J. Conklin, Lin Records president, has signed a flock of talent new to the label. These include thrush Pauline Deters, the Piano Lounge Trio, Ray Cormier's Har Maniacs and the Enchanters. Conlin has also signed Bob Miketta as musical director, and Lee Alman, arranger.

BELAFONTE CUTS A NEW SINGLE

LOS ANGELES — Harry Belafonte recorded a new tune here this week, under the a.&r. direction of Ed Welker, titled "Little Bernadette." The tune, incidentally, was picked up by Ted Lewis, boss of English Decca, who will also release the disk in England. Belafonte, now making a new flick, "End of the World," is also cutting a Christmas album containing folk and traditional songs, all culled by Belafonte himself. There is a possibility that Belafonte and Ed Welker will do some live recording in Brussels in August.

Name Counsel On Copyright

WASHINGTON — Robert L. Wright, Washington attorney formerly with the Antitrust Division of the Department of Justice, has been appointed chief counsel to the Senate subcommittee on patents, trademarks and copyrights, Chairman O'Mahoney (D., Wyo.) announced last week (26).

Wright succeeds Marcus A. Holabaugh, who recently resigned to enter private practice in Washington but will continue as consultant to the subcommittee.

the copyright subcommittee, which recently held hearings on the O'Mahoney bill to end the juke performance royalty exemption in the copyright law, retains John C. Stedman as associate counsel and George S. Green, of the regular staff of the Judiciary Committee.

Report by the subcommittee on its findings re the juke box hearings

may be brought out in the near future, according to committee spokesman. The new chief counsel is not expected to be concerned with the issue at this time.

"BRIGHT LIGHTS OF BRUSSELS"
Eddie Layton—Mercury
Jose Melis—Seeco
"THEM THERE EYES"
Helen Grayco—Verve
"STOP BABY"
Four Preps—Capitol
"TRUE TO YOU"
Gene Vincent—Capitol
"CARRY MY BOOKS"
Bobby & Jim—Capitol
"A LOVER CAN TELL"
Ray Arlo—Castle
"TOMORROW NIGHT"
Ray Arlo—Castle
"CHARLIE MY BOY"
Bobo Hathaway—Carlton

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NEW YORK
HOLLYWOOD

TV Film Front Humming: Sales, Hassles, Rosy Reports

By CHARLES SINCLAIR

NEW YORK—Activity on the TV film front this week is highlighted by developments involving the sale of two major vidfilm firms: Hal Roach Studios and Associated Artists.

At the same time, the parent firms of two active TV film operations—Loew's, Inc., which controls MGM-TV, and United Artists, which operates UA-TV—have issued financial statements which seemed to prove that diversification was paying off.

The Hal Roach deal caught most film industryites by surprise. Having announced last fall that he was going to launch a public stock issue, Roach about-faced and sold his studio's outstanding stock to a non-film industrial firm known as The Scranton Corporation in a transaction involving over \$12,500,000.

Now the Roach operation will function as a subsidiary of Scranton Corporation, with Hal Roach Jr. continuing as president. The move, actually, achieves much of the same purpose as a stock issue, gives Roach a considerable influx of capital to use in planning new film expansions, as well as a rumored excursion into the record field.

AAP, long the subject of a running legal hassle between National Telefilm Associates and United Artists with both firms insisting they have a deal to buy it out, hit the newsfront again with NTA winning a fresh round in its fight to oust UA from the inside track.

The Supreme Court of New York granted NTA additional time to prepare its depositions, setting a (relatively) modest bond of \$50,000 for NTA to meet. UA's legal eagles had previously asked for NTA to ante up \$5,000,000 bond while the court untangled the ownership of AAP, which distributes the Warner Bros. and Popeye libraries.

On the financial front, Loew's Inc., reported that film rentals, theater receipts and "other revenues"—which include MGM-TV and the thriving record subsidiary—amounted to \$78,624,000 for the 28-week period ending March 13 of this year. Net income, however, showed up as \$509,000.

Said Loew's prexy, Joe Vogel: "Our production of TV films is continuing on an ever-expanding scale. We are also negotiating for the licensing of our cartoons and short subjects."

United Artists, ignoring the NTA hassle, proudly announced "a new milestone" in its financial history.

Sinatra Inks 3-Film Deal; Will Sluff TV

HOLLYWOOD — Frank Sinatra has inked a major multi-picture deal with M-G-M's new production chief, Sol Siegel, whereby he'll star in at least three major films on the Metro lot in the next two years.

M-G-M's gain will be TV's loss in the deal; Sinatra intends to cut back on his TV activities for the coming season to the level of "occasional guest appearances." There's talk of his doing a couple of spectaculars on ABC-TV if a sponsor can be found, however, plus the guest shots.

The singer's part-live, part-film series on ABC last season, despite strenuous efforts, never shaped up with the kind of success record Sinatra has scored in the movie and record field.

Sinatra's first project at M-G-M will be a picturization of James Jones' "Some Came Running," to be followed by the starring role in an original comedy, "Devil May Care," by Garson Kanin. The third film hasn't been set. The deal involves Sinatra's own production company, Hobart Productions.

SCOREBOARD ON TV FALL PLANS

Bought

"The Lawman," Warner Bros. adventure, ABC-TV, Sundays, 8:30-9 p.m., for R. J. Reynolds.

Renewed

"George Gobel Show" and "Eddie Fisher Show," alternating on NBC-TV, Tuesdays, 8-9 p.m., former sponsored by RCA and RCA Victor, the latter by Chesterfield. Fisher will guest six times on Gobel's but Gobel will not appear on Fisher's as he did this year.

"Twenty-One," Jack Barry quizzer, NBC, Mondays, 8:30-9 p.m., for Miles Labs and Ralston Purina.

"Alfred Hitchcock Presents," mystery, CBS-TV, Sundays, 9:30-10 p.m., for Bristol-Myers.

"Dick Clark Show," music stanza, ABC, Saturdays, 7:30-8 p.m. for Beech-Nut.

"Father Knows Best," switching to CBS, Mondays, 8:30-9 p.m., for Scott Paper and Lever Bros.

Canceled

"Patrice Munsel Show," ABC, Fridays, 9:30-10 p.m., by Buick and Frigidaire.

Gross revenues for UA in 1957, according to the official announcement of Chairman Bob Benjamin and prexy Arthur Krim, boomed to the mark of \$70,371,170. Stock earnings (thanks in part to the fact that the top UA brass passed up dividends on their own 650,000 shares) hopped up to \$3.05 per share on the common stock.

Also reported: A jump from some \$2,000,000 in TV sales, largely from features, in 1956 to a 1957 mark of \$4,700,000.

"A large number of television projects are under analysis currently, and several of the half-hour films are expected to be ready for the fall market," stated Benjamin. "The productions will be sold to national, regional and local sponsors."

Not mentioned, however, were UA earnings so far from its recently established recording offshoot.

WAVE Orders Opera Written For Dedication

LOUISVILLE, Ky. — Station WAVE is keeping in step with the musically slanted tastes of this city. It has commissioned a new opera to be aired in a radio-TV simulcast at the dedication of a new studio center in Louisville during the summer of 1959.

A budget of \$25,000 has been set aside for the event, with the composer to be tabbed by a committee headed by Moritz Bomhard, director of the Kentucky Opera Association.

The opera, believed the first ever commissioned directly by an individual radio-TV station, will become one of the works recorded and released by the Louisville Philharmonic Society, whose activities in the field of waxing new orchestral works have become nationally known thru release of the Louisville's platters under the Columbia banner.

Opera-minded WAVE-TV has televised no less than 19 operas produced by the Kentucky Opera Association in recent seasons.

Ad Sponsors On Clark Seg

NEW YORK — Dick Clark's "American Bandstand" has lured five more sponsors for an 80 per cent sold-out status on its network segment. (ABC-TV carries part of the strip co-op with local stations selling time.) New advertisers are Colgate-Palmolive, Shulton, Inc., Vick Chemical, Minnesota Mining for Scotch Tape and Polk Miller Products for Sergeant's Dog Remedies.

'HI-FI DOCTOR' IN FM PRACTICE

NEW YORK—A new term in the radio-TV vocabulary is about to be added here by indie FM outlet WBAI: "Components Jockey."

Starting yesterday (1), WBAI began a new program series for its carriage-trade listeners featuring local audio expert Bill Bohn and termed "The Hi-Fi Doctor."

Bohn's show is slanted at the do-it-yourselfers and at music fanciers who want to improve on their music reproducing systems. He plans a series of discussions on audio components and hi-fi hookups.

BALANCED PROGRAMMING



POPULAR LONGHAIR: RCA Victor exec George Marek feels that classical records can be popularized for a mass audience with program ingenuity built around use of cute gimmicks.

'Take the Esoteric Curse Off Classics'

By CHARLES SINCLAIR

"The trouble with classical music," says RCA Victor's George Marek, v.-p. and general manager of the giant record firm, "is that too many people immediately think of Ludwig Van Beethoven raising his fist to heaven on a mountain top."

Marek, who takes time out from his duties as a recording exec to run an NBC Radio network show with the non-stop title of "Classical Music for People Who Hate Classical Music," feels there's no reason at all why the serious side of music can't be treated as entertainment.

It's all a matter of how it's presented—or so Marek believes. "There's a widespread feeling today among audience, and programming officials, too, that they must 'know something' about classical music in order to enjoy it," Marek says. "This has come about, to a large degree, because of erudite professional critics."

"What we are trying to do on our NBC show, and what many other broadcasters can certainly do, is to 'unscare' people about serious music. We are, in short, trying to tear down the public's inferiority complex."

Marek's weekly show, heard Mondays from 10:05-10:30 p.m. on NBC's radio web, takes a major stride in the direction of "unscaring" listeners by what, on close examination, is a consistently simple device.

Each show in the series is built around a central theme, with the music being chosen to fit the idea, rather than finding some kind of program idea to fit recorded music selections played.

The Vienna-born recording exec, who once was a Madison Avenue adman before joining RCA and who has authored several books on music topics, has no hesitancy about using a good gimmick as the basis for his show.

Two recent shows, for example, were built around the following topics. The first was a series of musical selections of "Scottish music by non-Scottish composers," Donizetti's "Lucia di Lammermoor." The second, in a similar vein, had Marek calling the audience's "non-classical attention to Italian music by non-Italian composers," such as the opening portion of Mendelssohn's "Italian Symphony" or an excerpt from Tchaikovsky's "Capriccio Italien."

Another recent show in the "CMFPWHCM" series was tailored around movie music composers who have written in a serious vein, such as Miklos ("Spellbound") Rosza's "Violin Concerto." Still another dealt with the interesting literary truth that "villains are so often more interesting than heroes," and spotlighted famous operatic arias by classic blackguards. Upcoming shows in the series will deal with "acrobatic music" (in which sopranos and tenors reach for those ultra-high notes), a quiz show based on movie themes borrowed from the classics, and even one done around "vacation music."

"Why be afraid of good music?" asks Marek.

'This Is Your Life' Album

NEW YORK—Imperial Records this week issues "This Is Your Life" an album in which each song is associated with a subject honored on the NBC-TV series. Von Dexter conducts an ork in the show's theme music and salutes to Eddie Cantor ("Makin' Whoopee"), Dinah Shore ("Dinah"), Dr. Lawrence C. Jones ("Nobody Knows the Trouble I've Seen"), Dr. Kate Newcomb ("Pennies From Heaven") and seven others.

It's the first waxing of a TV series in the education, audience participation or variety categories. "Life" falls into all three, according to press and network.

WCRB Airs 'Pops' Salute

BOSTON—As a special feature of its 10th anniversary as a "good music" outlet in the Hub City, radio station WCRB aired a two-hour live salute yesterday (1) from Boston's Symphony Hall, featuring the Boston "Pops" under Arthur Fiedler with E. Power Biggs as a guest soloist.

The entire house was taken over for the special concert by WCRB, with the event a sell-out at the box office. A musical highlight of the "Pops" air event was the playing of classical theme music selections from a number of WCRB shows.

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

This One



A7DL-HPY-FQDJ Copyrighted material

VOX JOX

By JUNE BUNDY

KAYE KUDOS SERVICE: Barry Kaye, WAMP, Pittsburgh, whose time was extended an additional half hour (2-6:30 p.m.) across the board last month, has some interesting thoughts on the "Top 40 vs. personality jocks" situation. While driving from Pittsburgh to Los Angeles to attend the Broadcasters convention in April, Kay estimates he listened to "about 1,000 stations"—switching the dial constantly, etc.—in order to make a fair appraisal of radio operations in various parts of the country.

"It's obvious," he says "why 'Top 40' stations have become so popular, especially in the midwest." The service features they offer—news, time, weather on a regular and frequent basis—opines Kaye are as important to their success as the "Top 40" record programming format. In line with this, Kaye features a "T. N. T." gimmick on his own show, whereby he presents capsule news, weather and time reports "after practically every

record." "Top 40" stations with rigid deejay chatter policies make it tough for new jocks to develop any on-the-air personality of their own, claims Kaye. He also points out that during his cross-country trek, the main difference between a "good 'Top 40' station and a bad or irritating one was the amount of sales savvy possessed by jocks at the former outlet."

BARTELL CHAMPIONS PERSONALITY-JOCK: Lee Bartell, managing director of KYA, San Francisco, and the Bartell chain, reacted strongly to The Billboard's recent story "New Deejay Radio Look Causes Concern to Personality Jocks." "A disk jockey without a personality," says Bartell, "isn't a disk jockey at all. He is merely an automaton. And he has all the sales persuasiveness of an automaton—that is, none at all.

"Formula programming does win listeners," continues Bartell. "Every successful station

in the country has a formula of some kind. But the formula must be dynamic and flexible, not static. When the formula rigidly ignores human personalities with whom the audience can identify, it's lacking the basic elements of showmanship and salesmanship. The price tag on personalities is high. But the strong disk jockey is well worth the price, because he is the one man in 100,000 who can effectively build and sell to a buying audience while he entertains."

Commenting on "rigid 'Top 40' formats," Bartell opines: "These juvenile juke boxes, born of lazy programming and the cheapest opportunism, are like a vaudeville show made up of five trained seal acts. It's great for seal fanciers, but the rest of the audience walks out."

At Bartell stations, notes the exec, deejays (called "Hit Parade" by the chain) meet with the program director of

(Continued on page 38)

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

Anybody who follows the pop charts these days is no doubt well aware of the fact that there have been some changes made. Some of the more frantic screamers from the swamps, with their echoey trademarks seem to have lost strength. Vocal groups no longer make the grade unless it's an outstanding performance or an imaginative and catchy piece of material or arranging. And most markedly, it seems to be the day of the ballads—many of them re-incarnations of older hits in new dress.

There must be a reason for all this, so we called in a panel of cats who should know. How come these changes in the charts, we asked? Is rock and roll growing refined or disappearing? Opinion is divided. In fact, there are probably many more answers than even the ones we have.

Herman Lubinsky, Savoy, Regent and World Wide Records chief, a man who can always be depended on to get to the heart of matters quickly, has several thoughts on the subject. "The groups are all getting to sound like each other," he says. "Those crazy falsettos and bass voices alternating in a tune sound all the same in most of the groups. And you know, man, they're full of these high school romance thoughts like 'why did you leave me,' and 'the stars above shine down,' and all that baloney. After awhile, the stuff gets on your nerves and you've got to have something different. For a long time there wasn't much change but now the public needs a change, believe me. There's too much monotone on all the records.

"Another thing, with a recession, fewer kids have the

money to spend on records. So what does that mean, you ask? It means that adult buyers have become a bigger part of the single record buying market. And adult tastes naturally are going to run to the more refined stuff and the ballads. I'll tell you something else. There are too many outfits trying to make records. You might say there are too many chiefs and not enough Indians and the Indians are the ones who buy the records. It all helps to produce chaotic conditions in our beloved business. I've got some good ideas for new records which you'll hear about when the records are released, man."

Bob Thiele, recently appointed veepee of Dot Records, readily ad-

(Continued on page 47)

MUSIC AS WRITTEN

By BOB ROLONTZ

ARTS ACCOLADES FOR COMPOSERS

The affiliated American Academy and the National Institute of Arts and Letters gave out their annual awards for distinguished achievement in literature and the arts last week. In the field of music \$1,500 grants were presented to composers Arnold Franchett Hunter Johnson and Billy Jim Layton, Mark Van Doren, president of the Academy, presided at the ceremonies which took place at the academy auditorium in New York.

BEAT ME, EDGAR, 8 TO THE BAR

A group of TV execs in Chicago have come up with a rather unusual waxing, and unusually packaged too. It is called "The Jazz Poet" and it features an anonymous poet delivering the two famous poems of Edgar Allan Poe, "The Raven" and "The Bells" over a jazz backing. The execs of the firm are Peggy Graff, arranger and wife of Johnny Graff, veepee of National Telefilm Associates out of Chicago; Lee Armentrout of Talent Associates in Chicago; and Don Schwartz, manager of KMSP in Minneapolis.

SEVEN VERSIONS FOR 'SMILE'

Title tune from the flick "A Certain Smile" which is published by Miller Music, has been waxed by seven diskeries. First one out was the Decca diskings recorded by thrush Sunny Gale. To come are versions by Johnny Mathis on Columbia, Andy Russell and Jim Reeves (separately) on RCA Victor, Jerry Fuller on Lynn, Ray Rivera on Vik, Lennie Barteri on Big B and Milton Sparks on Vulcan. Paul Francis Webster and Sammy Fain penned the tune.

ALL YOU NEED IS GAS & OIL

Sid Frey, head of Audio-Fidelity Records has found an intriguing way to wax LP's without either tunes or artists. Last weekend, over the Memorial Day holiday, Frey recorded the sounds of the sports cars at the new three mile Bridgehampton Road Race Center on Long Island. Sides will be brought out soon featuring the sounds of the Bridgehampton Cup Race and the sounds of many different varieties of sports cars.

SHERMAN FETES JACK LEMMON

Epic a.&r. pop singles head Joe Sherman threw a welcoming party for actor Jack Lemmon last week at the home of his songwriter brother Noel Sherman. Lemmon is now waxing for Epic as a singer and the diskery will soon release his first album "A Touch of Lemon" featuring Lemmon singing a group of standards backed by the band and arrangements of Marion Eveans. The party was a real bash.

TIN PAN ALLEY BOULEVARDIER

In noting last week the sartorial elegance of publisher Duke Niles, we did not mean to intimate that he was the only leader of the publisher style parade. Lester Sims, general professional manager of Bourne Music, Inc., has also long been one of the best dressed members of the pubber fraternity; in fact, he was wearing three-button suits long before they became common. We hope this explanation restores the luster usually associated with Sims' garb in the trade. The Bourne exec has always been very Brooksy, as they say.

New York

Six routines from Jerry Herman's Greenwich Village review, "Nightcap," will be included in the next "New Faces" revue to be produced by Leonard Sillman, in association with Fran Productions. . . . Fawcett Publications will bring out a book titled "Popular Record Director" in this month which will list most of the single and LP record labels. The book will retail for 75 cents. Dick Clark wrote the preface for the tome, and Lyle K. Engel compiled all of the info. . . . Teddy Randazzo will visit deejays in Boston, Hartford, New Haven and Philadelphia this week to work on his Vik record of "Little Serenade" and "Be Me Kitten, Little Chicken." . . . Danny Fisher of Fisher Music, left for Europe on Wednesday (28) on a business trip that will take him to seven countries, Fisher Music is opening an office in Stockholm, A. B. Fishermusik, to handle all Scandinavian affairs. . . . Jeffrey Scott has been signed by Pyramid Records. Scott was with the Winged Victor Chorus. . . . Ben Webster is now headlining at the Black Pearl in New York. . . . Johnny Dee is now recording for Vitam Records.

Epic Records has purchased a Texas-made master featuring a singer named Kelley Hart. Epic also signed a duo, the Skee Brothers. . . . Teddy King will be the headliner at the Milwaukee Opera Society's annual on July 1. . . . The Four Voices are now at the Flamingo in Las Vegas, Nev., with Pearl Bailey. . . . Judy Scott was honored in Denver, her home town, on Decoration Day. . . . Elliott Wexler is producing the Westinghouse premium record featuring the Benny Goodman ork recorded at the Brussels World's Fair. Wexler has just released a single on his new Space label with the Cloud 7 Ork.

Irving Feld and his brother Israel, have signed their Super Production unit to GAC. New firm is called GAC Super Attractions, and with it the Felds and the GAC execs will plan new road shows for the summer and fall season. Feld's affiliation with GAC could be one of the first fruits of the GAC-Gale association which took place less than a month ago. . . . The Hi-Lo's will be at Birdland, New York, starting June 12. . . . Tessie Brewer's two music publishing firms are now located on 57th Street in New York, the growing branch of Tin Pan Alley. . . . Singer-composer Norman Mapp has come up with three new ditties that are now on release. One is "Rock and Stroll Room" waxed by Mickey and Sylvia for Vik; "Your Love Is My Love" waxed by Beverly Kenny for Decca and "In the Night" cut by Dakota Staton for Capitol.

WHEELING AND DEALING

TALENT TIDINGS

By BOB BERNSTEIN

Sophie Tucker has "Some of These Days," Maurice Chevalier has "Valentina" and his other girl friends and Judy Garland has "Over the Rainbow." They're all reputed to consider it a heavy burden. Why? "Because it's impossible not to grow tired of a song, no matter how great or lucky for you it's been," says Joan Merrill, whose burden is "How Did He Look?" "And any artist would like to be liked for many numbers."

Emerging from an abrupt retirement after seven years, Joan was at the height of her career when she junked it all for motherhood. Urged by her husband and deejay Jerry Marshall, she's wetting her feet again with a Westminster album which proves she's better than ever. The album's title? "Naturally, inevitably, 'How Did He Look!' I've been back a few weeks and it's everyone's first request," sighs the thrush. "I used to try to top it by copying the arrangement, but no song I ever did could dislodge that particular disk." (It's been a black market item

all thru her absence.) "Joe E. Lewis may have the answer; he puts earplugs in when customers call for 'Sam, You Made the Pants Too Long!'"

The redhead finds the business completely changed and figured the best way back was via wax since "niteries and TV shows want singers who have records going for them." She thinks girls with ballads are on the upswing but fears for her youngster whose friends bet him "Your mommy will never hit Top 40!" Next week, Joan is off on a South-to-West tour to persuade jocks to spin the other 11 bands of the LP. "We all have to prove we know what to do for an encore. But at that, we're all lucky."

THE DOTTED LINE: Specs Howard, KYW deejay who gave "Purple People Eater" its first push, is getting 5,000 entries a day for his drawing contest on what a "PPE" looks like. . . . Trinidad Villa, youngest son of Mexico's famed Pancho Villa, gets a featured role in "The Bravados" at 20th Century-Fox,

where they just waxed the title tune. . . . Xavier Cugat starts a 3-month stint at the Waldorf's Starlight Roof. Tito Guizar sings for dinner, Abbe Lane for supper. . . . Steve Allen makes his bistro bow this week at N. Y.'s new Roundtable. . . . Metopera tenor Richard Tucker waxes in Naples for Columbia this week, then concertizes in Puerto Rico. . . . Dimitri Tiomkin will lecture on movie scores in Europe this summer.

H A T C H E D, M A T C H E D, S N A T C H E D: It's a girl for actor Peter Graves of Allied Artists and wife Joan. . . . Marvin Fish, UA traffic manager, and wife Francine welcomed Stuart Gary. . . . Gene Mulligan, TV exec, is father of Geoffrey in San Mateo, Calif. . . . At ABC-TV, Dorothy Hutter wed Everette Hartman and Ed Garzarelli married Elaine Carlson. . . . Mardie Rountree of Coty's ad dept. and Herman Edel of Music Makers married on Decoration Day. . . . Louis J. Link, chief engineer of WSN, died in St. Petersburg May 11.

M-G-M *Records*

June Jackpot

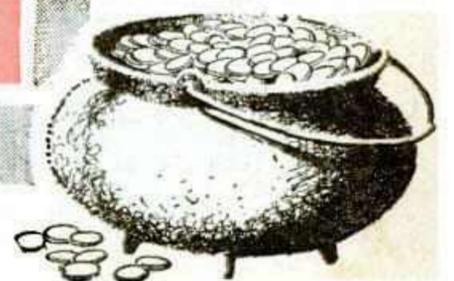
**MARVIN
RAINWATER**



*I Dig You
Baby*

and **MOANIN' THE BLUES**

K12665



MGM Records

June Jackpot

MEET THE BOYS
WHO WILL JACK-UP YOUR JUNE SALES

DICK



ROMAN

Winner of the Arthur Godfrey

\$5,000 Talent Scout's Program

**FIRST
AND LAST
ROMANCE**

**TOO LATE
TO BE
SORRY**

K12644

(Too Early To Cry)

DICK



LEE

See Him on Dick Clark

ABC-TV Show June 11

**GIANNINA
MIA**

**PIGTAILS
AND
PUGNOSE**

K12657

GEORGIE



SHAW

See Him on the Dick Clark

ABC-TV Show June 13

**LOVER
OR
FRIEND**

**I'LL BUILD
A FIRE**

(In Your Heart)

K12658



Dealer Concern Is Growing

• Continued from page 3

15 to 20 per cent off on the cost price of an LP of \$2.47.

Unfortunately, most dealers do not work on the low markup that discounters do, nor do they do the volume business that most discounters do, making it necessary for them to sell their product at a higher price than discounters are doing today. To meet the discounter challenge, many dealers work out their own arrangements, cutting prices on some items, buying—where possible—at better than regular dealer cost, latching on to distress merchandise when available, etc.

As far as the manufacturers are concerned, they all abhor price cutting, but only hopeful dealers expect them to do anything about it. Manufacturers lost one of their most effective weapons when fair trade went by the boards last January in most sections of the country. (Some manufacturers did try to fair trade their records.) However, they say that they cannot cut off any distributor or store because such action would constitute discrimination, according to their legal eagles. Distributors say the same, and they all claim, when asked, that they offer the same price to all customers no matter who they are.

Usually, when a product is sold so far below list, as LP's are today, astute observers of the record scene would—and some have—assume that a price cut is in the offing, as happened back in 1954 when RCA Victor brought the price down to the \$3.98 level. But the largest companies claim that the \$3.98 price will stay \$3.98 for a long time to come.

Under these circumstances, the prudent dealer is working harder and harder to diversify his stock. Instead of concentrating only on records, many dealers are also pushing—more than ever—phonographs, components, etc. The advent of stereo records, for instance, has sparked renewed activity on the part of many dealers with components, especially such items as stereo cartridges and the extra amplifier and speaker necessary to play stereo disks. These items, dealers find, give them a high markup, and most important, are a service that only they can offer since few discount houses as yet, sell such parts. And more and more dealers are pushing their distributors, one stops and manufacturers, for better deals on LP's in order to meet, somewhat, the discounter's competition.

Pub-AGAC Split Revealed

• Continued from page 3

the firm believing that in view of its preponderance of show material it does not fall into the category of most publisher organizations.

Still, it is observed, Chappell, Warners, E. B. Marks, Morris, and such younger publishers as Howie Richmond, Phil Kahl, Gene Goodman, plus many others represented by the Music Publishers Protective Association, have got their backs up and take a rigid position. And this even before talks have gotten fully underway.

No Writer Demands

In talking to pubs, it is apparent that their grievances—real and/or imagined—are many; and the fact that AGAC has refused to submit its demands in writing to MPPA has, beyond a doubt, crystallized the publishers' adamant stand.

Among the more prominent grievances of publishers in regard to AGAC are alleged off-the-record statements by key AGAC figures with regard to acquiring more

control over copyrights. Pubs feel their traditional stand is a sound one; that a song is not a song until it is assigned to a publisher, and promoted by him—often at very great expense. Many pubs now feel that in view of the heavy costs involved in promoting a song, getting records, etc., the present publisher-writer split is unfair.

Many pubs, it is no secret, view with irony the fact that AGAC president Burton Lane has an exclusive writer pact with Chappell, a firm which does not have an AGAC contract; that such key writer figures as Charles Tobias are in publisher operations (Tobias-Lewis); that Jack Larence has Whale Music, etc.

One staid publisher noted: "the mess is truly unfortunate. . . . What is really needed, and what will always be needed in our business, is publisher-writer co-operation and a feeling of mutual trust. This we do not have at present."

Alluding to a remark by a writer exec, to the effect that the kind of publishers AGAC was after are those who object to having AGAC collect writer royalties, he added: "I resent this nihilistic tone."

Dot Regularizes

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Marty Melchor's Arwin Records for "Jenny Lee." However, that was a one-shot deal made only for that release. Since then, Arwin has been operating thru its own distributors.

The Hawthorne-MMI Records agreement marks the first time in Dot's history wherein it has taken on an indie's product for distribution on a regular monthly schedule. The Dot-MMI agreement is for one year with options. Hawthorne told The Billboard that use of a major's distribution facilities is the only way, in his opinion, for a small label to gain proper market exposure for its product. He estimates that it would cost an indie label a half-million dollars to establish and operate thru a worthy distribution network.

By working thru a major, Hawthorne said, the indie label benefits and so does the major. The indie enjoys the exposure while the major is able to gain an additional source of sales revenue.

Woods said he is currently negotiating with other indies for similar distribution tie-ups.

Columbia Pkge.

• Continued from page 4

"Songs About Cats and Dogs," with pop artists.

The "Adventures in Sound" series feature two intriguing albums. One is "Modern Jazz Concert," featuring the sound track cut at the Brandeis University Jazz Festival last year. The other set is "España De Mis Amores," or "Song of Spain."

Harmony LP's include a waxing of Haydn's "Surprise Symphony" with the Rochester Philharmonic; an album of Latin rhythms, another of religious songs, and an album titled "Barrellhouse, Boogie Woogie and Blues." There is another in the label's "Rock and Roll" LP sets, this one being Vol. II, and an album by the Fisk Jubilee Singers. And there is an attractive kiddie album titled "Trains, Planes and Space Ships."

MGM Records

June Jackpot

CONNIE FRANCIS

I'M SORRY I MADE YOU CRY

and LOCK UP YOUR HEART
K12647

JONI JAMES

COMING FROM YOU

and

JUNIOR PROM

K12660

HIT ALBUM!

WHO'S SORRY NOW

CONNIE FRANCIS

- E3686 LP
- X1603 EP
- X1604 EP
- X1605 EP



HIT ALBUM!

TI VOGLIO BENE

(... I Love You)

JONI JAMES

- E3623 LP
- X1581 EP
- X1582 EP
- X1583 EP



THEY'RE GOING WACKY OVER WOOLEY



SHEB WOOLEY

THE PURPLE

PEOPLE EATER

K12651

EVERYBODY'S
SAYING



WHEN



IT'S BREAKING WIDE OPEN NOW!

THE KALIN TWINS

9-30642



A NEW WORLD OF SOUND



Issue General Copyright Study

• Continued from page 4

disseminates the work publicly, as by recording or broadcasting.

Complex Problem

The copyright problem in recording unpublished and unregistered music is even more complex than that of broadcasting it. Traditionally, performances of unpublished music are not "copies," as records are sometimes claimed to be. Court opinion and the terms of the universal copyright convention hold that "performance does not constitute publication."

When it comes to records, opinion has moving toward classifying records as "copies" of the work, and thus equivalent to publication. Publication automatically terminates the perpetual "common law" copyright, and puts the unpublished music under statutory limitations. Court opinion and copyright experts have increasingly felt that it is unfair for one work technically "unpublished," but disseminated and commercially exploited on records (or by broadcast), to enjoy perpetual protection while others must take the statutory term. The Strauss study notes that common law copyright can also put the work outside the compulsory licensing provisions, outside need for any "notice" formality, and even outside the "fair use" principle.

No foreign countries permit this dual type of copyright allowance, Strauss points out. Blanket copyright statutes in other countries cover all works from their creation.

Dangers Listed

Altho some legalists would let court opinion spell out answers to the copyright problems in recording and broadcasting unpublished music, the Strauss study points out dangers in this method.

If courts rule that recording and sale of records equate "publication," but at the same time the records are not ruled "copies" under the present statute, two pitfalls could open up: The sale of the records would end common law copyright in the music, but would not meet formal "publication" requirements sufficiently to gain statutory copyright. Music so recorded would then be in a copyright no-man's-land.

On the other hand, if courts hold that the records are "copies," then statutory copyright could be obtained by putting a copyright notice on each record. In fact, some quarters hold that a copyright notice would be mandatory on the records. Putting the situation in reverse: If notice were omitted from the records, there would not only be failure to secure copyright, but the sale of the records could actually endanger a statutory copyright previously secured by regular methods, Strauss points out.

Three Alternatives

Strauss offers three alternatives to the present copyright law to cope with "developments in the field of visual and acoustical mass communication" which have made unpublished works accessible to audiences of millions—and which at the same time have "destroyed the possibility of controlling the use of unpublished works thru possession of the manuscript." Strauss suggests:

1. Continue present system of permitting common law protection until publication or voluntary registration gives the work statutory protection. But, Strauss asks the experts, in this case, should not Section 12, limiting copyright by registration to certain classes of unpublished works, be thrown open to all?

2. Make the statute apply to all works when publicly disseminated in any manner. In this case, should there be different terms for regular published works, and those disseminated as by recordings and broadcasts? If the work is never made public, should it be permitted stat-

tutory copyright simply by registration?

3. Make the statute applicable to all works from their creation, and eliminate common law protection entirely. In this case, Strauss asks: Should pre-existing works be brought under the new blanket statute, and, if so, what fair term of copyright should be given them?

Here is what some of the experts had to say:

John Schulman, counsel for the newly-named American Guild of Authors and Composers (formerly Songwriters' Protective Association): He prefers the third alternative, a "single copyright system" for both published and unpublished works. But Schulman wants common law "absorbed," not eliminated. On the other hand, if our copyright system is to continue "being a straitjacket" rather than a protective law, Schulman would retain the dual system.

'Fair Term'

Walter J. Derenberg, N. Y. U. professor, and president of the Copyright Society of the U. S., also prefers a blanket copyright. He would provide a fair term for pre-existing common law copyrighted works brought under the blanket law. Overall, he would like U. S. to line up with foreign countries and the U. C. C. with terms of life and 50 years.

Edward A. Sargoy, chairman of the American Bar Association committee on general revision of the copyright law, and counsel for East Coast movie producers, writes: "I have a strong aversion . . . to the indefinite period of protection which common law will accord in this electronic age to works fully and commercially exploited in their distribution to millions of people, but in forms not deemed capable of divestive publication." He would like to see any form of public dissemination put the work under statutory copyright limits.

The lone dissenter is Harry G. Henn, associate law professor of Cornell University and author of an earlier study on "compulsory licensing." (The Billboard, Oct. 14, 1957). With understandable caution about what the revised federal statute might turn out to be, Henn would leave common law as is, for the present, since comparison in this field can only be made with the existing statute.

Henn endorses Strauss' suggestion that voluntary registration make statutory copyright available to all classes of unpublished works, rather than the few enumerated in the outmoded Section 12 of the 1090 act. Henn feels that a period of testing along these lines would prepare the way for more drastic measures like abandoning common law copyright altogether.

Joseph S. Dubin, of Universal Pictures, would have a blanket statute for all creative works, dropping common law copyright.

Weiss Signs As Ivy A&R

NEW YORK — Ivy Records, label operated by Stan Feldman and Ed Portnoy, has hired songwriter George Weiss as a.&r. man. Weiss was a co-cleffer of the score for the musical "Mr. Wonderful." Ivy has already produced a number of masters which have been leased to such labels as APT, ABC-Paramount's new subsidiary; Felsted, a subsidiary of London, and Gone Records.

Record Job Wanted

Chicago—Area Sales or Promotion or Distributing. Write
BOX 930, The Billboard
188 West Randolph Chicago 7, Ill.

Competition Booms Promotion

• Continued from page 4

rages, radio-TV repairmen, etc., in an effort to make its exact dial position on car radios known to motorists. In addition to WNTA, the card lists what WNTA calls the "Big Four"—WRCA, WCBS and WNEW.

Elvis Presley is the object of several station promotions. Paul Brenner, WNTA, Newark, N. J., and Jack Carney, WIL, St. Louis, recently staged contests in conjunction with the new Rev record "Dear 53310761," a tribute to Presley's U. S. Army serial number. Listeners were asked to guess what the number meant, with cash prizes offered for correct guesses.

Presley Stunt

Also on a Presley kick last month was Dave Naugle, KFJZ, Fort Worth, Tex., who played the record, and then offered \$100 to the first person to bring him a dollar bill with Presley's serial number on it "or Elvis himself," who has been rumored to spend his weekends in Fort Worth.

In line with this, Trinity Music, which published "Dear 53310761," is making up 50,000 Presley dog tags for use as giveaways by deejays across the country. Trinity is also plugging Jim Lowe's new Dot disk "Take Us to Your President" by making 10,000 Big Buttons, imprinted with the Loew disk title, available as giveaways by TV jocks.

Stations are making contests out of every conceivable event. For example, KBBB, Borger, Tex., ran a contest last month when seven large plants of the Phillips Petroleum Company were shut down by a strike putting 10,000 people out of work last month. Tagged "The KBBB Strike Contest," it offered a \$100 prize to the listener who guessed the date, hour

Angel Albums

• Continued from page 4

Witold Malcuzyński playing the Tchaikovsky B Flat Minor piano concerto with Nikolai Malko conducting the National Radio Orchestra of France; cellist Janos Starker performing the A Minor Concerto of Schumann and Saint-Saens with the Philharmonia Orchestra conducted by Carlo Maria Giulini; the Beethoven Seventh Symphony and his "Egmont Overture" share the album performed by Andre Cluytens conducting the Berlin Philharmonic; violinist Christian Ferras plays the Tchaikovsky D Major Concerto and the Mendelssohn E Minor Concerto with Constantin Silvestri conducting the Philharmonia Orchestra.

Remaining albums in the release include a recorded song cycle of Mahler's "Songs of a Wayfarer" and Brahms' Op. 32 "Seven Songs," featuring Dietrich Fischer-Dieskau with Wilhelm Furtwangler conducting the Philharmonia Orchestra and Hertha Klust providing piano accompaniment. Edwin Fischer is pianist-conductor with the Philharmonia Orchestra in renditions of Mozart's D Minor Concerto and Bach's Brandenburg Concerto, No. 5 in D.

Harpichord works by Bach, Vivaldi and Malcolm comprise a package featuring Eileen Joyce, Thurston Dart, George Malcolm and Denis Vaughan with Boris Ord conducting the Pro Arte Orchestra. Toki Horvath, His Hungarian Gypsy Band and Mihaly Szekeley's basso voice combine talents to fill an album, and "Viennese Mood Music," is provided by Heintz Sandauer, his piano and orchestra.

and minute that negotiators settled the dispute.

M-G-M's "Purple People Eaters" has stirred up a flock of deejay promotions. Contests to find out "what a purple people eater looks like" were conducted by Specs Howard, KYW, Cleveland; Fred Fisk, WWDC, Washington; Pat Chambers, WDAE, Tampa, Fla.; Dean Slack, WJOY, Burlington, Vt.; Bill Davis, WLOW, Norfolk, Va.; Tom Roland, WSVS, Crowe, Va., and Gordon Linige, WJXN, Jackson, Miss. Winning entries are displayed in local department and record stores.

The Chains (Plough), Storz, Westinghouse, Bartell, etc.) are all strong on promotion, with high powered promotions involving treasure hunts, talent scouting and various other gimmicks utilized by their various outlets on a regular basis.

Westminster Sets Berlioz Requiem

NEW YORK—Westminster has advanced the release date of its Berlioz Requiem from fall to June 20. The two-disk album, whose etching at the Invalides in Paris marked the first French government allowance of the use of a national monument, cost the company \$25,000, a high for Westminster and most other diskeries. The Requiem will be issued three ways, via tape, stereo disk and monaural.

Tape Promotion

• Continued from page 4

something definitive—an economical means of home recording. Now the entire pitch has been changed. The industry appears to be more concerned with selling a playback medium."

To Libsohn's way of thinking, primary merchandising stress on tape playback—even stereo tape plays—"detracts from the individual benefits attributed to a tape recorder."

He admits that "tape playback will immediately gain from pre-recorded stereo," but he adds: "The long-term implications are questionable. The consumer will question the choice of tape playback over disk. On the other hand, the consumer views the 'record' element of a tape recorder as a part of no other mechanism."

"It should be the basic 'sell' feature, with the playback facilities viewed as a plus value. We are carefully viewing the stereo market, but we see the end product as a recorder plus stereo."

Capitol Albums

• Continued from page 4

border vocalists in Latin songs recorded in Mexico and Chile; "Dutch Moonlight," recorded in Holland and featuring the "Seductive Strings and Orchestra" of Dolf van der Linden; Western Germany's finest marching band, Das Musikkorps L. A. der Bundeswehr, directed by Hauptmann Hans Herzberg, is heard in "Hi-Fi German Marches," waxed in West Germany, and Scotland's Patricia Clark is heard with Philip Green's orchestra in "Heilan Lassie," recorded in the United Kingdom.

As a follow-up to its earlier album, "Paris: Its Sounds and Its People," Capitol's June issue similarly salutes London with "London: Its Sounds and Its People." Another follow-up to similar treatments is June's "Rainy Night in Paris." An umbrella shaped display spotlights the current "Rainy Night" release but also features the two earlier "Rainy Night" albums.

CLIMBING THE CHARTS

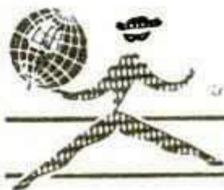
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A NEW WORLD OF SOUND



THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

EDITORIAL

HOW ABOUT IT?

Some folks say that the recession is like the weather everybody talks about it but nobody's doing anything about it.

For instance, are retailers helping themselves as much as they can? This question was raised recently by Ed Altshuler, managing director of the Magnetic Recording Industry Association at the organization's breakfast meeting in Chicago, May 22.

"You hear a lot of talk," Altshuler said, "about buying now. All kinds of programs have been created to promote buying and to separate the consumers from their dollars. I was talking to Gene Miller of V-M the other day. He lives over in Benton Harbor, Mich. He said not a single retailer in his town has asked him to buy anything. Nobody's called him on the telephone to sell him. Nobody's sent him any direct mail advertising. Nobody's been ringing his doorbell."

Think about that. We did and could come up with only one exception to what Gene Miller said. Two young boys, aged approximately 13 and 14, rang the front door bell last Sunday asking if they could have the job of cutting the front lawn when, and if, the grass grew. You have to admire and nurture such enterprise so we took down their names and phone numbers.

But think about it. How about the retailers in your town? Has the local hardware been after you to buy garden supplies? Is the local garage promoting summer tune-ups? What about the shoe store, variety store, paint store, etc.?

And how about you?

3 Disk Cases From Amberg

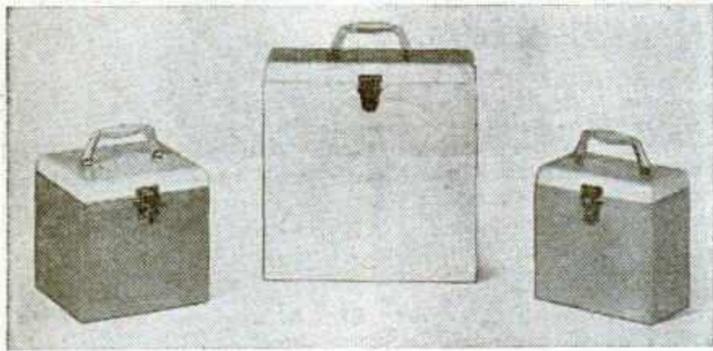
KANKAKEE, Ill.—Three new steel record carrying cases have been added to the Amfile Platter-Pak line. New color combinations consist of white lids and a choice of coral, yellow or blue body. Each unit features round cornered lids, beaded body, clear plastic

handle, nickel clasp and piano-type hinge.

Model 770 (below, right) holds 50 seven-inch singles and 25 seven-inch EP albums. Price: \$5.40. (\$6.20 West Coast).

Model 780 (below, left) holds 75 seven-inch singles and 40 seven-inch EP albums. Price: \$6.55 (\$7.35 West Coast).

Model 1270 (below, center) holds 30 LP's without sleeves and 20 LP's with sleeves. Price: \$9.10 (\$10.35 West Coast).



Bell Has New Tuner-Amp

COLUMBUS, O.—Production of Bell Sound Systems' new tuner-amplifier, the Model 2521, has already begun, with the first shipments due shortly at the retail level, according to Earl V. Sala, the firm's general sales manager. The unit is a combination FM-

AM tuner and 15-watt amplifier on a single chassis, with the entire component styled in saddle-tan vinyl. It is stereo-minded; the unit has an output on the rear chassis for future use in receiving all-FM stereo broadcasts via the Multiplex system. Audio net: \$149.95.

A novel feature of the Bell Model 2521 is what is termed an "Electronic Tuning Bar," in which a broken bar of light comes together as the broadcast signal gets stronger.



HEARD OVER THE COUNTER

Ben Press, of Downtown Music Masters, New York, tells of a customer who inquired about Columbia's two-pocket albums.

"You know, the ones where the different orchestras play the songs of the different composers!" "Sure, which album would you like?"

"The one of Kostelantz playing the music of Roy Rodgers."

New York City's Fulton Street Record Mart tells us of this recent exchange.

"I'd like to see some albums of Joni James."

"Step this way, please. We have a very nice selection of albums by her in this bin."

(A few minutes later)

"Yes, they're all nice but they are old. I'm looking for her new albums. You know, where she plays that muted trumpet!"

Artie Liebowitz, of Columbia Records, has been getting his share of counter quips for many, many years. "But," he told us the other day, "there is always one that tops last week's gem." Someone called him on the phone complaining of a defective album. When he asked the caller whether she was a dealer or consumer, she replied, "I'm a schoolgirl!"

Every record clerk wants to impress his boss with a good musical knowledge. Sometimes this backfires, as in the case of a salesman who was standing next to his employer just as a customer entered, asking: "What do you have of Abe Burrows?" As the salesman reached for the nearest LP catalog he casually answered: "Would you like a concerto or one of his symphonies?"

Milwaukee's Baron of records, Robert Kullman, got a mail order request asking for "A copy of Dvorak's 'Around the World Symphony' from the original soundtrack!"

The new rock 'n roll record of "No Chinese, Please" has only been on the market for two weeks but Terminal Music Shop, New York, has already had two requests for "No Chinese, Please."

A young high school student put his books on the counter and tried very hard to remember the album his mother had told him to buy. Suddenly he asked the clerk: "Please don't laugh at me but mention some brand cigarettes. I'm trying to remember the name of an album." The salesman mentioned a half dozen and when he got to Phillip Morris, the student cut in with: "That's it, that's it! She wants 'The Grand Canyon Suite!'"

Gary Greussing, of Chapman's, Milwaukee, thinks we might be interested in one of his customers who came in during the recent Mantovani sale and asked for "Immoral Classics."

Dorothy Thomas, manager of the record department at Portland, Ore.'s Meier & Frank department store, sends these:

"A customer came in to inquire about the opera 'Norma' and was promptly told by one of our sales people: 'Oh, she doesn't work here anymore.'"

A young lady requested, between gum chews, George Gershwin's "Rhapsody in Blue." The clerk indicated an orchestral

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.

Somerset at \$4.98?

To the Editor:

I was interested in the letter of Alex Levin, Record Bar, Erie, Pa., on the subject of Woolworth's cut pricing. In The Billboard of May 19. Like him, I am fortunate to have a classical trade not affected by cut pricing at a 5 and 10-cent store.

However, it is apparent that the variety store is being geared to handle music like other merchandise. It will never harm the classical trade to any extent, not as much as the clubs. It is possible that many small dealers will be pushed out of the record business, as the variety stores are in all the shopping centers and will get the trade the smaller music merchant had. It is entirely possible then that the competition among suppliers will get so keen that profit will be cut down and that it will no longer be a good business to be in.

Then you will see a drop in the record business, eliminating the quick buck boys.

There are other phases of this subject which are interesting. I received a Somerset record from my distributors with a Woolworth price tag on it of \$4.98. I checked the record, and found another tag of \$3.98. So they can cut the price of it by 25 per cent and make a tremendous mark-up. Of course, we know that was an error in pricing. But does the public know it, and do the sales people in that Woolworth store know it? How many Somerset records, which I sell for \$1.98, were sold by Woolworth's at \$4.98 or \$3.98? This gives me the opportunity to put this record on display in my department with a sign, "Our Price, \$1.98," with an arrow pointing to the Woolworth price mark of \$4.98.

Louis Fritze
Arthur Smith Music Company
Tampa, Fla.

More on Woolworth's
To the Editor:

Well, you have published a couple of good letters from a couple of straightforward merchants regarding the Woolworth Situation. Chances are you received a lot more than you have published. I hope so.

There was no discounting in Jacksonville, Fla., but Woolworth and Sears almost simultaneously cut prices. How much damage they are doing to our business and other dealers, I have no idea . . . I just know that it's dirty pool in my book.

It should be obvious to all dealers, not just a few, that the monopolistic, factory-controlled trend is in full swing. The factories aren't actually concerned whether their merchandise is sold in music stores or not. The record

version and asked if she would like that one. The young lady eyed the clerk suspiciously and asked: "Well, what other one is there?" The clerk replied: "Well, we have one with Oscar Levant, or Leonard Pennario, or Paul Whiteman. . . ." At this point, the young lady brusquely interrupted and said: "Oh, no. I want Gershwin's. I'm a Gershwin fan."

Ruth Herman, of Dee-Jay Records, Chicago, tells about the young lady who asked for the "South Pacific" album. Asked whether she wanted the original cast or sound track, she seemed confused. She was shown both albums, whereupon she
(Continued on page 18)

industry, along with hi-fi, is practically the only industry in the country showing increases. Wait until they get into the same situation as the TV manufacturers! Every trade paper I get tells of cutbacks, lower grosses, fewer units, being made in TV and related electric housewares.

A salesman from one of the major distributors here recently said to me: "Do you realize you're buying 40 per cent less in LP's than last year?" I said: "Don't tell me about it. I didn't start your cotton-pickin' record club that's beating us to a bloody pulp."

I walked into another distributor (factory branch) the other day and was told: "Don't feel badly if you're in areas, they just put 18 dealers in the territory on 'stop-shipment.'"

The pinch is going to come, it has to. It can't ride this high indefinitely. There was a time when we would automatically order 100 or 200 of a Presley number. Now we order a box, maybe, and they last and last. That doesn't mean that Elvis is selling fewer records. It means that we and other music dealers are selling fewer and fewer. The rest are going to the groceries, drugstores, filling stations, etc.

One of these days the manufacturers will look up from their mink-lined swivel chairs and discover that there are no more record shops, just "places where some records are sold."

An RCA salesman told me the other day that the big giveaway deal is coming to Jacksonville, the same one that has been offered up North, "hundreds of dollars' worth of albums with the purchase of an RCA hi-fi. . . ." The operation, known as "Big Dump" is getting underway with a bang. "Stereo Is Here, Long Live Stereo!" To hell with dealers and the deals we used to load them up with plain, old-fashioned hi-fi. Can we help it if the dealers' stocks are obsolete; we told them stereo was coming, etc., etc., etc.

Another thing, how many prospective stereo buyers are going to be told the cold fact, the one big fact about stereo, that unless they get those speakers placed right, get that chair placed right, sit down and stay there, then they might just as well have a plain, ordinary, nice, old-fashioned hi-fi.

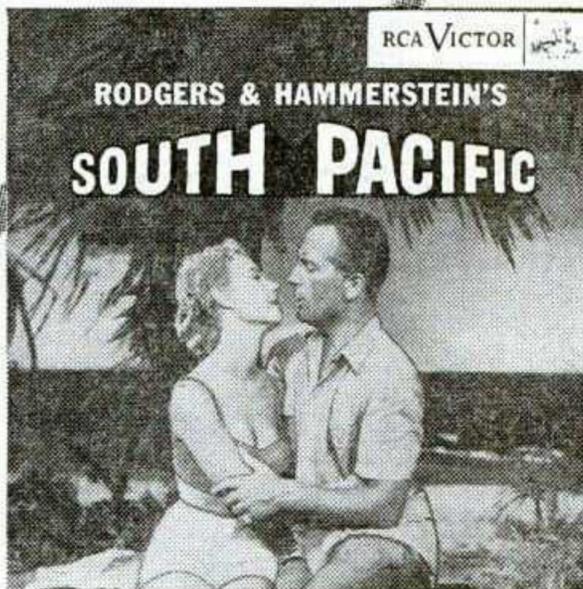
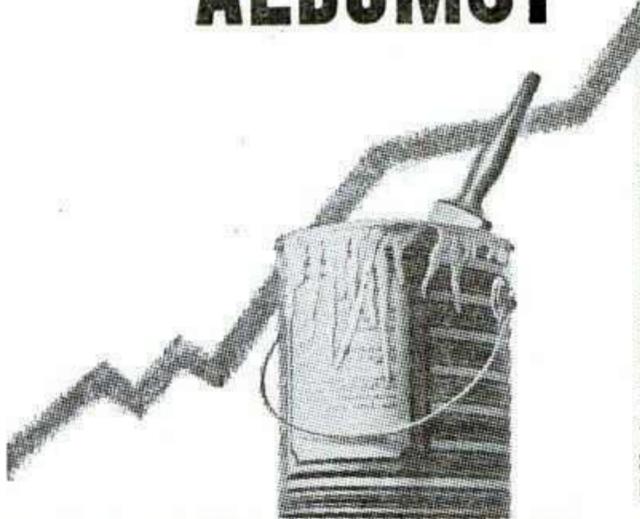
If they're going to roam around the house, do the ironing, wash the dishes, eat in the dining room or move over to a good light so they can read while they listen, there will be no point in owning a stereo rig. Very few hi-fi owners use their equipment now so that they actually face the source of sound.

The manufacturers, distributors and dealers who push a stereo outfit, or conversion on these people who don't really need it, even tho they like it, are going to put themselves in the same position that the auto manufacturers are in now, much to their regret. Pushing a product down Americans' throats that they don't really need and like, but, in this case, have to have in some form or other, with many of them taking the 'other,' namely, foreign cars.

May I close with just one last question? Can the dealers, single or collectively, give me just one decent reason for placing any faith in the record manufacturers we support?

Charles W. Harris
Chaz Harris Music
Jacksonville, Fla.

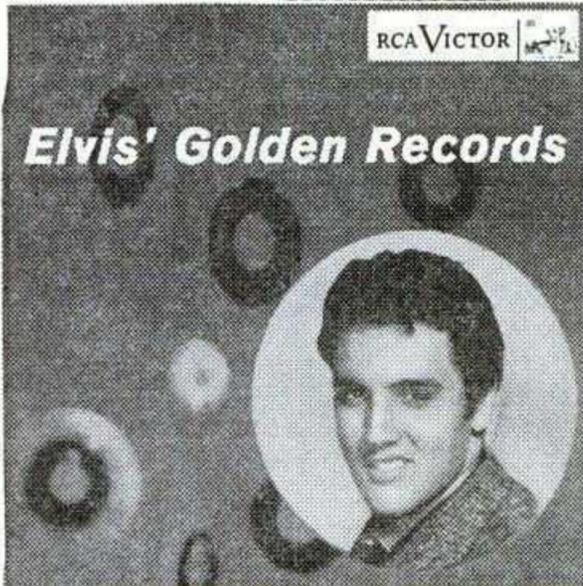
CHART YOUR WAY TO SOUND PROFITS WITH THESE GREAT RCA VICTOR ALBUMS!



The hi-fi hit of the year — and a runaway best-seller! Exclusive Original Soundtrack album of the new movie includes *Some Enchanted Evening*, *Bali Hai*, the entire Rodgers & Hammerstein score. *LOC-1032



A sure best-seller! Perry Como sings *Birth of the Blues*, *When I Fall in Love*, *Come Rain or Come Shine* — plus 15 other great songs. They're the kind that make his TV show such a hit. *LOP-1004



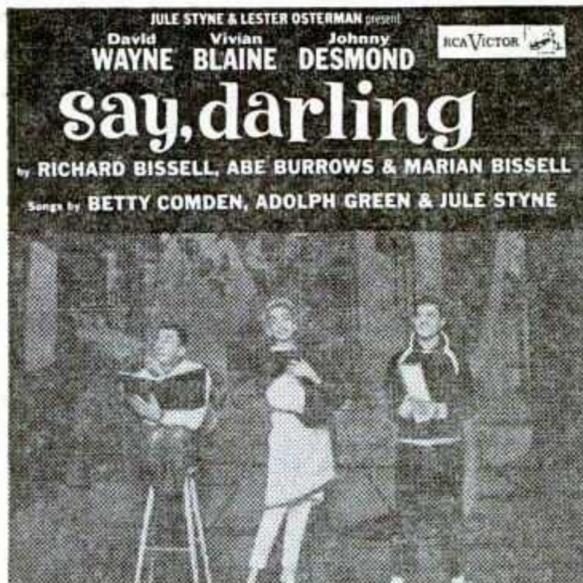
All fourteen of the Presley records, including *Hound Dog*, *Heartbreak Hotel*, and *Blue Suede Shoes*, that sold more than a million copies—now in one great album! A terrific sales success everywhere! *LPM-1707



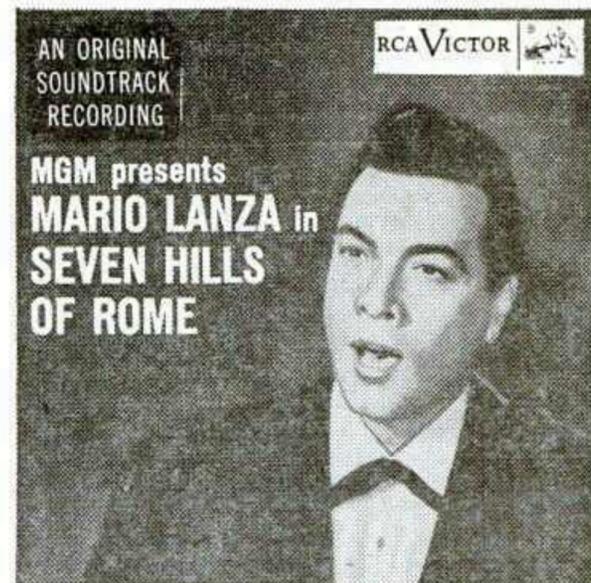
RCA Victor's exclusive Original Soundtrack album is moving faster than ever, since *Sayonara* moved into the neighborhood theaters! It includes the *Katsumi Love Theme*, *Street Fight*, and *By The Bridge*. *LOC-1041



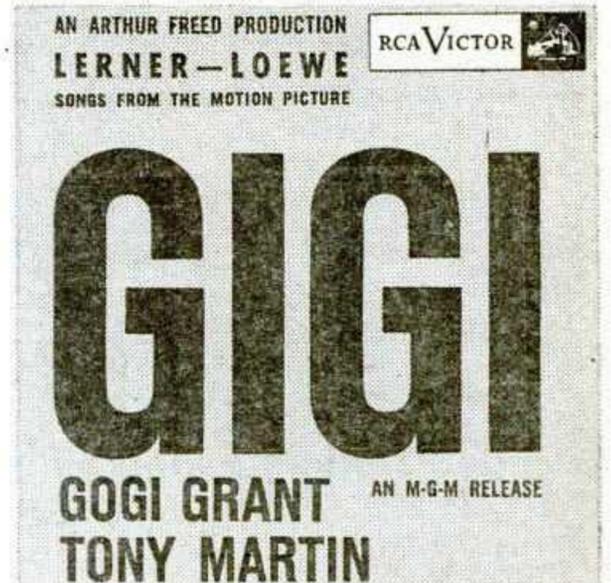
A sales sensation—a collector's dream! The never-before-released album of the 1939 Glenn Miller concert in Carnegie Hall. Includes classics like *Moonlight Serenade*, *In The Mood*, *Little Brown Jug*. LPM-1506



Everybody wants this Broadway-hit album. Big band, big artists, and the greatest sound ever in an Original Cast album! Includes *Try To Love Me* and *Something's Always Happening On The River*. *LOC-1045



Top sales reported everywhere for this exclusive Original Soundtrack album! Mario Lanza sings *Arrivederci Roma* and all the other songs and arias from his new movie hit, plus six new ballads. *LM-2211



A tremendous seller! Tony Martin and Gogi Grant sing *The Night They Invented Champagne* and all the other delightful Lerner & Loewe songs from the new movie sensation, *Gigi*. *LPM-1716

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



RCA VICTOR

Radio Corporation of America

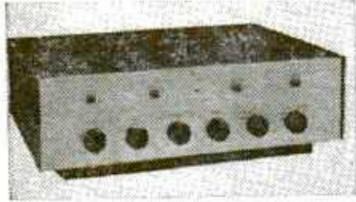


*Recorded in New Orthophonic High Fidelity

Stereo Amp Bows in June

The first Harman-Kardon stereo amplifier will be delivered to dealers during June. The unit—"The Trio," Model A-224 stereo amplifier—is part of the new Harman-Kardon Crest Stereo line. Retail price of "The Trio" is \$99.95.

The firm points out the highly flexible nature of this unit. In essence the unit embodies three instruments. It is a complete



stereo amplifier with two separate 12-watt power amplifiers, (24 watt peaks each). It can be used as a complete 24-watt monaural amplifier with complete stereo pre-amplifier arranged to convert an existing monaural amplifier to stereo. Features include: separate ganged treble and bass controls, balance control, mode switch, speaker selector switch for local and remote speaker system (monaural or stereo), contour control, tape output (after tone controls) for recording application and remote speaker system (monaural or stereo), contour control, tape output (after tone controls) for recording application and rumble filter.

New Stereo Studio Opens

NEW YORK—A stereo studio with "superb facilities" is opening in Bayside, Queens. According to studio topper, Harry Belock, "the Belock Instrument Corporation will use the most advanced concepts in the processing of both stereo tapes and disks for the quality market."

Belock will distribute its own recordings under the Everest Label ("the new peak in music pleasure"). Artists are now being signed.

The studio's recording equipment, from microphone to cutter, was produced for Belock by Estrex and Ampex. The firm's primary function is the development and manufacture of complex electro-mechanical and electronic equipment for the armed forces and industry.

HEARD OVER THE COUNTER

• Continued from page 16

said; "Oh, do Rodgers and Hammerstein play in both albums?"

Barbara Degarin, Sam Hill's, Prescott, Ariz., sends this one: "Teenagers: Do you have a song called 'percolator' or something like that?"

Clerk: I don't think so but tell me more about it.

Teenager: Well, it's about a one-eyed, one-horned percolator. And another copy of "Purple People Eater" was sold.

That's all for this week: Haven't you some funny experience you'd like to share with the other dealers? Send them to "Over the Counter," Care The Billboard, 1564 Broadway, New York 36, N. Y. —FRED PERNITZ.

New Speakers For Stereo

CHICAGO — Electro-Voice, Inc., already deep in stereo activities, took the wraps off two major new product developments at the recent Electronic Industry's Parts Show which will soon be in dealers' hands.

The first is termed "Stereon," a loudspeaker system described by the firm as being "designed to solve the space problem for stereo by eliminating the need for a large second full-range loudspeaker."

Based on the principle that bass is non-directional whereas treble is, the unit reproduces only the above-300-cycles sound of the second channel following a "control filter." Two models, one for high-efficiency speaker matching and the other to work with normal-efficiency units, are available.

The second development is a new series of "popular-priced" audio components, including speakers, enclosures, mid-range and high frequency kits which is termed the Wolverine Series, on which delivery is reported ready to begin "in early summer."

Aimed at the modestly budgeted hi-fi buyer the series ranges thru 8-inch and 12-inch speakers, three enclosures, and "Step-Up" packages for adding new high end components. Electro-Voice states that "two complete Wolverine systems can be purchased for the price of many single competitive systems."

GE Shows Components

AUBURN, N. Y. — The first speaker and enclosure combo to be offered by General Electric as an assembled unit, as well as a new transcription tone arm, have been announced by the giant electronics firm.

The speaker unit, termed the model LH-6 series, is bookshelf-sized, and is only nine inches high, 17½ inches in length, and 8½ inches deep. It contains a specially designed six-inch woofer and cone tweeter, along with crossover network in a one-half-cubic-foot infinite baffle. Price: \$49.95 to \$57.50, depending on finish.

Says GE: "The system's combination of performance and small size make it highly applicable for stereophonic systems where space is at a premium." Speaker terminals are marked "plus" or "minus" on the enclosure back for ease in phasing between stereo channels. The speaker components are available, separately, in kit form.

Updating GE's position in the tone arm field is the new "Stereo Classic" Model TM-2C, designed to accommodate only the new GE stereo and VR-II monaural cartridges and priced at \$29.95.

It is wired to operate in either one-channel or two-channel mode, and features static balancing so that stylus tip pressure is matched evenly against the independently modulated grooves of a stereo platter.

DuMont Set For Stereo

NEW YORK—DuMont's TV Receiver Division is the latest major electronics firm to be bitten by the stereo bug.

The DuMont "Music Master" console features what is described as "a stereo-monaural switch-on changer" for playing single or two-track records, with a companion unit available, furnished with a stereo cartridge, which connects with the console to provide an extra amplifier-speaker channel.

There are four phono consoles as well in the 1959 DuMont line, termed the Rutland, Hanover, Brentwood and Rumson. Like the console, they are available with accessory matched amplifier-speaker units. In addition, there are accessory AM-FM tuners available, with separate tuning to allow stereo reception when hooked up to a console and companion speaker unit.

DuMont execs have also made provision for stereo use of its TV sets as well.

Highlighting the TV line from the firm is the Sheffield, one of the first TV portables to feature an all-wood cabinet. Among other new features, it has a stereo-monaural phono jack on its chassis to enable users to utilize the set's amplifier and speaker for phono use.

ENCLOSURES ARE FLEXIBLE

NEW YORK — Removable bases which permit horizontal or vertical placement to fit the style of room decor are a feature of three new speaker enclosures announced by North American Philips Company, Inc.

They are primarily designed to work with Norelco speakers, but "work equally well with most other speakers," according to company officials. The enclosures are the ducted-port type, and

Columbia's 45 and LP Policy

• Continued from page 2

sibly do under the 100 per cent guarantee.

The 45 rpm plan is called "Project 45." The firm is eliminating the 5 per cent return privilege on 45's because they believe it is archaic and unrealistic. They feel a dealer or a distributor does not need the 5 per cent return as long as his product is guaranteed. Thus they have doubled the size of their distributor pool (a percentage of total records that each distributor can guarantee to dealers) so that every distributor will be able to guarantee to dealers twice as many records as could be guaranteed under the old plan.

Outdated System

Columbia Sales Corporation is eliminating standing orders (process under which a predetermined number of records were automatically shipped to distributors on "top artists" because they feel these are generally outdated under current marketing trends. Firm will have a "priority release record" for sides by hot artists, orders for which will be shipped pronto and be on 100 per cent national guarantee. This "pr" is intended to be used only for smash items.

Under the new plan, Columbia, which is out to grab as large a share of the pop singles market as possible this coming season, will also institute a whole new series of methods to keep their distributors swinging. They will be required to appraise new records, let the home office know what they think of it, re-appraise their first appraisal three weeks later, etc. And the firm's national promotion manager, Frank Campana, and manager of singles sales adminis-

tration Dave Kapralik, will help keep distributor salesmen and promotion men on the ball.

LP Plan

The diskery's new LP plan is slightly more complex than the "Project 45." Under the old 100 per cent exchange plan, only 20 per cent of all the label's LP's were really exchangeable, since the 100 per cent exchange covered only 100 top pop, 60 classical, and original cast sets, and new LP's for only a year. The new plan eliminates the 100 per cent exchange completely. Instead it offers dealers a chance to earn a 10 per cent exchange privilege, and some of it can be actual dollar credit.

Here is how the plan works: If a dealer buys \$10,000 worth of Columbia albums, over a six month period, he is entitled to a return privilege of \$1,000. If he only wants to exchange half of that amount, \$500, he can get a dollar credit for half of the remaining \$500, or \$250. Of course, if he wants to exchange the full \$1,000 worth of merchandise he may do so.

Columbia Sales Corporation believes this is a better bet for dealers and distributors than their old plan. They feel it offers better protection to the dealer, does not tie up his money and eliminates buying items that may be slow sellers, to concentrate on items that are hot sellers. These changes, Callaghan feels, are long overdue and will help stabilize a situation in the industry that has long needed it.

32 Cartridges

• Continued from page 2

a lot to "accelerate" the entire record business.

The new stereo tape cartridge is the most startling new development in the industry. It contains four recorded tracks instead of the usual two and it travels past the playback heads at 3¾ inches per second instead of 7½. This enables the record company to get four times the amount of music on a given length of tape as heretofore with a natural reduction in price of the record tape. For example, the original-cast recording of "Jamaica" costs \$18.95 on the standard two-track tape at 7½ ips. In the new cartridge version, the same recording costs only \$8.95.

Furthermore, the new four-track cartridge eliminates the need for threading tape on a reel. The tape is completely enclosed in a plastic packet seven inches long, five inches wide and half an inch thick. Tracks one and three play in one direction. Then, the tape automatically reverses itself and tracks two and four play. At the end of play, the tape is all ready to play from the beginning again. No rewinding is necessary.

Prices of the stereo tape cartridges depend upon playing time. Prices begin at \$4.95 for 22 minutes of stereophonic play and go up to \$9.95 for a full hour of stereo music. The instruments to play these new cartridges will not be on the market for another three months, according to the firm.

Repertory on both the stereo disks and new four-track stereo tape cartridge has been chosen for the most part from recent RCA Victor record output. Included in the classical repertory are such staples as "Hi-Fi Fiedler," the Heifetz recording of the Tchaikovsky Concerto in D, and the Tchaikovsky "Pathétique" in the Montoux, Boston Symphony version. From the pop catalog, RCA Victor has chosen such top material as Frankie Carle's "Around the World," "Lena Horne in Hi-Fi" and "Lena Horne at the Waldorf-Astoria."

Tom Rockwell

• Continued from page 2

Etting and Glen Gray and the Casa Loma Band.

In 1929, Rockwell left the record business and with Irving Mills and Cork O'Keefe, formed the Mills Rockwell Agency. Also brought into this fold were three young Philadelphians, who were busy booking bands for college proms, Tom Martin, Willard Alexander and Mike Nidorf. Rockwell became closely identified with CBS Radio at the time and was instrumental in setting Bing Crosby's initial Cremo Cigar show on CBS in opposition to Russ Columbo on NBC. When Irving Mills resigned to enter the music publishing field, the Agency was realigned and became known as Rockwell-O'Keefe.

Later, Rockwell became friendly with John Roy who for years operated the Rainbow Room in the RCA Building. Over this period, Rockwell thru its bookings in the room, built the Ray Noble Band to a position of great prominence. Rockwell also booked and helped to build such acts as Duke Ellington, Fletcher Henderson, Freddie Martin, Claude Hopkins and the Dorsey Brothers.

In 1939, Rockwell formed the General Amusement Company, a name which was later changed to the General Artist Corporation. Under Rockwell's hand the company soon established itself and became one of the top names in the agency field. At the time of his death, Rockwell was chairman of the board of the firm.

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THE BILLBOARD'S WEEKLY

Package Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING MAY 24

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.

Table with 3 columns: Rank, Title, Weeks on Chart. Lists 25 top-selling pop LPs including 'The Music Man', 'Johnny's Greatest Hits', and 'South Pacific'.

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.

Popular Albums

PAUL ANKA (1-12)--Don Costa Ork. ABC-Paramount ABC 240

Anka presents quite a variety of tunes in his first LP. The artist, who has been very successful in the singles field, warbles rockabilly tunes, ballads and medium beaters with excellent ork support from Don Costa.

JUST BEFORE DAWN (1-12)--Pat Healy with Fred Katz Ork. World Pacific WPM 409

An impressive debut album for the thrush. She has a pleasant soprano, and her phrasing is excellent. Tasty ork backing by Fred Katz showcases the artist to advantage.

Special Merit Classical Album

BEETHOVEN: VIOLIN CONCERTO (1-12) - Fritz Kreisler, Violin & London Philharmonic Orch. (Barbirolli). Angel COLH 11

Another of Angel's historically interesting revivals for the "Great Recordings of the Century" series. This time it's the classic 1936 Kreisler version of the noble Beethoven work.

International Album

FROM FRANCE WITH MUSIC (1-12) - Varel & Bailly with The Chantuers de Paris. RCA Victor LPM 1646

Here's an exciting package of Gaullie chanting by one of France's top composing teams - Varel and Bailly. The duo, backed by the dynamic male chorus Chanteurs de Paris, is spotlighted on 12 of their own tunes.

solid entry for the market, and good off-beat programming for jocks.

Sound

BREAKING THE SOUND BARRIER VOL. 2 (1-12)--Barron Smith at the Wurlitzer Theater Organ. Urania UX 108

A fine-sounding platter that's head-and-shoulders above most "theater organ" albums aimed at audiophiles. Music selections, consisting mostly of Barron Smith's versions of bouncy polkas, gallops and can-cans from Offenbach operas, are genuinely interesting, and overtures from "Plain and Fancy" and "Kismet" are well-handled.

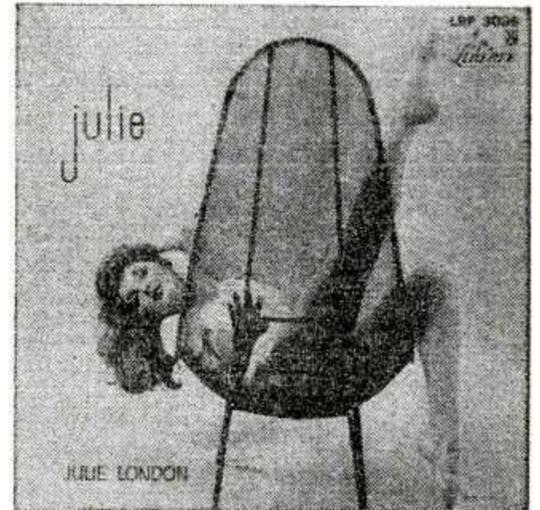
Special Merit Jazz Album

KID MUGGSY'S JAZZ (1-12)--Muggsy Spanier. Riverside RLP 12-107

Attention-snaring album cover rightly plays up the names of jazz glory on this disk including,

(Continued on page 22)

Album Cover of the Week



JULIE, Liberty LRP 3096. Cover shot of pretty flick star, Julie London, will certainly attract. It's an eye-catching cover and should spark buys.

Most Played by Jockeys

FOR SURVEY WEEK ENDING MAY 24

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

- 1. LESTER LANIN GOES TO COLLEGE Lester LaninEpic LN 3474
2. DREAM GIRL Ray Anthony OrkCapitol T 969
3. COME FLY WITH ME Frank SinatraCapitol W 920
4. MUSIC MAN Original CastCapitol WAO 990
5. JOHNNY'S GREATEST HITS Johnny MathisColumbia CL 1133
6. SOUTH PACIFIC Sound TrackVictor LOC 1032
7. SWINGING ON BROADWAY Jonah JonesCapitol T 963
8. THIS IS SINATRA, VOL. II Frank SinatraCapitol W 982
9. HERE'S STEVE LAWRENCE Steve LawrenceCoral CRL 57204
10. THE LATE, LATE SHOW Dakota StatonCapitol T 876
10. FABULOUS DORSEYS-IN HI FI Tommy and Jimmy DorseyCol C2L-8



Best Selling Pop EP's

FOR SURVEY WEEK ENDING MAY 24

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.

- 1. ELVIS Elvis PresleyRCA Victor EPA 992
2. JAILHOUSE ROCK Elvis PresleyRCA Victor EPA 4114
3. RICKY Ricky NelsonImperial EP 153
4. HYMNS Tennessee Ernie FordCapitol EAP 1-756
5. THE EVERLY BROTHERSCadence CEP 105
6. JOHNNY MATHISColumbia EP B-8871
7. THIS IS SINATRA, VOL. 2Capitol EAP 1-982
8. SPIRITUALS Tennessee Ernie FordCapitol EAP 1-818
9. FOUR BY PAT Pat BooneDot DEP 1057
10. COME FLY WITH ME Frank SinatraCapitol EAP 1-920

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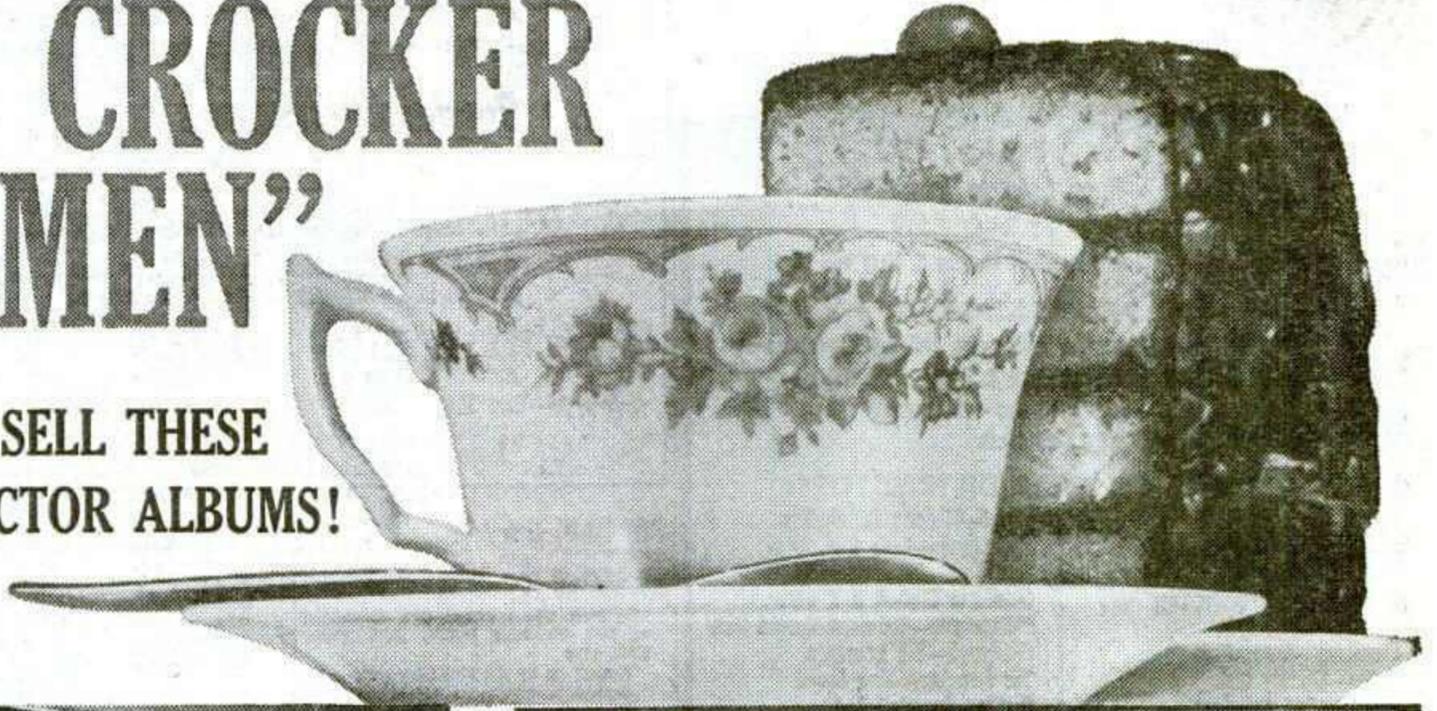
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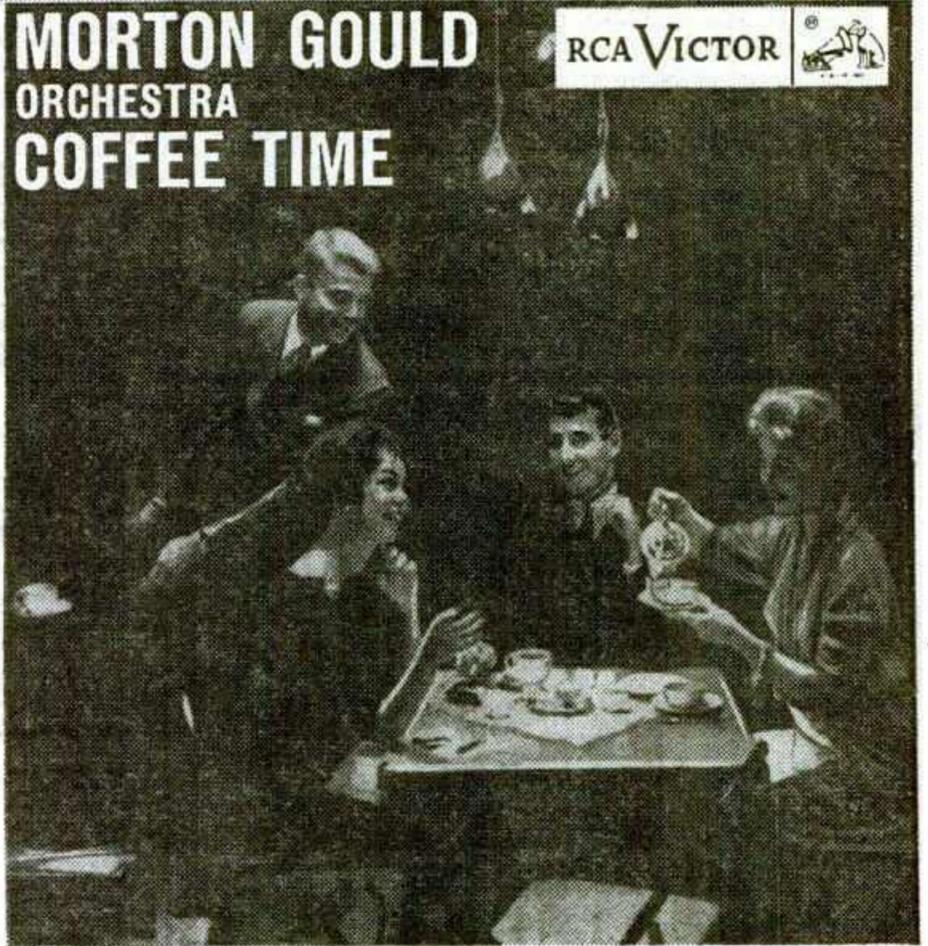


RCA VICTOR

COFFEE BREAK REG OWEN

LPM - 1582

Here's lush music that's going to be as popular with your customers as the coffee-break itself! An album of Reg Owen at his best... easy to listen to... easy to sell!

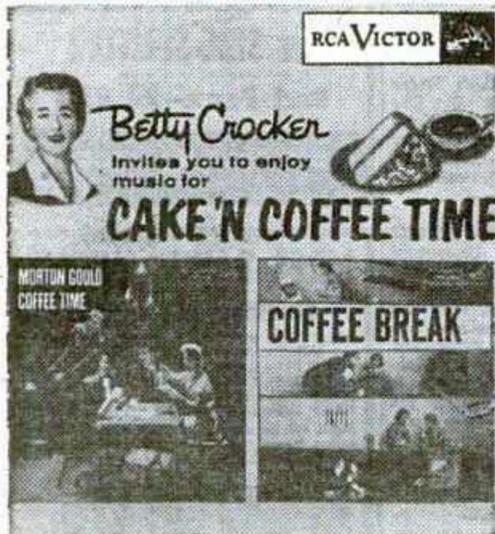


RCA VICTOR

MORTON GOULD ORCHESTRA COFFEE TIME

LPM - 1656

Morton Gould's friendly, companionable music puts your customers in that wonderful coffee-house mood, and puts your cash register in the mood to celebrate!



SP - 45 - 29

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- PORTRAIT OF PEE WEE—Pee Wee Russell, Ruby Braff, Vic Dickenson, Bud Freeman, Nat Pierce Orch #562
- ZABALETA plays 17th & 19th Century Harp Music #542
- SMOKY MOUNTAIN BALLADS—Harry & Jeanie West #545.
- BEETHOVEN OCTET, Rondino & Sextet for Winds #559
- SOUNDS OF GENIUS—Marisa Regules plays Chopin & Liszt #558

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| Detroit—S & S Dist. | St. Louis—Commercial Music |
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Review Spotlight on Albums . . .

Continued from page 20

besides Muggsy, Frank Teschemacher, Mezz Mezzrow, Joe Sullivan, Eddie Condon, Jim Lannigan, George Wettling and Red McKenzie. This group, however, appears on only two bands of the disk. On two others, Spanier and Teschemacher are the main show.

These four numbers, cut in 1927, are prime examples of Chicago style jazz at its best. The other eight numbers date from 1924. Sound is unusually good for dubbings from such early recordings. Definite and strong appeal for jazz buffs.

Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

- | | | | |
|--|--|--|---|
| SPOTLIGHT—Sure-Fire Merchandise— Top Demand | ★★★★—Very Strong Sales Potential—Essential Inventory | ★★★—Good Potential—Will Sell | ★★—Moderate Potential—Salable Qualities |
| | | ★—For dealers who stock all merchandise. | |

POPULAR ★★★★★

SOMETHING OLD, NEW BORROWED AND BLUE

The New Glenn Miller Ork Conducted by Ray McKinley (1-12") RCA Victor LPM 1678

Newest set by the McKinley crew again depends much on the Miller sound for its selling power. Of this there is plenty, including a typical medley of the type suggested by the album title. There are, however, enough new items here, including a rock and roller called "I'm In Love Again," (featured originally by Fats Domino) which carries the honking sax sound. A nice dance album, full of nostalgia for the over-30 group and with enough bounce to reach the younger element as well. Good jock fare and it can sell.

BRIGADOON

Shirley Jones, Jack Cassidy, Susan Jones, Frank Perotta with Ork and Chorus under direction of Lehman Engel. (1-12") Columbia CL 1132

An excellent production. Cashing in on the current hot name value of Lerner and Loewe, the label has come up with a fine original cast type album on an ever-popular and oft-revived show. Attractive talent line-up performs the appealing score ("Heather on the Hill," "Almost Like Being in Love," etc.) in first rate fashion. Arrangements and sound are tops. Cast package of this show has been a standard type seller but this new addition can cut in sharply.

ST. LOUIS BLUES

Pearl Bailey (1-12") Roulette R 25037

This tribute to the late W. C. Handy is one of the best and most exciting sets Pearl Bailey has ever made. For the first time in a long time she gets a chance to show off her ability to handle all types of songs, driving blues like "Long Gone," spiritual items such as "Shine Like a Morning Star" and the touching "I've Heard of a City Called Heaven." As expected she comes thru with sock performances on "St. Louis Blues," "Beale Street Blues" and "Aunt Hagar's Blues." Her fine vocalizing, the listenable arrangements, and the melodic collection of Handy tunes could make this set a strong, steady seller.

LET'S FACE THE MUSIC AND DANCE

Urbie Green Ork (1-12") RCA Victor LPM 1667

Clever arrangements by Al Cohn and Irwin Kostal, coupled with the smooth, flexible trombone of Urbie Green fronting a big, swinging band produces here a danceable, tune-filled album with sales chances for the college crowd and young adults. The style is relaxed, and Dorsey-ish on standards like "Please," but Urbie swings wide on the album's title tune and in "Show Me the Way to Go Home." A good album for d.j.'s. A "Save on Records" special.

POPULAR ★★★

ROCK 'N' ROLL

Frankie Lymon (1-12") Roulette R 25036

Lymon is in great form as he gives the big beat to "Jailhouse Rock," "Short Fat Fannie," "Waiting in School" and some strong rockaballads. Rudy Trayler's ork is a big plus. The singer's fans will go for this.

WARM AND EASY

Jeff Chandler With the Spencer-Hagen Ork (1-12") Liberty LPR 3074

Chandler sounds somewhat like Sinatra, as he delivers 10 standards and two originals in warm and easy style. Strong ork backing helps. His movie fans should go for the set. Attractive cover.

MY FAVORITE HITS-MICKY MANTLE

Various Artists (1-12") RCA Victor LPM 1704

A timely package gimmick for the baseball season, which could attract sales (to rabid diamond fans) on the strength of Mantle's name and photo on cover. Album spotlights a group of standards—culled from the label's catalog—featuring a variety of vocal and instrumental hits—ranging from Eddy Arnold's "Tennessee Waltz" and Artie Shaw's "Begin the Beguine," to Duke Ellington's "Solitude." Also on LP are Ralph Flanagan, Sons of the Pioneers, Billy Butterfield, Hugo Winterhalter, Tony Martin, Tommy Dorsey, Vaughn Monroe, Glenn Miller and Hal Kemp.

COLE PORTER DANCE BOOK

Nat Brandwynne Ork (1-12") Vik LX 1108

Lush treatments of the Cole Porter standards are presented in a very danceable vein by the Brandywine ork. The tempos are nicely varied and the set includes several of the composer's best-loved melodies. Set should prove a profitable item. Attractive cover adds to over-all appeal.

SOLID JACKSON

Graham Jackson, Organist (1-12") Westminster WP 6984

Jackson displays his organ mastery on a listenable selection of tunes, performing on the Wurlitzer pipe organ of the Byrd Theater in Richmond, Va. Sound is excellent, and hi-fi bugs should find it a good item. Numbers include "Caravan," "Ebb Tide" and "Mangos." Good potential.

OH LONESOME ME

Don Gibson (1-12") RCA Victor LPM 1743

Gibson, fresh from his hit single, "Oh Lonesome Me," has cut a good package here. It's produced very well—the arrangements sometimes using choruses, but generally retaining a strong grass roots quality. Package should sell pop and country. Material includes weepers, blues, etc.

TEEN-AGERS LOVE THE TWINS—JIM AND JOHN

(1-12") RCA Victor LPM 1708

The Twins—formerly the Twintones—had a big EP with "Jo Ann." This package features that side plus 11 other teen-appeal ditties, including "Jo-Ann's Sister." The boys warble attractively and LP should pull play on jock shows with teen-age followings.

POPULAR ★★

LET THE GOOD TIMES ROLL

Louis Jordan & His Tympany Five (1-12") Decca DL 8551

A package of sides for which Jordan is well known. They include "Cho Cho Ch'Boogie," "Saturday Night Fish Fry," "Let the Good Times Roll," etc. The style is rollicking and the arrangements are up-tempo blues. Happy listening.

THE STARDUST ROAD

Hoagy Carmichael (1-12") Decca DL 8588

This collection of Hoagy Carmichael songs includes a group of sides cut by the composer himself over the past decade or so. In his own individual style he pipes such favorites as "Stardust," "Hong Kong Blues," "Rockin' Chair," "Riverboat Shuffle," "Washboard Blues" and "My Resistance Is Low." Bands backing him include the Gordon Jenkins and Glen Gray crew. And on many of the sides Carmichael plays the piano with rhythm accompaniment. There's an audience for this set.

ON WINGS OF SONG

The Naval Aviation Cadet Choir (1-12") Urania UR 9018

A fair enough performance of typical

college glee club style singing by the cadet group. There are other selections on the market as good, if not better, in vocal craftsmanship, but this will pass the average taste test particularly with those who have any kinship with the Navy. Program includes a number of glee club traditional ("Brothers, Sing On") plus appealing Navy items like "Navy, Blue and Gold." Salable.

LOW PRICE-POPULAR ★★★

RAGTIME

Felix De Cola, Piano with Bill Nadel, Tuba & Ira Ginsburg, Drums (1-12") Tampa TP 5

Happy, bright performances of a group of standards popular during the 1920's are featured on this ragtime piano set. Felix De Cola, aided by Bill Nadel on tuba and Ira Ginsburg on drums.

(Continued on page 24)



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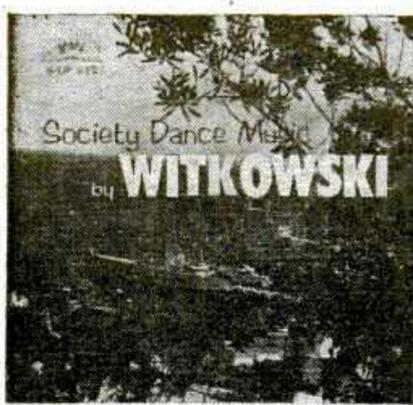
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GIVE TO DAMON RUNYON CANCER FUND

Reviews and Ratings of New Popular Albums

Continued from page 22

makes with listenable keyboard work. Tunes include "Oh Johnny," "Dardanelle," "Sheik of Araby" and "Alexander's Ragtime Band." Good value here.

LOW PRICE-POPULAR ★

THE VOICE OF DESTINY
Bob Destiny (1-12") Tampa TP 3
Intense warbling stints on a group of originals and standards, with Destiny stronger on the latter. Ninety-eight-cent price tag should prove a buying lure.

LOW PRICE-FOLK ★★★★★

EYES OF THE SPECTRE
Chaino (1-12") Tampa TP 4
A truly unusual sound can be heard on this album. Chaino turns in what amounts to a one-man show on a variety of bongos, congo drums, steel drums, gourds and assorted noisemakers, altho the label's sound work doesn't do it real justice. Rhythms are basically African or Afro-Cuban. In the background, Chaino whistles, wails and occasionally gives a blood-curdling whoop. Fine low-price buy.

INTERNATIONAL ★★★

VIVA FLAMENCO!
Mario Escudero & Company (1-12") Decca DL 8736
Another good flamenco recording from Decca, with unusually good sound. It's filled with the classic Soleares and Bulerias gypsy dances, and sparkles with lacy tremolos and slashing castanets. An original number by Escudero, "April in Seville," silhouettes guitar work ef-

fectively against the snarling drumbeats of a festive street procession. Likely to do well with flamenco fanciers.

TEARS OF A GYPSY
Lendvay & His Gypsy Band (1-12") Westminster WP 6075

A pleasantly varied program of gypsy music. There is the familiar moody sound of violins, violas and cellos but there is also the sound of the cymbalom, a characteristic stringed instrument of the nomadic groups. On this disk too, there are rich vocals by an unbilled basso. Splendid, emotional performances lend appeal to the set. Not a wide seller but in its class, this rates as good merchandise.

SPECIALTY ★★★

SONGS MY MOTHER TAUGHT ME
Emile Cote Glee Club & Chorus (1-12") Judson J 3012
"Songs My Grandmother Taught Me" would be a better title for this sentimental package of nostalgic tunes, ranging from "Home on the Range," and "Sweet Genevieve" to "Santa Lucia" and "The Rose of Tralee," covering a period from 1850 to the early 1900's. Quality vocal stint by the glee club should fare well in specialized market.

SPOKEN WORD ★★★★★

NO MAN IS AN ISLAND
Orson Welles (1-12") Decca DL 9960
Man's conscience is examined in speeches from Peticles to Zola, eloquently read by Welles, with footnotes by an announcer. The Dreyfus Case jury summation is a highpoint, John

Reviews and Ratings of New Jazz Albums

JAZZ ★★

DANCE OFF BOTH YOUR SHOES IN HI FI
The Red Onion Jazz Band (1-12") Riverside RLP 12-260

This is a reissue of numbers formerly released as a 10-inch disk on the "Empirical" label, with four additional numbers added. The band, which subsequently split up, recorded in 1954 with a solid beat which makes for particularly danceable music. It's Dixieland style somewhere back in its origin, but the group developed a highly original groove of its own. A possibility for listeners to off-beat jazz as well as for those who buy disks for dancing. Colorful cover of a gal in a costume of the Twenties lends display strength.

HAVE BLUES, WILL TRAVEL
Various Artists (1-12") World Pacific JWC 509

This set is a collection of jazz blues sides played by such capable jazzmen as Chet Baker, Bud Shank, Bob Cooper, Art Pepper, The Mastersounds, etc. The tunes are all originals. Not a very exciting set but one that will interest modern jazz fans for the performances contained therein. This is the second LP released by the label in an anthology series called "The Blues."

CLUB BASIN STREET
Danny Alvin & His Kings of Dixieland (1-12") Stepheny MF 4002

Good, listenable Dixieland, played by Danny Alvin and a capable group of jazz musicians. Alvin, who runs the Club Basin Street in Chicago, has been playing drums with top jazz combos and orks for years. If exposed set could attract attention. Tunes include "South Rampart Street," "High Society," and "Dippermouth Blues."

HERCULES PLAYS MORTON GOULD
(1-12") Judson J 3019

Hercules Theofanides is featured on piano with rhythmic accompaniment on several of Morton Gould's pop and semi-classical selections. The set can move in both pop and jazz marts. It's a sort of cocktail jazz approach. Attractive cover will help create interest. Selections include "In a Shower of Stars," "Pavanne" and "Spring Morning."

THE MONTGOMERY BROTHERS PLUS FIVE OTHERS
(1-12") World Pacific PJ 1240

A nicely swingin' set with pleasant mainstream sound. Jazz buyers can be lured to this. Most of the tunes are originals. Known selections include "All the Things You Are" and "Billie's Bounce," a Charlie Parker tune. The trio is augmented by two tenors, trumpet, piano and drums. The brothers are heard on vibes, guitar and fender bass.

LOW PRICE-JAZZ ★★★★★

A SWINGIN' GIG
Gerald Wiggins, Piano; Curtis Counce, Bass; John Anderson, Trumpet & Various Artists (1-12") Tampa TP 2

Swingin' indeed are these sides composed or arranged by John Anderson, who blows strong horn, and Buddy Collette, a quadruple threat man. Gerald Wiggins' piano and Chuck Gentry's clarinet also shine, with high-spots including "Remember," "Buzzin' Cool" and "Heat Wave." A great buy for \$1.98.

THE LOVELINESS OF YOU
Gerald Wiggins Trio (1-12") Tampa TP 1

The album sets out to prove that there's much that's worthy of jazz treatment in the older tunes of the 20th Century and this it accomplishes. The Wiggins trio displays imagination and touches of humor in their sharp, assured handling of tunes like "Three o'Clock in the Morning," "Dear Old Girl," etc. Wiggins has touches of the Garner technique but in other spots he sails away into his own flexible improvisations. Eugene Wright and Bill Douglas are on bass and drums. Good background jazz or for close listening. Pinup cover will help. Good buy at \$1.98.

Reviews and Ratings of New Classical Albums

CLASSICAL ★★★

MOZART: SYMPHONIES NOS. 25, 26, 27 & 28 (1-12")—Philharmonic Symphony Orch. of London (Leinsdorf), Westminster XWN 18675

Volume VII of "Complete Mozart Symphonies" by Leinsdorf stacks up as another solid item for collectors. Leinsdorf's name gives package salability. Excellent performances. There are several good albums available on Symphony No. 25, but comparatively few on 26, 27 and 28.

SMETANA: THE MOLDAU, SELECTIONS FROM 'THE BARTERED BRIDE'; ENESCO: ROUMANIAN RHAPSODY NO. 1; WEINBERGER: POLKA & FUGUE FROM 'SCHWANDA' (1-12")—Vienna State Opera Orch. (Scherchen), Westminster XWN 18690

Polyphonic works are conducted with authority by Scherchen, who produces a richness that compensates for a loss in lift. "The Moldau" emerges as most exciting, but competition is heavy. The "Rhapsody" is alluring, but the "Bride" excerpts escape the ork.

(Continued on page 38)

Donne's devotional moving and lucid, the Gettysburg Address perhaps a bit too familiar for creative impact. Excellent sound.

POLKA ★★★

BERNIE WITKOWSKI ORK
(1-12") Stella S-LP 910
The Bernie Witkowski Ork, one of the more exciting polka crews, has a strong set here, that should interest polka followers. Many of the tunes are originals, penned by Witkowski himself and a few are well known items like the "Helen Polka." And there are obereks and waltzes as well. The band plays them all with spirit and the arrangements are bright and swiny.

ROCK PLAYS A PARTY
Joe Rock Ork (1-12") Stella S-LP 909

There's plenty of zest and excitement in these polkas and obereks with such cute names as "This Is Your Life" and "Girls From Jersey." Good vocals in Polish and English by the ork. Good sales potential.

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending May 24

| This Week | Last Week | Weeks on Chart | This Week | Last Week | Weeks on Chart |
|--|-----------|----------------|--|-----------|----------------|
| 1. All I Have to Do Is Dream By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1348. | 1 | 6 | 6. Wear My Ring Around Your Neck By Bert Carroll-Russell Moody—Published by Rush & Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7240. | 5 | 7 |
| 2. Witch Doctor By R. Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville, Liberty 55132. | 2 | 7 | 7. Chanson D'Amour By W. Shanklin—Published by Meadowlark (ASCAP) BEST SELLING RECORD: Art and Dotty Todd, Era 1064. RECORDS AVAILABLE: Fontane Sisters, Dot 15736; Ray Hartley, Vic 7228. | 7 | 6 |
| 3. Twilight Time By B. Ram, M. Nevins, A. Nevins, A. Dunn—Published by Porgie Music (BMI) BEST SELLING RECORD: Platters, Mercury 71289 RECORDS AVAILABLE: Earl Bostic, King 5136; Les Brown, Col 50002; Dick Contino, Mercury 70911; Johnny Maddox, Dot 15062; Three Suns, Vic 447-0026. | 3 | 8 | 8. Kewpie Doll By Sid Tepper-Roy C. Bennett—Published by Leeds (ASCAP) BEST SELLING RECORD: Perry Como, Victor 7202. | 8 | 6 |
| 4. Return to Me By Carmen Lombardo & Danny Minno—Published by Southern Music (ASCAP) BEST SELLING RECORD: Dean Martin, Cap 3894. RECORDS AVAILABLE: Ernie Freeman, Imperial 5419; Guy Lombardo, Cap 3854. | 6 | 8 | 9. Big Man By Bruce Belland & Glenn Larson—Published by Beechwood (BMI) BEST SELLING RECORD: Four Preps, Cap 3960. | 9 | 4 |
| 5. He's Got the Whole World in His Hands By Linden-Henry—Published by Chappell (ASCAP) BEST SELLING RECORD: Laurie London, Cap 3891. RECORDS AVAILABLE: Mahalia Jackson, Col 41150; Jo March, Kapp 215; Barbara McNair, Coral 61972; Statesmen Quartet, Vic 7253; Travelers, Arden 4012. | 4 | 10 | 10. Sugar Moon By D. Wolfe—Published by Gallatin Music (BMI) BEST SELLING RECORD: Pat Boone, Dot 15750. | 11 | 4 |
| Second Ten | | | | | |
| 11. Looking Back By Otis-Benton-Hendricks—Published by Eden-Sweco (BMI) BEST SELLING RECORD: Nat King Cole, Cap 3939. | 10 | 6 | 16. The Purple People Eater By Sheb Wooley—Published by Cordial (BMI) BEST SELLING RECORD: Sheb Wooley, M-G-M 12651. | - | 1 |
| 12. Secretly By Hoffman-Manning-Markwell—Published by Planetary (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4070. | 12 | 3 | 17. For Your Love By Ed Townsend—Published by Beechwood (BMI) BEST SELLING RECORD: Ed Townsend, Cap 3926. | 17 | 4 |
| 13. Johnny B. Goode By Chuck Berry—Published by Arc (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1691. | 14 | 5 | 18. What Am I Living For? By Jay-Harris—Published by Progressive Rush (BMI) BEST SELLING RECORD: Chuck Willis, Atlantic 1179. | 21 | 3 |
| 14. Do You Want to Dance? By Bobby Freeman—Published by Clockus (BMI) BEST SELLING RECORD: Bobby Freeman, Josie 835. | 19 | 2 | 19. Oh, Lonesome Me By Don Gibson—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Don Gibson, Vic 7133. RECORDS AVAILABLE: Swallows, Federal 12319; Jackie Walker, Imperial 5490. | 15 | 8 |
| 15. Book of Love By Warren Davis-George Malone-Charles Patrick—Published by Arc-Keel (BMI) BEST SELLING RECORD: Monatoes, Argo 5290. | 13 | 9 | 20. Jennie Lee By Berry-Ginsburg—Published by Daywin (BMI) BEST SELLING RECORD: Jan and Arnie, Arwin 108. RECORDS AVAILABLE: Moon Mulligan, Coral 61994; Billy Ward and His Dominoes, Liberty 55136. | - | 1 |
| Third Ten | | | | | |
| 21. Torero By Renate Carosone-Nisa-Hoffman-Manning—Published by Leeds (ASCAP) RECORDS AVAILABLE: Andrews Sisters, Cap 3965; Renate Carosone, Cap 71080; Julius La Rosa, Vic 7227. | - | 2 | 26. Padre By Alain Romans-Paul Francis Webster—Published by Ross-Jungnickel (ASCAP) RECORDS AVAILABLE: Toni Arden, Decca 30628; Valerie Carr, Roulette 4066; Erin O'Brien, Coral 61976; Sarah Vaughan, Mer 71303. | - | 1 |
| 22. Endless Sleep By Jody Reynolds-Dolores Nance—Published by Johnston-Monte-Elizabeth (BMI) RECORDS AVAILABLE: Jody Reynolds, Demon 1507; Gene Ross, Herald 517; Jimmy Witherspoon, Rip 126. | - | 1 | 27. Tequila By Chuck Rio—Published by Jat Music (BMI) RECORDS AVAILABLE: Champs, Challenge 1016; Stan Kenton, Cap 3928; Eddie Platt, ABC-Paramount 9899. | 16 | 14 |
| 22. Zorro By N. Foster-G. Bruns—Published by Walt Disney (BMI) RECORDS AVAILABLE: Henry Calvin, Disneyland 77; Chordettes, Cadence 1348; Fred Waring, Cap 3933. | - | 1 | 28. Catch a Falling Star By Paul Vance-Lee Pockris—Published by Marvin Music (ASCAP) RECORD AVAILABLE: Perry Como, Vic 7128. | 18 | 19 |
| 24. Rumble By M. Graft-Link Wray—Published by Valand (BMI) RECORD AVAILABLE: Link Wray, Cadence 1347. | 22 | 3 | 29. Let the Bells Keep Ringing By Paul Anka—Published by Spanka (BMI) RECORD AVAILABLE: Paul Anka, ABC-Paramount 9907. | 25 | 3 |
| 25. Talk to Me, Talk to Me By Joe Senca—Published by Jay and Cee (BMI) RECORD AVAILABLE: Little Willie John, King 5108. | 23 | 2 | 30. To Be Loved By Berry Gordy Jr.-Tyuan Carlo—Published by Pearl Music (BMI) RECORD AVAILABLE: Jackie Wilson, Brunswick 55052. | 27 | 2 |

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JIM DALE

with Ken Jones' Music

CRAZY FOR YOU
SONG OF THE PINE TREES

Record No. 3981

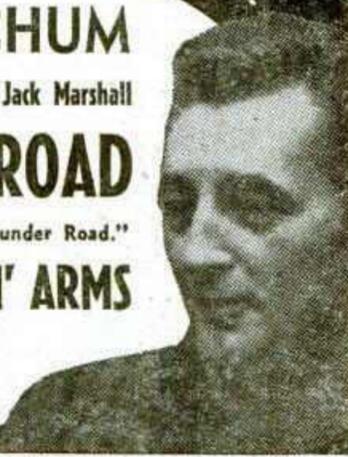


ROBERT MITCHUM

With Orchestra Conducted by Jack Marshall

THUNDER ROAD
From the United Artists Release "Thunder Road."
MY HONEY'S LOVIN' ARMS

Record No. 3986



EARL HOLLIMAN
with Dave Cavanaugh's Music

A TEENAGER SINGS THE BLUES
DON'T GET AROUND MUCH ANYMORE

Record No. 3983



JERRY REED

YOUR MONEY MAKES YOU PURTY
HOW CAN I GO ON THIS WAY

Record No. 3992



TOMMY SANDS
AFTER THE SENIOR PROM
BIG DATE

Record No. 3985

"AFTER THE SENIOR PROM" will be aired, both on record and live performance by Tommy Sands, on the Westinghouse "Studio One" dramatic production "The Left Hand Welcome"—CBS-TV—June 16.



The STYLEMASTERS

HAWAIIAN SEA BREEZE
THOSE NIGHTS AT THE ROUND TABLE

Record No. 3987



And a Sensational New Recording Featuring
THE AUTHENTIC SOUNDS OF ZULU JIVE—



ELIAS and His Zig Zag Jive Flutes

TOM HARK
THE ORIGINAL SMASH HIT
RECORDING IN ENGLAND

Record No. 3989

LITTLE KID LEX
NEW YEAR ROCK

Both from the "Capitol" of the World Album
"MUSIC OF THE AFRICAN ZULUS"



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
MAY 24, 1958

| This Week | Last Week | Weeks on Chart | This Week | Last Week | Weeks on Chart | This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|--|-----------|----------------|---|-----------|----------------|
| 1. ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers..... | 1 | 6 | 17. WHAT AM I LIVING FOR? (BMI)—Chuck Willis | 16 | 4 | 34. TEACHER, TEACHER (ASCAP)—Johnny Mathis | 30 | 4 |
| CLAUDETTE (BMI)—Cadence 1348 | | | HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 1179 | | | ALL THE TIME (ASCAP)—Col 41152 | | |
| 2. WITCH DOCTOR (ASCAP)—David Seville..... | 2 | 8 | 18. FOR YOUR LOVE (BMI)—Ed Townsend..... | 15 | 7 | 35. ARE YOU SINCERE? (BMI)—Andy Williams | 38 | 16 |
| Don't Whistle at Me, Baby (ASCAP)—Liberty 55132 | | | Over and Over Again (BMI)—Cap 3926 | | | Be Mine Tonight (BMI)—Cadence 1340 | | |
| 3. WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley..... | 3 | 7 | 19. KEWPIE DOLL (ASCAP)—Perry Como. | 14 | 7 | 36. JUST MARRIED (BMI)—Marty Robbins..... | 37 | 6 |
| DONCHA' THINK IT'S TIME (BMI)—Vic 7240 | | | Dance Only With Me (ASCAP)—Vic 7202 | | | STAIRWAY OF LOVE (ASCAP)—Col 41143 | | |
| 4. TWILIGHT TIME (BMI)—Platters.... | 4 | 8 | 20. OH, LONESOME ME (BMI)—Don Gibson..... | 18 | 12 | 37. HIGH SCHOOL CONFIDENTIAL (BMI)—Jerry Lee Lewis..... | - | 1 |
| Out of My Mind (BMI)—Mer 71289 | | | I CAN'T STOP LOVING YOU (BMI)—Vic 7133 | | | Fools Like Me (BMI)—Sun 296 | | |
| 5. LOOKING BACK (BMI)—Nat King Cole. | 5 | 8 | 21. RUMBLE (BMI)—Link Wray and His Ray Men..... | 19 | 5 | 38. THE WALK (BMI)—Jimmy McCracklin. | 49 | 12 |
| DO I LIKE IT (BMI)—Cap 3939 | | | The Swag (BMI)—Cadence 1347 | | | I'm to Blame (BMI)—Checker 885 | | |
| 6. BIG MAN (BMI)—Four Preps..... | 12 | 4 | 22. TALK TO ME, TALK TO ME (BMI)—Little Willie John..... | 22 | 8 | 39. EL RANCHO ROCK (BMI)—Champs. | - | 1 |
| Stop, Baby (ASCAP)—Cap 3960 | | | Spasms (BMI)—King 5108 | | | Midnighter (BMI)—Challenge 59007 | | |
| 7. PURPLE PEOPLE EATER (BMI)—Sheb Wooley | - | 1 | 23. TO BE LOVED (BMI)—Jackie Wilson. | 26 | 7 | 40. BILLY (ASCAP)—Kathy Linden..... | 35 | 11 |
| I Can't Believe You're Mine (ASCAP)—M-G-M 12651 | | | Come Back to Me (BMI)—Brunswick 55052 | | | If I Could Hold You in My Arms (ASCAP)—Felsted 8510 | | |
| 8. SECRETLY (ASCAP)—Jimmie Rodgers.. . . . | 11 | 4 | 24. LET THE BELLS KEEP RINGING (BMI)—Paula Anka | 23 | 7 | 41. LOLLIPOP (BMI)—Chordettes..... | 29 | 12 |
| MAKE ME A MIRACLE (ASCAP)—Roulette 4070 | | | CRAZY LOVE (BMI)—ABC Paramount 9907 | | | Baby, Come-A Back-A (ASCAP)—Cadence 1345 | | |
| 9. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London..... | 6 | 10 | 25. TEQUILA (BMI)—The Champs..... | 13 | 14 | 42. WHO'S SORRY NOW (ASCAP)—Connie Francis | 33 | 14 |
| Handed Down (ASCAP)—Cap 3891 | | | Train to Nowhere (BMI)—Challenge 1016 | | | You Were Only Fooling (ASCAP)—M-G-M 12588 | | |
| 10. DO YOU WANT TO DANCE? (BMI)—Bobby Freeman | 21 | 3 | 26. YOU (BMI)—Aquatones..... | 24 | 5 | 43. DON'T YOU JUST KNOW IT (BMI)—Huey Smith | 25 | 10 |
| Big Fat Woman (BMI)—Josie 835 | | | She's the One for Me (BMI)—Fargo 1001 | | | High Blood Pressure (BMI)—Ace 545 | | |
| 11. JOHNNY B. GOODE (BMI)—Chuck Berry..... | 9 | 5 | 27. BELIEVE WHAT YOU SAY (BMI)—Ricky Nelson | 20 | 9 | 44. I'M SORRY I MADE YOU CRY (ASCAP)—Connie Francis | - | 2 |
| Around and Around (BMI)—Chess 1691 | | | MY BUCKET'S GOT A HOLE IN IT (ASCAP)—Imperial 5503 | | | Lock Up Your Heart (BMI)—M-G-M 12647 | | |
| 12. RETURN TO ME (ASCAP)—Dean Martin | 7 | 8 | 28. ENDLESS SLEEP (BMI)—Jody Reynolds | 40 | 2 | 45. PRETTY BABY (BMI)—Gino and Gina.. . . . | - | 1 |
| Forgetting You (ASCAP)—Cap 3894 | | | Tight Capris (BMI)—Demon 1507 | | | Love's a Carousel (BMI)—Mercury 71233 | | |
| 13. SUGAR MOON (BMI)—Pat Boone..... | 10 | 4 | 29. PADRE (ASCAP)—Toni Arden..... | 44 | 2 | 45. RAVE ON (BMI)—Buddy Holly..... | - | 1 |
| CHERIE, I LOVE YOU (ASCAP)—Dot 15750 | | | All at Once (ASCAP)—Dec 30628 | | | Take Your Time (BMI)—Coral 61985 | | |
| 14. BOOK OF LOVE (BMI)—Monotones... | 8 | 10 | 30. TORERO (ASCAP)—Renato Carosone. | 32 | 4 | 47. A WONDERFUL TIME UP THERE (BMI)—Pat Boone..... | 27 | 16 |
| You Never Loved Me (BMI)—Argo 5290 | | | Chella Lla (ASCAP)—Cap 71080 | | | IT'S TOO SOON TO KNOW (ASCAP)—Dot 15690 | | |
| 15. CHANSON D'AMOUR (ASCAP)—Art and Dotty Todd..... | 17 | 7 | 31. ZORRO (BMI)—Chordettes..... | 41 | 2 | 48. THERE'S ONLY ONE OF YOU (ASCAP)—Four Lads | 43 | 7 |
| Along the Trail With You (ASCAP)—Era 1064 | | | Love's a Two-Way Street (BMI)—Cadence 1349 | | | Blue Tattoo (ASCAP)—Col 41136 | | |
| 16. JENNIE LEE (BMI)—Jan and Arnie.... | 31 | 2 | 32. I WONDER WHY (ASCAP)—Don and the Belmonts..... | 36 | 2 | 49. GUESS THINGS HAPPEN THAT WAY (BMI)—Johnny Cash..... | - | 1 |
| Gotta Getta Date (BMI)—Arwin 108 | | | Teen Angel (ASCAP)—Laurie 3013 | | | COME IN, STRANGER (BMI)—Sun 295 | | |
| | | | 33. SICK AND TIRED (BMI)—Fats Domino. | 28 | 5 | 50. LAZY MARY (ASCAP)—Lou Monte.... | 34 | 12 |
| | | | NO, NO (BMI)—Imperial 5515 | | | Angeliqne (ASCAP)—Vic 7160 | | |

THIS WEEK'S BEST BUYS

Special telephone reports and/or chart action indicate these recent releases have either broken out in one or more key areas or have leaped onto the charts and have excellent potential for placing among the Top 30 of The Billboard's Best Selling Pop Singles in Stores chart. Action sides are listed in capital letters.

YOU NEED HANDS (Leeds, ASCAP)—Eddie Gorme—ABC-Paramount 9925. **DORMI, DORMI, DORMI** (Paramount, ASCAP)

I KNOW WHERE I'M GOIN' (Gil, BMI)—George Hamilton IV—ABC-Paramount 9924

WHO'S TAKING YOU TO THE PROM? (Kahl, BMI)
Both are previous Billboard Spotlight picks.

The following records, not previously selected as Best Buys, are on the charts for the first time this week.

HIGH SCHOOL CONFIDENTIAL (Penron, BMI)—Jerry Lee Lewis—Sun 296. Fools Like Me (Knox, BMI)

GUESS THINGS HAPPEN THAT WAY (Knox, BMI)—Johnny Cash—Sun 295. Come In, Stranger (Johnny Cash, BMI)

RAVE ON (Nor-Va-Jak, BMI)—Buddy Holly—Coral 61985. **TAKE YOUR TIME** (Nor-Va-Jak, BMI)

All are previous Billboard Spotlight picks.

PRETTY BABY (Figure, BMI)—Gino and Gina—Mercury 71283. **LOVE'S A CAROUSEL** (Figure, BMI)



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING MAY 24

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Cha Cha Cha *The Pets*
(BMI) Arwin 109

Yakety Yak *The Coasters*
(BMI) Atco 6116

You Need Hands *Eydie Gorme*
(ASCAP) ABC-Paramount 9925



**MR. DEALER: Now Shipping the Smash
Follow-up to "TWILIGHT TIME"**

(cut out and use for store poster)

HERE NOW!

Their Newest Hit Record

**"You're Making
a Mistake"**



by THE

PLATTERS

MERCURY #71320



she scored Big with
"BON VOYAGE" . . .

Now -
Janice Harper

makes her debut on
CAPITOL . . with 2 great ballads

**HANDS ACROSS
THE SEA**

DEVOTION



record no. 3984



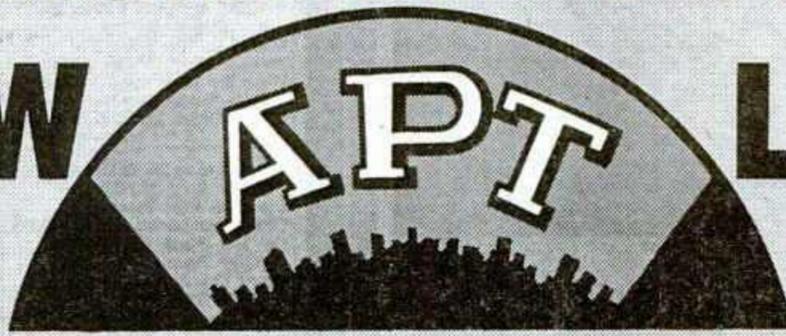
Most Played by Jockeys

FOR SURVEY WEEK ENDING MAY 24

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout 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.

| <u>This Week</u> | | <u>Last Week</u> | <u>Weeks on Chart</u> |
|------------------|---|------------------|-----------------------|
| 1. | ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers | 1 | 6 |
| | Claudette (BMI)—Cadence 1348 | | |
| 2. | TWILIGHT TIME (BMI)—Platters | 3 | 9 |
| | Out of My Mind (BMI)—Mer 71289 | | |
| 3. | WITCH DOCTOR (ASCAP)—David Seville | 2 | 8 |
| | Don't Whistle at Me, Baby (ASCAP)—Liberty 55132 | | |
| 4. | RETURN TO ME (ASCAP)—Dean Martin | 6 | 9 |
| | Forgetting You (ASCAP)—Cap 3894 | | |
| 5. | WEAR MY RING AROUND YOUR NECK (BMI)— Elvis Presley | 4 | 6 |
| | Doncha' Think It's Time (BMI)—Vic 7240 | | |
| 6. | KEWPIE DOLL (ASCAP)—Perry Como | 8 | 7 |
| | Dance Only With Me (ASCAP)—Vic 7202 | | |
| 7. | BIG MAN (BMI)—Four Preps | 7 | 5 |
| | Stop, Baby (ASCAP)—Cap 3960 | | |
| 8. | SUGAR MOON (BMI)—Pat Boone | 10 | 4 |
| | Cherie, I Love You (ASCAP)—Dot 15750 | | |
| 9. | HE'S GOT THE WHOLE WORLD IN HIS HANDS— (ASCAP)—Laurie London | 5 | 11 |
| | Handed Down (ASCAP)—Cap 3891 | | |
| 10. | PURPLE PEOPLE EATER (BMI)—Sheb Wooley | — | 1 |
| | I Can't Believe You're Mine (ASCAP)—M-G-M 12651 | | |
| 11. | CHANSON D'AMOUR (ASCAP)— Art and Dotty Todd | 9 | 7 |
| | Along the Trail With You (ASCAP)—Era 1064 | | |
| 12. | SECRETLY (ASCAP)—Jimmie Rodgers | 11 | 3 |
| | Make Me a Miracie (ASCAP)—Roulette 4070 | | |
| 13. | LOOKING BACK (BMI)—Nat King Cole | 14 | 4 |
| | Do I Like It (BMI)—Cap 3939 | | |
| 14. | WHAT AM I LIVING FOR? (BMI)—Chuck Willis | 19 | 3 |
| | Hang Up My Rock and Roll Shoes (BMI)—Atlantic 1179 | | |
| 15. | CHANSON D'AMOUR (ASCAP)—Fontane Sisters | 12 | 6 |
| | Cocoanut Grove (ASCAP)—Dot 15736 | | |
| 16. | JOHNNY B. GOODE (BMI)—Chuck Berry | 17 | 4 |
| | Around and Around (BMI)—Chess 1691 | | |
| 17. | YOU NEED HANDS (ASCAP)—Eydie Gorme | 22 | 2 |
| | Dormi, Dormi, Dormi (ASCAP)—ABC-Paramount 9925 | | |
| 18. | TORERO (ASCAP)—Renato Carosone | 20 | 2 |
| | Chell Lia (ASCAP)—Cap 71080 | | |
| 19. | OH, LONESOME ME (BMI)—Don Gibson | 13 | 9 |
| | I Can't Stop Loving You (BMI)—Vic 7133 | | |
| 20. | FOR YOUR LOVE (BMI)—Ed Townsend | 21 | 2 |
| | Over and Over Again (BMI)—Cap 3926 | | |
| 21. | TEACHER, TEACHER (ASCAP)—Johnny Mathis | — | 2 |
| | All the Time (ASCAP)—Col 41152 | | |
| 22. | ZORRO (BMI)—Chordettes | 25 | 2 |
| | Love's a Two-Way Street (BMI)—Cadence 1349 | | |
| 23. | A VERY PRECIOUS LOVE (ASCAP)—Ames Brothers | — | 2 |
| | Don't Leave Me Now (BMI)—Vic 7167 | | |
| 24. | BOOK OF LOVE (BMI)—Monotones | 18 | 7 |
| | You Never Loved Me (BMI)—Argo 5290 | | |
| 25. | JENNIE LEE (BMI)—Jan and Arnie | — | 1 |
| | Gotta Getta Date (BMI)—Arwin 108 | | |
| 25. | LET THE BELLS KEEP RINGING (BMI)—Paul Anka | — | 3 |
| | Crazy Love (BMI)—ABC-Paramount 9907 | | |

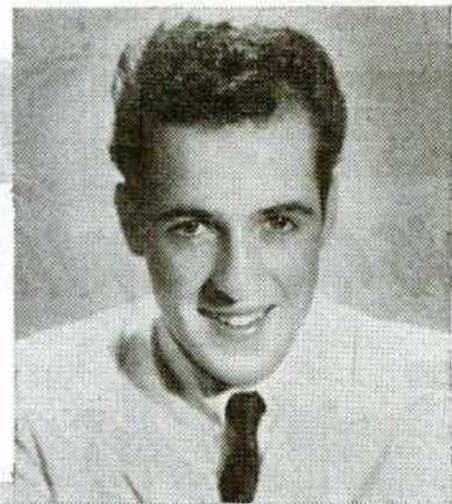
AM-PAR RECORD CORP.
Proudly Presents the First
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and "PLAY BY THE RULES OF LOVE"
 #25004 **The Cavaliers**

APT to go all the way with its first releases!

"CRAZY EYES FOR YOU"
and "WHILE WALKIN' TOGETHER"
 #25002 **Bobby Hamilton**



APT to be the biggest news of the record year!



"LOVE IS SO WONDERFUL"
and "NO MORE HEARTACHES"
 #25003 **The Stereophonics**

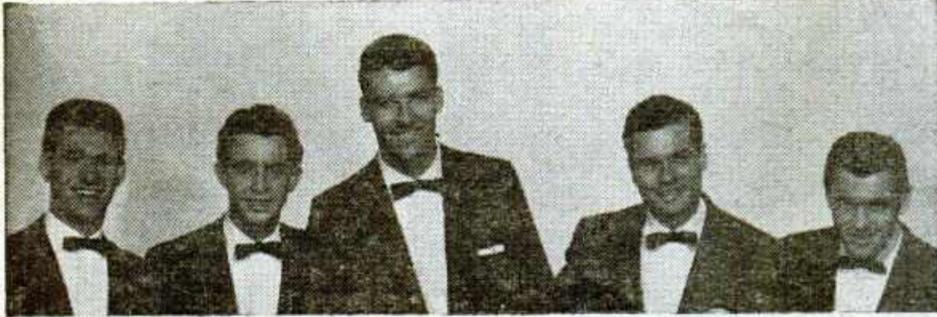
APT to leap into immediate prominence in the record trade!

"LITTLE STAR" and "GETTING DIZZY"
 #25005 **The Elegants**





**OPITS'-OPA-SMOPASH
HOPIT! That's Op for
IT'S A SMASH HIT!**



The Honeycombs

"OP"

1036



A BIG HIT FROM A LITTLE GIRL

Four Dee



**You'll
Never
Know**

**Hello Mr.
Dream-
MAN**

1035



Territorial Best Sellers

FOR SURVEY WEEK ENDING MAY 2

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**
 All I Have to Do Is Dream/Claudette Everly Brothers, Cdc.
 Do You Want to Dance? Bobby Freeman, Jos.
 Endless Sleep, Jody Reynolds, Dem.
 He's Got the Whole World in His Hands Laurie London, Cap.
 Johnny B. Goode, Chuck Berry, Chs.
 Return to Me, Dean Martin, Cap.
 Twilight Time, Platters, Mer.
 Witch Doctor, David Seville, Lib.
- CHICAGO**
 All I Have to Do Is Dream Everly Brothers, Cdc.
 He's Got the Whole World in His Hands Laurie London, Cap.
 Kewpie Doll, Perry Como, Vic.
 Looking Back/Do I Like It Nat King Cole, Cap.
 Return to Me, Dean Martin, Cap.
 Twilight Time, Platters, Mer.
 Wear My Ring Around Your Neck Elvis Presley, Vic.
 Witch Doctor, David Seville, Lib.
- DETROIT**
 All I Have to Do Is Dream Everly Brothers, Cdc.
 Big Man, Four Preps, Cap.
 Chanson D'Amour, Art and Dotty Todd, Era
 Do You Want to Dance? Bobby Freeman, Jos.
 Jennie Lee, Jan and Arnie, Arw.
 Twilight Time, Platters, Mer.
 Wear My Ring Around Your Neck Elvis Presley, Vic.
 Witch Doctor, David Seville, Lib.
- EAST TEXAS**
 All I Have to Do Is Dream Everly Brothers, Cdc.
 Book of Love, Monotones, Argo
 He's Got the Whole World in His Hands Laurie London, Cap.
 Johnny B. Goode, Chuck Berry, Chs.
 Looking Back, Nat King Cole, Cap.
- FLORIDA**
 All I Have to Do Is Dream/Claudette Everly Brothers, Cdc.
 Big Man, Four Preps, Cap.
 Chanson D'Amour, Art and Dotty Todd, Era
 Do You Want to Dance? Bobby Freeman, Josie
 Johnny B. Goode, Chuck Berry, Chs.
 Secretly, Jimmie Rodgers, Rlt.
 Wear My Ring Around Your Neck Elvis Presley, Vic.
 Witch Doctor, David Seville, Lib.
- LOS ANGELES**
 All I Have to Do Is Dream/Claudette Everly Brothers, Cdc.
 Big Man, Four Preps, Cap.
 For Your Love, Ed Townsend, Cap.
 Looking Back/Do I Like It Nat King Cole, Cap.
 Purple People Eater, Sheb Wooley, M-G-M
 Return to Me, Dean Martin, Cap.
 Twilight Time, Platters, Mer.
 Witch Doctor, David Seville, Lib.
- NEW YORK AND NEWARK**
 All I Have to Do Is Dream/Claudette Everly Brothers, Cdc.
 Book of Love, Monotones, Argo
 For Your Love, Ed Townsend, Cap.
 Hang Up My Rock and Roll Shoes/What Am I Living For?, Chuck Willis, Atl.
 Looking Back, Nat King Cole, Cap.
 Tequila, Champs, Chal.
 Twilight Time, Platters, Mer.
 Witch Doctor, David Seville, Lib.
- NORTHERN NEW YORK STATE**
 All I Have to Do Is Dream/Claudette Everly Brothers, Cdc.
 El Rancho Rock, Champs, Chal.
 Johnny B. Goode, Chuck Berry, Chs.
 Purple People Eater, Sheb Wooley, M-G-M
- BOSTON**
 Return to Me, Dean Martin, Cap.
 Sugar Moon, Pat Boone, Dot
 Witch Doctor, David Seville, Lib.
 Zorro, Chordettes, Cdc.
- NORTHERN OHIO**
 All I Have to Do Is Dream Everly Brothers, Cdc.
 Big Man, Four Preps, Cap.
 He's Got the Whole World in His Hands Laurie London, Cap.
 Kewpie Doll, Perry Como, Vic.
 Return to Me, Dean Martin, Cap.
 Secretly/Make Me a Miracle Jimmie Rodgers, Rlt.
 Twilight Time, Platters, Mer.
 Witch Doctor, David Seville, Lib.
- NORTHWEST**
 All I Have to Do Is Dream Everly Brothers, Cdc.
 He's Got the Whole World in His Hands Laurie London, Cap.
 Johnny B. Goode, Chuck Berry, Chs.
 Kewpie Doll, Perry Como, Vic.
 My Bucket's Got a Hole in It Ricky Nelson, Imp.
 Sugar Moon, Pat Boone, Dot
 Wear My Ring Around Your Neck Elvis Presley, Vic.
 Witch Doctor, David Seville, Lib.
- PHILADELPHIA**
 All I Have to Do Is Dream Everly Brothers, Cdc.
 Looking Back, Nat King Cole, Cap.
 Oh, Lonesome Me, Don Gibson, Vic.
 Return to Me, Dean Martin, Cap.
 Twilight Time, Platters, Mer.
 Wear My Ring Around Your Neck Elvis Presley, Vic.
 What Am I Living For? Chuck Willis, Atl.
 Witch Doctor, David Seville, Lib.
- ST. LOUIS AND KANSAS CITY**
 All I Have to Do Is Dream Everly Brothers, Cdc.
 Big Man, Four Preps, Cap.
 For Your Love, Ed Townsend, Cap.
- FLORIDA**
 Return to Me, Dean Martin, Cap.
 Twilight Time, Platters, Mer.
 What Am I Living For? Chuck Willis, Atl.
- SAN FRANCISCO AND OAKLAND**
 All I Have to Do Is Dream Everly Brothers, Cdc.
 Big Man, Four Preps, Cap.
 He's Got the Whole World in His Hands Laurie London, Cap.
 Jennie Lee, Jan & Arnie, Arw.
 Purple People Eater, Sheb Wooley, M-G-M
 Secretly/Make Me a Miracle Jimmie Rodgers, Rlt.
 Wear My Ring Around Your Neck Elvis Presley, Vic.
 Witch Doctor, David Seville, Lib.
- SOUTHERN OHIO**
 All I Have to Do Is Dream/Claudette Everly Brothers, Cdc.
 Big Man, Four Preps, Cap.
 Chanson D'Amour, Art & Dotty Todd, Era
 Kewpie Doll, Perry Como, Vic.
 Return to Me, Dean Martin, Cap.
 Rumble, Link Wray & His Ray Men, Cdc.
 What Am I Living For?/Hang Up My Rock and Roll Shoes, Chuck Willis, Atl.
 Witch Doctor, David Seville, Lib.
- WASHINGTON AND BALTIMORE**
 All I Have to Do Is Dream Everly Brothers, Cdc.
 Do You Want to Dance? Bobby Freeman, Jos.
 I Wonder Why, Dion & the Belmonts, Lar.
 Padre, Toni Arden, Dec.
 Purple People Eater, Sheb Wooley, M-G-M
 Secretly/Make Me a Miracle Jimmie Rodgers, Rlt.
 Talk to Me, Talk to Me Little Willie John, King
 Twilight Time, Platters, Mer.
 Witch Doctor, David Seville, Lib.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

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LATEST RELEASE:
"ALL THE TIME"
COLUMBIA RECORDS

Chart Breaker Money Maker!



Top 100 Sides

FOR SURVEY WEEK ENDING MAY 24

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.



Stars of the controversial MGM motion picture "HIGH SCHOOL CONFIDENTIAL"—left to right: Diane Jergens, Russ Tamblyn, Jan Sterling, John Crewe Barrymore, Mamie Van Doren—and (center) Jerry Lee Lewis

Play dates in major markets early in June.

The Billboard Spotlight

May 19th Issue

Review Spotlight on ...

POP RECORDS

JERRY LEE LEWIS ... Sun 296 ... HIGH SCHOOL CONFIDENTIAL (Frenno, BM)

FOOLS LIKE ME ... (Knox, BM)

Lewis belts "Confidential," a crazy, swingin' rocker, in his usual frantic style. It's the "title tune from a forthcoming flick in which he does a guest stint. Flip, "Fools," is in more of a traditional country vein, and the artist is backed by a chorus. Strong stuff for all markets.

JERRY LEE LEWIS' "HIGH SCHOOL CONFIDENTIAL"

b/w

"FOOLS LIKE ME"



SUN #296

| Pos. | Song, Artist, Label, | Last Week |
|------|---|-----------|
| 1. | ALL I HAVE TO DO IS DREAM, Everly Brothers, Cadence | 1 |
| 2. | WITCH DOCTOR, David Seville, Liberty | 2 |
| 3. | WEAR MY RING AROUND YOUR NECK, Elvis Presley, Victor | 3 |
| 4. | TWILIGHT TIME, Platters, Mercury | 4 |
| 5. | BIG MAN, Four Preps, Capitol | 10 |
| 6. | LOOKING BACK, Nat King Cole, Capitol | 5 |
| 7. | THE PURPLE PEOPLE EATER, Sheb Wooley, M-G-M | — |
| 8. | HE'S GOT THE WHOLE WORLD IN HIS HANDS, Laurie London, Capitol | 8 |
| 9. | DO YOU WANT TO DANCE? Bobby Freeman, Josie | 19 |
| 10. | JOHNNY B. GOODE, Chuck Berry, Chess | 9 |
| 11. | SECRETLY, Jimmie Rodgers, Roulette | 13 |
| 12. | RETURN TO ME, Dean Martin, Capitol | 7 |
| 13. | BOOK OF LOVE, Monotones, Argo | 8 |
| 14. | SUGAR MOON, Pat Boone, Dot | 12 |
| 15. | CHANSON D'AMOUR, Art and Dotty Todd, Era | 16 |
| 16. | JENNIE LEE, Jan and Arnie, Arwin | 27 |
| 17. | FOR YOUR LOVE, Ed Townsend, Capitol | 15 |
| 18. | KEWPIE DOLL, Perry Como, Victor | 14 |
| 19. | OH, LONESOME ME, Don Gibson, Victor | 17 |
| 20. | RUMBLE, Link Wray, Cadence | 18 |
| 21. | TALK TO ME, TALK TO ME, Little Willie John, King | 20 |
| 22. | TO BE LOVED, Jackie Wilson, Brunswick | 23 |
| 23. | TEQUILA, Champs, Challenge | 11 |
| 24. | WHAT AM I LIVING FOR? Chuck Willis, Atlantic | 26 |
| 25. | YOU, Aquatones, Fargo | 21 |
| 26. | ENDLESS SLEEP, Jody Reynolds, Demon | 39 |
| 27. | PADRE, Toni Arden, Decca | 45 |
| 28. | TORERO, Renate Carosone, Capitol | 27 |
| 29. | ZORRO, Chordettes, Cadence | 42 |
| 30. | I WONDER WHY, Dion and the Belmonts, Laurie | 35 |
| 31. | ARE YOU SINCERE? Andy Williams, Cadence | 35 |
| 32. | HANG UP MY ROCK AND ROLL SHOES, Chuck Willis, Atlantic | 24 |
| 33. | SICK AND TIRED, Fats Domino, Imperial | 34 |
| 34. | HIGH SCHOOL CONFIDENTIAL, Jerry Lee Lewis, Sun | — |
| 35. | LET THE BELLS KEEP RINGING, Paul Anka, ABC-Paramount | 39 |
| 36. | THE WALK, Jimmy McCracklin, Checker | 50 |
| 37. | BELIEVE WHAT YOU SAY, Ricky Nelson, Imperial | 31 |
| 38. | BILLY, Kathy Linden, Felsted | 33 |
| 39. | EL RONCHO ROCK, Champs, Challenge | 68 |
| 40. | LOLLIPOP, Chordettes, Cadence | 25 |
| 41. | WHO'S SORRY NOW, Connie Francis, M-G-M | 29 |
| 42. | JUST MARRIED, Marty Robbins, Columbia | 45 |
| 43. | DON'T YOU JUST KNOW IT, Huey Smith, Ace | 22 |
| 44. | CRAZY LOVE, Paul Anka, ABC-Paramount | 37 |
| 45. | I'M SORRY I MADE YOU CRY, Connie Francis, M-G-M | 52 |
| 46. | THERE'S ONLY ONE OF YOU, Four Lads, Columbia | 44 |
| 47. | PRETTY BABY, Gino and Gina, Mercury | 56 |
| 48. | RAVE ON, Buddy Holly, Coral | 97 |
| 49. | LAZY MARY, Lou Monte, Victor | 29 |
| 50. | SKINNY MINNIE, Bill Haley and His Comets, Decca | 37 |
| 51. | CHA HUA HUA, Patsy Cline, Arwin | — |
| 52. | YAKETY YAK, Coasters, Atco | — |
| 53. | MY BUCKET'S GOT A HOLE IN IT, Ricky Nelson, Imperial | — |
| 54. | TEACHER, TEACHER, Johnny Mathis, Columbia | 53 |
| 55. | ALL THE TIME, Johnny Mathis, Columbia | 56 |
| 56. | GUESS THINGS HAPPEN THAT WAY, Johnny Cash, Sun | — |
| 57. | YOU NEED HANDS, Eydie Gorme, ABC-Paramount | — |
| 58. | A WONDERFUL TIME UP THERE, Pat Boone, Dot | 39 |
| 59. | MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY," Mitch Miller, Columbia | 50 |
| 60. | I MET HIM ON A SUNDAY, Shirelles, Decca | 65 |
| 61. | CATCH A FALLING STAR, Perry Como, Victor | 56 |
| 62. | YOU EXCITE ME, Frankie Avalon, Chancellor | 61 |
| 63. | SAIL ALONG SILVERY MOON, Billy Vaughn, Dot | 56 |
| 64. | WOODCHOPPERS' BALL, Hutch Davie, Atco | 56 |
| 65. | NEE NEE NA NA NA NU, Dickey Doo and the Don'ts, Swan | 42 |
| 66. | LITTLE TRAIN, Marianne Vasel and Erich Storz, Mercury | 54 |
| 67. | HIGH SIGN, Diamonds, Mercury | 45 |
| 68. | WE BELONG TOGETHER, Robert and Johnny, Old Town | 48 |
| 69. | BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun | 73 |
| 70. | LONELY ISLAND, Sam Cooke, Keen | 73 |
| 71. | JENNIE LEE, Billy Ward, Liberty | — |
| 72. | A VERY PRECIOUS LOVE, Ames Brothers, Victor | 65 |
| 73. | MAKE ME A MIRACLE, Jimmie Rodgers, Roulette | 54 |
| 74. | EVERY NIGHT, Chantels, End | 63 |
| 75. | CHANSON D'AMOUR, Fontane Sisters, Dot | 68 |
| 76. | TEACHER'S PET, Doris Day, Columbia | 73 |
| 77. | CHERIE, I LOVE YOU, Pat Boone, Dot | — |
| 78. | SEND ME THE PILLOW YOU DREAM ON, Hank Locklin, Victor | — |
| 79. | TUMBLING TUMBLEWEEDS, Billy Vaughn, Dot | 63 |
| 80. | NOW AND FOR ALWAYS, George Hamilton IV, ABC-Paramount | 68 |
| 81. | JACQUELINE, Bobby Helms, Decca | 77 |
| 82. | LONG HOT SUMMER, Jimmie Rodgers, Roulette | 84 |
| 83. | SWEET LITTLE SIXTEEN, Chuck Berry, Chess | 68 |
| 84. | TWENTY-SIX MILES, Four Preps, Capitol | 68 |
| 85. | CLAUDETTE, Everly Brothers, Cadence | 73 |
| 86. | BEEN SO LONG, Pastels, Argo | 79 |
| 87. | COME WHAT MAY, Clyde McPhatter, Atlantic | 91 |
| 88. | BREATHLESS, Jerry Lee Lewis, Sun | 61 |
| 89. | MAYBE, BARY, Crickets, Brunswick | 65 |
| 90. | DON'T, Elvis Presley, Victor | 81 |
| 91. | SUGARTIME, McGuire Sisters, Coral | 49 |
| 92. | NO, NO, Fats Domino, Imperial | 77 |
| 93. | HE'S GOT THE WHOLE WORLD IN HIS HANDS, Mahalia Jackson, Columbia | 84 |
| 94. | TRY THE IMPOSSIBLE, Lee Andrews & The Hearts, United Artist | — |
| 95. | IT'S TOO SOON TO KNOW, Pat Boone, Dot | 56 |
| 96. | DINNER WITH DRAC, John Zacherle, Cameo | 91 |
| 97. | DO I LIKE IT, Nat King Cole, Capitol | — |
| 98. | HAVE FAITH, Gene Allison, Vee Jay | — |
| 99. | I CAN'T STOP LOVING YOU, Don Gibson, Victor | — |
| 100. | ARRIVEDERCI ROMA, Roger Williams, Kapp | 91 |



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• Best Selling Sheet Music in U. S.

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

| This Week | | Last Week | on Chart |
|-----------|--|-----------|----------|
| 1. | HE'S GOT THE WHOLE WORLD IN HIS HANDS (Chappell) | 2 | 10 |
| 2. | TWILIGHT TIME (Porgie) | 3 | 7 |
| 3. | ALL I HAVE TO DO IS DREAM (Acuff-Rose) | 1 | 6 |
| 4. | CHANSON D'AMOUR (Meadowlark) | 4 | 6 |
| 5. | RETURN TO ME (Southern) | 5 | 7 |
| 6. | WITCH DOCTOR (Monarch) | 5 | 5 |
| 7. | KEWPIE DOLL (Leeds) | 8 | 7 |
| 8. | CATCH A FALLING STAR (Fisher) | 7 | 22 |
| 9. | SUGAR MOON (Gallatin) | 9 | 4 |
| 9. | SECRETLY (Planetary) | 11 | 2 |
| 11. | SUGARTIME (Nor-Va-Jak) | 10 | 22 |
| 12. | LET THE BELLS KEEP RINGING (Spanka) | 13 | 2 |
| 13. | WEAR MY RING AROUND YOUR NECK (Hill and Range) | 11 | 3 |
| 14. | ARE YOU SINCERE? (Cedarwood) | 13 | 12 |
| 15. | PADRE (Jungnickel) | — | 2 |

• Best Selling Sheet Music in Britain

(For week ending May 24)

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

| | |
|--|---|
| I May Never Pass This Way Again—Chappell (Oval) | Whole Lotta Woman—Sheldon (Geronimo) |
| Who's Sorry Now—Feldman (Mills) | A Wonderful Time Up There—Morris (Morris) |
| Lollipop—Anglo-Pic (Marks) | To Be Loved—Duchess (Pearl) |
| Swingin' Shepherd Blues—Sherwin (Benell) | I Could Have Danced All Night—Chappell (Chappell) |
| On the Street Where You Live—Chappell (Chappell) | Grand Coulee Dam—Essex (Ludlow) |
| Stairway of Love—Leeds (Planetary) | Catch a Falling Star—Feldman (Marvin) |
| Tulips From Amsterdam—Cinephonic (Sikorski) | Kewpie Doll—Leeds (Leeds) |
| Magic Moments — Famous—Chappell (Famous) | Tom Hark—Southern (Beechwood) |
| April Love—Robbins (Feist) | Mandy (The Pansy)—Word Wide (Duchess) |
| | Sugartime—Southern (Nor-Va-Jak) |
| | Oh Oh, I'm Falling in Love Again—Sterling (Planetary) |

• Best Selling Pop Records in Britain

(For week ending May 24)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

| This Week | | Last Week |
|-----------|---|-----------|
| 1. | WHO'S SORRY NOW—Connie Francis (M-G-M) | 1 |
| 2. | LOLLIPOP—Mudlarks (Columbia) | 3 |
| 3. | A WONDERFUL TIME UP THERE—Pat Boone (London) | 5 |
| 4. | TOM HARK—Elias & His Zig Zag Jive Flutes (Columbia) | 2 |
| 5. | WEAR MY RING—Elvis Presley (RCA) | 4 |
| 6. | GRAND COOLIE DAM—Lonnie Donegan (Pye-Nixa) | 7 |
| 7. | WHOLE LOTTA WOMAN—Marvin Rainwater (M-G-M) | 6 |
| 8. | ON THE STREET WHERE YOU LIVE—Vic Damone (Philips) | 9 |
| 9. | KEWPIE DOLL—Perry Como (RCA) | 10 |
| 10. | WITCH DOCTOR—David Seville (London) | 20 |
| 11. | I MAY NEVER PASS THIS WAY AGAIN—Robert Earl (Philips) | 12 |
| 12. | STAIRWAY OF LOVE—Michael Holliday (Columbia) | 18 |
| 13. | KEWPIE DOLL—Frankie Vaughn (Philips) | 13 |
| 14. | I MAY NEVER PASS THIS WAY AGAIN—Robert Earl (Philips) | 14 |
| 15. | SWINGIN' SHEPHERD BLUES—Ella Fitzgerald (HMV) | 19 |
| 16. | STAIRWAY OF LOVE—Terry Dene (Decca) | — |
| 17. | ALL I HAVE TO DO IS DREAM—Everly Brothers (London) | — |
| 18. | LOLLIPOP—Chordettes (London) | 8 |
| 19. | IT'S TOO SOON TO KNOW—Pat Boone (London) | — |
| 20. | WITCH DOCTOR—Don Lang (HMV) | 17 |

• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Due to the Decoration Day holiday and an earlier deadline, it was impossible to obtain this report in time for this issue.

Discount 'Truce'

• Continued from page 2

Meanwhile, back in New York, where the discount situation has deteriorated to a point where many stores are selling LP's considerably below the normal wholesale price of \$2.47 and \$3.09 for \$3.98 and \$4.98 LP's, another interesting development was taking shape. Earlier in the week it was reported that a major record company distributor there had made overtures to such stores as E. J. Korvettes and others to get the retail price at least as high as the wholesale price, for the good of everyone. Later, it was learned that this distributor was asking such stores to cease advertising their lines below the wholesale cost.

The theory was voiced that some attempt was being made to remove from the scene the obvious curse of fantastically cut prices, since there has already been so much trade talk about possible reduction of LP prices in view of the coming of stereo disks. One observer pointed out that when retailers are selling "for these kind of prices, nobody makes any money and the credit situation gets worse and worse. If the retailers at least make

some profit on LP's they are in a better position to keep on ordering and also to pay their bills. Right now, many are not ordering at all but are trying to "clear out stock."

Here in the Pittsburgh area, traders felt that if the higher prices remained, the whole business would be better off.

All-State Cuts

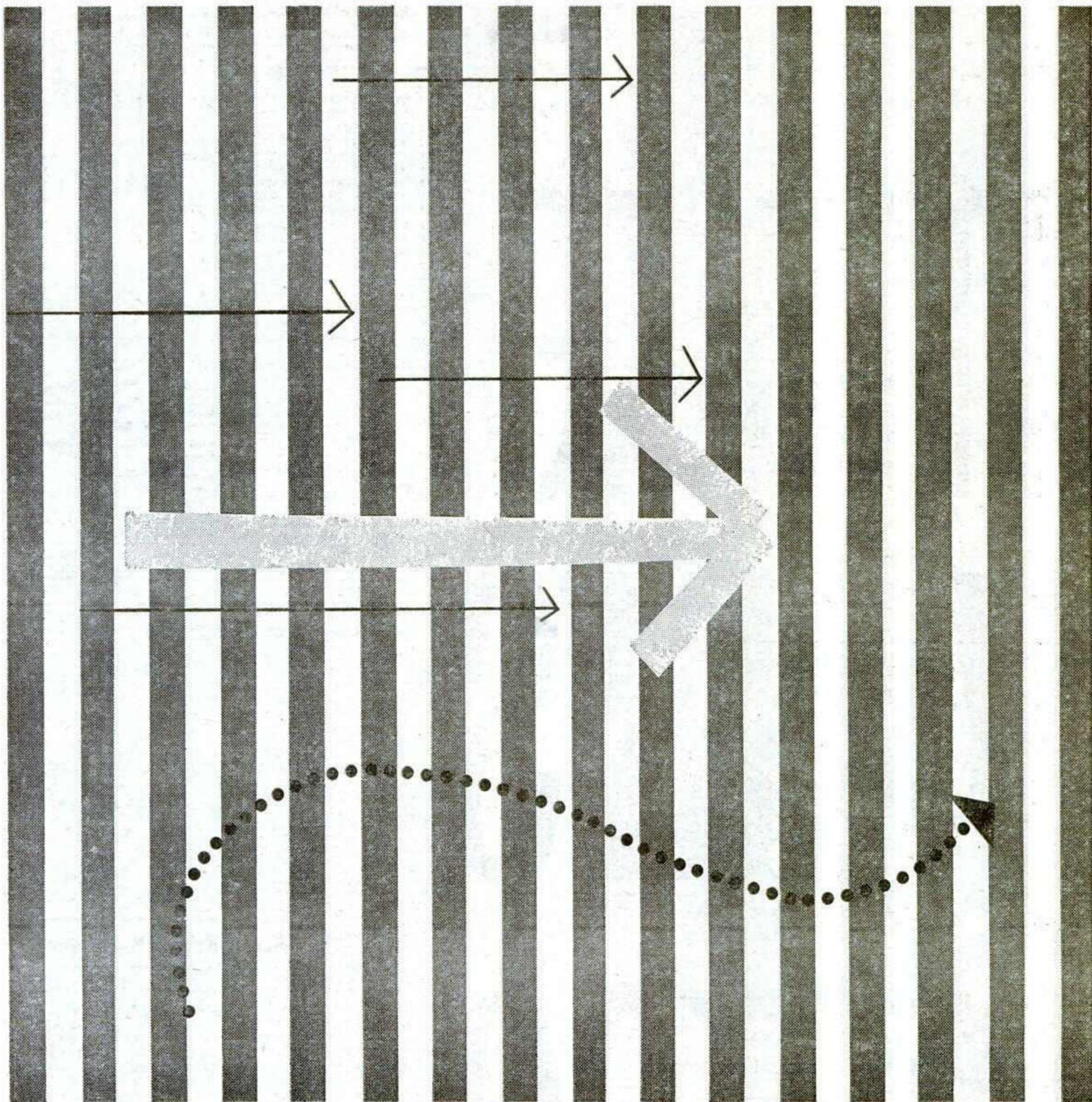
• Continued from page 2

said that so far as he could ascertain early reactions from one-stops and rack jobbers, is "not too adverse."

It can be expected that other distributors will swiftly follow suit with the plan.

Glass said that manufacturers grant him a return privilege ranging from 5 to 6% per cent. Since some one-stops and rack jobbers send back as much as 25 to 30 per cent of their merchandise at times, his new deal is a necessary cut-back, he said.

Return authorizations will be sent out between the 1st and 10th of each month to cover the net billing of the previous month. This plan, said Glass, gives him a reasonable chance to sell off some of the returned merchandise so he can break even with the exchange allowed him by manufacturers.



Amazing new developments, in recording techniques and in the equipment to play these recordings, are happening every day. From monaural tape, first staggered and then stacked stereo tape emerged. From the dual-track stereo tape traveling at 7½ inches per second, we are about to see four-track tapes and tape cartridges that will double listening time and pleasure because they travel at a slower 3¾ inches per second.

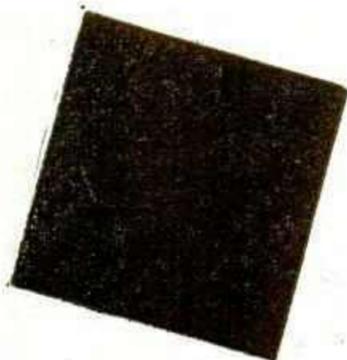
Stereo discs are here and more and more companies are introducing them. Stereo playing components and equipment for such tapes and records are a reality and new lines are coming out fast.

Ten years ago, the record speeds changed. The 33 long play record made its appearance, followed closely by the 45 rpm disc. At that time, many record-equipment dealers were confused by the new speeds and playing equipment.

Alert, progressive manufacturers of records and tapes have a responsibility to see that the dealers, who sell entertainment for the home—be it records or tape or equipment—are kept informed and instructed on their new developments and products.

Many of these manufacturers will be exhibiting at the National Association of Music Merchants Convention (NAMM) in Chicago, July 21-24. In addition to their exhibits, advertising messages from these alert, progressive manufacturers will be found in The Billboard's NAMM issue, dated July 21. These manufacturers know that week in and week out, more record and equipment dealers depend on The Billboard to keep them informed and advised than any combination of other music trade publications. And so their advertising messages will be informative and helpful too, for when dealers are well informed, more sales result for everyone.

THE BILLBOARD The Communications Center of the Music Industry



The chicks are
clucking over the
fabulous **FABIAN**
Wait till You hear his
new **CHANCELLOR** record*

*You'll hear it next week!

TAKE OFF WITH CHRIS
for a...

MOONRIDE
CHRIS CONNOR
ATLANTIC RECORDING CORPORATION
151 WEST 57 STREET, NEW YORK 19, N. Y.
UNDER PARIS SKIES
Atlantic # 1188

JACKIE

b/w

With All My Heart

by

JANICE GREEN

Nasco 6013

WHAT'S HE GOT

(That I Couldn't Give You)

b/w

Little Andy

by

JACKIE TRENT

Nasco 6012

NASHBORO RECORD CO., INC.

NASHVILLE, TENNESSEE Chappel 2-2215

LP'S

\$2.47-\$3.10-\$3.70

1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS (Humboldt 6-5204)
6920 S. HALSTED, CHICAGO 21, ILLINOIS (Radcliffe 8-3144)

SINGER ONE STOP

45's-60¢ & 65¢

78's-65¢ & 76¢

Free Strips

VOX JOX

• Continued from page 10

their station each week "for a thoro analysis of national and local music trends. New records are auditioned and subject to intensive scrutiny for integration into the musical fabric which reflects the personality of each show."

Bartell's newest station, KYA, San Francisco, is a prime example of Bartell's pro-personality deejay policy. When Bartell took over management of KYA May 1, they added two "personality" spinners—Seamus O'Hara, of Milwaukee, and Jim Sparrow, of Phoenix, Ariz. O'Hara is billed as "Friend of the Leprechaun" while Sparrow capitalizes on his name with the slogan "Music the Birds Say Is for the People."

Altho many San Francisco stations are beginning to de-emphasize personality, KYA is going all-out promotion-wise to build its jocks, via personal appearances, film trailers, column items, direct mail, etc. In addition to Sparrow and O'Hara, the KYA jockey roster includes Gene Blaine, Tony Tremayne, Larry Larson and Rob Roberts.

On the other hand, Norman Wain, program director of WDOK, Cleveland, notes that his station's new format, which features album music in 15-minute segs, "definitely

YESTERYEAR'S TOPS—

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

MAY 29, 1948

1. Nature Boy
2. You Can't Be True, Dear
3. Now Is the Hour
4. Toolie Oolie Doolie (The Yodel Polka)
5. Baby Face
6. Little White Lies
7. The Dickey-Bird Song
8. My Happiness
9. Sabre Dance
10. Manana

MAY 30, 1953

1. Song From Moulin Rouge
2. April in Portugal
3. I Believe
4. Doggie in the Window
5. Ruby
6. I'm Walking Behind You
7. Pretend
8. Say You're Mine Again
9. Seven Lonely Days
10. Your Cheatin' Heart.

• Reviews and Ratings of New Classical Albums

• Continued from page 24

CLASSICAL ★★

KALINNIKOV: SYMPHONY NO. 1 (1-12") — State Radio Orch. of the U. S. S. R. (Rakhlin). Westminster XWN 18658

Latest addition to the Russo-U. S. cultural exchange features the ebullient romanticism of the young Kallnikov. Rakhlin has excellent control over efficient, well-disciplined ork tho interpretation is somewhat academic. Lovely cover photo of Byzantine church should attract. Disk has no competition but 78 shellac-like sound will hamper sales.

SEMI-CLASSICAL ★★★

THE SKATER'S WALTZ Vienna State Opera Orch. (Aliberti) (1-12") Westminster XWN 18691

Group of the world's favorite waltzes are given somewhat concertized versions by the ork which are easy to take whether you are skating or listening. The waltz can always command a segment of the market and these sympathetic readings of the title work plus select three-quarter time items from Johann Strauss, Rosas and Waldteufel make for a nice bit of packaging. Flashy lady on skates on the cover can attract buyers.

de-emphasizes the personality of the deejay. We have found that this format has been extremely successful for us," writes Wain. "Our ratings are good (the latest Nielsen shows us generally the number two station.)"

"However, and more important I think, we have found a very strong upswing in audience reaction and sponsor satisfaction. We had the best March, April and May in the history of our business and were forced to increase rates an average of 20 to 30 per cent to avoid double spotting, and now we are forced to double spot again in spite of the increased rate.

"We attribute this to the simple formula of playing the great standards in easy melodic arrangements plus a straight, easy delivery by friendly but not 'personality' voice. So far as we are concerned, in our market, we strongly believe the the format rather than the 'personality' approach to programming."

Product Tailored

• Continued from page 2

new stereo disks and conventional LP's. The line ranges in price from \$129.95 for a portable to \$2,500 for the three-cabinet Mark I, a deluxe "sound center" comprising record player, tape cartridge player, tape recorder AM and FM radio and two separate speaker systems. Complementing the line are seven additional speaker cabinets, priced from \$9.95 to \$125.95.

At the press conference RCA emphasized the fact that conversion of existing models is a tricky business. A spokesman for the Engineering Division pointed out that neither the turntable motors nor the tone arms on last year's line are suited for stereo reproduction. A conversion would, therefore, entail replacing the motor and tone arm in addition to changing the cartridge. And, of course, another amplifier-speaker unit would have to be added.

The only two phonographs remaining in the line not equipped to play stereo disks are two units introduced earlier this year. They are a console priced at \$149.95 and a \$99.95 portable. Additional single-channel phonos to sell for under \$100 will be announced later on.

The new stereo tape cartridge and players embrace a totally new concept of recorded sound in the home. The tape is completely enclosed in a plastic magazine. It is inserted in the recorder-player as easily as a disk recording. There are two tape recorder players in the RCA line which will accept the cartridge. One, a semi-automatic machine, is priced at \$295. The fully-automatic unit will sell for \$450.

Usher Sues

• Continued from page 2

District Court, Northern New Jersey District.

Usher claims that in July, 1953, during the NAMM convention in Chicago, he and Lubinsky signed a pact whereby Savoy was to take over world distribution of about 100 Dee Gee masters, including sides by Dizzy Gillespie, Milt Jackson, Shelly Manne, Bill Russo and others. Within a short time, Usher alleges, Lubinsky was issuing the sides on the Savoy label contrary to a verbal understanding. No royalties have ever been paid, the suit charges.

Usher is presently employed as a. & r. chief of Argo jazz, a subsidiary of Chess and Checker Records.

SPREADING!

JERRY BUTLER'S

FALCON 1013

"For your Precious Love"

JERRY BUTLER AND THE IMPRESSIONS

FALCON 1013

JERRY BUTLER

Vee Jay - Falcon

RECORD CORP.

2129 S. Michigan
Chicago 16, Ill.

All Phones: Calumet 5-6141



**LOU MONTE-
THE "LAZY MARY" MAN-
DOES IT AGAIN
WITH TWO
NEW HITS!**

**THE SHIEK
OF ARABY** c/w

**EH, MARIE!
EH, MARIE!**

47/20-7265

with JOE REISMAN'S ORCHESTRA and CHORUS



RCA VICTOR
TRADE MARK
RADIO CORPORATION OF AMERICA



FOR SURVEY WEEK ENDING MAY 24, 1958

Weekly Juke Box Programming Guide

The Billboard

POPULAR

WHAT AM I LIVING FOR?
★ CHUCK WILLIS ★
Atlantic 1179

TWILIGHT TIME
★ THE PLATTERS ★
OUT OF MY MIND
Mercury 71289

TEQUILA
★ THE CHAMPS ★
TRAIN TO NOWHERE
Challenge 1016

RUMBLE
★ LINK WRAY AND HIS RAY MEN ★
THE SWAG
Cadence 1347

BOOK OF LOVE
★ MONOTONES ★
YOU NEVER LOVED ME
Argo 5290

JENNIE LEE
★ JAN AND ARNIE ★
GOTTA GETTA DATE
Arwin 108

OH, LONESOME, ME
★ DON GIBSON ★
I CAN'T STOP LOVING YOU
RCA Victor 7133

SUGAR MOON
★ PAT BOONE ★
CHERIE, I LOVE YOU
Dot 15750

YOU
★ AQUATONES ★
SHE'S THE ONE FOR ME
Fargo 1001

SECRETLY
★ JIMMIE RODGERS ★
MAKE ME A MIRACLE
Roulette 4070

HE'S GOT THE WHOLE WORLD IN HIS HANDS
★ LAURIE LONDON ★
HANDED DOWN
Capitol 3891

KEWPIE DOLL
★ PERRY COMO ★
DANCE ONLY WITH ME
RCA Victor 7202

FOR YOUR LOVE
★ ED TOWNSEND ★
OVER AND OVER AGAIN
Capitol 3926

LOOKING BACK
★ NAT KING COLE ★
DO I LIKE IT
Capitol 3939

BIG MAN
★ FOUR PREPS ★
STOP BABY
Capitol 3960

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

LET THE BELLS KEEP RINGING
★ PAUL ANKA ★
CRAZY LOVE
ABC Paramount 9907

JOHNNY B. GOODE
★ CHUCK BERRY ★
AROUND AND AROUND
Chess 1691

DO YOU WANT TO DANCE!
★ BOBBY FREEMAN ★
BIG, FAT WOMAN
Josie 835

TORERO
★ RENATO CAROSONE ★
CHELLA LLA
Capitol 71080

ENDLESS SLEEP
★ JODY REYNOLDS ★
TIGHT CAPRIS
Demon 1507

CHANSON D'AMOUR
★ ART AND DOTTY TODD ★
ALONG THE TRAIL WITH YOU
Era 1064

PADRE
★ TONI ARDEN ★
ALL AT ONCE
Decca 30626

WEAR MY RING AROUND YOUR NECK
★ ELVIS PRESLEY ★
DONCHA' THINK IT'S TIME
RCA Victor 7240

ALL I HAVE TO DO IS DREAM
★ EVERLY BROTHERS ★
CLAUDETTE
Cadence 1348

RETURN TO ME
★ DEAN MARTIN ★
FORGETTING YOU
Capitol 3984

MY BUCKET'S GOT A HOLE IN IT
★ RICKY NELSON ★
BELIEVE WHAT YOU SAY
Imperial 5503

WITCH DOCTOR
★ DAVID SEVILLE ★
DON'T WHISTLE AT ME, BABY
Liberty 55132

PURPLE PEOPLE EATER
★ SHEB WOOLEY ★
I CAN'T BELIEVE YOU'RE MINE
M-G-M 12651

TO BE LOVED
★ JACKIE WILSON ★
COME BACK TO ME
Brunswick 55052

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

I LOVE YOU MORE
★ JIM REEVES ★
OVERNIGHT
Vic 7171

GUESS THINGS HAPPEN THAT WAY
★ JOHNNY CASH ★
COME IN, STRANGER
Sun 295

WHAT MAKES A MAN WANDER!
★ JIMMY SKINNER ★
WE'VE GOT THINGS IN COMMON
Mercury 71256

CRYING OVER YOU
★ WEBB PIERCE ★
YOU'LL COME BACK
Decca 30623

JACQUELINE
★ BOBBY HELMS ★
LIVING IN THE SHADOW OF THE PAST
Decca 30619

IT'S A LITTLE MORE LIKE HEAVEN
★ HANK LOCKLIN ★
BLUE GRASS SKIRT
Vic 7203

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

YAKETY YAK
★ THE COASTERS ★
ZING! WENT THE STRINGS OF MY HEART
Aico 6116

COME WHAT MAY
★ CLYDE McPHATTER ★
LET ME KNOW
Atlantic 1185

SICK AND TIRED
★ FATS DOMINIO ★
NO, NO
Imperial 5515

DON'T YOU JUST KNOW IT
★ HUEY SMITH ★
HIGH BLOOD PRESSURE
Ace 545

SKINNY MINNIE
★ BILL HALEY AND HIS COMETS ★
SWAY WITH ME
Decca 30592

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

JOHNNY CASH
Guess Things Happen That Way
Come In, Stranger
Sun 295
BEST BUY

GINO & GINA
Love's a Carousel
Mercury 71283
BEST BUY

GEORGE HAMILTON IV
I Know Where I'm Goin'
Who's Taking You to the Prom?
ABC-Paramount 9924
BEST BUY

EYDIE GORME
You Need Hands
Dormi, Dormi, Dormi
ABC-Paramount 9925
BEST BUY

JERRY LEE LEWIS
High School Confidential
Fools Like Me
Sun 296
BEST BUY

BUDDY HOLLY
Rave On
Take Your Time
Coral 61985
BEST BUY

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

THE CRICKETS
Think R Over
Fool's Paradise
Brunswick 55072
OPINION

BOBBY DARIN
Spanish Splish
Judy, Don't Be Moody
Aco 6817
OPINION

JOHNNY MATHEIS
A Certain Smile
Let It Rain
Columbia 41195
OPINION

ANDY GRIFFITH
Juanita Beasley
Togetherness
Capitol 3990
OPINION

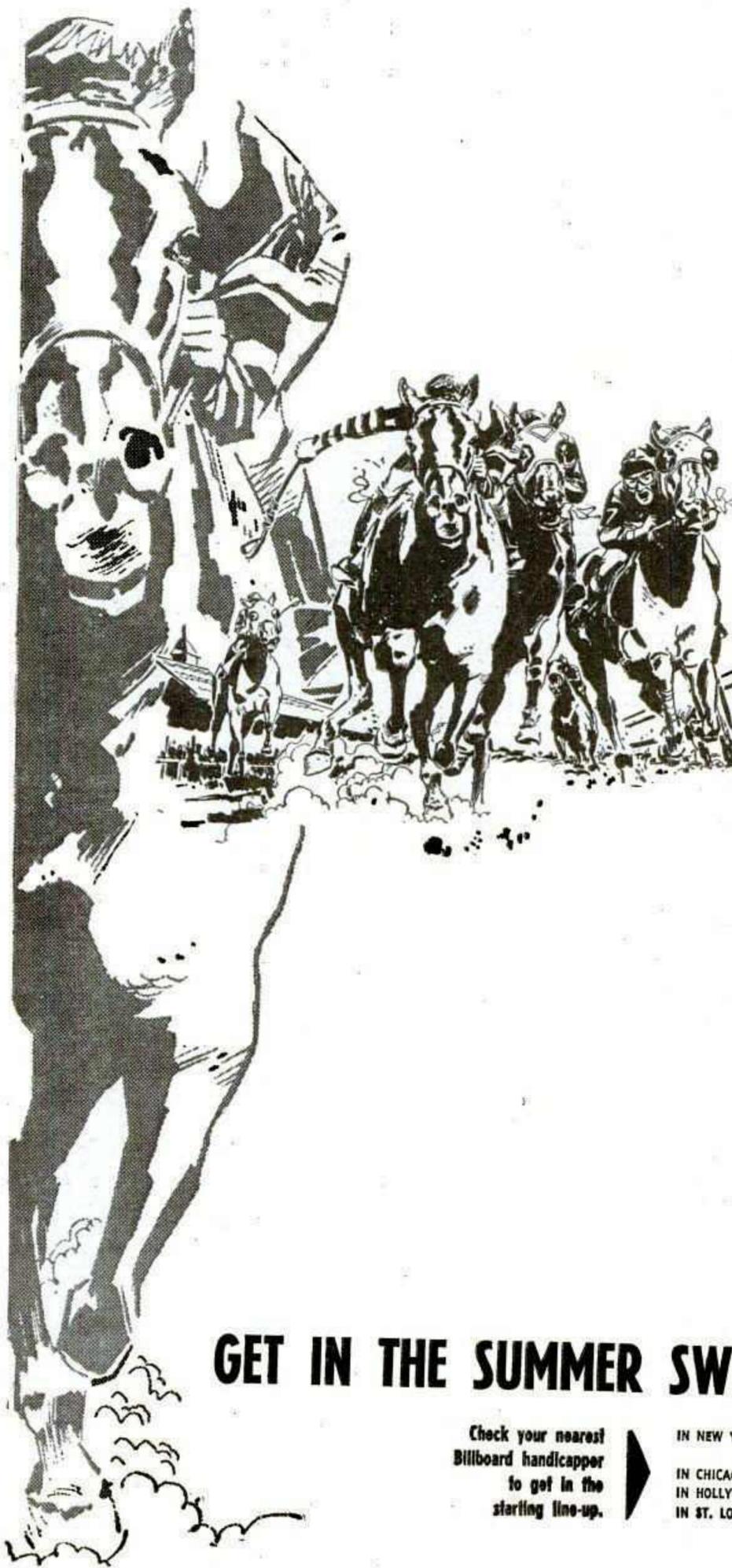
BILLY VAUGHN
Singing Hills
Chimes of Arcady
Dot 13771
OPINION

TOMMY SANDS
After the Senior Prom
Big Date
Capitol 3985
OPINION

KITTY WELLS
I Can't Help Wondering
Decca 30662
OPINION

EVERY ADVERTISER CAN BE A WINNER

IN THE BILLBOARD'S SUMMER SWEEPSTAKES



*and win up to 40% of his
advertising space*

FREE!

This is the fifth running of this
summer classic whose purpose is to create

A Healthy Summer Record and Equipment Business.

The race starts with the June 16 issue
and runs for 10 weekly laps (thru the
issue of August 18.)

GET IN THE SUMMER SWEEPSTAKES NOW!!

Check your nearest
Billboard handicapper
to get in the
startling line-up.

IN NEW YORK: DAN COLLINS, CHIEF STARTER
NORM WIELAND, BOB O'BRIEN, HAL RAND, RON CARPENTER
IN CHICAGO: JOHNNY SIPPPL
IN HOLLYWOOD: BOB McCLUSKEY
IN ST. LOUIS: FRANK JOERLING



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

JOHNNY MATHIS . . . Columbia 41193 . . . A CERTAIN SMILE

(Miller, ASCAP)

LET IT RAIN . . . (Mathis, ASCAP)

Mathis has two likely clicks to keep his hit string going. Top side is a very lovely flick title tune that is handed a stylish reading by the chanter with excellent ork backing. "Rain," the flip, is also a ballad, and the warbler's approach is equally potent.

BILLY VAUGHN . . . Dot 15771 . . . SINGING HILLS

(Joy, ASCAP)

CHIMES OF ARCADY . . . (Tobery, ASCAP)

The Vaughn sax treatment is presented with a hit sound on "Hills." The oldie is brought up to date in a sparkling danceable arrangement. On "Chimes" the saxes are abandoned in favor of chimes against rhythmic accompaniment. Both sides appear winners.

THE CRICKETS . . . Brunswick 55072 . . . THINK IT OVER

(Cedarwood, BMI)

FOOL'S PARADISE . . . (Nor-Va-Jak, BMI)

Good group vocals on both of these rockabilly efforts make each a strong contender in pop and c.&w. marts. "Think" is a medium-tempo tune that is helped by wild piano support. "Paradise" is a countryish theme that is also given a strong rendition against plucked string backing.

TOMMY SANDS . . . Capitol 3985 . . . AFTER THE SENIOR PROM

(J.S.A., BMI)

BIG DATE . . . (Central Songs, BMI)

"Prom" is right in the seasonal groove, and Sands' delivery on the medium-beater has a sound that can hit the mark with teens. "Date" is an uptempo number that also features strong chanting by Sands. Either can make it.

BOBBY DARIN . . . Atco 6117 . . . SPLISH SPLASH

(Portrait, BMI)

JUDY, DON'T BE MOODY . . . (Reis-Progressive, BMI)

These are the artist's two strongest sides recently. "Splish Splash" is a blues with a novelty lyric that is belted in a bright rock and roll tempo. Flip, "Judy," is also a rhythm side that is sung with a listenable chorus and ork assistance. Also strong r.&b. prospects.

POP NOVELTY

ANDY GRIFFITH . . . Capitol 3990 . . . JUANITA BEASLEY

(Andick, BMI)

TOGETHERNESS . . . (Andick, BMI)

Griffith has two hilarious sides here. The artist reads the poetic tribute to Miss Beasley against a schmaltzy, satirical treatment of "Liebestraum." "Togetherness" is another, funny blank verse recitation with sour violins wailing "Bacarolle" in the background. Excellent novelty items.

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.

• Reviews of New Pop Records

THE AMES BROTHERS

Little Serenade . . . 81

RCA VICTOR 7268—Fine reading by boys on an attractive Mediterranean ditty with strong support by Winterhalter ork. Strong potential. (Maurice, ASCAP)

Stay . . . 79

Warmly expressive vocal on appealing ballad. Pleasant job, but flip appears stronger. (Planetary, ASCAP)

LOU MONTE

The Shell of Araby . . . 80

RCA VICTOR 7265—Italian-English delivery of bouncy standard with a solid beat and effective shrieking by fems in background. Could happen. (Mills, ASCAP)

Eh, Marie Eh, Marie . . . 80

Bright vocal arrangement of the catchy folk tune with solid backing by chicks. Good follow-up to "Lazy Mary." (Mills, ASCAP)

EDDIE FONTAINE

Goodness, It's Gladys! . . . 80

CHANCELLOR 1018—Fontaine has his best record to date in this good humored rhythm-novelty with a catchy r.&r. beat and amusing lyrics. Watch it. (Pocono-Rambled, BMI)

Middle of the Road . . . 75

Exuberant reading on bouncy hand-clapper with plenty of verve. Flip tho is stronger side. (Pocono-Weiss & Barry, BMI)

MARGIE RAYBURN

Alright, But It Won't Be Easy . . . 78

LIBERTY 55134 — Here's a fem rocker, that might be called a rockabilly effort. It's brightly handled and the teen slanted lyric can pull coin. (Golden West, BMI)

I Would . . . 78

This tune has an appealing, folksy flavor, which finds the thrush in a dual track role. A slightly rickety tick piano backs the vocal. Worth spins. (Rik Page, BMI)

BILLY WILLIAMS

I'll Get By . . . 78

CORAL 61999—Williams offers a rhythmic reading of the standard in the same arrangement style as his recent flick, "I'm Gonna Sit Right Down and Write Myself a Letter." A good side with chick vocal group in the backing. Can move. (Ahler-Cromwell, ASCAP)

It's Prayin' Time . . . 75

This is a fairly pretentious religious item, well sung by Williams with vocal chorus support. This, too, can create interest. (Goday, BMI)

JANICE HARPER

Devotion . . . 78

CAPITOL 3984—This is a great big, wide-open vocal in legit style by the gal of a deeply felt love ballad. Strong wax, particularly for today's market. Should be watched. (Sounds & Modern, ASCAP)

Bands Across the Sea . . . 74

The rockaballad is sung with conviction by the thrush. Can pull spins, but flip may be stronger. (Zodiac, BMI)

THE ORIGINAL CASUALS

Ju-Judy . . . 76

BACK BEAT 510—A rock and roller with a novelty flavor and a touch of march feeling, given by the drums, which are integrated into the arrangement in an uncommon way. (Lion, BMI)

Don't Pass Me By . . . 75

A ballad with a folk quality. Instrumental arrangement behind the lead singer is unusual. Watch it. (Lion, BMI)

ARLENE FONTANA

I Can't Believe That You're

in Love With Me . . . 76

PARIS 518—Rockaballad treatment of the evergreen. Pleasant sound by Miss Fontana with rhythmic chorus and ork backing. This could catch on. (Mills, ASCAP)

Everyone . . . 75

Medium beat tune is given an appealing warble by the chick. Bright chorus and ork support enhance the vocal. Flip appears slightly stronger. (Greta, BMI)

ELIAS & HIS ZIG ZAG JIVE FLUTES . . .

Tom Hark . . . 76

CAPITOL 3989—An interesting, persuasive theme by the group of flutes in a South African type piece of material. Ted Heath has a version but this can step out. Should be watched. (Beechwood, BMI)

New Year Rock . . . 75

This side is preceded by some crazy talk by a couple about American rock and roll. Then the flute ensemble takes over in an interesting repetitive rhythmic figure. It's a mighty different sound and it can get plays. (Beechwood, BMI)

JAYE P. MORGAN

I Love You So Much It Hurts . . . 76

RCA VICTOR 7263 — Emotional thrushing job on the oldie with a swingy beat. Should pull jockey play. (Melody Lane, BMI)

I Know, I Know, I Know . . . 74

Attractive vocal treatment of medium tempo ballad. Flip, tho, appears better side. (Melrose, ASCAP)

THE CATALINAS

Speechless . . . 76

BACK BEAT 513—A potent side by the Catalinas with the lead voice handling the side in a Jerry Lee Lewis manner over a wild piano backing also Lewis inspired. Side has a chance in the market. (Lion, BMI)

Flying Formation With You . . . 74

This side is very country-ish and the lad gives a good account of himself. The tune is reminiscent. (Lion, BMI)

GEORGE MORGAN

I'm Not Afraid . . . 76

COLUMBIA 41188—The fine country chanter renders an appealing poppish ballad. Serious topic is handled with warmth and sincerity. Worth spins. (Acuff-Rose, BMI)

Loveable You . . . 74

Another pop side, sung with feeling by Morgan with organ and chorus support. A pleasant effort. (Acuff-Rose, BMI)

STAN LITTLE

Block-Party Rock . . . 76

DECCA 30638—Energetic multi-track reading by Little on catchy rhythm rocker. (Marks, BMI)

Shy . . . 72

Aggressive multi-track warbling on teen-styled ditty with r.&r. flavor. (Marks, BMI)

JACK MARSHALL

Finger Poppin' . . . 76

CAPITOL 3978—Cheerful tune is nicely presented by the chanter with an assist from another unbilled male voice. Finger-snappin' assistance and a honking tenor are helpful. It can move. (Roosevelt, BMI)

Thunder Road Chase . . . 72

The theme from the current flick, "Thunder Road," is given a listenable go by the artist. Instrumental is done with a medium-beat countryish approach. (Leeds, ASCAP)

RICHARD BARRETT

Body and Soul . . . 76

M-G-M 12659—Dramatic rendition of haunting standard (revived as film title tune) with r.&r. backing. Strong jockey wax. (Harms, ASCAP)

The Party . . . 72

Feelingful warbling on okay rockaballad. Flip tho is better side. (Fifth Avenue, BMI)

THE DUBS

Song in My Heart . . . 76

GONE 5034—Attractive up-tempo effort with good dance beat. It can do business. (RealGone, BMI)

Be Sure . . . 70

A plaintive lament by group over backbeat and strings. Flip offers more. (Wemar & RealGone, BMI)

BUDD ALBRIGHT

Adrienne . . . 75

RCA VICTOR 7249—Interesting bird-like squawk sound on this bouncy rockabilly side. With exposure it might catch on. (Sun-Crest, BMI)

Got No Sunshine in My Soul . . . 75

Ardent Presley-styled delivery on strong rockabilly tune. (Sun-Crest, BMI)

GEORGIE SHAW

Lover Or Friend . . . 75

M-G-M 12658—Tasteful vocal interpretation of effective ballad. Solid jockey material. (Sequence, ASCAP)

I'll Build a Fire . . . 75

Wistful reading by Shaw on leisurely paced sentimental ballad with mildly r.&r. backing. Same comment on spin potential. (Shapiro-Bernstein, ASCAP)

THE FOUR COUNTS

Yum-Mee, Yum-Mee (Sweet Tooth) . . . 75

GO 103—In the "At the Hop" style is this uptempo driving effort by the Four Counts with an occasional gimmicky voice shouting "Sweet Tooth" now and then. Good side. (Maxwell, ASCAP)

Cuckoo . . . 75

Another solid up-tempo effort by the Four Counts. The boys have a sound and the two sides are good ones. If exposed there is some chance. (Maxwell, BMI)

LEW CONETTA

That Sure Would Be Crazy . . . 75

DECCA 30601—Enthusiastic chanting by Conetta and group on jaunty tune with solid r.&r. beat. (Figure, BMI)

(Continued on page 44)

Two for the Money

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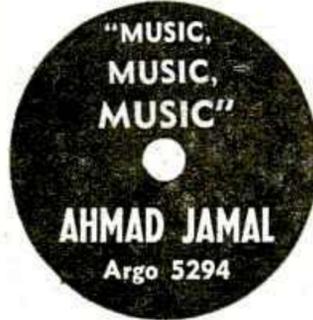
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Reviews of New Pop Records

Continued from page 42

Holler "Love" . . . 75
Conetta sells well on infectious rhythm-novelty penned by Lincoln Chase. Both sides should pull play in both pop and r.&b. markets. (Roosevelt, BMI)

DIANE MAXWELL
Dreamy . . . 75
CHALLENGE 59011—A most attractive new tune, with an intriguing sound and a good vocal by the thrush make this worth watching. It could catch on. (Sherman, BMI)
Cotton Candy Love . . . 74
Rockabilly effort receives a bright vocal from Diane Maxwell, again backed by an ear-catching sound from the vocal group and ork. This side, too, could happen. (Golden West, BMI)

HENRY MANCINI ORK
Love Theme From "The Brothers Karamazov" . . . 75
CORAL 61990—Attractive minor-keyed pic-theme music has the flavor of mother Russia. Piano takes a lead with lush orchestral backing. Solid mood wax for jocks. (Robbins, ASCAP)
Tana's Theme . . . 74
Waltz tune is part of the theme music from the pic "A Touch of Evil." Again it's the piano in the spotlight except this time it's set in a player-piano setting. Side is also attractive. (Northern, ASCAP)

JACKIE LEE COCHRAN
Buy a Car . . . 75
ABC-PARAMOUNT 9930—Rocker is vigorously rendered by Cochran with a vocal assist from a bevy of cute-sounding chicks. It could step out. (Ranger, ASCAP)
I Want You . . . 74
Rocker-blues is nicely treated by the artist against bright guitar support. This, too, can move. (Ranger, ASCAP)

EDDIE HEYWOOD
It's Really Nothing . . . 75
RCA VICTOR 7262—Tricked-up piano (honky-tonk harpsichord flavor) work by Heywood on a lively instrumental theme, with good baritone sax segs. Both sides are strong jockey and juke items. (Meridian, BMI)
Haiti Lady . . . 74
Pleasing piano solo work on infectious instrumental theme with a catchy riff. Solid backing by Reisman ork. (Ludlow, BMI)

BOBBY HAMILTON
Crazy Eyes for You . . . 75
APT 25002—The 17-year-old singer bows on the label with an impressive reading of a listenable rockballad. Singer is better than his material. (Sidney, BMI)
While Talking Together . . . 74
Same comment. (Sidney, BMI)

EDDIE COCHRAN
Pretty Girl . . . 75
LIBERTY 55138—Cochran offers an uptempo blues in the Jerry Lee Lewis whooping and hollering style. It's a good vocal job, and it can get action. (American, BMI)
Teresa . . . 73
This is a rhythmic, folk-type ballad with a chick chorus in the backing. Comes thru for okay results but flip may be stronger. (Shaw, ASCAP)

DAVID ROSE ORK
Chapo . . . 75
M-G-M 12652—Rose does a fine job on his own Latin instrumental. It's catchy and danceable, with a full

sound. Could break thru. (D. Rose, ASCAP)
Punch and Judy . . . 73
A flute-and-strings affair that's jolly but weak for the market. (Barton, ASCAP)

CAROLE BENNETT
Warm Lips and Cold, Cold Kisses . . . 75
VERVE 10132—Rousing 20's-style ballad is belted out by the chick in solid fashion, aided by the Satisfiers, a good group. Strong potential here. (Goldmine & Spier, ASCAP)
Tears After Midnight . . . 73
Thrush sobs thru a country-tinged rockballad nicely, with helpful group support, but flip seems stronger. (Oxford, ASCAP)

FRANK D'RONE
Little Pixie . . . 75
MERCURY 71329—Striking new version of this charming tune has teenage lyric nicely sung by D'Rone, almost unaccompanied. Flute leads the combo in alternate instrumental choruses. Good prospects. (Seeley, BMI)
Our Summer Love . . . 70
Pleasant ballad is given a traditional sound by lead and group. Flip appears stronger. (Antenna, ASCAP)

THE FOUR DATES
I Say Babe . . . 75
CHANCELLOR 1019—Rocker-blues is belted solidly by the lead with good assistance. This could take off. Possible c.&w. coin also. (Rambled, BMI)
Hey, Roly Poly . . . 70
Rhythmic ditty tells of a rather stout chick. Group performance is adequate, but flip appears top side. (Debmarr, ASCAP)

PLAS JOHNSON
Little Rockin' Deacon . . . 74
CAPITOL 3977—Nice tenor sax workout on the peppy, gospel-like tune. A chorus chants rhythmically thruout the side. Jocks may take to it. (Mills, ASCAP)
Dinah . . . 74
Warm sound by Johnson on tenor on the oldie. It's done as a slow rhythmic ballad against chorus humming. Potential appears similar to flip. (Mills, ASCAP)

LOUIS ARMSTRONG
When You're Smiling . . . 74
DECCA 30624—A trademarked Satchmo vocal on the moving oldie. Good jockey item. (Mills, ASCAP)
Nobody Knows the Trouble I've Seen . . . 74
Armstrong sells traditional spiritual with his usual showmanship and special patter. Spinnable wax. (Northern, ASCAP)

DEL REEVES
The Trot . . . 74
CAPITOL 3979—Frisky r.&t. instrumental side with fast-moving insistent tempo and good sax solo work. (Central Songs, BMI)
Cool Drool . . . 74
Catchy r.&t. item with repeated rhythm which has a certain hypnotic attraction. (Central Songs, BMI)

THE COUNTS
Shake the Town . . . 74
MERCURY 71318—Lively chanting on a fast blues with an attractive march tempo. Rates spins. (Studio, BMI)
Teen-Age Guy and Gal . . . 73
Verveful rendition by group on a bouncy ditty with honky-tonk-styled backing. (Studio, BMI)

REX ALLEN
Knock, Knock, Rattle . . . 74
DECCA 30651—Song, in the style of "Keep a Knockin'" and "Shake, Rattle and Roll" receives a solid vocal from the chanter. Tune is a good blues and can get some action. (Boxer, BMI)
Invitation to the Blues . . . 73
On this side the chanter sings of his blue days and nights, since his gal left him. It has a good beat, and Allen hands it a good vocal. (Boxer, BMI)

JOHNNY O'NEILL
Beach Doll . . . 74
RCA VICTOR 7264—A strong title for this time of year. The tune swings along nicely with the good O'Neill vocal. Strong teen appeal here, and it has the power to draw spins. (Reis, BMI)
Next . . . 72
An uptempo rocker on this side, which is also sold to nice effect. Worth a hearing, but flip appears the more likely side. (Aberbach, BMI)

FERRY DENE
Stairway of Love . . . 74
LONDON 1802—The British chanter covers the Marj Robbins hit. A nice reading that's very late hitting the market. (Leeds, ASCAP)
Lover Lover . . . 72
This side is a bright, swing effort, also sung for good results. (Morris, BMI)

FRED WARING ORK
Zorro . . . 74
CAPITOL 3993—The Chordettes already have a hit on this, but the bright big-sound Waring version could get plays. Male chorus is in the spotlight here. (Disney, ASCAP)
Min Skol-Din Skol . . . 72
A bright march-tempo reading by the Waring ensemble. It's about a sailor's affairs but it has a college football song sound. Mixed choral group works with the big ork. (Templeton, ASCAP)

BUBBI HOAG
Ooh-Bee-Dooh . . . 74
WILLOW 1002—Bubbi Hoag bows on the label with a strong reading of a nice ballad with a semi-nonsense lyric. Hoag can sing, and the side has a chance for some action. (Walnut, BMI)
You're Only Young Once . . . 72
On this side Hoag sings an okay ballad nicely, backed by a pair of chicks for that ethereal sound. (Aries, ASCAP)

CHAIÑO
Trinidad . . . 74
TAMPA 142—Rockalypso pits jazz brass against steel band for unusual effects and danceable instrumental. Action possible. (Webster, BMI)
The Slide . . . 72
Moderate rocker gets a jazz touch and a good tenor sax solo in this listenable instrumental. (Webster, BMI)

JOE ALLEN & HIS ALLEY CATS
I Want to Thrill You . . . 74
JALO 202—This new slicing is in the old Fats Domino vein, with Allen shouting out the lyrics and the band backing him in the New Orleans style. Good side that could get some spins. (Jalo, BMI)
Mike's Riff . . . 72
On this instrumental side Mike Mitchell is featured on some rousing tenor sax work. Mitchell blows and side goes. (Jalo, BMI)

DOUG FRANKLIN
My Lucky Love . . . 74
COLONIAL 7777—A merry, hand-clapper in a medium rhythm setting. Franklin chants it ably with chorus support. A pleasant side that can get

(Continued on page 45)

BEST SELLERS!

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

BILL DOGGETT
BLUES FOR HANDY
b/w
HOW COULD YOU
King 5130

JOHNNIE PATE
LITTLE PIXIE
b/w
FIVE O'CLOCK WHISTLE
Federal 12327

THE "5" ROYALES
THE FEELING IS REAL
King 5131

THE CHANTERS
MY MY DARLING
Deluxe 6162

EARL BOSTIC
TWILIGHT TIME
(Instrumental)
b/w
OVER THE WAVES
ROCK
King 5136

DONNIE ELBERT
I WANT TO BE LOVED
BUT ONLY BY YOU
b/w
SOMEONE MADE YOU
FOR ME
Deluxe 6164

NEW RELEASES!!

BILL DOGGETT
BLIP BLOP
b/w
TANYA
King 5138

OTIS WILLIAMS
BURNIN' LIPS
b/w
RED HOT LOVE
Deluxe 6165

BOB KAMES
MY ROSE GARDEN
b/w
BEER STEIN
SCHOTTISCHE
King 5137

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Reviews of New Pop Records

Continued from page 44

action. (Bentley, BMI)
Drizzin' Rain...71
A lilting, echoey reading of a pretty Westernish style melody. A satisfying side, but flip is more commercial. (Bentley, BMI)

STEVE ALLEN
You're So Influential...73
CORAL 61995—Listenable side, featuring Allen and the Neal Hefti ork is taken from Steve Allen's album "Hi Fi Music for Influentials." Good jock wax. (Rosemeadow, ASCAP)
When You're Smiling...73
Updated version of the oldie is performed brightly by the Hefti crew with Allen on piano. (MHls ASCAP)

KING GEORGE
Woke Up This Morning...73
END 1023—The blues, chanted in good shouting fashion, with horns and a fetching repeating figure in the arrangement, including handclapping. (Modern, BMI)

JIM LAURRO ORK
Jive Train...73
Instrumental, with a train rhythm and horns featured in answer and response patterns. Nice wax. (Time, BMI)

GLORIA WILSON
Way Beyond the Hills...73
DAWN 236—The gal can sing. Tune is a rockaballad about a wanderin' chick who finally meets a cat and wants to settle down. If exposed, it might catch on. (Brel, BMI)
Little Boy Blues...73
Fine chirping stint on a rockaballad. Tune tells of a cat who learns how to lose the blues. Good chorus and ork support. (Benjamin, BMI)

PATTY MC CORMACK
Katho-O...73
DOT 15762—Quaint, sweet ballad is piped charmingly by the young thrush over tender support. (Northern, ASCAP)
Bubble Gum...72
The young actress turns in a pleasant effort on a novelty item about bubble gum with a novelty lyric. (Chatham, ASCAP)

KENNY LORAN
Change of Love...73
CHALLENGE 59010—Good sound on this rockabilly effort by Loran. Has a minor key, bluesy quality with group support. Spins possible here. (Hood, BMI)
Lonely Boy...72
A tragic tale of a cat who's sitting at his window thinking of a chick who has evaporated. Slow, lazy tempo here and Loran is backed by the Laurels. Moderate appeal. (Hood, BMI)

RUTH OLAY
Singin' in the Rain...73
MERCURY 71316—Gutsy, almost tigerish rendition of the standard by a gal who flats effectively and a solid combo. Should garner coin in jazz market. (Robbins, ASCAP)
I Wanna Be Loved...72
Oldie gets the progressive sound from thrush. Jocks should like. (Famous, ASCAP)

KARL HAMMEL
Baby-O...73
GONE 5030—Karl Hammel bows on the label with a good reading of a neat, new rockaballad. Chicks back up his vocal. (Famous, ASCAP)
Can It Be...72
An attractive vocal by Hammel on a semi-sad ballad on which he sings of his hopes for the future with his girl. (RealGone, BMI)

FRANKIE LOWERY
She's Walking Toward Me...73
COLUMBIA 41168—Country ballad,

with a triplet figure in the backing. Lowery's vocal has traditional feeling. (Peer, BMI)
Little Girl...72
Folkish blues, chanted by Lowery to a backing with plenty of beat. Funky guitars and good piano are in the backing. (Peer, BMI)

DUKE ELLINGTON'S SPACEMEN
Duke's Place...73
COLUMBIA 41180—Jocks should go for this one and it's good for boxes too. It features a vocal by members of the ork and warbler Ozzie Bailey. Good wax. (Robbins, ASCAP)
Jones...71
Listenable instrumental effort by members of the Ellington ork. Deejays, especially jazz jocks, should spin. (Tempo, ASCAP)

JIM HOLIDAY
Voice of the Drums...73
4 STAR 1720—Rockarhumba is handled with interest by chanter and group, with strong combo support and a powerful echo chamber. Action possible. (4 Star, BMI)
All I Want Is You...69
Holiday's own rockaballad gets so-so treatment by him and the group. (4 Star, BMI)

OLIN BARNET
Maple Leaf Rag...72
FARO 582—Nimble honky-tonk piano item is for listening, not dancing. (Faro, BMI)
Zonheeshe Blues...72
Blues gets a novelty treatment with spoken comments and Offenbach quote. Barnet's piano shines against faint combo backing. (Faro, BMI)

DUKE MITCHELL
I Love You Much Too Much...72
ALADDIN 3427 — The standard is sung with feeling over a triplet backing by the ork. Side deserves spins. (Leeds, ASCAP)
Cholo Joe...71
Attractive effort with a walkin' riff is played brightly by the ork while the lead singer tells Joe he better wake up before he loses his gal. (Glenn, ASCAP)

KEN CURTIS
Five Years...72
R-DELL 105 — Fox trot with traditional sound from lead and group has a teen-age lyric of appeal. (Cadenza, ASCAP)
Violets for Your Furs...71
The oldie is sincerely rendered by Curtis and group. (Embassy, ASCAP)

THE SHELLS
Pretty Little Girl...72
END 1022—Nice uptempo effort is sung pleasantly by the Shells, with a lead voice in front and the group backing him. Could get spins. (End, BMI)
Sippin' Soda...71
She walked out on him while he was sippin' soda in the candy store is the theme of this effort. Okay wax. (End, BMI)

THE MILLER BROTHERS
Riff Raff...72
4 STAR 1722—Instrumental gets a pounding treatment from the combo with slide whistle effects. Rucker could get some plays. (4 Star, BMI)
Send Me the Pillow...70
Rockaballad's country flavor is nicely handled by the brothers for pleasant listening, with Paul Wayne singing good lead. (4 Star, BMI)

(Continued on page 48)

OVER THE WEEK END

The Playboys
Cameo #142

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• This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

C&W RECORDS

KITTY WELLS

I Can't Help Wondering (Cedarwood, BMI)
Jealousy (Cedarwood, BMI)-Decca 30662
Two fine renditions by Miss Wells who seldom misses. These excellent sides should keep her in the hit swing.

• Reviews of New C&W Records

FARON YOUNG

Every Time I'm Kissing You . . . 79
CAPITOL 3982-Fine new ballad, which has also been released on another label is sung with much heart and feeling by Faron, backed in traditional country style with fiddles, etc. It can happen, watch it. (Four Star, BMI)
Alone With You . . . 78
Faron Young hands this uptempo effort a good vocal that could also grab action in both the country and pop fields. (Lancaster, BMI)

DAVE DUDLEY

Cry Baby . . . 76
STARADAY 364-Dudley chants this rhythmic weeper in fine style. He's backed with simple string instrumentation, and comes over strongly. (Starrite, BMI)
Careless Fool . . . 76
Another fetching side. This one has a catching lilt in the rhythm, and a cute lyric which tells a story. As on the flip, Dudley's vocal is excellent. (Starrite, BMI)

JACK BRADSHAW

Naughty Girls . . . 76
MAR-VEL 752-Ingriating warbling by Bradshaw and Morgan Sisters on amusing little ditty with good lyrics. Merits spins. (Hits of Tomorrow, BMI)
It Just Ain't Right . . . 72
Plaintive vocal treatment of wistful tune. Good for traditional c.&w. jocks. (Hits of Tomorrow, BMI)

MARLIN GREENE

Ballad of Love . . . 75
RCA VICTOR 7259-Folkish ballad

with a haunting quality. Greene's vocal is backed by a tom-tom percussion effect, and fem voices in the background. An unusual item for jocks. (Tree & Tune, BMI)
Never Been Kissed . . . 74
A modified blues. Tune has a cute lyric. With Greene's chanting answered by a chick. There are also funky guitar stylings. (Tree & Tune, BMI)

FLOYD CRAMER

Cryin' . . . 75
RCA VICTOR 7250-A bluesy instrumental. Side has a relaxed swingy feeling and is full of flavor. Bright sound. Merits strong exposure. (Harpe Hills, BMI)
Mumble Jumble . . . 73
Excellent mambo instrumental. Musicianship is precise, and sound is bright. (Tree, BMI)

WARREN BROTHERS

I Wonder Where You Are Tonight . . . 74
COOL 105 - The Warren Brothers sing this sad ballad, with a medium beat, pleasantly, over good support from the combo. Could get some pop as well as country exposure. (Clover, BMI)
Necessary to Me . . . 72
Listenable tune is sung neatly by the duo again over good combo support. (Red River, BMI)

DONNIE BOWSER

I Love You Baby . . . 74
FRATERNITY 801-Moderate rocker with lead and group blending nicely for listenable results. Some coin possible. (Sage & Sand, SESAC)
(Continued on page 48)

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING MAY 24

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. Claudette, Everly Brothers, Cdc.
2. Stairway of Love, Marty Robbins, Col.
3. All I Have to Do Is Dream
Everly Brothers, Cdc.
4. Wear My Ring Around Your Neck
Elvis Presley, Vic.

Dallas-Fort Worth

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. All I Have to Do Is Dream
Everly Brothers, Cdc.
3. Guess Things Happen That Way
Johnny Cash, Sun
4. Stairway of Love, Marty Robbins, Col.
5. It's a Little More Like Heaven
Hank Locklin, Vic.
6. Stop the Clock, Johnny & Jack, Vic.
7. Ballad of a Teenage Queen
Johnny Cash, Sun
8. Send Me the Pillow You Dream On
Hank Locklin, Vic.
9. Wear My Ring Around Your Neck
Elvis Presley, Vic.
10. Is It Wrong? Warner Mack, Dec.

Houston

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. All I Have to Do Is Dream
Everly Brothers, Cdc.
3. What Makes a Man Wander?
Jimmie Skinner, Mer.
4. Stairway of Love, Marty Robbins, Col.
5. It's a Little More Like Heaven
Hank Locklin, Vic.

6. Guess Things Happen That Way
Johnny Cash, Sun
7. I Can't Stop Loving You
Don Gibson, Vic.

Memphis

- 1. All I Have to Do Is Dream
Everly Brothers, Cdc.
2. Crying Over You, Webb Pierce, Dec.
3. Come In, Stranger, Johnny Cash, Sun
4. What Makes a Man Wander?
Jimmie Skinner, Mer.

Nashville

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. All I Have to Do Is Dream
Everly Brothers, Cdc.
3. Just Married, Marty Robbins, Col.
4. Send Me the Pillow You Dream On
Hank Locklin, Vic.
5. What Makes a Man Wander?
Jimmie Skinner, Mer.
6. Come In, Stranger, Johnny Cash, Sun
7. House of Glass, Ernest Tubb, Dec.
8. Curtain in the Window, Ray Price, Col.
9. Crying Over You, Webb Pierce, Dec.
10. Guess Things Happen That Way
Johnny Cash, Sun

New Orleans

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. Wear My Ring Around Your Neck
Elvis Presley, Vic.
3. Curtain in the Window, Ray Price, Col.
4. Breathless, Jerry Lee Lewis, Sun
5. Stairway of Love, Marty Robbins, Col.
6. Crying Over You, Webb Pierce, Dec.
7. All I Have to Do Is Dream
Everly Brothers, Cdc.
8. Stop the World, Johnny & Jack, Vic.
9. Send Me the Pillow You Dream On
Hank Locklin, Vic.
10. Doncha' Think It's Time
Elvis Presley, Vic.

St. Louis

- 1. All I Have to Do Is Dream
Everly Brothers, Cdc.
2. Guess Things Happen That Way
Johnny Cash, Sun
3. Secretly, Jimmie Rodgers, Rit.
4. Oh, Lonesome Me, Don Gibson, Vic.
5. What Makes a Man Wander?
Jimmie Skinner, Mer.
6. Just Married, Marty Robbins, Col.
7. Send Me the Pillow You Dream On
Hank Locklin, Vic.
8. Wear My Ring Around Your Neck
Elvis Presley, Vic.

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Marty Robbins and his unit, comprising the Glaser Brothers, Bobby Sykes and the Teardrops, were set by the Jim Denny Artist Bureau, Nashville, for the Decoration Day weekend at Camden Park, Huntington, W. Va. Robbins will continue working out of the Denny office, with the latter now in the process of setting up summer and fall dates. Other artists currently working under the Denny banner are Carl Smith, Webb Pierce, Johnny and Jack, Kitty Wells, Jimmy Dickens, Minnie Pearl, George Morgan, the Duke of Paducah, Warner Mack, Martha Carson, Jerry Lee Lewis, Red Sovine, Pat Kelly, Judy Lynn, Mel Tillis, Wayne Walker and Eddie Hill.

Steve Stebbins, of Americana Corporation, Woodland Hills, Calif., has just concluded a promotional tour of the six Western States to push Lefty Frizzell's new Columbia platter, "Silence" b/w "The Torch Within My Heart," and Freddie Hart's latest, "Love Come to Me" b/w "I Won't Be Home Tonight." He also set some future booking on the two artists. Frizzell and Hart are currently working dates thru Southern California while appearing as regulars on "Country America" over KABC-TV, Los Angeles, each Saturday night. "I found rock 'n' roll dying a fast death in the Northwest, with country music coming back fast in that area," says Steve.

Jim Reeves, who takes over the reins of ABC-TV's "Country Music Jubilee" this Saturday (7), played his first personal appearance with "Jubilee" regulars last Saturday (31) at State Fair Park, Dallas, where he headed up a bill which included Bobby Lord, Suzi Arden and Will Mercer. Reeves will pilot the network TV show for eight weeks. . . . Despite the fact that he'll be vacationing from TV, Red Foley will continue to be heard each Saturday noon on his NBC radio show sponsored by Dow Chemical Company. He'll have Marty Robbins as his guest this Saturday (7), with Ferlin Husky set for that slot June 14.

Denver Duke and Jeffery Null, formerly heard on Blue Hen and Mercury records, have signed with Guitar Records, a new label with headquarters in Cicero, Ill. . . . Slim Bryant has kicked off a new hour-long show "Kadey Country Fair" on KDKA-TV, Pittsburgh. Heard each Saturday from 3-4 p.m., program features Bryant and his Wildcats, with Nancy Fingal, Snark Dutry and the Smith Brothers, plus a guest each week. . . . Pappy Anderson, having finished the season on the advance of Tom Packs' indoor circus, is now on the road for Tillman Franks, of Station KWKH, Shreveport, La. . . . Decca Records is training its sights on an August release date for Red Foley's all-new sacred album, "He Walks With Thee."

The country music show, formerly held each Thursday in the Sports Arena, Fort Smith, Ark., has shifted to Friday nights, with an hour of the show being aired over Station KWHN. Little George Domerese is the promoter. . . . Tom Tall is set for a guest shot with Tex Denton and His Hinkley Valley Boys, June 21, in their weekly show and

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING MAY 2

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 a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'ALL I HAVE TO DO IS DREAM', 'OH, LONESOME ME', 'I CAN'T STOP LOVING YOU'.

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING MAY 24

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.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes records like 'ALL I HAVE TO DO IS DREAM', 'OH, LONESOME ME', 'I CAN'T STOP LOVING YOU'.

dance at Hinkley, just outside of Barstow, Calif. The group has an hour over KWTC from the dance. The weekly show and dance is sponsored by the Hinkley Valley Chamber of Commerce. . . . Joe Slattery, associate producer-announcer on "Country Music Jubilee," has returned to Springfield, Mo., headquarters after two weeks on active duty with the U. S. Air Force, in which he's a reserve major.

Johnny Bush, new on Allstar Records, has as his initial release "In My World All Alone" b.w. "You've Said That Before," with Bill Freeman and His Texas Plainsmen doing the backing. A post card to Box 12252 Houston 17, Tex., will fetch deejays a sample. . . . Marty Winfein, who plays bass in the combo with Jack Bradshaw and Bernie Scott, took guitar in hand Saturday (31) to appear on the "Ernest Tubb Record Shop" pro-

(Continued on page 48)

Advertisement for Roy Acuff's album 'ONCE MORE' on Hickory 1073. Text includes 'NOW ON HICKORY!', 'Roy Acuff', 'ONCE MORE', 'Hickory 1073', 'If It's Country Music It's Bound To Be Good!'.

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING MAY 24

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 a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

| This Week | Last Week | Weeks on Chart | Title | Label |
|-----------|-----------|----------------|--|--------------|
| 1. | | 6 | ALL I HAVE TO DO IS DREAM (BMI) Everly Brothers | Cadence 1348 |
| 2. | | 7 | WITCH DOCTOR (ASCAP) —David Seville Don't Whistle at Me, Baby (ASCAP)—Liberty 55132 | |
| 3. | | 7 | LOOKING BACK (BMI) —Nat King Cole Do I Like It (BMI)—Cap 3939 | |
| 4. | | 8 | TWILIGHT TIME (BMI) —Platters Out of My Mind (BMI)—Mercury 71289 | |
| 5. | | 5 | JOHNNY B. GOODE (BMI) —Chuck Berry Around and Around (BMI)—Chess 1691 | |
| 6. | | 5 | WHAT AM I LIVING FOR? (BMI) —Chuck Willis HANG UP MY ROCK AND ROLL SHOES (BMI) —Atlantic 1179 | |
| 7. | | 3 | DO YOU WANT TO DANCE? (BMI) Bobby Freeman Big Fat Woman (BMI)—Josie 835 | |
| 8. | | 7 | WEAR MY RING AROUND YOUR NECK (BMI) Elvis Presley Doncha' Think It's Time (ASCAP)—Vic 7240 | |
| 9. | | 9 | HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP) —Laurie London Handed Down (ASCAP)—Cap 3891 | |
| 10. | 19 | 2 | JENNIE LEE (BMI) —Jan and Arnie Gotta Getta Date (BMI)—Arwin 108 | |
| 11. | | 2 | BIG MAN (BMI) —Four Preps Stop, Baby (ASCAP)—Cap 3960 | |
| 12. | | 9 | BOOK OF LOVE (BMI) —Monotones You Never Loved Me (BMI)—Argo 5290 | |
| 13. | | 8 | TALK TO ME, TALK TO ME (BMI) Little Willie John Spasm (BMI)—King 5108 | |
| 14. | | 6 | FOR YOUR LOVE (BMI) —Ed Townsend Over and Over Again (BMI)—Cap 3926 | |
| 15. | | 7 | TO BE LOVED (BMI) —Jackie Wilson Come Back to Me (BMI)—Brunswick 55052 | |
| 16. | | 4 | CHANSON D'AMOUR (ASCAP) Art and Dotty Todd Along the Trail With You (ASCAP)—Era 1064 | |
| 17. | | 3 | RUMBLE (BMI) —Link Wray The Swag (BMI)—Cadence 1347 | |
| 18. | | 3 | SICK AND TIRED (BMI) —Fats Domino No, No (BMI)—Imperial 5515 | |
| 19. | | 1 | SECRETLY (ASCAP) —Jimmie Rodgers Make Me a Miracle (ASCAP)—Roulette 4070 | |
| 20. | | 2 | YOU (BMI) —Aquatones The Swag (BMI)—Fargo 1001 | |

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING MAY 24

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 | Weeks on Chart | Title | Label |
|-----------|-----------|----------------|---|-------|
| 1. | | 3 | ALL I HAVE TO DO IS DREAM —Everly Brothers Cadence 1348—BMI | |
| 2. | | 4 | JOHNNY B. GOODE —Chuck Berry Chess 1691—BMI | |
| 3. | | 7 | WITCH DOCTOR —David Seville Liberty 55132—ASCAP | |
| 4. | | 6 | WEAR MY RING AROUND YOUR NECK Elvis Presley Vic 7240—BMI | |
| 5. | | 7 | TWILIGHT TIME —Platters Mer 71289—BMI | |
| 6. | | 5 | WHAT AM I LIVING FOR —Chuck Willis Atlantic 1179—BMI | |
| 7. | | 2 | DO YOU WANT TO DANCE? —Bobby Freeman Josie 835—BMI | |
| 8. | | 7 | LOOKING BACK —Nat King Cole Cap 3939—BMI | |
| 9. | | 2 | CHANSON D'AMOUR —Art and Dotty Todd Era 1064—ASCAP | |
| 10. | | 1 | EL RANCHO ROCK —Champs Challenge 59007—BMI | |
| 11. | | 7 | BOOK OF LOVE —Monotones Argo 5290 | |
| 12. | | 7 | HE'S GOT THE WHOLE WORLD IN HIS HANDS Cap 3891—ASCAP | |
| 13. | | 1 | JENNIE LEE —Jan and Arnie Arwin 108—BMI | |
| 13. | | 1 | ENDLESS SLEEP —Jody Reynolds Demon 1507—BMI | |
| 15. | | 1 | YOU —Aquatones Fargo 1001—BMI | |

Reviews of New R&B Records

JIMMY MC CRACKLIN

The Swinging Thing . . . 77
PEACOCK 1683—A slow blues instrumental, full of heart and a swinging, relaxed style. Alternating melodic line by the horns and strings give a change of pace. This wax has the true feeling. Watch it. (Lion, BMI)

I Need Your Loving . . . 75
A slow, moody blues, shouted with authentic feeling by the chanter. Backing includes a vocal chorus in an unusually effective way—giving this Southern blues considerable production. (Lion, BMI)

EARL BOSTIC ORK

Over the Waves Rock . . . 76
KING 5136—A rocking version of the Viennese waltz (Auf Den Wellen).

Bostic's also gives this noted piece of strudel a new and better taste. (FD)
Twilight Time . . . 75
The pretty oldie gets a fine instrumental reading, featuring Bostic's great alto. (Porgie, BMI)

GUITAR GABLE

Walking in the Park . . . 76
EXCELLO 2140 — Here's a good side, piped by King Karl as he tells about his involvement with a couple of chicks who both want him enough to fight over him. Southern locations and boxes can use. (Excellorec, BMI)
Have Mercy on Me . . . 74
King Karl is the vocalist on this down-to-earth Southern blues. Strictly for the Southern market. (Excellorec, BMI)

ON THE BEAT

Continued from page 10

mits there's been a change. "The refinement trend is there all right," admits Thiele. "But nobody can listen to the same thing forever. The business thrives on change. When I was a kid, I cut my eye teeth on Shep Fields and Guy Lombardo. Well those are still important names in the music business but your tastes change. Maybe the kids who liked the real wild stuff a year or so ago look for something else now, and the kids who are moving into that same age bracket may have more sophisticated music tastes. The kids are still the biggest buyers of singles and they always look for something different and we have to give it to them."

Milt Shaw of Shaw Artists Bureau figures it's still rock and roll all the way. "Maybe it's changed it's format a little," he asserts. "After all, as anything grows, it matures, it's added to, and it's refined. But you can't deny that there is a lot of blues around today. And real rock and roll is nothing but the blues. The beat is still with us on a lot of records. It's anchored in a strong foundation. It comes from spiritual and church music. It has the same chords and the same patterns. And man, I figure that can't die. As a matter of fact a lot of the arrangers with good taste, the guys that do the backgrounds for some of the biggest TV shows, are also using rock and roll in their band arrangements. I think rock and roll is just as big as it ever was."

Jerry Wexler of Atlantic Records thinks there's a need for good material in the business today. "Not that the stuff we've had is necessarily bad," he says, "but let's face it, you can't compare some of the rock and roll writers with Cole Porter either. There's an amalgamation going on of rock and roll ideas and rhythm applied to some of the ballads and the great standards and there's nothing wrong with that."

Tim Gale of GAC, formerly of the Gale Agency, says it's all a matter of semantics. "People all of a sudden realize that all of the pop record hits are not rock and roll at all. But it's always been that way. It's all a matter of what you call rock and roll and what you don't call rock and roll. You know there are a lot of people who just automatically call any pop record rock and roll and that's just not so."

Many prefer to believe that rock and roll is in a process of flux and evolution rather than disappearing. Numerous individuals, including

(Continued on page 48)

LITTLE SONNY

Heard My Woman Calling . . . 75
DUKE 186—A standard blues is handled neatly here by Little Sonny as he sings about his everlovin' woman. Side has a chance in some Southern markets. (Lion, BMI)
I Gotta Find My Baby . . . 73
The Deep South may appreciate this down home blues. The warbler sings it with feeling over funky support. (Lion, BMI)

RON STRAWN & THE BUCKS

Drivin' . . . 73
EKO 503—Uptempo blues gets dramatic treatment from Strawn and a driving group for happy results. (Garden of Allah, BMI)
Fire Hair . . . 70
Strange calypso item with poetry reading in middle leaves confusion behind but some attraction. (Garden of Allah, BMI)

Y-DELLS

The Snake . . . 72
SNAKE 69—Blues gets a listenable job in this instrumental by an interesting group. (Jalo, BMI)
Sneakin' Away . . . 70
Group gives this upbeat item a traditional sound and steady beat for so-so results. (Jalo, BMI)

This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

R&B RECORDS

NO SELECTIONS THIS WEEK.

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING MAY 24

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

- Looking Back, Nat King Cole, Cap.
- All I Have to Do Is Dream
Everly Brothers, Cdc.
- What Am I Living For?
Chuck Willis, Atl.
- Johnny B. Goode, Chuck Berry, Chs.
- Twilight Time, Platters, Mer.
- Witch Doctor, David Seville, Lib.
- Chanson D'Amour
Art & Dotty Todd, Era
- Jennie Lee, Jan & Arnie, Arw.
- Rumble
Link Wray & His Ray Men, Cdc.
- For Your Love, Ed Townsend, Cap.

Charlotte

- Witch Doctor, David Seville, Lib.
- Johnny B. Goode, Chuck Berry, Chs.
- All I Have to Do Is Dream
Everly Brothers, Cdc.
- Twilight Time, Platters, Mer.
- Don't You Just Know It?
Huey Smith, Ace
- Book of Love, Monotones, Argo
- What Am I Living For?
Chuck Willis, Atl.
- He's Got the Whole World in His Hands
Laurie London, Cap.
- Have Faith, Gene Allison, VJ
- Wear My Ring Around Your Neck
Elvis Presley, Vic.

Chicago

- Johnny B. Goode, Chuck Berry, Chs.
- Jennie Lee, Jan & Arnie, Arw.
- All I Have to Do Is Dream
Everly Brothers, Cdc.
- Twilight Time, Platters, Mer.
- Talk to Me, Talk to Me
Little Willie John, King
- Do You Want to Dance?
Bobby Freeman, Josie
- Witch Doctor, David Seville, Lib.
- Looking Back, Nat King Cole, Cap.
- Rumble
Link Wray & His Ray Men, Cdc.
- To Be Loved, Jackie Wilson, Brk.

Cincinnati

- Looking Back, Nat King Cole, Cap.
- Do You Want to Dance?
Bobby Freeman, Josie
- Johnny B. Goode, Chuck Berry, Chs.
- Talk to Me, Talk to Me
Little Willie John, King
- What Am I Living For?
Chuck Willis, Atl.

Detroit

- All I Have to Do Is Dream
Everly Brothers, Cdc.
- Do You Want to Dance?
Bobby Freeman, Josie
- Witch Doctor, David Seville, Lib.
- Looking Back, Nat King Cole, Cap.
- Twilight Time, Platters, Mer.
- Big Man, Four Preps, Cap.
- Chanson D'Amour
Art & Dotty Todd, Era
- Jennie Lee, Jan & Arnie, Arw.
- Yakety Yak, Coasters, Atco
- Secretly, Jimmie Rodgers, Rit.

Los Angeles

- All I Have to Do Is Dream
Everly Brothers, Cdc.
- Looking Back, Nat King Cole, Cap.
- For Your Love, Ed Townsend, Cap.
- Yakety Yak, Coasters, Atco
- Witch Doctor, David Seville, Lib.
- He's Got the Whole World in His Hands
Laurie London, Cap.
- Twilight Time, Platters, Mer.
- Wear My Ring Around Your Neck
Elvis Presley, Vic.
- Talk to Me, Talk to Me
Little Willie John, King
- Big Man, Four Preps, Cap.

New Orleans

- What Am I Living For?
Chuck Willis, Atl.
- To Be Loved, Jackie Wilson, Brk.
- Twilight Time, Platters, Mer.
- Witch Doctor, David Seville, Lib.
- Looking Back, Nat King Cole, Cap.
- Johnny B. Goode, Chuck Berry, Chs.
- Skinny Minnie
Bill Haley & His Comets, Dec.
- Talk to Me, Talk to Me
Little Willie John, King
- For Your Love, Ed Townsend, Cap.
- He's Got the Whole World in His Hands
Laurie London, Cap.

New York

- All I Have to Do Is Dream
Everly Brothers, Cdc.
- Witch Doctor, David Seville, Lib.
- Twilight Time, Platters, Mer.
- Wear My Ring Around Your Neck
Elvis Presley, Vic.
- Book of Love, Monotones, Argo
- Talk to Me, Talk to Me
Little Willie John, King

- Wishing for Your Love
Voxpoppers, Mer.
- Secretly, Jimmie Rodgers, Rit.
- Do You Want to Dance?
Bobby Freeman, Josie
- Johnny B. Goode, Chuck Berry, Chs.

Philadelphia

- Looking Back, Nat King Cole, Cap.
- What Am I Living For?
Chuck Willis, Atl.
- All I Have to Do Is Dream
Everly Brothers, Cdc.
- Twilight Time, Platters, Mer.
- Hang Up My Rock and Roll Shoes
Chuck Willis, Atl.
- Chanson D'Amour
Art & Dotty Todd, Era
- Talk to Me, Talk to Me
Little Willie John, King
- Witch Doctor, David Seville, Lib.
- Do You Want to Dance?
Bobby Freeman, Josie
- For Your Love, Ed Townsend, Cap.

St. Louis

- Looking Back, Nat King Cole, Cap.
- Twilight Time, Platters, Mer.
- Johnny B. Goode, Chuck Berry, Chs.
- What Am I Living For?
Chuck Willis, Atl.
- All I Have to Do Is Dream
Everly Brothers, Cdc.
- Big Man, Four Preps, Cap.
- He's Got the Whole World in His Hands
Laurie London, Cap.
- To Be Loved, Jackie Wilson, Brk.
- Do You Want to Dance?
Bobby Freeman, Josie
- Sick and Tired, Fats Domino, Imp.

Washington, D. C.

- Looking Back, Nat King Cole, Cap.
- Jennie Lee, Jan & Arnie, Arw.
- What Am I Living For?
Chuck Willis, Atl.
- Johnny B. Goode, Chuck Berry, Chs.
- Witch Doctor, David Seville, Lib.
- All I Have to Do Is Dream
Everly Brothers, Cdc.
- Do You Want to Dance?
Bobby Freeman, Josie
- Talk to Me, Talk to Me
Little Willie John, King
- Sick and Tired, Fats Domino, Imp.
- Wear My Ring Around Your Neck
Elvis Presley, Vic.

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Reviews of New Pop Records

Continued from page 45

NICK VENET
 Love in Be Bop Time...72
 IMPERIAL 5522—Rocker with hooded feeling is delivered neatly by chanter. (Post, ASCAP)
 Honey Baby...70
 Rocker with a Latin beat has Venet yodeling, which is mixing styles an awful lot. (Travis, BMI)

KAY MARTIN
 Take My Love...72
 MODERN SOUND 6902 — Thrush gives this blues a fine beat and a relaxed approach. (Big Three, ASCAP)
 Oo La-La...69
 Rocker with blues flavor in another relaxed performance by the chick. (Andover, BMI)

THE BIG HEARTS
 Rush Me...72
 COLUMBIA 41179 — An interesting blues instrumental with a driving and persuasive rhythm and sound. Good

dance side could get box spins. (Nor-Va-Jak, BMI)
Sentimental Journey...68
 A rocking triplet figure backs this low down, rhythmic version of the standard. Tenor sax takes the lead on the instrumental side. Fair box wax. (Morris, ASCAP)

PAT HEALY
 Easy Come...71
 WORLD PACIFIC 648—Side is from the chick's "Just Before Dawn" LP. She can chirp. Solid ork backing from Fred Katz. Good jockey side. (Harms, ASCAP)
 Don't Ever Leave Me...71
 The Kern tune is also from Miss Healy's "Just Before Dawn" album. It can go as well as the flip. (Harms, ASCAP)

"JOLIN" JOE HOWARD
 Baby, Won't You
 Change Your Mind...71
 KUDO 666—Listenable shouting effort by Howard on a ballad with beat. Good chorus and ork backing. (Lane-West-Higgins, BMI)
 Searching for My Baby...70
 Rocker has a gospel flavor. Delivery is okay. Flip appears more potent. (Lane-West-Higgins, BMI)

BILLY KOPE
 It's All My Fault...71
 KUDO 662—Funky sound by Kope on a slow blues. Low-down ork backing helps set the mood. Good material for Southern marts. (Lane-West-Higgins, BMI)
 Lula...70
 Medium-tempo, blues-like effort is a tribute to a wayward chick. Flip appears top side. (Lane-West-Higgins, BMI)

ROBERT MITCHUM
 Thunder Road...71
 CAPITOL 3986—From the movie of the same title comes this folksy train song. Has a real story. Mitchum handles it for fair results. (Leeds, ASCAP)
 My Honey's Lovin' Arms...70
 Mitchum is less impressive on this revival of an old tune. More interest on flip. (Mills, ASCAP)

JERRY DIAMOND
 Let's Make It...71
 RCA VICTOR 7257—Lois of earthy excitement on this medium jumping tune with interesting title. Gal group supports Diamond in a side that could get spins. (Boylston, BMI)
 Lindy-Lou...69
 Jerry Diamond works with the chick group known as the Sparkles on a rather typical tribute to a lady love. Arrangement doesn't show too much that's new and different. (Boylston, BMI)

SAM WHITE
 Rock Baby Rock...71
 SHASTONE 101—Rocker gets refined treatment by chanter and male group, with good guitar solo. (Riverside, ASCAP)
 Sugar Candy...69
 Country blues gets a fair performance from White. (Riverside, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 70 or less.

- CU BETH: One in a Million/In His Hand—CASA Grande 4039
- THE CASUALS: Southeast of Nowhere/Toodle-oo Bamboo—Arcade 147
- CLOUD 7 ORK: I'll Walk Alone/Sentimental Journey—Space 101
- FERN DEE: You'll Never Know/Hello, Mr. Dream Man—Ember 1035
- THE DREAMERS: Rock 'n' Roll Baby/Ding Dong—Event 4270
- JIM EDDY: The Bells of Love/Cry, Cry, Cry—Spinning 6002
- CHUCK GODDARD: The Moon Won't Tell/I Cheated—Trepur 1005
- LARRY GREEN ORK: My Favorite Song/Look Homeward, Angel—Paris 517
- MARY JOHNSON: Once Upon a Time/My Baby-O—Kudo 663
- DAVE KELSO: My Heart Goes Thump, Thump, Thump/Angels Are Few—Rose 112
- JIMMY NASH: Mem'ry Chest/Gimme a Little Kiss—Vanity 576
- JOHNNY SANDS: You've Changed/Blue Prelude—Vanity 569
- T-J'S: Take My Love/Party-Party—Lindy 740
- NANCY PETERS: Cry, Baby Heart/Don't Worry Me No More—Kudo 664
- DON SHERIDAN: Why Can't We Keep Dancing?/Schoolday Love—Quip 101
- TONY & HIS FRIENDS: Condiannami/Come Prima—Mercury 71327

Spiritual

THE SPIRIT OF MEMPHIS
 The Lord Loves Me...78
 PEACOCK 1785—A sock performance of this slow, stately spiritual. Lead singer Joe Hinton does some spectacular vocalistics. (Lion, BMI)
 Story of Jesus...78
 This side is in quicker tempo, with a beat that rolls right along. Hinton and Beldoe Beldoe's emotional leads are backed by an unobtrusive chorus. (Lion, BMI)

Jazz

THE CHICO HAMILTON TRIO
 Sea-Wave...78
 WORLD PACIFIC 649—Latin tune is nicely handled by the Hamilton group. This can click with jazz buffs. (West Coast, ASCAP)
 A Foggy Day...75
 Freddie Gambrell is featured on piano on this swingin' treatment of the Gershwin oldie. Vocal is by Hamilton. Choice for jazz jocks. Some sales potential in pop marts too. (Gershwin, ASCAP)

ABBEY LINCOLN
 Strong Man...76
 RIVERSIDE 601—Tune is also from the "Abbey Lincoln and the Riverside Jazz Stars" album. It's a slow theme rendered in bluesy fashion by Miss Lincoln. This can click, with jazz fans. (Clara, ASCAP)
 Happiness Is Just a Thing Called Joe...75
 Tune from "Cabin in the Sky" is from the above mentioned album. Sensuous vocal by Miss Lincoln with soft backing. It can sell. (Felix, ASCAP)

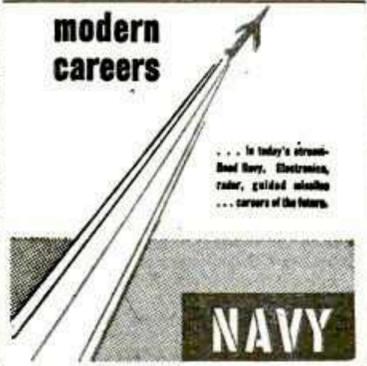
BILL HENDERSON
 Busy Signal...75
 RIVERSIDE 612—Swingin' vocal by Henderson on his original. Nice medium-beat whirl. Good stuff for jazz jocks. (Jazz-Standard, BMI)
 How Long Has This Been Going On...75
 Gershwin tune is handed an appealing vocal by Henderson. Potential appears similar to flip. (New World, ASCAP)

Number of Releases This Week

| Label | Pop | R&B | C&W |
|---------------|-----|-----|-----|
| ABC-PARAMOUNT | 1 | — | — |
| ALADDIN | 1 | — | — |
| ARCADE | 1 | — | — |
| ATCO | 1 | — | — |
| BACK BEAT | 2 | — | — |
| BRUNSWICK | 1 | — | — |
| CAPITOL | 5 | — | — |
| CASA GRANDE | 1 | — | — |
| CHALLENGE | 2 | — | — |
| CHANCELLOR | 2 | — | — |
| COLUMBIA | 3 | — | — |
| COLONIAL | 1 | — | — |
| COOL | — | — | 1 |
| CORAL | 2 | — | — |
| DAWN | 1 | — | — |
| DECCA | 3 | — | — |
| DOT | 1 | — | — |
| DUKE | — | 1 | — |
| EKO | — | 1 | — |
| END | 2 | — | — |
| EVENT | 1 | — | 1 |
| FARO | 1 | — | — |
| FRATERNITY | — | — | 1 |
| 4 STAR | 2 | — | — |
| GO | 1 | — | — |
| GONE | 1 | — | — |
| HICKORY | — | — | 1 |
| IMPERIAL | 1 | — | — |
| JALO | 1 | — | — |
| KAPP | 1 | — | — |
| KING | — | 1 | — |
| KUDO | 4 | 1 | — |
| LINDY | 1 | — | — |
| MARVEL | — | — | 1 |
| MERCURY | 4 | — | — |
| M-G-M | 3 | — | — |
| MODERN SOUND | 1 | — | — |
| PARIS | 2 | — | — |
| PEACOCK | — | 1 | — |
| QUIP | 1 | — | — |
| RCA VICTOR | 2 | — | 2 |
| R-DELL | 1 | — | — |
| ROSE | 1 | — | — |
| SHASTONE | 1 | — | — |
| SPACE | 1 | — | — |
| SPINNING | 1 | — | — |
| STARDAY | — | — | 2 |
| TAMPA | 1 | — | — |
| TREPUR | 1 | — | — |
| VANITY | 2 | — | — |
| VERVE | 1 | — | — |
| WILLOW | 1 | — | — |
| WORLD PACIFIC | 1 | — | — |
| Y-DELLS | — | 1 | — |
| TOTALS | 69 | 6 | 9 |

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NAVY

FOLK TALENT & TUNES

Continued from page 46

gram over WSM, Nashville. On the same program with him was Ray Lynn, young Arkansas singer. Marty and Ray are under the management of Michael Spudick, East Chicago, Ind. Jack Bradshaw's new release on the Mar-Vel label couples "Naughty Girls" with "It Just Ain't Right."

American Corporation is producing a package for an extended tour opening at the rodeo at Klamath Falls, Ore., July 26, and running thru Labor Day. Steve Stebbins, Americana exec, says the unit will be a new concept in country entertainment in that it will spot an assortment of production numbers and will be tailored for either a dance or show. Talent line-up will include Lefty Frizzell, Freddie Hart, Little David Rock 'n' Roll, Barbara Thomas, and Herschell Clothier and His Oklahoma Travelers. . . . Don Gibson has just recorded for RCA Victor his first long-playing album titled "Oh, Lonesome Me," the same as his current single on the same label.

Jack Tucker and band are playing at Cowtown, Los Angeles, every Wednesday night, in addition to Friday and Saturday appearances at Jubilee Ballroom, Baldwin Park, Calif. Tucker has a new release on the Four Star label, "Crazy Do" b/w "The Big Door." . . . Joy Edwards and Lonnie Thompson, cast members of the KCUL (Fort Worth) "Cowtown Hoedown," were married May 31 on the stage of the Majestic Theater between segments of the show, reports Horace Logan, station program director. Joy is a member of the Melody Five Band and Lonnie is a vocalist with the Troublesome Three. The show's gift to the couple was a stay at Wilbur Clark's Desert Inn, Las Vegas.

Betty Luther, on leave from Charlie Aldrich's show and dance at Riverside Rancho, Pasadena, Calif., has been set by J. E. Swarr for a series of dates along the West Coast. She recently renewed her pact with Swarr, who will continue to handle her publicity and promotion. Also under Swarr's wing are the California All-Stars, a western swing band which is set for several near-term rodeo dates.

The newly formed "Audrey Williams Musical Caravan of Stars" show is under the exclusive management and direction of Eddie Crandall, of the Eddie Crandall Agency, Nashville. The show carries 10 people, including Mrs. Audrey (Hank) Williams, Hank Williams Jr., daughter Lycrecia Williams, two rockabilly singers, and Audrey's show and dance band. . . . Maxine Brown and husband Tommy Russel are the parents of an eight-pound son. Tommy Jr., born May 18 in St. Vincent Hospital, Little Rock. The senior Russel is a lawyer and administrative assistant to Governor Faubus of Arkansas, and the proud parents have already decided that it'll be a "singer in politics," reports Aunt Bonnie and Uncle Jim Brown.

Lee Jones, former TV cow-girl singer, has opened a nitery in Cincinnati named the Frontier Club. The club will feature jazz and pop music. Associated with her in the project are her mother, Mrs. Irene Jones, general manager; her father, Kennedy Jones Sr., host; a brother, Kennedy

Jr., in charge of music, and another brother, Don, evening manager.

With the Jockeys

"I'm doing six hours a day of c.&w. disk shows here and am always glad to plug songs or records for any artist or publisher," writes Jimmy Key, of Station WKUL, Cullman, Ala. "Wonder what happened to the close relations we people in the c.&w. business use to enjoy," continues Jimmie. "Thanks to Hal Smith, of Gaylord Music, for his close contact." Key reports that Bill Thomas' release of "Shakedown" on the new Cullman Records label, of Nashville, is getting off the ground in the Alabama sector. . . . Hal (Hill-billy Hal) Cochran has joined the turntable squad at Station KTAN, Sherman, Tex. He continues with his Saturday night dance in Muskogee, Okla.

ON THE BEAT

Continued from page 47

Rodgers, have observed that rock and roll or its influence will be felt on the pop music scene for a long time to come. This, it might be added, appears a truth, despite what various traveling ambassadors associated with the field may apparently do to harm the idiom.

Lord Jim Ferguson reports from Buenos Aires that the fans there and in Rio have gone wild over Bill Haley and the Comets. Plenty of newspaper and magazine coverage, according to his Lordship. . . . Atlantic is excited about a couple of disks of standard tunes, "Moonlight Bay," by the Drifters and Betty Johnson's "Dreams." . . . Trudy Richards opened an engagement at Manhattan's Le Cupidon on Tuesday (27). . . . Decca's Toni Arden does her disk version of "Padre" on The Big Record show on CBS-TV Wednesday (4).

Congratulations to Barbara Barnes, promotion chief for Sun Records, for her breezy news sheet from Sun, called "Sun Liners." Jack Clement, incidentally, has made his vocal debut on Sun with "Ten Years" and "Your Lover Boy." Jack is the cleffer of such hits as Johnny Cash's "Ballad of a Teen-Age Queen," and Cash's latest effort, "Guess Things Happen That Way."

Reviews of New C&W Records

Continued from page 48

Stone Heart...71
 Rockabilly item is pleasantly done by Bowser and choir. (Nash, BMI)

BILL MACK
 Faded Rose...73
 STARDAY 360—Traditional country ballad, with fiddles and guitars backing Mack's vocal. Latter's chanting has the true sad country quality. (Starrite, BMI)

Blue...73
 A slow-tempo, relaxed item, with Mack's vocal backed by instrumentation featuring a honky tonky type piano. A flavorsome side. (Starrite, BMI)

MC CORMICK BROTHERS
 Big Eyes...73
 HICKORY 1080—A rhythm side with a ranchero feeling in the song construction. The Brothers chant it well to a string backing. (Acuff-Rose, BMI)
 Blue Blue Mood...71
 A country-flavored bluesy item, with a rhythmic repeating pattern in the plucked strings. (Acuff-Rose, BMI)

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Quebec Fair to Bow 175G Cattle Hall

QUEBEC CITY — More than \$200,000 in improvements will greet the eyes of Provincial Exposition visitors this fall. Included are new race track stables, \$20,000; inauguration of the new cattle pavilion, \$175,000, and paving in parking areas and other improvements, \$25,000. Fair dates are August 29 to September 7.

This year's theme is Quebec's 350th anniversary, stressing the foundation of Quebec in 1609 by Samuel de Champlain. The provincial Secretary's Department is nominal sponsor and will illustrate the theme in various ways such as exhibits and demonstrations. The fair's literature and advertising will also emphasize the theme.

Local promoter Nap Cote has booked in the combination circus-vaudeville-variety-ice show for the Coliseum, for 10 nights and four matinees. The midway will be a Conklin-Garrett one for the 25th consecutive year.

Budget for public relations and advertising has been upped by 10 per cent, permitting wider distribution of advertising thruout the province, with special emphasis on

Montreal, Canada's most populated area. Bus cards, TV, 24-sheet panels, radio and films are all employed.

Silver \$ Fair Draws 55,732 For New Record

CHICO, Calif. — The Silver Dollar Fair closed its four-day run here Sunday (25) with a new all-time attendance record of 55,732. Previous high was 50,533 set in 1954.

A new one-day mark also was chalked up on Friday (23) when 19,832 came thru the outside gates. On Sunday a total of 13,374 were lured to the grounds by Cisco Kid and Black Jack Matts.

Fair closed Sunday evening with a display of fireworks.

Haverstraw, N. Y., Gets Trade Fair

HAVERSTRAW, N. Y. — Promotor Morgan Demarest has a trade fair lined up for the fiesta grounds here, under sponsorship of the North Rockland Chamber of Commerce. Three large tents are rented from Eureka, plus smaller canvas, and the event will include an auto show, boats, and other exhibits. Rides are being arranged, also.

Tight Money, Heat Cuts Frog Fete Crowds by 8%

ANGELS CAMP, Calif. — Rains earlier this year that curtailed logging plus hot weather were blamed for reducing attendance to 21,000, about 8 per cent under 1957, at the annual Calaveras County Fair and International Jumping Frog Jubilee which closed its four-day run here Sunday (18). Attendance doubled that of last year, however,

a five-man fair commission appointed by the foundation to administer the annual event. It was at that time, following the 1955 fair, that the commission obtained the services of Bolton, who was then manager of the Agriculture and Highway Department of the Winston-Salem Chamber of Commerce.

Structures were added for poultry, swine and sheep exhibits, and last year more structures were erected for home demonstration, homemaking, community development, arts and crafts, photography and the flower show. Pole barn construction has predominated.

The fair originated at the turn of the century as an association, and for many years following developed into a personal hobby of W. N. Reynolds which helped him promote his favorite sport of horse racing.

Space Sales At Fairs OK Says Kingman

CHICAGO — Commercial space sales at Western Canadian and Midwest fairs are running ahead of '57 in a number of cases and elsewhere holding to last year's level, Frank H. Kingman, executive secretary of the International Association of Fairs and Expositions, said on a stop-over here.

En route to his Winston-Salem (N. C.) home after a trip that took him as far west as Vancouver, B. C., Kingman said he visited the plant at Pacific National Exhibition, Vancouver, all of the fairgrounds at Yakima, Wash., and Cedar Rapids, Waterloo and Mason City, Ia. From here, he planned to visit the Kentucky State Fair, Louisville, before returning to Winston-Salem.

John Christopher Succumbs at 48

NEW YORK — One of the amusement field's prominent figures, John Christopher, was stricken Tuesday (27) and died at his home in New Rochelle. Only 48 years old, Christopher's activities had crossed many lines of the entertainment industry, including riding devices, coin equipment, and casino, pool and pier management.

In recent years his operation had taken on a strong real estate complexion altho he retained a

firm foothold in the amusement world. He was a partner with Morgan (Mickey) Hughes in Hot Rods, Inc., importer and distributor of German rides.

Christopher belonged to the National Showmen's Association, National Association of Parks, Pools and Beaches, and the Elks. Burial was set for Saturday (31) in Calvary Cemetery on Long Island.

No Warning
Christopher left work early, around 3 p.m., on Monday (26) after discussing the following day's appointments with Hughes. That night he complained of a sore throat and a doctor visited the home shortly before midnight and confirmed this complaint. Christopher, apparently slept soundly but upon arising Tuesday morning, he had a fit of coughing, collapsed, and died.

Hot Rods Inc. is six years old. Christopher was also associated with John Fitzgerald since 1949 in Venice Amusement Corporation, Seaside Heights, N. J. This firm operates a casino, pool, and a pier which contains a full-scale amusement park. The pier offered a natural setting for displaying some of the imported rides sold by Hot Rods to parks and traveling shows thruout the country.

Other interests include York Amusement Company, originally involved in arcade machines but now largely in real estate; Peerless Industry, originally Peerless Vending and now a real estate holding company; 228 West 42 Street Realty Company; and association with Fitzgerald and Charles Wertheimer in the Indian Milk and Washington-Stuart Realty Companies, Boston.

Realty entered the picture during the last 10 years, during which time he had disposed of most of his arcade holdings except for a partnership with Dave Simon in the White Way Arcade, on Broadway.

Christopher was a native of New York who got his introduction to the amusement business at the age of 14 around ferryboat concessions. He is survived by his wife, Roni, and three children, Lydia, Maria and Jefferson.

THE WESTERN KICK

Eye Big Year for Boots 'n' Saddles

• Continued from page 1

office, Post Office, Assayer's, hotel, general store, etc.)

Then the shooting starts, and the masked badmen guns down an innocent victim, riding hell-for-leather out of town with the swag. Quick! Swear the kids in as deputies, giving them each a badge, more than amply covered by the park's admission price. Give them the old pep talk and turn 'em loose. Sell them guns, if they don't have any or are too shy to point their fingers as a sidearm substitute.

The bad guy is either hauled back into the village square by local cowpokes, or is sent sneaking around until the "posse" spots him and gives chase. If he is pushed to the ground or feigns injury, he

has to be protected from the kids, one parkman notes, or they'll kick his skull in. The kids mean business, at this stage. To dispose of the bad fellow either ride him out of town on a donkey, or try him for burglary. With the emcee giving a lecture on fair play, the trial usually happens twice. The first time, the kids vote unanimously to string up the crook (it never fails). If properly coaxed, they'll settle for running him out of town.

As for mom and dad, they can re-ender around during all this ruckus and enter the various buildings, and it does no harm to fill these with arcade equipment, souvenir and novelty stands. One spot has a guns-only "armory" which does quite well.

So, from rodeos to wild western shows to kiddie frontier attractions, this stands to be the westernest year of the century. The evidence is all around us.

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So, from rodeos to wild western shows to kiddie frontier attractions, this stands to be the westernest year of the century. The evidence is all around us.

Beaver Dam To Run Fair Despite Fire

BEAVER DAM, Wis. — The Dodge County Fair will operate its scheduled September 3-7 run despite the total loss of its grandstand and several other buildings in a May 13 fire. Dr. J. C. Leatherberry, fair president, announced.

Tentative plans for the construction of a new 3,000 to 3,500-capacity grandstand were discussed and Forrest Knaup, secretary, suggested that the new stand be located on the opposite side of the track, permitting the former site to be used for exhibits. The destroyed grandstand seated 4,800. Replacement of the other buildings was discussed but no decision was made, altho it was intimated that tents would probably be brought in to house some exhibits.

The fire, of undetermined origin, was discovered at 7 p.m. and within a 15-minute period, the grandstand collapsed. The blaze spread to the adjoining buildings, which housed equipment of several firms.

Knaup estimated that total insurance on the loss will be \$33,500.

On the lot of the Neal Shaffner show in Iowa for Sunday's (26) live telecast for "Wide, Wide World," were Jane Furbee, the Eric Wilsons, the Orlo Rahns and Frank Upp.

Allentown's Talent Vote Delayed Again

ALLENTOWN, Pa. — A series of meetings about the Allentown's Fair's grandstand attractions left the decision unresolved last week, with still another committee session having been set for Thursday (29). The issue is complicated this year by the fact that a record total of nine attraction outfits had submitted bids.

Also making the decision difficult was the splitting of the week into three two-day segments with a different attraction desired for each week.

Allentown's is the last remaining major fair in the East which has not chosen its talent offering.

Harry Hertzog is show committee chairman, with Roy Minninger as co-chairman.

Winston Fair Mulls Commercial Building

WINSTON-SALEM, N. C. — A commercial and industrial building is being considered as an addition for this fall's Dixie Classic Fair, manager Neil Bolton notes. The event is carrying its new title for the third season, after adopting it in 1956 as a partial means of attracting wider geographical support.

Another step in that direction was the solicitation of groups in a broader area than the fair had undertaken before. The effort was decided by the Wachovia Bank and Trust Company, trustee for the Winston - Salem Foundation, operator of the fair.

The fair moved to its North Cherry Street grounds in 1951. It had been, up to then, occupying a former location left to the foundation by Will Reynolds, who also aided in the erection of a grandstand at the new fairgrounds. The new title was adopted by



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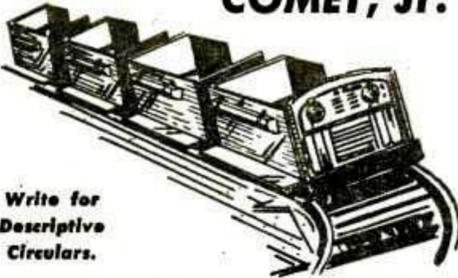
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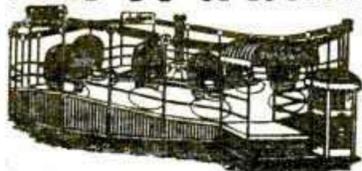
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Reading Sets 100-Miler By NASCAR

READING, Pa.—The Reading Fairgrounds will present the first NASCAR sanctioned race in its history—a 100-mile Grand National event for late model sedans — on Sunday afternoon, June 15.

Race director Russ Moyer said it will be the longest race of any kind ever staged at the track. Longest prior race was a 75-mile event for modified stocks on August 25, 1946.

Pat Purcell, NASCAR executive manager, will establish his base of operations at Reading's Abraham Lincoln Hotel until June 16.

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Canfield, O., Inks Lennons For Fair Bill

CANFIELD, O.—The Mahoning County Fair has booked the Lennon Sisters for a return engagement this year but will have the Lawrence Welk TV singers in for two days compared with one in '57, Grace E. Williams, secretary, announced. The girls will head up a Music Corporation of America grandstand show on Saturday and Sunday, August 30-31.

Other names set by MCA for the fair will be Herb Shriner, Dennis Day and Gabby Hayes for one day each. Teddy Phillips and his orchestra will cut the show for all five days of the fair.

Ringling Bros. and Barnum & Bailey Circus will play the fairgrounds July 1-3, one day longer than last year.

Frog Fete Crowds

Continued from page 49

plied by Christensen Bros., of Eugene, Ore.

Frog jumping contest pulled a record number of foreign entries. Among them were frogs from Sunne, Sweden, handled by Bror L. Lander, and the Republic of China with Elaine Tu representing the Civilian Air Transport. Frank Ross, of the publicity department, made wire, photo and television services with his story concoction that the Swedish frog faced being scratched because of pregnancy.

Charles Frank had his elephant for rides on the fair midway.

Publicity was directed by Dick Baylor with assists from Bill Winkler and Norman Geiger from California State Polytechnic College. Ross assisted from his news desk in Modesto.

Bill Cook served as buildings supervisor preparatory to his appointment as assistant manager next year. Tony Enos, of the San Joaquin County Fair, was in charge of livestock.

West Coast Shows, California unit, played the midway.

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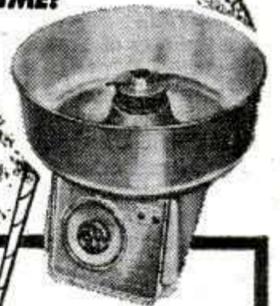
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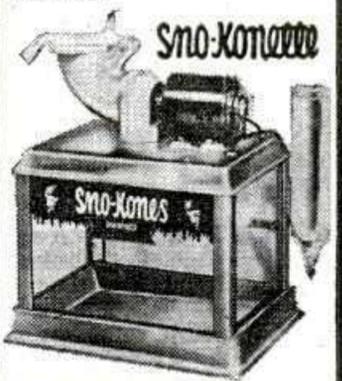


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ARENAS & AUDITORIUMS

Racers, Icers, Cagers Prepare for New Seasons

By TOM PARKINSON

MORE details have been worked out in regard to the operation of bicycle races in arenas this fall. They will open at Cleveland, where last January in a test run it was concluded that a new schedule was an improvement over the traditional six-day form. The new schedule provides for nightly sessions of two and a half hours each rather than the old marathon idea.

Al Schelstraete, of the Canadian Cycling Corporation, will direct the starter, a nine-day schedule at the Cleveland Arena, starting October 24. Eight three-man teams will be employed, each coming from one of 11 countries selected by the backers. The U. S. dates come just after the European road-race season and top riders are expected to come here.

A PARTIALLY portable race track will be built, with the expectation that it will be taken on to other locations after the Cleveland show. The backers hold a franchise covering 12 cities in the United States and granted by the American Cyclist Association.

It has been calculated that cost of prizes, participants, fares, track installation and personnel would likely be in the neighborhood of \$30,000, to which would be added the building rental and the advertising. This will be reduced rather sharply, it is figured, when organization of a circuit permits prorating some of the transportation expenses.

And organization of that circuit is anticipated by the backers. Schelstraete states that a survey in Cleveland among people who had seen both last year's races and the earlier six-day variety, 70 per cent favored the amended version. With that type of support they are expecting the new set-up to find favor wherever it goes.

FROM "HOLIDAY ON ICE" comes word that the new edition will feature a "Wizard of Oz" production number. The new show goes into rehearsal at Sioux City Municipal Auditorium on July 7. The tour opens in August and will be making the Minot Municipal Auditorium August 20-24.

More details of "Holiday's" plan for playing Brussels during the world's fair have been announced. The show opens there July 1, using the Palais des Sports in downtown Brussels since there is no adequate location at the U. S. hall on the fairgrounds. The fair show will feature Joan Hyldoft, Bobby Blake and Pat Gregory. Either Sonja Henie, Dick Button, Carol Heiss or David Jenkins will appear as a guest performer, according to present hopes. Six weeks' run is being set in co-operation with the State Department.

ANOTHER NAME ENTERS the ranks of basketball players who tour arenas of various types. This is Wilt (The Stilt) Chamberlain, seven-foot University of Kansas cager, who has announced he'll head up two teams which will play 160 spots, starting in South America and continuing next fall in the United States. He'll switch to the Philadelphia team of the pro basketball league in 1959.

Boston Building Plan Leaves Conventions, Shows Homeless

BOSTON—Despite assurances to officials of the Mechanics Building, home of expositions of all types for more than 75 years, it will definitely come down in December. The Prudential Insurance Company of America, which purchased the building in April of last year, notified the Massachusetts Charitable Association, the owners, that it will take possession of the structure December 1 and will shortly thereafter raze the sprawling old building on Huntington Avenue.

Last April, Merton Dix, association president, said he had been assured that the building would not be razed for "four, five or six years" and that the various shows and exhibits would be sure of a place for at least that amount of time.

Prudential holds title to 44 acres of land surrounding Mechanics Building on which a Radio City-like development is slated to rise. In the center plan is a 6,000-seat municipal auditorium, for which the city has floated a \$12 million bond issue.

Shows Turned Out
Loss of Mechanics Building will mean a tremendous loss in revenue in convention business for the city unless plans for the civic auditorium crystalize immediately. It will leave Boston without a real convention hall and the New England Sportsmen's Show and the annual flower show and dog shows

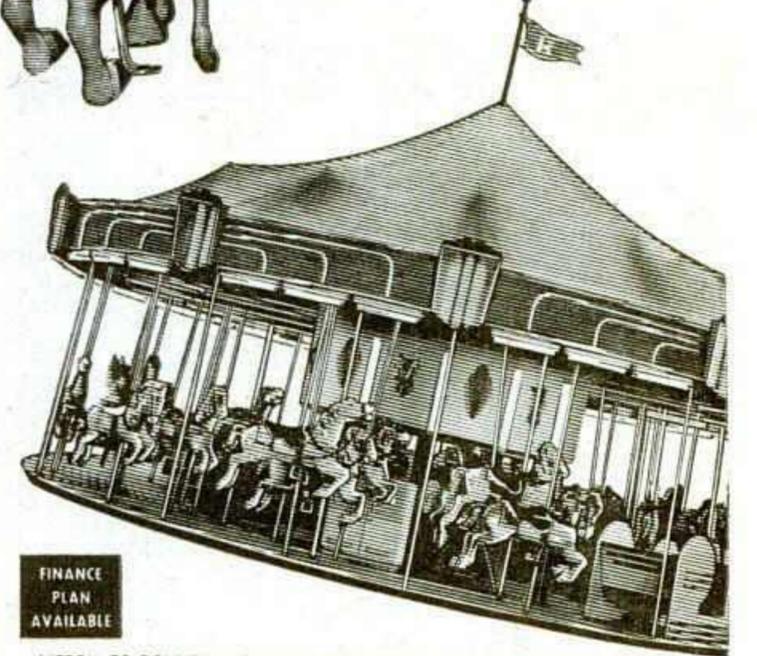
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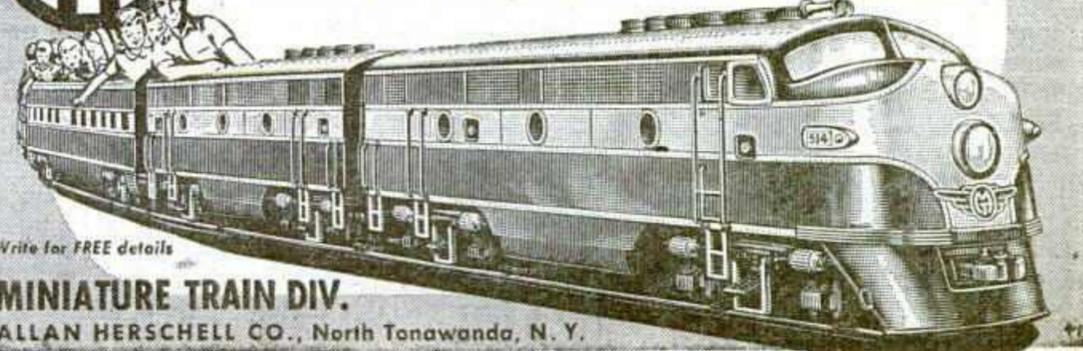
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OPTIMISTIC

Frank Winkley Looks for Big Fair Season

CEDAR RAPIDS, Ia. — Altho inclement weather has cut into crowds at some events operated by Auto Racing, Inc., Frank Winkley, president, is optimistic about the Middle West fair season and said conditions in the area are very good.

The veteran auto race impresario was here for the annual Hawkeye 300 at the grounds of the All-Iowa Fair. The event pulled close to 12,000 fans which was about 1,200 off from a year ago. The program was fast, with 33 late model stock cars chalking up many new IMCA records.

Winkley's season opener at the grounds of the Louisiana State Fair, Shreveport, was up over last year, but between that date and the race here he was hard hit by bad weather.

Program at Huron, S. D., on Sunday (25) saw a 17-car field, which included 12 Offenhausers.

Boston Building

• Continued from page 51

Arena with 7,500, but both are believed unsuitable for expositions and are busy most of the year with sports events. A nine-man mayor's committee recently was given the task of approving final plans for the civic auditorium. The group, in turn, engaged the Arthur D. Little, Inc., research firm to study the Boston convention market potential.

The firm was asked to find out what size building could be erected with the \$12 million ceiling.

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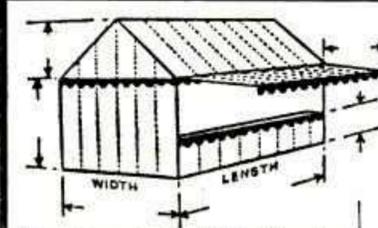
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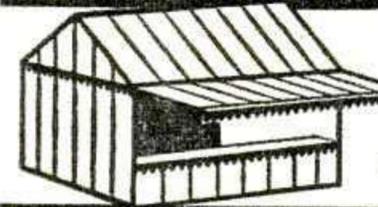
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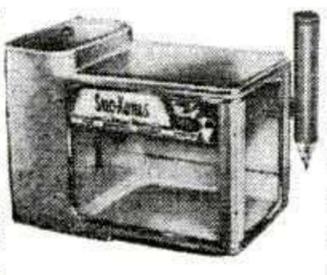
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 Baker United: Crawfordsville, Ind.
 Beam's Attractions: Connellsville, Pa.; Johnstown 9-14.
 Bee's Old Reliable: Hazard, Ky.
 Belle City: Oconto Falls, Wis., 5-8; Milwaukee 9-15.
 Big City: Columbus, Ind., 6-14.
 Big Four Am.: Bensonville, Ill.
 Big State: George West, Tex.
 Blue Valley: Windsor, Mo., 5-7.
 Brown, Al: Jamestown, N. D.; Mandan 8-11; New Salem 12-14.
 Buckeye State: Nelsonville, O.
 Burkhardt: Plano, Ill.
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 Capell Bros.: Moab, Utah.
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 Dyer's Greater: Flat River, Mo.
 Eastern Am. Co.: Mexico, Me.
 Evans United: Boonville, Mo.; Eldon 9-14.
 Eddie's Expo.: Rimersburg, Pa., 2-7; Ford City 9-14.
 Fidler: Valley Park, Mo., 6-8.
 (Continued on page 58)

Circus Routes

Adams Bros.: Dubuque, Ia., 2; Waterloo 3; Vinton 4; Marshalltown 5; Perry 6; Boone 7; Fort Dodge 9; Des Moines 11; Council Bluffs 12; Omaha, Neb., 13.
 Beatty, Clyde: Buffalo, N. Y., 1-2; Niagara Falls 3; Newark 4; Auburn 5; Rome 6; Utica 7; Saratoga Springs 8; Gloversville 9; Glens Falls 10; Schenectady 11; Pittsfield, Mass., 12; Holyoke 13; Springfield 14; Warwick, R. I., 16.
 Beers-Barnes: Charleston, W. Va., 2; Ravenswood 3; St. Marys 4; Sistersville 5; New Matamoras, O., 6; Woodsfield 7; Caldwell 9; McConnellsville 10.
 Clyde Bros.: St. Catharines, Ont., 2-3; Niagara Falls 4; Hamilton 5-7.
 Cristiani Bros.: Bethpage, N. Y., 2; Copiague 3; Hackensack, N. J., 4; Bethlehem, Pa., 5; Easton 6; Reading 7-8.
 Hagen Bros.: Dayton, O., 1; New Castle, Ind., 2; Kokomo 3; Rensselaer 4; Munster 5; Crown Point 6; Bridgeview, Ill., 7; Mundelein 8.
 Hunt Bros.: Asbury Park, N. J., 2.
 Mills Bros.: Thornton, Ind., 2; Indianapolis 3; Chesterfield 4; Upland 5; Huntington 6; Decatur 7; Lima, O., 9; Vandalia 10; Plain City 11; Worthington 12; Ashley 13; Bucyrus 14.
 Polack Bros.: San Francisco, Calif., 3-7; Santa Rosa 9-10; Fort Ord 13-14; Boise, Idaho 17-19.
 Sello Bros.: Chilliwack, B. C., 2; Abbotsford 3; Langley 4; Ladner 5; White Rock 6; Nainimo 7-9; Campbell River 10-11; Victoria 12-13; Alberni 14-16.

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Auntie Mame, with Constance Bennett: (Ellis Aud.) Memphis Tenn., 3-7; Dallas, Tex., 9-21.
 Auntie Mame, with Sylvia Sydney Hartford, Conn., 2-6; (Regen) Grand Rapids, Mich., 12-13.
 Diary of Anne Frank: Washington, D. C.
 Most Happy Fella: (Curran) Los Angeles.

Miscellaneous

Brunk's Comedians: Holly, Colo., 1-7; Fowler 8-14.
 Matchstick City: Stuttgart, Ark., 2-3; West Memphis 4-7.
 Moiseyev Dance Co.: San Francisco, Calif., 2-5.
 Schaffner Players: Delta, Ia., 2-8; New Sharon 9-15.

THE FINAL CURTAIN

CATLETT—Clarence, 58, one of the Blueie, Blueie fire eaters in the Art L. Converse Side Show of the Cetlin & Wilson Shows and a performer for 30 years, May 24 in his sleep of a heart attack in the shows Petersburg, Va., winter quarters. Burial in Blanford Cemetery, Petersburg.

CHRISTOPHER—John, 48, partner in Hot Rods, Incorporated, German ride importers, and operators of the Seaside Heights, N. J., amusement pier, died at home May 27. (Details in Outdoor section.)

DE DIO—Harry, 83, former bareback rider who later had a dog act known as De Dio's Circus, May 22 in St. Clare Hospital, New York. In 1903 Charles Sasse brought him to this country from Paris to appear with the Sells-Floto Circus. He had also appeared with the Publione Circus in Mexico and had played vaude, parks and fairs, retiring three years ago because of ill health. Survived by his widow, Sadie Jewell, and a son. Services in St. Raphael's Church, New York.

DEOMA—Sam, 67, Pittsburgh carnival owner who operated locally for church and veteran organizations, May 25 in Veterans' Hospital, Pittsburgh. Services and burial May 28.

GIBSON—Henry C., 48, longtime outdoor showman, May 22 in a truck crash near Amarillo, Tex. He was formerly associated with Alamo Exposition, T. J. Tidwell, F. C. Bogle and Schrader shows. Survivors include his widow, Pat; several brothers, and a sister, Mrs. Odie Riddle.

GLASSCOCK—Earl H., 65, retired outdoor showman, May 22 in Abilene following a lingering illness. Prior to leaving the business last fall, Glasscock had been a showman and concessionaire for the past 43 years. During that time he was with many shows including the old C. A. Wortham organization. His widow, Hattie, survives, along with two sisters.

HARTMANN—Adelaide, wife of the late Albert C. Hartmann, former outdoor editor of The Billboard, May 29 of a heart attack at her home in Cincinnati. Survived by three daughters and a brother.

LEEPER—Jack Coffman, 58, veteran showman, May 10 of cancer in Hakeman Hospital, Philadelphia. Years ago he worked in silent movies and later was an airplane stunter. He per-

formed at A Century of Progress, Chicago; Sliam's Museum, Chicago; at the New York World's Fair with George Jessel's "New Orleans," and with Frank Buck's Jungleland as performer and talker. He also worked as a song and dance man and had his own show in outdoor show business. Survived by his widow, former Oriental dancer known as Florence Nubia; two sons, Frank II and Paul, and a sister, Maude Hastings, whose whereabouts is unknown. Requiem high mass in St. Augustine Church, Philadelphia, May 13, with burial the next day in Holy Sepulchre Cemetery in that city.

LINDEMAN—Mrs. Vivian, 42, daughter of circus owner Jay Gould and daughter-in-law of William Lindeman, former president of the Minnesota State Fair, at New Ulm, Minn., Saturday (May 24) of cancer. She was one of nine children in the Famous Gould Family in the 1920s and was a singer, dancer and member of the band. Her husband, Richard Lindeman, played piano in the Gould show. He and their three children, Sharon, Tommy and Judy, are among survivors.

NESS—Rowland, 76, for many years an associate director of the Calgary (Alta.) Exhibition and Stampede, May 10 in Calgary. A nationally known breeder of Ayrshire cattle, he had judged at fairs all across Canada. Survived by his widow, a son, a brother and sister.

NEWFIELD—Harry, 62, veteran carnival concessionaire who had been with many Eastern shows, died in Miami recently after a leg amputation. He had undergone a similar operation a year ago. He had been in the carnival field for 45 years. Burial was in Showmen's Rest at Southern Memorial Cemetery, Miami, by the Miami Showmen's Association.

RANDALL—William, ride worker on G & B Rides, May 25 when he was run over by a trailer in Rowlesburg, W. Va.

BIRTHS

ANDERSON— A son, Clay Andrew, May 23 to Mr. and Mrs. Norman Anderson, concessionaires, in St. Mary's Hospital, Knoxville, Tenn.

HANS— A son, Dallas Robin, May 2 in Winnipeg, to Mr. and Mrs. Grant B. Hans. Father is a former concessionaire with Simons Concessions on the William T. Collins' Shows. Mother is a non-professional.

RAY— A son, May 21, to Mr. and Mrs. Yogi Ray, at Effingham, Ill. The father is a tattoo artist and the mother is a tattooed lady with shows.

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 409 Lafayette St., N.Y.C. - 6349 N. Western Ave., Chicago - 1015 Chestnut St., Phila.

"Requiescat in Pace"
RALPH J. CLAWSON
 DIED JUNE 4, 1956
ROSE

IN MEMORY
 Of My Beloved Wife
VERA L. MARKS
 Known professionally as "Lorraine V. Wallace," who passed away June 9, 1951.
 "Rest in Peace, my Dear."
FRED H. MARKS

Early Biz Up 10-12% For Jimmy Sullivan

No Recession Felt in Southern Ontario; Increases Registered Despite Cool Nights

SARNI, Ont.—Moving into its fifth stand of the season, J. P. (Jimmy) Sullivan's World's Finest Shows reported business thus far as being from 10 to 12 per cent ahead of last year. Little talk of recession has been heard in the Southern Ontario areas played by the organization.

Show opened April 24 in Brantford, Ont., where some two dozen of the showfolk were luncheon guests at Frank Conklin's farm. The Brantford date was a Wednesday-to-Wednesday stand to permit two weekends at Hamilton, Ont. Nights were cool but the kid's days proved a winner, accounting for the biggest Saturday gross since the show started playing there 20 years ago, Sullivan said.

The weather continued cool at Kitchener and rain fell Saturday night but the show still racked up a 15 per cent increase over '57. Charles Taylor's Rock and Roll Revue joined there and shared in good business with Roy Cooper's Life unit and Frank Hall's snakes. Kitchener followed and despite cool weather, Friday was big and Saturday fair.

Celebrate Birthday

Show opened here Monday (19) on the Queen's birthday and a fireworks display was presented by A. D. Michael of Hudson Fireworks Company. From here the show jumped almost 700 miles to Sault Ste. Marie. The Western Canadian B circuit of fairs will start on June 30 at Weyburn, Sask., and in early August the train will make a 2,200-mile jump from Prince Albert, Sask., to Three Rivers, Que., to start its eastern fair season. Final stand will be October 6-11, at Simco, Ont., the shows' winter base. Route will cover close to 15,000 miles with a reported rail tab of \$150,000.

Line-up includes 10 major and 12 kid rides, eight shows and

Cedar Rapids Cold Weather Cuts RAS Biz

CEDAR RAPIDS, Ia. — Business for the Royal American Shows during the first nine days of its 12-day stand at the fairgrounds here was generally light. Cold night weather hurt. Only Friday night (23) and Saturday (24), with its kiddie matinee, yielded good business.

A strong finish over the three-day Memorial Day weekend was anticipated. Auto races, under the banner of Frank Winkley, were scheduled for Memorial Day and a kids' matinee was slated for the closing matinee.

Lincoln Amusement Opens 15th Season

BRISTOL, Conn. — Lincoln Amusements recently opened its 15th season of bazaars and athletic promotions in the area.

Show is carrying a Ferris Wheel, Merry-Go-Round, Chairplane, kiddie boats and Rockets. Big Julie Larese, veteran promoter, is manager of the organization. Thomas F. Holmes is back as ride foreman.

Heth Poised For June Bow; Rides Win \$\$

NORTH BIRMINGHAM, Ala.—In addition to readying the Heth Shows for its June opening, Al Kunz, owner-manager, has been touring a couple of ride units in the area the past four weeks playing schools and celebrations.

Two of the units combined recently to play the Anniston, Ala., Diamond Jubilee and business was good when the weather permitted. Show was spotted a block from the downtown area and Morris Lipsky and Johnnie Reed managed the concessions.

The main show will open its regular season June 9 in Sheffield, Ala., will play only three still dates and then will start its route of 16 fairs at Connerville, Ind., on July 4 week, Kunz said. Organization will go out with 12 major and six kiddie rides and eight back-end units for the early part of the season, enlarging this for major fairs.

Winter quarters here has been open for four weeks and a crew under John Morton, general super-

(Continued on page 58)

Manning Rebounds, Eyes Best Season

Early Dates Rough, Weather Smiles Up North; Mixer Unit Top Grosser

HAVERSTRAW, N. Y.—After a clobbering by weather during its Southern spring dates, the Ross Manning Shows have been pulling pleasant skies and grosses up North. On paper, the show is acknowledged to have one of its best outlooks in years, mainly due to the alliance which will see it emerge as the Marks and Manning Combined Shows for fairs.

Three good weeks have been caught, after a rough beginning in New Bern and Goldsboro, N. C., and Pottsville, Pa. The last was a two-week date, after the first week was washed out. Goldsboro was passable.

Manning termed New Bern the prize blank ever played by his organization, with rain spoiling the entire week. The \$306 gross was exceeded in misery only by the hurricane-stricken fair at which

the O. C. Buck Shows were all but floated into the Neuse River a couple of seasons back.

Fronts Being Built

Improvements are continuing along the route, to augment the Fiberglas which has been applied so far. An attractive Ferris Wheel front, neon illuminated, has been in use. Manning is making a similar front for the Roller Coaster, and will remove the cut-out letters on the front marquee, to install them on Fiberglas panels. The rough start prevented much of this work from being done earlier and ate up considerable working capital, Manning said.

Also standing out on the midway are the plastic bingo top for the Bill Jones unit, received here, and the top-grossing Merry Mixer. The top, from Anchor, is blue, with yellow and red striped awnings. Manning said the Mixer has been a pleasant surprise since arriving from Garbrick, of Centre Hall, Pa. It resembles the Scrambler but with two main differences, first, in that it has a cable rather than chain drive, and second, in that it has four clusters of tubs instead of three.

A compact lot here forced four

(Continued on page 58)

Mike Krekos Lists Staffs, Show Personnel

YUBA CITY, Calif.—Personnel of both the California and Oregon units of West Coast Shows was announced this week by Mike Krekos, corporation president.

The list includes:

Officers of the corporation are Krekos, president; Harry Myers, general manager; Cohn, general agent; Louis Leos, secretary-treasurer, who travels with the California unit; and Isabel Myers, assistant secretary-treasurer.

Unit management in addition to Hellwig and Rodin includes California unit: E. W. (George) Coe, business manager; Speed Mullins, ride superintendent, and Barbara Hellwig, secretary. Oregon unit: Virgil Latiker, ride superintendent, and Leos, secretary-treasurer.

California unit personnel includes rides, Ferris Wheels, Bill Snelson, foreman; Tom Devors, assistant; Dewey Blair, foreman; Ed Kruger, assistant. Merry-Go-Round, William Miller, foreman; Ernie Read, assistant. Tilt-a-Whirl Paul Graham, foreman; Marshall Williams, assistant. Roll-o-plane, Jim Kloss, foreman; D. Baker, assistant; Larry Dean Devers, special assistant. Round-Up, Ted Kimberling, foreman. Rock-o-Plane, Claude Poster, foreman; Harry Mooney, assistant. Dipper, Ralph Burton, foreman; Joe DeSales, assistant. Tubs of Fun-Fire Engine, Richard Worthy, foreman; Thomas Cordero, assistant. Baby rides, Jack Delbert, foreman; Curly Danhouse, Jay Morgan, assistants. Fly-o-Plane, John Young, foreman; Joseph Johnson, Blackie Logan, assistants.

Cashiers: Ann Aufer, Helen Delbert, Rosetta Young, Edith Santos, Edith Devors.

(Continued on page 58)

West Coast Grosses Hold Near '57 Pace

YUBA CITY, Calif.—Out six weeks on its 32d annual tour, West Coast Shows has found business "at a level very close to 1957," said Bobby Cohn, general agent of the corporation which had its No. 1 unit here last week.

"Business," Cohn continues, "has been at a level very close to 1957. Deficit is minor at this time, but there are signs and indications of a leveling off of spending."

The unit here is designated as the California unit while the second show is called the Oregon unit.

Three new rides—Tubs of Fun, Fire Engine, and Round-Up—have been added to the California unit, managed by Al Rodin for the past three seasons. The Oregon unit is under the management of Eddie Hellwig. The latter unit will play

the Oregon State Fair in Salem, August 28-September 6, and then be gilled back to California to join the other unit at the Santa Clara County Fair, a contract the organization has held for approximately 15 years. On September 2, the shows again are to be combined for the Kern County Fair in Bakersfield and will close the season at the conclusion of the fair. California unit will play a route of fairs following a sponsored date which closes in San Leandro July 13.

The California unit at the local fair had 14 rides—eight major and six kiddie rides, Fun House, House of Horrors, Motordrome, and Penny Arcade. The Oregon unit—in Dixon—had 16 rides—9 major and 7 kiddie and five shows.

Both units opened April 14. The Oregon unit opened in Merced, with dates following in Alameda, Richmond and Vallejo. The California unit was unwrapped in Bakersfield with Los Banos, Stockton and Modesto following.

Holiday Date Debut OK for Continental

SCHENECTADY, N. Y.—Continental Shows drew fine weather for its Decoration Day holiday date here, and worked kiddie matinees on both Friday and Saturday (30-31).

Bad weather creamed the first three days of the previous week in Hudson, N. Y., but business picked up nicely at mid-week. Friday and Saturday nights (23-24) were both good, as was the Saturday matinee. Results could have exceeded last year's if weather was okay, manager Roland Champagne reports.

General Agent Paul La Cross, who recently suffered an accidental self-inflicted gunshot leg wound (The Billboard, May 26), is reportedly back in action.

I. T. Doing Good; Berth One Unit Until Fairs

ELMONT, N. Y. — The new Roundup continued to lead ride revenues on the I. T. Shows last week, playing Hempstead Turnpike here. Two units, operating for five weeks, were trimmed to one, and some equipment was berthed again in Roosevelt, N. Y. winter quarters until the fair season.

Business has been very good. On the lot here were the Roundup, twin Ferris Wheels, Merry-Go-Round, Tilt-a-Whirl, Caterpillar, and three kiddie rides. There were some 20 concessions working, plus Morris Brown's new sitdown grab joint.

Brown is manager, with Al Howard as general agent. Is Tr-

bish is also on the unit, having recovered from a recent illness, with Harry Sussman as treasurer and Louis Scherer, assistant.

Two more weeks in New York City were ahead of the show, then its annual lot in Oceanside, Long Island. Middletown's Orange County Fair opens the fair season, with the Great Danbury (Conn.) and Mineola fairs to follow.

Expectations were for the Mineola event, being held for the first time on the vast parking lot at the multi-million dollar Roosevelt Raceway, would provide that fair's biggest attendance. Space allotted to I. T. Shows is much greater than before and a record-sized midway should be the result.

Reithoffer Dual Dates OK on L. I.

NEW YORK — A Reithoffer unit rolled up its third straight week in the Rosedale section of Queens, scoring excellent business on three weekends, including Sundays. A church doings, the spot contained the Helicopter, Tilt-a-Whirl, Merry-Go-Round, Ferris Wheel, and three kiddie rides, plus concessions.

Two units are being run simultaneously by the Pennsylvania organization. This week they are in Glen Cove and another north shore community.

In downtown Brooklyn, business continued satisfactory for the combined Silk City and Third Avenue Amusements forces.

Early Stands Fair for Johns

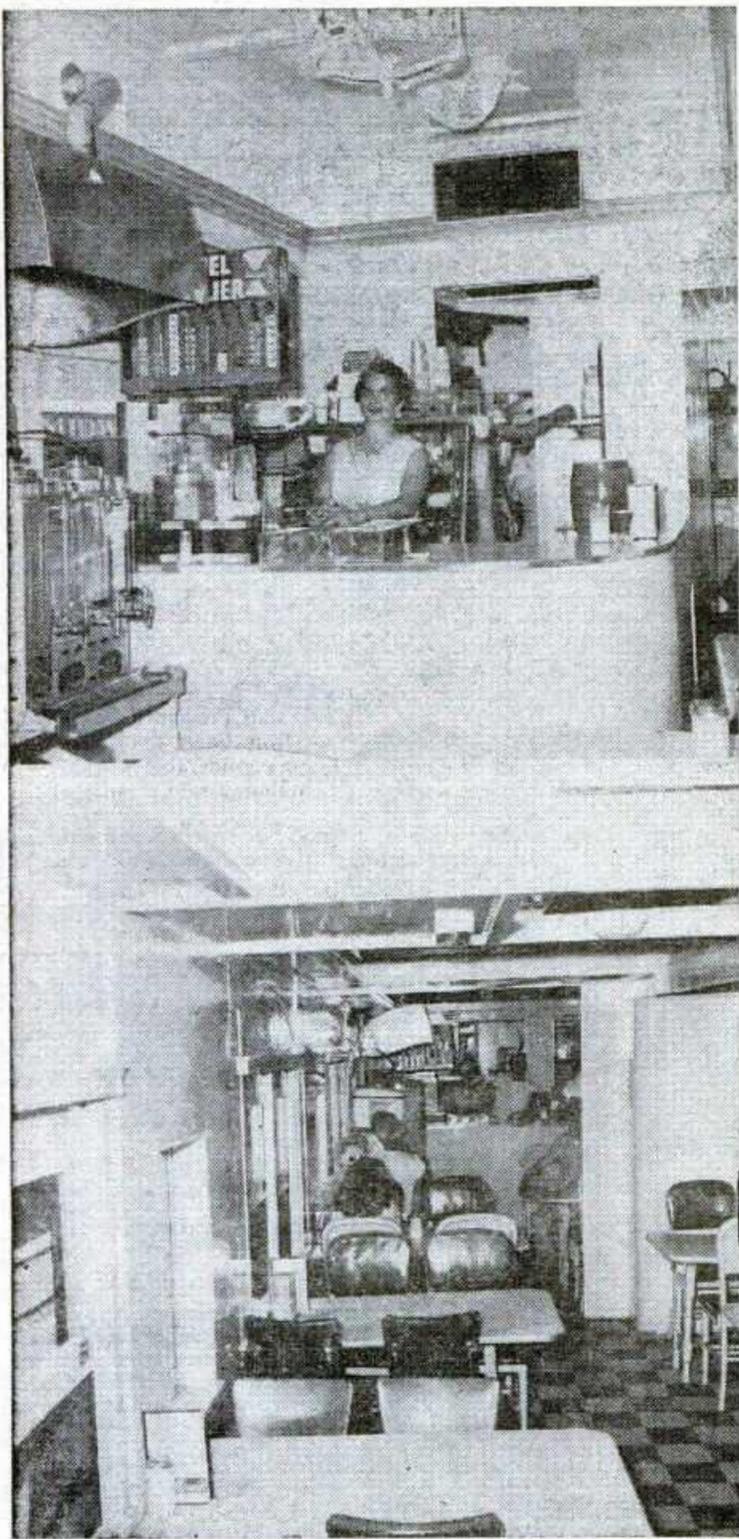
HARDIN, Mont.—V. C. Johns' Standard Shows trucked here last week after okay business at Thermopolis, Wyo.

Bobby Decker, agent, reported signing up six additional rodeos and fairs in Wyoming and Montana, strengthening the route.

Ma and Dad Williams have enlarged their popcorn concession and Kitty Kelly has new features in her Side Show. Ride foreman are Pappy Ryan, Octopus; Elmo Williams, Merry-Go-Round; Johnny Woods, Ferris Wheel; Bill Hendrix, Rolloplane; Shorty Ashley, Train. Show will add rides and have a new gate in time for fairs.

Concessionaires include Larry Woods Sr., 4; Curley Lowe, 3; Grabbo and Billie Henderson, 2; Bobby and Bill Decker, 3.

Harold Scott is handling advance ticket sales.



ONCE A LOUNGE CAR on the Richmond, Fredericksburg & Potomac Railroad and used then to carry Virginia's senators and congressmen on daily runs between Richmond and Washington, the car is now the pie car of the Royal American Shows. As such, it is one of, if not the finest ever to be used for show personnel. Attractively decorated thruout, it has a kitchen with the latest in equipment at one end and a steel-partitioned compartment at the other that houses two power plants, one a 10 k.w., the other a 75 k.w. Besides ample space for diners, the car also has a game room compartment.

FAIR TIME SHOWS

INCORPORATED

Olivia Waldron, Pres. 800 Statler Center • 900 Wilshire Blvd.
Los Angeles 17, Calif.

RIDE HELP

WANTED
FOREMEN
and
SECOND MEN

Apply: CHET BARKER, General Manager, Fair Time Shows, Inc.
c/o Southern California Exposition & San Diego County Fair
DEL MAR, CALIFORNIA

GLADSTONE

EXPO SHOWS

BAXTER SPRINGS, KANSAS, CENTENNIAL

Rodeo (June 30 thru July 5)—Pageant—Fireworks—Free Acts—Street Parades.
6 DAYS—On the Streets—6 NITES.

Followed by Cassville, Mo., Old Soldiers and Sailors' Reunion, July 7-12; Jefferson City, Mo., July 21-26, and five spots in Wisconsin.

WANT Concessions that work for stock, Hi-Striker, Ball Games, Fish Pond, Ice Cream, Glass Pitch, Jewelry, Basket Ball, Balloon Dart, Custard, French Fries, etc. SHOWS with own equipment, Glass, Illusion, Wax, Crime, Side, etc. RIDES—Can place one major Ride for our Wisconsin fair route not conflicting with Wheel, Jenny, Octopus, Tilt, Rock-o-Plane, Scrambler. Ride Help, come on. Bill Butler wants Agents for Six Cat, Buckets, Bear Pitch, P.C. Tables, Photo, Foot Long, etc. Contact F. O. POOLE, JUNE 1-7, BONNE TERRE, MO.

PAGEANT... BANDS... PARADES

CROTHERSVILLE, INDIANA, ONE HUNDRED YEAR CENTENNIAL, JULY 12-19

Want Hanky Panks, Bingo, Glass Pitch, Bear Pitch, Ball Games, Milk Bottle, Slats, Break-Record, Fish Pond, Basket Ball, Balloon Dart, Long Range, Short Range, Cook House, Sit Down Grab. All Hankies open; we have Popcorn, Snow, Cotton Candy, Apples, Waffles and Photos, all others open.

Following this Centennial I have 10 county fairs in Indiana and Kentucky. Absolutely no Mitt Camps or Racket. If you want on a clean show, this is it. Carrying 10 of the finest rides.

Can always use good, clean, reliable, sober Ride Help; must drive.

All replies "write," please don't phone.

W. R. GEREN, Ride Office, Westown Shopping Center, Dayton, Ohio
Here until July 5.

Burr Grosses Up Slightly Over Year Ago

WOLLASTON, Mass. — Play-time Amusement Corporation has been running slightly ahead of last year despite changeable weather, E. W. Burr, owner, reported here last week. Randolph and Walpole, both in Massachusetts, were good with the former yielding excellent grosses, he said.

Show is featuring fireworks every Friday night which, along with Saturday matinees plus bicycle giveaways, has been drawing good crowds. Much new canvas and equipment was added before the organization left winter quarters.

Staff, in addition to Burr, includes Phil Derape, electrician; John Corcoran, ride superintendent and agent for The Billboard; Fred Jordan, lot man; Ted Whitcomb, billposter; Dave Hourin, transportation, and Mrs. E. Hollis, chief ticket seller.

Ride foremen and their assistants are: Ferris Wheels, John Corcoran, Paul Floyd; Merry-Go-Round, Tony Alfano, Fred (Sandy)

Lagasse Inks Haverhill July 4 Cele

DRACUT, Mass. — Lagasse Amusement Company has signed to provide the midway attractions for the Haverhill, Mass., July 4 celebration, July 2-5, it was announced here last week.

Show will provide the attractions at the New Bedford, Mass., circus, July 14-19; American-Portuguese Veterans County Fair, New Bedford, July 21-27, and the St. Peter's Fiesta in Gloucester, Mass., June 26-29.

Johnson; Octopus, Ed Berube, Owen Hersey; Chairplane, Ray Lequin, Jerome Hourin; Rock and Roll, Gus Traymer; Skyfighter and Boats, Frank Glesby; Railroad, Ernie Day; Venetian Swings, Roland Doyle, and Kiddieland, Clarence Hollis.

On the front end are William Burr, 4; Yvonne Doucette, 2; Chet Mason, 1; Emma Vancellite, 3; Vam Pells, 4; Langilles, 3; Marchant, 2; Jacques, 3; Wheeler, 2; Ferris, 1; John Kilonis, 1; Reese, 3; St. Ange, 1; DeGroot, 2; John Burr, 1; Tom Broome, 2; Mrs. Dave Hourin, 1. John Bastise has a new top on his Arcade.

BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Want for Washington, Pa., June 9th to 14th, and 4 more dates near Pittsburgh, Pa.

WANT **WANT** **WANT**

CONCESSIONS—Novelties, Age & Scales, Hanky Panks, Penny Pitch, Percentage, Break Dishes. RIDES—Scrambler, Round-Up, Octopus, or any Ride not conflicting. SHOWS—Glass House, Funhouse. Want Grind Shows. Will buy Wildlife complete or separate. Johnny Barro wants Drama Riders. HELP—Ride Men on all Rides. Semi-drivers preferred. All those who worked for Show, get in touch. Al Mahar, get in touch. All answer

PRELL'S BROADWAY SHOWS

HARRISONBURG, VA.

Ross Manning Shows

Want Motordrome Operator. We have complete outfit. Bunker Hill Celebration, June 13-21, and balance of season. Call or wire

TOMMY CARSON
Newburgh Hotel, Newburgh, N. Y.

GIVE TO DAMON RUNYON
CANCER FUND

RIDES

WANTED

RIDES

Vast amusement area. Due to misrepresentation, will book Merry-Go-Round, Wheel, Tilt, Roundup, Scrambler, Scooter, Octopus, Cat and set of Kiddie Rides. In white amusement park.

Rides must be in A-1 condition. Park closes Oct. 15. Our attendance is 40,000 to 60,000 weekly. Contact

P. G. "DICK" STACK

Phone 9 A.M. to 5 P.M., FEderal 7-2781; 6 P.M. to 10 P.M., WHitehall 6-5588, Washington, D. C.

OLSON SHOWS

Last Call—Opening Decatur, Ill., June 8.

Motorcade Help, get in touch with Jack Faircloth. Due to disappointment, can place 2 Grind Shows for entire season. Must be in keeping with standards of this show. Can place Hanky Panks of all kinds for season. Stretch Rice needs Concession Agents. Can place Second Man on Ferris Wheel. Also boss Canvasman. Need Man to up and down Girl Show front. (Scotty, get in touch.) Address

PAUL OLSON, Mgr.

Hot Springs, Ark., until June 6; then Decatur, Ill., followed by Champaign, Ill.

Crafts 20 Big Shows, Inc.

Now booking Shows and Concessions for
SOLANO COUNTY FAIR, VALLEJO, CALIF.
JUNE 20-28, INCLUSIVE. 10 BIG DAYS—10 BIG NIGHTS

Roy Shepherd, Ride Supt., can use Foreman and Second Man for Rides, also Semi Drivers—5 cents a mile, extra pay for driving. Can use two more Women Ticket Sellers; all to join at once.

Wire, Write or Phone

CRAFTS 20 BIG SHOWS, INC., 7283 Bellaire Ave., North Hollywood, Calif.
Phone: Poplar 5-0909 or Poplar 5-0220—Night: Poplar 4-2737

MOTOR STATE EXPOSITION—3 UNITS

Want for Long Season of Fairs and Celebrations

Hanky Panks, No flats, alibis or gypsies. Want Foremen for Merry-Go-Round, Wheel, Scrambler, Rockplane. No lusher or midway delegates. Second Men who drive. Can place Man to take care of Animal Show.

All replies **JOE FREDERICK, Holly, Mich., June 2-7**

DIXIE AMUSEMENTS

CONCESSIONS: Want Bumper, String Game, Photos, Lead Gallery, Glass Pitch, Coke Tip, Scales, High Striker and a few more Hanky Panks not conflicting. RIDES: Will book Octopus or Coaster for balance of season.

Wagoner, Okla., June 2-7; Jay, Okla., June 9-14; Chelsea, Okla., June 16-21. Starting July 2 at Pineville, Mo., July 4th Celebration, and 20 Fairs and Celebrations for balance of season. Contact

CLIFFORD DAVIS, Mgr., per route

MOUND CITY SHOWS

Benld, Ill., June 6-7-8; St. Louis, Mo. (Carondelet Park), June 14; Alton, Ill. (Milton Fire Dept.), June 19-20-21; Brighton, Ill., June 26-27-28.

Can place Ride Help on all Rides. Will book Concessions of all kinds, such as Balloon Darts, Roll-down, Pitch-You-Win, Photos, Scales, High Striker, Jewelry Spindle, Sium Spindle, Add-Em-Up Darts. Ray Cooper can place Concession Agents. Address:

CLARENCE SLATEN, MGR., Wood River, Ill. (Phone: Wood River 4-4797.) No Collects.

CHEROKEE AMUSEMENT COMPANY

HELP WANTED

Foreman for Wheel, Chairplane; Second Men on other Rides; Operator for Funhouse, and electrician for Show. All must have valid drivers licenses and drive trucks. If you are a drunk or chaser, don't answer this ad, as that is the cause of this ad. contact

J. W. MAHAFFEY, Claremore, Okla.

SMITH FUNLAND SHOWS

Want Hanky Panks working for stock. Have top spots in West Virginia.

Ripley Fourth of July, Hamlin, W. Va., June 2-7. No calls — wire.

HUNT AMUSEMENT CO.

Spring Grove and Colerain Aves., Cincinnati, Ohio, June 2 thru 10; Western Hills Shopping Center, Cincinnati, Ohio, June 11 to 14; Loveland, Ohio, June 16 to 21.

Can place a few Concessions. Hunky Joe and Tex Yoder, get in touch with Bob Waterbury. Can place first-class Wheel Man. Will buy short-arm Octopus and Miller or Schiff Coaster. All replies to

RALPH HUNT as per route.

TIVOLI EXPOSITION SHOWS

Abbeville, La. — 12 Big Days — June 4-15

CONCESSIONS—Want well framed Bingo, Long and Short Range, Balloon Dart, Pitch-You-Win, Hoopla, Glass Pitch and other Hanky Panks.

RIDES — Due to disappointment will book Octopus for season. Also Spitfire, Rock-o-Plane, Scrambler and Rides not conflicting.

SHOWS — Want Girl Show immediately. Also Fun House, Snake Show, Wildlife, Fat Show and all other Shows of merit. All replies to **CARL ANSTEAD or FRANK SPINA.** Write c/o General Delivery, wires c/o Western Union, Abbeville, La.

SUNSET AMUSEMENT CO.

Can place Second Men on Rides with chauffeur's licenses; must be sober and single. Can place Short Range, Photos, Striker, Nickel Pitches, Ball Games and Hanky Panks. Want Athletic, Mechanical, Animal or Geek Show. Girl Shows, get your names in for placement. Pea Ball open with a Hanky Pank.

DUBUQUE, IOWA, THIS WEEK; ALGONA, IOWA, NEXT.

PALMETTO SHOWS

Want Merry-Go-Round Foreman. Fred Burns, call. Schaffer (Photos), also contact. National Guard Armory, Mt. Airy, N. C., this week; Hillsdale, Va., June 9-14; Marion, Va., June 16-21.

MILTON McNEACE

MT. AIRY, N. C., THIS WEEK; THEN AS PER ROUTE.

GARDEN STATE SHOWS

MILROY, PA., WEEK JUNE 9 THRU 14. June Festival sponsored by TEEN CLUB. Mifflin County Airport, Rt. 322, Reedsville-Milroy.

WANT Sit-Down Grab, Custard, Waffles, Choc. Dip, Cat Rack, Stock Concessions of all kinds. Especially want Bingo. Will offer low P.C. to Octopus and Tilt. Can place Wildlife, Fun House and Snake Show with own outfits. All address:

R. H. MINER, Orefield, Pa., Firemen's Celebration NOW.

MIDWAY CONFAB

Front end personnel on Royal American includes: Ernie Wenzik, Micike Wenzik, Eddie Delair—percentage. Blanche Zeiman, Jessie Wilhoit, Peggie Phillips, Margie Nudoccio—punk rack. Russel Tuer, Whity Owens, Pete Andrews, Harold Denike—pin store. Buck Fortner, Charley Tacker—gallery No. 1. Bud Drumm, Ruth Fortner—gallery No. 2. Francis Lauther, Iva Morris, Irene Hester, Neva Heiman—mitt camp. F. Rohlander, Shirley Rohlander, Mr. and Mrs. Carlisle Caruer, Florence Duncan—jewelry stands. Louie Santalone, John Clark, Lee Collins, May Garland—over and under. Mark Ellum, Sam Byer, Walter Merideth, Frank Cacchiotti—roll down.

Sam and Mary Delaney operate the Delaney Catering Company; Frank Morris, Wonder Bar ice cream; Victor LeBow, cotton candy and snow cones; Cliff and Irene Presler, candy apples and popcorn; John and Jean Pikul, candy apples and popcorn; Betty Carter, candy apples and popcorn; Pat O'Brien, cotton candy and snow cones; Mildred Williams, ice cream; May West, ice cream; Ella Lastinger, cotton candy and snow cones. Frozen custard: Hasson brothers, co-owners; Bill Hasson, manager; Mrs. Leonard Whitman, Alex Hernandez.

Mrs. Imogene Riley, widow of the late Matthew (Squire) Riley, former show owner, is now residing in Miami Beach, Fla. . . . J. C. (Tommy) Thomas was in Chicago last week arranging railroad contracts for Royal American. . . . Lelia (Jackie) Herman, who has worked concessions at Chicago's Riverview Park, the Tampa Fair and with many traveling shows, is ailing and is living with Lois Inglett in Newcastle, Ala.

Patty Finerty is in Miami, recuperating from a recent illness. The club there was saddened recently at the death of Harry Newfield, veteran concessionaire. Jim Stabile, club tiler, is making the rounds along the Eastern seaboard, drumming up dues.

Phil Cook made the Philadelphia circus date, cutting up jackpots and writing up insurance for Charley Lenz. Also visiting during the week was Curley from Max Sohn's hat joint on Times Square.

Phil Cook, general manager of the I. T. Shows, is seriously ill in Maimonedes Hospital, Brooklyn, N. Y., and would like to hear from friends. He has been troubled since a touch of pneumonia forced his return from a European trip last winter.

John Marks visited the Ross Manning Shows in Poughkeepsie, N. Y., and stayed overnight.

Turner Scott pens that early business at Sea View Amusement Park, Daytona Beach, Fla., is encouraging. Operation has seven rides and 10 concessions. Bill and Audrey Johnson and George Hicks joined last week.

Ralph Wagner, former Don Franklin Shows staffer, is back with the show after a year's absence. . . . Louis Reed, bull trainer, has joined the Franklin organization where he replaced George King, who was forced to retire to Phoenix for his health. . . . Hedda Henderson, daughter of T. M. and Etta Henderson, is in Glyn-Brunswick Hospital, Brunswick, Ga., with a leg ailment.

The Hilltop Motor Park, Tampa, was the recent scene of a gala wedding reception following the marriage of Helen Shroud to Joseph Pachulas. The bride, daughter of Jim and Edna Shroud, of Page Bros. Shows, was attended by

Kathleen Wagle. Thomas T. August, of Ken Penn Shows, was best man. The newlyweds left for a motor trip.

Lucille Malanga is recuperating from her recent illness and will be on Cetlin and Wilson Shows.

Irene Moore and Eva Daniels recently sailed for Europe and the Brussels World's Fair. Eva's husband, Sydney Daniels, and partner, Maxie Sohn, have the names-on-hats operation there.

Rod Link's World of Pleasure Shows received the first important carnival publicity of the season in a Motor City paper when The Detroit News ran a special article by Jane Schermerhorn. Sam Daw, Thomas Perry and Bill and Carol Abraham received special mention in the story.

Stuart (Rellim the Magician) Miller has the Illusion Show on Continental, assisted by Eileen Miller and Henry Jacobus, with John Kinsey doing the outside talking. Bill Goss is running the cookhouse there while Joe Silvia has the girl unit with Bill Bartly as talker. . . . George M. Phillips caught the Strates Show at Wilmington, Del.

Mrs. J. W. Davis, formerly Tangie Lee of Cetlin and Wilson's Raynell show, gave birth to a son recently, not a daughter, as chronicled here. . . . Robert Crawford, bingo op, suffered a stroke May 8 in Elwood, Ind., where he was with Drago Amusements. He's now confined to Ward 6—South, Tenth Street Veterans Hospital, Indianapolis. Mrs. Crawford is standing by at 2335 Lafayette Road, Indianapolis.

Visitors to the Lisa Del Mar Side Show at Lucedale, Miss., were Millie Desmond and Jimmy Farmer from New Orleans. Billy Logsdon is front talker on the show and has his attraction in the No. 2 annex. Del Mar unit is on Gentsch Shows.

Blanche Henderson, secretary of Crafts No. 2 Shows, was a guest of Scottsdale (Ariz.) Soroptimist Club when the show was at nearby Tempe. Blanche is a past president of the Soroptimist International.

C. H. Allton, who has retired from both the carnival and park operating businesses, left his home in Sunland, Calif., recently for the World's Fair in Brussels. He sailed from New York aboard the S. S. America. . . . Ray Hamilton, cookhouse operator on the Heart of America Shows, reports okay business on lots in Kansas City and Omaha. . . . The contract for the entire midway for the July 4 celebration at Gotham, N. H., has been awarded to Smoky Gilmore of Strong, Me.

Stipe's Shows has purchased a Boat Ride from Allen Herschell Company, and a Looper from J. W. Conklin, making a 10-ride show.

Frank W. Peppers infos from Fort Walton, Fla., that he has placed his rides and concessions on the beach there for the summer and that if business proves satisfactory he will remain there until the fair season starts. . . . Mrs. C. M. Lovell, former trouper, who recently underwent major surgery in a Mobile, Ala., hospital, is now convalescing at her home, 527 Telegraph Road, Pritchard, Ala., and would like to hear from old friends. . . . Roy B. Jones, roving Pepsi-Cola rep, who recently made a flying trip to Mobile from Fort Worth, took time out to call on Bernie and Marie Smuckler at their new Grand View Park, Mobile, and also to visit Walter B. Fox in that city. . . . Billy Dick and Jack Mason recently visited Don and Kate Todd,

(Continued on page 57)

W.G. WADE SHOWS

PORT HURON, MICH.

7 DAYS

June 9 thru 15

Need experienced Merry-Go-Round Foreman who will take care of ride, also Foreman for set of four Kiddie Rides. Can place Second Men for same. Prefer Semi Drivers.

Have opening for season for French Fries, Photos and Jewelry. Can also place Hanky Panks in general.

Can place Glass House, Mechanical Circus and Village, Monkey, Fat or other Grind Shows.

Dick Palmer, please wire where I can call you. My wires evidently were not delivered to you.

D. WADE

W. G. WADE SHOWS

Ann Arbor, Mich., all this week.

JOHNNY CANOLE

Offers Show People Bank Financing on MARATHON MOBILE HOMES—manufactured by HAR-MAC, INC. CANOLE Home Offices: Altoona, Pa. and 8861 N. W. 18th Ave., Miami, Fla.

HAR-MAC, INC.

Manufacturers of MARATHON Mobile Homes

Stratford, Wisconsin

\$50.00 REWARD

For recovery of red 1954 Ford Pickup. Cut off to 10 ft. to pull house trailer. Truck has 1955 Oldsmobile motor, dual wheels, light plant mounted on rear gas tank, twin spotlights, California type mirrors when last seen. Has Texas license No. 2B3907. Taken from Schafer's Shows May 23.

Notify GEO. JONES, c/o Schafer's 20th Century Shows, 713 S. Haskell, phone Riverside 1-6131, Dallas, Tex., or Lieutenant Smart, Dallas Police Department.

WONDERLAND EXPOSITION SHOWS

A solid route of Fairs and Celebrations starting now. Want Hanky Panks not conflicting. Bingo open. Will book Cookhouse. Want Girl Show or any worthwhile Show. Will book Looper, Tilt and Live Pony Ride. Can place Ride Help on all Rides. Can use Agents for Alibi, Grind Store and Slum Store. Grinder for Geek Show. I have good Geek. (Red Catherwald, join with Blower.)

E. J. McDANIEL
Greentree (Ruidoso), N. Mex.

NOTICE

Reward for whereabouts of BOB (ALABAMA) GURLEY, SS No. 420-03-4675; ROYAL NEAL (DUSTY) SANDERS, SS No. 531-30-7933; VERLYN ROYCE (LUCKY) TURNER, SS No. 388-30-2886.

ROHR'S MODERN MIDWAY

Per Route

WANT AGENTS

Good Alibi Agents. Nate Gordon, get in touch with me. Bud O'Dell, get in touch with Rod Link.

LOUIS A. BELL

Care World of Pleasure Show
Wayne, Mich.

VICK DAVIS

WANTS AGENTS

Three Spot Agents, join Decatur; action every spot. Head to capable man; Strawberry Blackie, come on.

c/o **OLSON SHOWS**

Hot Springs, Ark., till June 6.

LEERIGHT MIDWAY SHOWS

Want for Grangeville and Orofino, Idaho, 4th Celebrations and ten Idaho Fairs and Rodeos.

All Hanky Panks, Ball Games, Lead and Pitch Games, Photos, Grind Shows, Animal, Snake, Fun House. Join now, low percentage. Will buy, book, lease Merry-Go-Round, Octopus, Tilt, or what have you? Write, wire J. R. LEERIGHT, Mountain Home, Idaho, now for payday.

Garden State Combats Wet Opening Date

KELAYRES, Pa. — Miserable weather clobbered the opening date of the Garden State Shows in McAdoo, Pa., a VFW date, owner Bob Miner reports. There were six straight days of rain and cold plus a rainy Sunday closing.

Some improvement followed at the next spot, Weatherly, the week of May 12, with all units up and ready on time. Visitors on opening night were the mayor, town secretary, and park commission members.

Lew Alter is expected with his Side Show. New arrivals are Dauberman's short range, and Maurer's cork gallery.

Canadian Assn. To Continue Toronto Club

SARNIA, Ont.—Operation of a Toronto branch of the Canadian Showmen's Association this past winter was successful and will be continued in the fall, Pat Marco, club president, announced. Marco was here last week with World's Finest Shows.

While club headquarters will remain in Montreal, the branch at Toronto, which operated for three months, proved successful, getting 60 members. A new location with updated facilities is planned, Marco said.

During the engagement here, Marco drove to Port Huron, Mich., where he purchased two American flags, one for each of the club-rooms.

League Adds 3 to Plaque

CHICAGO — The Showmen's League of America has added three additional names to its clubhouse plaque that is scheduled to be mounted sometime later this year, Hank Shelby, secretary, announced. The new additions are Fred Barnes, G. E. Leopold and Larry Hall.

Shelby also reported that a news letter has been sent out and said that Harry Shore, Canadian membership chairman, had sent in three new applications. Reported on the sick list were Lou Keller, Bob Lohmar and Fred Potenza, the latter being in Wesley Memorial Hospital here.

Hy Neitlich has been named evening greeter in the clubrooms. Chick Bohdan, Andre Dumont, Max Brantman, Harold Barrows, Bill Hetlich, John Cris, Whitey Lehrter, Tom Sharkey and President Jack Duffield.

WANT
Hanky Panks not conflicting for season. For Sale—Arcade mounted on trailer, 60 machines; will trade.
TIP TOP SHOWS
Wisconsin Rapids, Wis., June 4-8.

Thank You
Johnny & Alice Walker Caudill
Concession Department, Clyde Beatty Circus, for your BUICK ROAD-MASTER RIVIERA purchase.
"Save Money With Johnny"
JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

Moore's Clicks In Tour Thru Tex., N. M., Okla.

OKMULGEE, Okla. — Moore's Modern Shows, out 13 weeks, has enjoyed better than average business in its trip north thru Texas, New Mexico and Oklahoma.

Thus this season, the unit has played only still dates. Its first celebration will be at Dewey, Okla., the first week in June.

Other important pre-fair dates include a July 4 celebration at Greenfield, Ia. Show's fair routes will take it thru Nebraska, Kansas and Oklahoma.

The line-up embraces 10 office-owned rides, 5 shows and about 30 concessions. Moves are made on 10 office-owned International trucks and 10 private-owned trucks and trailers.

Staff consists of Jack B. Moore, owner-manager; Mrs. J. B. Ellen Moore, secretary; B. M. (Brownie) Bishop, concession manager; J. W. (Bill) Scott, general agent; Harvey Ride, electrician and kid ride supervisor; Jeff Nix, public relations; Mrs. Noble Hammock, Billboards and mail; Walter Guest and J. Sheridan, press and billposting; Mrs. Jo Ann, front gate; Jack Cole, night watchman, and Vince Bierbaum, ride superintendent and mechanic.

Concessionaires include Mr. and Mrs. Buddy Taylor, cookhouse; Brownie Bishop 10, Noble Hammock 2, Joe Rosen 2, Jeff Nix 2, Jack Carpenter 3, French Boulion 2, Mr. and Mrs. Jim D. Dennied 1, Bill Scott 2, Mrs. Mickey Bishop 2. Shows are Hi Hat Revue, Five-in-One, and Snake pit, all owned and operated by Frenchy Boulion; Jobber's Midget Family, and Jack B. Moore's Wild Life.

MIDWAY CONFAB

• Continued from page 56

Side Show operators and Harry Fink on the Page Combined Shows. . . . Fred Owens, veteran carnival painter, has been discharged from Dade County Hospital, Miami, but will be confined for several weeks to the Dade County Home for Old Folks, Miami, and would like to get mail from friends.

Virginia Kline continues in Kansas City, where her brother and his wife are both ill. During her stay in Kansas City she attended a party given by Chester Levin, of the Midwest Novelty Company and his wife, at which Mr. and Mrs. Hanley, of Kansas City were included among the guests. . . . Louis (Slim) Jackson, former concessionaire with several Eastern and Midwest shows, is confined to Ward 112 Veterans' Administration Hospital in Temple, Tex., with tuberculosis and would like to hear from his friends.

Jack W. Donohue, side show and girl show operator and former side show performer, and his wife, Rose, a former burlesque feature, recently purchased the lease on the Kaintuck Hotel, Russellville, Ky., and have withdrawn from the road until their three children are of school age. The youngest of their children is Michael Shayne Donohue, who was born May 14, 1957. . . . Harold (Big Six) Bouck is recovering in Mercy Hospital, Miami, following an emergency kidney operation. Upon his recovery, he will go to his Schoharie, N. Y., home to prepare for his fairs. His daughter flew to Miami to be at the bedside with his wife, Reta, and son, Bob.

MARYLAND STATE FAIR

Timonium, Maryland, August 29 to Sept. 6, 1958 (Labor Day)
— ALL NEW THIS YEAR —

New One Million Dollar Grandstand

Over 25,000 paid last year.

New FUN ZONE NEW Kiddieland

— CAN PLACE —

Any new and outstanding Attractions, Water and Ice Show, Funhouse, Dark Ride, Minstrel, Wildlife, Side Show, Monkey Circus.

Will place Scrambler, Round-Up, Helicopter, Rock-o-Plane, or a complete Ride unit.

Place all legitimate Concessions, Arcade, Hanky Panks, Drinks and Eats. Sell exclusive on Pitches, Glass and Bear, Auction, Custard . . . Auto and Kitchen Gadgets . . .

Now reserving all Exhibit and Concession space for this State Fair. Can use Park Ride Help. Have 7 more Fairs to follow, plus twenty weeks in Florida. All answer

DAVID B. ENDY, MIDWAY DIRECTOR, TIMONIUM, MARYLAND

AL BROWN SHOWS

WANT WANT WANT

For the best route of fairs and celebrations in North Dakota and Minnesota beginning with Jamestown, No. Dak., Diamond Jubilee this week, then 3 75th Anniversary dates to follow and first fair Crosby, No. Dak., June 23.

RIDES: Any Ride not conflicting. Want Ride Help, Foreman for Merry-Go-Round, General Help on all rides. (Sandy, get in touch with Blackie Carpenter.)

SHOWS: Girl Show with other Back End Unit, Motordrome, 10-In-1 or any other Family-type show.

CONCESSIONS: Wonderful opportunity for Cookhouse, Grab, Short Range, Fishpond, Photos, Basket Ball and Hi-Striker. (Curley Gibson can use Agents for 32 ft. Picture Frame Concession.) Curley Migrothy, Chico and Stash Zitowsky, contact JIM RADCLIFFE.

Address: AL BROWN SHOWS, Jamestown, N. D., this week, then per route.

MONTE YOUNG SHOWS

"PRIDE OF THE INTER-MOUNTAIN WEST"

25 weeks of fairs in Idaho and Utah, closing with State Fair of Utah

HELP: Can always use Help in all departments. Need Wheel Foreman, Second Man on Scrambler. Top salaries in cash.

SHOWS: Can use any Grind Shows of merit. Due to disappointment, can use Funhouse or Glass House. (Humphreys, contact if still interested.)

CONCESSIONS: Can use Merchandise Concessions of all kinds, not conflicting. One of a kind only. There is no recession in the West; Joe Williams needs Alibi Agents. Also top salary for Bingo Caller and Counter Help. Can use Clerks for all merchandise concessions always.

Address: Rock Springs, Wyo., this week, then per route.

WANTED

Kiddie Ride Foreman for five rides. Wm. Humphrey notice. For Sale: A. H. Baby Merry-Go-Round, late model, fluid drive, Fluorescent lighting.

EARL PURTLE

Cetlin & Wilson Shows, Petersburg, Va., now; Connellsville, Pa. follows.

FOR SALE

SMALL ROLLER COASTER

With Van Truck, \$4,000.00.

MOUND CITY SHOWS

515 Sotier Place Wood River, Ill. (Phone: Woodriver 4-4707)

"HOG IRON MEN"

Who drive. Good job waiting. Will book Merry-Go-Round, 2 or 3-abreast; must be neat and have own transportation. Photos, Hi-Striker, and what have you. Contact

DYER'S GREATER SHOWS Florissant, Mo., or Flat River, Mo., or FRANK BUSCH, Frazier, Tenn., or Russellville, Ark.

WANTED

Bingo Help, Ride Men, capable builder. (Ray Horne, Jim Boley and others, please contact.) Also want capable Hanky Pank Agents.

JACK VINSON

c/o Gem City Shows Columbia, Tenn.

MONARCH EXPOSITION SHOWS

Moose Celebration, East St. Louis, Ill., this week; Rochelle, Ill., next week; followed by the big Military Day celebration, Polo, Ill.

CONCESSIONS: Can place Hanky Panks of all kinds. Also Long Range, Bear and Glass Pitches. HELP: Can place Foremen and Second Men. Must drive. Contact

E. L. WINROD, MGR., as per above route.

SMILEY'S AMUSEMENTS

Want for Firemen's Celebrations in Western Pennsylvania. June 2-7, Clymer, Pa.; June 9-14, Apollo, Pa.; June 16-21, Homer City, Pa.

CONCESSIONS: Can use Custard or Ice Cream, Duckpond, Pitch-Till-You-Win, Scales and Age, and all other types of Hanky Panks. Sorry, no flat stores or gypsies. This Show carries 2 of a kind.

SHOWS: Can use Funhouse, Wildlife, Glass House or any other type family Shows. All wires and mail Clymer, Pa., this week, then as per route.

BEAM'S ATTRACTIONS

FIREMEN'S CELEBRATION—JOHNSTOWN, PA. NEXT WEEK. SHOWS—Want any Attraction that appeals to family groups that flock our midway. Have Tops and Fronts or welcome Shows with own outfits. Capable Carnival Help in all departments can be placed. Rider-Manager needed for Motordrome. All Communications to

STEVE DECKER

Hillcrest lot, Connellsville, Pa.

LAST CALL—AGENTS WANTED—LAST CALL

For Count Store, Blower, Buckets and 6-Cats (Dunks, don't waste your money calling) for the best route in the midwest. Opening Austin, Minn., June 2 with Wm. T. Collins Shows. Contact

JOE MANDRICK

Fix Hotel, Austin, Minn., this week, then per route.

CARNIVAL ROUTES

• Continued from page 53

Franklin, Don: Fort Worth, Tex. G & B: Kingwood, W. Va.
 Garden State: Orefield, Pa.; Milroy 9-14.
 Gem City: Columbia, Tenn.
 Georgia Am. Co.: Chambley, Ga., 2-7.
 Geren, W. R.: (Westown Shopping Center) Dayton, O., June 2-July 5.
 Gladstone Expo.: Bonnie Terre, Mo.
 Gold Bond: Streator, Ill.; Edger-ton 10-15.
 Gold Medal: Kenmare, N. D.
 Golden Gate: Anderson, Calif.; No-vato 10-15.
 Grand American: Cedar Rapids, Ia., 5-8; Colfax 9-11.
 Groscurth Comb.: Rantoul, Ill.; Marion, Ind., 9-14.
 Hale's Shows of Tomorrow: Kan-sas City, Mo., 4-15.
 Hannah Am.: Trauger, Pa.; Nema-colin 9-14.
 Heart of America: Leavenworth, Kan.
 Heth: North Birmingham, Ala.; Sheffield 9-14.
 Holiday Am. Co.: Marshall, Mo.; Ottawa, Kan., 9-14.
 Howard Bros.: Confluence, Pa.; Fredericktown 9-14.
 Hugo's Novelty Expo.: Atchinson, Kan.
 Hunt Am. Co.: (Spring Grove & Colerain) Cincinnati, O., 2-10; (Western Hills Shopping Center) 11-14.
 Imperial: (Fair) Alton, Ill., 4-7; Jacksonville 9-14
 Inland Empire: Colville, Wash., 4-8; Lewiston Orchards, Idaho, 11-14.
 King Reid: Ormston, Que.
 Leeright Midway: Mount Home, Idaho.
 Lindle, Jack: Vandalia, Ill., 2-8; Divernon 9-14.
 Lynn's Midway: Kerkhoven, Minn., 3-4; Boyd 6-7; Chokio 10-11.
 McKenna Rides & Am.: Gresham, Wis., 6-8; Barton 13-15; Oak-dale 19-22.
 Manning, Ross: Newburgh, N. Y.; Charlestown, Mass., 13-21.
 Meeker: Pasco, Wash.; Pendleton, Ore., 9-14.
 Merriam's Midway: Atlantic, Ia., 2-4; Webster City 5-8; Odebolt 9-11; Pomeroy 13-14
 Midway of Mirth: Auburn, Ill.; Arcola 9-14.
 Monarch Expo.: East St. Louis, Ill.; Rochelle 9-14.
 Moore's Modern: Dewey, Okla.

Motor State: Oak Harbor, O.
 Motor State Expo.: Holly, Mich.
 Mound City: Benld, Ill., 6-8; (Car-ondelet Park) St. Louis, Mo., 9-14.
 Murphy's Northern State: Ethan, S. D., 2-3; Alpena 4-5; Redfield 6-7; Willow Lake 8-9; Hoven 11-12; Herreid 13-14.
 New England Am.: Randolph, Mass.
 Nolan Am. Co.: Weirton, W. Va.
 North American: Aurora, Minn.; Grand Rapids 9-11.
 Northern Expo.: Williston, N. D.
 Oklahoma Expo.: Hugo, Okla.
 Olson: Hot Springs, Ark., 2-6; De-catur, Ill., 9-14.
 Page Bros.: Richmond, Ky.
 Palmetto: Mount Airy, N. C.; Hills-dale, Va., 9-14.
 P & J Am.: Navarre, O., 7-8; Gi-rard 13-15.
 Penn Premier: Fort Eustis, Va.
 Powelson Am. Co. No. 1: Kinsman, O.; Orrville 9-14.
 Powelson Am. Co. No. 2: Bethesda, O.; Newcomerstown 9-14.
 Prell's Broadway: Harrisonburg, Va.; Washington, Pa., 9-14.
 Rainier: Cosmopolis, Wash.; Ray-mond 10-15.
 Regal Expo.: Bristol, Tenn.
 Reid's Golden Star: Tazewell, Tenn.
 Ritter's United: Riverside, Calif., 3-15.
 Rock City: Channahon, Ill.
 Rogers Bros.: Milnor, N. D.; Hal-stad, Minn., 13-15.
 Rose City Rides: Percy, Ill.; Owensville, Mo., 9-14.
 Royal United: St. Peter, Minn., 2-4; Hardwick 6-8; Clinton 9-10; Clarkfield 11-12; Alexandria 13-15.
 Skerbeck Am.: Lake Linden, Mich.
 Schafer's: (714 S. Haskell) Dallas, Tex.; Blackwell, Okla., 9-14.
 Smiley's Am. Co.: Clymer, Pa.; Apollo 9-14.
 Smith Funland: Hamlin, W. Va.
 Smith, George Clyde: Lonaconing, Md.; Gilitzen, Pa., 9-14.
 Stafford's Indianapolis, Ind.
 Stephen's, Otto: Leon, Ia.
 Stanley, Wm. D.: Fairmount, N. D., 3-4; Britton, S. D., 5-7; Casselton, N. D., 9-11; McIn-tosh, Minn., 13-15.
 Strong's Am. Co.: Kennard, Neb., 7-8; Dorchester 11-12; Bee 14-17.
 Stipe's: New Richmond, Wis., 2; Little Falls, Minn., 4-8; Fall Creek 10-16.
 Stumbo's Tri-State: Jerico Springs, Mo., 5-7.
 Sunset Am. Co.: Dubuque, Ia.; Algona 10-14.
 Tatham Bros.: Chandlerville, Ill.; Springfield 9-14.
 Tennessee Valley Am.: Lebanon, Tenn.
 Thomas, Art B., No. 1: Hartington, Neb., 2-3; Morningside 5-7; Sioux City, Ia., 9-10; DeSmet, S. D., 12-15.
 Thomas, Art B., No. 2: Dawson, Minn., 3-5; Lincoln, Neb., 5-7; Sisseton, S. D., 8; Orley 9-10; Marietta, Minn., 11; Robbins-dale 12-15.
 Thomas Joyland: Oak Hill, W. Va.
 Tip Top: Wisconsin Rapids, Wis., 4-8.
 Tivoli Expo.: Abbeville, La., 4-16.
 20th Century: Dallas, Tex.; Black-well, Okla., 9-14.
 United States: St. Paul, Va.
 Venditto Bros.: Providence, R. I.; Johnston (Providence) 9-14.
 Virginia Greater: Annapolis, Md.
 Volunteer: Campbellsville, Ky.
 Wade, W. G.: Ann Arbor, Mich.; Port Huron 9-14.
 W.B.J.: Oak Harbor, O., 4-7; Mar-kelville, Ind., 11-14.
 West Coast, No. 1: Eureka, Calif.; Crescent City 9-15.
 West Coast, No. 2: Seaside, Calif.; Livermore 10-15.
 Wonderland Expo.: Greentree, N. M.
 World's Finest: Sudbury, Ont.; West Kildonan, Man., 10-17.
 World of Mirth: Plainfield, N. J.
 World of Pleasure: Wayne, Mich.
 Young, Monte: Rock Springs, Wyo.

Krekos Personnel

• Continued from page 54

era, Eula Williams, Rae Fetters, Betty Lawler and Marie Baker.
 Front gate, Vi Burton, cashier; Frank Maddox, ticket taker. Back gate, Ann Graham, cashier; Herbert Owens, ticket taker. Ticket takers, J. Baker, Fun House; George Watson, Motordrome. Pony Corral, Albert Ross, Ed Williamson. Livestock boss, George Augustine.
 Mechanical staff: I. Lawler, chief electrician; Jack Daly, assistant electrician; Chuck Auker, chief mechanic, and Howard McClenand, assistant; George Augustine, night patrol; Kenneth Stuck, day patrol and clean-up supervisor; Ralph Burton, tower superintendent; William Snelson, privilege wagon and The Billboard, and William (Wild Bill) Johnson, office maintenance.
 Concessions: Cecchini & Levaggi—9 managed by Morris Schiller; Freddie Bain, glass pitch; Slim Bailey, ball game; Jim Patterson, ball game; Buddy Bass, board pitch; Bob Morgan, board pitch; Schiller, big bear pitch; Junior Bass, Roll-a-Ball; Mark Kurry, Hoop-a-Block, and Pearl Bachck, Add-a-Pan. Max Silver, 3; Max Silver, Pete Passerelli; Jules Labeff, cork gun ping pong; Jimmy Gold, Hoop-a-Block. Phil Silver, balloon, watch-ia and Japanese roll boards. Ray Raney, 4; Jim Viser, punk rack; Ray Raney, balloon; Earl Lemast, basketball, and Pat Lemast, cork gun. Jess Gomez, manager, popcorn, and Lester and Lillian Dill, pan game. Marge Latiker and Richard Latiker, dog-on-a-stick. Sam Lasky, 3; Jess Gresham, manager; Walt Osburg Jr., Coke pitch; William Stalnaker, pan Stan and Virginia Beedy, darts. Harry Baker, short range. Fred Goodrow, short range. Ed Paradise, toy wheel. Lee Turnbow, bear bumper. Norman Schue, John Barrit, manager. Derby. Kurt Larson, Derby. Alex Freedman, novelties. Al Smith, Arcade. George (Cotton Patch) Sies, cookhouse. Milt Arnold, duck and fish ponds. Bae Zaleel, jewelry.
 Shows: Dory Hart, with Doad Clivenger, manager, House of Horrors and Lost Legends; Bob Rawlins, Motordrome, and Lee Turnbow, Funhouse.
 Oregon unit, rides, Ferris Wheels, Bob Bennett, Robert McCarthy, foremen; Bob Correllard, Johnny Fleese, second men; Mrs. Slaymate, ticket seller. Merry-Go-Round, Jay Hulse, foreman; Arnold Coasas, second; Leon Kieston, third; Mrs. Fisher, tickets. Tilt-a-Whirl, Jack Coats, foreman; Bertie Smith, second; Stanley Hammit, third; Harriett Bennett, tickets. Octopus, LeRoy Cubertson, foreman; Ray Mun-hower, second; Hazel Estoya, tickets. Rock-o-Plane, Maynard Carlson, foreman; Johnny Hammit, second; Larry Andrus, tickets. Caterpillar, John Staymate, foreman; Ivan Sheers, second; Daniel Waitt, third; Virginia Herron, tickets.
 Shows: Girl Show, Dee Mullins, manager; Virgil Lawrence, tickets; Sarahs Sands, Barbara Hawkins, Betty Hammit. Funhouse, Okie Donaldson. Palace of Wonders, Dory Hart, owner-manager; Frenchie Pyle, monsters, and Dave Kencade, Strange Cargo.
 Front gate tickets, Mrs. Betty Coe; light towers, front gate ticket takers, Jay Smith, Al Mercer. Electricians, Harry Baker and Paul Herron. Mechanic, Daniel Wilson, Adam Gevas. Lot superintendent, Speed Mullins. Joe Estoya, assistant. Watchmen, Harry (Pop) Lawler and Ray Hart.

Sullivan Biz Up 10-12%

• Continued from page 54

manager; William (Tiny) Jamieson, train-master and ride superintendent; Jimmy Willer, assistant; Allan (Slim) Lalumiere, chief electrician and diesel operator; Bernard Piche and O. Dureau, assistants; Amos Payne, shop foreman; Sandy Mo-kague, designer; Barrie Brettingham, assistant; Leo Leopold, stock manager; Peter Grauchillo, front gate and office main-tenance; Cliff Drew, agent for The Bill-board.
 Train personnel—Fred Negrey, foreman of Pullman crew; Paul Allard and George Moon, assistants; Billy De Cosimo, man-ager of privilege car; Don Mousseau, chef; Nick Sodowski, assistant. Trucks and trac-tors—Eddie Volume, foreman; Vinal Kil-cullins, assistant; Bob Carpenter, Bill Pasik, Bert Haviland and Ronald Pike. Bull gang—Bob Carpenter, foreman; Lester Starr, Ronald Van Allen, Chester Weekes, John Mathison, Fred Boyer. Chockers—Lester Starr and John Mathison. Ropes—Ronald Van Allen, Chester Weekes and Fred Boyer.
 Ride Personnel
 Rockoplane—Leo Houle, foreman; Roger Houle, Don Moulaison and Elroy Kadey. Tunnel of Love—John Diedrich, foreman; Renee Lauzon, Al Lidzenga and Paul God-in. Octopus—Hank Roscoe, foreman; Arn McAfee and Claude Bellejeulle. Rolloplane —Albert Haviland, foreman; Bernie Kadey and Mervyn Sidwell. Skooter—Al Plume, foreman; Carl Taylor, Ricky Johnston and Ken McLean. Merry-Go-Round—Levitt Nolan, foreman; Leslie Mayoski and Jim Bagl. Tilt-a-Whirl—Lorne LaLonde, fore-man; Henri LaLonde, Fernan Jetti, Guy Paris and Francis Merchamp. Roundup—William McMurtrey, owner-manager; Clyde LaFleur and Byron Turner. Ferris Wheels —Louis Houle, foreman; Fernand Houle and Joe Boda. Scrambler—Louis Mellor, foreman; Robert McLaurin and Wilfred LaFond. Moon Rocket—Joe Dogan, fore-man; Harry Leller and Ford Casper. Hi-ball—Jimmy Derosier.
 Kiddieland —Phil Cronin, manager; Johnny Bunk, superintendent. Live Pony Rodeo—Leo Paul (Smiley) Massicotte, foreman; Gordon Lang, assistant. Kiddie Merry-Go-Round—Vla Plain and Andre Gagne. Helicopter—Chuck Monroe and Herb Ives. Tubs of Fun—Ivan Turner. Bomber—Jim Favel and Abert Brocher. Swinging Planes—Scott Campbell. Minia-ture Train—Al Deverney. Boat Ride—Don-ald Borque. Commando Tanks—Alex Far-quhart and Gus St. Pierre. Pony and Cart Ride—Pete Jawbone and Ron Snider. Turnpike—Fred Roy Lariviere. Kiddie Autos—Nat Fenton. Jumping Horses—Don Kulsyki.
 Concessions—P. A. (Pat) Marco, man-ager; M. F. Sullivan, secretary. Dime Pitch —G. Kalesinoff, D. Pike and M. Murray. Hoopla—Martha Cooper and J. Greenwood. Palmistry—J. Dimitro, Mary Dimitro and Sarah Miller. Palmistry No. 2—Frank Miller Sr., Mrs. Frank Miller, Sophie Miller and Annie Dimitro. Grab—Jack Katar, manager; No. 2, William Adams, manager, with Maurice Charbonneau; No. 3, Scotty Starr, manager, with Victor Lewis. Cookhouse—Bobby Cooper, man-ager; William Kipping, chef; Peter O'Brien and Lorne Kenner, assistants; William

Powell, Eddy Grant and Chummy Cas-avant, griddle and wafers.
 Long-range shooting gallery—Ken Mulli-gan, manager; O. Lavite. Break the plates —Sammy Arrigo, owner; Teri Newton and Mel Goldenthal. Toy wheels—Joe Lobb, manager; D. DeGraff and N. Gobel. Jewelry spindle—Ed Ciesla, manager; Alex Zalen. Derby Racer—Frank Eastman, man-ager; William Warner and Marcel Grego-ire. Cigarette gallery—William Adams and Pete Bereweschl. Bushel baskets—Sam Arrigo, manager; Mel Goldenthal and Elaine Marks. One Ball—Frank Eastman, manager; John Cameron. Six Cate—Mrs. L. Tate, manager; Mike Thomas Sr., as-sistant; R. Orkelly, Ron Pike, Teddy Win-ters and Robert Sanderson. Over Seven—Pat Marco, manager; Don Scott, Jerry Mattis and Ray Street.
 Color Board—Dottie Marco and Jimmie Stevenson. Big Six—Pat Marco, manager; Wally Nagryonk. Crown and Anchor—Pat Marco, manager; Cliff Drew and Tony Ratton. Coke Rings—Pat Marco, manager; Frank Gehl and A. Pelletier. Swinger—Pat Marco, manager; C. Maltais. Frank Paquin and Flash Cantin. Big Six—J. P. Sflith, John Hume and Bob Renno. Ma-Jong—F. Zaten and Ray Trudell. Razzie—M. Germain, Ray DeCosimo and Ray Tor-geon. Clothes Pegs—Al Kaufman, Ted Prockin and Ed Willisie. Grocery Wheel—Al Kaufman, Joe Gallagher, M. LaBerne, Ed Nadeau, N. Melenchuck, F. Miller Sr. and F. Miller Jr.
 Rollo—Ed Ciesla, Alex Zalen and Voies Bernier. Popcorn, Floss and Apples—John Perkisas, James Perkisas, Mr. and Mrs. Demas, L. Hughes and J. Gardinas. Duck Pond—Phil Cronin and Danny Adams. Fish Pond—Philip Cronin and A. Mercer. Bal-loon Darts—Bert Palling, Albert Stevens and I. Monnet. Ma-Jong—Harry Dennis, I. Monnet, Buddy Taylor and R. S. Godfrey. Glass Pitch—Mrs. William Harding. Pic-ture Frame—William Harding, Allan Wrecks and Robert Lewis. Buckets—Vera Prockin, Marcel Grandchamp and Ray Arsenault.
 Buckets—Jim Palling, W. Werezak, R. King and J. Jerry. Punk Rack—J. Palling, Hugh Soen and Ben Hucul. Balloons—Fred Taylor and John Hume. Auction—Vince Militano and M. LeBlanc. Coffee Wheel—Tom Senator) Murphy, Blackie Jacobson, N. Wichwar, J. Bares, I. MacDonald and J. Dimitro. Arcade—Whitney Selmar, man-ager; Ray Weese. Johnny Fortier, Bob Woods and Darby Melnick. Custard—Harold Amacker. Bingo—E. H. (Al) Brown, who is also director of publicity; Jill Brown, Steven Eiv Miller, Don Worden, Philippe Dumont, Tommy Corlette, Howie Summerville, Leo Seguin, Andre Allard and Rol-land St. Louis.
 Show Line-Up
 Zoma—Frank Hall, manager; Bill Pas-tick, tickets. Fallen Angels—Roy Cooper, owner; Herbert Hindson, manager; Joe Sunday, tickets. Monkey Thrill-a-Rama—Roy Cooper, owner-manager; Albert Fair, front and tickets; Donald Cooper. Torture Show—George and Mickey Burns, owners-managers. Rock and Roll Revue—Charles A. Taylor, owner-manager; Vivian Taylor, producer; Charles Galloway, assistant man-ager; Red Perry, talker; Jack McNish and Roy Murphy, tickets; Leo Hunt, candy; Band—Buddy Clark, drums; Clyde Holli-man, trumpet; Edward Carr, trombone; Robert Sommerville, sax; Nelson Symonds, guitar; features—Jerome Williams, comic; Kookie LaVitte, mambo and oha-oha; Joan Davis, Miss Spice; Ben Griffin, mimic; Alma Monroe, songs; Frankie Wil-iams, Miss Personality; Tiny Kennedy, starring vocalist. VIVE LES GIRLS—John Planalp, owner-manager; Jimmy Lee, pro-ducer; Frederick Shipman, designer; Vir-ginia Page, Vivian Keenan, Pat Wilson and Anita Johnson, performers; Bob Sie-berg, musical director; Chuck Wilson, talker; Barrie Brettingham, tickets.

Manning Eyes Best Season

• Continued from page 54

of the six light towers to be kept down, as well as the Motordrome.
 14 Fairs Set
 Business has been good in Hampton, Va., Trainer, Pa., and Poughkeepsie, N. Y. Hopes are high for the Bunker Hill Day celebration booked thru Jeff Harris in Charlestown, Mass. Fairs will be-gin July 28 in Lynchburg, with John Marks on the scene and pro-viding four or five additional. The route contains several dates played traditionally by Marks before his retirement two years ago, and consists of the following fairs: Lynch-burg, Va.; Hendersonville, N. C.; Covington, Va.; Charlottesville, Woodstock and Roanoke, Va.; Hickory, Albermarle and Monroe, N. C.; Newberry and Orangeburg, S. C.; Athens, Ga.; Selma, Ala., and Marianna, Fla.
 On the show are two Ferris Wheels, Octopus, Coaster, Merry-Go-Round, Roll-o-Plane, Skooter, Tilt, live ponies, five kiddie rides, Angel Show with Jack and Bonnie Norman, Candy Bar Show, Snake Show, Funhouse with Ted Brown, Motordrome, Illusion, Le-Ola Side Show managed by Jerry Liptok, and Jones Bingo with Howard Drayer.
 Concessionaires include Morey Levitt, 8; Seiman's cookhouse, basketball, grab joint and balloon darts; Mr. and Mrs Cecil Brown's pitch till-U-win, and cork and nail galleries; Wilkins with French fries, cotton candy, popcorn and two ball games; George Harms with pea pool, pan game, over-under, buckets, 6-cats and color block; Weber's photos; Eddie Mohr, long and short range and duck pond; Mr. and Mrs. Mickey Vogel with diggers, custard and duck pond;

and Harry Vlado and Steve Ely with phrenology.
 Staff consists of Ross Manning, manager; Charley Guttermuth, ride superintendent; Tommy Car-son, business manager; Morey Levitt, concession manager; Nelson Wilkins, lot superintendent; Wally McBroom, diesels; Weber, The Billboard; Fred Perkins, billposter; Phyllis Manning, secretary, treas-urer and first aid; Morgan Demar-est, Northern representative, and F. E. (Vernie) Spain, Southern representative.
 Slim McCall of the O. C. Buck Shows and John Marks visited in Poughkeepsie, and Jim Stabile visited in Haverstraw.

Heth Poised

• Continued from page 54

intendent, has finished with the rides. Nat Mercy, producer of the Follies and Fantasy shows, is in quarters working on the two units.
 Staff, in addition to Kunz and Morton, includes Eph Glosser, business manager; Milton Andrews, transportation superintendent; John Foster, billposter; Mrs. Ester Kunz, secretary-treasurer; William Boze-man, electrician, and Joe Dawson, towers and searchlights.

HELP WANTED

16 Fairs plus 8 Fairs in Florida. Agents for Skillo, Count Store, Buckets, 6-Cats, Wheel and newly framed Hankies. Eddy Long, contact Arthur Christian. Ticket on wire, or come on. All replies St. Marys, Pa.
DAVE DI CORTE
 Care Page Combined Shows

PARAKEETS and CAGES

- Thousands of Birds Always on Hand
- Lowest Prices
- Shipped Daily
- Guaranteed Safe Arrival

Write, Wire or Phone for Prices.

New Knock Down Cages, 30c
Chrome Set Up Cages, 40c

CHICAGO BIRD & CAGE CO.
 422 S. State Street Chicago, Illinois
 Phone: WEster 9-4191

RIDE FOR SALE

1 ALLAN HERSHELL LITTLE DIPPER
 A-1 condition. Will deliver free and set up free within 300 miles of Los Angeles.
WILL BUY FOR CASH
 One 2 or 3-abrest Merry-Go-Round in A-1 condition.
 One 5-car Miller Coaster Ride.
CRAFTS 20 BIG SHOWS, INC.
 7283 Bellaire Ave.
 North Hollywood, Calif.
 Phone: POplar 5-0909 or 5-0320
 Night: POplar 6-2737

WANTED

JOHNNY HINES wants Help for Mug Joint and Grind Show, couples preferred. Mayberry can use Help on Digger, Picture Frame and Hanky Panks. Ben, who worked H.O., contact. Twenty fairs starting in June.
 Williston, N. D., June 2-7.
NORTHERN EXPOSITION SHOWS

NOW BOOKING

Concession privileges for the 37th year

THE 1958 WEST SIDE NUT CLUB FALL FESTIVAL

Evansville, Ind.
 Oct. 6 thru 11 inclusive.
 Only legitimate operators wanted.
 Contact
ED CLAIBORNE
 258 S. Sonntag Ave.
 Phone: HA 4-2897

JACK THOMAS WANTS

6-Cat, Bucket Agents, also Hanky Pank Agents. Want Man to put up and tear down. Ride Help who drive.
HOLIDAY SHOWS
 Marshall, Mo., June 1-7; Ottawa, Kan., following week.

CALL W.B.J. CALL SHOWS

Grand Opening—Oak Harbor, Ohio this week. Follow our rides and you will win. Can place Shows.
WILLIAM B. JACOBS

WANT AGENTS

For BIG TOM, Punk Rack, Balloon Dart, Bear Pitch, Alley. BOOKED SOLID 26 weeks in shopping centers, featuring free circus acts 3 times daily. Will book FUN HOUSE or SNAKE SHOW, first class only. Call Concession Mgr., Lincoln 9-5700, Ext. 1029, Chicago, Ill., between 1 a.m. and 9 a.m. Get with money.

Community Carnival & Circus, Inc.
5730 W. 83rd St. Oaklawn, Ill.



WHEELS
ALL SIZES—ALL NUMBERS
Big 6 Dice Wheel
with Crate, \$250.00
CARDINAL PRODUCTS CO.
Les Berger
49 West 27th Street
New York 1, N.Y.
MU 6-8268

WILLIE LEWIS

Wants Agents for Count Store and Pin Store.
Address Hotel Hill, Oak Hill, W. Va.

BIG STATE SHOWS

WANT Photos, Coke Pitch, Bear Pitch, Cigarette Block, Six Cats, Buckets, Hoop-La, Balloon Darts, Bird Pitch, Watch-La, Diggers or any Hunky Panks we do not have. Want Bingo for good territory, reasonable privilege. Book two Grand Shows. Can place Shows of all kinds, small percentage. Book any major Ride not conflicting. This Show plays 14 Celebrations and Fairs. Out till Xmas. (Tommy Lane, have spot for you.) All answers: HARRY W. LAMON, George West, Tex., this week.

FIDLER SHOWS

WANT
Ride Men who know major rides. Must drive our trucks.
Address: Valley Park, Mo., June 6-7-8.

AGENTS WANTED

Alli Agents for Buckets, Swinger, Coke and Picture Frame. Also Gunner for Picture Frame and general Concession Help. Want Agents for Blower and Hopper. GEO. JONES, Schafer's 20th Century Shows, 714 S. Haskell, Dallas, Tex., this week; Blackwell, Okla., next, then Quincy, Ill.

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1958 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

VOLUNTEER SHOWS

Campbellville, Ky., June 2 to 7
CONCESSIONS . . . Hunky Panks of all kinds. Agents for Pin Store, Raffle, Over-and-Under, Beat the Dealer and Pan Game.
C. R. Leonard, Mgr.
Dolly Young, Bus. Mgr.

FOR SALE

Hutchens Modern Museum, cheap for cash or will give terms for part of it. Can use Attractions to join at once. Want good, sober Annex Attractions. If you drink, don't answer. Can use Magic Act that can pitch and lecture inside. Need Woman for Illusion and Ticket Seller who can drive truck. Must have license. (Frank Kaeh, answer.) People who have been with me, answer. Address Dubuque, Iowa, this week.

LITTLE KENTUCK

Wants Cookhouse Help for 18 spots in Canada and 5 weeks in Alaska. Come on. Bill Stevens wants experienced Scale Agent. Smiley, come on. Want P. C. Dealers, Hunky Agents. All replies
R. H. GEE
Gold Medal Shows, Kenmare, N. Dak.

RIDE HELP WANTED

Foreman for EH #5, Foreman for small Merry-Go-Round. Second Men on all Rides. Best of Wages. Must drive and have license. Contact
JOHN HANSEN
2807 Irving Park Blvd., Chicago, Ill.
Phone: INdependent 3-9614 bet. 8-10 A.M.

CLUB ACTIVITIES

Showmen's League of America

CHICAGO — President Jack Duffield presided at the Monday (26) board of governors meeting with 14 present.

It was reported that Frank Knight is confined to a Los Angeles nursing home; Lou Keller is ill at home and Bob Lohmar is still in Methodist Hospital, Peoria, Ill.

New members, all from Canada, are Rex Billings, William Kirshner and Dave A. Russell Jr. Harry Ross visited the clubrooms. Lou Leonard and Harry Cooper stopped in en route to Vancouver, B.C. Andy Kasin is back in Chicago. Secretary Hank Shelby has requested all show managers to send in their routes.

Many members are busy playing Chicago lots where business has been okay when the weather permits.

Ladies' Auxiliary

Regular meetings are over for the summer and will be resumed in October with a special board of governor's meeting set for September.

Bella Lazar is chairman of the membership drive and prospects will be permitted to join for a \$5 charge. Sick list included Margaret Hock, Mrs. L. M. Brumleve, Pearl Hall and Bess Hamid. Letters received from Nan Rankine, Rose Page, Minnie Simmonds and Etta Henderson.

Carmelita Horan reports cancer award books will be sent out soon. Ethel Wadoz was in town recently visiting Mae Smith and Dorothy Kennedy. Delgarian Hoffman's husband, Neil, is on the mend after an illness. Ida Chase is back after a long vacation. Lillian Woods is now living in Miami. Ann Sleyster is residing in Desplaines, Ill. Edith Streibich and Mrs. Ted Torti are living in Delavan, Wis.

Morris Haft, Auxiliary's counsel, recently became a grandfather.

Regular Associated Troupers

LOS ANGELES — Ray Mar- rion, first vice-president, is in the chair at the meetings since the departure of President Ruth Davis for Meeker Shows.

Altho most members are heading for the road, there are enough still in town to hold meetings every Thursday evening during the summer.

Birthday cakes were featured at the recent meeting in honor of all those born in May. Ida Kaford's mother, Mrs. Krug, was guest of honor at the age of 92. Other birthday celebrants included Katherine Goldstein, A. J. Scott, Larry Nathan and Nancy Meyers who stood in for Bill Meyers.

Emily Bailey reported Jewell Smith was ill and that Harry Golub had been released from the hospital.

Jimmy Dunn is working hard on the lawn and flowers. Letters read from C. H. and Mabelle Allton

from Paris, and from Virginia Kline who is still in Kansas City where her brother, A. T. Brainerd, is ailing.

New England Showmen's Association

BOSTON—President Jack Ableman has announced that the club rooms at 276 Tremont Street will be open all summer for members and guests. A memberships drive, now under way, has been getting a good response.

Recent club room visitors included Milton Kaufman, Press Agent Hal Kirlis, Morris Freedman, Larry Carr and Bill Smith.

National Showmen's Association

NEW YORK — Award books will be printed and mailed out soon. President Jeff Harris reports, for the year's major fund-raising effort. First to send in booster names for the Year Book are Louis (Dada) King and John L. Leonard, and ads have been received from A. Hymes.

On the sick list are Phil Isser, Maimonides Hospital, Brooklyn; Lawrence Neumann, Harkness Pavillion, Presbyterian Building, New York; Herman Moskowitz, Royal Hospital, the Bronx; Jack Rose, Veterans Hospital, Coral Gables, Fla.; Dave Solti, Jewish Convalescence Home, Miami, and Harry Horner, V. A. Hospital, the Bronx. All would like to hear from friends.

A recent clubroom visitor was Fred A. Blaser of Kankakee, Ill., who had been at the Brussels World's Fair and New York World Trade Fair. Also visiting were Sam Solomon of Chicago, Louis Kaufman, James Peterson, Simon Gefin, Joseph Baizman, Hyman Silverman, Morris Sommers, Harry Schwartz, Andrew Stryker, Ed Nacht, D. D. Simmons, Murray Spitzer, Angelo Peppe, Louis Light, Charles Cingolo, Joe Agule, Louis Reiben, Arthur Sicardm, Fred Wardle, and Dada King.

First prize in the awards this year is a \$1,000 U. S. Savings Bond, with a \$500 bond as second prize and 15 other prizes.

Miami Showmen's Association

MIAMI — Membership dues cards of the following have been returned to the office because of incorrect addresses:

Luther Litchford, Evangelos Bloutseas, Maurice Epstein, Mike Jackson, Walter Malkowski, Abraham Shapiro, Edward Ryan, Buddy L. Anderson, Harry Crimmins, Edgar G. Hart Sr., Ira Kitchens, William D. Camponelli, Marino J. Quercio, Charles Findlay, Bill Baird, George Chisholm, Patric John O'Brien, Louie B. Tucker, Ezra Fisk Jr., Charles Alderson, Nickolas A. Sullo and Robert Bryer.

Whitey Herzon and Harry Newfield continue in the Veterans Hospital, Coral Gables. Harry Bouck Sr., is in the Mercy Hospital here. The tile on the bar and lounge floors has been installed.

Recent visitors to the club rooms were:

Conrad Weiss, Bill Hornfeld, J. D. Frisby, Al Weinberg, Nate Golden, Jack Ressel, Bob Parker, "Rip" Weinkle, Joe Green, Al Beck, Mel Dodson, Maurice Frieden- heim, Al Tedlow, Willie Lish, Pie Weinberg, Charles Cuthbert, Bill Tucker, Max Goodman, Clif Wil- son, Leo Bistany, John Worden, Al Goldstein, Pud Hartman, Eddie Crowel, Jack Weiss, Mike Roman, Paul Radler, Jack Rose, Nate Farber and Joe Gelb.

Big Schedule Set at Miami, Americas Fest

Talent, Sports, Art Included In 1st Effort

MIAMI — Puerto Rico has accepted an invitation to compete in the international golf tournament June 17-21 which will headline the first annual Festival of the Americas sports program. The announcement, which came from John R. Ratliff, president of the Puerto Rico Golf Association, closes the field of foreign entries for the medal and match play competition at the City of Miami Country Club at Miami Springs.

Thus far, three-man teams from Jamaica and Cuba, composed of top amateur golfers, have signed up for the Festival tourney. Representing Greater Miami will be golfers from the Miami Men's Golf Association, Miami Shores Country Club, Coral Gables Biltmore Golf Course, and Miami Beach's La Gorce Country Club.

Medal play to determine the team winner is scheduled for the opening day of the competition and individual scores will be used to determine pairings in the match play. The 16 low scorers will play for the championship, while the others will compete in an interna- tional division.

Also on the June 13-22 Festival sports program is a soccer tournament featuring topnotch teams from Mexico, Cuba, Miami, Peru, and Guatemala, June 15 and 17; water skiing with star performers from Panama, Peru, Venezuela, Mexico, Cuba, and Cypress Gardens, Florida; and a class B cruiser sailing regatta with crews from Venezuela, Cuba, Jamaica and the Bahamas.

Daily Art Exhibit

Daily art exhibit of the festival will be in Dinner Key Auditorium, with concerts Tuesday and Thurs- day night in Dade County Auditorium. Dinner Key will also hold the beauty pageant on Saturday, Sunday and Monday (14-16).

Other events include a parade of queens down Biscayne Boulevard, to open the event the night of June 13; a coronation ball the night of June 17 in the Dupont Tarleton Hotel; and stagershows twice daily in Dinner Key Auditorium. Star- catica and Diosa Costello; June 17-19, Jaye P. Morgan, and June 20-22, Connie Boswell and Paul Anka.

Saginaw, Mich. Picks Top Design

SAGINAW, Mich. —The Sagi- naw Fair will use a wheel of in- dustry, a carnival tent and a sheaf of wheat as its premium book cover theme, Clarence Harnden, man- ager, announced. The design for the cover was selected in the an- nual contest and was drawn by Paul Davis, 14, of this city. Davis was awarded a record player as first prize in the contest which drew 150 entries.

BEE'S OLD RELIABLE SHOWS

Want Long and Short Range Galleries, Custard and Hunky Panks. Want Girl Show. Also Snake Show. Col. Middleton, answer. Fun House, Glass House, Monkey, any Show with own outfit not conflicting. Fairs until we close starting at Springfield, Ky., June 15. Red Barham, get in touch with Mad. Want two 6-Cat Agents. Bad Eye and Jimmie James, get in touch with Tex Roberts.
FOR SALE—7½ H.P. 3 phase, 220 motor suitable for Roll-o-Plane. All replies to Raymond C. Hull, Hazard, Ky.

IMPERIAL SHOWS

WANT — RIDE HELP — WANT
FOREMEN FOR MERRY-GO-ROUND, COASTER AND OCTOPUS. SECOND MEN FOR SCRAMBLER. OTHER USEFUL, SOBER RIDE MEN. GOOD PAY. NO CARS, PLEASE. MUST HAVE LICENSES.
BILL GULLETTE, Mgr.
Alton, Ill., June 2-7; Jacksonville, Ill., June 9-14

TATHAM BROS.' COMBINED SHOWS

Presenting big free circus on world's largest portable stage. Want for Spring- field, Ill., June 9-15, big Civic Center Celebration downtown. Circus parade with on-the-spot stories by all news- papers, radio and TV. Then another big one, National Dairy Fair, June 17-19.
BILL TATHAM, Chandlerville, Ill.

WILL BOOK

Popcorn, Peanuts, Screened Cookhouse, Agents for High Striker, Fish Pond and other Hunky Panks. Kagin Mike, come on. Foreman for Ell and Tilt; Second Men who drive, stay sober and work. Contact DYER'S GREATER SHOWS, Flat River, Mo., this week.
FRANK BUSCH
1527 So. Lauderdale, Memphis, Tenn.

ATTENTION, CARNIVAL MANAGERS

WANT MEDIUM SIZE CARNIVAL
We would be happy to accept either of the following dates from the right group: Sept. 1 to 6; 8 to 13; 15 to 20; 22 to 27; 29 to Oct. 4. Contact
BILL WATSON, County Agent
P. O. Box 128 Lexington, Ga.
Phone 110

HELP WANTED

First and Second Men for the following Rides: #5 Ell, 36-foot Merry-Go-Round, seven-tub Tilt-a-Whirl. All in good condition. Must drive semi and have operator's license. Jack Monty, call me.

S. B. RHODES

1701 Harrison Amarillo, Texas

LONG RANGE SHOOTING GALLERY

Special rig mounted on wheels, no set-up time required. Pull in space, open the doors, always ready to operate. Guns, ammunition, complete. Selling because of other interests. Sacrifice.
THOMAS F. BRODESSER JR.
R.D. 2, Shun Pike Rd., Cape May, N. J.
TUxedo 4-8831

40' SPILLMAN MERRY-GO-ROUND

With 20 new aluminum Horses, rest wood. Electric organ with drums. Paid \$6,500 for deal last year. Will sacrifice for \$2,500. Write or Call
S. E. SELF
Market 7-2429, Somerton, Ariz.

WANTED

Man to operate Bingo; also Help for Ball Games, Photos, Balloon Dart, One Ball, Bear Pitch, Duck Pond, Penny Pitch Shooting Gallery. Need Ride Help. Have top for Snake Show, Pit Show. Will book any Hunky Panks that do not conflict. Opening in Abilene, Tex., May 31- June 7. Apply:
610 Oak St., Abilene, Tex.
Phone: OR 4-6886

LIONS CELEBRATION

Charlestown, Ind., June 23 thru 28.
Rumble Rides, Concessions Needed.
J. H. PETERS-BOB CARTWRIGHT
Phone 260 or Box 371, Charlestown, Ind.

WANT COUNTER MEN

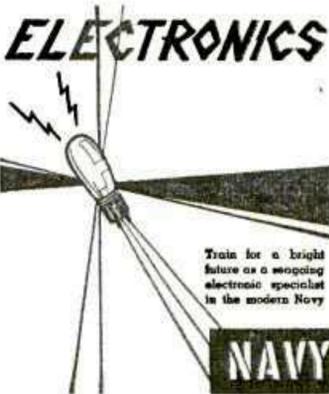
Who can drive. Following get in touch with me immediately or come on: Robert Hayhurst, Wesley Murray, Robert Martin.
ARTHUR L. McINTYRE
c/o PENN PREMIER SHOWS
Fort Eustis, Va., May 31-June 8

WANT

Carnival or Rides for
ANNUAL JULY FOURTH CELEBRATION
in Rice Lake, Wisconsin.
Elaborate fireworks, outstanding free acts, etc.
DON MITTELSTADT
Chamber of Commerce, Rice Lake, Wis.

WACO, O., ANNUAL HOMECOMING

June 25 to 28 inclusive.
Want one Educational or Animal Show. Salt Water Taffy, Photos, Scales, Lead Gallery and Concessions for Merchandise. Silence a polite negative.
GEORGE MARLOW
911 Payne Ct., N.E. Canton 5, Ohio



ELECTRONICS
Train for a bright future as a working electronic specialist in the modern Navy
NAVY

CALGARY TO CONSTRUCT \$1,500,000 EXHIBIT BUILDING

400 by 240-Foot Structure Slated For Completion by 1959 Exhibit

CALGARY, Alta.—Bids are being sought by the Calgary Exhibition and Stampede, Ltd., for construction of a multi-purpose exhibit building to cost at least \$1,500,000.

Construction is expected to start

immediately after this year's exhibition and stampede, which closes July 12, and the building may be ready for the 1959 show.

Plans have been under consideration by directors for more than 18 months.

The structure, 400 feet by 240, will be built on the present site of the Willingdon and Bessborough exhibits buildings, running north and south along the western boundaries of the exhibition grounds.

It will be the first "split level" type of exhibit building ever constructed in Canada and second in size to the new Queen Elizabeth Building at the Canadian National Exhibition grounds in Toronto.

As well as housing exhibits during the summer fair, the building will be used for events such as

home shows, family fairs and automobile shows. In the winter, 24 sheets of curling ice will be housed on the lower level.

The exhibition board is also planning to provide dormitory space in the building for 4-H Club members.

The fireproof structure will be constructed of steel frame, masonry and steel paneled walls. It will have three main entrances fronting the midway area, with two large loading ramp areas at the north and south ends.

Its completion will pave the way for further extensive improvements at the exhibition grounds. By using the building as a curling rink in the winter, it will now be possible for the fair board to demolish the old Victoria Arena, built in 1908.

Brandon Nets \$10,490 From Winter Events

BRANDON, Man.—A surplus of \$10,490, the biggest in the history of the Manitoba Winter Fair, was reported at the fair's annual meeting.

The event, held March 31 to April 5, attracted a record attendance. Gate receipts totaled \$20,797, largest in the fair's history and \$2,000 higher than in 1957. Entry fees were up more than \$1,000. Prize money awards totaled \$12,869.

James I. Moffatt, of Carroll, Man., was re-elected to his third term as president. George MacArthur and R. Hope Turner were re-elected vice-presidents.

Regina Budgets For \$116,434 Net This Year

Estimate \$54,487 Profit From Fair; Expects 540G Income

REGINA, Sask.—Surpluses of \$116,435 on the year's operations and \$54,487 on the summer fair are anticipated in the 1958 budget of the Regina Exhibition Association.

In 1957 surpluses of \$115,299 on the year and \$61,700 for the fair were recorded.

The exhibition board estimates that revenue this year will be \$540,107 and expenditures \$423,673, compared with an actual of \$542,567 and \$427,268 last year.

Summer fair revenue is expected to be \$351,000, down \$8,500 from last year, and fair time expenditures are estimated at \$296,513, down \$1,364.

Breakdown of anticipated fair week revenues is as follows: Main gates, \$64,000; grandstand, \$70,000; midway, \$24,500; races, \$115,000; concessions, \$62,000; exhibit space, \$12,000; exhibitors' fees, \$2,000; parking, \$1,500.

An important item this year is the decision to revert to free parking on lots adjacent to the grounds. The change is expected to cut the parking committee's costs by \$2,000 and to reduce parking revenue \$5,373 from last year when the imposition of a fee brought some public criticism.

Current maintenance costs have been reduced \$11,000 and only \$5,000 is being spent for capital items, other than a \$500,000 exhibit building now under construction. Last year's current expenditures totaled \$49,647.

Capital expenditures will include \$2,500 for a steel fence and gates on the east side of the grounds and \$1,500 for regressing the race track infield.

An outlay of \$106,652 is expected for the nine days of racing, a reduction of \$3,236 from last year because the federal government is assuming the cost of saliva and urine tests and film patrol. Of the race total, \$64,150 will go toward purses and \$16,000 for pari-mutuel expenses.

The fair board estimates that grounds and buildings revenue from rentals will total \$60,000 and that expenditures will be \$38,000.

(Continued on page 67)

Ottawa Cuts Rock and Roll Night Show

OTTAWA — A grandstand program switch has resulted in cancellation of the rock and roll show originally booked for opening Friday and Saturday of the Central Canada Exhibition. The fair is extending the GAC-Hamid night revue, which will play the ensuing week, to fill the Friday-Saturday gap, August 22-23.

Also canceled by the directors, but with no reason reported, is the Rin Tin Tin show arranged for opening Friday and Saturday afternoons.

J. K. Clarke, general manager, cited recent incidents occurring at a rock and roll show in Ottawa as the factor in the cancellation. The decision does not indicate an opinion of the performing skills involved, but rather a precautionary measure aimed at avoiding "unpleasantness." It was made "in the best interests of the Exhibition," Clarke reported.

Elsewhere at the Lansdowne Park event, virtually all commercial exhibit space has been sold. Little League baseball has gotten started in the park, and a Babe Ruth League is being formed with play anticipated very soon.

Bakersfield, Calif., Appoints Hunter To Publicity Post

BAKERSFIELD, Calif. — Don M. Taylor has been appointed publicity director of the Kern County Fair, Secretary-Manager Bert Bates announced.

Taylor is a 1958 California State Polytechnic College graduate with a B.S. degree in agricultural journalism. He has worked with the publicity staff at the California State Fair & Exposition and at the Chowchilla Junior Fair, as well as serving with press teams at Statewide conventions including those of the California Farm Bureau.

Taylor will assume his duties here as fair publicity director and exhibits representative June 1.

Batton reports, except for one year when a high diver was featured who later broke his back.

A \$6,000 metal and concrete stage is being built in front of the grandstand this year, measuring 50 by 60 feet. It will house dressing rooms and two toilets. Since acquiring the fair the Legion has been able to erect a new, mortgage-free clubhouse.

70 at Third 2-Day Ga. Short Course

MACON, Ga.—Seventy attended the short course of the Georgia Association of Agricultural Fairs, held recently in Rock Eagle State Park. Included were representatives of 16 fairs, many State departments, and five associate members.

Results were termed very encouraging by Joe F. Pruett, secretary, who sparked the project. Association President Doug Strobehn of Savannah's Coastal Empire Fair presided over the program and everything moved on schedule.

One accomplishment was the determination to urge State departments to help in giving fairs ideas and exhibits. It was brought out that most departments do not have the capability to build, transport and man their exhibits, but with their co-operation and the association's work, such a program is possible.

Represented were fairs in Atlanta, Carrollton, Columbus, Fayetteville, Griffin, Hiwassee, Macon, Marietta, Metter, Monroe, Rome, Sandersville, Savannah, Springfield, Swainsboro, and Waycross. Also the State Department of Agriculture, Extension Service, Forestry Commission and Board of Entomology, 4-H Clubs of Georgia,

Future Farmers of America, and Future Homemakers of America.

Tax Refund Discussed

Besides brainstorming sessions on problems of small, medium and large fairs, there was discussion on legislation involving front gate sales tax refunds, fairground supplies, and the State Department of Education's new School Day ruling.

A half-dozen additional fairs have joined the association for 1958, bringing the membership total to 40 of a potential 72 fairs. New members and their secretaries are the Bartow County Fair, Cartersville, Vic Harper; Fayette County Fair, Fayetteville, Uhland Freeman; Franklin County Fair, Lavonia, Roscoe McCollum; Candler County Fair, Metter, L. C. Anderson; Walton County Fair, Monroe, Henry H. Shores; Tattall County Fair, Reidsville, Aubrey Varner. New associate members are ABC Booking Office of Atlanta and E. G. Staats and Company, Athens.

The affair was held over two days and carried a \$10 registration fee which included two lunches, banquet, breakfast, and room.

Wilson, N. C., Ads Stage, Kids' Events

WILSON, N. C.—Emphasis on children's appeal is being stressed by the Wilson County Fair this year, in an effort to elevate the status of the event to its former prominence.

If the event draws the youngsters, Secretary Ernest Batton says, it is figured there will be no concern about adults. The city and county school system will be approached for co-operation on promotions. Intended are a spelling bee for grammar schools, with cash prizes.

The American Legion post bought the fairgrounds from local businessmen, and has run the fair continuously since then. Grandstand shows have been consistent losers,

11G Present Keeps R. I. Event Alive

EAST GREENWICH, R.I. —

Two persons have offered to contribute a total of \$11,000 as an outright gift to the Rocky Hill Fair, and another group has pledged \$5,000. The money assures the event of continuing this year despite the failure of the General Assembly to vote its annual appropriation (The Billboard, May 26).

The fair's six directors voted to accept the offers but declined to name the contributors. Their decision was made known by Michele De Ciantis, vice-president.

A bill to appropriate \$11,000 for premium awards was killed in the House after being passed by the Senate.

Joe Monsour Embarks For Brussels Fair

SHREVEPORT, La.—Joe Monsour, secretary-manager of the Louisiana State Fair and president of the International Association of Fairs and Expositions, left here Monday (26) accompanied by Mrs. Monsour for the Brussels World's Fair. The Monsours sailed from New York Thursday (29) aboard the S.S. United States and will return July 16 on the same liner.

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July 22 thru 25. Daily Attendance, 5,000.
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Hickory, N. C., Goes to Free Grandstand

HICKORY, N. C.—The Catawba Fair, of which Manager Corbin Green is president of the State's fair association, is eliminating the admission price to its grandstand this year.

Hickory raised its gate fee for adults from 50 to 75 cents in 1957 but left the kiddies' price at a quarter. Results were satisfactory, and it is felt that the free grandstand appeal, coupled with the increased gate price, will bring in more than enough admissions to offset the talent costs.

ROLLER RUMBLINGS

Two Skating Schools Prep for Operations

CINCINNATI—The ranks of skating schools are being increased to two this year with the debut of the RSROA Skating Academy in Wolcott, Ind., August 8-16, under the leadership of Dick McLaughlin and Dottie and Tommy Lane, gold dance medalist professionals of the Roller Skating Rink Operators of America. Overlapping dates of the RSROA school will be the 10th annual American Skating Institute at J. W. Norcross' Warnoco Rink, Greeley, Colo., August 4-16.

Courses at the RSROA school will embrace refresher work for professionals, aids to the rink operator in developing greater managerial ability, and the teaching of advanced skating to amateurs who have passed the beginner level. There also will be class work covering free skating, figures, pairs and fours, along with theory, demonstration and practice in each division.

Separate classes are being set up for the training of RSROA skating judges. Qualifying examinations will be given before a student earns RSROA recognition, according to the announcement.

The following tuition schedule has been set up: Single amateurs, \$35; amateur couples, \$50; single professionals and operators, \$50, and pro and operator couples, \$80.

At Greeley the American Skating Institute, the brainchild of Norcross and Fred Bergin, is expecting record attendance. An important feature of the school this year will be the presentation of a skating show done earlier at the Warnoco rink. Aside from the fact that it will give students a chance to learn how such a show is put together and costumed, school faculty has invited members of the Colorado State School of Education to view the show on August 15 and 16. Educators from all over the country will get to see roller rink skating in the best possible light, said Norcross, considered important because of the rink industry's effort (without much success) in recent years to interest educators in the possibility of making roller skating a part of their systems' physical education program.

The Greeley school will be broadly diversified, offering classes in rink and class promotion, class schedules and teaching methods, direct mail advertising, publicity, show production, house organs, music and programming, equip-

ment maintenance, party promotion, children's classes and sessions; music, recordings and sound systems, and operator-teacher relations.

Greeley school tuition: Single amateurs, \$35; amateur couples, \$50; pro and operator couples, \$75.

150 Ballroom People Honor Boston Writer

NEWTON, Mass.—More than 150 persons associated with the New England ballroom business gathered Tuesday (20) at Norumbega Park to offer a tribute to a newspaper ballroom columnist. Honored was Eddie Rugg of The Boston Record-American.

Norumbega operator Douglas Farrington was host to the group which included ballroom operators, bookers and nearly 40 ballroom band leaders. John Dineen, of Hampton Beach Casino Ballroom, was toastmaster.

Karl Braun, operator of the Commodore Ballroom in Lowell and president of the National Ballroom Operators' Association, presented Rugg with a purse of money in the name of the NBOA and especially from the New England group. Rugg also was presented with a citation from Mike Stanzler, of Rhodes on the Pawtucket, R. I.

Dineen pointed out that Rugg's column was unique in that in no other part of the country was there a column of the type which he said had helped immeasurably to highlight the events in the ballroom industry and to not only inform the public of the activities but to offer help to the operators. Other speakers were Ed Enegren, of the King Phillip Ballroom in Wrentham, who presented a gift to Mrs. Rugg, and band leader Ted Herbert, who spoke for the music men.

Among other operators present were John Collins of Lincoln Park Ballroom; Roland Gamanche of Lincoln; Bill Spence of The Surf, Nantasket Beach; Fred Hart and Kelly Weinstein of Mosley's on the Charles; Joe DiSimone and Buddy DiMeo of the Varsity Club, Sherry-Biltmore Hotel, Boston; Ed Knowles of Riverside Ballroom; Rudy Bergeron of Old Orchard Pier, Portland, Me., and Tom Burke of the Hotel Lenox, Boston.

Others present were Howard Sinnot of GAC; Howard McElroy of MCA; Irving Dunkin of Willard Alexander; Harry Weist of the Buddy Morrow organization; Charles Kerns, Manchester, N. H., booker and Charles Schrippen, New England booker.

Smiley Burnette Agency Contracts To Promote Cave

STUDIO CITY, Calif.—Smiley Burnette has signed a contract to appear at the opening of Lewis Morphy's Paradise Cave in Dayton, Tenn., on June 15 and Burnette's agency will handle the park's promotion for three years.

Max and Dottie Harrison will represent Burnette in the promotional campaigns with John Drew

New Booths, Small Church At San Antone

SAN ANTONIO — Symbolic ticket booths for rides, re-creation of a Western town and a tiny church are among features in operation or planning of Jimmie Johnson's Playland Park here this year.

The rebuilt ticket booths typify the rides they serve. One is in the shape of a guided missile and reportedly cost nearly \$3,000.

Drawing crowds is the small church, with small pews. And for the future is a plan to exhibit a re-creation of "The Last Supper."

Johnson also is planning to build a Western town on the shore of a stream which separates the park from Fort Sam Houston. His plan is to learn of some real town in Western history that was beside a river and to duplicate it as nearly as possible.

Spinning now as one of the park's principal rides is a Merry-Go-Round with German carvings made at Leavenworth, Kan., in 1917.

Johnson noted that the park, now in its 16th year, is drawing family groups and older children, with most of the patrons more than 17 years of age. Younger children have been in the minority this season.

Pacific Ocean Park Schedules July 1 Opening

OCEAN PARK, Calif.—Opening of Pacific Ocean Park, the multi-million dollar spot backed financially by the Los Angeles Turf Club and the Columbia Broadcasting System, has been set for July 1.

A press preview has been set for June 7 with a second special showing the following day. On Sunday (29), St. John's Hospital in Santa Monica will stage a special party. Park will be closed on Monday, opening to the public on Tuesday (1).

Under the management of William H. Jaynes and Ben A. Dorisio vice-presidents and general managers, much of the park has been constructed out over the Pacific Ocean.

Patrons will enter thru Neptune's Courtyard and into a realm of undersea fantasy constructed by a group of outstanding motion picture set designers, special effects men, architects and engineers.

Admission will be 90 cents for adults, 70 cents for juniors, and 50 cents for children. Average price for paid attractions will be 25 cents.

Jerry Conway is in charge of publicity.

booking the talent and Jed Jorgenson acting as business adviser. All are members of Burnette's organization.

Morphy's Park will feature concessions operated by service clubs and organizations interested in child welfare.

Burnette, in addition to appearing in Dayton, will make a television appearance in Paducah before going to Crestview, Fla., for a four-day rodeo. His bookings also include the Ohio State Fair in August.

2 New Rides Spark Lakeside Business

Krasner Adds Satellite, Scrambler; Motel Ticket Deal Brings Tourists

DENVER—Since his mid-May opening, Ben Krasner's Lakeside Park here has been getting rain during the week and clear weather and good business on weekends.

There are two new rides. The Scrambler is pulling exceptionally well and a line is formed in front of it from the 6 p.m. opening time until nearly closing time each night.

The German-made Satellite ride, reportedly the first in this country, is a still-bigger cash getter for Krasner. His is spending nearly \$100,000 for the location, installation and equipping of the unit.

In its first weekend of operation the Satellite won the lion's share of business during its operation, Krasner said. Ample publicity accompanied the installation, with both Denver newspapers covering it with stories and photos. Disneyland is tentatively scheduled to get the second Satellite in this country, it was said here.

The new rides bring Lakeside totals to 24 adult and 14 kiddie rides. All are pulling better than in the past several years, Krasner said.

School picnics at the end of the year along with industrial and church groups combine with outings by service clubs, civic groups and other organizations to build the over-all traffic thru Lakeside. Many groups use the reduced ride fare policy set up by Krasner as a fund raising project.

Stock car races are pulling crowds every Sunday night. Already the box office for the stock cars has equaled several of the peak nights during last year's lengthy stock car season. Krasner says that midget races will begin June 6.

Lakeside's Moonlight Gardens, the plush ballroom overlooking the lake is dark except on weekends

R. I. Eying Dance Deals

PROVIDENCE—Rhode Island wants to present public outdoor dancing in Lincoln Woods and Goddard Memorial Park, and on the boardwalk at Scarborough. William H. Cotter Jr., chief of the division of parks and recreation in the State Public Works Department, said dancing would be put out on a concession basis to the high bidder.

The State is looking for the best deal in orchestra music and low admission prices, and would impose conditions under which dancing would be conducted. Portable flooring would be needed for the park sessions.

Bowlers Tie In At LeSourdsville

MIDDLETOWN, O. — LeSourdsville Lake will have all rides and amusements in full operation over the holiday weekend. On the Saturday (31) the funspot will have a special Bowlers Day.

The five major bowling lanes in the county are promoting the affair by distributing identification tags to all bowlers who frequent their establishments. The tags entitle bearers to special concessions and prizes at the park. As an added attraction the LeSourdsville Lake Ski Rangers presented a free water ski show on the 19-acre lake.

when a house band takes over the stand.

One of the business getters that Krasner has inaugurated is free admission cards placed in more than 300 motels in the Denver area.

These free admission tickets admit the bearer and his party to Lakeside as a guest of the particular motel where the tourist, businessman and visitors are staying. The card has a place for the motel to stamp its signature, thus making it appear that the motel is playing host to the guests. Altho the tourist season doesn't get under way for several weeks yet, Krasner says that already he is getting a considerable amount of play from this promotion.

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G-16 Miniature Train, Hand Car, Small Coaster, and Scooter Building. Must be Reasonable Price. Interested in Other Major Rides, any Condition. All Reply:

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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.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

NEW GAME

CRO-BOWL

(Croquet-bowling.) Played with croquet mallet and ball. Two alleys only 12 ft. long and 5 ft. wide. Good money maker for Parks, Rinks, Bowling Alleys and Miniature Golf Courses. Shelter required. Copyright secured. Write: **C. S. GARDINER, CRO-BOWL GAMES**, 1501 Gleason St., Silver Spring, Md. Phone: Lockwood 5-4148

TWO NEW SHO BOATS

Want to place in parks on percentage basis. Phone or write

MR. KOZIK
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BUBBLE BOUNCE

Top Location. Will buy OR Concession.

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MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY, GLAMOUR, SHOWMANSHIP

GET THE NEW REVOLVING **HOLLYWOOD SPOTS-LITE** NEARLY INSTALLED

BETTER'N A CRYSTAL BALL
NO MIRRORS TO BREAK
WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING RINKS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

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42 x 102 **IN STOCK**
53 x 122 **AT ALL TIMES**

NEW SHOW TENTS MADE TO ORDER

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100 Central Ave. Alton, Ill.

BEATTY RUNNING AHEAD OF 1957

Gives Three Shows at Jamestown; Steel Centers Show Lighter Takes

JAMESTOWN, N.Y. — Clyde Beatty Circus gave three shows here Tuesday (27), as it played the first of several Shrine club dates booked in connection with its Buffalo Shrine Temple stand. The Jamestown afternoon was a turnaway, the regular night show was a turnaway and a 10:30 p.m. show brought a three-quarter house, the show reported. Business for the Beatty show is

Gil Gray Big At Lincoln; Lays Off Week

LINCOLN, Neb. — Gil Gray Circus, playing State Fairgrounds Coliseum, which seats 7,500, scored a reported 30 per cent increase over last year's engagement. Attendance in afternoons was estimated daily at 2,000, 2,500, 2,000, 1,500 and 2,700. At night the show played to 5,000 to 5,500 on most nights, exceptions were one night with 4,100 and another with 4,500. After Lincoln (12-17) the show layed off at the fairgrounds (19-24).

CAN PLACE CIRCUS PERFORMER

Who can do more than one turn, or Medicine Show Team. Must have act that will fit country and variety show, featuring western picture star, Fuzzy Q. Jones. CONTACT TOMMY SCOTT SHOW General Delivery, June 5, Cumberland, Maryland; June 6, Hagerstown, Maryland; June 7, Martinsburg, West Virginia.

4 PHONEMEN WANTED

Grotto Deal, Williamsport, Pa. U.P.C. and Banners. Shrine deal to follow. If you lush, stay where you are. Bill Wilson, Lee Snyder, John Sadler, call in. Day Phone 61361—Night 5675 No Collects.

CAN USE TWO

More good Phonemen for Cristiani Bros. Chicago Date. Prefer Ad Men. Terrific Sponsor Acceptance. Phones in and working now. STEVE HARRIS 20 E. Jackson, Chicago, Ill. Phone: WEster 9-2246.

8—PHONEMEN—8

25% commission on banners for parade and inside big top, also UPC's. Four towns ready, two Police, one Fire Department and KC. PHONE CIRCUS OFFICE, 542 New Castle, Ind.

AERIAL RIGGING—BREAK A WAY PLENTY OF WIRES AND PULLEYS AND COSTUMES—REASONABLE

Lucie Gillette 1701 E. Florence Ave., Los Angeles 1, Calif.

CAN PLACE

Heel and Toe Banner Man for nation's biggest country and variety show, featuring western star Fuzzy Q. Jones. Year around work. Contact TOMMY SCOTT SHOWS General Delivery, June 4, Keyser, W. Va.; June 5, Cumberland, Md.; June 6, Hagerstown, Md.

4 PHONEMEN 4

Four phones still open here for producers. Boys here getting well—writing \$250 to \$305 daily. Eight deals waiting, carded with phones in. Following call: Ed Smith, Charlie Smith, Jim, etc., Barney Spears, Tony. Need Promotional Director with or without crew. Call ROGER ANDERSON, Pioneer 3-7601, Danbury, Conn. P.S.: J. D., Jr.—Call me.

running ahead of last year's. In recent days business has been good, with the exception of a few soft spots in cities that are highly industrialized and keyed to the steel business.

New Brighton, Pa., had a light and a good house (19). Butler, Pa. (20) drew two capacity houses. New Castle, Pa. (21) was fair. Youngstown, O., (22) had rain and recession to slow business. Oil City (22) was good. Meadville (24) gave a good afternoon and fair night. Erie, Pa., had a light afternoon and night.

The show is rolling well, with things ready at 10:30 a.m. on most days. Frank McClosky is general manager and Walter Kernan is assistant.

On the advance, Floyd King, general agent, is working out of Boston. Press men Frank Braden and Ora Parks are getting good breaks. Art Bitters is car manager and his crew is getting much paper up, including several new pieces produced by Enquirer Show Print.

Clyde Winning At Ont. Stands

OTTAWA—Clyde Bros. Circus has been getting good business in Canada and it also has filled dates to complete its advance route in Ontario.

At North Bay (15-16) the show had afternoon crowds of 1,200 and 1,000; night houses of 1,700 and 2,400 in Memorial Gardens. Kingston (19-20) had afternoons of 4,600 and 2,300 as well as nights of 1,200 and 1,900 in the 3,077-seat Community Memorial Center. Both stands were sponsored by the Shrine.

Brockville (21) had light business, and Ottawa (22-24) opened light in the 6,500-seat Auditorium. The Ottawa run, however, was termed a success when the final count was in, with the totals running well above previous years!

Show includes the Walleudas, Hungarians, David Hoover Lions, Smahas Elephants and Mixed Animals; Marcu Troupe; Billy Barton; Whiz Kids; Henderson Chimps and others.

Sweden Raps Moscow Show

STOCKHOLM—Appearance of the Moscow State Circus here brought a poor review from a newspaper in circus-hep Sweden. It said that the "Moscow Circus, which certainly should represent the very best and most unusual, differs on few points from what our ordinary mud shows proudly exhibit on the countryside in the spring of the year."

"Much of unique variety isn't found in the Moscow circus. However, the style is imposed with sureness and presentation of a very high class in some of the acts. In contrast it is difficult to admire the animal trainers... The bear act was also an exhibition in how one subdues an unruly animal with iron-fisted blows over the ears."

TOKYO—Moscow State Bolshoi Circus opens at the Korakuen Ice Palace, June 14 thru July 20, with 50 performers, 17 bears, 20 dogs and two geese.

SHOW PARADES ON CLOSED TV

HAGERTOWN, Md. — When Cristiani Bros. Circus played here, it took part in a new twist on circus parades. Schools were not dismissed for the safari, but the kids saw the march anyway.

Closed-circuit television brought views of the parade into the schools throuout the city. Deal was set up with the school officials thru police and fire auspices.

Cameras were set up outside the school television center and the circus parade was routed out of the city street, up to the cameras in the center grounds and back to the street to continue its junket downtown.

Ring Survives Rough Spring, Aims for Alta.

RAVENNA, Ky. — Franco Richards said here last week that the Ring Bros. Circus had survived a disastrous spring and was en route to Western Canada. Show has been out six weeks.

Earlier, at Logan, W. Va., the circus was hit by a flash flood which washed away \$10,000 worth of tents and seats, and one truck. Another top, a 70 with three 50's was brought on from quarters, and the show continued.

In the first six weeks the show had six days of sunshine. Business has been bad.

It now is set to make a 2,400-mile jump to Milk River, Alta., where it will start a 90-day tour of Alberta and vicinity. Show moves on about 10 trucks and uses two bulls.

Performers include the Hodgsons Funny Ford; Corws, trampoline; Matt Laurish, ponies; Beryl Hazelwood, aerial; Alfonse, bounding rope; Lucy DeRiskie, elephants, and others. Bobby Hall is secretary. Tom Buchanan is adjuster. Robert Faulkner and Rebel Marchette are with it.

Ringling Show At Providence

PROVIDENCE, R. I.—Ringling-Barnum circus opened its stand at Rhode Island Auditorium with 3,400 paid attendance in the 5,600 seats for the first of the six days. Preliminary reports were that business was good during the week.

Show plays Hershey Arena, Hershey, Pa., May 29-June 1, and Philadelphia's ball park June 3-8. Norfolk, Va., is June 10-12, while Richmond is scheduled for June 13-15. Baltimore is June 18-22. Washington follows, for June 24-29. Youngstown, O., is the July 1-3 stand, and the show will be in Cleveland for July 4 thru July 6.

Charles Schuler Leaves Mills

CHICAGO—Charles M. Schuler has closed with Mills Bros. Circus, where he had the press and wagon. He's now headquartered in Chicago and handling other show booking and publicity work.

Adams Adds Canopy, Seats, Truck, People

HANNIBAL, Mo. — Adams Bros. Circus had mixed business last week, including both straws and blanks. Show has taken delivery on a 120-foot canopy top and 20 sections of seats. Its stands now include indoor, open-air and under-canopy styles.

In Peoria the show had 1,800 people for the day at Exposition Gardens. At Pekin (16) they had a light afternoon and 1,200 at night in the high school auditorium. Kewanee (17) had about 2,200 for the afternoon in the ballpark, and night was light with rain at show time.

The top was used at Monmouth (19) and had full and straw houses on the new seats. Macomb (20) had three-quarter and full houses in the canopy. In Quincy for two days they used the Orpheum Theater, a former vaude house, and had 2,000 people for the two-day total.

East Alton blanked out with six-paid for the day and 30 in the canopy when wind forced calling the night show at mid-point. Hillsdale, Mo., had 200 people in the canopy for the day. Jerseyville, Ill., was another blank.

In Hannibal the show bounced back to get a slightly strawed afternoon in the 2,000-seat armory and a night house that included 600 standees.

Show has added a fifth truck. There are 13 promoters at work. New is a billposter and a line of Neal Walters dates and pictorials. The Cal Townsends joined on front door and the Floyd Bradburys joined on concessions and performance.

CFA Details Convention

CHICAGO—Details have been worked out for the CFA convention program here June 26-28, Chairman Ken Fishleigh reported.

First day (26) will have registration, a directors' meeting and a business session. That night the group will visit Hagen Bros. Circus in a suburb.

Second day will have the CFA on the Chicago lakefront to see the arrival of Cristiani Bros. Circus. A luncheon and tour of Marshall Field's has been set for that afternoon. In the evening will be the CFA Koo Koo Club session.

Third day (28) has a business session in the morning, open time for shopping or visiting in the afternoon, the CFA attendance at Cristiani Bros. Circus performance in the evening and the CFA banquet with Cristiani personnel as guests for late Saturday night. Convention is headquartered at the Conrad Hilton Hotel, not far from the Cristiani lot at Soldier Field parking lot.

Gosh Closes 10th Season

ETOWAH, Tenn. — By Gosh's All-American Indoor Circus closed its tenth annual tour here Saturday (24). The season included 200 towns in seven Southern States.

Business was good despite recession talk. Show uses school auspices in most places. Season began in the fall and the show closed down for three weeks at Christmas time.

PHONEMEN
Official labor, here is a repeat. Seventh annual tickets and advertising. A good opportunity in sunny Los Angeles.
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ROY BELL

3 PHONEMEN
Auspices Junior Chamber of Commerce, Clyde Beatty Circus.
PHIL JACKSON
Phone: Dupont 2-6480
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EXHIBIT SPACE SALESMAN
FT. WORTH FOOD FAIR
RETAIL GROCERS' ASSN.
5237 LOCKE FT. WORTH, TEXAS PE 2-1896 No collect

2—PHONEMEN—2
American Legion Annual 4th of July Picnic. \$12,000 taps; phones in; start work now. 25% daily. Ducats only. No adv. Please, no collect calls from anyone.
R. A. (BOB) MALLORY
1114 8th Ave. South Nashville, Tenn. AL 6-4318

PHONEMEN
National road show. Year-round work. Tix and book. Must be able to cut ads. No room for 40 miles—as we move. Join under your own power and stay that way. No recession here. **CHARLIE WILLIAMS**, Tilden 9-9393 (days), Westminster, Maryland.

4—TOP PHONEMEN—4
CRISTIANI BROS. CIRCUS
for Milwaukee Jr. C. of C. 6 weeks' work. Police deal follows.
STANLEY PAUL, Broadway 1-0164, or Hotel Antlers, Broadway 1-5634. (Free tickets Mil. Braves Baseball)

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Radio-TV Programs
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State, County & City Employee Directories. High caliber men make \$200 a week.
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P.O. Box 940, Richmond 7, Va. Phone: Newport News, Va.—4-7207 or 4-6667

2 PHONEMEN
Annual Show, Book and Tickets. Phones in, open June 2. Town is Carded. Plenty repeat calls. Collect daily—Pay daily.
J. A. RACKLEY
Phone STate 3-3230, Jackson, Mich.

PHONEMEN & WOMEN
Beginning June 2. Labor (men only) till August 1; K. of C. till July 1. Air conditioned offices. No drinks. Phone—Write—Wire—Come In. Mayfair 1-3426—937 1/2 Minnesota, Kansas City, Kan. No advance; no collect. Year around employment very possible.

BANNER SALESMAN WANTED
Exp. man. Top auspices in cities for Clyde Beatty Circus. Sorry, no UPC salesman needed now. Phone
LEE TAYLOR
Charles Hotel, Springfield, Mass. REpublic 3-2101

PHONEMEN
Four top Producers for Rotary and Kiwanis dates. Banners, UPC's. Pay daily. Men are averaging \$200.00 daily here. Good spot to follow.
MEARL JOHNSON
Depew, N. Y., MURray 2250.
East Aurora, N. Y., CYPress 5928.

2 TOP PHONEMEN
This is labor (BRT) 10-year publication. Repeat deals to follow. Gary, Ind., opened Monday. Bob Mason, Henry (Frank) Edwards, Ralph Owens, call me. Lushes, save your time. No collect.
KENDALL
Phone: Turner 6-3114 Gary, Ind.

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

JUNE 2, 1958

Communications to 188 W. Randolph St., Chicago 1, Ill.

MERCHANDISE

63

Amazing Cel-Max

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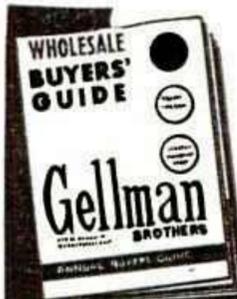
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ATTENTION!

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STILL STRONG

Rebuilt Watches Offer Big Profits

By IRWIN KIRBY

A big season in reconditioned name-brand watches is a strong possibility, as retailers start overcoming fears of offering used quality merchandise, and start cashing in on the potential earnings involved. In the East, publicity given to incidents involving watches sold by bargain and auction stores created a gloomy atmosphere recently, but there actually is no cause for concern by dealers.

Rebuilt watches in fact, are regarded as dependable as the new product, and a proper approach in selling is all that is required to turn over a considerable number of these pieces. The cases in point resulted from actual fraudulent claims that the watches were brand new, and these charges were indefensible.

The only stigma attached to displaying and selling used goods is in the mind of the seller, and if he allows this apprehension to intrude into his sales approach, he has spoiled the chances of a good sale. Astute merchandisers realize they do not have to misrepresent in order to dispose of rebuilt watches, for example. Claiming they are new is wrong and dangerous from a legal standpoint. But there are definite sales qualities that can be emphasized which make people aware they are getting a dependable timepiece for less than a new one would cost.

Stress the truth: These are original works of Gruen, Waltham, Benrus, Elgin and other name brands. They have new crystals. They have new cases. They have new expansion bands. They are jeweled movements, which have been thoroly checked. They are, in many cases, electromagnetically timed. They have the waterproofing and anti-magnetic qualities of the new items. It is not misrepresentation, therefore, to describe them as reconditioned watches which are like new. Nor is it misleading to state they are genuine name-branded pieces if one is prepared to reply, upon being questioned, that they have been rebuilt.

No List Prices

A fine point to this kind of selling is that there is no list price on rebuilt goods, so that no inhibitions are placed on the pricing. When a dealer, door-to-door vender, or concessionaire can get a glittering piece of jeweled merchandise such as a 15-jewel name-brand watch for around \$8.75, it is obvious that a satisfying mark-up can be made with the assurance that he is selling a dependable item nonetheless.

The cases are usually non-tarnishable, stainless steel, rather than the tarnishable metal used with many pin lever movements. Plastic gift boxes, name-branded like the watch itself, are available for 50 to 75 cents. Thus mounted, the watch has all the appearance of an item worth much more than its price.

In the low-price field this season is a piece which was available only in costly jeweled movements last year. This is the attractive "satellite" or "mystic" watch, featuring two stones in place of watch hands. The stones move with no apparent connection to any part of the watch, when in reality they are affixed to revolving, clear discs. The pin lever model is wholesaling for \$7.50, a favorable price for a watch which has been associated with jeweled movements.

In the matter of guarantees for reconditioned watches, there is this element to consider: Jobbers do business with shops whose prices allow them to compete with each other in the open market. A guarantee card would reveal the name and address of the shop, which a jobber prefers to keep confidential. What he will do, therefore, is lend the assurance to dealers that a returned watch will be replaced immediately, and stand behind that arrangement.

The April 14 edition of this series told of the growing popularity of morbid items, and singled out the imitation shrunken head which runs around \$15 a dozen and retails for \$2.95. Now the item is given strong sales impetus thru a huge photograph in the May 26 issue of Life Magazine. Part of a picture story of Kerry Grange of Wichita and his search for a used car, the photo shows him holding aloft a shrunken head bought for a car ornament while his girl friend stands by, mouth agape. It is safe to estimate that millions of people have seen his photograph and will recognize it, if they see it posted by a shrunken head display.

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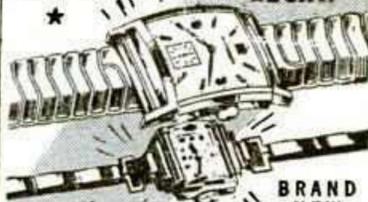
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WEINMAN WATCH Values!

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Men's and Ladies! All famous makes! Complete with expansion band! Reconditioned — Guaranteed like NEW!

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New style Elgin, Waltham, Benrus, Gruen. Complete with expansion band. Rebuilt and guaranteed like new. (Sample \$8.95.)

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Bulova, Elgin, Benrus with expansion bands! New style cases—rebuilt and guaranteed like new. In lots of 3 or more. (Sample, \$10.95.) each

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Solid Fibre Glass Rod. Stainless Steel Guides and Tippet Two-Tone Windings, Dura-Plastic Removable Handle, Positive Reel Lock, Collet-Type Nose Piece.

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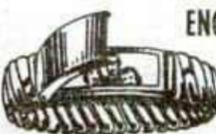
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This week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

NOTICE TO ALL OUR GOOD FRIENDS AND CUSTOMERS
 AFTER JUNE 1ST WE WILL BE IN OUR NEW AND SPACIOUS HEADQUARTERS LOCATED AT 2048 WEST NORTH AVE. HANDLING AN EXTENSIVE LINE OF ENGRAVING JEWELRY, ETC.
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Frisco Pete Enterprises, Inc.
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 ALL PHONES: EVERGLADE 4-0244

THANKS NAT AND JIM COOK
 for a pleasant association these past three years
Good luck to you in the future
 May 25—the day you left—is one I'll always remember
ART BRAVER, COOK BROS.
 1020 W. Randolph St., Chicago 7, Ill.

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 "King of the Demonstration Field"

DIRECT FROM Costume Jewelry Manufacturer
 Per Doz.
 Miracle Prayer Crosses, boxed \$4.25
 Men's 3-Rhinestones Rings, boxed 2.75
 Ladies' Rhinestone Adj Rings, boxed 2.00
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 At last! Take advantage NOW of our new, revolutionary False Plate Duplication System. SAVE MONEY! Enjoy the blessed comfort of a perfect-fitting plate! Your old loose, uncomfortable, cracked or chipped plate transformed into a new, comfort-fitting, natural-pink light-weight plate—made expertly of fine, top-quality Dupont Plastic. We use same teeth, or new, natural-shaped matched teeth. Broken, cracked plates repaired; missing, broken teeth replaced. ACT TODAY to enjoy comfort in wearing full or partial dentures!
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FREE! 8 months' supply False Plate Cleaner to all who write for money-saving offer!
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 We are One of the World's Largest Suppliers of New and Conditioned Watches.
LOWEST PRICES
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 421 So. Los Angeles St., Los Angeles 13, Calif.

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IMMEDIATE DELIVERY
 138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING
 ON CHAIRS MINIMUM ORDER IS 4 DOZ. STATE QUANTITY NEEDED—ASK PRICE
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TIP CARDS • BASEBALL CARDS
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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.
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ALL-WEATHER Plastic Pennants
 Durable—Tough—Brilliant
 48 assorted colors—18-inch Plastic Pennants sewed on a tough, heavy tape, 100 ft long ONLY \$4.00 ea. Doren lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied. Colorful Decorations of All Kinds. Write for Free Catalog
A & A NOVELTY CO.
 Cincinnati 36, Ohio

PIPES FOR PITCHMEN

By BILL BAKER

AN UNFORTUNATE . . .
 experience near Welch, W. Va., recently deprived Ben (Horseback) Meyers from making the Decoration Day auto racing classic at Indianapolis, a date he had been looking forward to with anticipation. Ben left Florida early this spring, working his way north thru North Carolina and into West Virginia. Near Welch his truck went off the road onto a soft shoulder, the vehicle and Ben going into a creek. The truck was wrecked, but, luckily, Ben received no injuries. Ben is now shopping around in the Queen City for another truck.

THE COURTOTS . . .
 Mildred and Charlie, who for many years have worked the major spots with various items, their latest a cake-decorator deal, have settled for keeps in Miami. They threaten to fulfill a threat they've made numerous times—to quit the road for good. Mildred is currently em-

played by an industrial firm in the Florida metropolis, with Charlie working the area as salesman for a manufacturer of aluminum cabanas for house trailers.

YOU FOLKS . . .
 who haven't piped in for awhile, how about letting the folks in the trade know of your whereabouts and activities. You know, the column can't survive on thin air. Bill Baker feels obligated to turn out a weekly column for you that's informative and interesting, but he needs a little co-operation from the pitch trade to accomplish that. How about a few reports on how your spring business has been to date? Who in the trade have you met recently, and what items was he pitching and with what success? An occasional note to the Pipes desk will work wonders in producing a column that will keep you up to date on activities of your buddies.

COMING EVENTS

- Arkansas**
 Crawfordsville—Crittenden Co. Livestock Show, June 2-7. Herman C. Phillip.
California
 Los Angeles—Celebration (Coliseum), July 4. American Legion.
 Los Angeles—Great Western Dairy Show, June 20-24. A. M. Mathews.
 Los Angeles—Construction Industries Expo & Home Show, June 21-30.
 North Highlands—Sacramento Riding Club Horse Show, June 14.
 Ross—Marin Co. Art & Garden Show, July 2-6. Marcella McCoy.
 San Francisco—Plover Show, Aug. 21-22. Walter Gibson, 2253 31st Ave.
 San Francisco—Gift Show, Aug. 3-6. Kay Leber, 1335 Market St.
 San Francisco—San Francisco Home Show, June 19-29. Ted Bentley Productions, 666 N. Robertson St., Los Angeles.
Colorado
 Greeley—Horse Show, June 28-29. Chamber of Commerce.
 Pagosa Springs—Celebration, July 4.
Connecticut
 Hartford—Lions' Club Festival, June 9-14. Mgr., 252 Asylum St.
 Plainville—Cherokee-Oklahoma Rodeo, 30-June 1. Joe Tinty.
Florida
 Sarasota—Festival of Sports and Beauty, July 3-5. Chamber of Commerce.
Georgia
 Atlanta—Southeastern China, Glass & Gift Show (Aud.), July 20-23. Foster B. Steward, Biltmore Hotel.
 Savannah—Summer Bazaar, Aug. 30-Sept. 4. Irwin B. Griffin, Jewish Educational Alliance, 511 Albercorn St.
Idaho
 Emmett—Emmett Cherry Festival, June 23-28. Dick Sweetnam.
 Meridian—Meridian Dairy & Stock Show, June 5-7. Jerald J. Cox.
 St. Anthony—Fremont Co. Pioneer Day, July 24. Golden C. Linford.
 Sandpoint—Celebration, July 4. Jim Berry, Box 612.
 Sugar City—Snake River Valley Horse Show, July 10-12. Dess Lauer.
Illinois
 Ashland—Celebration, June 16-21.
 Braidwood—Celebration, June 24-29.
 Chicago—Celebration (Soldier Field), July 4.
 Divernon—Celebration, June 9-14.
 Geneseo—VFW Celebration, July 3-5. Post No. 5093.
 Hanover—Firemen's Homecoming, July 4-5. Harland King, Box 24.
 Hoopston—Celebration, July 4.
 Rockton—Celebration, July 2-6. Vern Ghiglieri, Retailers' Assn.
 Stockton—Street Carnival, July 17-19. Frank C. Niemeyer, Lions Club.
 Tuscola—Veterans' Reunion, July 7-12. Cal Rator, Nokomis.
 Vandalia—Celebration, June 2-8.
Indiana
 Cloverdale—Homecoming & Picnic, July 24-26.
 Columbus—VFW Street Celebration, June 6-14.
 Dublin—Dublin Street Fair, June 18-21.
 Eaton—Firemen's Celebration, June 8-14.
 Harlan—Harlan Days Celebration, July 30-Aug. 2.
 Ladoga—Homecoming & Fish Fry, Aug. 20-23.
 Marksville—Marksville Street Fair, June 11-14. Floyd T. Goberville, American Veterans Post 25.
 New Palestine—Annual Carnival, June 19-21. Joe Wickham, Chamber of Commerce.
 North Webster—Mermaid Festival, June 23-28. Lions Club.

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 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 of red or green. Excellent growing flush. Free promotional aids. Write for details.
LAVENDER SACHET BASKETS
 Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.
LOWEST PRICES ANYWHERE
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 No. 8719—3 lb. Bottle \$5.00 ea.
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 26" BEAR All Colors Dozen F.O.B. K. C. \$21.60
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 36" Ass't. Dolls—Duck, Clown, Bear and Doll Faces. Ass't. Taffeta Colors. Ribbons on neck and legs. Large Pompon on chest. Each in individual poly-bag.
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 Dozen \$13.90
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 Make BIGGER PROFITS WITH Galentine!
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GALENTINE NOVELTY CO.
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 Unbeatable Charm Bracelet Watch, \$7.50. New Thin Watch, terrific band, boxed, \$7.00. New seventeen jewels, copy Diamond Cover Watch, boxed, \$11.75. Copy \$85. 2-button Chronograph \$39.50. Nat'l adv. 10-piece sets \$5.95; 8-piece \$4.60. Top name brands, many 70% disc. Catalog.
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 580 FIFTH AVE., NEW YORK 36, N. Y.

(Continued on page 65)

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

JUNE 2, 1958

THE BILLBOARD

MERCHANDISE

65

Springfield—Ozarks FFA Fat Hog Show, Aug. 28. Vencl G. Mount.
Montana
 Three Forks—Founders Celebration & Rodeo, July 25-27. A. Driscoll.
New Jersey
 Hammonton—Feast of Our Lady of Assumption, Aug. 11-16. Ralph Santelle, 221 French St.
New Mexico
 Gallup—Inter-Tribal Indian Ceremonial, Aug. 14-17. Edward S. Merry.
New York
 Lackawanna—Marine Corps Memorial Cele-

ration, May 30-June 8. Fred V. Catuzza Jr., 54 Jackson Ave.
 Monroe—Celebration, June 30-July 8, Morgan Demarest, Mgr.
 Patchin—Intl. Bicycle Races, Aug. 2-3. Brian L. Morrissey, 75 Valley View Ave., Hamburg.
 Perrysburg—Firemen's Celebration & Gala Days, June 27-28. Brian L. Morrissey, 75 Valley View Ave., Hamburg.
North Dakota
 Jamestown—Diamond Jubilee, June 2-7.
 Jamestown—N. D. State Dairy Show, June 30-July 2. Clayton Paulson, Marion.
Ohio
 Beverly—Legion & Lions' Homecoming, Aug. 14-16. Bob Bloomfield.
 Bollivar—Legion Street Celebration, June 4-7.
 Columbus—Festival, June 14-15. Geo. M. Gearhart, University View Civic Assn.
 Marietta—Celebration (Fairgrounds), July 4. R. A. Weaver, Box 16.
 Pleasant City—Homecoming & Street Fair, July 16-19. Pete Trott.
 Waco—Homecoming, June 25-26. George Marlow.
 Wooster—Sesquicentennial, June 14-19.
Oklahoma
 Alva—Celebration, July 4. Chamber of Commerce.
 Dewey—Celebration, July 4.
Oregon
 The Dalles—Ore. Wheat League, Fat Stock Show & Sale, June 8-11. Elmer H. Lierman.
Pennsylvania
 Bangor—Blue Valley Farm Show, Aug. 20-23. Millard Gleim.
 Levittown—St. Michael's Church Festival, June 23-July 5.
 Clymer—Firemen's Celebration, June 2-7.
 Orefield—Tri-Clover Fire Co. Celebration, June 2-7.
 Sharon—Patagonia Homecoming, June 23-28. William R. Dodds, R. D. 1, Fowler, O.
South Dakota
 Aberdeen—Aberdeen Quarter Horse Show, June 7-8.
Texas
 Brady—Jubilee and Race Meet, July 3-6. Jim Harkrider.
 Fort Worth—Pioneer Days Rodeo & Celebration, June 1-7.
 Fredericksburg—Horse Races, July 4-6. Emma Petmucky.
 Mason—Mason Co. Centennial, June 15-21. W. A. Birk.
 Uvalde—Tex. Angora Goat Raisers Show & Sale, July 31-Aug. 2. Pete Gulley.
Utah
 North Salt Lake—Intermountain Jr. Livestock Show, June 3-4.
 Ogden—Ogden Home Show, June 4-8. E. V. Smith, Eccles Bldg.
Virginia
 Orange—Orange Firemen's Fair, June 13-14. Russell M. Freddy.
West Virginia
 Franklin—Brooke Co. 4-H Farm Fair, June 27. Ralph Kittle.
 Pennsboro—Celebration, July 2-5. Harry Bee.

The Billboard's SUMMER SPECIAL Dated June 23 Will Help You SELL MORE...



Distributed June 23, this Big SUMMER SPECIAL, perfectly timed, will reach thousands of active Merchandise Concessionaires BEFORE they start their BIG BUYING for the Fair Season ahead. Tremendous additional emphasis is being placed on the importance of this Special for each and every one of these buyers, and here is why ALL of these customers of yours will buy and keep this big Special issue. . . . It will include Features on . . .

- ★ Pitchmen and Demonstrators at Fairs
 - ★ Engraving Items as used at Fairs, Special Events, etc.
 - ★ Souvenir Merchandise at Parks, Kiddielands, etc.
 - ★ Novelty, Premium, Prize, Gift and Up-Graded Merchandise used by Concessionaires.
- PLUS Complete, Valuable Lists Like These . . .
- ★ Revised List of 1958 Fair Dates with important changes and additions.
 - ★ Stadium List
 - ★ Auto Race Track List
 - ★ Baseball Park List

AND . . . ALL the late News, Developments, Coming Events, Routes, Pipes, etc.

EXTRA DISTRIBUTION!

Besides all the above big Editorial Features, the print order of the SUMMER SPECIAL will be increased by 5,000 EXTRA Copies for newsstand distribution.

Your advertising in the Big SUMMER SPECIAL will receive WIDE DISTRIBUTION, INTENSIVE READERSHIP, LONG-TIME REFERENCE VALUE AND FAR-REACHING RESULTS!

RESERVE SPACE IMMEDIATELY!

Ad Deadline Wednesday, June 18

Cincinnati 22, Ohio St. Louis 1, Mo. Hollywood 28, Calif. New York 36, N. Y. Chicago, Ill.
 2160 Patterson St. 812 Olive St. 1520 N. Gower 1564 Broadway 188 W. Randc'ph St.
 Dunbar 1-6450 Chestnut 1-0443 Hollywood 9-5831 Plaza 7-2800 Central 6-9818

TIMELY FAST SELLING ITEMS

TIE-TRIO just in time for fathers' day trade, big seller. Tie—Handkerchief—Pin.
\$9.00 Per Doz.
 Sample \$1.00

DESK SET—4 multi-color ball point pens, red, green, blue, black with unit holder.
\$4.20 Per Doz.
 Sample 50c

SHOPPING BAG folded in clear purse size, snap button case.
\$4.20 Per Doz.
 Sample 50c
 25% deposit, balance C.O.D., f.o.b. Chicago.

WRITE IN FOR OUR SENSATIONAL MONEY-MAKING OFFER TODAY!
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 They Kiss 'n' Hug!
 Appealing, colorful, hand-painted! First sales impact! 7" high, 3 1/2" wide. Order #608

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 Cotton Stuffed \$20.00
 Ass'd. Colors . . . dz.
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OIL PAINTINGS—POPULAR PRICES. Assorted landscape scenes hand painted on cardboard. All sizes. Write Studio-A, 837 So. Central, Marshfield, Wis. je2

RETRACTABLE BALL PENS, \$9 GROSS. Minimum, 5 gross. Refills, \$3-100; \$23-1,000. Samples. \$1. F. B. Sales, 54 Jefferson St., Brooklyn 5, N. Y. je16

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W & J Wholesale Corp. 222 East Third Street Dayton 2, Ohio

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AAA SNAKE DENS — THE LARGEST variety of colorful domestic and exotic snakes on the market for \$25-\$35-\$50. Complete reptile exhibits, \$75, consisting of one large green Iguana, one Tegu Lizard, one seven-foot Boa Constrictor, one six-foot Anaconda, one small Alligator, one small Crocodile and six assorted, colorful Snakes, Squirrels, Monkeys, two for \$29.50; Ring-tails or Spider Monkeys, \$25 each; Coat Mundi, \$25. This week's special: Amazing, active, what is it animal, Tayra, \$47.50. Tarpon Zoo, Tarpon Springs, Fla. je2

AFRICAN MONKEYS, \$35; BABOONS, \$65, 2 for \$100. American Monkeys, Request price list. Bronson Birds, 149B Fort George, New York 40, N. Y. Williams 2-1150 je9

ALL AVAILABLE NOW—GIANT CHINESE Dragons, Black Iguanas, Mexican Boas, Cantils, Huge Diamondbacks, Indigos, Squirrels, Monkeys, Prairie Dogs, Wolves, Coyotes, White Rats, other stock imported weekly. King's Snake Farm, Box 912, Alameda, Texas. je2

ATTENTION: SPECIAL THIS WEEK ONLY every \$50 hot den will contain the four poisonous snakes found in U. S. King's Snake Farm, Box 912, Alameda, Tex. je2

CANADIAN BEAR CUBS — ORDER NOW for May, June, July delivery. We ship everywhere. Reliable Bird Co., Winnipeg, Canada's largest Cub exporters. je16

CHIMPANZEE — 20 MONTHS, PERFECT, wears clothes, few tricks, smart, gentle, \$550. C. Boal, 7801 Chef Menteur Hwy., New Orleans, La. je23

FLYING SQUIRRELS. SEND \$9 PER PAIR. No checks. New Orleans Flying Squirrel Ranch, 7801 Chef Menteur Hwy., New Orleans, La. je23

MONKEYS, SPIDERS, CAPUCHINS, Woollys, Marmosets, Squirrels, Kinkajous. Send for prices. Veterans Animal Import, 7801 Chef Menteur Hwy., New Orleans, La. je23

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W & J Wholesale Corp. 222 East Third Street Dayton 2, Ohio

Animals, Birds, Pets

AAA SNAKE DENS — THE LARGEST variety of colorful domestic and exotic snakes on the market for \$25-\$35-\$50. Complete reptile exhibits, \$75, consisting of one large green Iguana, one Tegu Lizard, one seven-foot Boa Constrictor, one six-foot Anaconda, one small Alligator, one small Crocodile and six assorted, colorful Snakes, Squirrels, Monkeys, two for \$29.50; Ring-tails or Spider Monkeys, \$25 each; Coat Mundi, \$25. This week's special: Amazing, active, what is it animal, Tayra, \$47.50. Tarpon Zoo, Tarpon Springs, Fla. je2

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MONKEYS, SPIDERS, CAPUCHINS, Woollys, Marmosets, Squirrels, Kinkajous. Send for prices. Veterans Animal Import, 7801 Chef Menteur Hwy., New Orleans, La. je23

PARAKEETS, 60¢ UP; MINIMUM ORDER 25 birds. Cages, \$3.60 doz.; Canaries, Flash Cages, Rats, Mice, Monkeya. Immediate shipment. Terms: Part cash, balance C.O.D. National Pet Supply, St. Louis 3, Mo. j97

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SNACK BAR AND REFRESHMENT CONCESSION Equipped with Hires Barrel and Frank Grill, plus living quarters, for rent for season (now thru Labor Day) for \$350. Located inside tourist travel attraction, no competition. Phone, wire or write TOTEM INDIAN VILLAGE and COW-TOWN USA, Cooperstown, New York. je2

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JORDAN HOBBY HORSE MERRIGO, NEW canvas, electric motor, Kiddie Ferris Wheel, new electric motor. 25 ft. steel boat tank, 6 boats, electric motor. Pony sweep with 3 mare kiddie broke ponies, 2 ready to foal. Saddles and bridles. Ed Stavits, Playway, Owensboro, Ky. MU 35178. je2

SELL CHEAP—#711 CASH REGISTERS. One hot dog-hamburger grill, 2 candy stoves, popcorn kettles, 1 peanut roaster. Phillips, 1237 Surf Ave., Brooklyn, N. Y. Phone ES 3-7898. je2

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One 7-Tub Tilt-a-Whirl One 40' Parker Merry-Go-Round One #5 Eli Ferris Wheel Also assorted Kiddie Rides, 20-car Scooter and complete Shooting Gallery. Can be seen in operation. Write

Box C 337

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7 RIDES FOR SALE—MERRY-GO-ROUND, Ferris Wheel, Tub O' Fun, Rocket Train, Airplane, mixed Auto Ride and Miniature Train. L. O. Boice, 2299 S. High St., Columbus 7, O. Phone: Hickory 4-2965. je2

15 HORSE PONIES, 2 TO 3 YEARS OLD, all for \$900. Ideal for children. Truck available for delivery. No time for letter writing. Phone 9317. P. L. Cobb, Amite, La. je2

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ATTRACTIVE GIRL, vocalist or musician, also a clown for summer resort, Lake Erie, last of June until after Labor Day. Must have personality and character references. Also able to help M.C. Informal shows; send pictures and salary expected. A. A. Turner, Box 1093, Stoney Creek, Ontario, Can. je2

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BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free Show business book catalog. Ireland, B-109, North Dearborn, Chicago 2. np-je18

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Miscellaneous

CIGARS, NATIONAL KNOWN BRANDS, all kinds, 5¢ retailers, \$1.50 box. Stock Fiber Trunks, \$15 each. Lesser, 2015 Cermak, Chicago. je2

MECHANICAL "TEN NIGHTS IN BAR-room," seventy-one characters performing in trailer, honky-tonk music, beautiful show and front, new, complete; G12 Midget Train, Short Range mounted on Chev. 1/2 truck. Box 126, R. 2, Park Rapids, Minn. je2

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ANYONE KNOWING LOUIE CHARLES Buddy Cameron tell him to contact his Parents at 7910 N. Fremont Ave., Tampa, Fla. Phone Webster 4-9356. je2

DANNY FERGUSON, CALL TOMMY HENDERSON collect at Melrose 8-2687, St. Simons Island, Georgia, anytime after 6:30 p.m. at once. Important. je2

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COMIC FOREGROUNDS AND BACK-grounds. Direct-Positive Cameras, Paper, Photo Mounts, Glass Frames, Photo Novelties. Miller Supplies, 216 Main St., Alton, Illinois. je9

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDG Camera Co., 1546 W. Cortez Chicago 22, Ill. ch-ta

Printing

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ALWAYS FASTEST SERVICE — QUALITY nonbonding 3-color posters! 14x22 window cards, copy limit 50 words, \$8 hundred; 17x26 size, \$12.50 hundred. Day-glo bumper sticker strips, size 4x15, copy printed in black, \$13 hundred. Tribune Press, Dept. 258, Earl Park, Ind. je39

200 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.95, black or blue ink. Mills Press, 646-B Clovis Ave., Flashing, Mich. je18

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E1—Tailored Earrings, Asst. Gr. \$18.00 E2—Stone Earrings, Asst. Gr. 21.00 E3—Stone Earrings, Etc., Asst. Gr. 12.00 T3—Asst. Tie Sets, Bxd. Dz. 4.50 O1—Odd Lot Neckties & Braces, Gr. 15.90 620—Snapshot Camera, Bxd. Dz. 16.20 W1—Men's 6-Piece Watch Set 5.15 W2—Ladies' 5-Piece Watch Set 6.25 WP—Gent's W.P. & Ex. Bd. Watch 5.50 R3—Gent's Stone Rings, Asst. Dz. 2.50 R102—Pearl Rosaries, Bxd. Dz. 5.00 R164—Religious Medallions, Bxd. Dz. 5.75 S20—Stone Neckties & Ears, Bxd., Dz. 7.20 S3—Boutiques, Bxd., Asst. Dz. 3.00 2255—3-Piece Pearl Set, Bxd. Dz. 7.20 L2—Ronson-Type Lighter, Dz. Cd. 4.50 G10M—M or W Sunglasses, Bxd. Dz. 7.20 20% des., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

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BE INDEPENDENT START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free. GENERAL PRODUCTS Dept. 88-22, 188 State St. Albany, N. Y. je2

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ILL PAY CASH FOR GOOD, CHEAP USED Skating Rink Floor; also Grandstands, Chairs and Miniature Golf Equipment. Wheeler, 3888 16th, Port Arthur, Tex. Phone: YU 3-2880.

MERRY-GO-ROUND, OTHER RIDES, ALSO Hammond Organ. Must be reasonable. A. A. Turner, Box 1093, Stoney Creek, Ontario, Canada.

WANTED—ADULT NO. 12 ELI FERRIS Wheel and Kiddie Firefighter Airplane Ride; also Scrambler by lease or concession. San Juan Resort, Russells Point, O. je23

WANT TO BOOK ON PERCENTAGE LEASE with option to buy, Kiddie Rides and adult rides. John Kahl, Lake Holiday, Imperial, Missouri.

Talent At Liberty

Circuses and Carnivals

AVAILABLE NOW—MAGICIAN FOR FIRST class circus or carnival side show. Also do fire eating. Fantino, 205 No. Leonard, Girard, Kan. je9

A-1 ELECTRICIAN—SOUND SYSTEM, REPAIRING, road marking, truck driver. Don't drink, smoke, cuss or chase. Join immediately. Wire best offer. Johnny S. Jones, 312 High St., Hamlet, N. C.

Miscellaneous

EXPERIENCED DANCE ACCOMPANIST—male pianist accompanying ballet, tap, modern, ballroom, wants steady employment accompanying dancing school. Write Otto Amsden, 1134 Laurel Ave., Beaumont, Tex.

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Diehl, Route 3, Staunton, Va. je2

PROFESSOR WRIGHT AND HIS 5-PERSON Variety Stage Show of Magical Illusions, Dance and Vaudeville. Write Professor Wright, Casey, Ill. je9

Musicians

AT LIBERTY—PIANIST. READ, FAKE, improvise, play shows, plenty experience. Single good rhythm. Address: Pianist, c/o General Delivery, Hot Springs, S. Dak.

AT LIBERTY—GUITARIST DOUBLING fender bass, vocals. Male, 35, white. Read, fake, travel. Semi-name experience. Prefer combo, modern, commercial. Mr. Cleo Scroggins, General Delivery, Wadena, Minnesota.

AVAILABLE IMMEDIATELY—EXPERIENCED Pianist. Prefer Southern location; will travel. Write Pianist, 709 W. 8th Ave., Florida, Ala.

A-1 ORGANIST FOR LOUNGE, BINK, hotel, restaurant, radio, TV. Address: Organist, 601 W. 180th St., #45, New York 33, New York. je2

AT LIBERTY—BARITONE SAX, DOUBLING Tenor Clarinet, and Bass Clarinet, age 36, formerly with Henry Busse, Al Donahue, Russ Morgan. wish to work on a steady band. Frank Pronio, Box 302, Shidler, Okla. Phone: Mission 3-4172. je2

AGENT WANTED TO REPRESENT ORGAN-ist in Eastern part of country for hotel work. Box C-332, c/o Billboard, Cincinnati 22, Ohio. je9

BASS MAN, VOCALIST—DOUBLING Trumpet for trio or small combo. Telephone Alpine 2-7749, Birmingham, Ala. je9

DRUMMER DOUBLING VOCALS, SOLID beat, two or four, any style; 15 years' experience. Prefer location and small group; will travel, own transportation. Age 29, union member, pep. Frank Bruno, 1739 Lee Court, Owensboro, Ky. Ph: MU 4-2725. je2

DRUMS—JEFF YOUNG, EXPERIENCED. Paulton Apts., 909 W. Wilson Ave., Chicago, Ill. Phone: Longbeach 1-8450. Apt. 5N.

DRUMMER—EXPERIENCED, MODERN, BIG band; combo, jazz, Latin, society; read, fake, own trans., married. No bus bands. Write or call before 8 p.m.: T. E. McCurdy, New Royal Hotel, Jackson, Miss. Phone 28817.

ELECT. GUITAR—LEAD OR RHYTHM. Read or fake. Double piano, sing. Location only. John E. Meyer, 64 Norfolk Road, Torrington, Conn. je23

FOUR TO SIX-PIECE WHITE BAND—Vocals: hotels, shows. Phone Jeff Young, Long Beach 1-8450, 909 West Wilson Ave., Chicago, Ill.

TENOR, BARITONE, ALTO SAX; CLARINET, Bass Clarinet, Flute; available immediately. name experience; read, trans-pose, lead Tenor etc. Single; location or will travel. Alex Horky Jr., 3495 West 98th St., Apt. 5, Cleveland 2, O. Phone: Olympic 1-3062. je2

TENOR DOUBLING ALTO, CLARINET AND Drummer. Experience in all lines. Cut or no notice. Don't misrepresent. Musicians, 201 Fenley Ave., Louisville, Ky. Wlnbrook 6-4854.

TRUMPET—ALL STYLES; SEMI-JAZZ combo preferred. All offers considered. Buck Buckles, 418 W. Third, Garnett, Kans. je2

Parks and Fairs

AERIAL CLOUD SWING WORKED WITH-out safety devices. Balancing, Revolving Ladder and Baby Chimp Acts. Fully equipped for any engagement. For open time contact: Wm. Rodgers, Box 52, East Orwell, O. je2

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. je30

HIGH DIVING EXTRAORDINARY IS A world fair attraction and thrill circus act featured by Fox Movietone from the Great Lakes to the seven seas. It's Hollywood's toughest assignment for stuntmen and is recognized as one of the greatest outdoor thrillers ever to be presented before the American public. Many have tried, but up to date this act has not been duplicated. It's not TV make-believe but real live he-man action where life hangs on a thread and realism is really stressed with a flavor of the barbaric and a hint of pagan brutality. Something primitive stirs within all people for down thru the ages to now, people congregate where they can be stirred by raw conflict. If it's safe, this exponent of daredevilry is not interested and neither are people. The valiant not only dare great dangers but achieve great results. For you money-raising groups, it's the easy way to insure capacity patronage and increased profits. You can build a reserve or get that much-wanted equipment you dream about. Here's a challenge to all outdoor entertainment dollar for dollar. This spectacular will increase patronage and profits as much as 100 percent, proving that civilized man is still in a slow state of social development and for the want or lack of culture, savage crudeness manifests itself and takes over. People of all nations are natural hero worshipers, so chivalry mixed with daring, gallant, dashing actions, appeal and count much in their lives. The price is right. Your only concern will be a parking problem. If you don't have space and facilities for capacity business, your profits will be limited, as each patron turned away is money lost. Mac Productions, 456 Lamphier, N.E., Warren, Ohio. Phone MA 9-1479.

HIGH FIRE DIVE RESULTS IMPRESSIVE. Smallest diving tank in the world; fire spears. Mac Productions, 456 Lamphier N.E., Warren, Ohio. je23

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 State, Ft. Wayne, Ind. Telephone: Eastbrook 3312.

RAVS CIRCUS REVUE—SIX PONIES, Dogs, Monkeys, Bozo Clown with Tim-mite the Mule. Magnolia, Ohio, Route No. 1. Phone: UNION 62010. je2

THREE COMEDY ACTS—ONE OR ALL. Juggling-Balancing, Breakaway Bicycle, Ventriloquist Act. Post Office Box 74, Fort Wayne, Ind. je30

Vocalists

AT LIBERTY—ARTIST; C&W. ATTENTION Program Directors. America's friendliest voice contracting for radio, etc. Live or records on taped shows. Will co-operate till sponsored; sincere offers considered; available for personals, travel, July. Write: Farin West, Box 193, Cincinnati 1, Ohio. je2

Alberta Circuit Sets Rodeo Dates

EDMONTON, Alta.—Dates for the Central Alberta Stampede Association have been set as follows: Edmonton Beach, May 31; St. Paul, June 6-7; Hand Hills, June 11; Hardisty, June 13-14; Wainwright, June 20-21; Imperial Ranch, June 25; Ponoka, June 30-July 1; Stettler, July 2-3; Bruce, July 21; Benalto, July 24; Drayton Valley, August 2-4; Barrhead, August 5-6; Wetaskiwin, September 1.

Weyburn Fair Plans Coliseum

WEYBURN, Sask.—City council has endorsed the Weyburn Agricultural Society's plans to build a \$275,000 auditorium on the fairgrounds to house agricultural exhibits and provide space for skating, hockey and other entertainment. Money will be raised among Weyburn residents and it is expected federal government assistance will be available.

Regina Budgets

700, for a surplus of \$21,300. In 1957 revenue was \$63,846 and a surplus of \$14,199 was shown. Stadium operations are expected to show revenue of \$50,459, for a profit of \$3,493, as against last year's revenue of \$43,811 and a profit of \$1,814.

A profit of \$2,216 is expected on the harness races in June and the winter fair loss is estimated at \$5,123.

The attractions committee has budgeted for an outlay of \$27,150, of which \$17,250 will go for platform acts.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

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Costumes, Uniforms, Wardrobes
Food and Drink Concession Supplies
Formulas
For Sale—Secondhand Goods
For Sale—Secondhand Show Property
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Magical Apparatus
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Partners Wanted
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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
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Vaudeville Artists
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3. Indicate below the type of ad you wish:
REGULAR CLASSIFIED AD—20c a word. Minimum \$4
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Classified and At Liberty ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Please insert the above ad in . . . issue.
NAME _____ I enclose _____
ADDRESS _____ remittance of _____
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Supermarket Bulk Vending Aided by New Sales Trend

Store Managers on Lookout for Goods That Give High Net Profit

By FRANK SHIRAS

CHICAGO — Increasing supermarket sales of merchandise with a high mark-up is apt to make them more receptive to bulk vending.

Many supermarkets throughout the country find that some goods, which account for only 4 per cent of total sales, nevertheless contribute as much as 20 per cent to a store's net profit, according to the annual report of Progressive Grocer (grocer trade publication).

Not only do these goods (mostly non-food) move fast, but even more important earn "the astonishingly high net profit" of 15 per cent on sales.

Newer Products

Supermarkets "are anxious to increase sales of these newer products," and bulk vending has an

opportunity to become part of the accelerating trend. According to Progressive Grocer, weekly sales per square foot of selling area in a supermarket are around \$3 on the average. Standard grocery items earn 4 per cent net profit at most, which means that a super realizes a weekly net profit of "around 12 cents per square foot on standard goods.

A multiple installation of four bulk vending machines mounted vertically in pairs will take up around 2 square feet of floor space and gross at least \$4 per week. At a 25 per cent commission, the super will realize a weekly net profit of about 50 cents per square foot.

This 50 cents of net profit is more than four times what a supermarket realizes on standard grocery items. The most important assumption in the above argument is that machines are mounted vertically. If they are not, then net profit to the store will of course go down by a half—to 25 cents weekly per square foot, but still twice as much as net earnings on sales of standard goods.

BULK BANTER

By FRANK SHIRAS

Bernie Bitterman, Kansas City, Mo., distributor, often recalls the time he and an employee were taking around \$1,200 in pennies to the bank. The pennies were divided up and placed into individual sacks. At the bank the sacks were loaded onto a two-wheeler. Bernie got as far as the entrance to the bank, where the two top sacks fell off and a thousand pennies splattered onto the street, sidewalk and into the bank. "You can imagine," he says, "how red my face was, to have to scramble for and scrape together all those pennies."

The British continue keeping in touch with American developments in bulk vending thru their trade paper, "The World's Fair." One of its writers, Edward Graves, recently devoted almost two columns to a description and analysis of a ball gum-picture postcard vander put out by an American manufacturer. Writes Graves: "Mechanical and other qualities apart, it may well be the fact of its delivering both a gum and souvenir picture card for one penny at one and the same time which has awakened the

(Continued on page 69)

First Qtr. Cig Excise Slip

WASHINGTON — Excise taxes on cigarettes yielded \$406,741,000 to the federal coffer in the first quarter of this year, according to Internal Revenue Service. Amount is \$285,000 below the yield in the first quarter of 1957.

Levy on cigars netted Uncle Sam \$10,004,000 during the first quarter of this year, an increase of \$12,000 over the first quarter of last year. Excises on other tobacco products yielded \$4,196,000 for the first quarter of this year, down \$202,000 from the same quarter a year earlier.

The types of merchandise supermarkets are moving into because of the high net profit they earn include housewares, health and beauty aids, phonograph records, toys, and some soft goods. The Progressive Grocer report does not give enough statistics to make a comparison between weekly net profit per square foot from these

(Continued on page 70)

Raise Postage On 1st Class Mail 1 Cent

WASHINGTON — Legislation increasing all first class mail rates by 1 cent was signed into law by the President last week (27).

New rates will become effective August 1. On that day, first class letters will cost 4 cents, air mail letters 7 cents, air mail cards 5 cents, and postal cards and unsealed third class mail 3 cents.

Stamp vending operators have expressed fear in the past that customers may balk at paying the 2-cent premium on airmail letters. They see no other hardships, however. (The Billboard, April 28, May 5 and 26.)

Another provision of the new law will raise rates on both second and third class mail in steps, starting next January 1. Higher rates are expected to raise \$547 million annually.

President Eisenhower said when he signed the bill that he did so despite "grave concern" over several of its features. He was displeased with the salary increase provision for postal employees, and said he would have "seriously considered" vetoing it if "such inequitable wage treatment" had been presented to him in separate legislation.

QUOTA-MINDED CZECHS MAKE OWN VENDERS

VIENNA — Communist Czechs hope to manufacture about 600 vending machines this year in order to fulfill a quota of 1,000 venders on location by 1960.

This shouldn't be difficult, since there are already 650 vending machines on location in Czechoslovakia.

Domestic production of 500 unspecified electric venders as well as several dozen each of cigarette and picture post card machines will take place in the cities of Vodochody, Hradec Kralove, and Opava. The Czechs are also planning exports to "friendly" countries.

Vending machines presently on location were imported chiefly from both East and West Germany. They include cigarette machines, chewing gum venders, and photo film units. Ten juke boxes were also imported from West Germany, and a small number of perfume-spraying venders from the USSR.

PROFILE OF THE WEEK

Rise From Modest Start

Kenneth McPhail was one of two persons elected from the floor to the board of directors of National Vendors Association at the recent Miami Beach convention.

A Canadian living in Toronto, he has been operating bulk machines for the past 10 years. Like many in the business, he began operating bulk machines on a part-time basis. At the time he was serving an apprenticeship in a factory. Says McPhail, "I decided I didn't like the idea of working in a factory, so finished off my apprenticeship in Chatham and went into the vending business full time."

Proceeding cautiously, he bought a single machine after reading an advertisement.

KENNETH McPHAIL



... boating enthusiast

Working part-time, he gradually built his route into 200 machines. Eventually the small route stretched over a 50-square-mile area, hitting such towns as Sarnia and the surrounding district. Within another year he had added a branch in Hamilton and the route had increased to 500 machines. By the time he had 2,000 machines on location he decided he was familiar enough with the business to take a crack at Toronto, which he considered the major Canadian market.

He sold out his route and moved to Toronto, where he began buying small routes. McPhail considered Toronto ideal because of its central location, its population of 1,300,000, and the concentration of

chain stores and supermarkets. While buying routes he was also adding to his route himself. He had also begun distributing the Acorn line of machines along with gum and charms. In spite of the considerable competition he reports finding in Toronto, he was able to eventually build up his route to 3,000 machines.

At present McPhail also manufactures charms as a sub-contractor. He reports that savings on duty charges amount to 58 per cent, and claims that Canadian operators can buy charms from him more cheaply than they can from U. S. manufacturers. McPhail believes he is the only manufacturer

(Continued on page 70)

News in Brief

Food Engr. Plans Current

Production of Milk Unit . . .

Production of new Model 8 bulk milk vender is slated this month at Food Engineering Corporation, Manchester, N. H. Five selection vender offers three milk flavors (post mix) and two fruit juice drinks. Machine has capacity of 640 cups, equally divided between milk and juice drinks. Weighing device which can be adjusted to measure drink portions between 5 and 10 ounces is also included. Foodco has developed eight bulk milk venders since 1946. Model 8 is designed to solve problems of capacity, service, and demand for fruit juice.

Pre-Mix Vender to Be Made By Booth This Month . . .

Two-selection, 500 cup pre-mix vender will be manufactured by Jack J. Booth, owner of Specialty Engineering Corporation, Dallas. Featuring simplified refrigeration system, sold out mechanism and delivery valves, machine is to go into production this month. Vender will be manufactured under licenses of patents Booth recently reacquired from previous licensees, he said. Patents include those on cup dispenser and conductive tank pre-mix refrigeration system. Unit measures 67" by 22½" by 24".

Patzer Reports Successful Test of Bill Changer . . .

Complete success of six ABT dollar bill changers on location during April reported by firm's president, William A. Patzer. Machines were placed in industrial plants, a railroad terminal, a hotel

and a bank, all in Chicago. Patzer said venders were tested in one city instead of proposed six in order to maintain closer control in case of breakdown and also to keep servicing at minimum. He reported that machines required no special maintenance calls during two-week test period. Production and ordering dates for the unit will be decided early in June, said Patzer.

Hopson Forms New Leasing, Financing Company . . .

New firm, Vending Industries, Inc., will buy vending machines from manufacturers and either

(Continued on page 70)

Schaeff Buys New 25c Line For Capsules

CHICAGO—At least 12 new items were purchased for the Victor Vending Corporation's quarter (V-2) capsule during a recent buying trip to the East Coast, said Harold Schaeff, president of Victor, last week.

Items include scatter pins, necklaces, bracelets, rings, and earrings which often retail in stores for more than a dollar, said Schaeff. Some of the items, when appropriately boxed, sell for as much as \$2, he continued.

Both Schaeff and Jack Nelson, Logan Distributing Company, with whom he made the trip, agree that a pocket key holder is the most

(Continued on page 69)

Eppy Begins Production on Candy Balls

NEW YORK—Samuel Eppy & Company, local charm manufacturer, this week began production on his first confectionery items for bulk vending machines.

The confections are candy balls, in 210-count and in 100-count sizes. They are designed to vend like ball gum and may be mixed with charms.

According to Eppy, the 100-count balls are called "half-hour" candy balls because they take 30 minutes to dissolve in the customer's mouth.

Eppy expects to be in production soon on his bulk vending machine, which is currently being location tested. This marks the first venture of the firm into equipment manufacture.

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 900, like new, to close estate.
 1c-5c-\$8.75 ea.
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Get IMMEDIATE delivery of these KEENEY Venders:

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Write for New Circulars and Easy Payment Plans

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PENCIL TOP DOODLE GAMES AND PUZZLES!

A Variety of 15 assorted and colorful puzzles, loaded with fun and action. Includes games, sports, animals, clowns, all in color. MIX PENCIL TOPS IN CAPSULE MACHINES. THEY'LL VEND WELL! Vends in all types of machines, including the Rocket, etc.

Key Chain Puzzles...\$15.00 per M
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 Labels available at your distributor or:

paul a. PRICE CO. INC.
 95 Leonard St., N. Y. 13, N. Y. (Call collect 7-5147)

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Accommodates flat packages up to 1/2" by 2" by 3 1/4" ... has separate cash box ... Advance coin detector with automatic coin return when machine is empty ... protected against break-in. Available for 1c, 5c, 10c or 25c operation.

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State Cigarette Taxes For March, 1958

| State and rate per package | Gross amount of taxes (a) | Packages taxed during March | | Packages taxed January thru March | |
|--|---------------------------|-----------------------------|---------------------------|-----------------------------------|---------------------------|
| | | 1958 (add 000) | Per cent change from 1957 | 1958 (add 000) | Per cent change from 1957 |
| Alabama (4) | \$ 850,183 | 21,255 | + 6.1 | 62,656 | + 0.9 |
| Arizona (2) | 216,972 | 10,849 | + 11.9 | 32,873 | + 8.3 |
| Arkansas (f) | 586,092 | 9,888 | (d) | 30,778 | - 0.7 |
| Connecticut (3) | 834,909 | 27,830 | + 12.4 | 78,320 | + 6.7 |
| Delaware (2) | 115,418 | 3,847 | - 10.8 | 12,546 | + 2.9 |
| District of Columbia (2) | 173,166 | 8,658 | - 3.3 | 27,325 | + 7.5 |
| Florida (5) | 2,468,928(b) | 49,379 | + 7.8 | 145,626 | + 5.6 |
| Georgia (5) | 1,323,158 | 26,463 | + 5.5 | 78,607 | - 1.5 |
| Idaho (4) | 208,310 | 5,208 | + 28.9 | 14,316 | + 10.6 |
| Illinois (3) | 2,812,114 | 93,737 | + 1.8 | 277,972 | + 0.3 |
| Indiana (3) | 1,138,000 | 37,933 | + 0.5 | 124,254 | + 3.3 |
| Iowa (3) | 637,022 | 21,234 | + 8.3 | 63,721 | + 6.4 |
| Kansas (4) | 632,800 | 15,820 | - 14.5 | 49,585 | - 3.3 |
| Kentucky (3) | 724,458 | 24,149 | + 4.8 | 77,772 | + 7.9 |
| Louisiana (8) | 1,847,804 | 23,098 | + 3.3 | 71,943 | + 3.1 |
| Maine (5) | 427,961 | 8,559 | - 0.8 | 26,490 | - 1.4 |
| Massachusetts (f) | 2,467,436 | 49,349 | + 4.2 | 143,206 | + 3.6 |
| Michigan (5) | 3,286,705 | 65,734 | + 3.3 | 215,180 | - 0.4 |
| Minnesota (4) | 1,015,207 | 25,380 | + 3.1 | 79,119 | + 4.7 |
| Mississippi (5) | 615,004 | 12,300 | - 2.5 | 37,935 | + 2.5 |
| Missouri (2) | 741,950 | 37,098 | - 10.9 | 113,921 | (e) |
| Montana (8) | 411,482 | 5,144 | - 2.0 | 16,535 | - 2.3 |
| Nebraska (4) | 379,180 | 9,480 | - 10.8 | 31,334 | + 0.5 |
| Nevada (3) | 95,417 | 3,181 | - 0.6 | 9,853 | + 4.2 |
| New Hampshire (3) (c) | 237,470 | 7,151 | + 5.3 | 21,065 | + 5.4 |
| New Jersey (5) | 2,911,005 | 58,220 | + 12.9 | 165,504 | + 4.1 |
| New Mexico (5) | 302,263 (b) | 6,092 | + 9.2 | 19,907 | + 17.5 |
| New York (3) | 5,477,648 | 182,606 | + 8.7 | 522,058 | + 5.2 |
| North Dakota (6) | 243,900 | 4,065 | + 2.8 | 12,604 | + 4.4 |
| Ohio (3) | 2,677,241 | 89,241 | + 0.5 | 266,810 | + 1.4 |
| Oklahoma (5) | 875,395 | 17,508 | + 11.7 | 54,317 | + 5.9 |
| Pennsylvania (5) | 4,826,926 | 96,539 | + 5.1 | 284,362 | + 3.5 |
| Rhode Island (3) | 269,602 | 8,987 | + 4.7 | 27,396 | + 0.9 |
| South Carolina (3) | 435,406 | 14,514 | - 1.3 | 44,961 | - 1.9 |
| South Dakota (3)(4) | 142,188 | 4,375 | - 13.7 | 15,725 | + 11.0 |
| Tennessee (5) | 1,182,579 | 23,652 | + 2.0 | 69,984 | - 0.6 |
| Texas (5) | 3,921,190 | 78,424 | + 8.5 | 236,735 | + 4.6 |
| Utah (4) | 150,992 | 3,775 | - 9.8 | 12,665 | + 1.5 |
| Vermont (5) | 179,725 | 3,594 | + 15.3 | 10,932 | + 4.6 |
| Washington (5) (c) | 1,084,817 | 21,683 | + 9.2 | 67,960 | + 5.1 |
| West Virginia (5) | 624,930 | 12,499 | - 13.9 | 49,020 | + 1.1 |
| Wisconsin (5) | 1,416,983 | 28,340 | + 2.2 | 87,724 | - 2.1 |
| Wyoming (3) | 68,800 (b) | 2,292 | - 19.2 | 8,451 | - 2.3 |
| TOTALS | \$51,038,736 | 1,259,130 | + 3.5 | 3,800,047 | + 3.0 |
| No. of States showing increase in volume from: Mar., '57.. | | 27 Jan. thru Mar., '57.. | | 33 | |
| No. of States showing decrease in volume from: Mar., '57.. | | 16 Jan. thru Mar., '57.. | | 10 | |
| Total taxing States including District of Columbia..... | 43 | | | 43 | |

Note: Above data compiled from reports received from State tobacco tax administrators.

(a) Represents the face value of the cigarette stamps and meter impressions sold within the month, and, in the case of Massachusetts and Michigan, the gross amount of taxes assessed under their respective reporting systems. Exceptions are Louisiana, Maine, South Carolina, Utah and Kentucky, in which States the dollar figures shown relate to net collections from cigarette taxes adjusted to a gross value basis; the package figures for these States are derived from the gross value figures thus obtained. The figures here shown for Massachusetts and Michigan reflect the operations for the month of February.

(b) A part of the State-imposed cigarette tax here shown is returned directly to the political subdivisions of the State. This figure includes both the State and local shares of the gross value of stamps sold within the month.

(c) A rate per package somewhat higher than the rate here shown is imposed on certain premium price cigarettes.

(d) Less than 1/10 of 1% decrease in volume.

(e) Less than 1/10 of 1% increase in volume.

(f) Preliminary figures.

BULK BANTER

Continued from page 68

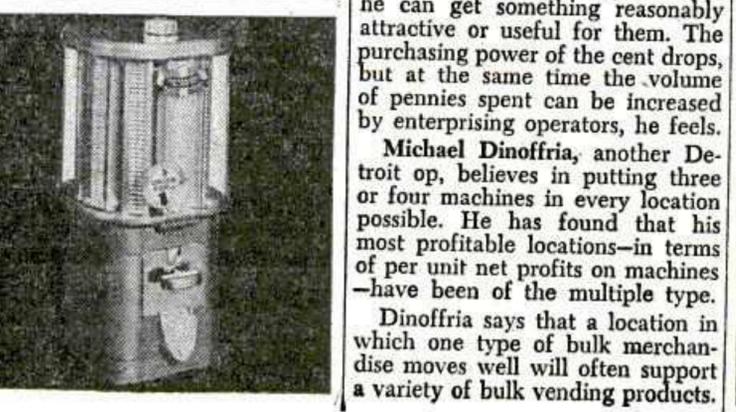
attention of operators of ball gum machines to the combination ball gum and picture card vender."

Russ Thomas, Memphis distrib, came away from the concurrent NVA and NVMD conventions with a good impression. Says Thomas, "The most outstanding thing that impressed me was a more co-opera-

10-COLUMNS
 All Kings or Regulars, will give Book Matches, will sell for 25c, 30c or BOTH 25c and 30c.

Reconditioned, refinished, guaranteed like new.
\$115.00

T. O. THOMAS CO.
 1572 JEFFERSON
 PADUCAH, KENTUCKY
 Vending Machines Since 1937



Schaeff Buys

Continued from page 68

promising item. The key holder has two rings joined to a common stem which comes apart. One of the rings is smaller than the other and is intended to hold the ignition key to an automobile. Thus, when parking in a pay lot or garage, for example, the driver may easily leave the ignition key and walk away with the other section of the holder (which has the other keys the driver normally carries on his person).

Schaeff reports that purchases were made from eight suppliers of two dozen called upon, and that arrangements for a permanent source of supply have been made with six of them.

MANDELL GUARANTEED USED MACHINES

- N.W. Model 49, 1c or 5c \$14.50
- N.W. DeLuxe 1c & 5c Comb. 12.00
- N.W. 39 1c Perc. 7.95
- N.W. Model 33 1c Perc. Con-
 verted for 100 ct. B.G. 4.50
- Silver King 1c B.G. or Mds. 8.00
- ABT Guns 30.00
- Mills 1c Tab Gum 12.00

MERCHANDISE & SUPPLIES

- Almonds, 5-lb. pack \$.85
- Pistachio Nuts, Jumbo Queen74
- Pistachio Nuts, Large Tulip69
- Pistachio Nuts, Vendor's Mix55
- Pistachio Nuts, Shell41
- Cashew Whole64
- Cashew Butts58
- Peanuts, Jumbo32
- Spanish32
- Mixed Nuts57
- Baby Chicks30
- Rainbow Peanuts32
- Boston Baked Beans33
- Jelly Beans28
- Licorice Gems28
- Leaflets, 650 ct.48
- M & M, 550 ct.58
- Hershey-ets47

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
 1/3 Deposit, Balance C.O.D.

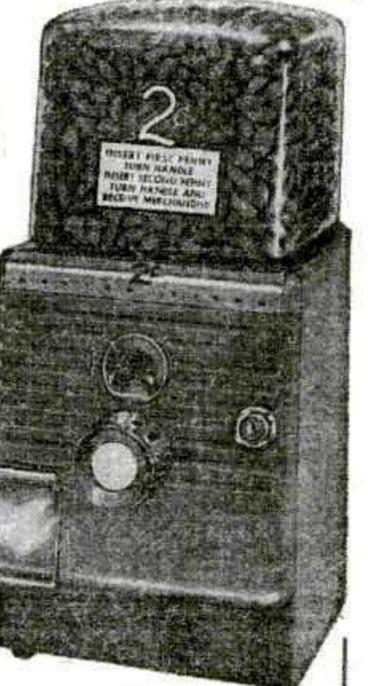
STAMP FOLDERS, Lowest Prices.. Write
MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

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 MOE MANDELL
 446 W. 36th St., New York 18, N. Y.
 LDagore 4-6467

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 33 UNION SQUARE
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THE KEY TO BIG PROFIT IS 2 PENNY VENDING
 with *Northwestern*



Get the sensational Northwestern 2 Penny Vender, the key that will unlock those big profits for you.

Don't wait, don't lose those sales. Be in on the ground floor. Order today, put a few of these machines on location, the profit is the proof.

See your Northwestern Distributor or wire, write or phone for complete details.

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 a sure hit!

The bases are loaded with profits for the smart operators who install Oak's Li'l Leaguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and interest the customer.

AND: OAKS "400"

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. Guaranteed mechanically perfect. Conversion Head fits your present standard Acorn Vender. Vends any denomination from 5c to 25c.

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oak MANUFACTURING COMPANY, INC.
 11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA



**VICTOR'S
PROVEN
MONEY-MAKER
TOPPER
1c
BALL GUM
VENDOR**

\$13.25 ea. **\$12.75 EACH**
100 or more
Packed and sold 4 per case.

Write for Lowest Prices on our complete line of
• CHARMS • BALL GUM
• CAPSULES • MACHINES

Order Now From Victor's South-eastern Distributor.
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Phone: DRake 7-4300

\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

Supermarket Bulk Vending

Continued from page 68

goods as compared with bulk machines.

Whatever the case, in his National Vendors Association convention speech, Irving Axelrod stated that 15 years of experience with bulk machines in the large J. Weingarten, Inc., chain have shown that they make a substantial contribution to a store's net profit.

Axelrod also maintained that bulk machines need radically different styling in order to get maximum benefit from impulse buying.

Progressive Grocer's report also strongly suggests that immediate eye-appeal is becoming increasingly necessary in any type of supermarket merchandising: "Shoppers monotony is one of the new prob-

lems that faces the operator of today's king-size supermarket. With new products flooding the store this problem becomes aggravated. . . . Grocery merchandisers realize that the average customer cannot possibly see all of the more than 5,000 items in the 20 to 25 minutes spent in the supermarket. Special displays not only break monotony . . . they also increase sales."

Further In-Roads

Supermarkets made further inroads upon total grocery sales in 1957. Whereas in 1956 the supermarket (chain and independent) took in 62 per cent of total sales, in 1957 the percentage went up to 67, with a corresponding drop to 8 per cent and 25 per cent of total sales in small stores and superettes, respectively. The significant thing is that supermarkets are a mere 10 per cent of total grocery outlets in the U. S.

Progressive Grocer estimated that as of January, 1958, there were a total of 386,800 food stores of all types in the nation. The trend toward fewer stores continues. The government's Census of Business studies revealed that in 1948 there was a total of 481,501 food store outlets, and that by 1954 the total had dropped to 399,081. Thus between 1954 and January of this year 12,281 food stores had closed down around the country. Judging from past statistics, the biggest drop was in grocery stores and candy, nut, and confectionery stores.

Heed Trend

Operators looking to the future would do well to heed this trend. Since 1948 approximately one out of every five food outlets has been closed. A "food outlet" includes grocery, general stores, delicatessens, meat and fish markets, fruit and vegetable markets, candy, nut and confectionery stores, bakeries, and other food outlets.

Nevertheless, total food sales have gone up thru the years, pacing the population expansion. Operators who find food stores desirable locations will probably have to gear their operations more and more toward supermarket merchandising. However, Progressive Grocer's report suggests that the decline in the small grocery store is approaching an "irreducible minimum." Altho the small grocery's percentage of total grocery sales has been steadily dropping since 1952, the rate of decline appears to be leveling off. During 1957, the small grocery's share of total sales dropped 2 per cent from 1956, whereas the previous decline had consistently been 4 per cent, beginning in 1952.

Recent Trends

The Progressive Grocer report points up two recent trends—the out-cropping of "vest-pocket" supermarkets and a noticeable increase in the rural supermarket. The vest-pocket supermarkets (most in the Southeast, Southwest and Pacific Coast) carry a full line of goods but are restricted in the brands and variety of size handled. They are being constructed for those people who don't care to travel out to the large supermarket. Supermarkets are also being built in small, rural towns largely because of extreme competition in metropolitan areas. It is turning out to be a profitable venture, and bulk operators would do well to keep in close touch with developments in their own areas.

Okla. City Cig Excise Off

OKLAHOMA CITY, Okla.—The Oklahoma Tax Commission reports that cigarette tax collections for the month of April totaled \$869,963 as compared with \$927,681 in the same month a year ago, a drop of 6.22 per cent.

News in Brief

Continued from page 68

lease or sell equipment (under finance plan) to operators. Jack Hopson, former vice-president of Rowe Manufacturing Company, heads new organization. Franchise operated warehouses and salesrooms will be utilized by firm. They are to be located in Houston, Boston, New York, Chicago, and either Atlanta or a city in Florida. New and used models of vending equipment will be displayed in salesrooms, said Hopson. Negotiations to purchase machines at cash price (minus standard salesman's commission) are now in process, said Hopson.

Miscellaneous News From Around the Country . . .

A \$10 price cut on five of its Univendor models announced by Stoner Manufacturing Company. . . . Ameropa president, Arnold Cortell, on a month-long European trip. . . . Plans to form network of commercial sales distributors for coin laundry equipment announced by Maytag Company. . . . American Can reports first-quarter sales of \$20,137,507 were more than \$7 million more than 1957's first quarter.

Profile of Week

Continued from page 68

of charms in Canada. He reports little difference between the American and Canadian market.

He is 33 years old and a boating enthusiast. He sees a big future in the bulk vending field because "It is an economic means of dispensing many items. The biggest future is in chain stores, five and dime stores and supermarkets, with a good future also in confectionery and snack bars. There will be new lines added periodically."

McPhail tends to be a reticent person, and is reserved in talking about himself. He is perhaps the largest of the Canadian operators, and like hundreds of his counterparts in the U. S., finds that plain hard work is the prime ingredient in building up a large route. Desirous of maintaining his position as a leading Canadian operator, he says laconically, "It is only going to come with hard work."

JOBBERS 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 32, CALIF.



Made in AMERICA
Made to WORK
Made BEAUTIFULLY
Gold V-Metalized COMPASSES



\$20.00 per 1,000
In 1,000 to 9,000 Quantities.

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YOUR NAME _____
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CANCER % YOUR LOCAL POST OFFICE

Give to the
AMERICAN CANCER SOCIETY

Link-it Trinket

The latest craze that's sweeping the country!

AT THE NEW LOW PRICE QUOTED BELOW, you can afford to use 700 per machine, plus 150 good feature numbers. From test locations we find you must have feature charms in addition to the Links.

Drum lots of approx. 100 M **\$1.95** per M **5M or more \$2.00** per M **Less than 5M \$2.25** per M

Send 35¢ for Sample Kit of Charms.

World's Largest Selection of Miniature Charms
NATIONAL SALES HEADQUARTERS FOR ATLAS MASTER MACHINES

PENNY KING COMPANY

2538 MISSION ST. PITTSBURGH 3, PA.



BIG SAVINGS

on BALL AND VENDING GUMS

Same Fine Flavors, Centers and Coating
Direct LOW Factory Prices

Bubble Ball Gum, 140-170 G 210 ct. 27¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 G 520 ct. 27¢ lb.
Bubble Chicks, 320 G 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 38¢ box
5-Stick Gum, 100 packs \$1.90
F.O.B. Factory 150 lb. Lots

AMERICAN CHEWING PRODUCTS
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CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

ROWE PRESIDENT CIGARETTE,
10-col., 25c & 30c comb. . . . \$110.00
ROWE CRUSADER CIGARETTE,
10-col., 25c & 30c comb. . . . 125.00
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.

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MONTHLY FEATURES
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(Foreign rate, one year, \$5)

Name
Address
City Zone State
Occupation

European Mfrs. Of 6 Countries Consider Pact

PARIS—A meeting of European juke box manufacturers and importers representing the six common market countries to discuss the formation of a music machine pool was reportedly held May 23.

Automaten-Markt, the German coin machine magazine designated as the liaison organ for the pool, reported the scheduled meeting time in its latest issue received last week.

At press time, confirmation of the meeting and its results were not known.

Jacques Marchant, head of a French juke box manufacturing company and head of the French association of juke box manufacturers, in March proposed the pool in letters mailed to firms in West Germany, Italy, Holland, Belgium and Luxembourg, as well as France. These countries comprise the West-

(Continued on page 83)

Seattle Airs Proposal to Up Juke Quota

SEATTLE — Proposals to change city regulations governing juke box and game operations here came under fire by Mayor Gordon S. Clinton as "too restrictive and favorable to present operators." He told the City Council that the police department shared his views.

Clinton attacked a proposal to change the present ratio of one juke box to each 10,000 residents to one for each 20,000. George E. Clarke, attorney for the Washington State Restaurant Association, declared that the measure would allow restaurants which now own their juke boxes to continue to renew licenses for \$10 a year but new restaurants would have to pay \$250. He said this would force such locations to deal with operators.

Another proposed change would forbid juke or game operators from having any financial interests in locations.

William S. Howard, attorney for the Amusement Owners Association of Seattle, representing both juke and game operators, said his association was satisfied with the proposal as it stands. The association had suggested change in ratios of licenses to population.

Howard said that of some 1,500 music machines in Seattle, only about 50 are owned by locations.

United Adds Output Of Mexican Firm

Manufacture Phonos for Latin Markets; Mitnick Eyes Similar Deal in Europe

CHICAGO — Industria Electro Mechanica, S.A., Monterrey, Mexico, is producing juke boxes for United Music Corporation for the Latin market, Jack Mitnick, United executive vice-president, said last week.

Mitnick hopes to set up similar production points for United juke boxes and games in Europe.

United sends complete mechanical and electrical parts to the Mexican firm, which, in turn, assembles

DAVIS OFFERS DISPLAY PANELS TO PUSH EP'S

SYRACUSE — The Davis Distributing Corporation, Seeburg distributor for up-State New York, is making EP display panels in an attempt to assist operators in getting 15-cent play for the six-minute disks.

The panel, which fits over a 200-selection juke box, carries the legend, "Play Your Favorite Albums," and it features the covers of the EP selections programmed.

List price for the panel is \$14.75.

22 Attend Wurlitzer SE School

CHATTANOOGA — Twenty-two operators and servicemen attended a four-day service seminar sponsored by Wurlitzer here last week. Sessions were held at the Chattanooga Coin Machine Company, headed by Bill Boyles and Lloyd Smalley.

Schooling, directed by Harry Gregg, Wurlitzer field service engineer for the Southeast, covered mechanisms in the 2204 and 2200 models as well as remote equipment and installations.

Classes started at 7 p.m. each day and usually lasted until midnight.

Attending the seminar—all from Tennessee—were:

Jim Ramsey, Roy Cochran, Dixie Music Company, Newport; Jewell Hedrick, A. C. Amusement Company, Cleveland; A. F. Hennessy, Charles R. Wright, Billy D. Camp and James L. Mahoney, Hennessy Amuse-

(Continued on page 84)

NY Tavern Owners Honor Wertheimer

Seeburg Distributor Cited for PR Work And Understanding of Location Problems

SYRACUSE — If relationships between location owners and juke box operators in New York State have improved any during the last couple of years, a share of this improvement may have been due to the efforts of the Davis Distribution Company, a Seeburg outlet which covers all of the Empire State with the exception of the New York metropolitan area.

For the last three years, the Davis organization has pursued a

How Can Operators Improve Profit Despite the Outlook?

That 1958 Does Not Look Good Is Just Why Ops Must Better Competitive Stance

By BOB DIETMEIER

CHICAGO—Will a bad year help music operating more than hurt it?

This question may be answered this year.

The present operating outlook does not look good. But operators could turn this year to advantage.

Reports of juke box operating management suggest some reasons why 1958 business prospects are not rosy (see separate article).

But as these reports also indicate, the cloud has a silver lining. Tighter nets are prodding operators to insure sounder business

practices in a number of ways. If 1958 helps accelerate this action, it will have been a valuable year, if not a top profit year.

The reports underline several facts:

It would be unwise to pretend the factors which are pinching operators' profits do not exist.

It would be equally unwise for operators to retrench too far as result of them.

It would be wrong for operators not to try to improve net income by both improving their competitive position and realizing a greater share of the gross.

The operators' share of average weekly gross collections dropped about 13 per cent last year as compared to 1956, according to the 1958 Juke Box Operator Poll.

It is not considered likely by well-informed crystal-ballers that 1958 collections will do better than equal 1957's. This in itself is unencouraging, without speculating further.

For the first quarter, collections for operators in most sections of the country were down compared to the same period last year. They were down anywhere from several percentage points to as much as 35 per cent. The average was about 15 per cent.

What's causing the poor operating outlook? There are a number of factors responsible, some long in the making, some more current. In any case, it would be wrong to suppose that the recession is largely responsible. It isn't. In mirroring the recession as well as they do,

(Continued on page 81)

Top Ops Face It: 1958 Looks Weak

32-Firm Check Shows That Operators Need to Solve Commission Problem Now

This is the second part of a two-part article on how operators view 1958 business prospects.

By BOB DIETMEIER

CHICAGO — Top music operating companies, traditionally conservative in estimating future business, are unusually cautious in making predictions about how they will fare in 1958.

They qualify. And it is in these

qualifications, rather than in the specific adjectives they apply in sizing up the year ("good," "fair," "on a par," "bad"), that a meaningful picture of how they look at the next seven months becomes clear. It will be "a fair year, but..." Or "it will be a good year, altho..."

They are cautious for good reason. Operating prospects this year do not look good. Any operator who does not accept that fact is already probably headed for trouble. What to do about it is another story. (See separate article elsewhere in this section.)

In a spot check conducted by The Billboard of 32 top firms, it was found that they are almost evenly divided into two camps: Those who see a fairly good year ahead, those who see a poor one (The Billboard, May 26). But this in itself doesn't tell much.

Almost all operators reported substantial qualification to these brief, adjectival summations. Operators were asked deliberately a highly general question: What kind of year will 1958 be for juke box operating in your area?

Those who were optimistic said it would be "fair," "good," "fairly good," etc. But most of these went

(Continued on page 78)

Seeburg Distribs Await Cig Venders

CHICAGO — Seeburg distributors are laying sales plans for the cigarette machines which the company bought from Eastern Electric and redesigned (The Billboard, April 28).

Deliveries of samples to distributors are expected in the next few weeks, altho there is no official word from Seeburg on when they will be made.

Meanwhile, distributors are losing no time getting ready. For example, George Sammons, president of Sammons-Pennington Company, Memphis, said he was remodeling his building to handle parts, sales and service for the cigarette venders.

Sammons plans to hold showings of the machine in key cities in the mid-South in the near future.

Seeburg debuted the 22-column model which lists at \$369.50, at the MOA convention in May (The Billboard, May 12).

Tells Ops To Consider Incorporating

CHARLESTON, W. Va.—"The music operator during recent years has paid thousands of unnecessary tax dollars to the United States Government."

This contention is stated by William R. Wortham, tax consultant and head of an accounting firm here, in the May issue of Operator, a publication of the West Virginia Music Operators Association.

It is Wortham's belief that more operators should be incorporated. But, he says, "It is a most difficult problem to prove to the satisfaction of the individual operator that by being incorporated he might have saved several thousand in each of the good years since 1952."

However, he declares, "facts are convincing when taken from the records of two of our own West Virginia operators. In 1957 Mr. W. actually saved \$3,750 in tax dollars by being incorporated and Mr. X will also be approximately \$3,000 better off by changing to a corporation midway in the year."

Wortham states that incorporating is one thing all operators should at least investigate for possible benefits. He points out that "it is not an expensive change-over; the legal and accounting costs to incorporate are meager compared to your possible savings."

United Readies Juke Box Price, Delivery Data

CHICAGO—Delivery dates and the list price of United's redesigned 100-selection juke box will be announced "within the next few weeks," Jack Mitnick, executive vice-president of United Music Corporation, said last week.

He said the company is now "getting set for volume production."

The new model—the UPB-100—was debuted at the MOA convention in May (The Billboard, May 12).

the juke boxes and produces the cabinets, all according to United specifications. Thus, according to Mitnick, the Mexican product is an exact replica of the Chicago-made model.

A representative of a firm in Great Britain is expected at the United offices this week to discuss plans to assemble United machines in Europe. In the case of European production of United machines,

(Continued on page 85)

program of cultivating the location owner, learning about his gripes, understanding his problems — and also telling him about the music operators' problems.

Last week his efforts received official recognition from the New York State Restaurant Liquor Dealers Association at the organization's quarterly meeting, held in conjunction with the Erie County Liquor Dealers Association, in Buffalo.

Wertheimer Honored

Al Wertheimer, Davis president, was presented with a plaque by Anthony Visciglio, head of the tavern owner group. The award was in recognition of Wertheimer's outstanding service to the State RLDA.

Present at the ceremonies were some 400 tavern owners, virtually all of them with music machines on their premises, and Frank A. Sedita, mayor of Buffalo.

Wertheimer is no stranger to New York State tavern owners. For the last three years, he has sponsored an evening of entertainment at the annual New York State convention, and he has invited operators as his guests so that they might mingle with location owners and come closer to mutual understandings of their problems.

Originally, the peace offensive was conceived as a method of con-

(Continued on page 74)

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.

(For 10-week period ending with issue of May 26, 1958)

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.

MUSIC MACHINES

Table listing music machines with columns for High, Low, and Mean Avg. prices. Includes categories like AMI, ROCK-OLA, SEEBURG, and WURLITZER.

PINBALL GAMES

Table listing pinball games with columns for High, Low, and Mean Avg. prices. Includes categories like BALLY.

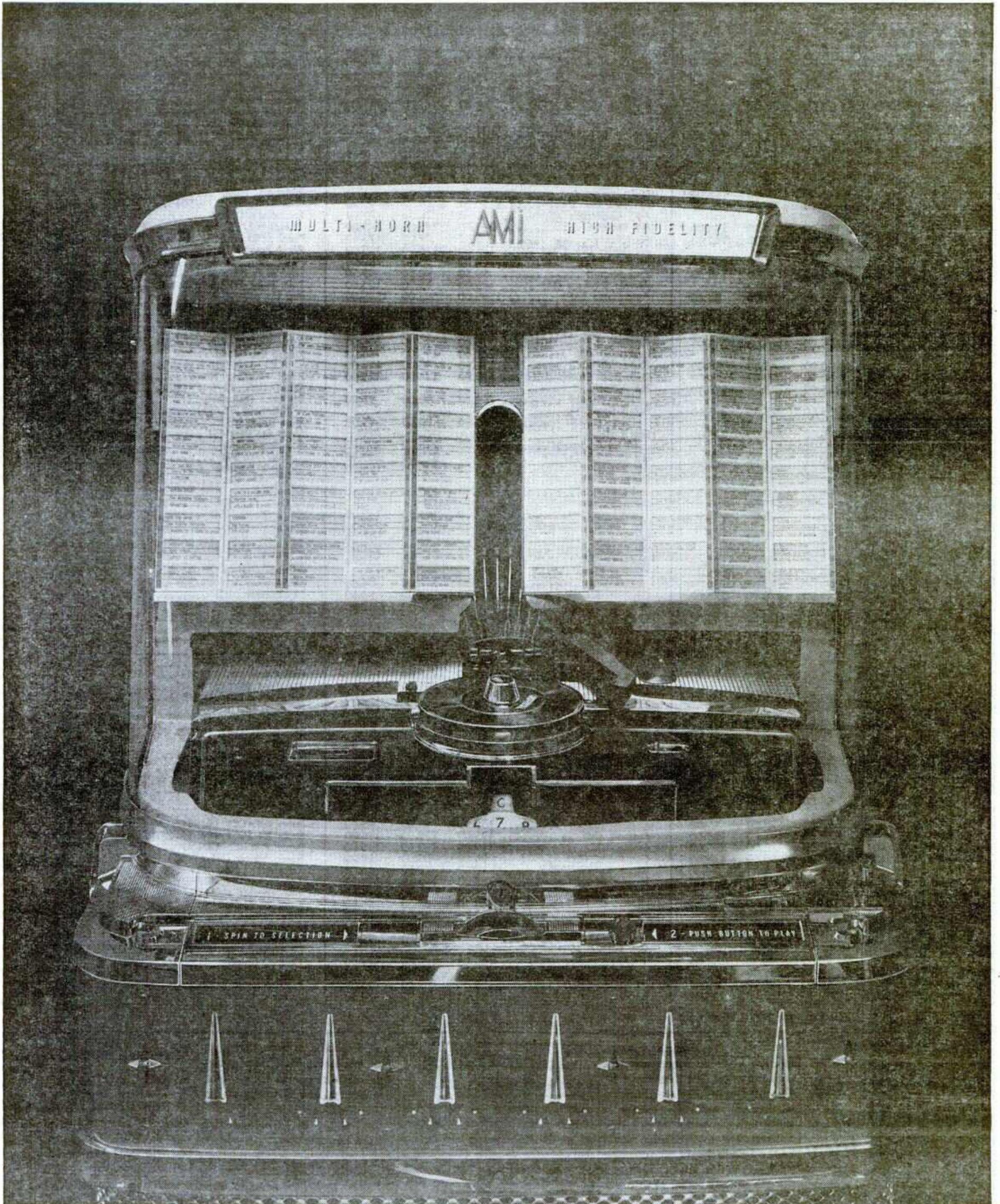
Table listing various coin machines with columns for High, Low, and Mean Avg. prices. Includes categories like CHICAGO COIN, GENCO, and UNITED.

Table listing more coin machines with columns for High, Low, and Mean Avg. prices. Includes categories like WILLIAMS and SHUFFLE GAMES.

SHUFFLE GAMES

Table listing shuffle games with columns for High, Low, and Mean Avg. prices. Includes categories like Ace Bowler, Advance Bowler, American Bank, Arrow, Banner, Bikini, Bonus Bowler, Bonus Score Bowler, Bowlette, Broadway Alley, Capital Deluxe Shuffle Games, Capitol, Carnival, Cascade, Century, Champion, Chief, Classic, Clipper, Clipper Deluxe, Clover Shuffle, Club, Comet, Comet Deluxe, Criss-Cross, Criss-Cross Targette Deluxe, Criss-Cross Targette Regular, Crown, Diamond, Domino, Double Score, Feature, Fifth Inning Deluxe.

(Continued on page 74)



THIS YEAR'S MODEL AT 1953 PRICES . . . the AMI I-200M juke box. That's holding prices at 1953 levels! And you get *more* for your money—a 200-selection juke box for the same price as the 120-selection machine of 5 years ago. *Plus* sleeker styling . . . superb sound . . . less servicing.

What are you waiting for? Call your AMI Distributor *now* . . . and start figuring up your profits.

AMI Incorporated 1500 Union Avenue, S. E., Grand Rapids 2, Michigan • Chicago • Geneva

Continued from page 73

| | High | Low | Mean Avg. |
|--|----------|----------|-----------|
| 5 Player (U) (1/51) | \$ 40.00 | \$ 40.00 | \$ 40.00 |
| Fireball (CC) (11/54) | 145.00 | 125.00 | 125.00 |
| Flash (CC) (9/54) | 175.00 | 175.00 | 175.00 |
| 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) (3/55) .. | 185.00 | 185.00 | 185.00 |
| Hi Speed Triple Score (CC) (8/53) | 60.00 | 60.00 | 60.00 |
| Holiday Match Bowler (CC) (9/53) | 215.00 | 175.00 | 215.00 |
| Hollywood (CC) (5/55) .. | 230.00 | 225.00 | 225.00 |
| Imperial (U) (9/53) | 85.00 | 60.00 | 60.00 |
| Jet Bowler (B) (8/54) ... | 75.00 | 75.00 | 75.00 |
| Leader Shuffle Alley (U) (11/53) | 195.00 | 125.00 | 165.00 |
| League Bowler (U) (1/54) .. | 250.00 | 95.00 | 165.00 |
| League Bowler Deluxe (U) (4/54) | 195.00 | 100.00 | 145.00 |
| Lightning (U) (2/55) ... | 145.00 | 145.00 | 145.00 |
| Lightning Deluxe (U) (2/55) | 295.00 | 275.00 | 275.00 |
| Magic (B) (12/54) | 145.00 | 145.00 | 145.00 |
| Manhattan 10 Frame (United) | 85.00 | 85.00 | 85.00 |
| Manhattan 10 Frame (United) | 85.00 | 85.00 | 85.00 |
| Mars (U) (1/55) | 190.00 | 145.00 | 145.00 |
| Mars Deluxe (U) | 395.00 | 185.00 | 245.00 |
| Match Bowl-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) ... | 125.00 | 125.00 | 125.00 |
| Mystic Bowler (B) (12/54) | 355.00 | 325.00 | 355.00 |
| Mercury Deluxe 11th Frame (U) | 295.00 | 235.00 | 245.00 |
| Name Bowler (CC) (1/54) | 50.00 | 50.00 | 50.00 |
| Official (U) (5/52) | 85.00 | 60.00 | 75.00 |
| Olympic (U) (8/54) | 75.00 | 75.00 | 75.00 |
| Original | 95.00 | 50.00 | 70.00 |
| Pacemaker (K) (9/53) .. | 85.00 | 149.50 | 50.00 |
| Palisade (K) | 55.00 | 55.00 | 55.00 |
| Playtime Bowler (CC) (10/54) | 175.00 | 175.00 | 175.00 |
| 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) .. | 245.00 | 225.00 | 225.00 |
| Shuffle Alley Deluxe 6 Player (U) (10/51) .. | 85.00 | 30.00 | 60.00 |
| Shuffle Alley 6 Player (K) .. | 85.00 | 45.00 | 55.00 |
| Shuffle Alley 10 Player (K) | 95.00 | 50.00 | 60.00 |
| Shuffle Alley 11th Frame .. | 335.00 | 150.00 | 195.00 |
| Shuffle Alley Deluxe 11th Frame (U) | 325.00 | 175.00 | 225.00 |
| Shuffle Pool (Ge) (11/53) | 75.00 | 50.00 | 50.00 |
| Six Player (CC) | 50.00 | 45.00 | 45.00 |
| Six Player Deluxe (K) ... | 65.00 | 40.00 | 45.00 |
| Six Player Deluxe (U) ... | 65.00 | 40.00 | 45.00 |
| Six Player 10th Frame (U) .. | 75.00 | 55.00 | 70.00 |
| Speedlane Bowler (K) | 185.00 | 185.00 | 185.00 |
| Star, 5 Player (U) (7/52) | 95.00 | 34.50 | 45.00 |
| Star, 10th Frame (U) (9/52) | 75.00 | 75.00 | 75.00 |
| Starlite (CC) (5/54) | 150.00 | 125.00 | 125.00 |
| Super Bonus Deluxe (U) .. | 225.00 | 225.00 | 225.00 |
| Super Frame (CC) (5/54) .. | 125.00 | 95.00 | 125.00 |
| Super Hatch Bowler (CC) (10/52) | 75.00 | 50.00 | 55.00 |
| Super Six (U) (3/52) ... | 100.00 | 29.50 | 75.00 |
| Targette (U) | 125.00 | 95.00 | 125.00 |
| Targette Deluxe (U) (8/54) | 320.00 | 95.00 | 195.00 |
| Team Bowler (U) (1/54) .. | 95.00 | 95.00 | 95.00 |
| Team Bowler (K) (10/52) | 75.00 | 49.50 | 50.00 |
| Tenth Frame (K) | 75.00 | 35.00 | 60.00 |
| Tenth Frame Bowler (CC) .. | 95.00 | 40.00 | 60.00 |
| Thunderbolt (CC) | 250.00 | 155.00 | 185.00 |
| Triple Score Bowler (CC) (6/53) | 65.00 | 65.00 | 65.00 |

| | High | Low | Mean Avg. |
|---------------------------------|----------|----------|-----------|
| Triple Strike Bowler (CC) .. | \$210.00 | \$175.00 | \$175.00 |
| Venus Deluxe (U) (3/55) | 350.00 | 225.00 | 275.00 |
| Victory Bowler (B) (5/54) | 295.00 | 145.00 | 195.00 |
| Venus Bowler | 145.00 | 145.00 | 145.00 |
| Yankees (U) | 145.00 | 145.00 | 145.00 |

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coins; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Teleco; U—United; W—Williams; Wa—Walling.

| | High | Low | Mean Avg. |
|--|----------|----------|-----------|
| AA Gun (K) ('48) | \$ 99.50 | \$ 99.50 | \$ 99.50 |
| ABT Challenger (5/46) .. | 30.00 | 25.00 | 25.00 |
| Air Football | 245.00 | 245.00 | 245.00 |
| Air Hockey | 175.00 | 95.00 | 175.00 |
| Air Raider (K) ('48) | 125.00 | 125.00 | 125.00 |
| All Star Baseball (W) | 100.00 | 100.00 | 100.00 |
| Anti Aircraft | 99.50 | 99.50 | 99.50 |
| Atomic Bombers (M) | 125.00 | 75.00 | 125.00 |
| Auto Photo (AP) | 1595.00 | 1595.00 | 1595.00 |
| Ballonamat Capitol P (1/55) | 195.00 | 195.00 | 195.00 |
| Baseball (Sc) | 95.00 | 95.00 | 95.00 |
| Baseball, 2 Player (G) | 175.00 | 175.00 | 175.00 |
| Basketball (G) | 225.00 | 175.00 | 185.00 |
| Basketball (CC) | 175.00 | 95.00 | 175.00 |
| Basketball Champ (CC) .. | 125.00 | 125.00 | 125.00 |
| Bat-A-Score (Ev) (8/48) | 100.00 | 90.00 | 95.00 |
| Bat-A-Score, Sr. (Ev) (8/48) | 100.00 | 90.00 | 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) (47) | 125.00 | 125.00 | 125.00 |
| Big League Baseball (3/51) (W) | 130.00 | 130.00 | 130.00 |
| Big League Baseball (W) (2/54) | 145.00 | 145.00 | 145.00 |
| Big Top (G) (6/54) | 250.00 | 175.00 | 225.00 |
| Bingo Roll | 95.00 | 35.00 | 95.00 |
| Bonus Deluxe (U) | 350.00 | 300.00 | 325.00 |
| Bonus Gun (U) (1/55) .. | 215.00 | 165.00 | 215.00 |
| Broncho Horse (Ex) (10/47) | 375.00 | 375.00 | 375.00 |
| Card Vendor (Ex) | 50.00 | 45.00 | 50.00 |
| Carnival Deluxe (U) | 295.00 | 150.00 | 245.00 |
| Carnival Gun (U) (10/54) | 165.00 | 65.00 | 145.00 |
| Carousel (Se) (11/54) ... | 325.00 | 325.00 | 325.00 |
| Champion Baseball (G) ... | 175.00 | 150.00 | 175.00 |
| Champion Hockey ('46) .. | 100.00 | 100.00 | 100.00 |
| Coon Gun (S) | 135.00 | 135.00 | 135.00 |
| Coon Hunt (S) (2/54) .. | 145.00 | 75.00 | 145.00 |
| Dale Gun (Ex) | 85.00 | 25.00 | 50.00 |
| Defender (B) ('40) | 150.00 | 125.00 | 125.00 |
| Derby (Ex) | 125.00 | 125.00 | 125.00 |
| Derby, 4 Player (CC) (3/52) | 135.00 | 135.00 | 135.00 |
| Drivemobile (M) (7/54) .. | 158.00 | 125.00 | 150.00 |
| 500-Shooting Gallery (Ex) (3/55) | 110.00 | 100.00 | 100.00 |
| Flash Hockey (Coinex) (9/46) | 99.50 | 75.00 | 99.50 |
| Flying Saucer (M) (6/50) | 150.00 | 95.00 | 95.00 |
| Football (M) | 175.00 | 175.00 | 175.00 |
| Goalee (CC) (1/46) | 110.00 | 110.00 | 110.00 |
| Gun Patrol (Ex) (5/51) .. | 95.00 | 65.00 | 95.00 |
| Gypsy Fortune Teller | 10.00 | 10.00 | 10.00 |
| Harvard Metal Typer | 195.00 | 195.00 | 195.00 |
| Heavy Hitter (B) | 65.00 | 50.00 | 65.00 |
| Hi-Ball (Ex) (2/38) | 65.00 | 65.00 | 65.00 |
| Hockey (CC) | 75.00 | 75.00 | 75.00 |
| Home Run, 6 Player (CC) (3/54) | 95.00 | 95.00 | 95.00 |
| Jack Rabbit (Amusement) ('46) .. | 125.00 | 125.00 | 125.00 |
| Jet (B) | 110.00 | 110.00 | 110.00 |
| Jet Fighter (W) (10/54) .. | 195.00 | 100.00 | 195.00 |
| Jet Gun (Ex) (12/51) ... | 110.00 | 75.00 | 110.00 |
| Jumping Jack (G) (11/52) | 85.00 | 35.00 | 75.00 |

| | High | Low | Mean Avg. |
|--|----------|----------|-----------|
| Jungle Gun (U) (7/54) .. | \$135.00 | \$135.00 | \$135.00 |
| Kicker & Catchers | 52.50 | 52.50 | 52.50 |
| K O Fighter | 150.00 | 150.00 | 150.00 |
| Lite League (W) (2/54) .. | 125.00 | 125.00 | 125.00 |
| Lord's Prayer (M) (6/56) .. | 195.00 | 195.00 | 195.00 |
| Lovometer (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) | 175.00 | 95.00 | 125.00 |
| Midget Racer (B) (11/56) .. | 250.00 | 75.00 | 250.00 |
| Midget Skeeball (CC) | 125.00 | 125.00 | 125.00 |
| Mill Scales | 65.00 | 35.00 | 50.00 |
| Panoram (Mills) | 395.00 | 295.00 | 325.00 |
| Pennant Baseball (W) | 115.00 | 100.00 | 115.00 |
| Periscope (CC) | 95.00 | 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) (1/49) | 75.00 | 65.00 | 75.00 |
| Pistol Pete (CC) | 99.50 | 45.00 | 75.00 |
| Pistol Target Skill | 15.00 | 15.00 | 15.00 |
| Pitch'm & Bat'm (S) | 195.00 | 125.00 | 195.00 |
| Polar Hunt (W) | 295.00 | 210.00 | 210.00 |
| Pop Up | 20.00 | 20.00 | 20.00 |
| Quarterbacks (G) (9/55) .. | 195.00 | 85.00 | 125.00 |
| Ranger (K) | 295.00 | 250.00 | 295.00 |
| Rapid Fire (B) | 125.00 | 110.00 | 110.00 |
| Rifle Gallery (G) (6/54) .. | 195.00 | 95.00 | 150.00 |
| Round the World Trainer (CC) (10/53) | 345.00 | 345.00 | 345.00 |
| Royal Mustang Horse | 275.00 | 275.00 | 275.00 |
| Safari (W) (2/54) | 225.00 | 175.00 | 215.00 |
| Set Shot Basketball (Munves) (6/52) | 250.00 | 250.00 | 250.00 |
| Shoe Brush Up | 95.00 | 95.00 | 95.00 |
| Shoot the Bear (S) | 125.00 | 125.00 | 125.00 |
| Shooting Gallery (Ex) (6/54) | 225.00 | 95.00 | 150.00 |
| Sidewalk Engineer (W) (5/55) | 180.00 | 75.00 | 125.00 |
| Silver Bullets (Ex) (11/49) | 95.00 | 95.00 | 95.00 |
| Silver Gloves (M) | 175.00 | 145.00 | 145.00 |
| Six Shooter (Ex) | 95.00 | 75.00 | 95.00 |
| 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 | 195.00 | 210.00 |
| Smiley (Pioneer) (8/46) .. | 525.00 | 495.00 | 495.00 |
| Space Gun (Ex) | 95.00 | 95.00 | 95.00 |
| Space Ranger (Deco) | 275.00 | 275.00 | 275.00 |
| Space Ship | 200.00 | 125.00 | 150.00 |
| Speed Boat (B) (7/53) ... | 325.00 | 275.00 | 325.00 |
| Sportland (Ex) (11/51) .. | 150.00 | 145.00 | 150.00 |
| Sportsman (K) (11/54) .. | 195.00 | 150.00 | 150.00 |
| 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 | 120.00 | 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 | 95.00 | 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) | 100.00 | 75.00 | 100.00 |
| Super Slugger (U) (7/55) .. | 275.00 | 245.00 | 275.00 |
| Telequiz (1/49) (T) | 100.00 | 75.00 | 95.00 |
| Ten Strike (E) (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 (Cb) .. | 25.00 | 25.00 | 25.00 |
| Treasure Cove (Ex) (6/55) .. | 325.00 | 195.00 | 225.00 |
| Trigger Horse (E) (7/53) .. | 395.00 | 395.00 | 395.00 |
| Undersea Raider (2/46) .. | 125.00 | 125.00 | 125.00 |
| Voice-O-Graph (M) (4/46) | 325.00 | 245.00 | 250.00 |
| Wild West (G) (2/55) .. | 250.00 | 245.00 | 245.00 |
| Wizzard 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 |

MAINTAIN PLAY

Op Suggests Timer Device To Hike Play

ST. LOUIS — Here's an idea for "automatic shilling" of a phonograph on location which veteran operator Sidney Morris, of J. S. Morris & Sons Novelty Company, feels would stimulate play at any point.

"All of us have had locations in which the phonograph will sit idle for long periods until someone breaks the ice by dropping in the first dime," Morris pointed out.

"Once the machine has started operating, it will take in a steady flow of dimes thereafter. The important point is to get the first play started."

"Of course, most of it depends upon bartenders, waitresses, or the location owner himself to take

care of such situations. Employees, too, are likely to forget about it, with the result that there are a lot of wasted hours during which the phonograph could be taking in worthwhile revenue."

Morris' suggested solution would be the installation of an automatic timer mechanism which would turn the phonograph on for at least one number during every half hour when there has been no play.

Thus, during the slack hours of the morning, in cocktail lounges and bars, when desultory traffic is coming in and out, the phonograph would go into action automatically, every 20 minutes, every half hour, etc., and in this way, stimulate play which otherwise might not be achieved until later in the day.

The St. Louis operator feels that the manufacturer who installed a time clock which would thus play the top hit record of the week on an "automatic basis" at predetermined intervals would find operators thoroly appreciative.

Tavern Owners

Continued from page 71

vincing location owners that a conversion from nickel to dime play on music machines would enable the operator to give them better equipment and increase his commission revenues.

To achieve this end, Tom Ferrara, Syracuse area sales manager, and Ed Bertram, his assistant, toured the State explaining how dime play would help their bistros.

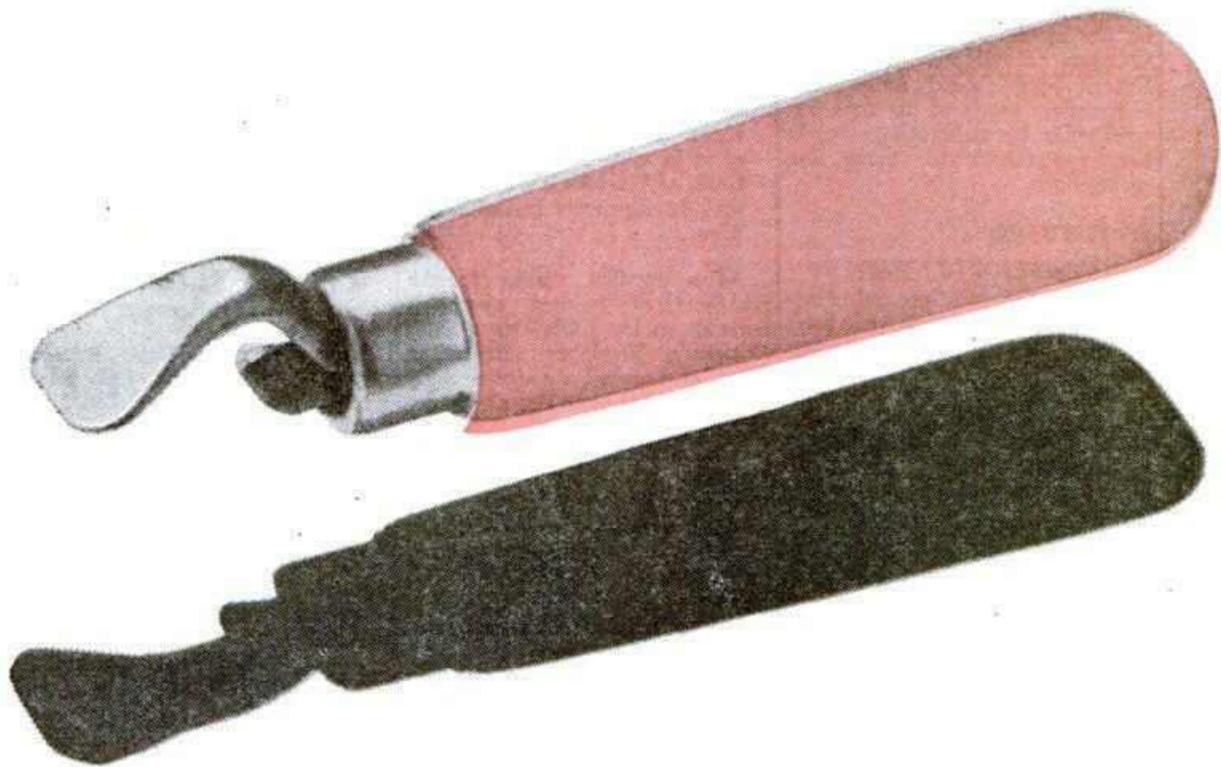
Campaign Over

Today, the campaign for dime play is virtually over, as the overwhelming majority of boxes in the Davis trade area have been converted.

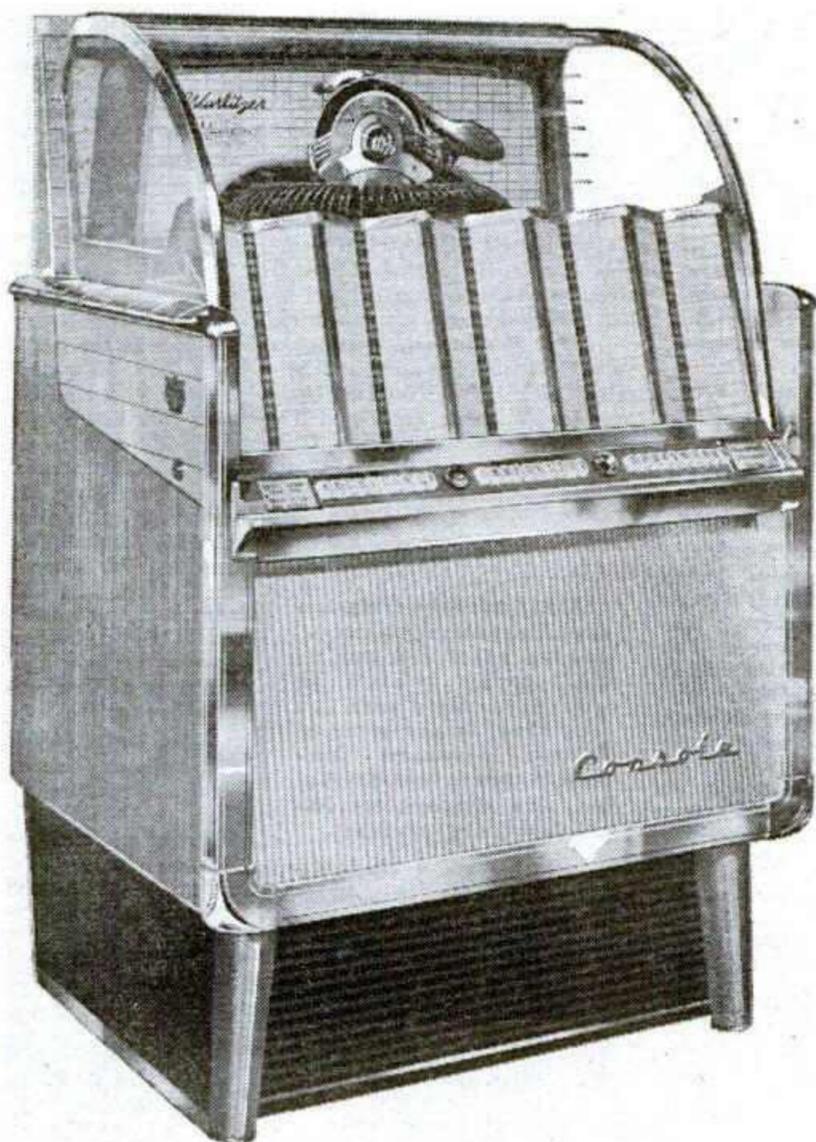
But the public relations program continues. The Davis organization feels that friendly relations with location owners should not be sought merely because the location owner's co-operation is needed to

solve a specific problem. The company maintains that friendly feelings between operators and location owners should be the normal state of affairs.

One of the key men in setting up the location owner program is Ted Kisil, Davis' public relations director. Kisil advises operator associations and distributors to work with local tavern owners' associations, attend their functions, know the individual location owners, and impress upon the tavern owner that his interests and those of the juke box owner are parallel.



PRIES OPEN THOSE HARD-TO-GET
PLACES FOR *You*



If you want a vivid demonstration of the location owner appeal packed into this style-
pacing Wurlitzer Console Phonograph, go after those spots you couldn't land before. Watch this new dimension in automatic music open the door for you — and then close it to all others. Its patron appeal is just as potent — and so is its earning power!

SEE YOUR **WURLITZER** DISTRIBUTOR

WURLITZER
Console
PHONOGRAPH

THE WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK

Established 1856

Detroit

By HAL REVES

A new juke box operating firm, Blunoté Music Distributors, is being formed in the west side suburb of Dearborn by Samuel Adray, and the two Abess brothers, Donald and John. The brothers are the sons of Bill Abess, who was active in the juke box and amusement machine business here in the 1930's, and is now in real estate. They plan further expansion, establishing a second operating company shortly.

Hirsch Vending Sales and Service, headed by Louis E. Hirsch, one of the principal distributors of vending equipment in this area, has opened a new showroom on the west side at 8812 Joy Road. The exterior sign features a "Detroit special" vending product, Vernor's Ginger Ale.

The old O-Kay Vending Company title, established by Ben Okum and Alan Smith, has been dropped as an operating firm, following the acquisition of the cigarette route some time ago by Michigan Vending Company, with all operations under that name. The company is headed by I. Finkelstein, Paul Chover and Paul Gold. . . . Arthur P. Sauve, veteran operator-distributor, has returned from his home at West Palm Beach for a few months' stay in his old home town.

Dale Sauve, the "son" of the firm, reports the new six-pocket pool-type games selling very well currently despite business recession. Sauve has a new assistant sales manager, William Meldrum, who operated a juke box route for several years.

Maurice W. Feldman, veteran operator of the Central Coin Ma-

America's Newest



Selling the most complete line of
**SINGLE,
EXTENDED PLAY**
at Distributor-Wholesale Prices

No Mark-up—
No Extra Charges
Free Title-Strip Service

EP's, most labels 80c
45's—60c

C.O.D. or check and postage with order. Prices subject to change without notice.

CC
RECORD CO.

Subsidiary of Shaffer Music Co.
Seeburg Distributors

849 North High St., Columbus 8, O.
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Coinmen You Know

chine Exchange, and a leading figure in the amusement game business here for many years, is leaving for a tour of several weeks in sunny Florida. "I like to go south when the weather's nice," he says. Mrs. Feldman will accompany him on the motor trip. . . . Fred W. Chlopan, executive director of the Detroit Shuffleboard Association, is spending much of his time out working in his elaborate garden in Northwestern Detroit these fine spring days.

Milwaukee

By BENN OLLMAN

Woody Johnson, general manager, United, Inc., rushed back home to Erie, Pa., when news reached him of the death of his mother. Condolence is extended to Woody. . . . Remodeling work is going ahead at the P. & P. Distributing Company headquarters. According to Joe Pelligrino, a new door is being installed at the rear for use as a shipping and receiving platform.

Veteran bulk vender J. C. Evans recently sold out his holdings to J. Pipp, a newcomer to the industry. . . . Factory layoffs in heavily industrialized West Allis have cut into route receipts, according to Mrs. Ray Lax, of Ray's Amusements.

Sam Cooper, office manager of the Paster Distributing Company, and vet coinman Doug Opitz, Hilltop Coin Machine Company, were among the industry people who appeared recently in Washington, D. C., to testify at the ASCAP hearings. . . . Coinmen stopping in to shop for equipment at the Paster Distributing Company this week included Val Andreas, Oshkosh; Arnold Foch, Beloit, and Russ Dougherty, Wisconsin Rapids.

Four St. Louis, Mo., vending machine salesmen were indicted here in federal court on fraud charges last week. Donald J. Garrison, Clovis N. Ooley, his wife, Helen, and J. Tom Miles were charged with using the mails to defraud and use of false advertising which led to sales of razor blade vending machine equipment and "routes" to 10 Wisconsin people.

Denver

By BOB LATIMER

Twenty-eight members of the Wyoming Music Merchant Association are expected to attend an all-day service school to be presented by Draco Sales Company, Wurlitzer distributors of Denver. Included on the agenda is a social evening with a buffet supper, a question and answer session and entertainment. Mike Savio, Draco partner, will pick up the tab for the evening.

Paul Miller, formerly an operator in Colorado Springs, Colo., has purchased the Grand Music Company from Harvey Kelley, in Glenwood Springs. Miller, who has a lot of experience in all phases of coin machine operation, will expand the route substantially, he has announced.

One of the most unusual repair jobs in many years came the way of Draco Sales Company during late May when Roy Kyser, phonograph operator from Durango, Colo., shipped in an ancient coin-operated Wurlitzer player piano. The venerable instrument, built in 1904 of dark oak, and finished with stained-glass panels over the player roll mechanism, is Kyser's pride and joy. During the tourist season, it often accumulates more

coins than a new 200-play phonograph.

Lee Johnson, phonograph operator in Sheridan, Wyo., has bought eight new phonographs for his Northern Wyoming string. Four of the new machines are 100-selection models, and four 200-play models. . . . A seldom-seen visitor among Denver distributors in mid-May was Velma Cook, of Vee Music Company, with headquarters in Buffalo, Wyo.

As a possible answer to the problems of holding operating costs down for 1958, Draco Sales Company, Wurlitzer distributors here, have staged a series of service schools thruout the Colorado-Wyoming area. Two schools have been staged at Pueblo, Colo., two in Denver and three in Wyoming, in major population centers. Each school has been under the direction of Walt Petett, of the Wurlitzer factory service staff. With a full turnout at each event, Draco Sales Company has trained upwards of 200 operators.

C. J. Karle and Ray Barry, Wurlitzer factory representatives, visited Denver for a week during late April. . . . Ray Samuelson, phonograph operator from Granby, Colo., was visiting Denver distributors in April and May, beefing up his routes for the expected onslaught of summer visitors to Colorado for 1958.

Here's a good-will builder which Bill Storey, Denver operator here, feels can't be matched in building up loyalty from phonograph customers in many locations. Like most operators, Storey sold off used records from his machines for 25 cents, 3 for 50 cents, etc. Actually, the cost of handling the records and the fact that only the top hit tunes would be purchased made this more of a nuisance than a source of profit.

Consequently, Storey began asking his location owners if they would like to have the records from the phonographs for their own families, and found that the usual location owner immediately acceded with appreciation. "Most location owners have someone in the family who owns a home phonograph and maybe even high fidelity equipment," Storey pointed out.

Memphis

By ELTON WHISENHUNT

Arthur Hughes, vice-president of S. A. Lynch Company, Dallas, Seeburg distributors, was a recent guest in Memphis of George Sammons, president of Sammons-Pennington Company, Seeburg distributors in the Mid-South area. Hughes was on his way to Washington to testify before a Senate committee on the proposed bill that would put a tax on juke box plays. Hughes was one of a number of men in the industry who testified against the tax.

Parker Henderson, general manager of Southern Amusement Company, reports rock 'n' roll records in the Memphis area are still getting the lion's share of juke box plays, doesn't know when the end is coming. A trend recently merging pop and rock 'n' roll is a new type also getting big play, he says.

Jack Canipe Jr., traveling vice-president of Consolidated Amusement Company, distributors, seen calling on operators in West Ten-

nessee last week. . . . Frank Smith, president of S & M Sales Company, reports a big catch of fish on a recent weekend fishing trip to a nearby lake. . . . Robert Goad, president of Game Sales Company, reports the sale of games among Mid-South operators is picking up, indicating a comeback from the recession.

Douglas Highfill, owner of Rainbow Amusement Company, busy as a bee these days since he has taken on a much larger operation with the purchase of a route from two music and game operators recently. His business has expanded well in recent years.

Robert Harbin, Harbin Amusement Company, doing nicely after a recent illness. His son, Billy, 34, is managing operation of the route. . . . Johnny Novarese, Poplar Tunes Music Service, seen putting some new records on a big 200 machine at a swank location the other day. . . . Drew Canale, owner of Canale Amusement Company, busy these days on a sideline—promoting a new disk label he is interested in.

Jackson, Miss.

Mahon Jones, owner of Jones Music Company at Holly Springs, has recovered from a mild stroke, is back on the job full time. . . . Lavaughn Johnson, Johnson Amusement Company at Corinth, was seen returning from his daily early morning fishing trip to nearby Pickwick Lake. He hooked an eight-pound bass that day and was quite happy about it. . . . D. C. Johnson, his brother, operates a cigarette vending route, reports his business is holding up well.

Red Vandervander, owner of Red's Music Service at Booneville, recently remodeled a drive-in he owns and added a frozen custard machine. . . . E. E. Steed, Automatic Amusement Company at Tupelo, is enlarging his chicken farm. He has 8,500 chickens now, will have 15,000 after enlargement.

Fred Dowdy, owner of Ole Miss Music Company at Pontotoc, and also the mayor, journeyed to Memphis during the Cotton Carnival recently where he was a guest at the Mid-South mayor's luncheon. . . . Pat Harrington, Harrington Sales Company, has another enterprise. He's added a used car business to his music route and TV repair business. . . . Grady Wallace, Wallace Amusement Company at Columbus, seen at the hospital visiting Virgil Atkins, his route manager, hurt recently in a wreck.

A. B. Fort, Fairway Amusement Company at Columbus, acquired an oil and gasoline distributorship, which he works at one day a week. . . . John Tiry, former owner of Fairway Amusement Company, is now a beer distributor. He still operates 500 penny-weighting machines.

John Haley, Haley Music Company at Canton, has about finished converting his large routes to 45 r.p.m. . . . Bert Shive, Yazoo City Novelty Company, Yazoo City, is remodeling his shop, building a big addition. He will use the front for a music shop and record store.

Little Rock

Little Rock operators report the slight business slump is on the way out. Increased collections are the indication. Those reporting a pick up in business included H. G. Yancey, Arkansas Music Company;

Harold Dunaway, Twin City Amusement Company; Cecil Hill, Hill Amusement Company, and Robert Kirspe, Kirspe-Hollenberg Music Company.

Some operators in the territory who recently changed to dime play report a successful conversion with an increase of 15 to 30 per cent in collections. They include M. L. Armstrong, Armstrong Music Company; Brinkley and Olan Jackson, Jackson Music Company, Brinkley; Edward Schubach, Helena Amusement Company, Helena, and Nathan Wheelless, Service Amusement Company, Jonesboro.

Miami

By PAUL DANIEL

The Cigarette Merchandising Machine Association has delegated Lewis Spratlin, of Independent; Jimmy Fielding, Miami Cigarette Machine Company, and Berlin Saunders to find permanent meeting rooms for the future. . . . Operators returning from the MOA convention agree it was the biggest and best ever held. . . . Willie Blatt had the Miami Beach police officials meet at his home for organizing of an MOA-sponsored Police Athletic League patterned after the PAL in Miami and New York.

Bill Levy and the wife vacationing in Philadelphia, glad to be there but looking forward to return. . . . Lucky Skulnick, owner of show horses, won a blue ribbon for "Beauty" at the annual horse show. . . . Music Makers employees begin their vacations on the first of June. . . . Business on the upgrade in the area.

Walter Boese sold out to Max Lebow, says he is just tired not retired. . . . Eli Rose has high hopes for big business with the "Shooting Stars" ready for his customers. . . . Earl Marshall is covering for Deale Music while Cliff Deale and Viola are vacationing in Alabama. . . . Continental Music will have a new routeman in training, according to Charles Cook. . . . Max Silverman is now taking charge of Ace Music, came in from Baltimore to handle the business founded by his late brother, Harry.

Hartford, Conn.

By ALLEN M. WIDEM

Max Panitz's request to install a new coin-operated mechanical horse ride in the Arcade at Ocean Beach Park, New London, Conn., has been approved by the Ocean Beach Park Board. The unit is to replace the one in operation last season. . . . Seaboard Distributors Corporation, East Hartford, has been awarded regional franchise for newly formed Twentieth Century-Fox Film Corporation's records division. . . . Louis K. Roth, Radio and Appliance Distributors, Inc., RCA distributors, held Open House at the new Radio and Appliance East Hartford warehouse and office facility.

Mrs. Nathan Weil, wife of the coin machine distributor, had a supporting role in the Temple Beth Israel Affiliated Groups' production of "Gentlemen Prefer Blondes" at King Philip Auditorium, April 29 thru May 1.

Washington

By DELORES NEWCOMB

Good weather and a continuing flood of tourists are helping the coin machine business here. Roger Squitro, treasurer of Hirsh Coin, says tourists are contributing a large part to the current upsurge of business. . . . The company's president, Hirsh de La Viez, is in Rome on vacation. He'll visit Nice

(Continued on page 80)

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Top Ops Face '58 Outlook

• Continued from page 71

on to point out that they really didn't think so, weren't sure, or that it would be true only if certain other things were true.

However, few of those who were pessimistic answered that it would be a "poor" or "bad" year. Instead, they simply answered by saying that 1958 business so far was "down" or "off." Some gave percentage figures. The majority of these elaborated on their answers, documenting their reasons for believing that 1958 will indeed be a bad one for music operating.

Finally, none of those who were optimistic about the year reported their collections for the year to date were up; many reported instead that they were down for the first quarter or about on a par with last year.

The majority of operators in both groups stressed the importance of operators doing something to improve their operations. Curb costs. Cut commissions. Sell location owners. Stop bonuses. Avoid loans.

In short, they pinpoint the problems operators must devote more attention to, even if all did not tell how they can do it—the subject of

another article beginning on this page.

Pessimistic operators explain what they expect largely in terms of the recession. Those in industrial areas directly affected by it explain it in concrete terms. Others, apparently suffering, along with everyone else, from the psychological effects of it, explain how these effects have decreased their collections. After all, as the latter group explains, it doesn't matter whether a man doesn't frequent a tavern because he doesn't have the money or is reluctant to spend. The thing that does matter is that he doesn't come to the tavern and therefore does not play the juke box.

Even at that, reports do show that direct effects of the recession are spotty.

Typical of those suffering directly from the recession is Jerry Rubin, head of Rubin Music Company, Canton, O.: "I think the first eight months are going to be pretty rough. Business to date has been very bad, both for juke boxes and legal games. I can't see things getting any better. It's the average workingman that puts the money in the coin machine, and it usually takes at least a month after he gets back to work before he starts spending again. To sum it all up, I don't look for any good business until at least Labor Day. Business in 1958 won't be very good and the average 'take' will be much lower than that of 1957." Frank Steil, of Dixie Amusement Company, Chattanooga, Tenn., reported that collections for the year were down 30 per cent.

Edward Oliver, of Mammoth Amusement Company, Montgomery, W. Va., typified the operator who was adopting a wait-and-see attitude about buying. Said Oliver:

"Our gross income is down for the first months of 1958 which makes us skeptical about expanding or buying new equipment. We have developed a wait-and-see attitude and have begun to think about how we can become more efficient in cutting costs drastically if we have to."

Another Ohio operator, George Elum, of Elum Music Company, Massillon, makes his problem plain: "In our area 1958 will be the worst year in operating revenue since 1949. We operate in an industrial area (steel) and this year is the first that our mills have been completely shut down. Our locations, principally taverns, are usually deserted. Collections are off 35 per cent from a year ago."

In another section of the country, New England (also badly hit by the recession), David Baker, president of Melo-Tone Vending Company, Inc., outlines the current picture: "Collections on juke boxes in this area have been off approximately 25 per cent since the first of the year, and there are no indications that we can expect any improvement in the near future. In spite of shrinking revenue, cost of operation continues to rise. My considered opinion is that 1958 will prove to be a very trying year for the juke box operator in New England. Additional revenue must be found if we are to survive."

Baker points to improved commission schedules as the only way that this increased income can be obtained. Declares Baker: "The operator (must) receive a larger share of the gross, either thru front money, minimum guarantee or bigger percentages. The old concept of a 50-50 split must be discarded."

Baker goes to point out that this can be brought about thru associations. "By joining his local association and attending its meetings, operators will receive information as to conditions and trends and can compare notes with people who

have the same problems as he. No longer can the operator go along with his head in the sand like an ostrich."

Optimists take a different approach in discussing the year. For example, H. H. Dolliver, of Dolliver Music Service, Conrad, Mont., sums up the lists of "musts" for the operator in 1958:

"I think the juke box operating business in this area will be good this year for the operators who have been using good business judgment in the past. He must have his commission basis on a profitable basis. No one is ever entitled to 50 per cent (commission). He should not be in debt for the regular operation of his route. He must be in good financial condition so that he can buy his new equipment for cash or at least get the cash from his local banker. His fixed overhead and record costs must be in keeping with his gross take. Operators who have commissions out of line and who owe heavily for equipment two or three years old will have difficulty."

J. D. Chandler, of Richmond Amusement Sales Company, Richmond, Va., takes a slightly different tack: "I feel that this year will be reasonably good for operations. It seems to me that the unemployment question doesn't affect our section too much. (However) I don't believe there will be too much purchasing of new machines. Manufacturers are making too many new models. So the operators will wait and see."

Juke boxes during "hard times" should continue at a good level because it is "cheap form of entertainment," says Gordon Stout, head of the operating company bearing his name in Pierre, S. D. "The economics being in a state of uncertainty and unrest, it is only a wild guess I make. Music has fallen off badly this winter. . . . But it has been my experience that juke boxes being a cheap form of enter-

tainment should get more play in hard times than in good times when people have money for more expensive pursuits."

Several distributors included in the spot check also fall in the optimistic group, but make clear the reasons for their optimism. For example, O. R. Truppmann, of Bush Distributing Company, Miami, said: "I believe that 1958 should be essentially as good as previous years. However, it may be necessary for the operator to make a few adjustments in his method of operation in order to maintain his income at the same level as in preceding years. By adjustments, I mean converting locations to a more level income thruout the 12-month period rather than anticipating seasonal peaks and drops. This can be done by evaluating each location individually, upgrading equipment and at the same time attempting to change the percentage structure so that a minimum guarantee or front money is assured the operator every week."

Max Hurvich, of Birmingham Vending Company, Birmingham, Ala., says that altho he is confident of the new year, operators realize poor average returns and as result of a high license fee, "operators in this area are on the border line between losing money and just getting by."

The central problem which 1958 is sure to highlight: How operators can better their commission schedules. Results of this spot check show that even if the recession picture brightens within the next few months, operators must sooner or later address themselves to the commission problem. A sluggish general economy intensifies the need for operators to do just that in many areas, but it did not create it.

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Will Supreme Court Rule on Pinballs?

Decision on Whether to Review Ohio Case Expected; Nears June Deadline

By DELORES NEWCOMB
WASHINGTON — The U. S. Supreme Court may decide "any Monday now" whether or not it will review the Ohio Supreme Court decision upholding a ban against pinball machines in Columbus and Toledo, Ohio.

U. S. High Court sources told The Billboard last week (28) that the justices are handing down decisions every Monday instead of the usual every-other-Monday in an effort to clear the calendar as much as possible before the current term ends. Since the term is slated to end in June, there is a possibility that the court's decision could be forthcoming shortly.

If the court does not render its decision before this term ends, it would be October or later before a decision could be expected.

CIAA Still 'In Business'; Mull Meeting

CHICAGO—The Chicago Independent Amusement Association is still "in business," according to its counsel, attorney James A. Brown.

But, said Brown, CIAA is "not very active" at present.

Brown said the game operator association is considering the idea of holding a meeting within a few weeks.

No meetings have been held since last February 5. Following this meeting the association became the subject of federal, State and local investigations and was lambasted by the local press.

Currently most operators here consider the association a dead issue, but most hope that it may be continued in some form or other in the future.

Brown said that he is personally working on a new city licensing ordinance to be discussed with city officials.

The Billboard pointed out the need for a new licensing ordinance in an editorial in last week's issue (May 26).

Jack Wilson Elected President of N. Y. Guild

POUGHKEEPSIE, N. Y.—Jack Wilson, president of the Modern Vending Company, Newburgh, was elected president of the New York State Operators' Guild Thursday evening at a meeting in the Nelson House here.

He succeeds Tom Greco, Glasco operator, who headed the group for the last two years. Greco, who is president of the New York State Coin Machine Association, declined the nomination because of the pressure of his other duties.

Wilson, who had one previous term as head of the local group, is also active in the State association.

Other officers elected were Mike Mulqueen, Walden, first vice-president; Nick Kuprych, Newburgh, second vice-president, and

So far, there have been two briefs filed with the nation's highest tribunal asking that body to review the Ohio Supreme Court decision. The first, filed on behalf of Columbus operators Ray M. Benjamin and G. D. Ferguson, asked the High Court to determine among other things, whether in "enacting a city ordinance prohibiting possession of pinballs in Columbus, the council of Columbus took property without due process of law." (The Billboard, April 14.)

The second brief, filed on behalf of Toledo operator Don Feak, was similar to the one filed for Benjamin and Ferguson. The brief claimed that the action of the Ohio court raises "two important constitutional questions"—

1. Does the Toledo ordinance banning pinballs violate due process of law by establishing a conclusive presumption that a pinball machine which can be used for gambling purposes is in fact used for such purposes.

2. Does the City of Toledo violate due process in prohibiting the use, ownership or exhibition of pinballs without regard to whether they are used for gambling. (The Billboard, April 28.)

Neither city had replied to the briefs at press time.

United Adds De Luxe Model Shooting Star

CHICAGO — United Manufacturing Company last week added a new de luxe model of its Shooting Star in-line scoring puck game.

The new model, Deluxe Shooting Star, can be operated either as a regular or replay model, and as either a two or a three-frame game, three shots per frame.

When operated as a three-frame game the players change positions a total of five times. The three shots in a row given each player permits him to choose between collecting the bonus on the first or second shot, or shooting to increase his in-line score.

After the third shot of each frame, the game automatically scores bonus points, launches all balls, and changes players.

Mrs. Gertrude Browne, secretary-treasurer. Mrs. Browne was the only incumbent.

Elected to the board of directors were George Shapiro and James (Pie) Haley, Orange County; Phil Stinapolice and John Nuccitelli, Dutchess County, and Tom Greco and Max Cohen, Ulster County.

The organization holds its sixth annual dinner June 14 at Grossinger's, famed Catskill resort in Liberty, N. Y. To date, some 250 tickets have been sold, with only 23 left for sale.

Weekend Fete
Most of the operators at the dinner are staying over for the weekend at the special rate offered the coin machine group. However, Tom Greco said that reservations (Continued on page 80)

Art Weinand Quits Williams; To Head Mag

CHICAGO—Art Weinand last week resigned his post as Williams Manufacturing Company sales manager to enter the publishing business.

Weinand served as Williams sales manager since March, 1955. Weinand, beginning this week, will act as publisher of Vending Age, a new publication devoted to the vending machine trade. He said the publication will be a monthly and expects to launch the first issue within a few months' time. Offices will be at 29 W. Madison Street, Chicago.

In coin machine sales work for the past 22 years, Weinand was with Rock-Ola Manufacturing Corporation 16 years, where he became vice-president in charge of sales and advertising. He then joined Exhibit Supply Company, where he was general sales manager and later vice-president. After three years with Exhibit he joined Williams.

PICKED 'MAN OF THE WEEK'

Jack Bess, Coin Distributor, Honored by Radio Station

ROANOKE, Va — Jack Bess, newly elected vice-president of the National Coin Machine Distributors Association, and president of Roanoke Vending Exchange, Richmond, was chosen recently as the "Man of the Week" by Roanoke's Radio Station WLSL.

WLSL presents an oral salute each week to an individual of the Roanoke area, who they feel has been outstanding in business and civic affairs.

The WLSL tribute was broadcast as follows:

"No doubt one of the best personal characteristics anyone can have is a sincere interest in other people. It is this characteristic in action which rightfully earns the title "Man of the Week" for Jack G Bess of Roanoke.



JACK BESS

Active With Moose
"It is thru the Loyal Order of Moose that Jack Bess does so much for others. He is a life member of the organization and has the Pilgrim Degree of Merit, which is testimony of his years of service and sacrifice. For his work with the child city of Mooseheart

game is highly decorated with spaceships and moon people.

Most unusual of the space game offerings is Bally Manufacturing Company's Space Gunner. A target game, it serves up comical spacemen who squint grotesquely at the player. Player proceeds to plaster them with a steady stream of plastic balls shot from an automatic pop gun. The gun bats out the balls via a special solenoid device and the spacemen drop when hit. Flashing planets and satellites round out the target field.

The latest game to hit the market — Williams Manufacturing Company's Satellite pinball—carries this billing: "A monkey, sealed in a sputnik, and orbited around the Earth." The game has players attempting to spark a sputnik around the world by landing balls in high score holes. Each time the player scores, the figure of a sputnik on

the scoreglass advances and lights up, revealing the mirrored face of a monkey.

Still other new coin-operated games include United Manufacturing Company's Shooting Star puck game, and National Shuffleboard Company's Satellite shuffleboard machine.

Amusement game operators—the men who buy and install games—always welcome new types of machines that provide come-on attraction at taverns, restaurants, arcade and outdoor locations. And the new space games certainly provide such attraction. But most operators consider the space games basically as novelty items and continue to rely on ordinary pinballs, bowling games and coin-operated pool games to pull in the bulk of coins at locations. Few operators keep more than 10 per cent of their route equipment in novelties.

The space game trend will last so long as it continues to capture the public fancy or until a new type of game comes along that is at once a novelty and a long-term bread winner at all types of locations. Right now tho, coin games remain "out of this world."

Williams Ships Satellite, New Five-Ball Game

CHICAGO — Satellite, a new single-player five-ball pin game with an outer space theme, was shipped to distributors last week by Williams Manufacturing Company.

The game features "a monkey, sealed in a Sputnik, and orbited around the earth."

Player advances the Sputnik figure on the backglass, which flashes as it progresses, revealing the mirrored face of a monkey within.

Backglass depicts the globular Earth and scores are represented by light-up sections of a rocket ship. Other planetary figures decorate the playfield.

The game has the standard playfield action of ball flippers, roll-overs, bumpers and special holes. Various features combine to advance the satellite on the backglass and boost scores.

Satellite has a National slug rejector chute, with twin dime and quarter chutes available at slight extra cost.

A.B.T. Moves Production To Rockford, Ill., Plant

CHICAGO—Production of the A.B.T. Manufacturing Corporation here is in the process of being moved to the Atwood Vacuum Machine plant at Rockford, Ill.

W. A. Patzer, A.B.T. president, said last week it was anticipated that by January 1, 1959, most of the A.B.T. products (slug rejectors, timers, coin changers, totalizers and other coin control mechanisms) will be manufactured for A.B.T. by Atwood. A.B.T. was sold to Atwood, an automotive hardware

manufacturing firm, late in 1955. Said Patzer, "It has been decided to expand our engineering and production facilities to provide greatly improved services to our customers. Our present factory in Chicago is not now adequate for present business.

"Our plans for the future make it imperative to provide more suitable and adequate quarters." The A.B.T. move will utilize as needed 200,000 square feet or (Continued on page 82)

John Christopher Victim of Stroke

NEW YORK — John Christopher, 48, veteran Arcade operator, died as a result of a stroke Tuesday (27) in his home in suburban New Rochelle. The funeral was held Saturday (31) at Long Island's Calvary Cemetery.

Christopher, who was associated with Dave Simon in Broadway's White Way Arcade at the time of his death, was once associated with Peerless Vending and with the Venice Amusement Corporation in Seaside Heights, N. J.

He is survived by his widow, Roni, and three children, Lydia, Maria and Jefferson.

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| Miami Beach | 110 | Havana | 50 |
| Gaytime | 115 | Mexico | 50 |
| Big Show | 250 | Singapore | 50 |
| Broadway | 170 | Tropicana | 110 |
| Show Time | 370 | Starlet | 110 |
| Surf Club | 50 | | |
| | | South Seas | 1100 |
| | | Tropics | 30 |
| | | Pixie | 85 |
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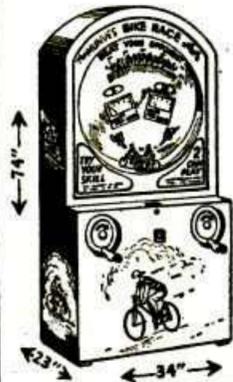
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| Seeburg VI 200 | Rock-Ola Porcelain Finish |
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Little Rock Game Spots Revamped, Hope to Reopen

LITTLE ROCK — Operators, location owners and authorities are working on plans which would allow a number of "private clubs" to re-open after a drive on them two months ago which closed them down for allowing teen-agers to drink.

Harold Dunaway, partner in Twin City Amusement Company and spokesman for the dozen or more Little Rock operators, said Otho Cook, foreman of the grand jury, is to submit a report soon to the prosecuting attorney.

"The report is to list the rules by which the location owners can operate," Dunaway said. "If the location owners can live up to them, they will be allowed to re-open."

Dunaway said all the game operators and location owners wanted the clubs to re-open for economic reasons. They were closed down in a concerted drive by newspapers, authorities and the operators when it was discovered that most of the private clubs were violating the law.

Not Really Private

It was brought out that the clubs were not really private and they were hot-beds of potential vice. Teen-agers made them their headquarters.

"I understand under the new rules the location operator will be allowed to pay off a winner on a pin game in cash," said Dunaway. "Arkansas law allows that. But the main thing we are seeking control of is that teen-agers not be served anything to drink."

"That is against the law and is why operators, police and parents were up in arms when it was discovered. This thing developed so quietly and quickly it was a shock and surprise to all operators."

COINMEN YOU KNOW

Continued from page 76

and Paris before returning home. Phil Mason, vice-president of the firm, will be leaving soon on a short jaunt. He plans to take a more extensive trip in July.

Washington Music Guild reorganization plans will be completed soon, Squitro says. He feels that a few changes will make the group more representative of area operators. . . . Game Room at National Airport is doing very well, says owner Michael Bushdid. Even when weather is bad, collections are high because there are more people standing around waiting for their flights, he says.

Newport Coin Bill

NEWPORT, R. I.—The Newport City Council has given first passage to a bill which would ban any multiple-coin machines, but which would allow the operation of single-coin games which pay off in free games only.

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Frantz A.B.T. Air-a-Matic 3-Gun Rifle Sport Shooting Gallery with compressor and bullet-proof canvas, extras, like new, used 3 months, \$1,295.00. Auto Photo, Model 9, in A-1 condition, \$1,295.00. 2 Walling 1c Fortune Telling Scales, \$50.00 each.

J. ROSENFELD CO.
4701 Washington
St. Louis 3, Mo.
(Phone: Forest 7-6730)

Jack Wilson

Continued from page 79

for accommodations and for banquet tickets must be made independently.

Operators attending the election meeting were Mike Mulqueen, Joe Reich, Tom Gobel, Phil Stinapolice, Nick Kuprych, Mike Kuprych, Mrs. Gertrude Browne, Steve Nekos, Max Cohen, Murray Cohen, Zeke Wenzel, Les Smith, Joe Lippi, Sam Schelsinger, Mrs. Anne Koenig, Jack Rahn, Mac Douglass and Tom Greco.

Also at the Meeting were Lou Werner, counsel, and Irv Kempner, Runyon Sales representative.

'Man of Week'

Continued from page 79

Association. (He is now vice-president of NCMDA.)

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| Western Gun—Space Gun | 50.00 |
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How Can Ops Hike Profits?

Continued from page 71

juke boxes show that the effects of the recession are spotty. The sluggish economy mainly serves to expose and intensify problems inherent in the juke box operating business.

Of course, in especially industrial areas, operators have been hit, some hard. But even here, it is doubtful whether the effects would have been as great had operators already been operating at a fair margin.

Some first quarter drops could be attributed directly to the recession-layoffs, elimination of overtime. Others were not directly attributed to it in terms of money or the lack of it, but were largely psychological results of it. Unemployment figures gave people pause. People not affected by it either stopped or reduced buying. As early as last summer, operators reported that collections were lighter than usual for this traditionally slow season. The usual fall pick-up did not come in some areas; in others it was lighter than normal. By the beginning of the year, dips in collections were widely reported. And some of these had apparently nothing to do with the recession. The most common complaint voiced in the South, Southwest and West: Exceptionally bad weather throught the winter.

Other important factors, unrelated to the recession, such as the gradual decline of the tavern busi-

ness as reported in The Billboard last year, also contributed to the problem of narrowing margins for the operator.

Despite all this, operators who had already taken measures to insure a fairly steady margin of profit that kept pace with rising costs and dwindling grosses (such as adopting more favorable commission arrangements, three-year written contracts) maintained relatively healthy operations. Some of this group even expanded operations (by buying out other routes, for example) in an effort to further reduce costs and thereby enlarge profit margins. Some began—or continued—diversifying with other equipment, such as cigarette vendors.

It is significant that a large number of this group belong to associations whose object is to promote more profitable business practices and maintain high standards of competition.

But the fact is that most operators have been left high and dry by further inroads into their grosses caused by the factors already mentioned.

Another factor complicating the entire picture, and possibly as important as any other—if not more so, is that the overwhelming majority of music operators also operate amusement games, an industry which is currently undergoing significant changes.

For one thing, the U. S. Supreme Court decision handed down in March, 1957, providing that a pinball game which pays off subject to the \$250 federal gambling tax, did much to curtail the operation of these types of games. Although manufacturers turned to manufacturing an unusual number of other types of amusement game models, the problem of introducing new types of games at necessarily high prices came at a bad time last year. Most important, operators who operated pay-off pinballs often were very lax in the operation of their juke boxes in the same locations. Whether they gave 50 per cent commissions or 75 per cent commissions didn't matter to them much so long as the pinballs operated. Their chickens are now coming home to roost.

However, it appears certain that a bad year cannot seriously damage an operator who makes his juke boxes pay—independently of other equipment he operates—by continually adjusting the demands of reduced grosses and/or rising costs by increasing his gross thru commission cuts, for example.

But two other facts appear equally certain. One is that most operators have not managed to do this. The other is that even with those who do, it is becoming an increasingly difficult job.

Competition, both "fair" and "unfair" varieties—often requires operators to relax commission schedules, set a better machine than the location is worth, advance the location a business loan (or worse, give him cash bonuses). These practices cut into the net; in a sluggish economy they hurt more than ever.

Competition is roughest on operators who do not have—or are unable to sell the location owner that they have—a better service than another operator, and are unable to sell the idea that better service will produce more than a competitor can produce and that therefore, they require a much stiffer commission schedule, etc.

The brutal fact is that there are relatively few operators who are selling this. And these operators are therefore not able to realize any better location deal than the lowest common denominator in operating, who could be a part-timer in it for anything he can realize from it, a dummy set up a distributor out for more business, an operator who is willing to realize little or nothing from a juke box in order to set games, or an operator who feels that he

can offer the same service and still give the location more.

All of these competitive enemies are serious to a typical operator, but none are of anywhere near the importance than the latter: Simply a competing, full-time, established operator who believes he has a "better mousetrap" and can provide it for less.

This review of factors all contributing to the operators' problems in realizing a fair return on

his juke box investment—soft spots in the tavern business, not making juke boxes pay for themselves in a diversified operation, and both physical and psychological effects of the recession—are dwarfed by the largest problem of all faced by an operator. That is simply the demands of competition.

It is true that there are varieties which can be used in describing competition faced by the operator. (Continued on page 82)

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Operators Forced to Re-Finance Equipment

NEW YORK — Arthur Silbert, vice-president of the Standard Financial Corporation, reports that while delinquencies in coin machine collections have not increased during the last two months, the number of re-financed contracts put thru during April and May has been higher than in any two-month period since 1954, and possibly the highest since 1949, when the placement of television in taverns knocked juke boxes for a temporary loop.

Silbert pointed out that while the delinquencies have not increased since March, they are still much higher than they were a year ago.

The refinancing, he explained, simply means that the delinquent operators are borrowing more money on their equipment in order to meet or reduce monthly payments.

The picture is not entirely black, tho. Repossessions are still negligible, and most operators have sound enough credit structures to make possible refinancing.

In addition, said Silbert, June is normally a good month, and additional revenue from resort locations in the summer should ease the operators' burdens.

Schools May Get Tobacco Education

WASHINGTON — The children of the nation will learn of the "harmful effects of tobacco and alcohol" thru the schools if a bill introduced last week (21) by Sen. Richard Neuberger (D., Ore.) becomes law.

Legislation would authorize federal grants to the States for assistance in programs in the schools. Funds would be available on a matching basis, and it would be left to the individual States whether or not they take advantage of such grants.

Senator Neuberger lashed out at advertising which "seeks to make the habit attractive specifically to young people." He said that despite the warning of the U. S. Public Health Service that smoking "may lead eventually to the most dreadful disease which can befall large numbers of people in our modern state of medical knowledge," young Americans are "constantly beseeched" to commence the habit.

The senator believes that since we are not going to outlaw cigarettes, nor ban the advertising of cigarettes, we should use the schools "to arm American boys and girls with the facts about tobacco and alcohol so at least they have the knowledge and the information to resist the blandishments poured at them daily in behalf of the cigarettes and liquor habits."

Bill was referred to the Senate Labor and Public Welfare Committee for study.

Operator Profits

Continued from page 81

such as "fair," "unfair," "unethical." But usually these adjectives depend on a point of view. To an operator bumped from a location, it is hard for him to describe it as anything but "unfair."

Still, he does have a point. But what he is trying to say is that the competitor has something he doesn't have. This could be more cash, better brains, lower costs.

How much difference is there between what one operator can offer a location and any other operator? This question and the whole area of competition in operating will be discussed in succeeding articles.

Operator Profits

Continued from page 81

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Operator Profits

NAVY

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BE A NAVAL OFFICER

... in today's important days, College men are now getting their education right under the wings of a naval officer program—Bridges or Aviation Officer Candidates. Earn "Wings of Gold" and a commission officer's commission.

Get your leaflet "Wings of Gold" today!

A.B.T. Production
Continued from page 79

more of available Atwood factory space. Operations will be on one floor.

Patzner added that the A.B.T. Research and Development Department is being greatly expanded to handle in a better way "many new products planned for production." These activities are to continue at the Chicago plant.

Present key personnel will in part join the Atwood organization and in part remain in Chicago on research and development.

WANTED
Bingo Mechanics!

STEADY WORK! GOOD PAY! NO DRIFTERS! GIVE QUALIFICATIONS AND REFERENCE IN YOUR FIRST LETTER.

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... we have been unable to mail your confidential price lists on coin-operated equipment. Our export business, our arcade business all over the world and our arcade installations at the Brussels World's Fair have made tremendous demands on our staff. For this reason your price list has been delayed. However, OUR BRAND-NEW CONFIDENTIAL PRICE LIST is being printed and will be in the mail to you in 2 or 3 weeks' time. It will carry a complete list of all types of coin-operated equipment with confidential prices. If you are not on our mailing list . . .

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| ROYAL FLUSH | 235 |
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| 2-PL. FALSTAFF | \$435 |
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| 2-PL. SUPER CIRCUS | 345 |
| 2-PL. CONTINENTAL CAFE | 260 |
| 2-PL. FLAGSHIP | 260 |
| 4-PL. REGISTER | 255 |
| 2-PL. SEA BELLES | 235 |
| 2-PL. GLADIATOR | 170 |
| 2-PL. TOREADOR | 170 |
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| 2-PL. TOURNAMENT | 145 |

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BALLY BINGOS
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SEND IN COMPLETE LISTS

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ON THE HOUSE

**Juke Box Op
Must Foot
Drink Bill**

SYRACUSE — According to the Davis Digest, a house organ mailed by the Davis Distributing Corporation to New York State juke box operators, a good operator must have the following attributes. We reprint them without editorial comment:

He must be a man of vision and ambition, an after-dinner speaker, and a before - and - after - dinner speaker, and a before-and-after-dinner guzzler, and a night owl, and BUY EVERYBODY DRINKS.

He must entertain the location owners' wives, sweeties, customers and stenos without becoming too amorous, inhale dust, cigar smoke and answer trouble calls within five minutes and BUY EVERYBODY DRINKS.

He must be a ladies' man, a man's man, a model husband, a fatherly, a devoted son-in-law, a good provider, a plutocrat, a Democrat, a Republican, a New Dealer, an Old Dealer, and BUY EVERYBODY DRINKS.

And he must be an expert driver, talker, liar, dancer, traveler, bridge and poker hand, toreador, golfer, diplomat, financier, philanthropist, nudist, and authority on palmistry, chemistry, archeology, psychology, physiology, meteorology, criminology, dogs, cats, horses, house trailers, blondes, redheads, and lingerie and BUY EVERYBODY DRINKS.

European Mfrs.

Continued from page 71

ern European common market nations.

Marchant proposed this agenda in a letter suggesting the meeting:

1. Trading facilities between members of the common market countries.
2. Export facilities concerning non-member countries.
3. Study of the varying tax systems of the individual (common market) countries.
4. Comparison of copyright fees in the Common Market countries and the U. S.

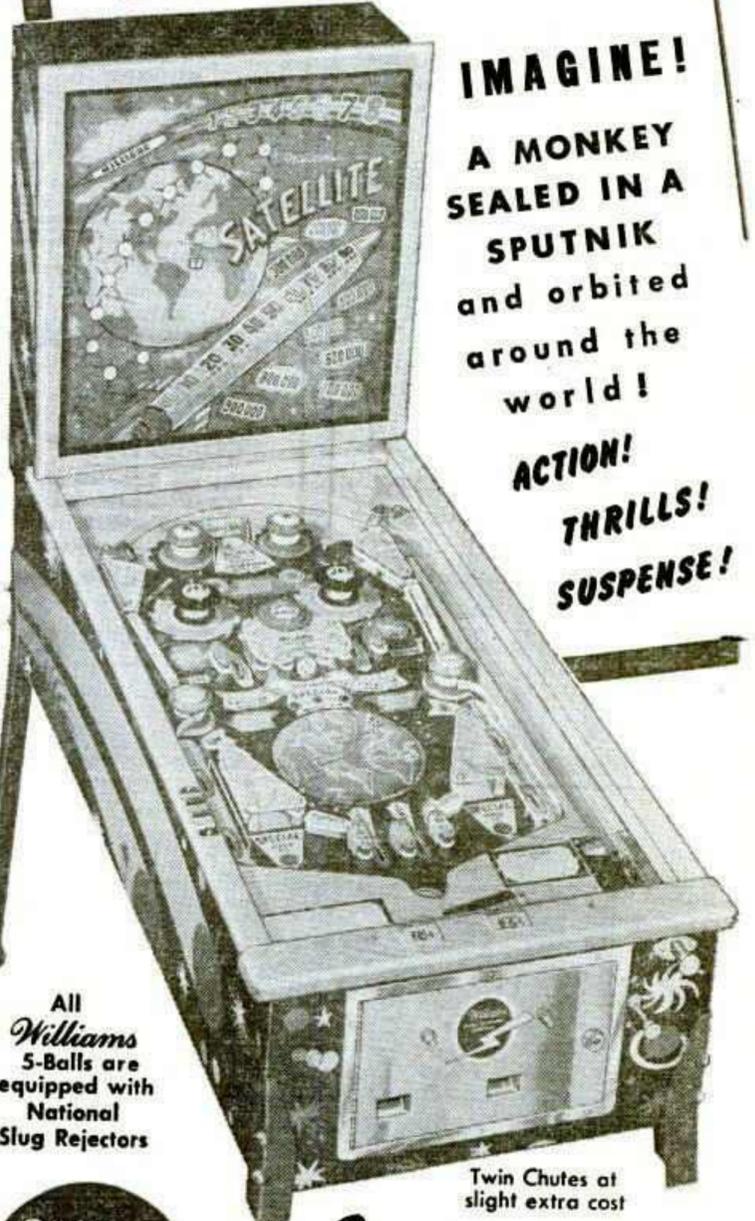
Observers are predicting that the organization of a juke box pool, as proposed by Marchant, would inevitably lead to a consolidation of the European coin machine industry to improve its competitive position vis-a-vis the U. S. industry.

This is the principal problem which the Common Market poses for the U. S. business in general, and it inevitably would pose such a problem for the American juke box industry. Particularly is this true since customs duties and import quotas under the Common Market would be fixed on a six-nation basis.

WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS



Williams
SATELLITE



IMAGINE!
A MONKEY
SEALED IN A
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and orbited
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SUSPENSE!

All
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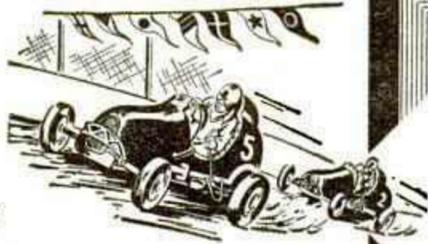
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Bally **ALL STAR DEL. BOWLER**
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Wms. **KICK OFF**
Bally **SKILL ROLL**
Bally **CYPRESS GARDENS**
VALLEY **6-POCKET POOL**
Kaye **ELDORADO 6-POCKET**
Auto Bell **PLAYBALL**
Keeney **DELUXE BIG TENT**

Wurlitzer School

• Continued from page 71

ment Company, Dunlap; Lloyd Smalley, Bill Boyles and Raymond Mitchell, Chattanooga Coin Machine Company, Chattanooga; Dwain Langston, Dowell Langston and Howard Bauleu, Langston Music Company, Chattanooga; L. O. Brown, Lookout Amusement Company, Chattanooga; Wayne Blankenship, A. C. Amusement Company, Cleveland; Gene Graham and Mack Killough, Graham Amusement Company, Dayton; Al Samples and Johnny Bartou, Scenic Land Amusement Company, Chattanooga; Joe Bunch, Shearer Amusement Company, Chattanooga; Reese Harris, Harris Amusement Company, Chattanooga; Bob Smith, American Amusement Company, Chattanooga.

Additional schools are planned thruout the Southeast territory in the weeks to follow.

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MH-100 A
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C. C. 16' Classic Bowler.. Write

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2-PI. GLADIATOR 210
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GYPSY QUEEN 170
WISHING WELL 165
SLUGGING CHAMP 165
QUEEN OF HEARTS 95
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PICCADILLY \$245
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SMOKE SIGNAL 145
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BLONDIE \$160

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Genco **CIRCUS GUN** 350
Genco **STATE FAIR** 240
Genco **DAVY CROCKETT** 225
C.C. **TWIN HOCKEY** 220
Genco **BASKETBALL** 175
Un. **CARNIVAL GUN** 145
Genco **RIFLE GALLERY** 145
Evans **SUPER BOMBER** 145
Wms. **CRANE** 125
C.C. **STEAM SHOVEL** 125
Cap. **MIDGET MOVIES** 125
C.C. **BASKETBALL CHAMP.** 120
Exh. **RINGER BALL** 95
Wms. **QUARTERBACK** 85

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"6 POCKET POOL"
Two Top Models
"ELDORADO"
and
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Also Big Selection of
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ROCKET SHUFFLE

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ALLEY \$595
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United **SUPER BONUS, S.A.** 225
United **11th FRAME, S.A.** 125
United **LEAGUE, S.A.** 75
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LEAGUE 595
Chi Coin 14' **BOWLING LEAGUE** 425
Chi Coin **BONUS SCORE, S.A.** 175
Chi Coin **TRIPLE STRIKE, S.A.** 150
Chi Coin **FIREBALL, S.A.** 145
Chi Coin **ADVANCE, S.A.** 95

GUNS

Genco **CIRCUS** \$375
Genco **STATE FAIR** 265
Genco **DAVY CROCKETT** 245
Genco **RIFLE GALLERY** 150
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SEEBURG "C" HIDEAWAY
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Plus—ROTO-TARGETS that:

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- Score Specials when name is completed
- Score 100,000 to 1 million

2 targets at top of field lite alternately for Roto-Target values

Pop-Bumpers lite for super high score

7 places to spin Roto-Targets

High score to 7 million

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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

United Adds

• Continued from page 71

Mitnick said that it may prove necessary to make amplifiers and power supplies overseas to meet with trade regulations. He also said that it was expected that slug rejector chutes for the machines would be purchased in Europe

from the overseas-based offices of National Rejectors.

Mitnick said that he expects manufacturers in other countries to give U.S. producers rough competition "within five or 10 years."

He stressed two main points to back up this statement:

1. A labor market (in other countries) which, in terms of wages alone is 60 to 70 per cent less

costly to producers than is American labor. "They have the will to work, and the skill," said Mitnick. "They lack only the know-how at present."

2. A currency problem which makes it highly difficult to secure payment in American dollars from international markets. Barter trading, whereby individual firms work together to exchange currencies paid for products shipped to markets in different countries, is the only present solution to this problem, Mitnick feels.

SPECIALS!

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Will take in trade late Bowlers or Bingos.



BASEBALLS

Keeney's League Leader . . . Write
Williams Short Stop . . . Write
Genco Hi-Fly . . . \$150
Genco Champion . 165
Williams Star Baseball . . . 95
Williams Pen-nant Baseball . 115

POOLS

6 Pocket Pools . \$150
Jumbo Pools . . . 95
Bumper Pools . . 75
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SEEBURG
M-100 A
\$165

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ARCADE EQUIPMENT**

6 Exhibit Barrels
5 Exhibit See-A-Views
1 Ant Colony

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- BALLY TROPHY BOWLER, CYPRESS GARDEN, BIG INNING, SPACE GUNNER
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- BALLY BIKE, THE CHAMPION, MODEL T and TOONERVILLE TROLLEY
- ROCK-OLA PHONOS—50-120-200 SELECTION

WRITE OR CALL FOR PRICES

★ ★ SPECIAL ★ ★

- 1434 Rock-Ola 50 Sel., 45 R.P.M. \$145.00
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- Like New A.B.C. Bally Bowling Lanes, 11 Ft. 495.00
- 14 Ft. 545.00
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- Big Time 115.00
- Surf Club 55.00

ARCADE

- Bally Bull's Eye Kiddie Gun . . . \$225.00
- Genco Gun Club Write

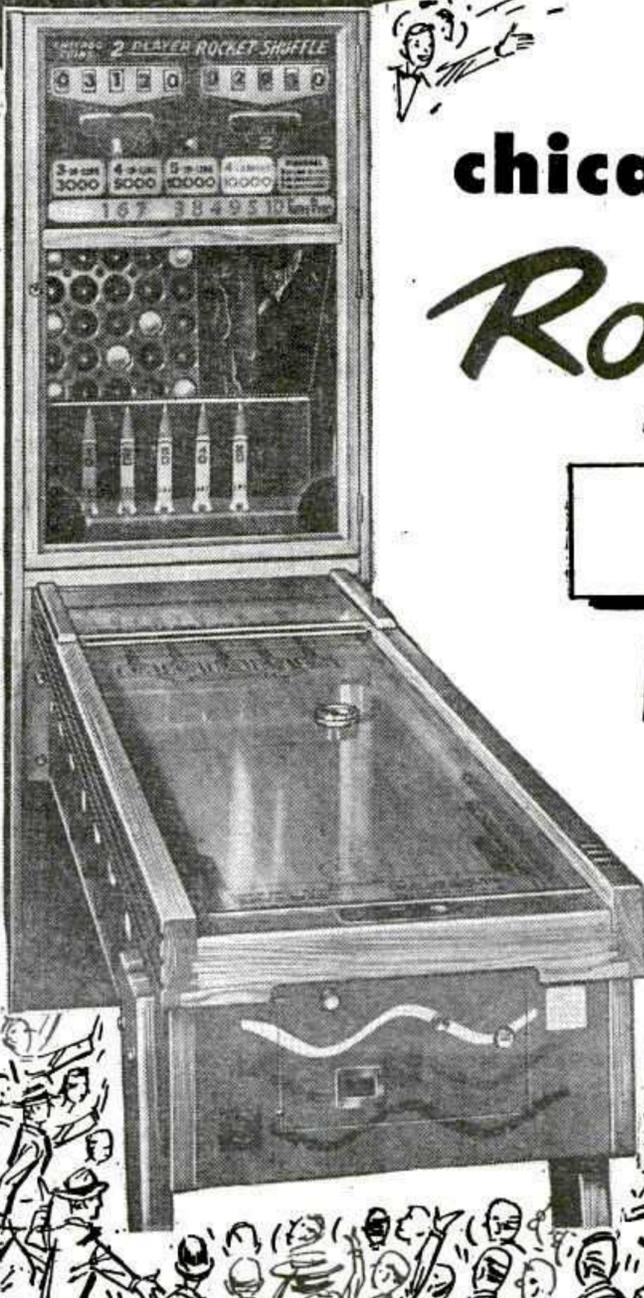
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⚡ ADJUSTABLE TO 5 AND 10 SHOTS PER GAME . . . STRAIGHT 10c PLAY.

⚡ AVAILABLE IN REPLAY OR REGULAR MODELS . . . REPLAYS AWARDED FOR HIGH SCORE!
⚡ UNUSUAL AND NEW 3 DIMENSION MIRROR EFFECT . . . GAME IS ONLY 7'7" YET GIVES THE APPEARANCE OF A GAME 11'11".

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WORLD'S FIRST
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Division of
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Bally Big Inning

REAL BASEBALL FROM START TO FINISH!

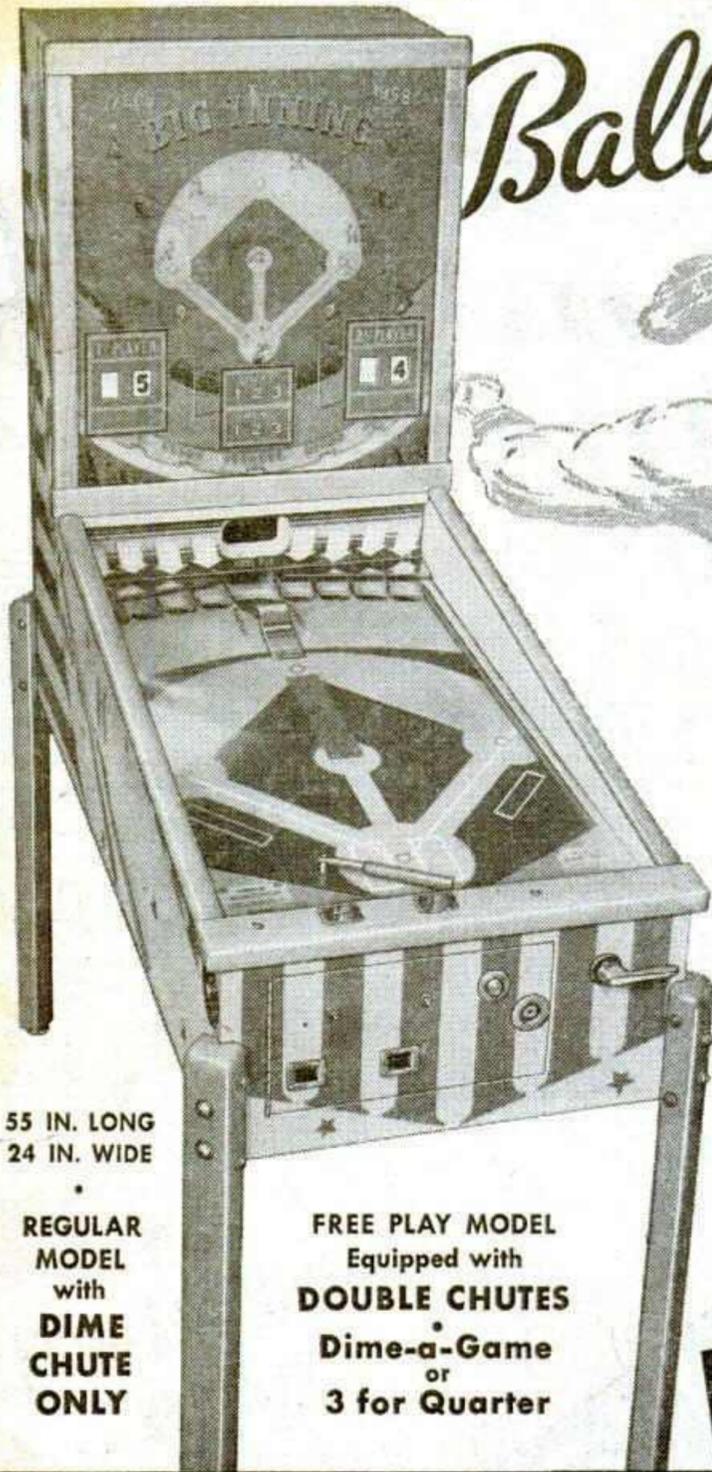
AS EXPERT HITTER PILES UP RUNS

RELIEF PITCHER TAKES OVER

delivering a mixture of curves and straight balls to halt the rally

THIS EXCLUSIVE BALLY FEATURE EQUALIZES SKILL BETWEEN PLAYERS

Insures thrilling, tight ball game all the way



55 IN. LONG
24 IN. WIDE

REGULAR MODEL with DIME CHUTE ONLY

FREE PLAY MODEL Equipped with DOUBLE CHUTES Dime-a-Game or 3 for Quarter

1 OR 2 CAN PLAY

Now is the time to cover your locations with Bally BIG INNING. Fascinating, real baseball action keeps players glued to the game hour after hour. Great for competition. New, exclusive profit features pile up coins in a hurry. Get your share Get BIG INNING on location now.



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CYPRESS GARDENS

NEW NEXT-GAME MAGIC INSURES REPEAT-PLAY

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* Player may stop shooting in middle of game and "shop" for higher scores by playing extra coins to advance scores.

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CORNER SCORES
TRIPLE DECK ADVANCING SCORES
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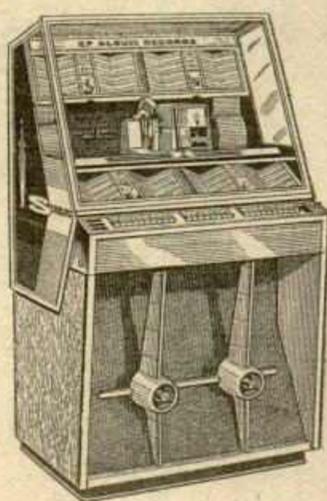


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