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N. Y. Coinmen Fight To Forestall Controls

Vending, Music, Game Groups Rally to Prevent Enactment of Mitchell Bill

By AARON STERNFIELD

ALBANY, N. Y. — New York State juke box operators are faced with the prospect of paying a \$10 annual per-machine tax and submitting to a regulatory code which would make the transfer of equipment from one location a major chore. The measure, currently in State Senate and Assembly committees, would apply equally to operators of coin games and vending machines.

Trade groups representing juke box, game and vending interests are pulling out all stops in a frantic effort to kill the pending legislation, which, at presstime, appeared that it had at least an even chance of passage.

While the measure under consideration is labeled as a tax bill, its regulatory provisions also make it a clear attempt to exercise some degree of control over all coin-operated devices—games, music and vending. There seems little doubt that this and other proposed legislation covering all types of coin machines was prompted by the recent hearings before the Senate Rackets Committee, and there seems a high likelihood that whatever happens here may set the pattern for other State Legislatures.

Crank Bills

A spate of bills, most of them crudely drawn and some of them of questionable constitutionality, have been thrown into the legislative hopper here.

The crackpot bills, while they may throw a scare into operators, distributors and manufacturers, generally die in committee. But out of the welter on control and revenue bills introduced, one appears to have at least an even chance of passage.

Senator McNeil Mitchell of Man-

hattan, one of the most powerful men in the Republican leadership of the Upper House, has introduced Senate Bill No. 3583, providing for a \$10 per-machine license fee for juke box, coin-operated games and most types of vending machines.

A concerted effort on the part of the New York State Coin Machine Association appears to have been successful regarding the Mason Bill, introduced last week in the Assembly.

This measure provided for a \$300 annual fee for all persons engaged in any phase of the coin-operated equipment industries—from bulk gum servicemen to juke box manufacturers—and it would have granted dictatorial powers to the Secretary of State regarding who could and who could not earn a living in the field.

Little Chance

The Mason Bill is still in the Assembly Ways and Means Committee, and indications are that it will die there.

Another measure, probably destined for the legislative scrap heap is the Lerner Bill, which would authorize municipalities to tax juke boxes not more than 10 per cent of the gross take—before commissions, operating expenses, etc.—of all collections.

Actually, the bill is of little consequence, as municipalities already have that power under the nuisance law taxes, and the Lerner measure merely places a limitation—albeit an unreasonably high one—on the power.

The clear and present danger is the Mitchell Bill, and all segments of the coin machine industry are working furiously to stop it.

State Meetings

Four meetings were held this

MELCHIOR ASKS STATE AID FOR U. S. LONGHAIR

By REN GREVATT

NEW YORK — Lauritz Melchior, affectionately known as "the Great Dane" in opera and other show-business circles, this week discussed a trip to Cairo, the failing state of the musical art in America and the adverse effects of popular music on American youth.

Mr. Melchior, named as the greatest Wagnerian tenor of this era, divulged his thoughts on these and other topics at a private luncheon interview at the venerable, 112-year-old Liederkantz Club here.

Sipping from a magnificent beer stein, presented to him by members when he became an honorary member of the musical club, Mr. Melchior openly deplored the nation's failure to encourage its great wealth of natural talent in the serious music field.

"Developing an opera or a concert singer is a serious and costly business," he declared. "There are many who would gladly pay the way for a deserving young artist, but once the talent has been trained and perfected, I ask you, where he can perhaps earn \$125 a week for part of the year? You can't raise a family on that. And young artists cannot make a fair living on the concert circuit. There are simply not enough places where talent can be exposed."

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week—two in New York, one in Albany and one in Syracuse — to plan strategy to squash the measure.

Meeting here Tuesday (3) at the DeWitt Clinton Hotel in emergency session was the New York State Coin Machine Association. At the same time, the National Automatic Merchandising Association held a

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Late '50's Bid for Posterity Fame as Real 'Jazz Age'

Cool Beat Sways Pop Market Via Disks, TV, Radio and Films

By JUNE BUNDY

NEW YORK—The late '50's—rather than the '20's—may yet go down in musical history as the real "Jazz Age." Jazz is moving into the pop market in every area—records, TV, radio, movies, TV films, singing commercials, etc. — and next Monday (16) it will even make the White House, via a "Jazz Jubilee" concert sponsored by Mrs. Dwight D. Eisenhower. (See last week's Billboard.)

Jazz artists are now firmly established on The Billboard's best selling pop charts—both singles and albums. Henry Mancini's "Peter Gunn" LP has been the No. 1 best selling album for the past three weeks; while two jazz disks—Ray Anthony's "Peter Gunn Theme" and "Petite Fleur" by Chris Barber's Jazz Band—were in the top 10 on "The Hot 100" chart last week.

Chart Regulars

Other jazz artists appearing regularly on the best selling pop album charts include Ahmad Jamal, Jonah Jones, Hi-Lo's, Dakota Staton, Ernestine Anderson, the Four Freshmen, Duke Ellington, Dukes of Dixieland, Charleston City All Stars, Dave Brubeck, Miles Davis, Ella Fitzgerald, Erroll Garner, Stan Kenton, June Christy, and Count Basie.

Cozy Cole, of course, recently had the No. 1 pop single in the country—"Topsy." It's interesting to note that practically all of the above artists were listed as top favorites in The Billboard's pop deejay poll last December.

At least 10 weekly dramatic shows now feature jazz background music—"Peter Gunn," "D.A.'s Man," "77 Sunset Strip," "M Squad," "The Thin Man," "Richard Diamond," "Ellery Queen," "Perry Mason," "Naked City," and the upcoming (starting March 31 on NBC-TV) "Pete Kelly's Blues."

Meanwhile CBS Films is readying its first video tape series, "Theater for a Story." The first show (starting April 2) will spotlight jazz, featuring Billie Holiday, Miles Davis, Ben Webster and Charles Mingus, and a flock of big name jazz musicians. Jazz critic Nat Hentoff is musical adviser for the show.

Gunn Theme Covers

In addition to the Mancini LP, the "Peter Gunn Theme" has been cut by Shelly Manne, George Kelly, Aaron Bell, the Page Boys and the Embers. "77 Sunset Strip" has been waxed by Pete Candoli, Don Ralke and Frank Ortega, and Leith Stevens. "The Thin Man Theme," written by Pete Rugolo, (he also writes "Company" over WJZ-TV, Baltimore. Emceed by Baily Goss and Chuck Thompson, the show, debuted last month (Wednesday, 10-10:30 p.m.), features a variety of different jazz styles. The "Richard Diamond" score has been recorded by Leith Stevens for Coral and by Rugolo for Mercury, with versions by M-G-M, Victor and Camden due for release shortly.

The "M Squad Theme" has been cut by Basie, Stemens and others. There is also a "Naked City" album on the market. Mancini is readying new LP tagged "More Music From Peter Gunn" for RCA Victor; and he will conduct for a Columbia LP, featuring Lola Albright (fem lead on the Gunn show) and six Gunn tunes. Connie
(Continued on page 42)

Coin Industry Leaders Meet

NEW YORK—A crisis generally brings out the best and worst in people. With regard to the pending New York State tax measure which would levy annual fees of \$10 each on virtually every juke box, coin game and vending machine in the State, it seems to have brought out the best.

Friday afternoon (6), in the offices of The Billboard, representatives from all these industries sat down at the same table in an effort to map an immediate plan of action to kill a measure which they fear would threaten their livelihoods.

Temporary differences among groups were put aside for the moment, as the emergency committee devoted its complete concentration on what it considers the current danger.

NEWS OF THE WEEK

Sears 25-Off Discount Policy Raises Disk Department Profits . . .

More than 500 of 700 Sears, Roebuck stores throughout the nation now discount disks as much as 25 per cent. Policy, set in motion a year ago, has juiced up profits of not only disk operations but of related items like phonos, radios and TV sets as well. National pattern directed from Chicago is expected to continue indefinitely. . . .Page 2

Indie Labels Search For Programs to Sell LP Product . . .

You need more than a 10 per cent discount to move indie album product, indie labels are discovering. You need a program. . .Page 3

Solon Blasts Fourth Class Postal Rate for Records . . .

Congressman Torget Macdonald last week blasted postal rates which he claimed "subsidize rock and roll, jazz and hillbilly musi-

ans" by letting record clubs mail recordings at fourth-class book rates. . . .Page 3

Tennessee Ernie Ford Snags 5-Day Stand at Wis. State Fair . . .

Tennessee Ernie Ford has been signed by Wisconsin State Fair, Milwaukee, for a five-day performance in front of the grandstand. The Ringling circus will be the featured show the first five days. . . .Page 54

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Jazzed Shoe Commercial

NEW YORK—The latest jazz-based commercial features Count Basie and his ork for Thom McCan Shoes.

Basie recorded the theme, "Pin Stripe Rock" for a one minute film spot, plugging the new pin stripe stitching on a new McCan shoe. The tune was written by Mitch Leigh, head of Music Makers', Inc. a jingle firm. A group of jazz TV commercials were cut this month for Canada Dry by George Simon for Bouree Productions; while Marlboro Cigarettes is currently spotlighting jazz backings on their TV spots.

Sears, Roebuck Behemoth Of Cut-Rate Disk Field

500 Outlets Offer Average Price Slash of 25%; Stock Only Hits

By BERNIE ASBELL

CHICAGO — When traders think of large-scale discounting they think of Sam Goody or local variations thereof, but the behemoth in the field of the reduced price tag on disks is Sears, Roebuck & Company.

Of more than 700 Sears stores throughout America, more than 500 have record departments, each of them operating according to a nationally directed pattern of slicing list prices by an average of 25 per cent. When the number of these stores is considered together with the wide selectivity available in many of them, the Sears operation embarrasses any attempt at comparison.

Because of the past year's upsurge in importance of the Sears operation to the disk distribution picture, The Billboard has constructed from numerous trade sources a portrait of the chain's buying and selling policies.

A year ago, the Sears record departments were in trouble. They were neither making money nor pulling in any outstanding numbers of people to gaze at phonos, TV sets and appliances. Then Sears jolted the retail level of the industry with the breakout of ads in a test grouping of cities, including Chicago, offering an across-the-board 25 per cent cut in LP list prices. Behind-the-scenes thinking at the time, The Billboard reported, was to juice up volume so records could justify their space as a traffic motivator, but also with the hope that a hefty volume might also make the departments profitable

in their own right. Part of the plan was to cut down the number of album titles in inventory to steady sellers only, thus eliminating dead weight and enhancing the chances of turning a profit.

Proof of Pudding. Today, a year later, the plan has proved its worth. According to well-informed sources, the record departments are now making money and they represent a much heavier portion of the volume of their parent departments—phonos and TV. For the foreseeable future, the current Sears policy is here to stay.

The Sears line is comprised of four to five hundred of the best selling LP titles. Only when a title has proved that it's the equivalent of money in the bank does Sears put it in stock. About fifty of these titles are carried in stereo as well as mono.

LP's that list at \$3.98 are generally offered at \$2.98. Items listing at \$4.98 go for prices ranging from \$3.69 to \$3.98. These (Continued on page 12)

Philly Dept. Stores Charged by Dealer

PHILADELPHIA — In what could perhaps be a precedent-making case, a Philadelphia case, a Philadelphia magistrate found Friday (6) that a prima facie case had been established in violation of the Pennsylvania Unfair Sales Act of 1941 by three department stores selling LP's at the discount price of \$2.18 each. The three stores are Gimble Bros., Lit Bros., and Strawbridge and Clothier. Case was started when Sydney Myers, operator of the Bandstand Record Shop, had warrants served last Thursday against the three stores charging they were in violation of the Pennsylvania act. Magistrate Elias Myers held each of the three department stores under \$500 bail for a Common Pleas Court hearing to be held shortly.

At the Magistrates Court hearing, the plaintiff showed receipts from the three stores that he had purchased records in each at a price of \$2.18 apiece. Myers of the Bandstand store stated that the same records cost him from his distributor \$2.47 each. He was supported in this by two other record dealers.

Under the Pennsylvania Unfair Sales Act it is a violation to sell a

product at a lower price than the dealer or storekeeper purchased it. Myers, represented by attorney Marvin Baker of the Ostroff and Lawler law firm, is trying to ascertain the price that the three department stores paid for their LP's. (At the Magistrate's hearing Gimble's and Lit's did not produce any evidence of what they paid for the records. Strawbridge and Clothier waived the case.) If they paid \$2.47 and sold at \$2.18 they are in violation of the Pennsylvania AVCT. If they paid \$2.18 and sold at \$2.18 they are not in violation of the Commonwealth Act, but the plan of Myers and his attorney is then to bring a suit against the distributors of the LP's for violation of the Federal Fair Trade Act. They claim that under this statute a distributor or a manufacturer cannot sell a product to one store at a lower price than he sells to another.

Myers (no relation to Magistrate Myers) is executive vicepres of the Association of Retail Record Dealers but this action against the three department stores was filed as an individual.

Clark Opens Way to Own Production Dynasty

NEW YORK — Dick Clark is building a production dynasty covering TV, motion pictures, live TV and TV films.

Under the supervision of Chuck Reeves, who produces Clark's Saturday night ABC-TV shows, Clark's newly formed Drexel Films Corporation will produce five movies over the next 18 months, four or six-hour or 90-minute long musical spectacles on ABC-TV this year; a new version of "This Is Show Business," with Clark as emcee, starting October 8 on ABC-TV; a one-hour, night-time taped or filmed, with continuing characters and a live or taped daily daytime dramatic show.

In addition Clark will continue his daily, two-hour ABC-TV show, "American Bandstand" in the afternoon, and his Saturday night telecast. He will appear in two of the five movies, shooting one of the pictures during his vacation this August.

Reeves, who will produce all of the new packages, is negotiating for a film property now which will be Drexel's first movie. It will be

ACCOUNTANTS TAB NARAS VOTE

HOLLYWOOD — An accounting firm was named last week by the National Academy of Recording Artists and Sciences to tabulate and audit votes in the Academy's forthcoming awards presentation. Baskins and Sells, certified public accountants, will handle the ballot counting chores, according to Los Angeles Academy Chapter prexy, Paul Weston.

Members are now completing their voting on nominees in 28 different categories. After these are tabulated, the Academy's membership will cast its secret ballot for the winners in each of these groups. Awards will be made this spring.

Victor Signs Jerry Simms

NEW YORK — RCA Victor has signed clefter-singer Jerry Simms. Simms' first release for the label is "Dancing Partners" b-w "Dancing With a Memory." Victor cut the single from a bought master and has high hopes for the disk, considering the 21-year-old talent one of its most promising new artists.

Simms composes his own material and has written a number of hits including "To Every Boy, to Every Girl," composed when he was only 15. Simms is scheduled to embark on a three-week deejay trip thruout the country to promote his platter.

Crown Stereos Now Total 31

NEW YORK — Crown Records is releasing six more \$2.98 stereo records this week boosting the label's total number of stereo releases to 31. Crown's low-priced disks are sold mainly in supermarkets and chains, and they have special packages for tie-in promotions and a fast-turnover rack plan.

Stearns Exits BMI for Own Pubbery

NEW YORK — Julie Stearns, general professional manager of BMI's publishing firm since 1947 has resigned, effective March 13, and is setting up his own publishing operation. Stearns' set-up will include Lorob Music, Inc., (BMI) and Arena Music, Inc. (ASCAP). Stearns will also manage talent and produce records.

George Furness will join Stearns in the new venture. Also going with him is Alma Nitti, formerly of BMI. Elmore (Baron) White will join BMI to concentrate on standards in the catalog.

Stearns in his 12 years at BMI had some big hits, including "Because of You," "Many Times," "The Song From Moulin Rouge," "It's a Big Wide Wonderful World," etc. Several of these reached the one-million seller class in sheet music, including "Because of You" and "Moulin Rouge." "Jezebel," cut by Frankie Laine and "Moulin Rouge" by Percy Faith, are among Columbia's million record sellers.

Stearns started with E. H. (Buddy) Morris and went on to Chappell, Mills and Robbins. He joined BMI in 1947.

Stearns is looking for office space now and is expected to get into operation very shortly. He stated: "I have had a wonderful association with BMI and I'm very happy over the opportunity to go out on my own."

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ATLANTIC SAYS IT'S NOT SO

NEW YORK — In reference to a story in The Billboard of March 2 concerning the Senate Rackets Committee Investigation of the structure of the record industry, Atlantic Records exec Jerry Wexler took issue with a statement made by Senator Kennedy.

He noted that Kennedy had asked why record companies, such as Decca, Coral, Atlantic and Roulette, sell records to Lormar, the gangster-run one-stop. Wexler stated that, "Atlantic never has sold records to Lormar. We sell our records to distributors and we never deal with any one-stops. Senator Kennedy's statement is a misjudgment."

The other diskeries also sell to their distributors in Chicago.

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All-New Cap Albums Both 1 and 2-Track

HOLLYWOOD — Capitol records inaugurates a simultaneous stereo and monaural policy with its March release. The firm plans to continue to make the same product available in both single and dual-channel form, while still releasing stereo versions of earlier monaural releases.

Not all packages will be issued in both versions each month. In some instances, Capitol may still issue only a single track package while holding the stereo version for release at a later date. Such delays will be caused by the great time-consuming demands of stereo mastering.

Capitol is issuing 27 albums in March, including 20 pop, six "Capitol-of-the-World" and one classical package. Of these, 15 are new offerings being made available in both stereo and monaural, eight are single-track only, two are

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Bill to Give All 'Sound' Postal Break

WASHINGTON — In the teeth of a request by Bostonian Representative Macdonald to cut down on types of phonograph recordings eligible for book-rate in the Postal Law, a new bill to broaden the term to include all types of sound recordings has been introduced by Senate Post Office Committee Chairman Olin D. Johnson (D., S. C.) at the request of the Post Office. (See separate story on Macdonald.)

Introduction of a "requested" bill of this type by chairman of a Senate Committee practically assures its passage.

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NAB Meet to Spotlight Music's Role in Radio

WASHINGTON — Music's big role in broadcasting will be outlined in reports on new trends in radio programming, music licensing problems, and the status of FM, during the National Association of Broadcasters' convention in Chicago next week (15-18). Stereo techniques will get attention at the exposition of broadcast equipment, Tuesday afternoon.

Talks on "trends in radio programming" will be given by Howard G. Barnes, CBS Radio,

Urania Skeds 7 April LP's

NEW YORK — Urania Records will release seven LP's in April. The pop albums are "S.O.S.—Serenade Our Sweethearts" by Jacques Belasco and a set featuring basketball star Tony Lavelli on accordion selections.

Classical albums include an LP of Ukrainian songs by Mme. Eugenia Zareska, Beethoven's "Piano Concerto No. 1" by Robert Goldsand, and album of organ music by Vivaldi-Bach played by Robert Noehren and an LP with the two Liszt Piano Concertos by Philippe Entremont.

A specialty album, "Play Better Ball" by 10 top baseball stars, giving advice to fans, completes the release.

BLUEBIRD LP

RCA Victor Intros New Kid Album

NEW YORK — RCA Victor this week is bringing out a new Bluebird album. "The Bluebird Home Playhouse," designed to get children "off the TV stool and on their feet."

The LP features dramatizations of "Cinderella" and "Pinochio." Each playlet is performed three times—The first time, professional actors play the parts; the second time, the leading role is left open; the third time, two parts are left

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Merc to Tape Washington's Jazz Jubilee

CHICAGO — Mercury Records this week cleared arrangements with the AFM to tape the entire Jazz Jubilee to be held in Washington March 16 under the sponsorship of Mrs. Dwight Eisenhower and Mrs. Richard M. Nixon. The concert is a benefit for the Friendship Settlement House.

Art Talmadge, a.&r. chief, and Jack Tracy, jazz topper, will fly to the capital Saturday (14) to set up facilities.

Later, the tape will be edited down to an LP. If the desired edited version includes artists signed to other labels, Talmadge said, he will proceed to seek clearances. All royalties, he said, are to be given to the settlement house.

Among the jazz notables scheduled to play at the Jubilee are Ernestine Anderson, Charlie Byrd, Peevee Russell, Bud Cary, Bud Freeman, Lou McGarity, Buddy Tate, Vic Dickenson, Buck Clayton, Jo Jones, Max Kaminsky, Cliff Leeman, Harvey Phillip, Willie Smith, Keeter Betts and Billy Taylor and Paul Barbarin.

Album Market Calls for Real Sales Programs From Indies

Competition Demands Promotion Blueprints to Launch LP's Today

By BOB ROLONTZ

NEW YORK — "You've gotta have a program to sell albums." This is the hard and thorny fact that is gradually being fuced up to by the indie record labels, most of whom now have extensive and regularly scheduled album releases. They have discovered, as the majors did a long time ago, that with close to 100 albums being issued every month you can't sell albums merely by offering a 10 per cent discount to distributors and dealers, or throwing in a free record or two for every eight purchased. Even if this helps get them into a dealer's store, it doesn't help move them out to the customer.

As one distributor put it a few weeks ago: "When a manufacturer makes a single record that he feels has potential, it doesn't faze him to

come up with \$500 or \$1,000 to promote the record. He'll call key distributors in five or six cities, let them know he has loot to spend for ads, free records for one-stops and visiting with the jocks, and he presses for exposure on radio stations. But the same manufacturer will release nine or 10 LP's, each of which cost three or four times as much money to produce as a single record, and he won't come up with any promotion money or free records on any of the albums, won't place any ads, and will think that merely offering a 10 per cent discount will move the line. Well, it won't."

It is noticeable that the one area where the major diskeries have retained their sales strength is in the package field. Only occasionally does an indie label come thru with

a hit album that makes charts, and except in the jazz field, or with a hot rock and roll singer, hardly ever does an indie label come thru with two hit albums at the same time.

Majors Have Edge

What do the major labels do that the indies often neglect doing with their package goods? They usually run ads in magazines, on radio, on TV and supply an immense amount of point of sale material to the distributor and dealer. Then they kick off the program with a lot of noise and excitement and with it offer the 10 or 15 per cent discount to their distributors. In addition they often arrange premium tie-ins with cereal companies, soft drink firms, etc. They supply review copies to reviewers and deejays—but the indies do that too, altho perhaps not in the same quantity.

Of course, none of the above exploitation or promotion means anything if the product is weak. But assuming the product is good, and that there is enough variety of merchandise, this type of promotion can and does pay off. The fact that Cosnat Distributors in New York are trying a special promotion for April with all their album lines (The Billboard, March 2), and that Warner Bros., Secco and other firms have instituted special album-of-the-month promotions is an indication that many indie labels are taking a leaf from the major album-selling programs to promote their lines, too.

The major diskeries, faced with dealer discontent concerning their record clubs, have started to go out of their way to come up with special promotions to lure customers into stores to sell their albums. Victor's new "Save on Stereo" pro-

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Hub Dealers Climb SORD Bandwagon

By CAMERON DEWAR

CAMBRIDGE, Mass. — Record dealers should belong to an organization. This was the key point made by Martin Spector, vice-president of the Society of Record Dealers, in an address to some 50 Greater Boston record dealers in the Smith House here this week.

The result of Spector's talk and a panel discussion which followed was that all in attendance who were not already members signed up at \$12.50 each to become members of SORD. This was a stop for Spector, who operates three record stores in Florida, on a tour of several cities to recruit members for the organization. He said there were presently upwards of 450 members and he expected that by the time he and President Charles Simmons of Dallas got thru, that the number would reach 700.

Frank Homeyer of Homeyer's Record Shop, Boston, was chairman of the meeting. He said that there were at the moment two small organizations of record dealers in the Boston area, one started about 10 years ago and the other organized about a year and a half ago. These, he said, however, were not particularly active and met at intervals to discuss mutual problems.

Spector pointed out that a once healthy retail record business had deteriorated in the face of an expanding market and since "there is no such thing any more as a franchised dealer and drastic changes in distribution methods have come close to putting many of us out of business." He said that until SORD was organized last summer it had been possible for the record manufacturers to ride rough shod over the dealer.

"Practically every innovation, and every plan introduced during the last three years has been motivated by a desire of these compa-

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TREKING ARTISTS FIND AUSSIE PROMOTORSHIP

NEW YORK — American promoters could learn something from their counterparts in Australia, according to young recording stars Bobby Darin and Jo-Ann Campbell, who recently returned from a tour of Sydney and Melbourne (February 1-8).

Australian promoter Bill Watson had the U. S. acts (Darin, Miss

Campbell, Chuck Berry and George Hamilton IV) arrive three days before they were slated to open, and the entire three-day period was utilized for promotion in both cities.

Television cameras, press and deejays met the troupe in Sydney. Some of the jocks traveled more than 20 miles from New Zealand, Tasmania, etc., to tape special interviews with the artists.

Miss Campbell grabbed off the bulk of the newspaper space, including a four-column front-page picture in Melbourne's top newspaper, The Star, even tho she's never had a record released in that country. However, the Gone Records thrush points out that, "You have to co-operate to get the space."

Under co-operation she lists getting up at 6 a.m., putting on a

(Continued on page 12)

Solon Blasts 4th Class Postal Rate for Disks

By MILDRED HALL

WASHINGTON — A Congressman's irascible diatribe against postal rates which "subsidize rock and roll, jazz and hillbilly musicians" by letting record clubs mail recordings at fourth-class book rates, has brought chill reaction from the Post Office, to say nothing of the clubs, the record companies, and artists involved.

However, dealers are anonymously rooting for the Congressman to get the club postal advantage scuttled, thereby nudging the album trade out of the mails and across the counters. Albums account for some 70 per cent of record sale gross, and the clubs have brought groans from the dealers.

Bostonian Democrat Torget Macdonald last week (3) accused the Post Office department of "sub-

sidizing" such "musical illiterates" as Elvis Presley, Little Richard, Dicky Doo, Conway Twitty, the Royal Teens, et al., by "designating all phonograph records as educational material," so that all records can be mailed fourth class — contrary to Congressional intent, which was subsidy for cultural and educational material. Macdonald said the Post Office Department made the designation the day the 1958 Postal Policy law went into effect — August 1, 1958.

The Post Office spokesmen say it isn't so. They say the Postal Policy law, which was celebrated in music circles for putting sheet music into the cheaper fourth-class rate, specifically includes "phonographic recordings" in the fourth-class category (Public Law 84-526, Sec. 204-D).

A check of the original bill, H.R. 5836, by Rep. Tom Murray (D., Tex.) shows no mention of recordings in this book-rate group. The two little words "phonographic recordings" were quietly added at some point in the final House-Senate conference on versions of the bill passed separately in each house. The addition easily passed unnoticed, since "clean bills" out of successful conferences, are not generally circulated, and go almost immediately into law, with presidential signature.

Cut Rate in Half

Macdonald said of the lowered rates in the revised postal law: "Translated into financial terms, the so-called record clubs were thereby enabled to mail recordings for 9 cents for the first 16 ounces, (Continued on page 42)

Wolhandler to Head Own Firm

NEW YORK — Joe Wolhandler has formed Wolhandler Associates, a new public relations organization specializing in the entertainment field. Wolhandler, who had been with Rogers and Cowan since 1951, handles public relations for Marilyn Monroe, Ziv TV Film Productions and network TV shows. The new firm will also handle industrial public relations.

NEW LONGHAIR LOOK

Staid Ravinia Fiesta Books Hot Pop Artists

CHICAGO—Plans for the coming summer's Ravinia Festival at suburban Highland Park highlight a significant trend shaping up in the temples of serious music. There is not only a growing acceptance of jazz talent in the temples, but that acceptance is reaching out to include pop names that appeal to cultivated musical tastes.

Ravinia is turning over two nights, July 22 and 24, to the Kingston Trio, based on their recent splash in the pop disk market with folk-styled arrangements. Paul Bannister of Associated Booking Corporation sold the trio for \$5,000 for the two performances.

Ravinia's eagerness to book the light-styled attraction is particularly significant because four years ago, the festival's officers found themselves in a community controversy when they opposed the adulteration of the longhair festival when a proposal was made to book the Benny Goodman ork. The next year, they let the bars down, after much heat, and were astonished when Louis Armstrong drew 12,855 customers, breaking the festival's one-night record. It was particularly surprising to them because the old record had been held by a dream trio consisting of Artur Rubinstein, Jascha Heifetz and Gregor Piatigorsky.

Since then, Associated veep Fred C. Williamson and Bannister have solidified the jazz position at Ravinia, selling Dave Brubeck twice, Lionel Hampton, Duke Ellington and Erroll Garner. Bannister is now negotiating to spot the Dukes of Dixieland there this summer.

The Kingston Trio; however, which can hardly be classified under the jazz banner, represents a new departure.

There have been other kinds of departures, too. Bannister's breakthrough at Ravinia won the opportunity for jazzmen to play under longhair auspices but in events

Neon Glitter Return for Sunset Strip

HOLLYWOOD — Hollywood's once-bright Sunset Strip, dimmed by the black-out of Ciro's and Mocambo (among others), may get some of its old glitter back with the re-opening of the Mocambo in mid-May. The club shuttered last year soon after the death of its long time operator, Charlie Morrison.

It will re-open as the Cloister Inn to be run by the operators of the Chicago nitery of the same (Continued on page 12)

AGAC TO MEET FOR ROYALTIES DISCUSSION

NEW YORK—The American Guild of Authors and Composers issued an invitation to members this week to meet Wednesday (18) in the Hotel Edison's Sun Room. The announced subject of the discussions: Collection of Royalties.

The invitation warns clefters not to be confused by "recent trade paper stories, rumors and some publishers' gossip." The note adds, "Come and get un-confused. Instead of listening to the man in the street who doesn't know, come to this meeting and get your facts straight."

distinct from the classical performances. Last year, however, Associated succeeded in booking Erroll Garner as a guest soloist with the Cleveland Symphony. On April 17, Maynard Ferguson will guest with the New York Philharmonic as soloist in the debut of the Symphony No. 1 by Bill Russo who, like Ferguson, is an ex-Kenton sideman. It will be conducted by Leonard Bernstein. The symphony may be repeated by the Chicago Symphony Orchestra at Ravinia. Bannister said that Walter Hendl, Ravinia artistic director, has already agreed to book Ferguson there if the work is to be performed.

In another booking that underlines the trend, Bannister has inked the Kingston Trio to share billing with the Minneapolis Symphony Orchestra April 18 in joint concert to open a new auditorium in Minneapolis.

Boston Pops Tops Red Seal Mar. Issue

NEW YORK — RCA Victor's Red Seal release this month is topped by "Pop Stoppers," by Arthur Fiedler and the Boston Pops, and "The French Touch," with Charles Munch conducting the Boston Symphony. The former package includes a newly-cut collection of the group's big hits. Latter includes Dukas' "The Sorcerer's Apprentice," Ravel's "Mother Goose Suite," etc.

Other Seal product includes "Boerling in Opera"; the "Pomp and Circumstance" marches and Bliss' "Welcome to the Queen," by Sir Arthur Bliss and the London Symphony, and Wanda Landowska playing Mozart Sonatas. The latter is the second disk of the successful two-LP set to be released as a single.

M-G-M Snares McPhatter

NEW YORK—M-G-M Records signed Clyde McPhatter to a long term contract this week as a guarantee understood to be in excess of \$50,000 per year. McPhatter's contract with Atlantic Records, where he had been for the past five years, and made many hits, terminated recently. It is known that both Warner Bros. Records and United Artists Records had made very strong bids for the singer's services and had offered most attractive contracts. Ray Ellis, M-G-M pop singles chief, was instrumental in bringing McPhatter to the label.

Mag Expands Jazz Coverage

CHICAGO—Playboy magazine this week charted a heavier coverage of the jazz field, with the acquisition of Don Gold who leaves Downbeat March 16th, to become jazz promotion director for the mag. Gold, managing editor of Downbeat and with the Maher publication for the past two and one-half years, intends to work out a heavier coverage of various fields of jazz. In addition, he has definitely received an okay from Playboy management to stage what may be a three-day jazz festival outdoors at an as yet unselected site in Chicago. Playboy has already issued two 12-inch LP packages under its own label, based on two annual jazz polls.

Merc Tees Off New Dealer Aid Stereo Pitch

CHICAGO — Mercury Records this week rushed out a consumer discount plan on stereo records with the twin designs of stimulating talk about stereo and boosting traffic thru the dealer's door.

For every purchase of a Merc stereo package at \$5.95, the consumer can buy a second one for one dollar.

The offer is similar to one made last week by RCA Victor, except that Mercury is opening its entire stereo catalog to the sale while Victor's offer covers a selected, even the far-ranging list.

The Mercury sale, called the "Stereo Save-o-Rama Plan," allows the dealer his normal profit margin. For every stereo disk he buys for \$3.69 at wholesale, he is entitled to stock another at 62 cents.

To help stimulate traffic, said Morris S. Price, Merc sales manager, dealers are being provided with window streamers and signs as well as in-the-store displays. Dealers, he added, would be encouraged to use co-operative advertising funds in local newspapers.

The plan, which will be in force until April 4, was suddenly announced last Thursday (5). It was hatched at a Merc staff meeting on Wednesday (4), and before night fell, according to Price, presses were rolling off the window streamers and phone calls were made to 29 distributors setting the sale in motion.

Victor Injects 'Coast Feel' Into Albums

HOLLYWOOD — RCA Victor will adorn all its Hollywood-recorded albums with Coast-created art. In addition, the firm will assign a portion of its other album art chores to California. Reason for this is to give the Victor art work more of the "West Coast feel," according to Bob Jones, Victor art director.

Jones is currently on the Coast to line up a local agency who will handle these assignments under direction of Bob Yorke, manager of RCA Victor's West Coast operators.

Jones defined the "West Coast feel" in album art as being free in style and conception as compared to the Eastern creations. The Coast, he said, enjoys an advantage in its ability to use natural land and sea scapes, while the East must resort to simulated outdoor scenes. Jones estimated that approximately 95 per cent of Victor's covers use photographic art. Paintings, for the most part, are reserved for Red Seal Product. (Continued on page 12)

HOT 100 ADDS 14

NEW YORK—There are 14 new sides on the Hot 100 chart for the first time this week. Details are:

- 55. Come Softly to Me—The Fleetwoods, Dolphin.
- 66. Everybody Likes to Cha Cha—Sam Cooke, Keen.
- 81. Guitar Boogie Shuffle—The Virtues, Hunt.
- 85. Ballad of a Girl and Boy—The Graduates, Shan-Todd.
- 86. This Should Go On Forever—Rod Bernard, Argo.
- 90. I Go Ape—Neil Sedaka, RCA Victor.
- 91. No Regrets—Jim Barnes, Gibraltar.
- 93. I Kneel at Your Throne—Joe Medlin, Mercury.
- 94. Because You're Young—Jimmie Rodgers, Roulette.
- 95. Teardrops on Your Letter—Hank Ballard and the Midnighters, King.
- 96. I Can't Sit Down—Marie & Rex, Carlton.
- 97. Cia Cia Bambina—Domenico Modugno, Decca.
- 99. Chip Off the Old Block—Eddy Arnold, RCA Victor.
- 100. Oh Why?—The Teddy Bears, Imperial.

MONEY MAKES THE JAZZ GO

Newport Festival Plans Global, Year-Round Push

By CAMERON DEWAR

BOSTON — The Newport Jazz Festival is embarking on a plan that will broaden the entire scope of the project and instead of a year's activity concentrated on four days of music, Newport will go global with year-round jazz.

Behind this far-reaching decision is a relatively simple reason. Contrary to popular opinion, the Festival hasn't made a lot of money. George Wein, director and operator of Storyville here, says that with what was spent on the International Band last year, the "Festival just about broke even."

"A good four-day storm could wipe us out," Wein points out, and adds further that "we're not accomplishing anything, we're not interested in just going along breaking even. We've got a big organization and there are a number of worthwhile things we'd like to do. But to do them we need stability."

The Festival hopes to gain this stability by expanding jazz activity along fairly commercial lines. The first big commercial enterprise which the Festival will enter is the series of three major festivals to be co-sponsored this summer by the Sheraton Corporation. These are set for Boston, Toronto and French Lick, Ind.

Plans also are brewing for Newport to sponsor a European concert tour in the fall and probably one here in the States, with a chance that there will be still another in the Caribbean.

There is a sound reason why an ostensibly non-profit institution such as Newport has an interest in promoting these purely commercial ventures. The aim is to raise money for two important artistic but financially unprofitable projects, the first of which is a school of jazz. It will provide an opportunity for deserving young jazzmen to study under qualified instruction and with almost complete scholarship assistance.

Full Treatment For Ames Bros.

HOLLYWOOD — RCA Victor last week saluted the Ames Bros. opening at the Shara Hotel in Las Vegas by flying 65 members of the Hollywood deejay and press corps to the Nevada funspot. Ann Fulchino, RCA Victor's West Coast press chief, shepherded spinners and scribes on the campaign junket. The Ames Bros. accompanied the entourage to and fro. TV commitments required their presence here prior to their Vegas opening, and demanded their return to Hollywood the same evening. RCA Victor rarely gives its Vegas performing artists the royal junket treatment. This marked the first time for the Ames crew.

The second project will be a series of three or four concerts a year in New York City at probably Town Hall. They will be conceived from an artistic rather than a commercial point of view and, as a result, will probably not be money-makers.

Both of the projects are scheduled for next year, but depends entirely on the success of this summer's expanded Newport Jazz Festival and its representative, George Wein.

UA Plans Big Disk Push on Monroe Pic

NEW YORK — Following the successful joint film-record promotion pattern set with "I Want to Live!" United Artists Records is planning a simultaneous release of three LP's, two singles and an EP with the opening of the new Marilyn Monroe film, "Some Like It Hot." The albums include the sound track, "Some Like It Hot Cha Cha Cha" and "Some Like It Cool," a sampler, featuring UA jazz artists.

All are available in stereo and monophonically. The sampler is being offered for \$1.98 monaurally and for \$2.49 in stereo. Price tag on the sound tracks is \$4.98 for both versions. The Cha Cha album will list at \$3.98 for the monaural and \$4.98 for the stereo version.

The various disks will benefit from a national promotion tie-in with distribution of the film. The film company has planned a heavy advertising budget.

Retailers across the country will be provided with music-movie post- (Continued on page 12)

ABC Net Radio Segs Set for Gorme, Avalon

NEW YORK—The ABC radio network is going after young audiences, via two new shows starring current pop disk names. Eydie Gorme starts a program, sponsored by the Dr. Pepper Company April 6; while Frankie Avalon will be featured shortly in a weekly half hour Saturday night show, sponsored by Pfizer Drug.

Miss Gorme's show, her first on network radio, will be heard Mondays, Wednesdays and Fridays from 6:50 to 8:55 p.m. Both shows will spotlight "live" (rather than disks) performances, altho they will both probably be put on tape.

Both artists are affiliated with ABC - Paramount Records. Miss Gorme records directly for the label, and Am-Par distributes Avalon's best-selling platters for Chancellor Records, the Philly label.

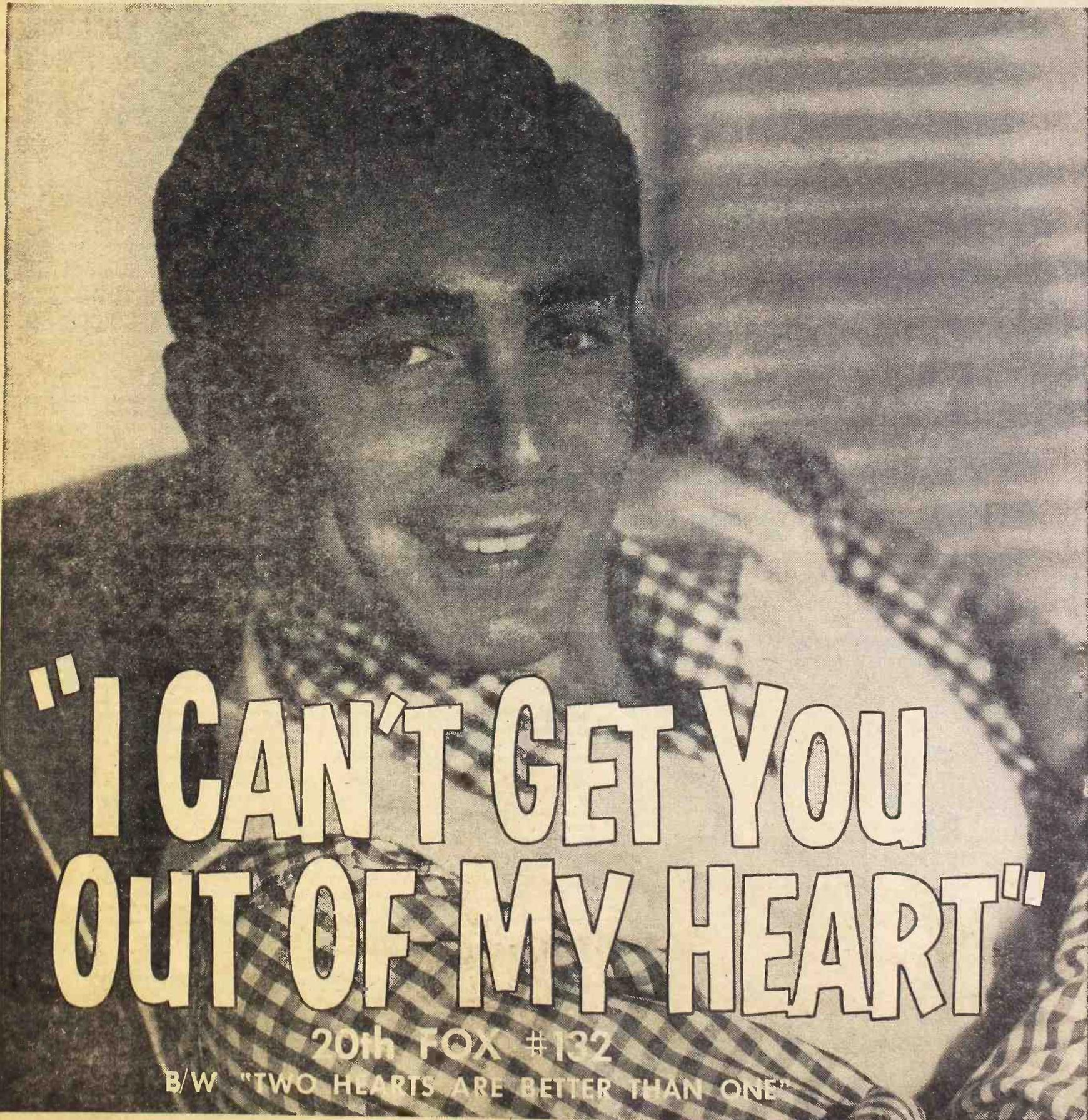
Sam Fox Adds New Legal Rep

NEW YORK — The Sam Fox publishing firm has hired as resident corporation counsel Herbert Cheyette, formerly of the firm of Weinstein and Levinson. Jack London will remain as the Sam Fox special counsel. Since 1957 Cheyette has been assisting Frank Weinstein here and in Washington in the legal moves of the dissident membership of ASCAP, to revise the voting and distribution procedures of the Society.

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HITSVILLE
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SUPPOSE**

b/w
BOOM UA 162

GREAT
STRONG BEAT
NOVELTY
EZRA AND THE IVIES

**COMIC
BOOK
CRAZY**

b/w
ROCKING-SHOES
UA 165

UA

UNITED ARTISTS RECORDS

**Paris Label
Makes Europe
Exchange Deal**

NEW YORK — Paris Records, Jack Gold's record label, has worked out an exchange agreement with a number of European labels to release Paris Records there. In turn he will issue records by European artists on the Paris label. Arrangements have been made with Pye in England, Darium in Italy, Vega in France, Kausel in Sweden and the Scandinavian countries, Peter Schaeffer in Germany, Bovima in Holland, Belgium and Luxembourg. Artists who are European favorites that will be issued here on Paris are Little Gerhard, a Swedish rocker, and the British act, the Cherry Warner Combo.

**Kahl Snares
Spanish March**

NEW YORK — Phil Kahl has corralled all U. S. and foreign publishing rights to the "Spanish Marching Song."

Deals have been made whereby rights to Ethel Smith's version of the tune (originally credited to her own publishing company) and the lyric version, written by E. Camino with Art and Dotty Todd, have all been acquired by Kahl's Patricia Music.

The song has been cut instrumentally by Joe Reisman on Roulette, Don Elliot on Josie and Miss Smith on Decca. The first lyric version of the tune—by General De Zasta and his Rebel Marching Band on Roulette—will be released this week.

The De Zasta disk features a straight version of the song on one side, and a comedy version—lampooning march platters in general. Roulette hopes to keep the General's real identity a secret.

**Vet D.J. Starts
WMAQ Stint**

CHICAGO — Veteran deejay Howard Miller starts a two-hour record show over WMAQ here this Monday (9) from 9:05 to 11 a.m. Monday thru Friday.

Miller will continue to do his long-standing early morning deejay show—6:30-9 a.m.—over WIND, thus putting him in the unusual position of competing for morning dialers on two different stations.

The jock's CBS Radio network show for Wrigley's went off the air last month. The programming changes at WMAQ make that NBC outlet's morning schedule from sign-on until noon entirely local except for the on-the-air NBC network news.

**Peerless Plans
Big Expansion**

HOLLYWOOD — Abby Greshler, who recently joined Peerless Album Company as a veepee and partner, is sparking the firm's major expansion program. Plans are now in effect for Peerless to open new plants in Indianapolis and Long Island City. Greshler estimated Peerless will hit the \$2,000,000 gross by 1960.

Greshler has injected new management policies since joining Peerless. These include, in addition to expansion of production facilities, employee training programs. Three employees currently are being put thru Cooper Union training courses. Two others are M.I.T. trainees. Others will follow.

New accounts for Peerless include RCA Victor, Columbia, Epic, Audio Fidelity, Colpix, United Artists, Jubilee, Golden, Disneyland,

**HE SHOULD'VE
WALTZED IN BED**

NEW YORK—Hal Cook, sales head of Warner Bros. Records, called publisher Artie Mogul a few weeks ago in the wee small hours of the morning and told him to rush down to Times Square right away as they needed a handsome young man for the cover of a new album titled "Waltzing Down Broadway." Mogul climbed out of bed, drove into town and posed for innumerable pictures until 6 a.m. This week the album was released; Mogul is shown as a distant figure, with his back to the camera.

**'58 Copyright
Take Breaks
L. of C. Record**

WASHINGTON—At the end of fiscal 1958, the Library of Congress reports it had nearly 2,000,000 pieces of music, in manuscript and print, and 194,271 phonograph recordings in its total collection of nearly 37,000,000 items. The library reports that the revenue of \$945,231 from registry of 238,935 copyright claims in fiscal 1958 broke all previous records.

Copyright registry was up 6 per cent over the previous year. A major project of the year was the start of research into ways to preserve sound recordings on tapes and disks thru a grant from the Rockefeller Foundation. A final report on the findings by the Southwest Research Institute of San Antonio is expected in the summer of 1959.

The library reports steady progress of the copyright office studies looking toward proposed revision of the 1909 copyright act.

**UA Sets 'Star
Album' Push**

NEW YORK — United Artists Records will start a new merchandising feature with its February LP release. Each month a "Star Album of the Month" will be selected from each group of LP's, which will retail for \$1 less than the usual retail price for that month only. Selections will be made from either the \$3.98 or \$4.98 sets.

The albums will be identified by a special, detachable band that can be removed after the month. The first selection will be "Porgy and Bess," by Diahann Carroll and Andre Previn.

After March a special browser box will be available for retailers from UA's distributors to hold the "Star Album" selections for counter display.

**Special Display
For 'Fleur' LP**

NEW YORK — Laurie Records has provided a self-shipping display to help merchandise their "Petite Fleur" LP by Chris Barber's Jazz Band. The LP is available on a six-for-the-price-of-five deal for retailers.

The display includes a white corrugated container which holds six albums. The lid folds back to become an easel. A cutout of a gold medal on the back emphasizes the fact that the LP contains the original million seller of "Petite Fleur" by Barber.

According to Laurie Records, there has been a strong initial reaction of the LP.

among others. According to Greshler, recent months have seen a sharp increase in Peerless' gross business.

DISTRIBUTOR NEWS

By HOWARD COOK

Ben Bartel, promotion manager of Warner Bros. Records Sales Corporation in Chicago, writes that "Apple Blossom Time" by Tab Hunter is continuing to build. "77 Sunset Strip" by Don Ralke is also a big platter. "Midnight Oil" by Charlie Blackwell is a strong item. Other climbing platters include "Beer Barrel Conga" by Pete Candoli and "East Virginia Blues" by the Gateway Singers. "You Can't Be True Dear" by the Mary Kay Trio has gotten strong jockey enthusiasm. Dave Allen is currently in town and has been plugging his LP, "I Only Have Eyes for You." "The World's Ten Greatest Popular Piano Concertos" by George Greely is selling well.

Bernie Block of Marnel of Maryland in Baltimore sends word that Carlton is hot with "I Can't Sit Down" by Marie and Rex and "I Never Felt Like This" by Jack Scott. United Artists is moving "Come to Me" by Marv Johnson. Laurie Records' "Petite Fleur" by Chris Barber's Jazz Band is still hot. "Don't Pity Me" by Dion & the Belmonts also on Laurie is still up there. "Rawhide" by Link Wray on Epic continues to grow. Calico has a winner on "Since I Don't Have You" by the Skyliners. "Record Hop Blues" by the Quarter Notes on Whiz is building.

Kirk Distributors in Richmond reports big sales on "Doin' All Right" by Paul Peak on Cash. Kirk, a new distrib in Richmond, is headed by John Kirk, who was formerly a Midwest record retailer. His other labels include Tempus, Wild Cat, Candy, Kip, Scot, Skyline, Nu-Kat and Reel-Foot.

C. Polhemus of Atlas Record Distributors in Albany, N. Y., writes of the following happenings at Atlas. "Ah, So" by the Highlights on Play is going strong. "Since I Don't Have You" by the Skyliners on Calico is hot. "S-All Right? 'S-All Right!" by Senor Wences on Joy is showing good sales.

Pat Murphy of Sunbeam Records, Inc., in New York advises that Sunbeam has changed to the following distributors: Trinity Record Distributors, East Hartford, Conn., and Leonard Smith, Inc., in Albany, N. Y. Sunbeam's newest contender is "You're Adorable" by Gerry Granhan.

Mickey Wallach of Malverne Record Distributors in New York called to report strong action on "To Each His Own" by Jane Morgan on Kapp. "Play for Keeps" by Carmen MacRae on Kapp is also starting. "Bunny Hop" by the Applejacks on Cameo is big. "Everywhere You Go" by the Quaker City Boys on Swan has been going well. "Guitar Boogie Shuffle" by the Virtues on Hunt looks like a hit. "Sentimental Me" by Eydie Gorme and Steve Lawrence on ABC-Paramount appears a winner. "Teenage Heaven" by Eddie Cochran on Liberty is promising. Top LP's are "Ella Swings Lightly" by Ella Fitzgerald on Verve and "Hypnotique" by Martin Denny on Liberty.

Bob Chatton on Chatton Distributors in Oakland, Calif., writes that Senor Wences is appearing in San Francisco with the Danny Kaye show. His Joy recording, "S-All Right? 'S-All Right!" is strong. Northern California stations are flipping over "To Each His own" by Jane Morgan on Kapp. Atlantic has two hot contenders with "Flying Home" by Chis Connor and "Hush-a-Bye" by Chris Barber. There has been a strong deejay reaction to "Summertime" by Abby Hoffer on Madison and "The Beat of My Heart" b-w "Valley of Love" by the Harry Simeone Chorale. Fraternity's latest pitch is "That's Show Biz" by Dale Wright. Ronnie Diamond's latest Imperial waxing, "Something's Wrong With Me" b-w "Candy Store" is starting. "But Not for Me" by the Flamingos on End is strong in the Bay area. Ditto "What 'Cha Doing in the Woods" by Gloria May on Chess. "My Love Will Never Die" by the Channels on Fury and "Love and Affection" by Danny Staton on Hanover are going well. "The Switch" by Bobby Please on Jamie, "Boppin' Jean" by King Victor on Madison and "Spilled Milk" by Jay Johnson on Liberty are going well. Platters that are attracting interest include "Bobby My Love" on Andex, "So Young, So Wise" by Ronnie Height on Dore, "Wishful Thinking" by Little Anthony and the Imperials on End and "Teen-age Heaven" by Eddie Cochran on Liberty.

Lesco Distributors in Philadelphia is hoping to have a belated hit disk. The outfit started with yep Rock Heresay" by Slim Gaillard. Ed Cohen owner of Lesco, has pressed a small quantity of the record to give away to his dealers and some deejays as souvenirs. Several jockeys have now started playing the platter, and it's showing promising signs. To celebrate their anniversary Lesco is offering a 15 per cent discount on most of its accessories and LP's.

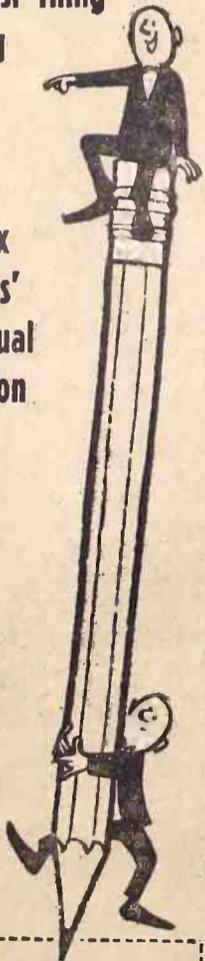
Peak Records, Philadelphia diskery, a division of Richloy Records, Inc., has signed Joey Sasco for East Coast promotion work. Nick Therry has been pegged to handle West Coast promotional activities. Latest Peak platter is "Rock Around the Clock" b-w "Rock Around the Clock Cha Cha" by Jimmy DeKnight and His Knights of Rhythm. The label has added the following distributors: Kirk, Richmond; Ramco Distributing Company, Phoenix and Circle Distributors in Denver.

ROULETTE RAMBLINGS: Lou Klayman, head of Action Records, latest New York distributor, debuted last week as the new New York Roulette Distrib. Current hot items are "I'm Never Gonna Tell" by Jimmie Rodgers, "First Anniversary" by Cathy Carr, "The Spanish Marching Song" by Joe Reinman and "Star Love" b-w "The Thing-A-Ma-Jig" by the Playmates. There are also strong calls on "Tuke No. 1" by Buddy Johnson and "I Think I'm Going to Kill Myself" by Buddy Knox.

Bob Heller of Chips Distributing Company in Philadelphia writes that "I'm Never Gonna Tell" by Jimmie Rodgers on Roulette is approaching the number one spot in sales in Philadelphia. "Secret Love" by Jimmy Ricks on Felsted is also steadily climbing. The LP of the weeks is "Count Basie and Joe Williams Singing Memories Ad Lib" on Roulette. Best selling Stereo LP is "The Soul of Spain" on Stereo Fidelity by the 101 Strings.

Word from Ted Kellem, Marnel Distributors in Philadelphia, is that Carlton's top item is "I Can't Sit Down" by Marie and Rex. "Come to Me" by Marv Johnson is United Artists' hottest disk. "Bunny Hop" by the Applejacks is clicking for Cameo. "I'm Late" by Ricky Nelson is Imperial's top effort. Epic as "Angel of Love" by the Four Coins. Laurie is swinging with "Petite Fleur" by Chris Barber's Jazz Band. Specialty is bidding with "By the Light of the Silvery Moon" by Little Richard. Savoy's strongest item is "Riding West" by Billy Hope."

Next Best Thing
to Being
RIGHT
THERE
at the
Juke Box
Operators'
Big Annual
Convention



And even if you ARE planning to
be there, please be sure to

SEE PAGE 16

THE MARY KAY TRIO

Smash Single

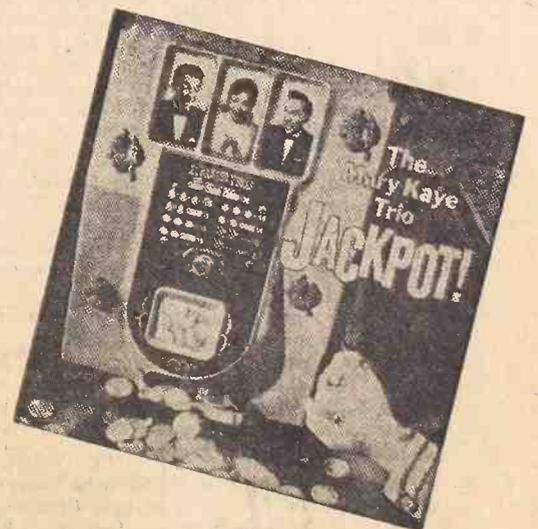
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VOX JOX

By JUNE BUNDY

WASH. REPORT: A spirited defense of the disk jockey as a "live" programmer, rather than a "recorded" robot, was included in broadcaster protest against inclusion of programming schedules in license application and renewal forms at the Federal Communications Commission, last week. Speaking for some 26 broadcast stations, Washington attorneys Cohn and Marks said the FCC's proposed revision of the application would cram the lively deejay into the "recorded" category, which would be "unrealistic."

"The disk jockey generally is an entertainer, in the fullest sense of the word. In addition to commenting on music and artists, he acts as interviewer, and generally keeps the programming ball rolling," said the attorneys. Also, "It is his choice of music and manner of its introduction that attracts the audience, and thus permits his public service activities to have wider audience." With cutting finality, the comment added that under FCC's narrow programming definitions, "he is indistinguishable from a juke box—his program is simply 'recorded-commercial'."

The general tenor of comment from broadcasters at deadline for statements on the proposed new application forms, scolded the FCC for ignoring the "qualitative" aspects of modern music-and-news programming, in favor of setting up "old-fashioned quantitative" segments. Actually, stations with neatly allocated news and public service program segments put on far less of this type than stations which weave them in constantly thruout the flexible music-news format, was the general consensus. The majority of broadcaster comments agreed with CMR. T. A. M. Craven's criticism of the proposed forms: let the FCC stay out of programming, and leave that to the individual licensees.

It was pointed out that no agency could decide the public interest and "most desirable" program formats for the thousands of regional radio outlets, and hundreds of TV stations. The programming requirements in FCC application forms constitute "censorship," which is expressly forbidden in the Communications Act. These points were made in a statement by Washington attorneys Pierson, Ball and Dowd, representing some 20 broadcast stations.

The vast improvements in music recording was named as another point in favor of the broadcast program getting a "live" tag for disk jockey segments. "The fidelity of the recordings and the art of transmission have progressed to the point where the difference between 'live' and 'recorded' are, but for Section IV of the application form, indistinguishable," was the comment of Cohn & Marks for its clients:

The Metropolitan Broadcasting Corporation, pointed out that its WNEW, N. Y., station put on between \$185,000 and \$200,000 worth of news and public service programming annually. Yet this costly programming would go uncredited in the FCC's proposed program requirements, because it is not broken into the archaic half hour and 15 minute segments.

GIMMIX: Ed Neilson, program director of WMNS, Olean, N. Y. (billed as Clowen Prince of Disk Jockeys), is running a "Thing-A-Ma-Jig" contest on the Playmates' new Roulette recording of the tune of the same title. Neilson is asking listeners to give their definition of a "Thing-A-Ma-Jig" in 25 words or less, and a drawing or picture of what they think it is. Winners will receive Roulette LP's and various local merchandise awards.

THIS 'N' THAT: Buddy Deane, WJZ-TV, Baltimore, continues to be the top-rated TV show in his time period (3-4:30 p.m.). Latest Nielsen figures give him a rating ranging from 19.9 to 26, as compared to the runnerup station's range of 4.7 to 8.2... Dick Biondi, WKBW, Buffalo, N. Y., notes "WKBW engineers are wondering what's wrong with record companies. Over 50 per cent of disks we've received are off center and play is almost impossible."

Ron Hewat, CKFH, Toronto, Canada, writes, "It seems that the American record companies, to a certain extent, have forgotten that we here in Canada also have an interest in the off-beat labels and unless a Canadian company picks up the label we are often late with the hits here in Canada."... Program manager Tom B. Estes and record librarian Barbara Goodwin, WMAG, Forest, Miss., write, "We have a problem on getting hit records from the distribution service. The majors send new releases all right, but they are second rate or filler stuff, that never hits the Top 50 much less the Top 10. Then these same companies when they do have a hit never send them. Of course, we are paying for this distribution service from the major companies, and still have to go out and buy (at retail) the hits from these same companies."

Joe Mulhall, formerly with WWCO, Waterbury, Conn., has moved to WBOS, Boston... New staffer at WRCV, Philadelphia, is Blake Ritter... George E. Costello, Philadelphia, is now handling all national promotion for the Four Aces and "spot record" promotion for Debbie Reynolds' music firm, Carrie Music... Bobby Lyons, WQAM, Miami, who calls his show, "The Lyons Den," recently offered a live lion cub to the listener who gave the best reasons as to why he or she wanted it... John Spragg has taken over the 9 a.m. to noon show on CHUM, Toronto, Canada, replacing Jay Harvey Dobbs... Mal Morse, formerly program director at WICH, Norwich, Conn., has joined WSUB, Groton, Conn., in the same capacity... Bill Clark ex-WHOO, Orlando, Fla., is the new program director at KING, Seattle, replacing Jack Link who will become station manager of KIDO, Boise, Idaho.

Tad Gorman, 16-year-old jock at WALE, Fall River, Mass., says he has the only all-jazz deejay show in Southeastern Massachusetts. It's a Sunday afternoon stanza from 2:30 p.m. to 4 p.m.... Bob Perry, WCKR, Miami, has added a 2-4 p.m. segment to his weekday schedule, in addition to his usual 12:15 p.m. show and a new early-evening session.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Music and Spaghetti Are Paone's Business

Nicola Paone was born in Spangler, Pa. His father took the family back to Sicily, however, and Paone stayed until he was 15. Then the artist came back to New York.

He worked as a spaghetti man in the old Caruso Restaurant by day and sang at amateur shows and on Italian radio stations at night. In the meantime, Paone, learned the jewelry trade. By 1948 he had his own store, and sponsored himself on WBNX. After his jewelry store was robbed, the singer went back to the music business. He made a huge success in Latin America. Time magazine called him "Buenos Aires Idol Number 1."

In 1956, however, homesick Paone returned to the U. S. and opened an Italian restaurant on East 34th St. "Blah, Blah, Blah" on ABC-Paramount shows he's still dishing out hits as well as spaghetti.



Thomas Wayne Soaring On Billboard's Charts

Eighteen-year-old Thomas Wayne expects to be graduated this June from Humes High School in Memphis. Humes' other favorite son is Elvis Presley.

Wayne's brother, who plays guitar for Johnny Cash, got him an audition with local record man Scotty Moore. Moore helped him etch his first wax and may be heard on guitar on "Tragedy," now climbing Billboard's charts.

The Fernwood artist spends almost all his free time reading science and math, his special love after show business. He's 6'4" and weighs in at 165 lbs. His favorite singers are Josh White, Pat Boone and fellow alumnus Elvis Presley. Wayne's next appearance will be on Alan Freed's Easter show, March 27.

YESTERYEAR'S TOPS—

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

MARCH 5, 1949

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

MARCH 6, 1954

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

ON THE BEAT

By REN GREVATT

Clara Ward, a diminutive, soft spoken Baptist lady, is the prime force behind the movement which has seen gospel singing move out of the churches and the Southern revival meetings and into the theaters and concert halls and the so-called sophisticated locations of the nation. Now, Miss Ward is on the point of opening new markets for the gospel sound. She leaves on a four-month European trek Tuesday (31), the first month of which will be spent in England.

"In a way I feel as tho we'll be pioneering. The people in Europe really haven't been exposed to gospel singing the way they have been here," she told me. "I was in Europe once before for the Baptist World Alliance Meeting in London in 1955, but I never sang. We went all over, visiting 12 countries, including the Holy Land. In Israel we saw many of the places mentioned in the Bible that we sing about in our gospel songs. But this time, it will be different because we'll be performing. It will be interesting to see how they like us."

Miss Ward sees a close relationship between spiritual material such as she and her group sing, and jazz. "We did a song called 'This Little Light of Mine.' Then Ray Charles took it and made it into 'This Little Girl of Mine.' Then maybe you have a spiritual like, 'Sometimes I feel Like a Motherless Child.' The message here is that you are sad because your mother has left you. A jazz or a blues artist might rewrite this into a new idea like 'I'm Sad Because My Man's Left Me.' But the basic construction might be the same."

Miss Ward took some care to delineate the real differences between spiritual, gospel and hymn, terms which are often confused. "We do all three but there is quite a difference. The main thing about spirituals is that they are old and came from the slaves who were seeking the deliverance of God. They were written in bondage by the Negroes and the spirituals are at the base of a lot of the blues. Now you take the gospel songs. Those are happy songs for the most part. Most of the gospel things are taken right out of stories in the Bible. They're sort of a free song translation of a Bible incident. The hymns are simply praising God. They are mostly written by white writers, many of them ministers, but we sing a lot of them."

"In fact, we sing a lot of the same hymns and sacred songs, which are sung by the white vocal groups like the Blackwood Brothers and the Statesmen Quartet. Their sacred songs have much the same roots as our gospel songs, because they, too, are taken from Bible stories. The Johnson Family Singers and our group have done a lot of the same songs too."

Clara Ward likes Ray Charles, Dinah Washington and Sam Cooke particularly well. But about Elvis Presley she's not so sure. "Ray Charles has a wonderful basic gospel quality to his singing and he plays great piano. Dinah and I used to travel together. My Mother, Gertrude Ward, and Dinah's friend, Sally Martin, were both famous solo gospel singers and Dinah and I would play the piano for them on their joint tours. Dinah is a fine gospel singer. And Sam Cooke used to be with the Soul Stirrers, one of the best of the gospel groups. He still has the gospel quality in his voice. As far as Elvis Presley goes, I have some nieces who are Elvis Presley crazy but I really haven't listened to him very much. About the only records I buy or listen to are gospel and spiritual things. Otherwise I watch television."

Asked about the status of the gospel field today, Miss Ward was very frank. "I think the market is growing. But it has more competition than ever before. There are all kinds of gospel artists around today, some good and some bad. Many good gospel singers tend to get too commercial and they lose their appeal. So as far as artists are concerned, I would think the field is getting bigger for Mahalia and myself but not too many others. To really get any attention in this field, you have to manage to keep your basic authentic feeling while getting someone in the jazz or the popular field to help get you exposed."

"The Ward Singers have been on the Steve Allen TV show and we've appeared at many concerts including Newport. Mahalia has done the same kind of things. You've got to have that kind of exposure or you can't move out. We are now signed by Geisen and Boomer, a white concert booking agency for a series of big concerts next fall."

Thruout our conversation, Miss Ward repeatedly referred to the great country singer, Red Foley, and his famous record of "Just a Closer Walk With Thee," and the Thomas A Dorsey classic "(There'll Be) Peace in the Valley (For You and for Me)." "These are great records and great songs," she said, "And we do both of them often."

Right now, the newly organized Ward Singers, ("I've had 25 or 30 girls in my various groups of the years") has been busy recording for Dot Records and preparing for the European invasion. There have been 27 Clara Ward sides cut in all, using in some cases her own group, Mildred Means, Dorothy Robinson, Jessie Tucker, Vera Tilman and her mother ("she sings when she feels like it") plus a quartet of four white fellows. Among the singers who have passed thru the ranks of the Ward entourage is Della Reese, who recently cut a fine gospel album of her own on Jubilee.

In the back of Miss Ward's mind is an ambition to do a Broadway show, "which we almost did not so long ago but the promoter couldn't raise the money. I'd still like to do it. In the meantime, we're working on the concerts we'll do in Europe, which will be a lot like the one we did here in Town Hall last year. They liked us there and we hope they will like us as much in Europe."

IN
A
FEW
WEEKS,
ASK
YOURSELF:
**WHO
HAS
BROUGHT
ME
ALL
THAT
MONEY?**

"IT MUST HAVE BEEN THE EASTER BUNNY"

b/w "HE'S AROUND" 4-41346



LITTLE CINDY

ON HIGH-FIDELITY RECORDS BY

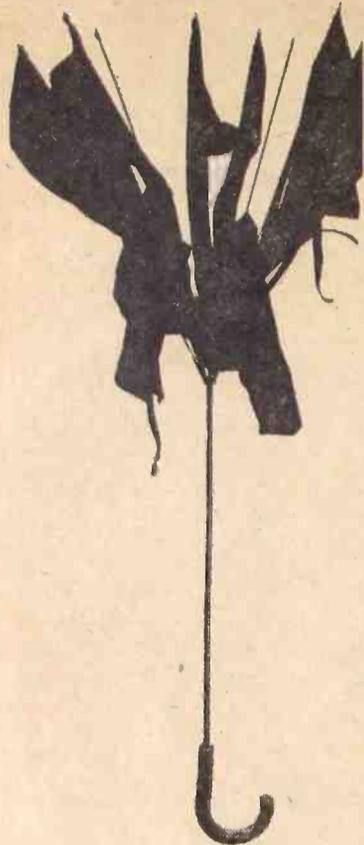
COLUMBIA 

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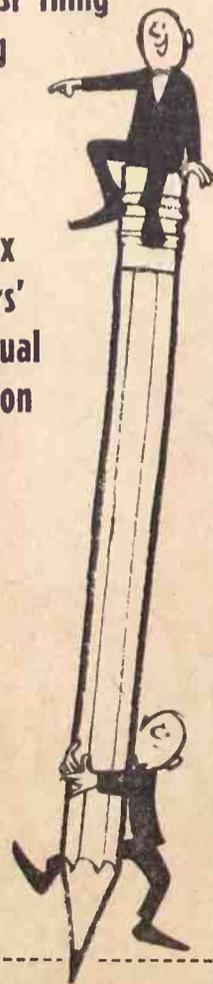
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Next Best Thing to Being RIGHT THERE at the Juke Box Operators' Big Annual Convention



And even if you ARE planning to be there, please be sure to
SEE PAGE 16

NIGHT CLUB REVIEWS

Bad Table Manners Can't Stop Tony

Tony Bennett was too good for and to his audience at the Copacabana, New York, last Tuesday (3) night. Niterly patrons are notoriously rude, but the Copa crowd deserves some kind of an award for supreme boorishness in the face of sock showmanship.

Bennett, one of the most polished performers around, was on 50 minutes for a total of 19 tunes—blending nostalgic oldies with a few new items. Altho he undoubtedly could sell his act solely on the strength of his own exuberance and virile vitality, Bennett shrewdly showcases his vocal talent with effective lighting and exciting backing by seven ace musicians—Bobby Hackett, Mundell Lowe, Billy Byers, Billy Exiner, Morty Lewis, Don Payne, and pianist-conductor Ralph Sharon.

Phil Ford and Mimi Hines were booked to supply the bill with comedy, but scored better vocally—particularly a zestful duet on "It's Love." Altho they need material badly, the team is personable enough to get by, and Miss Hines has the looks and instinctive comedy timing to become another Lucille Ball.

June Bundy.

* * *

Clowning Mars Blues Queen's Impact

Dinah Washington, on her opening night at New York's Village Vanguard, proved once again (at least for her first set) that she is, indeed, the undisputed "Queen of the Blues." She breezed thru a group of some of her disk classics including "Evil Gal Blues," "Fool That I Am," "I Won't Cry Anymore" and "Love for Sale."

She also presented selections from many of her Mercury LP's with especially fine readings of tunes from "Dinah Washington Sings Bessie Smith" and "Somewhere Along the Line," her latest Mercury single. She really shakes up an audience when she's down to business.

For her second set the gal was in a more flippant mood. Starting with a mean reading of "Long John Blues," her set unfortunately deteriorated into a complete shambles. She was kind enough to introduce several other artists who had come to see her, but also presented, at length, several other of her touring companions. In fact, there was much more clowning than singing. Late-comers were definitely cheated from what had promised to be a knockout performance.

The Red Garland Trio proved ineffectual, but after Miss Washington's intoxicating, but erratic performance, even Sinatra would have had trouble following the Queen. Howard Cook.

Wisconsin Dealers Organize

MILWAUKEE — Organizational fever has spread to Wisconsin's disk dealers, who formally set up a new trade association at a meeting in Milwaukee, February 12. Retailers attending the Wisconsin Record Dealers Association's first meeting at the Holloway House noted their alarm at the spread of disk clubs. One of the prime purposes of the association, according to President-Elect Arthur Mark, Mark's Music and Record Shop, Milwaukee, is "to make this a better world to live in for the record dealers—and that means working out an honest understanding between manufacturers, distributors and dealers regarding record clubs."

Other officers elected were John Plimpton, Bay Music, vice-president, and John Negel, Active TV, secretary-treasurer. All of the officers are from Milwaukee. Membership toll, which totals 40 stores to date, however, includes a representative number of upstate dealers. Telegrams vowing support were received at the opening session from a half dozen upstate dealers unable to attend due to bad weather conditions.

Plans call for holding a directors meeting within the next few weeks to blueprint an organizational drive thruout the State. The group is also considering affiliation with the national SORD group.

New Dot Duties For Mickey Addy

HOLLYWOOD—Mickey Addy, Dot's Eastern promotion chief, last week was assigned the additional duties of handling publisher relations for Bob Thiele, label's Eastern artist-repertoire head.

Addy, who has based his promotional operations at Cosnat Distributing, Dot's New York distri-

RENEW FIGHT ON CABARET TAX

WASHINGTON — And still the fight goes on to get rid of the cabaret tax. Legislation was introduced in the House last week (3) by Reps. John Lesinski (D., Mich) and Charles Gubser (R., Calif) to take the teeth out of the 20 per cent levy.

Lesinski's bill called for outright repeal of the tax, as well as for an end to other excises. Gubser's bill would exempt food served in a cabaret from the levy, and would exempt non-alcoholic beverages provided they were not intended to be served with alcoholic drinks.

Both bills have been referred to the House Ways and Means Committee for study and comment.

Danes Hail The Count

COPENHAGEN — Count Basie and his band drew near-capacity houses at their two concerts in the 4,000-capacity K B Hall on Wednesday (25) night. The audiences warmed up quickly and demanded encores.

The jazz critics found practically nothing to carp about and not only gave kudos to Count Basie and all soloists but also rated the ensemble playing as exceptionally fine. No one soloist was picked as outstanding but Sonny Payne drew special praise for his drum work and stick tossing, while bass player Eddie Jones was rated highly for clever comedy. One review rated the concerts as "the best jazz concerts heard here in five years!"

Richard Stangerup and the Wilhelm Hansen Concert Bureau handled the band's appearance here.

butors, last week moved his headquarters to label's New York office. By so doing, he'll be able to work at the a&r exec's side.

CONCERT REVIEWS

Much Town Hall—Too Little Monk

Thelonious Monk, the jazz pianist-composer, betook himself from the warm, Bohemian atmosphere of the Five Spot in New York where he usually performs, to the arid, rather circumspect environs of New York's Town Hall last Saturday night (28). The occasion was a jazz concert performance by the pianist titled "An Evening With Thelonious Monk." It was attended by practically all of the local jazz critics and writers, many musicians, and a goodly crowd of young adults of both sexes, all of serious mien.

The seriousness of the evening was further marked by the pre-concert remarks of Martin Williams, co-editor of the Jazz Review, who gave a somber evaluation of Monk's playing and writing that the audience absorbed intently. A few minutes later, Monk himself, and his quartet—Charlie Rouse on Tenor, Sam Jones on bass and Art Taylor on drums—took their places on stage and swung into "In Walked Bud," and two other Monk tunes. After that Monk and the quartet were joined by Don Byrd, Phil Woods, Eddie Bert, Bob Northern and Jay McAllister. The full ork played three more ditties, including a swinger, "Little Rootie Tootie." After intermission, the same procedure was followed.

Unfortunately, after all the build-up, Monk let the audience down. He played little all evening, and except for two spots near the end of the concert, with none of the inventiveness or the compelling quality of which he is capable. The exceptions were his solo on "Round About Midnight" and "Crepescul With Nellie." Charlie Rouse came thru mightily with the quartet. Phil Woods deserves a nod for his solo on "Rootie Tootie" and all the men swung, even if Monk did not. As for this reviewer, he missed the clink of glasses and the hum of conversation that goes on when jazz is played in clubs like the Five Spot, where jazz sounds better—and Monk plays better.

Bob Rolontz.

* * *

TV REVIEWS

Top Disk Stars in Sacks Tribute

Liggett & Myers and NBC-TV combined resources Tuesday (3) to produce one of the truly outstanding TV outings of the season. Prepared as a tribute to the late Manie Sacks, who surely left his mark on the disk scene, the show was narrated in a loose conversational and highly effective style by Perry Como. Rarely has such a parade of talent been assembled for a single vehicle as that which followed Como's opening remarks.

Dinah Shore moved in to sing one of her great hits, a suggest of Manie Sacks, "Buttons and Bows." Then in a homey living room set complete with fireplace, Miss Shore introduced Eddie Fisher, who offered "With These Hands," another hit engineered by Sacks. Fisher was in the best vocal form he has shown in a considerable spell. The parade continued with Rosemary Clooney, also in great voice, singing "You Started Something," also referring in a sense to Sacks' development of the Clooney talent.

Then via tape, Kay Starr did her famous "Rock and Roll Waltz," and then, with Jane Wyman as her second voice, she did another standout Starr hit, "Side by Side." Tony Martin, remarking that "Manie had no former friends," sang his hits "There's No Tomorrow" and "I Get Ideas." Nat Cole, who thanked Sacks again for his faith and help on the Cole TV show offered "Mona Lisa."

Harry James then stepped into the batter's box for a short chorus of "Sleepy Lagoon," followed by the telling of how Sacks found Frank Sinatra singing at the old Rustic Cabin in New Jersey some years back. Then followed one of the real high points of a show which had many—with Sinatra joining Dinah Shore on a long medley of fine standards in the song-fest manner made famous in an earlier day of TV by Ethel Merman and Mary Martin.

It was an hour and a half of class entertainment by class talent—a seg which brought about in a viewer's mind an inevitable comparison of this group of yesterday's disk stars who are now stars in an even broader sense and the disk artists of today who more often than not have little performing ability. Sid Caesar and Bob Hope also helped in the tribute to Sacks.

Ren Grevatt.

Seeco 'Album of Month' at \$1 Off

NEW YORK — Seeco Records has come up with an "Album of the Month" plan. For the month of March the label is offering its album "The Music of Augustin Lara" played by Frederico Torroba and his ork, at a dollar off the regular list price of \$3.98. The program will continue each month with albums that have exceptional potential, according to Seeco head Sid Siegal.

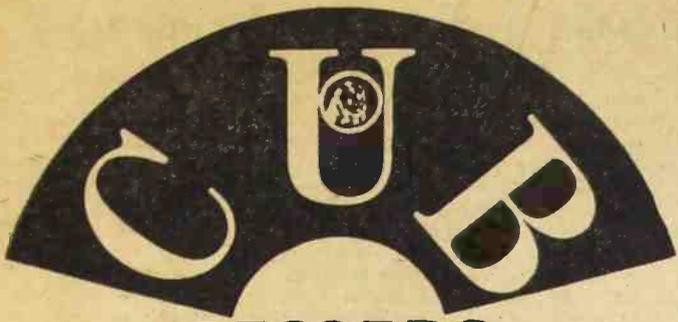
Seeco Records plans four more "Celebrity Series" LP's for release this month. The albums are pegged for the American market.

The four LP's are "Songs of Israel," by Shoshana Damari. "The Swinging Lenny Everson," "Carnival in Cuba" by Benny Bennett, which was recorded in Paris on the Vogue label, and "Hi-Fi Land of Jazz" by Tony Scott, Bill Evans, Gene Quill and Dick Garcia.

DEALER CUTS SELF-HELP DISK

NEW YORK — Barney Ruffner, head of Ruffner's Record Shop in Dallas, has issued his own LP titled "Suddenly Your Mind Soars." LP is on the inspirational kick, a talking record, not a musical one. It features a talk that, according to Ruffner, will help provide "upset, lost or tied-in-knots people, a track to run on." Ruffner says it contains the Philosophy of Dr. Norman Vincent Peale, Dale Carnegie and Alcoholics Anonymous. Ruffner made this record as a result of a personal experience, and he has found that his record helps him. He said that he has sold over 1,000 disks locally and he intends to set up national distribution.

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SORRY

(I RAN ALL THE WAY HOME)

Orchestra Conducted by **LEROY HOLMES**

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Sears, Roebuck Disk Behemoth

• Continued from page 2

are maximum selling prices, according to the national Sears formula. But local managers, it was learned, are given a certain amount of leeway to cut prices further on selected items to help contend with local conditions. In Philadelphia, for example, where discount competition has been so severe that even Sam Goody has had a hard time, Sears has pursued a policy of meeting all comers toe-to-toe.

It is understood that local managers, however, are limited in their leeway and any unusual promotions must be cleared with Sears' chief record buyer in Chicago, Dan

Danhauer, and his associate, George Zebold.

Some sources believe that Sears' record discount policy is designed for a psychological effect on the consumer to benefit the full breadth of the Sears store. Sears sets great economic store in the traffic of its house labels, such as Silverstone in electronics and Kenmore in appliances. These lines sell on price appeal. The merchandising difficulty, however, is that a Kenmore washing machine cannot be compared directly against, say, a Westinghouse for price because the items are not identical. Therefore, when a Columbia or RCA Victor record, widely advertised at \$3.98, is sold at Sears for \$2.98, a direct comparison against the marketplace is invited, and the idea is reinforced in the consumer's mind that Sears offers good deals in all departments. Not many commodities are associated with a list price in the public mind as closely as records.

Purchasing Magic

Sears purchasing policies have been the subject of much trade gossip, but sometimes the magic attributed to them disappears under scrutiny. Two weeks ago, Sears stores advertised the hot-selling "More Sing-Along with Mitch" for \$2.18, which was 29 cents under the wholesale price. The offer was enabled by a sharp-pencilled manipulation of a discount deal offered to all dealers by Columbia (see The Billboard, March 2).

Distributors readily admit, as long as no names are mentioned, that Sears is also one of the most reliable respondents to a push of the panic button. Sears buyers feel no reason to hesitate about buying from any distribution area where an attractive deal is offered. While they are frequently accused of buying direct from manufacturers, informed sellers admit that such a risky procedure is rendered unnecessary by the willingness of a distressed distributor to trans-ship out of his territory.

The distributor is most likely to trans-ship to Sears under two circumstances, which might happen separately or in combination. If he is short of his factory sales quota, a good offer to Sears at little or no profit is likely to produce a big-volume order. While takers are not hard to find on a low-price volume order, the other circumstance makes Sears an attractive buyer. Many discount houses work on slim cash resources and require up to 90 days to pay for special buys. But the distributor needing to convert his overload of merchandise into quick cash knows that Sears always has money in the bank—lots of it. In fact, it owns its own bank.

Putting these factors together, Sears' average buying price comes to considerably less than that of the corner dealer; perhaps not lower on each individual album title, but across the board. In pegging its selling price, therefore, Sears is able to calculate its average album cost at considerably lower than the \$2.47 applicable to the neighborhood, small-volume dealer. Thus its lower across-the-board selling price includes a comfortably workable profit margin.

Clark Opens Way

• Continued from page 2

hits. Thinking here is that Clark's fan won't shell out money at the box office to see what they now view for nothing on Clark's TV shows.

In line with this, Reeves said Clark, in spite of a back-breaking TV schedule, still emcees local records hops for a handful of kids on a regular weekly basis. He utilizes the hops as a testing ground for new records and chats with the youngsters to find out what they like and dislike about everything from books and movies to his sponsor's product. Production policies of his new film firm will be greatly influenced by information he has compiled from his hop surveys.

Clark has a deal for two pictures and a possible third with United Artists, and is dicker with Columbia for two additional features. Shooting on the first movie which will star prominent young rock 'n' roll idol, starts in May. Clark also plans to present his first ABC-TV spectacular sometime in May. Unlike the Saturday telecast, which spotlights mainly lip-sync-warbling stunts by record artists while their best-selling platter spins off camera, The specs with Clark as emcee use a full orchestra. Format, said Reeves, will be essentially music, but with a story line. Clark will not appear in the projected one-hour, nighttime or the daily daytime packages.

Goody Replies

• Continued from page 2

worth of business. That was with carpenters in the place working until the middle of the month and with help that was still green.

"In January our business came to \$84,131. In February, a shorter month, it was \$80,196. Take the figures for three months and multiply by four and you can see a first year figure of about \$1,200,000. That's far beyond what either Snellenberg's or we ever even hoped for. And, God willing we'll hit \$1,300,000 the first year. If that's hay, let anybody else in Philadelphia come anywhere near it. And we accomplished that with prices set at \$2.98 with stores like Gimbel's and Masters selling for \$2.18.

"I see," added Goody, "that the Pennsylvania Dealers Association is bringing a suit against some of the dealers down there for selling below wholesale cost. You know there is a law in Pennsylvania against loss leaders below cost. I notice also they didn't sue us because we're not out to do business that way.

"I can tell you, too," continued Goody, "that our Valley Stream store, projected on a \$400,000 a year level, is going at the rate of \$700,000 and our Garden State store is doing more business per square foot than any other store in the whole shopping center. They are putting us in a store twice as large and they've loaned us quite a sum of money to do it. Frankly you can tell them that like the city that arises from its own ashes, we, too, will rise again bigger than ever."

Bluebird LP

• Continued from page 3

open. Thus children, their parents and friends can all participate. Scripts and stage direction are included in the package.

Victor is backing the album with a special promotional campaign, involving mailings to more than 200 local and network children's TV shows, kiddie and educational magazines, theatrical editors and drama critics, children's hospitals, orphanages, and supermarket newspapers.

'Sound' Break

• Continued from page 3

The bill, S. 1254, "to clarify and make uniform certain provisions of the law relating to special postage rates for educational, cultural and library materials," would change the term "phonograph recordings," in the fourth-class, book-rate category of the 1958 law, to "sound recordings." The change was asked by the Post Office Department to give the same mailing rate to tape, wire and all types of sound recordings as well as to the "disk-type phonograph record." The department notes that the term "sound recordings" is in use in other sections of the law.

The broadened category would also apply in the special low "library book" rate, provided for educational materials for use in non-profit organizations like schools and churches.

The 1958 Postal Law, one of the most controversial in history, revised the general postal rates upward and for the first time gave sheet music and phonograph records a postal break by making them eligible for fourth-class rates as opposed to previous parcel post merchandise rates. The new Senate bill would give the same break to tape, wire and all other types of recordings.

Neon Glitter

• Continued from page 4

name. Skip Krask, Shelly Kasten and Joe Nichols of the Windy City Cloisters are now shopping for talent to kick-off their new Hollywood bistro.

Since Ciro's (now a private club) and Mocambo folded, only Gene Norman's Crescendo and Interlude have kept the bright lights glowing on the Strip, filmland's once-famed nitery row. The Norman operation, leaning heavily on disk talent, has remained a healthy one despite difficulties encountered by other spots on the street.

First major Strip spot to fold was the Trocadero, which closed its doors in the late 1940's. Since then, the mortality rate among the Sunset Strip's clubs remained at a high level. Aside from Gene Norman's club, only one major non-hotel spot continues to operate in the entire Los Angeles vicinity: Frank Senes' Moulin Rouge. Smaller spots, such as Billy Gray's Band Box and Ben Blue's in Santa Monica must rely on their comedian owners to draw trade.

Victor Injects

• Continued from page 4

Jones readily admitted that the Coast based labels have been producing impressive examples of art having what he calls the "West Coast feel." However, he discounted that the growing abundance of this art on the disk market was prompting him to tap the California art pool. Instead, Jones pointed to the increased exposure the nation at large has had to California design in other fields. The public's eye has been trained to enjoy the California brand of art and Victor will be satisfying public desire for more of it.

UA Plans Big

• Continued from page 4

ers, and special display material will be made available thru the record company's distributors. The diskery has keyed the LP covers to the film company's publicity material by using the same art work. Heavy radio and TV plugs, employing music from the sound track, are planned. The film is due to open later this month.

Treking Artists

• Continued from page 3

bathing suit and going down to the beach to have her picture taken for The Star's front-page spread. She also participated in fashion shows at local department stores, TV interviews, and numerous taped interviews with deejays (Keith Foster, TKY, Sydney; Don Sunn, TEY, Tasmania; Graham Webb, Sydney; Allan Lappan, 2SM, Melbourne) before, during and after shows.

Australian audiences are even more rock-and-roll conscious than Americans, according to Miss Campbell, who notes that many adults as well as teen-agers attended their shows.

In addition to the U. S. artists mentioned above, the show, billed as "the largest rock 'n' roll revue to visit Australia," spotlighted a rock 'n' roll contest between Sydney and Melbourne contestants, and Australia's own king of rock, Johnny O'Keefe, and the deejays.

GAC originally asked U. S. deejay Tom Edwards, WERE, Cleveland, to go along with the package as emcee, since Edwards is known to Australian audiences via his taped record shows which are aired over Bob Rogers' show on 2UE, Sydney.

Cap Albums

• Continued from page 3

stereo versions of earlier monaural releases, and two are stereo samplers.

Pop release is highlighted by two Paul Weston albums, his first to be issued since returning to the Capitol fold. His "Floating Like a Feather" and "Music for Dreaming" are included in the simultaneous stereo-monaural release.

Also issued both in single and dual track form albums by Ray Anthony, Joe (Fingers) Carr, Jack Davis, Webley Edwards, Jack Faschnato (his first), Jackie Gleason, Kenyon Hopkins (debut release), Gordon Macrae, Dean Martin, Nelson Riddle, Keely Smith and Jack Teagarden.

Monaural-only albums include Dorothy Donegan (her first for Cap), Pee Wee Hunt, Louis Prima and Keely Smith's original soundtrack of Columbia Pictures' "Hey, Boy! Hey, Girl!" and a dance package featuring Glen Gray, Guy Lombardo and Freddy Martin. "Capitol-of-the-World" product includes three packages from England and one each from Germany, Italy and Mexico.

The solitary classical package spotlights Gershwin's "Porgy and Bess," backed by Gould's Latin American "Symphonette" performed by Felix Slatkin and the Hollywood Bowl Symphony Orchestra.

NAB Meet

• Continued from page 3

Robert T. Mason, WMRN, Marion, Ohio.

An FM panel discussion will be held—apparently at high speed—prior to convention's formal opening, from 9 a.m. to 10:45 a.m. The theme "FM: Further Momentum" will be discussed by members of the NAB FM Radio Committee, and special guest Robert E. Lee, of the FCC.

Ben Strouse, WWDC - FM, Washington, is chairman of the FM committee.

Convention is leaving Tuesday afternoon free of programming, to permit all registrants to visit the exposition of broadcast equipment in the Conrad Hilton Hotel, and visit with other associate members.

Crystal ball on "Radio in 1970—a Look at the Future" will be read by Irving Schweiger, associate professor of marketing, Graduate School of Business, Chicago University; Hyman Goldin, Chief of Economics Division, FCC, and others.

3 BIG ONES FROM MPHC

DEARER THAN DEAR
ROGER WILLIAMS KAPP

THE HANGING TREE
MARTY ROBBINS COLUMBIA

TRADE WINDS
BILLY VAUGHN DOT

From the 20th Century-Fox CinemaScope Production
"THE INN OF THE SIXTH HAPPINESS"

THE CHILDREN'S MARCHING SONG

(NICK, NACK, PADDY WHACK)

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HIT REMINDERS

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- SCARLET RIBBONS
- JUST A GIRL THAT MEN FORGET

MILLS MUSIC, INC.

"I KNEEL AT YOUR THRONE"
Joe Medlin—Mercury

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

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

"MAMA CARA MAMA"
Arena Twins—Kapp

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

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136 West 52nd St. New York 19

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

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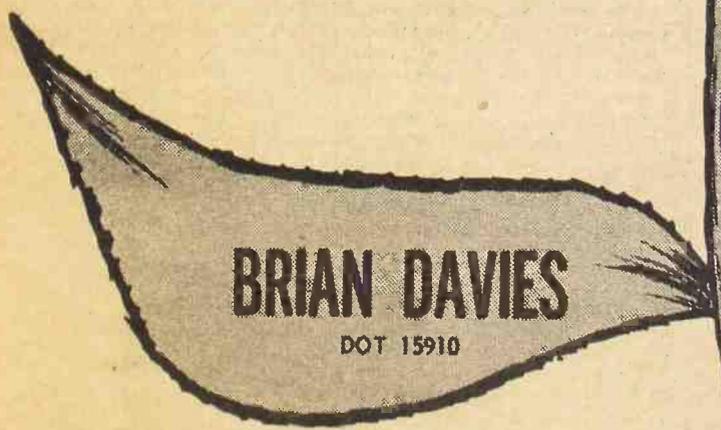
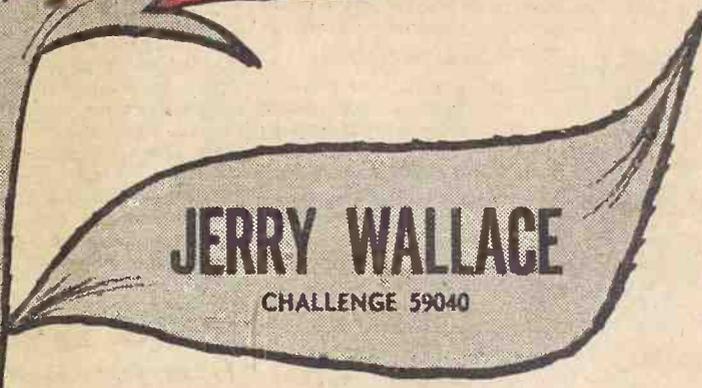
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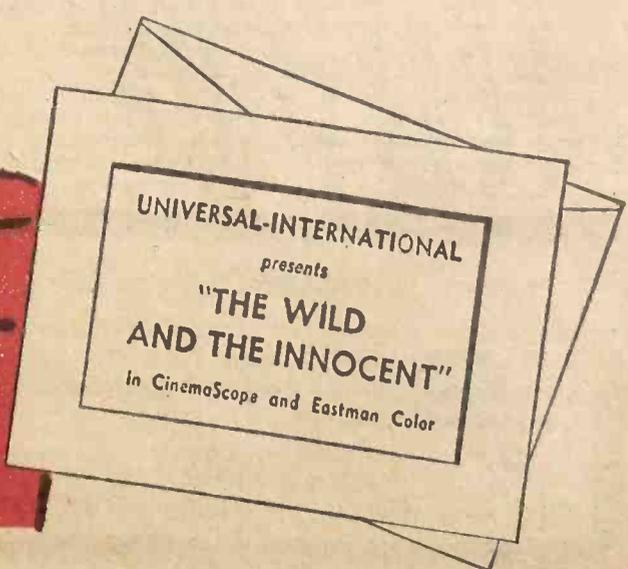
BLOSSOMING INTO A SMASH HIT!



from the U-I film
"THE WILD AND THE INNOCENT"



AND MORE RECORDS TO FOLLOW



SMASH

ON



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I NEED YOUR LOVING

ROY HAMILTON

5-9307

Roy's greatest since "Don't Let Go"

WHO ARE YOU?

THE FOUR COINS

5-9306

Billboard spotlight—March 2

PRELUDE TO LOVE

JOE HORNELL

5-9304

Outstanding pianist of '55

ON



I'VE GOT PLENTY OF NOTHING

FRED DARIAN

4-7113

Unique young singing talent



30 NEW LABELS ENTER PARADE

NEW YORK—Thirty new labels entered the record parade the past few weeks. Here are the names and addresses of the newcomers: Ad Records, Bal Theater Bldg., 148th Ave. & E. 14th St., San Leandro, Calif.; Airway Records, Box 175, Dayton 20, O.; Artistic Records, care of Cobra Records, 3346 W. Roosevelt Rd., Chicago 24; B & K Records, Fairfax, Ala.; Belfair Records, 2908 N. Carr St., Tacoma 3, Wash.; Bell-O-Tonic Records, 561 W. 145th St., New York 31; Brite Star Record Company, care of Radio Station WPCO, Mt. Vernon, Ind.; Buzz Records, Room 301, 1650 Broadway, New York; Canon Records, care of Merchandisers Inc., 1722 Washington, St. Louis 3, Mo.; Champion Records, care of Babb Music, No. 1 Hermitage Ave., Nashville 10; Cors Country Records, 398 Passaic Ave., Lodi, N. J.; Diana Records, care of Diana Music, Inc., 1650 Broadway, New York 19; Dolphin Records, 708 Sixth Ave. N., Seattle; Felco Record Company, 5513½ E. Grand Ave., Dallas 23; First Records, care of Gone Records, 1650 Broadway, New York; G & G Recording Company, 926 E. Third St., Benicia, Calif.; Gala Recording Company, P. O. Box 131, Vidalia, Ga.; Hart Records, care of Bell-Air Distributing Company, 2320 Seventh Ave. S., Birmingham; House of Beauty Records, 111 Mack Ave., Detroit 1; Lee Records, 4225 University Blvd., Houston; Milo Records, 403 N. 4th St., Harrison, N. J.; Opal Records, 846 Seventh Ave., New York; Pace Records, 50 W. 77th St., Suite 1408, New York; Sentry Records, 1697 Broadway, New York; Signet Records, care of Music Productions, 6266 Sunset Blvd., Hollywood 28; Splash Records, care of London Records, 539 W. 25th St., New York 1; Square Dance Associates, Freeport, N. Y.; Tempus Records, 423 1st National Bank Bldg., Peoria, Ill.; Toro Records, care of Romar Enterprises, 1697 Broadway, New York 19; Wyn Record Company, P. O. Box 895, Huntington Park, Calif.

Week also saw change of address for Vanguard Records, now at 256 W. 55th St., New York 19.

Unique Debs Stereo LP's

NEW YORK — RKO-Unique Records will release its first stereo LP's this week. Price for the stereo platters is pegged at \$2.98. Price for the label's monophonic disks is \$1.98. Stereo sets include two by the Joe Rene Ork, another by the Johnny Guarnieri crew, and albums by Kenneth Lane, the Paquitin Lara band and the Subri Moulin Latin combo.

Lee Back in Disk Biz Via New Firm

HOUSTON—Johnnie Lee, who recently sold his Cue Records label, has re-entered the disk business via a new firm called Lee International, with headquarters at 4225 University Boulevard, this city. First release, spotting Johnnie Lee and His Silver Springs, will be an EP instrumental containing four numbers penned by Lee, "Aloha Guitar," "Hula Drums," "Smoothly With Feeling" and "Only to You."

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Wesley Rose, of Acuff-Rose, and Jim Denny, of the Jim Denny Artists' Bureau, played host to Chriss Vaughan Smith and Allan Crawford, managers of the Sydney, Australia, and London offices, respectively, of Southern Music and Peer International, during their recent visit with Pappy Nat Vincent, Southern and Peer topper in the Tennessee city. . . . Pee Wee King and Redd Stewart will appear as guests on Tom Edwards' "Landmark Jamboree" TV show over WEWS, Cleveland, March 21. Last Saturday's guests on the show were Homer and Jethro. . . . Randy Walker, Ludwig recording artist, is working personals in the Eureka, Calif., sector. He asks those wishing to get on his record mailing list to write him at P. O. Box 839, Eureka.

Webb Pierce and wife, Audrey, embark March 29 on a 14-day combination personal-appearance and vacation tour to Hawaii and are mulling the idea of jumping on to Australia from there. . . . John D. Loudermilk expects to move his family to Nashville from Durham, N. C., within the next two weeks. John's new tune, "Father Time and Mother Love," has been recorded by Hank Snow on the RCA Victor label. . . . Jim Denny, of the Jim Denny Artist Bureau, has pacted the Louvin Brothers to an exclusive management contract.

A package featuring Minnie Pearl, Bobby Helms, Jean Shepard, Hawkshaw Hawkins, Red Sovine, Bun Wilson and the Echo Valley Boys begins a 30-day tour for the Jim Denny office at Falls City, Neb., March 16, and continues thru Nebraska, the Dakotas, Minnesota and Montana. The unit plays two big shows in Spokane, Wash., Easter Sunday (29) and continues with two weeks of dates in Washington, Oregon, Idaho and California.

Billy Grammer, formerly with "World's Original Jamboree" on WVVA, Wheeling, W. Va., has joined WSM's "Grand Ole Opry" as a regular. He is heard on the Monument label. . . . Lee Thomas is appearing as twice-a-month guest on "The Earle Padney Show" via WRCB, Schenectady, N. Y. He appears as the only c.&w. performer on a pop-format show. Lee's next shot on the show comes March 19.

Bob Tanner, of TNT Records, San Antonio, reports that the label is expanding its c.&w. activities with the signing of Leon Payne to its talent stable. Payne's first release, "I'll Still Be Around" b/w "My Ship of Dreams," bows March 15. Deeja's may obtain a copy by writing to Tanner at 1422 W. Poplar, San Antonio.

Eddie Crandall, of the Eddie Crandall Agency, Nashville, infos that he has taken the exclusive management on the 12-people George Morgan unit and is presently setting dates for an extended tour to start April 15. Featured with the package, besides George Morgan and His Candy Kids, will be Donny Young, Roger Miller, Roy Wiggins, Hal Willis, Eddie Noack, Ronny Wade, Gin and Hal, and Stan Hardin.

Col Thomas A. Parker and his right bower, Tom Diskin, were in Houston recently, and with Pappy Daily and Gabe Tucker, of D Records, visited with Jim Arness, who was the opening night feature of the Houston Fat Stock Show and Rodeo February 25. . . . Deeja's who have not received a copy of Jim Reeves' latest RCA Victor re-

lease, "Home" b/w "If Heartache Is the Fashion," may do so by writing to Herb Shucher at Box 128, Madison, Tenn. . . . Cecil Bowman, of Alvin, Tex., has as his first release on Pappy Daily's D Records label "Man A-Waitin'" b/w "Justice of Love." Johnny Nelms, of Houston, penned the "Man A-Waitin'" tune, with "Justice" composed by Darrell Edwards, who recently signed to serve as Bowman's personal manager.

Leon McAuliff and His Cimarron Boys hold forth at the Showboat Hotel, Las Vegas, March 10-22, with a recording session for Dot Records slated for March 24-25. The next two days will be spent at the Navy Base and Smokey Rogers' Bostonia Ballroom, San Diego, Calif. On March 28 the group does a TV stint with Nat Nigberg's "Country America," Los Angeles, and "Town Hall Party," Hollywood, returning to its home base, the Cimarron Ballroom, Tulsa, Okla., April 1, with a stopover at the Air Force Base, Gila Bend, Ariz., on Easter Sunday.

Sleepy McDaniel, bass player and road manager for Hank Snow and His Rainbow Ranch Boys, left Nashville February 28 to set up the advertising on the unit's Canadian tour which begins April 1. Complete itinerary for the Canada trek is as follows: Red Deer, Alta., April 1; Drumheller, Alta., 2; Edmonton, Alta., 3; Calgary, Alta., 4; Saskatoon, Sask., 6; Regina, Sask., 7; Winnipeg, Man., 8; Kenora, Ont., 9; Fort Frances, Ont., 10; Fort William, Ont., 11; Sault Ste. Marie, Ont., 13; North Bay, Ont., 14; Sudbury, Ont., 15; Pembroke, Ont., 16; Kingston, Ont., 17; Toronto, Ont., 18; Galt, Ont., 20; London, Ont., 21; Peterborough, Ont., 22; Brockville, Ont., 23, and Cornwall, Ont., 24.

With the Jockeys

Ed Rader, manager of Lucky Records, typewrites: "Still have deejay copies of our current release, 'Breaking Hearts,' by Bill Browning, and 'Jealous Dreams,' by Bobby Grove. We can also supply deejays with taped station breaks or intros by our artists tailor-made to fit their requirements." Rader's address is Box 631, Cincinnati 1, O. . . . Bruce Spanger, Ed Smith and Si West, who take care of the country hours over Station WAVL, Apollo, Pa., say they are badly in need of country and gospel platters. . . . Deeja's who may have been missed in the mailings on the Denver Duke-Jeffrey Null release, "When the Snow Came" b-w. "Heart Made of Roses," may obtain a sample by writing to Cowboy Vokes, Vokes Music, New Kensington, Pa.

Station WTUC, Union City, Tenn., formerly an all-pop music outlet, has altered its programming to include c.&w. music for the first time. Manning the country turntables is Western band leader Chuck Jones, who is heard twice daily, 6:46-8 a.m. and 11:30 a.m.-1 p.m. In addition to the platter shows, station management plans to use live c.&w. talent in its studio offerings. Jones asks that the diskeries and artists put him on the list for samples. . . . E. W. (Buddy) Morris has switched to the a.m. shift on KDAN, Eureka, Calif., and says he'd like to receive records of all types, especially on new artists. Buddy also collects gags and ad libs, and would like to contact other deejays who do the same.

MUSIC AS WRITTEN

By BOB ROLONTZ

ROZ ROSS' NEW GAC DUTIES

Roz Ross has been upped at GAC and henceforth will supervise bookings for all the agency's rock and roll and newer recording artists. She will clear all acts for GAC-Super Productions here and for all GAC branch offices.

AARON SCHROEDER SWINGING

Cleffer Aaron Schroeder is a mighty busy man these days. In addition to his new Pat Boone Record "The Wang Dang Taffy Apple Tango," he also has the following tunes, on which he has collaborated, out with these artists: The Kalin Twins "It's Only the Beginning," Cathy Carr, "First Anniversary," Frank Sinatra, "French Foreign Legion," and a forthcoming side with the Esquires, "So Ends Our Night." He also helped write the last Presley hit, "I Got Stung."

THELONIOUS MONK AT NEWPORT

First jazz name signed for the Newport Jazz Festival is the newly formed Thelonious Monk ork which gave its first concert last week in Town Hall (see separate review). The Thelonious Monk Quartet, which features Charlie Rouse, Art Taylor and Sam Jones will be featured with the ork. Pre-Newport, the Monk quartet will tour Europe, and post Newport the Monk ork will go out on a road tour in the U. S.

WANTED: RUSSIAN PIANISTS

The Edgar M. Leventritt Foundation, which holds an annual musical competition every fall, is seeking to make its finals truly an international act with a bid to Russian pianists to compete this year. For the first time, the Leventritt competition in 1959 will open its finals to the public with the finalists appearing at Carnegie Hall in New York with a full symphony orchestra. The first prize is \$1,000 plus engagements with the New York Philharmonic, the Detroit Symphony and the Denver Symphony. Winners of the previous Leventritt competitions include Van Cliburn (1954), Eugene Istomin, Garry Graffman, John Browning, Betty Jean Hagen and many others. Judges this year include George Szell, Rudolf Serkin, Leopold Mannes, Eugene Istomin, Rudolf Firkusney, Abram Chasins and Nadia Reisenberg.

NEW YORK PHILHARMONIC TO MOSCOW

Leonard Bernstein and the New York Philharmonic Orchestra are set for a trip to the Soviet Union this summer under the Auspices of the President's Special International Program for Cultural Presentations. The tour, will take the orchestra to Athens, Milan, Berlin, Helsinki, Turku, Stockholm, Goteborg, Copenhagen, Oslo, Brussels, Amsterdam, Paris and Moscow. The trek will run 10 weeks, and will begin in late July or Early August. The Chicago Symphony Orchestra under Fritz Reiner was first asked to go, but the Philharmonic was selected when Reiner was unable to make the trip.

O. B. Hanson, pioneer radio and TV engineer, retired last week as an RCA vice-president upon attainment of the retirement age. He will continue to serve RCA as a consultant. Hanson has been with RCA, NBC and other predecessor companies for 36 years. . . . Westminster is all excited about their new jazz set with Cy Coleman, the cleffer-musician, titled "Why Try to Change Me Now." . . . Betting is that Dinah Shore will team up with Frank Sinatra for an album of standards now that she is with Capitol Records, too.

Lorraine Hansberry, authoress of the new Broadway drama "A Raisin in the Sun," is married to Bob Nemiroff, the publisher. . . . Paul Cohen has signed Clyde McCoy for his new Todd label. . . . Marty Diamond has formed a song-writing team with Hayt Cox. The duo has taken on the promotion of the new dishing "Oh Lemon Drop" for Donn Associates of Nashville. . . . Alton Ward, singing protege of Dumas Milner, owner of WJQS in Jackson, Miss., is cutting four sides in New York this week for the Big B label.

Three Apts Distributors, new international film and disk company, has appointed Christian De Lamziere as director of international operations. Prexy of the firm is Maurice Gardett, and Bert Landon is the director of public relations. . . . Fay Ruden has been appointed to the Frank Music professional staff. Her primary function will be as professional secretary for radio relations of the firm. . . . The Ina Ray Hutton all-girl ork opened at the Dunes Hotel in Las Vegas, Nev., last week. . . . Station WHAT in Philadelphia has expanded its jazz programming over its FM outlet to 18 hours a day from 11 a.m. to 5 p.m. daily.

Composer and journalist Russell Smith has joined the public relations staff of Vanguard Records. Vanguard has also signed blues chirp Odetta, who has grabbed a lot of attention via her night club appearances. . . . Lois Costello has a new release out on Tempus Records, "Goodnight Sweetheart." . . . Lawyers Allan Arrow and George Shiffer have become partners in Harold Ornstein's law firm, which will henceforth be called Ornstein, Arrow and Shiffer.

Joe Sherman, Epic pop singles chief, has cut an album with the Jimmy Dorsey ork under Lee Castle. He also cut an album last weekend with Jack Lemmon singing the songs from the picture "Some Like It Hot." . . . Billy Gramer has joined WSM's "Grand Ole Opry" as a regular performer. . . . Jack Benny will perform with the New York Philharmonic under Leonard Bernstein on April 8 at Carnegie Hall in New York to help raise funds for the orchestra's pension fund. . . . Van Cliburn's concert with the New York Philharmonic at Madison Square Garden, New York, on March 16, has been cancelled due to Cliburn's injured finger.

Roulette Records has issued its first single with Ernie Andrews, the featured vocalist with the Harry James ork. . . . Buddy Knox was the guest of Governor Ellington of Tennessee last weekend, in conjunction with the state's head of Creative Record Enterprises has formed three labels, Sentry, Nostalgic and Scoop. First release on Sentry features Bob Vidone, and on Nostalgic Ken Hanna. . . . Disneyland Records has signed Roberta Shore.

NEWS REVIEW

London Debs Three Hot Stereo Sets

NEW YORK — London Records could have three strong stereo sellers in its new release of five new stereo sets previously issued monophonically. The hot ones are "Mantovani Film Encores" featuring of course the multi-stringed Mantovani Ork; an Edmundo Ro album titled "Cha Cha Cha" and an album of "Military Band Music." London has long released one of the better stereo records on the market today and these new stereo sets live up to the tradition.

The Mantovani album, which has been a best-seller on monophonic disks has a wonderful sound in stereo, with the shimmering strings shimmering twice as much. The Military Band set will please both band and hi-fi and stereo fans. The Betty Smith group set and the Frank Chacksfield Ork album furnish good listening with the former aimed at the young set and the latter at the slight older crowd. Bob Rolontz.

NEWS REVIEW

Solid New Longhair By Angel

NEW YORK — Angel Records' latest release of classical stereo LP's includes five disks that have been steady sellers in monaural versions. Balletomanes with two speakers will welcome both the potpourri of Sadler's Wells Favorites and Prokofiev's lively score for "Cinderella." Company's engineers have achieved good spread on Brahms' "Song of Destiny." The popular Tchaikovsky and Mendelssohn violin concertos on one record and a workmanly reading of Sibelius' Second Symphony complete the release. Bob Rolontz.

NEWS REVIEW

WP Stereos Spotlight Good Sound

NEW YORK — World Pacific Records has issued three stereo disks. All have been available monaurally. Of the three sets "Kismet" by the Mastersounds, and the jazz version of "Flower Drum Song" by the same group have a chance to grab some good sales among stereophiles. The Gil Evans waxing "New Bottle Old Wine," which features music of the great jazz composers will appeal more strongly to the jazz buffs. The stereo sound is good with separation that shows off the Mastersounds neatly and does a lot for the swinging Gil Evans Ork. Bob Rolontz.

Abend Joins Pickwick Staff

NEW YORK—Joe Abend has exited his post of general professional manager of Warock Music to assume new duties as promotion manager in charge of disk jockey contact for Pickwick Sales. Pickwick comprises Design, Stereo Spectrum, Off Broadway and Cricket Records, low-priced labels. Abend has been in the record business for the past 20 years and was associated with Warock for the past four years.

HITS!



ON



RAWHIDE

LINK WRAY

5-9300

Still going great—a smash!

SWEET SUE—JUST YOU

5-9305

THE MERRILL STATON CHOIR

Billboard pick for DJ programming

AS I LOVE YOU

SHIRLEY BASSEY

5-9303

England's No. 1 Hit

ON



MORE THAN THE DAY BEFORE

HOWIE AND THE SAPPHIRES

Great R&B

4-7112

Next Best Thing
to Being
RIGHT THERE
at the
Juke Box Operators'
Big Convention



An Ad in Billboard's MOA Convention Number

—and even if
you ARE THERE

your Billboard ad will direct operators to your exhibit and your offerings . . . create extra impact and excitement . . . sell the stay-at-home ops . . . and promote you and your products to the whole music-record industry as well!



Everybody recognizes how important the juke box operator is to the music-record business . . . both as a record buyer on his own, and for the sales and exploitation job he does for record manufacturers, publishers, artists, distributors, one-stops, etc.

And there's no doubt that it would make very good business sense indeed for you to be there—at his Big Annual Convention—to greet the thousands of operators it would be impossible to meet in any other way . . . to let them know you appreciate the job they're doing for you . . . and to tell them about the new records you've got that will help them to get more plays and increase their take.

But if you can't make it to the MOA Convention at Chicago's Morrison Hotel, April 6 thru 8 this year, don't fret!

You **CAN** be there, like most people connected with the music-record business, with an ad in Billboard's important April 6 Juke Box Convention Number.

Because The Billboard will be hand-distributed to each and every operator right at the convention. Not to mention the fact that Billboard is read by 8 out of 10 operators at their own places of business—**actually more than the next two publications combined** (Source: 1958 survey conducted by Thomas Lea Davidson, Assistant Professor of Marketing, University of Connecticut).

So—whether or not you can make it to the convention, make the most of a most important music-record industry event. Reserve space now in Billboard's April 6 Juke Box Convention Number and you'll be sure to be seen by every operator who means anything at all to you and your position in the record business!

The 
Billboard

**MOA
Convention
Number**

ISSUE DATE
April 6th

The 
Billboard

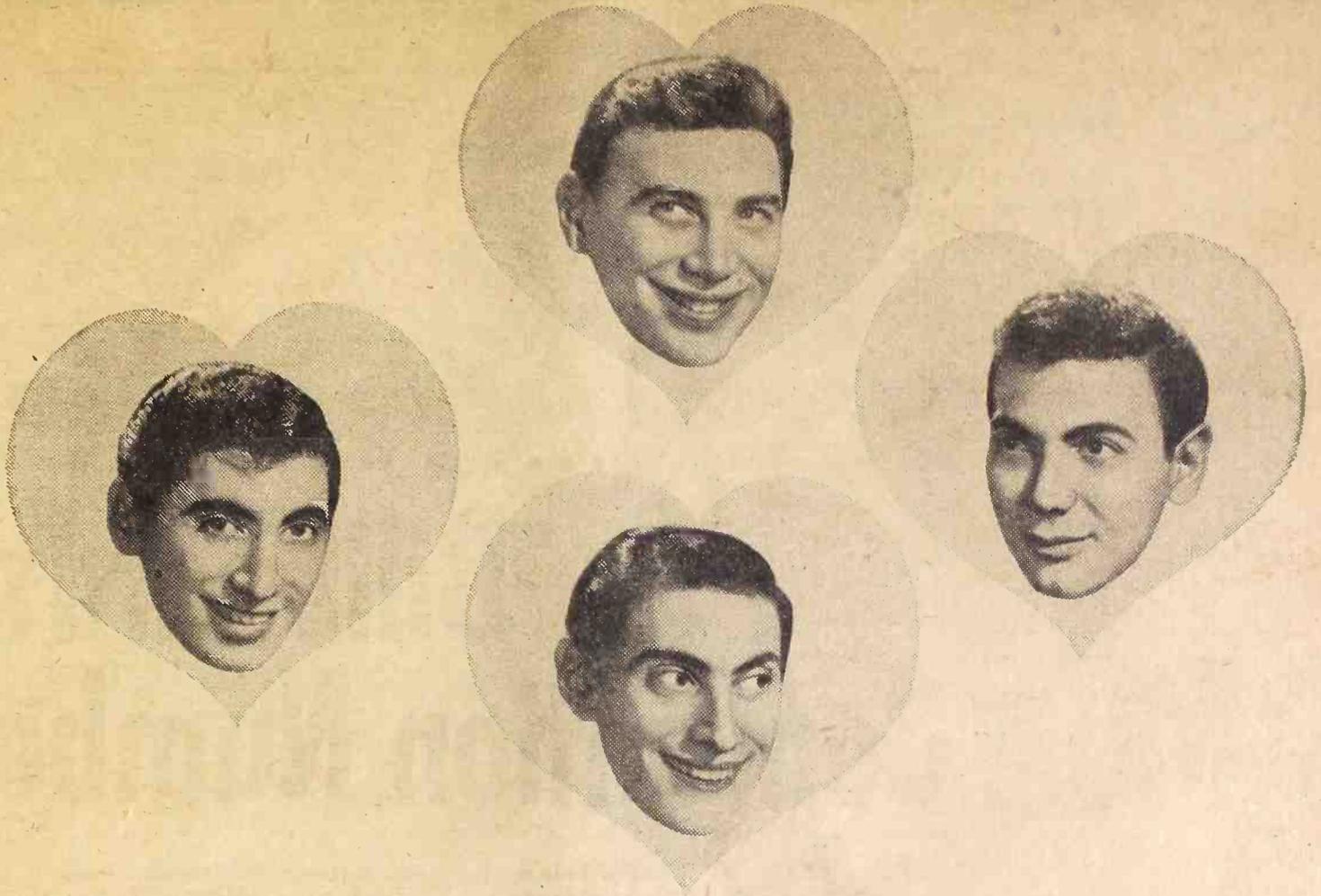
**Full
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at the
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Morrison Hotel Chi
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**NEW AMES BROTHERS HIT
ONLY YOUR LOVE**

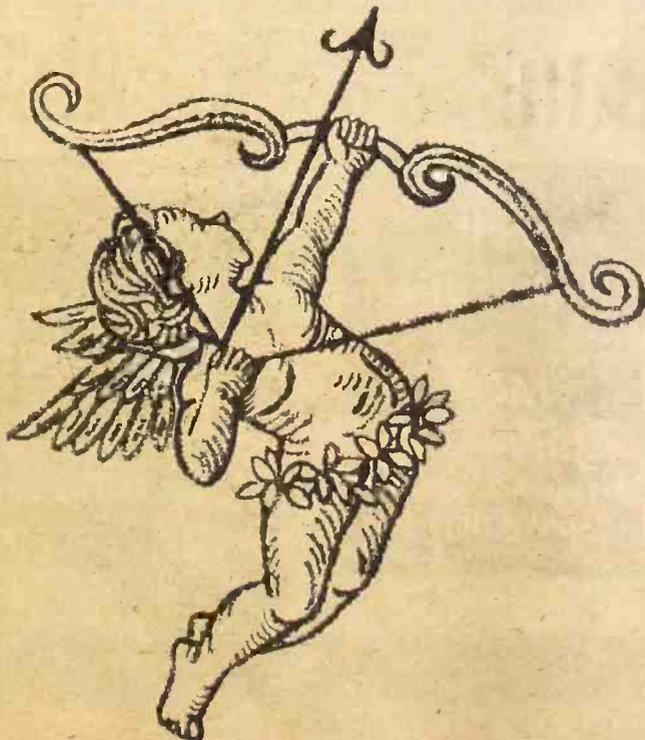
c/w

DANCIN' IN THE STREETS

47/7474



RCA VICTOR
Trmk(s) ® RADIO CORPORATION OF AMERICA



Public Jams Into 'Thin' Hi-Fi Show

NEW YORK—In the opinion of hardened hi-fi show observers, the recent Rigo Enterprises try at an exhibit here laid an egg. But, as far as the exhibitors were concerned, it was a golden egg.

The show, which ran from March 5 to 8, at the New York Coliseum, attracted 55,000 cash paying customers, according to the Rigo Management. This attendance figure tops that of many previous shows under other management and is a testimony to the powers of heavy newspaper and radio promotion. But, if the customers put in a strong appearance, the exhibitors stayed away in droves.

The number of attractions was pretty thin. Rigo press handouts stated that at least one of each type of component would be represented by a manufacturer exhibit. That's just about what happened. In addition to the component people, several packaged "hi-fi" manufacturers had exhibit space.

The lack of exhibits meant that those who did show products got a heavy play from the public. RCA Victor had large space and it was filled at peak attendance hours by the curious who wanted to see their much publicized but little seen tape cartridge player. And the dearth of component exhibits resulted in traffic jams in exhibits such as Eico's.

One manufacturer questioned by The Billboard said he couldn't keep up with the traffic he attracted. He had never seen anything like it.

"I just hope 'word-of-mouth' doesn't kill it," he said.

He feared those who came might warn others to stay away.

All-State, the local Webcor distributor, was delighted with what happened. Altho they passed the show generally, they collected name and address cards from 3,500 tape recorder prospects.

This was Rigo Enterprises first try at a show in New York. Efforts of the firm have been directed in the past at medium markets never exploited or considered important enough by organizations like the Institute of High Fidelity Manufacturers.

One interpretation of the results of the Rigo show, as expressed by a manufacturer, was that a big market can easily handle more than one show a year.

SALES AID

Robins Has Accessory Rack Deal

NEW YORK — A new Robins display designed for counter or wall, and featuring 21 one "small-ticket" stereo record and tape accessories, has been announced by Robins Industries. The display unit is available along with the 21 products mounted on it at a promo-



tional cost lower than the regular cost of the items alone.

In announcing this impulse sales display, Hy Post, Robins president, points out that "stereo has focused attention on tape, record and stylus care accessories."

The new display spotlights 11 tape care aids, including five models of the Gibson-Girl tape splicer, plus 10 record care items. Notable among the record aids are two new stylus microscopes and a turntable spirit-level.

A prepaid freight plan is also being offered. Full details on the display and pre-paid plan are available from Robins.

MRIA OUTCOME

Reel-to-Reel Tape Promotion Gets Nod

CHICAGO—Until a stereo tape magazine or cartridge player definitely makes its appearance for the mass market, most tape recorder firms will be plugging playback equipment that handles four track seven-and-a-half inches per second tape. This was decided by a week-end gathering of reps of the Magnetic Recording Industry Association here Saturday (28).

The one-day meeting, closed to the press, drew approximately 60 representatives of the tape playback, raw tape manufacture and pre-recorded tape fields. A high percentage of the attendance was top brass.

Following considerable debate, meeting decided to get behind four-track reel-to-reel, in that at least "five manufacturers have such equipment available." In addition, it was pointed out that record manufacturers in the main are still releasing four-track reel-type tape packages, with promises from

Mercury, Livingston and Bel Canto, all of whom were present, to continue to produce the catalog plus new tape packages.

Ray Saxon, Victor veepee, reaffirmed that the Camden, N. J., firm will mass supply their stereo tape cartridge playback unit, but he was again indefinite about when they would be making delivery. Saxon was the only Victor rep present.

MRIA get-together also tabled the trade association program, whereby members would join together in raising a war-chest to publicize, on an industry-wide basis, the advantages of tape and tape playback. Instead, it was decided that each firm would continue to do its own advertising and promotion job, with an emphasis on spotlighting the over-all advantages of tape.

Meeting hoped that around July 1, 1959, there would be some definite automatic cartridge type playback, along with a goodly supply of pre-recorded magazine tape. Tape manufacturers asked record companies present if they could make any estimates as to what amount of music they might make available and diskeries' reply was that there would have to be a significant representation of tape recorder firms making the new equipment.

Tape biggies concurred that 1957 was the banner sales year, but despite the RCA Victor premature announcement of stereo tape cartridge playback, 1958 was only 20 per cent off the previous peak year. Tape makers agreed that the last two months of 1958 were extremely active sales-wise, with the boom continuing thru the present date. Disclosures such as this caused them to agree to go all-out on four-track. Estimates (Continued on page 20)

Argos Speaker System Is a \$24.95

NEW YORK — The Catalina (Model TSE-15) ducted port high fidelity enclosure, complete with two speakers and cross-over network, has been announced by Argos Products. Net audiofile price is \$24.95.

The Catalina is designed for bookshelf or floor use. It measures 24" by 11" by 10½". Four short non-scratching polyethylene legs are included for use on floor. The cabinet contains an 8" woofer and a 3½" tweeter and has an overall range of 40 to 17,000 cycles. Its response curve is essentially flat from 100 to 13,000 cycles.

This is the first time Argos has ever offered a high fidelity enclosure with speakers installed. Last December the firm began offering PA speakers in four sizes of their corner and wall baffles.

New Speaker Designed to Save Space

SKOKIE, Ill.—With the trend toward economizing space in both package and component hi-fi, Audio Artists, Ltd., local firm, is enclosing a multi-speaker setup in a picture-frame type wall-piece only two-and-five-eighths inches deep. Framed in choice walnut, pumice, fruitwood or a selection of other special finishes, the Decrosonic sound system is actually a talking picture.

Audio Artists is building a line of regular and custom selections in the way of portrait selection and picture sizes. The buyer may choose from a selection of already 16 regular original art pictures in any combination of colors to match a room's decor. The silk or grass-cloth painting is laminated directly to the wall-piece speaker enclosure front.

Gale Sherman, sales manager, said that Decrosonic sound systems now run in the regular line from \$129.95 to \$199.95, depending upon the size and number of speakers in the wall-piece. Distribution of the line is currently being set up. Special custom wall-pieces can be made, with designer Robert Stone Jordan available to work out any buyer's request in the way of a new art subject for the wall-hanging speaker system.

HI-FI DEALER SHOWS:

How Your Customers Can Sell Each Other

RALEIGH, N. C.—Anyone who has ever acquired a high fidelity phonograph or tape recorder, either a components rig or a cabinet set, is the high fidelity retailer's "best salesman," according to E. R. Poole, owner of E. R. Poole Music Company here.

Poole sells the Raleigh area's biggest volume of high fidelity equipment, including stereophonic sets, primarily because he "lets the previous customers do the selling." Well aware that the high fidelity subject, particularly stereophonic sound, is still something of a mystery to many people who are nevertheless interested, he has deliber-

ately made every possible attempt to "take the electronics engineering out of the sale picture." While he sells a complete line of components, and is an expert at engineering complete high fidelity systems to match the home owner's wants, Poole prefers to keep the emphasis on the fine music produced—not the complexities of push-pull amplifiers, resolution of the signal, and similar points. He simply guarantees that whether the customer chooses to buy a cabinet set, or to assemble components and build his own, that the Poole-sold equipment will do the job.

Customers Cataloged

There is no better way of backing up such a guarantee, the North Carolina retailer believes, than to simply furnish a prospect with the name of a hi-fi owner whose tastes are somewhat the same. The Poole concern keeps up an elaborate card file of previous installations, and as soon as the set is installed, the customer's telephone number, his comments, and similar information are jotted down on the card for later reference. The cards are carefully classified into the brand, and type of installation the customer is using, whether it has been engineered up from components, whether it is a simple cabinet set and all such information. This means that no matter what a prospective customer is (Continued on page 20)

Ewart, Harder to New Webcor Posts

CHICAGO — Bud Letzter announced the last of a major expansion and re-alignment moves in regional and home office sales posts for Webcor, Inc., with the appointment of Stan Ewart, veteran in retail and distributor electronics field, to replace George Harder, 16-year man with Webcor. Ewart takes over Harder's post as regional rep, covering North and South Dakota, Minnesota and Wisconsin, while Harder comes into the home office assisting Martin Krenzke, sales manager of Webcor's commercial division.

Shure Shows Stereo Arms And Cartridge

NEW YORK — A stereo version of a tone arm and cartridge that almost eliminates record and needle wear has been developed by Shure Brothers. The "Stereo Studio Dynetic" reproducer is designed for use with professional turntables. It will track at less than two grams stylus pressure, Shure engineers report. This featherweight touch makes it almost impossible to accidentally scratch a record. The diamond stylus can actually be swept back and forth across the grooves of a spinning record without causing audible or visible damage.

The Stereo Studio Dynetic uses the same moving-magnet principle as the M3D and M7D Shure stereo cartridges developed for transcription tone arms and record changers.

A special conversion plan for owners of the monophonic Studio Dynetic was announced by the firm. With the purchase of the Stereo Studio Dynetic cartridge for \$49.50, the customer receives a certificate entitling him to a free factory conversion of his monophonic arm to accept the new stereo cartridge.

Both the standard monophonic cartridge and the new stereo cartridge can be plugged into the con-

verted Dynetic tone arm, so the audiophile can quickly switch from mono to stereo records.

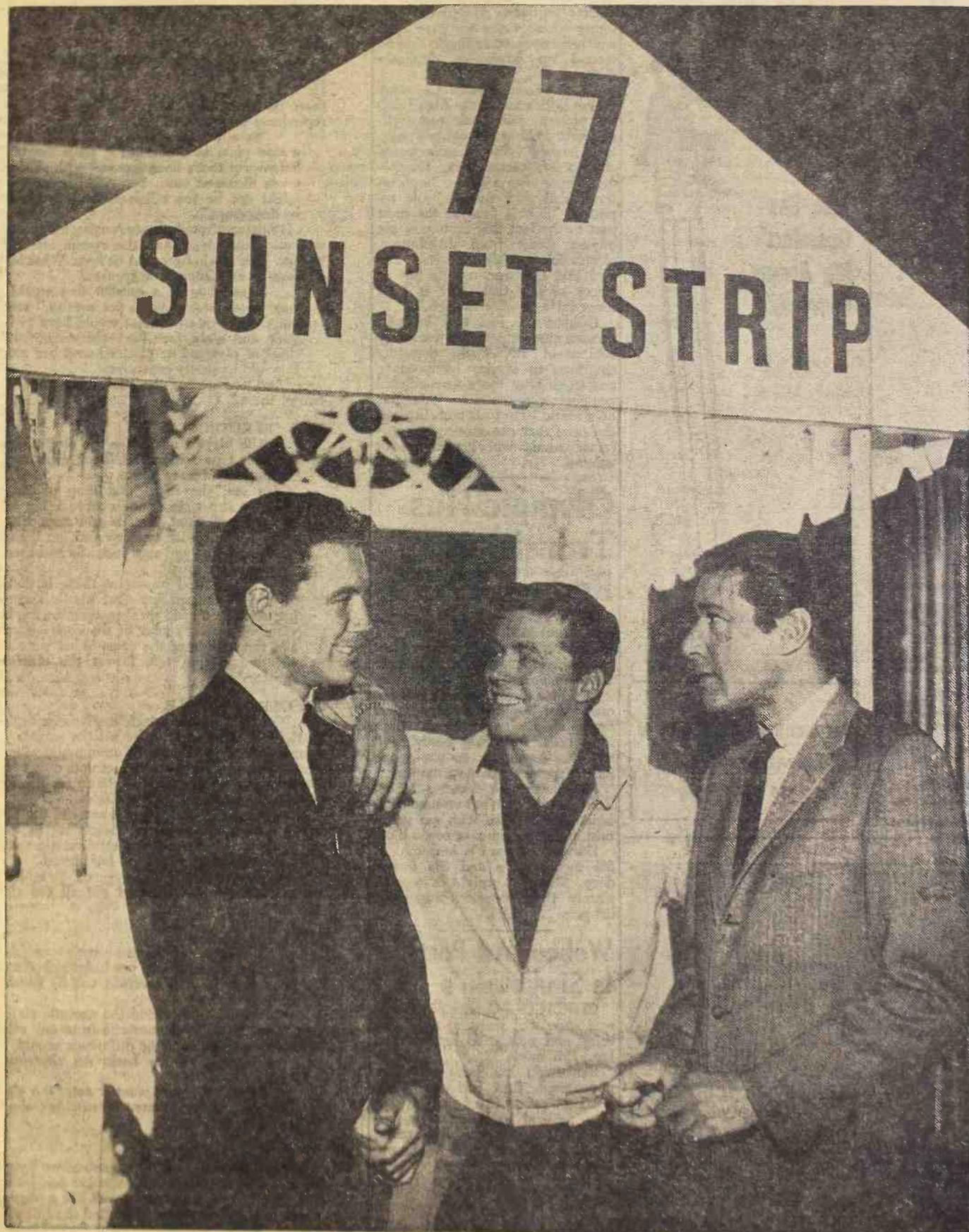
The Stereo Studio Dynetic "integrated" tone arm and cartridge will sell for \$89.50 audiophile net, with .7 mil diamond stylus. The monophonic versions sells for \$79.50. Both the standard and stereo models of the "integrated" Dynetic tone arm and cartridge are available for playing 12-inch or 16-inch.

With the monophonic cartridge, the tracking force is adjustable between one and two grams, to allow compensation for overcut records. The stereophonic cartridge can be adjusted to track between 1½ and 2½ grams. When stylus pressure is kept at two grams or below needle and stylus wear are virtually eliminated, says Shure.





Warner Bros. Records Presents . . .
GREAT ORIGINAL MUSIC
FROM THE SMASH TV PRODUCTION



NOW AVAILABLE IN VITAPHONIC STEREO AND MONAURAL LONG PLAY WS/W 1289

PLUS: SMASH HIT SINGLE, NOW ON THE CHARTS — "77 SUNSET STRIP," DON RALKE

Warner Bros. 5025

Produced by Warner Bros. for the ABC-TV Network

WIRE—PHONE YOUR ORDERS NOW TO YOUR NEAREST WARNER BROS. DISTRIBUTOR

STORM BREWING AT

COLUMBIA

© Columbia Music Corp. A Division of Columbia Broadcasting System, Inc.



How Your Customers Can Sell

• Continued from page 18

planning to buy, E. R. Poole Music Company can usually furnish him with the name of another customer who is using the same exact equipment, inviting the prospect to call, and get the actual user's viewpoint. A telephone call along these lines, it has been found, will go much farther to clinch a sale than all of the eloquence which a store

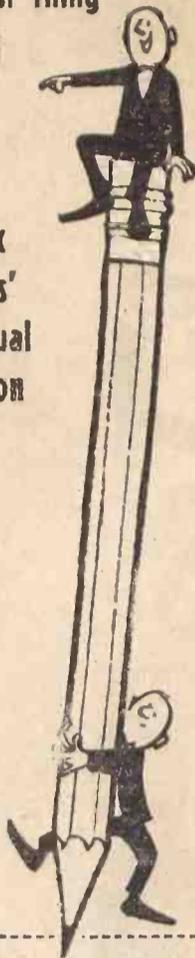
salesman can muster.

Poole was proud of a \$1,500 installation he sold to one suburban Raleigh resident, involving a series of speakers, a combination of a tape recorder and a record player, to give many hours of perfect sound. He is prouder yet, of a second installation, almost exactly the same, which was sold to another home owner, who had been invited to call the first, for his comments on the equipment. "One thing led to another," he pointed out, "with the result that the prospective purchaser visited the customer whose name we gave him, and became so enthusiastic that he wound up buying a duplicate system."

E. R. Poole Music Company covers both ends of the high fidelity picture, selling all top well-recognized lines of cabinet sets, and around 15 manufacturers' choices of components. Components have always shown "high interest and slow sales," Poole reported, "This is due for the most part to the fact that customers are buying direct from distributors, electronic specialty houses, and find that they can usually buy at prices so low that there is little room for a retailer as such."

Despite the fact that he sells around nine cabinet sets for every component rig, Poole doggedly continues to display components, and to go after the serious-minded prospect who wants to "tailor his own music." He feels that, in time, the store that can service any customer need, will get the sales volume.

Next Best Thing
to Being
RIGHT
THERE
at the
Juke Box
Operators'
Big Annual
Convention



And even if you ARE planning to
be there, please be sure to

SEE PAGE 16

RECORDAID

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Olympic Has Transistor Radio-\$59.95

NEW YORK—A new portable 8-transistor AM radio, The Lynn, Model T808, is announced by Morton Schwartz, vp sales, Olympic Radio & Television.

The new transistor-radio will operate for approximately 1,200 hours on six self-contained flash light cells. Featuring easily read dial, the Lynn has an ear phone jack to permit private listening.

Complete with handle, Model T808, is available in two-tone combinations of white with sea green mist, flame red, sand or ocean blue.

Dimensions are 6 $\frac{1}{2}$ inches high, 8 $\frac{1}{2}$ inches wide and 3 $\frac{1}{2}$ inches deep. Shipping weight is approximately three pounds. Suggested list price is \$59.95.

Webcor Ad Post Is Simkowski's

CHICAGO—George Simkowski was appointed manager of advertising and promotion for Webcor, Inc., this week.

Simkowski has been with the phonograph firm for two years, starting as assistant advertising manager and becoming sales promotion manager in September, 1958. A University of Wisconsin graduate, he was Midwestern sales manager for an Indiana rubber firm.

Ed Normandt will aid Simkowski as assistant sales promotion manager.

MRIA Outcome

• Continued from page 18

from the floor indicated that 500,000 tape recorders are now available to utilize stereo tape.

Present at the meeting were reps of Webcor, V-M, RCA Victor, Ampex, Magnecord, Wollensak, Revere, Stereophonic Automation Corporation, Minnesota Mining and Manufacturing, Reeves, Orradio and the three record firms,

Audio Feedback

By RALPH FREAS

WHAT'S "ELECTROSTATIC?"

About a month ago, we did a column here on a loud-speaker manufacturer and quoted him as saying that he didn't think electrostatic speakers were better than the traditional cone-type speaker because they weren't able to reproduce sufficient bass. We dutifully reported this. But there was a nagging "why" in the back of the mind and a suspicion that many dealers were as much in the dark as we.

The "why" led us directly to a loft on the upper East Side of Manhattan and Adlai Harbeck, Harbeck heads up the Electroacoustic Corporation and turns out the electrostatic speaker that bears his name ("Harbeck," not "Adlai"). He is one of the two biggest U. S. manufacturers (there are only two of any importance) of these speakers.

SIMPLE DESIGN

He began by introducing us to the "guts" of the speaker. It's a thin perforated steel plate, about four inches wide by six inches long. The plate is covered with a thin plastic sheet on both sides. The vibration of this plastic is what reproduces the sound. Simple?

"Sure, it's simple," Harbeck said, "all you need is a steel plate with holes in it, some thread, a piece of Saranwrap that's been sprayed with silver plus six or seven thousand volts. You could make it work but it might not be too efficient. And that voltage could be dangerous."

He demonstrated a system using his speakers. The sound was crisp and clean. And the system included a cone-type woofer. This is what brought us here. What about it—is there any bass in an electrostatic speaker?

"I could build a speaker that would go all the way down to 32 cycles per second," said Harbeck, but the porous steel sheet would have to be four feet wide and eight feet long—the dimensions of a big sheet of plywood or plaster board but much thinner. It would be pretty expensive.

"And for stereo," he said with a smile, "you'd need two of them."

WHY "ELECTROSTATIC?"

The biggest advantage the electrostatic has over the cone-type speaker, Harbeck explained, is in the "clean-ness" of its response.

"You see," he said, "that limp plastic, attracted and repelled by the rigid, porous conducting sheet does two things very well. First, it starts and stops vibrating instantly. There's no lag. A cone type speaker, on the other hand, has 'mass.' It can't stop and start instantly and there's a 'hangover' that muddies the sound.

"The second important thing is that the whole surface of the speaker—that plastic sheet—is equally impelled. In a cone speaker, there's a lag between the vibration at the center of the cone—where it starts—and the outside of the cone. What we call 'break-up' occurs and this, too, lowers the efficiency of the speaker."

AN OLD PRINCIPLE

The electrostatic principle, Harbeck explained, is as old as the hills. In fact, it preceded the cone-type speaker. The cone speaker happened to be more practical in the early days. For one thing, speaker manufacturers didn't have the plastics they have today. Instead of plastic for the vibrating sheets, they had to use large sheets of mica.

That didn't stop the owners of the Roxy Theater in New York, however. According to Harbeck, the Roxy used several huge electrostatic speakers when talking pictures were first introduced.

"They were so badly designed," he said, "that they blew up every night and knocked out all the electricity in the theater."

WORK BY HAND

Looking at the Electroacoustic assembly line would put you in mind the pre-Industrial Revolution era. Everything is done carefully and by hand. There's no automation here.

In its enclosure behind the acoustic cloth, there is little to differentiate the electrostatic from any other speaker. To the average guy, the big difference would be the electric cord coming out of the back. An electrostatic has to be powered.

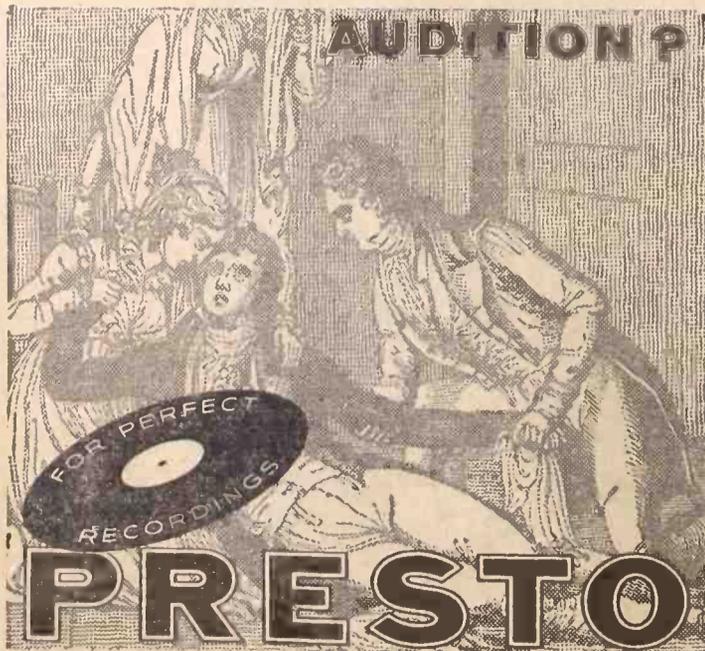
"But," Harbeck pointed out, "the electricity just goes in and sits there. It wouldn't use two cents worth in 10 years."

FLEXIBILITY FACTOR

"And there's one other advantage we haven't mentioned," he said, "that's design. This speaker can be made with very little depth. It can hang on a wall like a picture. In designing a system, we have almost unlimited flexibility."

He has included "picture frame" type speakers in his Harbeck speaker line. Aimed primarily at the stereo enthusiast, the units sell for \$110 a pair. Another interesting application is his "Stereo Array." The "Array" consists of two sets of four radiators, or speakers. They are angled so that, no matter where the listener is located in a room, a pair of speakers—one on either side—are directed straight at the listener. There is no single spot where the stereo effect is at the optimum. There are an almost infinite number of optimum spots. The "Stereo Array" is priced at \$150.

Two other Harbeck models are the "three element" and the "five element." The three element unit is tagged at \$75 and the five element unit costs \$125. The three element unit is also available in kit form for \$39.50. It has a "utility cabinet" (black painted plywood).



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TO HANDLE!**



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PENNY SUPER
STORE"**

A happy
novelty that will keep 'em
laughing—AND BUYING!

**"ALL I NEED
IS YOU"**

A spectacular
Les Paul-Mary Ford musical
showcase—just what your cus-
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LES PAUL and MARY FORD

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6. No oxide rub-off because an improved drier-type formula prevents it.
7. The C-slot reel — fastest-threading reel ever developed.
8. Smooth, quiet tape travel—even under hot, humid conditions—from a special moisture-repellent binder.
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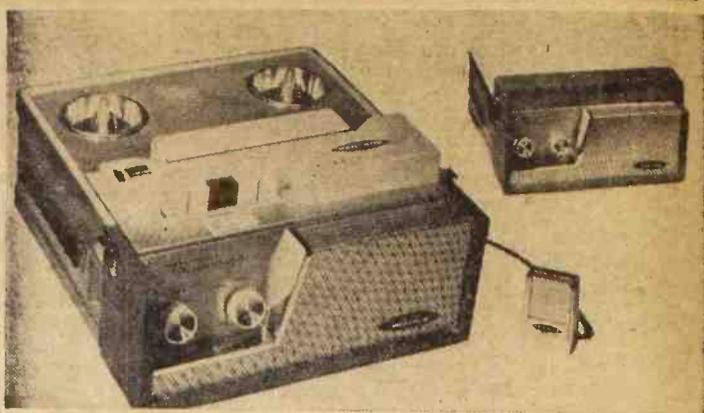
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'17 POUNDER'

New Pentron Recorder No Heavyweight

CHICAGO — Following on the heels of an MRIA announcement to go all out behind available reel-to-reel tape units, Pentron this week unveiled a 17-pound playback, lightest yet in the line. In addition, the unit is the smallest and most compact, with dimensions of 6½ by 12 by 12 inches.

The "Triumph" packs five watts thru a four-by-six oval speaker with built-in whizzer cone and one four-inch round speaker. The two-tone gray leatherette covered plywood and matching aluminum case features a plastic and aluminum deck, with provision so that the plastic protective tape deck top can be easily removed for head and part cleaning or repair, if necessary.

The monophonic tape playback at \$225 has a combination record

play head and a half-track gap erase head. The stereophonic version at \$259.95 and \$59.95 for the matching speaker-amplifier boasts a compatible in-line stereo head (four track or two track) with an 80 micro-inch gap and half track double gap erase head. The two-channel job auxiliary speaker carries its own volume and tone control on the reverse of the cabinet.

Both models feature two speeds (seven and one half and three and three quarter inches per second); push button control for play, record, wind, re-wind and stop; Electronic beam recording level indicator; automatic shutoff; input jacks for radio-TV or record player; output jacks for external speaker and power amp; and index counter. Both mono and two-channel playbacks have a free mike and reel of blank tape included free.

Pentron is utilizing a new type of heavy cardboard case with handle into which the portable can be placed for easy storage or transport, thus protecting the outside of the portable.

Pickering Gives Lifetime Warranty

NEW YORK—Pickering Company announces that the Model 371 stereo cartridge, "The Stanton," and the Model 196 unipose arm with integrated stereo pickup are now carrying a lifetime warranty. This, says Walter Stanton, president of the firm, gives the consumer assurance of trouble-free performance.

Pickering has customarily given free service to its products even tho they only carried the standard EIA warranty for 90 days. And products were given free service even tho they had been in use for many years.

In making the announcement, Stanton pointed out that his firm has used only the finest available materials in order to guarantee trouble-free performance.

Indie Program

• Continued from page 3

gram — whereby the customer can get a second stereo disk for \$1 for every one he buys at list price is one indication of this type of promotion. Columbia Records' \$1 off coupon program last fall is another.

LP's Harder to Roll

It is true in the album field as well as the single field that nothing can stop a hit, but it is harder to start a hit in the album field than in the singles market. This is partly because less jockeys play albums than singles and partly because it only takes a few minutes of a jockey's time to play a single, and to effectively push an album the jock must play more than one band. An album line to move needs a concentrated and extensive promotion behind it to have any effect in today's album drenched market—in other words "you gotta have a program."

NO BULL



JOHN LEE
HOOKER

scores

"I'M IN
THE MOOD"

veejay 308

on the chart

"LOST"

JERRY
BUTLER

abner 1024

teen-age
topper

"SHOMBALOR"

SHERIFF
and the
Ravels

veejay 306

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Chuck Rio

"The TEQUILA BOY"

DOES IT AGAIN...

Another Smash!

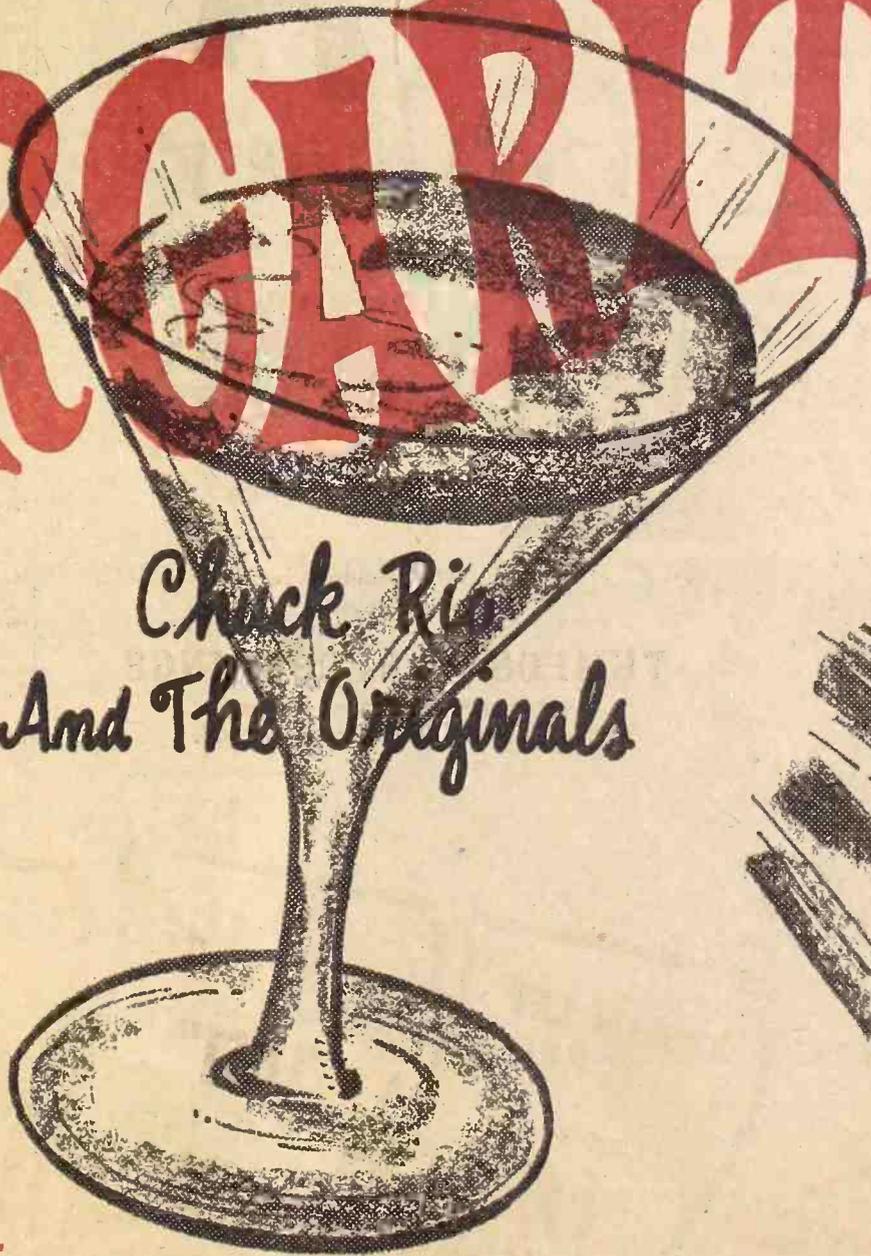


Chuck Rio and the Originals
"MARGARITA"...

Rio delivers a real swingin' item with lots of zest... a wild rocker that continues to build in sound & excitement!

MARGARITA

*Chuck Rio
And The Originals*



#48016



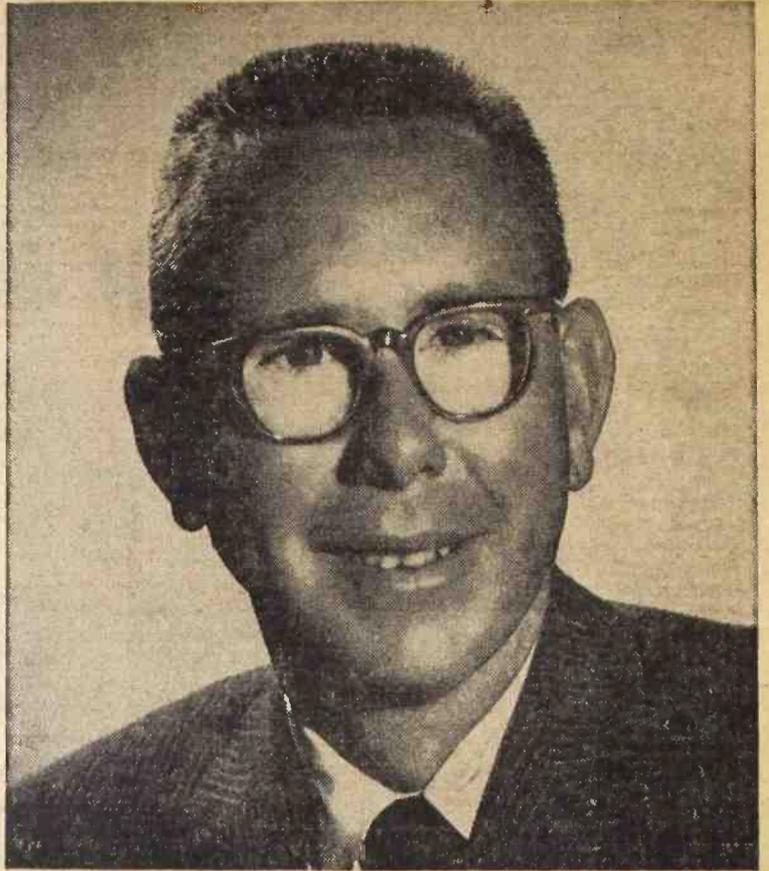
One in a Series of Industry Personality Statements

CLYDE WALLICHS

President of Wallichs Music City, Hollywood, Calif.,
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says . . .

**"With an extremely busy schedule,
I find less and less time to read
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The Billboard is a must in my business.



It brings me up to date on industry
news and gives me an opportunity to
watch the best selling records and
albums, which in turn

**helps in our buying for
our retail stores and
our growing rack
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The communications center of the music industry





A TWO-SIDED SMASH!

Not a One Million Seller—it's gotta go two!

Sensational follow up to
"JUST A DREAM" & "LETTER TO AN ANGEL"

MY
LOVE
IS
STRONG

A SHIP
ON THE
STORMY
SEA

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AMERICA'S MOST CONSISTENT HIT MAKER!

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Hal Roach motion
picture
"GO JOHNNY, GO"



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The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING FEBRUARY 28

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

This Week	Last Week	Weeks on Chart
1. Peter Gunn	1	5
Henry Mancini, RCA Victor LPM 1958		
2. Come Dance With Me	3	5
Frank Sinatra, Capitol W 1069		
3. Flower Drum Song	2	9
Original Cast, Columbia OL 5350		
4. Sing Along With Mitch	4	35
Mitch Miller, Columbia CL 1160		
5. South Pacific	5	50
Sound Track, RCA Victor LOC 1032		
6. From the "Hungry i"	7	4
The Kingston Trio, Capitol T 1107		
7. Open Fire, Two Guitars	6	5
Johnny Mathis, Columbia CL 1270		
8. Gigi	12	36
Sound Track, M-G-M 3461 ST		
9. More Sing Along With Mitch	8	18
Mitch Miller, Columbia CL 1243		
10. Tchaikovsky: Piano Concerto No. 1	9	32
Van Cliburn, RCA Victor LM 2252		
11. The Music Man	11	54
Original Cast, Capitol WAO 990		
12. The Kingston Trio	10	17
Capitol T 996		
13. The King and I	13	128
Sound Track, Capitol W 740		
14. Near You	15	3
Roger Williams, Kapp KL 1112		
15. Ricky Sings Again	19	6
Ricky Nelson, Imperial IMP 9061		
16. My Fair Lady	17	153
Original Cast, Columbia OL 5090		
17. Have Twangy Guitar, Will Travel	21	6
Duane Eddy, Jamie JLP 3000		
18. Gems Forever	16	29
Mantovani, London-LL 3032		
19. Gaité Parisienne	14	6
Boston Pops (Fiedler), RCA Victor LM 2267		
20. Oklahoma!	20	258
Sound Track, Capitol SAO 595		
21. Only the Lonely	18	24
Frank Sinatra, Capitol W 1053		
22. The Fabulous Johnny Cash	23	8
Columbia CL 1253		
23. Ahmad Jamal	—	5
Argo LP 636		
24. Billy Vaughn Plays the Million Sellers	25	8
Dot DLP 3119		
25. Stardust	—	33
Pat Boone, Dot DLP 3118		



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

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

Pop Albums

ALL ALONE BY THE TELEPHONE
Polly Bergen—Columbia CS 8100

STEREO & MONAURAL

A lovely set of mood and torch songs are given warm expressive vocals by the thrush with lush ork backing from Luther Henderson. A fine deejay programming item. Set is enhanced by excellent sound and a stunning cover photo of Miss Bergen. Her selections include "Spring Is Here," "It's Easy to Remember" and the album title tune. A good example of a vocal stereo LP. This should prove a profitable item.



LOVE IS A SEASON

Eydie Gorme—ABC-Paramount ABC 273

Miss Gorme, assisted by sparkling ork assistance from Don Costa, has a listenable album of tunes with or that suggest seasons in their titles. Tempos and types are nicely varied. It's an excellent programming item. Selections include "April Showers," "I'll Rememehr April" and "When the Wind Was Green." Sound is a feature. Good cover shot of the artist will attract.



DANCING AT THE MARDI GRAS

Lester Lanin Ork—Epic BN 520 & LN 3547

STEREO & MONAURAL

A gaily costumed group of Mardi Gras ball-goers adorns this cover. Inside is another winning and danceable package of society band offerings by the notable maestro. As in past sets, the tunes, 43 of them this time, are done in the form of long medleys. The typical gay crowd noises fill the background between sets, providing the wanted live atmosphere. A fine set, with stereo quality that gives the big round sound of a ballroom. Another strong chart contender for Lanin.



RITCHIE VALENS

Del-Fi-DEFLP 1201

This is the posthumous package release of Ritchie Valens, the top selling teen-age favorite, whose meteoric career ended recently in a fatal Midwest plane crash. Album includes his hit singles "Donna," "La Bamba," "Come On Let's Go," among others. With his fans still legion, this release is certain to keep the Valens sales streak riding high.



ELLA SWINGS LIGHTLY

Ella Fitzgerald—Verve MG V.4021

Sixteen oldies spring to life in the warmth of the inimitable Ella's Jazz-flavored song stylings. Excellent orchestral settings are provided by Marty Paich. Double-barrelled appeal to both the pop and jazz facets of the market gives this package hefty sales potential.



Sound Albums

STEREO STEW

Riverside RLP 1117

STEREO ONLY

Here's a fascinating sound-experience for stereo addlots. The sounds are selected to provoke certain moods—thunderstorm, carousel, parade, tractor, sports car race, tobacco auction and the Queen Mary. A colorful, highly effective package with a striking cover.



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

Jazz Albums

NEWPORT 1958

The Dave Brubeck Quartet—Columbia CS 8082 & CL 1249

STEREO & MONAURAL

Here's a powerful collectors item, featuring sides recorded by Brubeck during Ellington Night at Newport, July 3, 1958. Good stereo sound, fine performance and Brubeck's name make this package a sock commercial item. Ellington selections include tunes penned by the Duke and/or associated with him. Line-up includes "Jump for Joy," "Flamingo," "Perdido," and a Brubeck original, "The Duke."



Jazz Special Merit Albums

A. K. SALIM'S BLUES SUITE

Various Artists—Savoy SST 13001

STEREO & MONAURAL

Fine blues with plenty of color, mood and soul. All this plus creative arrangements. Musicians obviously enjoyed the date, and it's reflected in the result. Tunes are "Payday," "Full Moon," "Like How Long Baby" (a version of the classic number) and others. Personnel includes Phil Woods on alto, Selden Powell on tenor; Shib Shihab, baritone; Paul Cohen and Nat Adderley on trumpet, etc. Jazz and blues of Aficionados will love it.



Classical Albums

OFFENBACH: GAITE PARISIENNE

The Philadelphia Orch. (Ormandy)—Columbia ML 5348

A new, magnificent performance of the complete "Gaité Parisienne" by the Philadelphia Orchestra, under Eugene Ormandy. The Philadelphians play the bright Offenbach tunes with the sparkle and vivaciousness they deserve and the recording is excellent. Certain to move briskly across dealer's counters over the next few months.



HANDEL: MESSIAH EASTER MUSIC

Adele Addison, Soprano; Russell Oberlin, Counter-tenor, with Various Artists; the Westminster Choir (Williamson) & the New York Philharmonic Orch. (Bernstein)—Columbia MS 6040 & ML 5346

STEREO & MONAURAL

A majestic and royal, yet emotionally stirring interpretation of the famed work is presented by the choir and various soloists. In stereo the climaxes of the work achieve dimension. The orchestra and ensemble respond with vigor to Bernstein's capable baton. This will rank with the best, previous versions.



DELLO JOIO: AIR POWER

The Philadelphia Orch. (Ormandy)—Columbia MS 6029

STEREO & MONAURAL

This is the TV equivalent of a sound track album, for the music pointed up dramatic sequences in the CBS video series on the beginnings and development of flight. The score programmatically points up the early daredevil days and runs thru the somber, dramatic war sequences. Ormandy and the Philadelphia Orchestra give it the full treatment. This should sell.



MARCHE SLAV

The New York Philharmonic Orch. (Mitropoulos)—Columbia ML 5335

A brace of familiar classics, including the title work, "Night on Bald Mountain" and "Capriccio Italien." "Four Greek Dances" by Skalkottas is a bonus in the modern idiom and full of interest. The Philharmonic is in top form and the recording is superior.



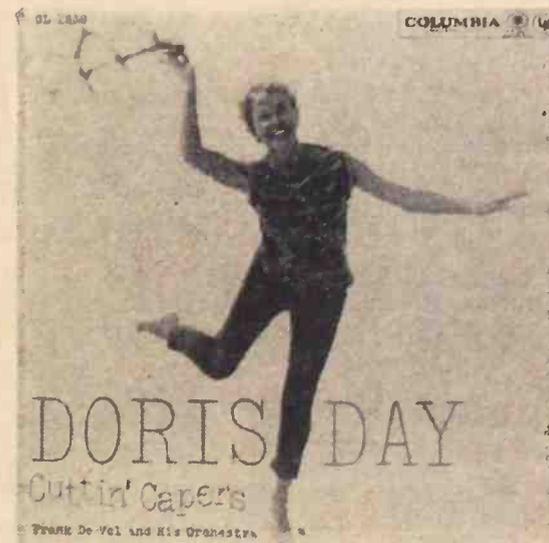
(Continued on page 29)

ALBUM COVERS OF THE WEEK

The Buddy Holly Story



THE BUDDY HOLLY STORY, Coral CRL 57279. A natural, sincere photo of the late artist on a cover designed by Hal Bukabaum evokes many tender memories and makes a fitting tribute to Holly's career. It's a shot that's certain to stir his many fans and draw extra sales.



CUTTIN' CAPERS, Columbia CL 1232. Pert, winsome Doris Day caught in a merry pose in soft, pastel colors by photog Hal Adams serves up a delightful dish for her countless admirers. It's a smart cover that's sure to win added sales.



Best Selling Pop EP's

FOR SURVEY WEEK ENDING FEBRUARY 23

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

1. RICKY SINGS AGAIN—Ricky NelsonImperial EP 159
2. THE LONELY ONE—Duane EddyJamie JEP 100
3. PETER GUNN—Henry ManciniRCA Victor EPA 4333
4. THE FABULOUS JOHNNY CASHColumbia EPB 12532
5. STARDUST—Pat BooneDot DEP 1069
6. KING CREOLE, VOL. 1—Elvis PresleyRCA Victor EPA 4319
7. SING ALONG WITH MITCH—Mitch MillerColumbia EPB 11601
8. ELVIS—Elvis PresleyRCA Victor EPA 992
9. HYMNS—Tennessee Ernie FordCapitol EAP 1-756
10. NEARER THE CROSS—Tennessee Ernie FordCapitol EAP 1-1005

Next Best Thing
to Being
RIGHT THERE
at the
Juke Box Operators'
Big Convention



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Everybody recognizes how important the juke box operator is to the music-record business . . . both as a record buyer on his own, and for the sales and exploitation job he does for record manufacturers, publishers, artists, distributors, one-stops, etc.

And there's no doubt that it would make very good business sense indeed for you to be there—at his Big Annual Convention — to greet the thousands of operators it would be impossible to meet in any other way . . . to let them know you appreciate the job they're doing for you . . . and to tell them about the new records you've got that will help them to get more plays and increase their take.

But if you can't make it to the MOA Convention at Chicago's Morrison Hotel, April 6 thru 8 this year, don't fret!

You CAN be there, like most people connected with the music-record business, with an ad in Billboard's important April 6 Juke Box Convention Number.

Because The Billboard will be hand-distributed to each and every operator right at the convention. Not to mention the fact that Billboard is read by 8 out of 10 operators at their own places of business —actually more than the next two publications combined (Source: 1958 survey conducted by Thomas Lea Davidson, Assistant Professor of Marketing, University of Connecticut).

So—whether or not you can make it to the convention, make the most of a most important music-record industry event. Reserve space now in Billboard's April 6 Juke Box Convention Number and you'll be sure to be seen by every operator who means anything at all to you and your position in the record business!

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Morrison Hotel, Chi.
April 6 thru 8

The  **Billboard**

**Ad
Deadline
APRIL 1st**

Regular
Ad Rates Apply

Review Spotlight on Albums . . .

Continued from page 27

Specialty Albums

THE SICK HUMOR OF LENNY BRUCE Fantasy 7003

Off-beat comic Lenny Bruce has the Charles Addams knack of getting guffaws from ghoulish topics. No subject is too sacred for his rib-tickling efforts. His odd-brand of humor grows on the listener and is currently growing on nitery crowds to a degree that he's becoming a favorite at the smart spots. Album's four-color cover shot is an eye stopper and sums up Bruce's off-beatnik comedy: He's shown enjoying a picnic spread in a graveyard.



Reviews and Ratings of New Popular Albums

POPULAR ★★★★★

★★★★ HOORAY FOR HOLLYWOOD
Doris Day, Columbia CS 8067

STEREO & MONAURAL

The original monophonic version of this album was released about a year ago. The stereo version, which shows off the Frank De Vol arrangements well, should interest those who are new stereo buyers or fans of the vibrant Doris Day. Songs are all from Hollywood movies and include "I've Got My Love to Keep Me Warm," "It Might as Well Be Spring" and "A Foggy Day," sung brightly by Dodo.

STORM BREAKING ON



Columbia Records, A Division of Columbia Broadcasting System, Inc.



★★★★ LES ELGARD ON TOUR
Columbia CS 8103j8

STEREO & MONAURAL

Album is made up of performances played by the band at various dates around the country. Very fine sound and arrangements, all adding up to class. Tunes are fine standards, including "Strike Up the Band," "It's the Talk of the Town," "South," etc. Applause sounds are on the disk.

★★★★ LAWRENCE WELK
FEATURING THE LENNON SISTERS
Lawrence Welk and the Lennon Sisters.
Coral CRL 57262

Bright and pleasant LP of the best songs of the young and charming Lennon Sisters who are featured weekly on the Lawrence Welk TV show. Included are such favorites as "Allegheny Moon," "Zip-a-Dee Doo-Dah," "He" and "Bibbidi Bobbidi Boo." Also, their hit disk of "Tonight You Belong to Me." Set should please their many fans.

★★★★ NOLA & OTHER PIANO
INSTRUMENTALS
Vincent Lopez & His Ork. Carlton LP12-302

Lopez proves he's up with the times as he up-dates some of the oldies with a contemporary piano tempo. "Nola" gets a lovely treatment by the piano virtuoso and "Body and Soul" is set in the current cha cha beat. Side Two is highlighted by the fast moving piano showpiece "Klitten on the Keys." Good set for the many Lopez fans. Good cover shot of the artist.

showing much creativity. There are 25 strings behind solo instruments, as Charley Margulies on trumpet, Toots Mondello on sax and Urbie Green on trombone, etc. Often a jazz feeling pervades, often one of lushness.

★★★ WITH ALL MY LOVE
Roy Hamilton, Epic BN 518

STEREO & MONAURAL

This is the stereo version of the Roy Hamilton album that was released about a year ago. Stereo separation is good and fans of the singer who do not have the monaural set will be interested in this stereo waxing. Tunes are all standards, including "Always," "Time After Time" and "Speak Low."

★★★ POLKA TIME
Dick Contino, Accordion, Mercury SR 60055

STEREO & MONAURAL

Here's a sprightly instrumental set which should appeal to the pop as well as the polka market. Contino scores with his usual flashy accordion solo work on a group of traditional polka themes—"Helena Polka," "Beer Barrel Polka," etc.

★★★ SWINGIN' SWEET TRUMPET
The Bay Big Band, Omega OSL 22 & OML 1022

STEREO & MONAURAL

The Belgian band, featured at last year's Brussels World's Fair, turns out yet another in its continuing series of takes on historic big bands of the swing age. This time it's Harry James and the Big Bay group offer 11 sides reminiscent of the James sound—"Cherry," "Two o'Clock Jump," "Music

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.

★★★★ MITZI
Mitzi Gaynor, Verve MG V-2110

The multi-talented Mitzi Gaynor proves she can stand on her own as a top-flight songstress. A dazzling dancer and highly competent actress, her ability to put a song across equals if not surpasses her other talents. In the ballad selections, she has a way of vocally carressing the record groove as if it had gender. In the up-beat numbers, the dancer's deeply entrenched sense of rhythm comes to the fore. Excellent phrasing, crisp diction and an individualistic style makes Mile. Mitzi an exciting entry in diskdom's songbird derby. In this album, the above virtues are added to a prudent selection of 12 fine standards and a luscious, leggy four-color cover shot of Miss Gaynor.

★★★★ MR. MUSIC MAKER
Lawrence Welk, Dot DLP 3164

Lawrence Welk fires his first salvo under the Dot banner, and true to his sales tradition is right on target again. A total of 24 tunes are presented in the form of six dance medleys in the same style which has kept Welk on the top rung of the dance ladder.

POPULAR ★★★

★★★ PORGY AND BESS
STEREO ORCHESTRATIONS
Monty Kelly Ork. Carlton STLP 12-111

STEREO AND MONAURAL

One of a flock of "Porgy and Bess" albums scheduled in view of the Goldwyn film to be released. Package has subtle stereo sound and a flashy, arrangement

Makers," etc. Performances are faithful reproductions of the old arrangements, well recorded, but lacking for the most part the drive of the old James crew. Despite this, it can grab some interest on danceability.

★★★ SENTIMENTAL SWINGERS
The Bay Big Band, Omega OSL 25 & OML 1025

STEREO & MONAURAL

The Les Brown big band style is quite successfully emulated here with several of the numbers straight out of the Brown repertory. Liner notes are not clear, but the Bay Big Band apparently is Belgian in origin, and was a featured group at last year's Brussels World's Fair. Excellent arrangements to vivid life. The stereo version contrasts the sections of the band effectively with imaginative two-speaker effects.

★★★ THE BAY BIG BAND
SWINGS THE FORTIES.
Omega OSL 19

STEREO & MONAURAL

One of a number of albums by Francis Bay, who salutes the American and British big bands at the Brussels World's Fair. This package features tunes associated with Benny Goodman, Ziggy Elman and others of the swing era. Performances are interesting, projecting a good jazz feeling with such numbers as "Benny Rides Again," "Wang Wang Blues," "And the Angels Sing."

(Continued on page 31)



CONNIE FRANCIS
IF I DIDN'T CARE

Packaged in an attractive sleeve

MGM K12769



TOMMY EDWARDS
PLEASE MR. SUN

MGM K12757



JAYE P. MORGAN
ARE YOU LONESOME TONIGHT
and
MISS YOU

MGM K12752



CONWAY TWITTY
THE STORY OF MY LOVE

MGM K12748

SPOTLIGHT ALBUMS OF THE WEEK

Headed for the Academy Award



MGM Records has the only original cast Sound Track album

"GIGI"

E-3641
Stereo 3641

The Buddy Holly Story



CRL-57279 SELECTIONS INCLUDE: *It's Raining In My Heart* • *Early In The Morning* • *Peggy Sue* • *Maybe Baby* • *Everyday* • *Rave On* • *That'll Be The Day* • *Heartbeat* • *Think It Over* • *Oh Boy!* • *It's So Easy* • *It Doesn't Matter Anymore*

The Buddy Holly Story



EC - 81182

SELECTIONS
INCLUDE:

- *It Doesn't Matter Anymore*
- *Heartbeat*
- *It's Raining In My Heart*
- *Early In The Morning*

HIT SINGLE

9-62074

"IT DOESN'T MATTER
ANYMORE"

and

"IT'S RAINING IN MY HEART"

Reviews and Ratings of New Popular Albums

Continued from page 29

★★★ THE BUCCANEER
Sound Track. Columbia CS 8096

STEREO & MONAURAL

Elmer Bernstein has contributed a powerful and sweeping background score to this swashbuckling story of the famous pirate, Jean Lafitte, one of the last films of Cecil B. De Mille. The music has the mood of high adventure and it's handsomely recorded in one of the better current examples of stereo. This can be a leader among current track entries. Displayable cover.

PICKED-BY
BILLBOARD
CASHBOX
VARIETY
MARILYN MONROE'S
SOUND TRACK HIT



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BELOVED
BY YOU

b/w
I'M THRU WITH LOVE
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★★★ WE COULD HAVE
DANCED ALL NIGHT
Griff Williams Ork. Mercury SR 60021

STEREO & MONAURAL

Society band leader Williams provides a danceable package of thoroughly pleasant nostalgia, spotlighting great standards and lilt-lifting medleys of oldies. Selections include "Just One of Those Things," "I Know That You Know," etc.

POPULAR ★★

★★ A TWIST OF LEMMON
Jack Lemmon, Epic BN 523

STEREO & MONAURAL

Smart and stylized vocals of standards and novelties. Additionally, there are four instrumentals, with Lemmon at the piano. Package has a sophisticated quality—and the sides impressing as material eminently suitable for smart clubs, etc. Included are "The Kiss That Rocked the World," "Bidin' My Time," "On the Sunny Side of the Street." Set has been available monophonically for a while.

★★ TANGO!
Malando Ork. Epic BN 523

STEREO & MONAURAL

Essentially for dancers and Latin music fans. Arrangements are colorful and may even get uninitiated to tapping their toes. For example, check out the wild string effects in "Derecho Viejo." Program features "overgreens" with a tango beat; the kind of thing just about everyone will find familiar. For a quick sale, try the disk on your local dancing classes and schools.

★★ ALL STOPS OUT
Ralph & Buddy Bonds, Organ with Various Artists. Epic BN 514

STEREO & MONAURAL

A classy package of duo Hammond organ work. Ralph and Buddy Bond turn in a listenable set of nostalgic tunes on the twin instruments, assisted by bass and drums. Separation is a feature of this clean, well-recorded set. Selections include "Me and My Shadow," "Exactly Like You," "Heartaches," etc. A good buy for sound fanciers.

★★ MY SISTER AND I
Glen & Brenda Berringer, Organists. ABC-Paramount ABC 274

The brother-sister organ duo are aged 15 and 14 respectively and the young Philadelphians turn in a most acceptable brand of work on a group of six standard tunes. Side two finds brother Glen soloing a similar group of six songs, all well known. Young artists display considerable talent. Most listenable wax has a clean, bright quality of sound which can be a selling feature.

★★ AL MORGAN AT THE DUNES
Al Morgan. Coral CRL 57271

A big value in quality and quantity; 24 tunes by a vocalist with a straightforward, sincere style. Morgan, the veteran entertainer, puts over the oldies, jump tunes and the smooth ballads with equal excitement and vitality. Some of the tunes are "Red Sails in the Sunset," "The Glory of Love" and "Wrap Your Troubles in Dreams." Saisable package.

★★ THE WORLD'S GREATEST
LOVE THEMES
Joe Harnell, Piano. Epic BN 521 & LN 3458

STEREO & MONAURAL

All the "Tunes" in this one were penned by such musical greats as Brahms, Mozart, Chopin, etc. For instance, a major theme from Tchaikovsky's "Romeo and Juliet" Overture becomes "Dear One" in a lush, pop-orchestral arrangement. Purists may object, but the wider public could eat it up. The samba arrangement—with full complement of rhythm instruments—of Mozart's 40th Symphony is a gas!

LOW-PRICE POPULAR ★★★★★

★★★★ YOU'RE ON MY MIND
RKO SLP 1003

STEREO & MONAURAL

An unusually well-produced organ set. The instrument in this case is the giant pipe organ of Boston's Metropolitan Theater and Kenneth Lane appears to know his way around the huge keyboard. Selections include "Night and Day," "Once in a While," "Thanks for the Memory," plus a group of familiar Latin items. Good listenable background material and a solid buy for the price.

★★★★ SELECTIONS FROM
MY FAIR LADY
Lion L 70092

STEREO ONLY

A good, low-price buy. The songs from

the hit "My Fair Lady" are given stirring interpretations by a flock of artists. Tempos are altered in some cases to give the numbers a fresh, new sound. Choice rack item, and with the show's still-high popularity after three years, the set should find an easy market.

★★★★ SELECTIONS FROM
SOUTH PACIFIC
Lion L 70093

STEREO ONLY

The bargain edition of the Rodgers and Hammerstein should enjoy healthy rack sales. The selections are rendered with appeal by the various artists, and the wide-separation stereo is, for the most part, effective. The vocals are a bit stylized, but the package can be sold.

LOW-PRICE POPULAR ★★★★★

★★★★ SELECTIONS FROM
PORGY AND BESS
Lion L 70095

STEREO ONLY

Public will soon be reminded of the glories of the Gershwin classic by the imminent release of the M-G-M motion picture. This low-price contender (\$2.98) in the Gershwin sweepstakes is nicely recorded and performances are excellent. Two channel waxing is an added bonus.

★★★ THE PIPE ORGAN IN STEREO
George Gould, Organ. Lion L 70100

STEREO ONLY

Stereo and pipe organ make for an interesting sound combination and this stereo LP is a buy at \$2.98. Gould offers solid instrumental treatments of such nostalgic oldies as "Johnny One Note," "If This Isn't Love" and "Shine On Harvest Moon."

★★★ HEY, LOVER
Johnny Guarnieri, Piano & Ork. RKO SLP 1002

STEREO & MONAURAL

This low price stereo disk contains some fine piano work by Johnny Guarnieri, accompanied by a talented group of jazz musicians. The tunes are mainly standards, including "More Than You Know," "Body and Soul," "Lover" and "Tea for Two." Stereo separation is good and the LP is a good buy for the money.

LOW-PRICE POPULAR ★★

★★ SO IN LOVE
Joe Rene Ork. RKO SLP 1001

STEREO & MONAURAL

A package of mood music, romantic and danceable. Some feature lush violins, violin solos by George Gohner, others are sprightly, as the Dixieland treatment of "Thou Swell" and the novelty version of "Chopsticks."

★★ DANCE DATE
RKO SLP 1006

STEREO & MONAURAL

Rock and roll styled versions of familiar standards are played pleasantly here by the Joe Rene ork on one side of this disk. The flip side contains big band interpretations of folk and classical items. Stereo sound is attractive and the low price of the disk makes it a good value. Tunes include "Sentimental Journey," "Muskrat Ramble," "Anitra's Dance" and "Volga Boatman."

★★ CHA CHA ANYONE?
RKO SLP 1004

STEREO & MONAURAL

A package of cha chas, interspersed with merengues, mambos and guaracha-mambos. Authentic Latin styled. They are bated by Paquitin Lara on one side and Ramon on the other. Lara has had a very long run at the Club Hideaway in New York.

BAND ★★

★★ INTERNATIONAL MARCHES
The Marine Band of the Royal Netherlands Navy (Van Lijnschooten). Epic BN 510

STEREO & MONAURAL

This LP program is derived from the march music of various countries. Many of the marches may be familiar to those who have played or marched in a band. Performance by the Netherlands group is crisp and stirring. Market, consisting of all those in high school and college bands, is a good sized one.

LOW-PRICE BAND ★★★★★

★★★★ MILITARY BAND IN HI-FI
Providence City Military Band. Lion L 70097

STEREO ONLY

Good stereo renditions of numbers from the traditional brass band program. What is occasionally lacking in smoothness is compensated for by spirit and bite. The
(Continued on page 52)

Great new jazz LP
by

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BROTHERS
SOUND

JIMMY
GIUFFRE

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Available Monaural
& Stereo

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Year	Period	Year	Period	Year	Period
1906	Jan.-May	1911	May-June	1919	Jan.-March
1906	June-Sept.	1912	Jan.-Feb.	1919	April-June
1906	Sept.-Dec.	1912	March-June	1919	July-Sept.
1907	Jan.-Apr.	1912	Oct.-Dec.	1925	April-June
1907	May-June	1913	Jan.-March	1925	July-Sept.
1907	July-Aug.	1913	April-June	1927	Jan.-March
1907	May-Aug.	1913	July-Sept.	1933	Jan.-March
1907	Sept.-Oct.	1913	Oct.-Dec.	1933	Oct.-Dec.
1907	Nov.-Dec.	1914	Jan.-March	1934	Jan.-March
1907	Sept.-Dec.	1914	March-June	1934	April-June
1908	Jan.-April	1914	July-Sept.	1934	July-Sept.
1908	May-Aug.	1915	Jan.-March	1935	Jan.-March
1908	Sept.-Oct.	1915	April-June	1935	April-June
1909	Sept.-Oct.	1915	July-Sept.	1935	Oct.-Dec.
1909	Nov.-Dec.	1915	Oct.-Dec.	1937	July-Sept.
1909	July-Dec.	1916	April-June	1938	April-June
1910	March-April	1917	April-June	1939	Jan.-March
1910	May-June	1917	July-Sept.	1941	April-June
1910	Nov.-Dec.	1917	Oct.-Dec.	1941	July-Sept.
1910	Jan.-Oct.	1918	Jan.-April	1942	Oct.-Dec.
1911	Jan.-Feb.	1918	July-Sept.	1944	April-June
1911	March-April	1918	Oct.-Dec.		

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Say You Saw It in The Billboard

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending February 28

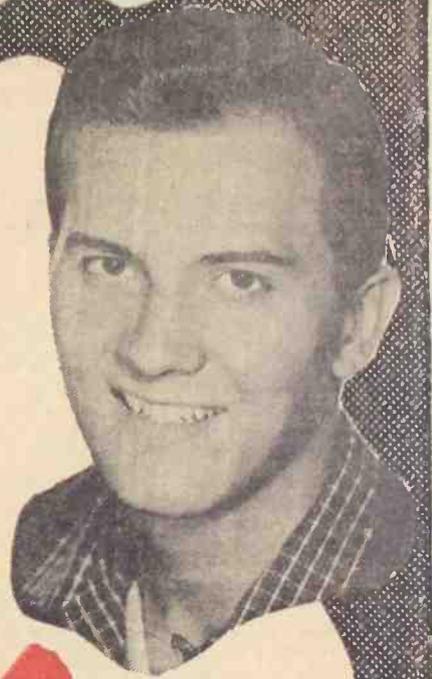
This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Venus	11	3	6. Petite Fleur	5	5
By Ed Marshall—Published by Rambed-Lansdale (BMI) BEST SELLING RECORD: Frankie Avalon, Chancellor 1031.			By Sidney Bechet—Published by Hill & Range (BMI) BEST SELLING RECORD: Chris Barber's Jazz Band, Laurie 3022. RECORDS AVAILABLE: Sidney Bechet, Brunswick 55114; Bob Crosby, Dot 15890; Joe Darensbourg Quintet, Lark 4510; Wilbur De Paris, Atco 2011; Wally Fawkes-Sandy Brown Quintet, London 1858; Lloyd Glenn, Aladdin 3446; Gene Krupa Quartet, Verve 10162; Scamps, Arlan 502; Bob Wilber Jazz Quartet, Cub 9021.		
2. Stagger Lee	1	9	7. The Children's Marching Song	6	7
BEST SELLING RECORD: Lloyd Price, ABC-Paramount 9972.			By Sharp-Arnold—Published by Miller (ASCAP) BEST SELLING RECORD: Mitch Miller, Col 41317; Cyril Stapleton, London 1651. RECORDS AVAILABLE: Ingrid Bergman Orphan Choir, 20th Fox 126; Lennon Sisters, Brunswick 55113; Norman Leyden Child's World Ork, Vic WBY-106.		
3. Donna	2	12	8. Hawaiian Wedding Song	7	8
By Ritchie Valens—Published by Kemo (BMI) BEST SELLING RECORD: Ritchie Valens, Del-Fi 4110.			By Charles E. King-A. Hoffman-D. Manning—Published by Pickwick (ASCAP) BEST SELLING RECORD: Andy Williams, Cadence 1358. RECORD AVAILABLE: Mary Kay Trio, Warner Bros., 5015.		
4. Charlie Brown	3	5	9. I've Had It	17	4
By Leiber-Stoller—Published by Tiger (BMI) BEST SELLING RECORD: Coasters, Atco 6132.			By Carl Boumura-Raymond Ceroni—Published by Brent (BMI) BEST SELLING RECORD: Bell Notes, Time 1004.		
5. Alvin's Harmonica	14	3	10. 16 Candles	4	11
By Ross Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville and the Chipmunks, Liberty 55179.			By Dicon-Khent—Published by January (BMI) BEST SELLING RECORD: Crests, Coed 506.		
Second Ten					
11. I Cried a Tear	10	7	16. Tall Paul	15	6
By Al Julia—Published by Progressive (BMI) BEST SELLING RECORD: LaVern Baker, Atlantic 2007.			By Bob Roberts-Bob Sherman-Dick Sherman—Published by Music World-Wonderland (BMI) BEST SELLING RECORD: Annette, Disneyland 118. RECORD AVAILABLE: Judy Harris, Surf 5023.		
12. Peter Gunn Theme	13	7	17. May You Always	18	8
By Henry Mancini—Published by Northridge (ASCAP) BEST SELLING RECORD: Ray Anthony, Cap 4041. RECORDS AVAILABLE: Embers, Wynne 101; George Kelly, Winley 237; Henry Mancini Ork, Vic 7460; Shelly Manne and His Men, Contemporary 367.			By Larry Markes-Dick Charles—Published by Hecht-Lancaster & Buzzell (ASCAP) BEST SELLING RECORD: McGuire Sisters, Coral 62059.		
13. It's Just a Matter of Time	20	3	18. Smoke Gets in Your Eyes	9	15
By Brook Benton-Hendricks-Otis—Published by Eden (BMI) BEST SELLING RECORD: Brook Benton, Mer 71394.			By Harbach-Kearns—Published by Harms (ASCAP) BEST SELLING RECORD: Platters, Mercury 71383. RECORDS AVAILABLE: Richard Barrett, MGM 12616; Harry Belafonte, Jubilee 5035; Earl Bostic, King 4570; Connee Boswell, Dec 25055; Carmen Cavallaro, Dea 24185; Dennis Day, Cap 1610; Jerry Gray, Dec 27450; Gordon Jenkins, Dec 27166; Guy Lombardo, Dea 23996; Tab Smith, Argo 5323; Fred Waring, Dec 23728.		
14. My Happiness	8	12	19. Tragedy	25	2
By Peterson & Bergantine—Published by Happiness (ASCAP) BEST SELLING RECORD: Connie Francis, MGM 12738. RECORDS AVAILABLE: Ella Fitzgerald, Decca 24446; Mulcays, GNP 131; Pied Piper, Cap 1628; Ron Roth Trio, Cardinal 1003; Jon Steele & Sondra, Coral 65516; Townsman, Cardinal 1032.			By Burch-Nelson—Published by Bluff City (BMI) BEST SELLING RECORD: Thomas Wayne, Fernwood 109.		
15. All American Boy	12	8	20. Gotta Travel On	16	14
By Bill Parsons-Orville Lunsford—Published by Buckeye (ASCAP) BEST SELLING RECORD: Bill Parsons, Fraternity 835.			By Paul Clayton—Published by Sanga (BMI) BEST SELLING RECORD: Billy Grammer, Monument 400; RECORDS AVAILABLE: Harry Belafonte, Vic 7445; Janet and Eileen, Testa 103; Bill Monroe and His Blue Grass Boys, Decca 30809.		
Third Ten					
21. Lonely Teardrops	19	13	26. Goodbye Baby	21	10
By Barry Gordy Jr. & Tyran Carlo—Published by Pearl (BMI) RECORD AVAILABLE: Jackie Wilson, Brunswick 55105.			By Jack Scott—Published by Starfire (BMI) RECORD AVAILABLE: Jack Scott, Carlton 493.		
22. With the Wind and the Rain in Your Hair	22	5	27. I Got a Wife	24	4
By Jack Lawrence-Clara Edwards—Published by Paramount (ASCAP) RECORD AVAILABLE: Pat Boone, Dot 15888.			By Mascari-Wenzloff—Published by Pure (BMI) RECORDS AVAILABLE: Pee Wee King, Todd 1009; Mark IV, Mercury 71403.		
23. Never Be Anyone Else But You	-	1	28. (All of a Sudden) My Heart Sings	27	8
By B. Knight—Published by Eric (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5565.			By Rome-Jambian-Herpin—Published by Leeds (ASCAP) RECORDS AVAILABLE: Paul Anka, ABC-Paramount 9987; Karen Chandler, Decca 30381; Kathryn Grayson, M-G-M 30073; Roy Hamilton, Epic 9332; Guy Lombardo, Decca 27504; Fred Waring, Decca 24501.		
24. She Say (Oom Dooby Doom)	23	4	29. The Story of My Love	29	3
By Mann-Anthony—Published by Stratton (BMI) RECORD AVAILABLE: Diamonds, Mercury 71404.			By Conway Twitty-Nance—Published by Marielle (BMI) RECORD AVAILABLE: Conway Twitty, M-G-M 12748.		
25. Manhattan Spiritual	26	11	30. Lonely One	28	4
By Billy Naxted—Published by Zodiac (BMI) RECORD AVAILABLE: Reg Owen Ork, Palette 5005.			By L. Hazlewood & Duane Eddy—Published by Gregmark (BMI) RECORD AVAILABLE: Duane Eddy, Jamle 1117.		

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The Billboard

HOT 100

FOR THE WEEK
ENDING
MARCH 15

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
53	28	7	1		VENUS	Frankie Avalon, Chancellor 1031	5
20	5	3	2		CHARLIE BROWN	Coasters, Atco 6132	6
1	1	1	3		STAGGER LEE	Lloyd Price, ABC-Paramount 9972	14
3	2	2	4		DONNA	Ritchie Valens, Del-Fi 4110	16
70	30	10	5		ALVIN'S HARMONICA	David Seville and the Chipmunks, Liberty 35179	4
25	18	13	6		I'VE HAD IT	Bell Notes, Time 1004	8
36	24	15	7		IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	7
13	8	5	8		PETITE FLEUR	Chris Barber's Jazz Band, Laurie 3022	9
14	6	6	9		I CRIED A TEAR	LaVern Baker, Atlantic 2007	14
2	3	4	10		16 CANDLES	Crests, Coed 506	16
11	13	11	11		HAWAIIAN WEDDING SONG	Andy Williams, Cadence 1358	11
16	10	8	12		PETER GUNN THEME	Ray Anthony, Capitol 4041	10
12	7	12	13		TALL PAUL	Annette, Disneyland 118	10
5	4	9	14		ALL AMERICAN BOY	Bill Parsons, Fraternity 835	12
38	32	22	15		TRAGEDY	Thomas Wayne, Fernwood 109	17
21	23	19	16		MAY YOU ALWAYS	McGuire Sisters, Coral 62059	10
7	9	14	17		LONELY TEARDROPS	Jackie Wilson, Brunswick 55105	16
18	17	20	18		THE CHILDREN'S MARCHING SONG	Mitch Miller, Columbia 41317	9
—	65	41	19	★	NEVER BE ANYONE ELSE BUT YOU	Ricky Nelson, Imperial 8566	3
29	22	21	20		SHE SAY (OOM DOOBY DOOM)	The Diamonds, Mercury 71404	7
6	11	17	21		MY HAPPINESS	Connie Francis, M-G-M 12738	14
9	15	18	22		GOTTA TRAVEL ON	Billy Grammer, Monument 400	16
15	19	23	23		THE CHILDREN'S MARCHING SONG	Cyril Stapleton, London 1851	9
10	14	27	24		MANHATTAN SPIRITUAL	Reg Owen Ork, Palette 5005	14
4	12	16	25		SMOKE GETS IN YOUR EYES	Platters, Mercury 71383	17
8	16	24	26		GOODBYE BABY	Jack Scott, Carlton 493	13
28	27	25	27		I GOT A WIFE	Mark IV, Mercury 71403	7
34	44	37	28		LA BAMBA	Ritchie Valens, Del-Fi 4110	11
19	20	29	29		(ALL OF A SUDDEN) MY HEART SINGS	Paul Anka, ABC-Paramount 9987	12
35	29	28	30		THE STORY OF MY LOVE	Conway Twitty, M-G-M 12748	7

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	★ STAR PERFORMER THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
22	21	26	31		WITH THE WIND AND THE RAIN IN YOUR HAIR	Pat Bone, Dot 15888	9
23	26	30	32		THE LONELY ONE	Duane Eddy, Jamie 1117	8
96	76	49	33	★	PINK SHOELACES	Dodie Stevens, Crystalette 724	4
49	33	31	34		APPLE BLOSSOM TIME	Tab Hunter, Warner Bro. 5032	6
92	58	43	35		SEA CRUISE	Frankie Ford, Ace 554	5
—	82	45	36		IT DOESN'T MATTER ANYMORE	Buddy Holly, Coral 62074	3
73	53	39	37		PLEASE, MR. SUN	Tommy Edwards, M-G-M 12787	4
32	34	33	38		DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	8
33	40	34	39		THERE MUST BE A WAY	Joni James, M-G-M 12746	8
17	25	32	40		A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	21
42	37	36	41		PRETTY GIRLS EVERYWHERE	Eugene Church, Class 235	11
54	46	42	42		FIRST ANNIVERSARY	Carby Carr, Roulette 4125	7
64	47	55	43	★	RAWHIDE	Link Wray, Epic 9300	7
—	—	91	44	★	IT'S LATE	Ricky Nelson, Imperial 9061	2
94	85	83	45	★	SINCE I DON'T HAVE YOU	The Skyliners, Calico 103	4
24	31	35	46		LITTLE SPACE GIRL	Jesse Lee Turner, Carlton 496	10
39	39	40	47		NOLA	Billy Williams, Coral 62069	7
—	67	62	48	★	TOMBOY	Ferry Como, RCA Victor 7464	3
67	62	52	49		MATILDA	Cookie and His Cupcakes, Judd 1002	8
81	77	67	50	★	TELLING LIES	Fats Domino, Imperial 5569	4
45	38	38	51		PLAIN JANE	Bobby Darin, Atco 6133	7
62	64	64	52	★	AMBROSE (PART 5)-	Linda Laurie, Glory 290	7
72	52	54	53		WIGGLE, WIGGLE	Accents, Brunswick 55100	11
—	—	70	54	★	NO OTHER ARMS, NO OTHER LIPS	Chordettes, Cadence 1361	2
—	—	—	55	★	COME SOFTLY TO ME	Fleetwoods, Dolphin 1	1
76	68	56	56		WHEN THE SAINTS GO MARCHING IN	Fats Domino, Imperial 5569	4
88	55	50	57		NOLA	Morgan Brothers, M-G-M 12747	5
95	91	68	58	★	MIDNIGHT OIL	Charlie Blackwell, Warner Bros. 5031	5
57	43	58	59		WHO CARES!	Don Gibson, RCA Victor 7437	8
93	83	71	60		THE HANGING TREE	Marty Robbins, Columbia 41325	6

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

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

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

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
52	54	59	61	LOVERS NEVER SAY GOODBYE	Flamingos, End 1035	8
31	41	48	62	I'M A MAN	Fabian, Chancellor 1029	9
30	45	46	63	NOBODY BUT YOU	Dee Clark, Abner 1019	15
—	—	75	64	IF I DIDN'T CARE	Connie Francis, M-G-M 12769	2
—	—	72	65	WHERE WERE YOU (ON OUR WEDDING DAY)?	Lloyd Price, ABC-Paramount 9997	2
—	—	—	66	★ EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 2018	1
—	—	—	67	I'M NEVER GONNA TELL ON YOU	Jimmie Rodgers, Roulette 4129	1
91	59	57	68	BLAH, BLAH, BLAH	Nicola Paone, ABC-Paramount 9993	5
79	56	53	69	THE SHAG	Billy Graves, Monument 401	7
—	94	78	70	BUNNY HOP	The Applejacks, Cameo 158	3
27	36	47	71	THE DIARY	Nell Sedaka, RCA Victor 7408	14
26	35	44	72	LUCKY LADYBUG	Billy and Lillie, Swan 4020	12
75	66	65	73	ARE YOU LONESOME TONIGHT?	Jaye P. Morgan, M-G-M 12752	5
—	—	87	74	NO OTHER ARMS, NO OTHER LIPS	Four Aces, Decca 30822	2
74	61	61	75	TEARDROPS WILL FALL	Dickey Doo and the Don'ts Swan 4025	6
65	60	74	76	ANTHONY BOY	Chuck Berry, Chess 1716	4
47	42	51	77	IT'S ONLY THE BEGINNING	The Katin Twins, Decca 30807	9
87	87	95	78	★ MISS YOU	Jaye P. Morgan, M-G-M 12752	4
—	—	93	79	THE MORNING SIDE OF THE MOUNTAIN	Tommy Edwards, M-G-M 12757	2
97	90	89	80	MOONLIGHT SERENADE	The Rivieras, Coed 508	5
—	—	—	81	★ GUITAR BOOGIE SHUFFLE	The Virtues, Hunt 324	1
—	98	84	82	SHIRLEY	John Fred, Montel 1002	3
66	63	63	83	EVENING RAIN	Earl Grant, Decca 30819	7
46	48	60	84	DON'T PITY ME	Dion and the Belmonts, Laurie 3021	12
—	—	—	85	★ BALLAD OF A GIRL AND BOY	Graduates, Shan-Todd 0055	1
—	—	—	86	★ THIS SHOULD GO ON FOREVER	Rud Bernard, Argo 6327	1
—	—	100	87	THE ANSWER TO A MAIDEN'S PRAYER	Juno Valli, Mercury 71421	2
59	50	73	88	TRY ME	James Brown, Federal 12337	13
48	69	82	89	TRUST IN ME	Patti Page, Mercury 71409	3
—	—	—	90	★ I GO APE	Nell Sedaka, RCA Victor 7473	1

THE BILLBOARD'S BEST BUYS

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

POP

COME SOFTLY TO ME The Fleetwoods
(Cornerstone, BMI) I Care So Much (Cornerstone, BMI) Dolphin 1

EVERYBODY LIKES TO CHA CHA Sam Cooke
(Kags-Hermosa, BMI) Little Things You Do (Kags-Hermosa, BMI) Keen 2018

GUITAR BOOGIE SHUFFLE The Virtues
(Shapiro-Bernstein, ASCAP) Guitar in Orbit (Tone-Craft, BMI) Hunt 324

The above are previous Billboard Spotlight picks

SINCE I DON'T HAVE YOU The Skyliners
(Calico, ASCAP) One Night, One Night (Calico, ASCAP) Calico 104

C&W

NO SELECTIONS THIS WEEK

R&B

NO SELECTIONS THIS WEEK

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
—	—	—	91	NO REGRETS	Jim Barnes, Gibraltar 101	1
—	—	98	92	CITY LIGHTS	Ivory Joe Hunter, Dot 15860	2
—	—	—	93	I KNEEL AT YOUR THRONE	Joe Medlin, Mercury 71415	1
—	—	—	94	BECAUSE YOU'RE YOUNG	Jimmie Rodgers, Roulette 4129	1
—	—	—	95	TEARDROPS ON YOUR LETTER	Hank Ballard and the Midnighters, Klug 5171	1
—	—	—	96	I CAN'T SIT DOWN	Marie and Rex, Carlton 502	1
—	—	—	97	CIAO, CIAO BAMBINA	Domenico Modugno, Decca 30845	1
58	72	69	98	THE GIRL ON PAGE 44	The Four Lads, Columbia 41310	10
—	—	—	99	CHIP OFF THE OLD BLOCK	Eddy Arnold, RCA Victor 7435	1
—	—	—	100	OH WHY	Teddy Bears, Imperial 5563	1

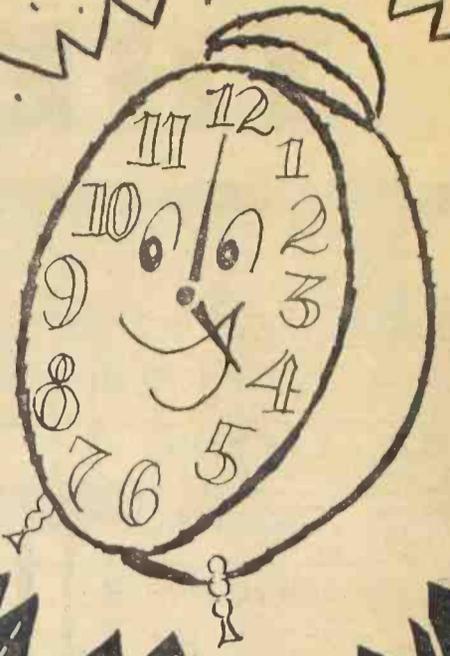
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written by Wood, Clowney, Kriegsman

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"I WONDER WHY"

b/w "BABY DON'T LEAVE ME"
DUKE 302



DOODLE OWEN'S
"GRAPEVINE"

b/w "MARY LOU"
BACK BEAT 525

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ALPHA OMEGA

and

ALL I HEAR

(IS GET YOUR HOME WORK DONE)

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SMASH SPIRITUAL

THE BROOKLYN ALL STARS

"SINGING FOR THE LORD"

"MEET ME IN GALILEE"

PEACOCK 1792

SMASHING THROUGH

TED TAYLOR'S

"BE EVER WONDERFUL"

b/w "SINCE YOU'RE HOME"
DUKE 304



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• Best Selling Sheet Music in U. S.

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

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

• Best Selling Sheet Music in Britain

(For week ending February 28)

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

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

• Best Selling Pop Records in Britain

(For week ending February 28)

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

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LATE '50's BID FOR FAME AS 'JAZZ AGE'

• Continued from page 1

Boswell will be featured regularly in "Pete Kelly's Blues," and an album of tunes from the series by her is practically a certainty.

On live TV, Timex has more jazz shows in the works, and the "Bell Telephone Hour" recently featured Duke Ellington and Ella Fitzgerald on NBC-TV. Upcoming is Benny Goodman's second annual "Swing Into Spring" video show. Meanwhile, more and more jazz artists are being featured on network television, via the Dinah Shore show, the Garry Moore show and the Steve Allen show.

Live jazz shows are also gaining in local TV. Latest entry is "Orchestration," sponsored by the National Brewing Company over station WJZ-TV, Baltimore. Emceed by Bailey Goss and Chuck Thompson, which debuted last month (Wednesday, 10-10:30 p.m.), features a variety of different jazz styles. Guest line-up to date spotlighted Kai Winding, Gene Franklin's "Pier Five Jazz Band, Plus Three," Pee Wee Erwin, Bud Freeman, Ruby Braff, Al Hibbler, Jimmy Rushing, Della Reese, Sam Donahue, Charlie Shaver, and others.

The success of "I Want to Live," the Susan Hayward movie which features a jazz background music by Gerry Mulligan and Johnny Mandel (both men cut strong-selling albums of the film's music for United Artists) has prompted a rash of jazz film scores.

Ellington Pic Score

Duke Ellington last week signed to write an original score—his first movie score—for the Otto Preminger film "Anatomy of a Murder" starring James Stewart. Ellington and two members of his band will also appear in the film and Ellington will record piano music which will be "played" on screen by Stewart.

Raven Films has completed a 90-minute jazz film "Jazz On a Summer's Day," which was filmed with six-track stereophonic sound track. The picture is about the Newport Jazz Festival, and features Louis Armstrong, Mahalia Jackson, Gerry Mulligan, Anita O'Day, Dinah Washington, Chico Hamilton, Jimmy Giuffre, Jack Teagarden, Thelonious Monk, Sonny Rollins, and Sonny Stitts.

One of the most commercial jazz films is Paramount's Red Nichols bio-film, "The Five Pennies" with Danny Kaye. Dot has the sound track album, which features Kaye, Louis Armstrong, Shelly Manne, Bobby Troup, Ray Anthony, Benny Carter, and Nichols.

Two jazz-oriented waxings of the title theme from "Compulsion," the new Orson Welles film based on the Leopold-Loeb murder case, were released this month—one by Jack Pleis on Decca, the other (on Coral) by Lionel Newman, who also wrote the film score.

DJ Exposure

The new jazz wax is assured of ample exposure on the local deejay level, since more and more pop jocks are featuring jazz disks, while, at the same time, stations are expanding their programming, via new all-jazz shows.

Key stations, such as WNEW, New York, are utilizing more jazz in an effort to spice up their disk shows with a beat, yet bypass the raucous rock and roll platters.

FM-radio stations, of course, are still the strongest local programming supporter of jazz, both live and recorded, while the advent of stereo broadcasting has sparked increased use of stereo jazz albums by heretofore strictly pop-minded music outlets.

Among the new local jazz shows are Ed Case's Saturday night jazz record program—10-11 p.m. over KPRC, Houston; Chuck Dattilo, KFSD, San Diego, with "An Inter-

lude in American Contemporary Music" from 11 p.m. to 1 a.m.; Paul Mills, who emceeds an hour and a half jazz segment across the board on WALE, Fall River, Mass., and Wally O'Hara's "Jazz—From J to Z," WEEI, Boston; Red Mellvanine, KPHO, Phoenix, Ariz., who emceed a four-hour jazz show January 25. Tagged, "Jazz in January," the program featured disks by Armstrong, the Hi-Lo's, Good Goodman and others.

Even "spoken word" jocks have access to jazz these days. Actress Nina Foch is cutting a S. W. package for Arwin, "Shakespeare in Modern," against a modern jazz background of flute, cello and guitar.

Solon Blasts 4th-Class Rate

• Continued from page 3

and 5 cents for each additional 16 ounces or fraction thereof. Prior to this exemption, phonograph recordings, if under eight ounces, were required to be sent by third-class mail. . . . Thus the present rate charges are exactly half what they were prior to this change in our postal laws.

Apparently under the impression that the record club mail-outs are predominantly in rock and roll category, Macdonald scolds the Post Office for making it easier for high school students to receive such "current favorites" as "Jailhouse Rock," "You Ain't Nothin' But a Hound Dog," "Got a Lot of Livin' to Do," "Dinner With Dracula," "Whole Lot of Shakin' Goin' On," et al. The Congressman says "We should make it more difficult for the phonographs of our teenagers to blare from coast to coast daily and nightly with this trash."

Macdonald's office reports that he will introduce a bill "to try to keep this rock and roll music from getting a postal subsidy." Reportedly, the Congressman has said he "has no interest in whether the music is BMI or ASCAP," altho the criticism is largely of BMI tunes, and is reminiscent of the type that to juke box "noise" and "blaring" in the diatribe garnered some ricochet publicity from current public interest in the rackets hearing—altho his proposed legislation would not concern records for juke play.

Spokesmen for the Senate Post Office Committee say that if amending legislation comes up, or if they are requested to do so, they will "look into the matter, to see if the intent of Congress was truly carried out." No one on the Committee staff who handled the bill during its ups and downs in the 85th Congress could recall just how the "phonographic recordings" got out of the third and into the cheaper fourth-class book rates, or whose idea it was.

A check of the jointly issued conference report on the bill (May 21, 1958), indicates that the amendment to include phonographic recordings in fourth class category originated with the Senate, and was accepted by House conferees.

Representative Macdonald has apparently confused two closely related sections of the Postal law, when he takes the Post Office Department to task for putting all phonograph records into the low-cost, "educational" category. There is a special "library" book rate, for exchange of educational materials between colleges, churches and other non-profit institutions. This is section 204 (E), and includes phonographic recordings transmitted by non-profit organizations only, and at a rate far below the standard fourth class.

Macdonald says he would not object to this special low rate for the Bach, Brahms and Beethoven

CLARK-LEONETTI TOGETHERNESS

NEW YORK—Dick Clark and Tommy Leonetti will publicly make up on March 21 when Leonetti will finally make his long delayed appearance on the Dick Clark show. Leonetti's skedded appearance on the February 21 Clark show was postponed when Leonetti's name came up in the Senate Investigating Committee hearings a few weeks ago. Leonetti will be playing the Elegante night club in Brooklyn that week and Dick Linke, the singer's manager, has invited Clark and his entourage out to the club to see Leonetti's act after the show.

'GREAT DANE' SPEAKS UP FOR LONGHAIR AID

• Continued from page 1

"I can give you a good example. Lily Pons and I once sponsored a lovely young soprano. Miss Pons said that this girl could do things with her voice that even she (Miss Pons) could never do. But where could she go? She accepted what opportunities came her way. But she, like the many, many other fine young artists we have in America, was terribly discouraged. Finally, she committed suicide. It was a terrible thing.

"Some means has to be found for making opera and serious singing more popular to the general public. One answer lies, I think, in subsidization from the State. Every State in the country should have its own opera company. They should do the operas in English and they should encourage the really talented and deserving young stars. It would be a great outlet for them. The Metropolitan and the very few big opera companies would remain as the really authentic showcases for the operas as they were originally written. Some of the young stars from the State companies would move up to the big companies. But if they didn't there would still be 49 more places for them to be regularly employed. Many of the governments in Europe subsidize the arts in this way. What happens is that many of the stars that mean something here came from Europe or were Americans developed there.

R&R 'Dangerous'

"Young America has been schooled to accept worthless music. They're not interested in the better music. Take this rock and roll. It's savage. It's all rhythm and not music at all. And it's dangerous. You know what it does to our kids? I'll tell you. They go to a dance and get all heated up and excited. The girls swing their skirts and shake themselves around like acrobats. Of course, that gets a boy, if he's normal, excited. Music that makes them want to dance like that puts temptations in their way they're not old enough to handle. It's excitement without fulfillment. It develops an unbearable frustration, as it were. Do you call that right?"

"In Europe it's not that way. Yes, I'm afraid the children there are beginning to like this American music, too. But still, many of the young people patronize the arts. They go to the opera and the concerts and they love both. If we had a place they could go in America that was inexpensive, our children would be educated to much better things that would not lead them down the wrong pathway.

Mr. Melchior, a fine, robust

figure of a man, told also of helping christen the new Cairo Hilton Hotel two weeks ago. "It was one long party and we forgot when it was day or night. We spent five days in Egypt seeing the sights, going to cocktail parties and watching the belly dancers. They were really something. They could go on for hours with their dances. I don't know how they were able to do it but they were certainly entertaining. Nasser and his guest Mr. Tito joined our party, too. Tito was so short, the photographers had to get very low and shoot up to make him look taller. I told some of my Jewish friends I was going to get Mr. Nasser's autograph for them."

Decca Borrows Griffith; Won't Lend Davis

NEW YORK—Capitol Records and Decca Records agreed on the loanout of an artist this past week for a show album, but Decca and Columbia couldn't get together on a sound track loan. The artist involved in the Capitol-Decca agreement was Andy Griffith, whom Capitol okayed to perform on the original cast recording of "Destry Rides Again" which will be released on Decca this spring. In making the deal Griffith's manager, Dick Linke, secured a percentage deal on each album sold in addition to week's salary for the artist for making the cast waxing.

Decca, however, refused to okay Sammy Davis' warbling on the sound track of the "Porgy and Bess" album, from the soon-to-be-released flick, which will be issued by Columbia. Thus, the Columbia version of the sound track will use another voice for that of Davis. Decca intends to issue its own "Porgy and Bess" album with Davis. Roulette Records did okay Pearl Bailey to sing on the Columbia version a few weeks ago. Back in December RCA Victor approved the loan of Pat Suzuki to Columbia for the original cast recording of "Flower Drum Song."

Dinah Joins Cap. Fold

HOLLYWOOD — Dinah Shore moved to the third label in her singing career last week when she signed a long term pact with Capitol Records. She will be handled by Artist-repertoire exec Voyle Gilmore who plans to issue Miss Shore's first Cap package in the fall.

During the 25 years Miss Shore has been prominent on the song front, she had been with but two labels. She was originally signed by RCA Victor, moved to Columbia in the late 1940's later to return to the Victor fold.

stands in supermarket and other similar spots. He pointed out that many of them were giving up sales of records and said "fine records need a fine showcase and certainly do not look well in grocery, hardware and other types of stores, and the customer has begun to realize it."

Spector said there was no immediate plans for the formation of local chapters and that SORD would operate for the time being as a national body only. He said the response of dealers was tremendous and said he felt that it would not be long before the effect would be felt in vastly improved relations between the companies and the dealers.

Hub Dealers on SORD Wagon

• Continued from page 3

nies to expand their market outside of the retail record store," Spector said. There is only one way to meet this challenge, he continued, "and that is to support a vigorous national organization of record dealers."

Spector went on to tell of the accomplishments of SORD and said he believed that some of the extras offered by the record companies came about because of the existence of SORD. Spector than told prospective members of the services SORD could offer, such as advice on suits and a system of co-operative buying among other things.

Several dealers spoke of the inroads record clubs had made in their business and one said that his total check for the last quarter on the deal for one company amounted to \$5.98. Spector made the point that he had found in his

travels that the words "record club" was anathema to dealers.

Success Recipe

He gave some advice on how to run a successful record store. Highlights were: you must spend to upgrade your store. Remember you are selling a luxury item and you must create an atmosphere of charm. He advised dealers to buy "hot" numbers in depth to defeat the discount houses and to keep reading The Billboard to find out about the record business. It also was important, he said really to know and to demonstrate the merchandise.

He assailed the top 40 choices of disk jockeys and paid high tribute to the listing in the Billboard, which he said he relied upon to produce a sheet each week showing the true status of records. Spector also told the dealers that they should not fear the influx of record

BEST NEWS OF THE WEEK

DUANE EDDY

His Smash Follow Up to "Rebel Rouser" & "The Lonely One"

"YEP!"

b/w "3:30 Blues" Jamie #1122

ANOTHER MILLION SELLER

COMING UP STRONG!

"JOHNNY JOHNNY JOHNNY"

b/w "Broken Down Merry-Go-Round"

G. NOTES
Guyden #2012

JUST RELEASED & IMMEDIATE REACTION!

"GIG-A-LENE"

b/w "Here's My Heart"

THE SHARPS

IT'S HAPPENING!

Jamie #1114

"DARLING, I WANT TO GET MARRIED"

b/w "ONE MILLION YEARS"

THE HEARTBEATS

ON THE WAY!

Guyden #2011

"BAD LUCK"

b/w "MY JEALOUSY"

SANFORD CLARK

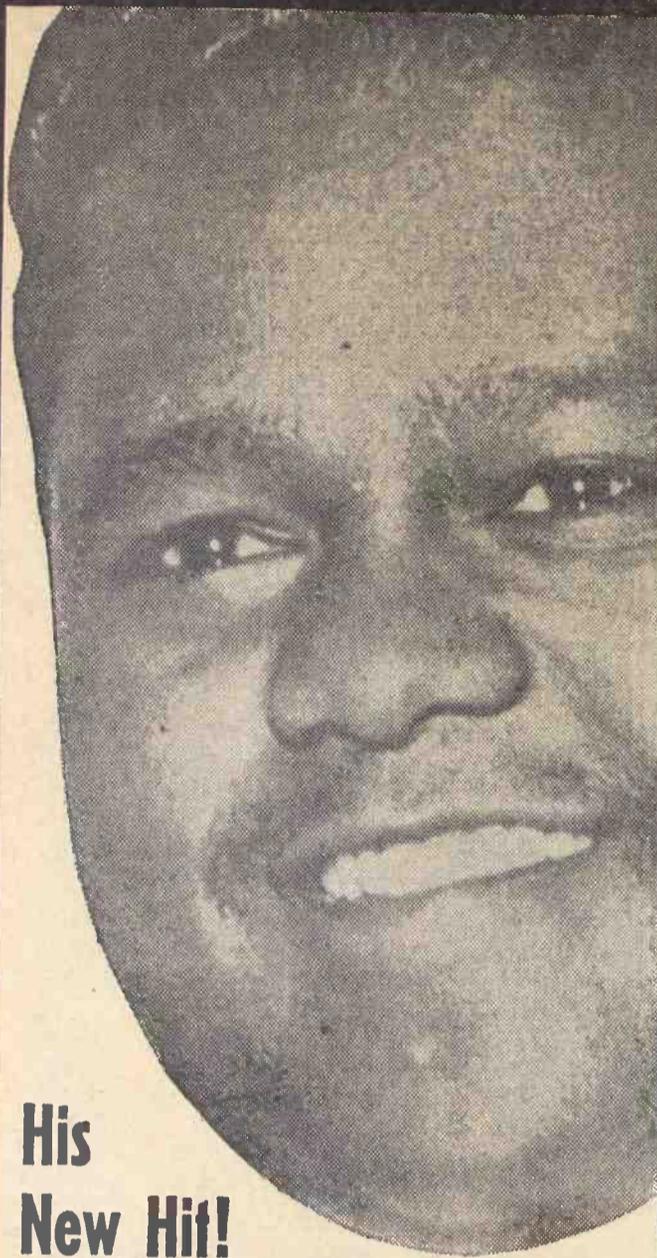
Jamie #1120

OVERNIGHT HIT IN MIAMI & DETROIT!



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continued on page 8 column 1

FATS DOMINO



His
New Hit!

“TELLING
LIES”

“WHEN THE SAINTS
GO MARCHING IN”

5569



IMPERIAL RECORDS

6425 Hollywood Blvd., Hollywood, Calif.

IN CANADA • LONDON RECORDS, Ltd.

The Billboard HOT R & B SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
				FOR WEEK ENDING MARCH 15		
9	4	3	1	IT'S JUST A MATTER OF TIME	Brook Benton, Mercury 71394	5
3	2	2	2	I CRIED A TEAR	LaVern Baker, Atlantic 2007	12
1	1	1	3	STAGGER LEE	Lloyd Price, ABC-Paramount 9927	13
20	13	7	4	CHARLIE BROWN	Coasters, Atco 6132	4
2	3	4	5	LONELY TEARDROPS	Jackie Wilson, Brunswick, 55105	17
11	10	8	6	PRETTY GIRLS EVERYWHERE	Eugene Church, Class 238	12
4	6	6	7	16 CANDLES	Crests, Coed 506	9
5	5	5	8	TRY ME	James Brown, Federal 12337	18
7	8	9	9	THE RIGHT TIME	Ray Charles, Atlantic 2010	10
—	—	—	10	TEARDROPS ON YOUR LETTER	Hank Ballard, King 5171	1
12	12	11	11	DONNA	Ritchie Valens, Del-Fi 4110	6
6	7	10	12	SMOKE GETS IN YOUR EYES	Platters, Mercury 71363	13
—	22	14	13	PETER GUNN THEME	Ray Anthony, Capitol 4041	3
—	—	—	14	EVERYBODY LIKES TO CHA CHA	Sam Cooke, Keen 32018	1
—	—	19	15	VENUS	Frankie Avalon, Chancellor 1031	2
8	9	12	16	NOBODY BUT YOU	Dee Clark, Abner 1019	17
—	—	22	17	LOST	Jerry Butler, Abner 1024	2
16	17	20	18	ALL AMERICAN BOY	Bill Parsons, Fraternity 835	5
15	16	17	19	GOTTA TRAVEL ON	Billy Grammer, Monument 400	12
—	—	—	20	COME TO ME	Marv Johnson, United Artists 160	1
—	—	21	21	TRAGEDY	Thomas Wayne, Fernwood 109	2
10	11	13	22	A LOVER'S QUESTION	Clyde McPhatter, Atlantic 1199	21
—	—	—	23	TELLING LIES	Fats Domino, Imperial 5569	1
13	14	16	24	MY HAPPINESS	Connie Francis, M-G-M 12738	9
—	—	25	25	LOVERS NEVER SAY GOODBYE	Flamingos, End 1035	2
14	15	18	26	NO REGRETS	Jimmy Barnes, Gibraltar 101	4
24	18	15	27	LOVE YOU MOST OF ALL	Sam Cooke, Keen 32006	21
—	—	—	28	LOVE'S BURNING FIRE	Beverly Ann Gibson, Deb 506	1
—	—	—	29	PLEASE, MR. SUN	Tommy Edwards, M-G-M 11134	1
—	—	—	30	IT'S LATE	Ricky Nelson, Imperial 9061	1

3 SMASH HITS
 Big Maybelle
 "BABY, WON'T YOU PLEASE COME HOME"
 #1558
 The Jive Bombers
 "STAR DUST"
 "YOU GIVE YOUR LOVE TO ME"
 #1560
 Ronnie Dee and the Down Beats
 "THIS SHOULD GO ON FOREVER"
 #1559

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 TRINI LOPEZ
 King 5187

KING

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 by the Manhattans
 #445

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Warren Storm
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 (Troubles on My Mind)
 Nasc 6025
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NASHBORO
 Record Co., Inc., Nashville, Tenn.

ANOTHER HIT!
THE CADILLACS
 "JAY WALKER"
 "COPY CAT"
JOSIE #857

Just Released!
 Billy Maxted
"WEDDING BELLS"
 (Are Breaking Up That Old Gang of Mine)
 Seeco 6017

SEECO GOES POP!

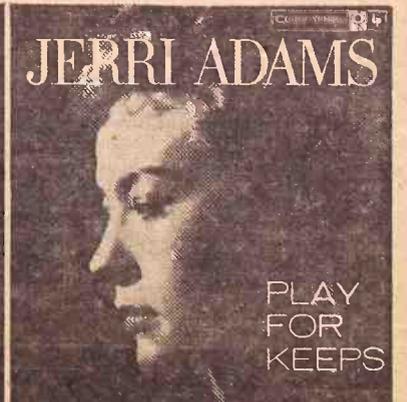
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AFTER ANOTHER

"LOVEY DOVEY"

ATLANTIC 2018

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McPHATTER'S

SMASH FOLLOW-UP TO
"A LOVER'S QUESTION"

b/w "MY ISLAND OF DREAMS"

ATLANTIC
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(Stella Lane, BMI)

Adams has an answer disk to Bill Parson's "All American Boy." This is a narrative of a pop singer who's currently in the Army in Germany. The "All American Boy" caught on in a big way, and this could follow suit. Flip "That's My Baby" (Stella Lane, BMI). Nau Voo 805

JUST RELEASED AND ALREADY BREAKING BIG
RETURN OF THE ALL AMERICAN BOY
b/w THAT'S MY BABY

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The Billboard HOT C & W SIDES

THREE WEEKS AGO	TWO WEEKS AGO	ONE WEEK AGO	THIS WEEK	TITLE	Artist, Company, Record Number	WEEKS ON CHART
2	1	1	1	DON'T TAKE YOUR GUNS TO TOWN	Johnny Cash, Columbia 41313	8
7	6	3	2	WHEN IT'S SPRINGTIME IN ALASKA	Johnny Horton, Columbia 41308	9
11	7	4	3	WHO CARES!	Don Gibson, RCA Victor 7437	6
1	2	2	4	BILLY BAYOU	Jim Reeves, RCA Victor 7380	18
6	4	6	5	COME WALK WITH ME	Wilma Lee, Stony Cooper, Hickory 1085	13
3	3	5	6	COUNTRY MUSIC IS HERE TO STAY	Simon Crum, Capitol 4073	19
4	8	7	7	LIFE TO GO	Stonewall Jackson, Columbia 41237	19
16	16	8	8	WHICH ONE IS TO BLAME?	Wilburn Brothers, Decca 30787	10
9	10	12	9	I'VE RUN OUT OF TOMORROWS	Frank Thompson, Capitol 4085	15
5	5	9	10	GOTTA TRAVEL ON	Billy Grammer, Monument 400	10
18	13	13	11	THAT'S WHAT IT'S LIKE TO BE LONESOME	Ray Price, Columbia 41309	9
10	9	10	12	DARK HOLLOW	Jimmy Skinner, Mercury 71387	8
—	—	—	13	WHITE LIGHTNING	George Jones, Mercury 71406	1
8	15	15	14	PICK ME UP ON YOUR WAY DOWN	Charlie Walker, Columbia 41211	21
15	12	16	15	THAT'S WHAT IT'S LIKE TO BE LONESOME	Bill Anderson, Decca 30773	10
—	—	24	16	GOTTA TRAVEL ON	Bill Monroe, Decca 30809	2
28	29	22	17	I'M IN LOVE AGAIN	George Morgan, Columbia 41318	4
22	17	19	18	MY REASON FOR LIVING	Ferlin Husky, Capitol 4123	4
—	18	11	19	BEYOND THE SHADOW	Browns, RCA Victor 7427	3
17	20	20	20	BEST YEARS OF MY LIFE	Carl Smith, Columbia 41290	8
13	14	14	21	CITY LIGHTS	Ray Price, Columbia 41191	21
—	—	—	22	ALL THE TIME	Kitty Wells, Decca 30804	1
—	23	17	23	YANKEE, GO HOME	Goldie Hill, Decca 30826	3
14	19	25	24	MY BABY'S GONE	Louvie Brothers, Capitol 4055	20
20	22	23	25	LAST NIGHT AT A PARTY	Faron Young, Capitol 4113	7
25	27	29	26	A LONG TIME AGO	Faron Young, Capitol 4113	6
—	—	30	27	I TRADED HER LOVE	Roland Johnson, Brunswick 35100	2
—	—	—	28	HANGING TREE	Marty Robbins, Columbia 41325	1
23	30	—	29	KNOXVILLE GIRL	Louvie Brothers, Capitol 4117	3
26	26	21	30	WALKING MY BLUES AWAY	Jimmy Skinner, Mercury 71387	7

For 3 Weeks
The No. 1 Record

In the K. C. area
according to KCKN's chart

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"HIGH CLASS
FEELIN'"

(westport #141)

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by
THE HOME FOLKS

(westport #142)

now No. 5 on KCKN's chart
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PRETTY GIRLS EVERYWHERE

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**THE BLUEBIRD, THE
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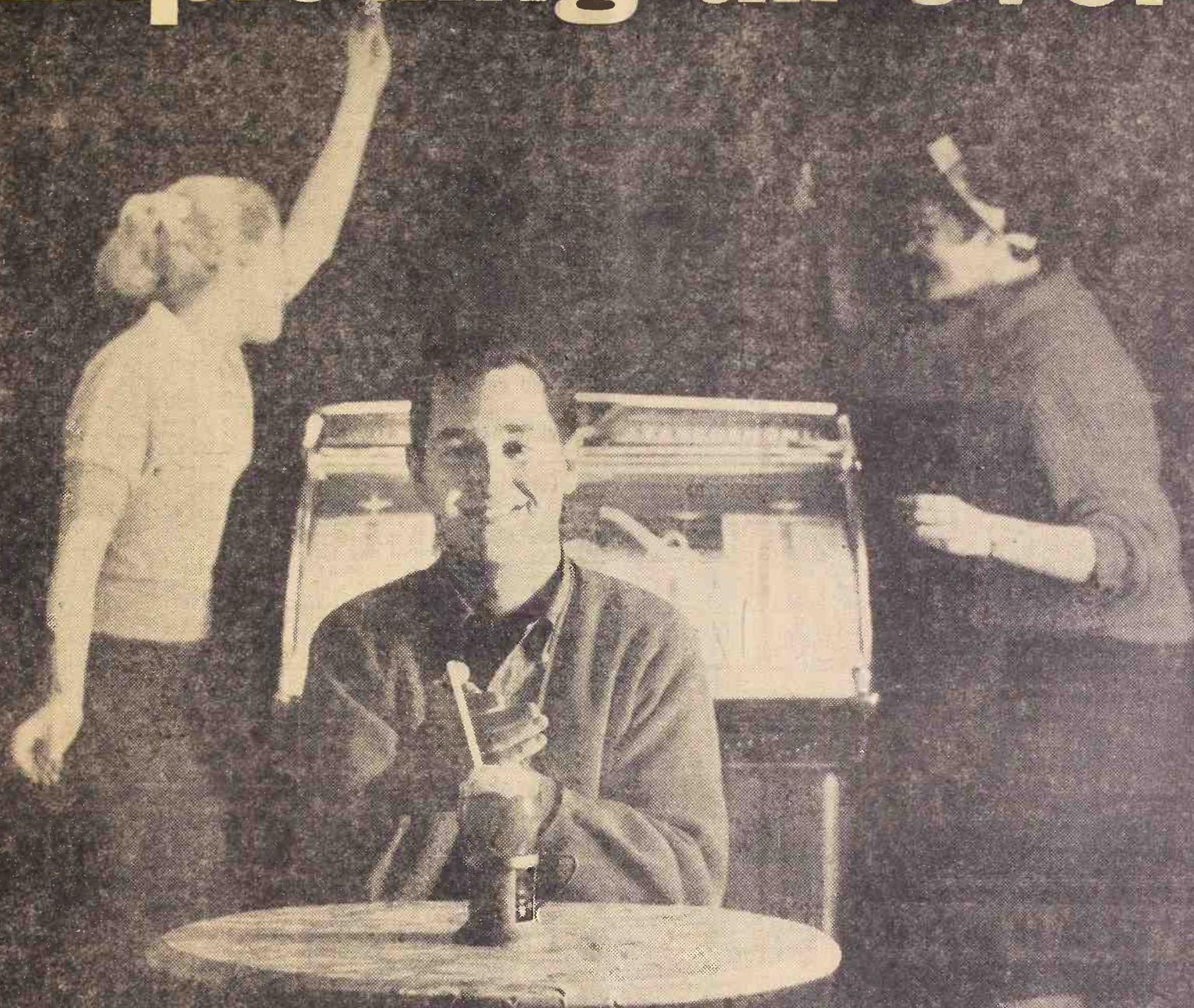
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47/7473

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RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

SPOTLIGHT—Strongest Sales Potential of ALL records reviewed this week

★★★★—Very Strong Sales Potential

★★★—Good Sales Potential

★★—Moderate Sales Potential

★—Limited Sales Potential

★★★★

THE CRICKETS

★★★★ **Someone, Someone**
BRUNSWICK 55124 — Soft chant on a pounding ballad with beat by the Crickets. Danceable rhythm and good vocal give this a chance to step out. (Norman, ASCAP)

★★★★ **Love's Made a Fool of You**
Rocker with a Latin flavor is given a stylized vocal by the group. Tune has a folkish sound, and it's nicely handled. Two good sides. (Nor-Va-Jak, BMI)

GEORGE HAMILTON IV

★★★★ **Can You Blame Us**
ABC-PARAMOUNT 10009—George Hamilton asks how can anyone blame young boys and girls if all they want is to be together. It's a pretty tune and the singer sells it well. Good teen lyrics. (Wills, BMI) BMI

THE STEADY GAME

★★★★ George Hamilton tells his girl that it's time for them to go steady. Very attractive tune is sung sweetly by the lad over simple backing. Two good sides. (Cedarwood, BMI)

DON CHERRY

★★★★ **The Golden Age**
COLUMBIA 41351—A strong side. Song is solid ballad and Cherry belts it out with style and meaning. Arrangement has a touch of march tempo with a chorus giving a big sound. Watch it. (Cromwell, ASCAP)

HUSTY HEART

★★★★ The fine country song gets a wonderful performance by Cherry—full of flavor and carrying an infectious arrangement. (Melody Trails, BMI)

LEE ANDREWS

★★★★ **Just Suppose**
UNITED ARTISTS 162—Smooth rockaballad is warmly sung by Andrews with lush big ork support. Good side can step out. (G & H, BMI)

BOOM

★★★★ Slight Latin rocker is presented with appeal by Andrews and the Hearts. Good coupling. (G & H, BMI)

GOOGIE RENE

★★★★ **Rock-a-Bye Baby**
CLASS 248—Good rocking blues sounds by the Rene band with a swingin' piano in the spotlight. Then comes a vocal by a lead and a chorus. Solid wax which can get 'em dancing. Could step. (Records, BMI)

SKUMBO

★★★★ This slower side has something of a "Stagger Lee" quality and the horn man gives it a fine ride, as does the band. A good instrumental. (Records, BMI)

ROY HAMILTON

★★★★ **I Need Your Lovin'**
EPIC 9307—A bright rhythm effort is sung with feeling by the chanter helped by a chorus and a swinging combo. It has a real beat and it could break out. (Peer & Walnut, BMI)

BLUE PRELUDE

★★★★ The fine oldie is handed a warm reading by the big-voiced chanter backed by a smart arrangement featuring a muted trumpet and strings. A good jock side. (World ASCAP)

JOHNNY AND JONIE

★★★★ **Tijuana Jull**
CHALLENGE 59041—Tune also recorded by the Kingston Trio is handled in bright

fashion by the duo. It's a good treatment that can offer competition. (Falstaff, BMI)

MIDDLE OF THE NIGHT

★★★ Pretty ballad is sung warmly by the pair over soft backing. Flip appears top side. (Jat, BMI)

BERNIE LOWE ORK

★★★★ **Bonapartes Retreat**
CAMEO 162—The Pes Wee King oldie is dressed up in smart fashion by the ork. A male chorus handles the rhythmic vocal. He clicked with "Sing, Sing, Slog," and this could be a repeater. (Acuff-Rose, BMI)

CHARLESTON '59

★★★ Cheerful Charleston is given a sprightly whirl by the Ork. It's a good deejay programming side. This can click with the kids. (Lowe, ASCAP)

TOMMY SANDS

★★★★ **I Ain't Gittin' Rid of You**
CAPITOL 4160 — Gutbucket rocker with earthy backing offers a good setting for Sands' bluesy vocal. It's a good change of pace for him, and it has a chance. (Grace, ASCAP)

IS IT EVER GONNA HAPPEN

★★★ Latinish rocker is sold with appeal by Sands. Good backing helps nicely on the danceable item. (Grace, ASCAP)

★★★

DECASTRO SISTERS

★★★ **Close to You**
ABC-PARAMOUNT 10007 — The oldie is done as a bright cha cha by the gals. Spinnable item can also attract plays and coin. (Barton, ASCAP)

WITH MY EYES WIDE OPEN

★★★ The evergreen is chirped with feeling by the sisters. Smooth rockaballad treatment provides a danceable side. The kids could take to the class side. (DeSylva, Brown & Henderson, ASCAP)

DORSEY BURNETTE

★★★★ **You Came as a Miracle**
IMPERIAL 5561 — Expressive reading by Burnette on effective rockaballad with Choral backing. Merits spins. (Alan-Edwards, BMI)

TRY

★★★ Attractive vocal by Burnette on a pretty tune over good backing. Good side for the singer. (Alan-Edwards, BMI)

JERRY SIMMS

★★★ **Dancing Partners**
RCA VICTOR 7483—Jerry Simms bows on the label with a listenable reading of a big, big ballad about love and its tribulations. Tune was out previously. (Admont, ASCAP)

DANCING WITH A MEMORY

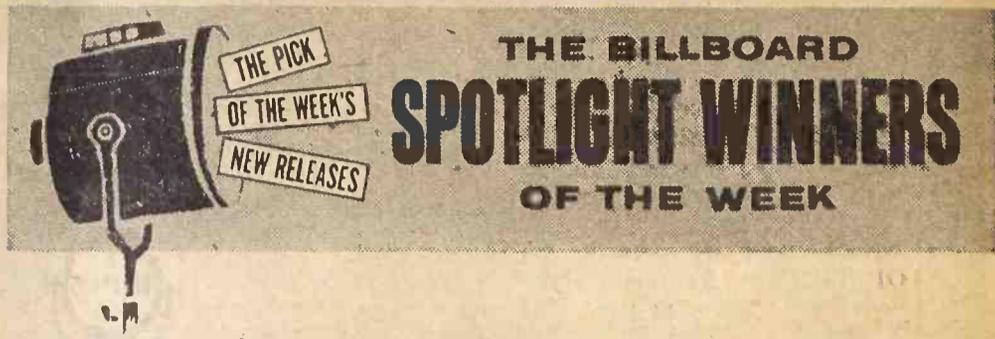
★★★ A story ballad is sung with feeling by the new boy on the label. He sells the tune neatly, helped by a group and combo with a beat. (Towne, ASCAP)

BOB CARROLL

★★★★ **I Can't Get You Out of My Heart**
UNART 2012—Pretty new ballad is sung in legit fashion by the singer with one chorus in English and one in Italian. It has a chance for play. (Southern, ASCAP)

SINCE I'M OUT OF YOUR ARMS

★★★ Cute novelty is sold well by the fine singer, helped by a smart arrangement and a vocal chorus. Both sides make for good jock programming. (Arch, ASCAP)



Pop Records

PAT BOONE

FOR A PENNY (Roosevelt, BMI)
THE WANG DANG TAFFY APPLE TANGO (Spoone, ASCAP)

Boone has two likely clicks with these strong sides. Top tune is an attractive rockaballad, handled in warm, relaxed style. Flip is a cute Latinish novelty. Dot 15914

THE PLATTERS

ENCHANTED (Choice, ASCAP)
THE SOUND AND THE FURY (Feist, ASCAP)

"Enchanted" spots the group on a hit reading of a pretty Buck Ram tune. "The Sound and the Fury" is a ballad, based on thematic music from the coming flick of the same name. Both are excellent offerings with top potential. Mercury 71427

PAUL ANKA

I MISS YOU SO (Leeds, ASCAP)
LATE LAST NIGHT (Spanka, BMI)

Anka presents "I Miss You So" in a similar manner to his current click, "My Heart Sings." "Last Night" is a wild rocker that also has the money sound. Both appear chart bound. ABC-Paramount 10011

CHUCK BERRY

ALMOST GROWN (Arc, BMI)
LITTLE QUEENIE (Arc, BMI)

These are Berry's strongest efforts in a while, and both can coast in. Berry sells each with strong know-how, and they should also reap heavy coin in r.&b. marts. "Almost Grown" is a rocker blues. "Queenie" is in more of a gutbucket groove. Chess 1722

JACKIE WILSON

THAT'S WHY I LOVE HER SO (Pearl, BMI)
LOVE IS ALL (Figure, BMI)

"That's Why" is on the gospel kick, and Wilson belts the tune with a strong chorus and ork assist. "Love" is a smooth rockaballad that is softly chanted. Both are strong follow-ups to "Lonely Teardrops." Brunswick 55121

THE CRESTS

SIX NIGHTS A WEEK (Winneton, BMI)
I DO (Winneton, BMI)

The Crests, who are still up there with "16 Candles," have a strong sequel disk. "Six Nights" is an attractive ballad that is powerfully sold. "I Do" is a ballad-with-beat that is accorded a warm reading. Top r.&b. potential also. Coed 509

DUANE EDDY

YEP! (Gregmark, BMI)

Low-down blues tune features Eddy's fine, twangy guitar. A chorus chimes in now and then on the title word. It's a danceable side that should prove another big one for the hot artist. Flip is "3:30 Blues." (Gregmark, BMI). Jamie 1122

CLYDE McPHATTER

LOVEY DOVEY (Progressive, BMI)
MY ISLAND OF DREAMS (Progressive, BMI)

McPhatter has a solid, new version of his old hit that looms as a strong contender. The rocker is sold with appeal over driving backing. "My Island" is a celestial-type rockaballad with a hula flavor that is also a prospect. Atlantic 2018

TRAVIS AND BOB

TELL HIM NO (Burnt Oak, BMI)

Travis and Bob have a fine side that can be a winning first disk. They treat the infectious, Latin-tinged theme in Everly Brothers-type harmony. Soft guitar backing helps pace the side. There are other versions available, but this can figure. Flip is "We're Too Young" (Singing River, BMI). Sandy 1017



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

REG OWEN ORK

DOWN BY THE RIVERSIDE (Zodiac, BMI)

The Owen crew serves up a brassy, ork treatment of the oldie. The side moves and builds in sound thruout. It has the same infectious quality of "Manhattan Spiritual," and it can go all the way. Flip is "Ambush," (Zodiac, BMI) Palette 5015

FABIAN

TURN ME LOOSE (Avalon, BMI)

STOP THIEF! (Rambled, BMI)

Fabian has two rockin' sides that should prove salable items. "Turn Me Loose" is a pounding, danceable ditty that is vigorously chanted. "Stop Thief!" is a rockabilly that is also read energetically. Chancellor 1033

DORIS DAY

LOVE ME IN THE DAYTIME (Jack-Do, ASCAP)

This is her best since "Everybody Loves a Lover." The smart Bob Allen tune is given a listenable dual-track reading with botney ork support. Flip is a charming novelty-type, "He's So Married." (Artists, ASCAP). Columbia 41354

THE ACCENTS

CHING A LING (Playersville, ASCAP)

I GIVE MY HEART TO YOU (Linsway, ASCAP)

Both sides are top bets to click. "Ching" is a clever tune about a guy who meets a cute chick in Chinatown. "I Give" is a pretty rockaballad. They're still making it with "Wiggle, Wiggle," and these sides can also go well. Brunswick 55123

BUDDY KNOX

I THINK I'M GONNA KILL MYSELF (January, BMI)

Knox registers solidly on a country-rocker type about a cat who's suffering from a broken love affair. The kids could take to his fine reading. Flip is "To Be With You," (Patricia, BMI). Roulette 4140

DON FRENCH

GOLDILOCKS (RealGone, Lancer, BMI)

LONELY SATURDAY NIGHT (Wildeat, BMI)

The new artist handles the two efforts in great style. "Goldilocks" is a rocker on which he is backed by a bevy of fems. "Lonely Saturday Night" is a mournful weeper that is also given a good reading. These can be winners. Lancer 104

Pop Novelty

PETER SELLERS

A DROP OF THE HARD STUFF (MCPS, ASCAP)

I'M SO ASHAMED (Bron)

Sellers, a British artist, has two very amusing sides that can take off. Top side is a noisy ditty about a Scot who's commenting on the playing of a band in a bar. Eventually his remarks cause a brawl, and the side ends in utter havoc. Flip is a smart piece of material about an artist who hasn't had a hit record in three weeks. Capitol 4159

JEFF BARRY

IT'S CALLED ROCK AND ROLL (Trinity, BMI)

HIP COUPLE (Trinity, BMI)

Barry has two cute sides that can create interest. "Rock and Roll" is a clever song on which Barry demonstrates the makings of a rock and roll song both on piano and vocally. "Hip Couple" is about a twosome that wears matching togs. Good teen idea. RCA Victor 7477

Pop Talent

WALLY LEWIS

THAT'S THE WAY IT GOES (Owen, BMI)

Lewis has a touch of Johnny Cash in his voice on this weeper-styled tune. Tune tells of the vicissitudes of a romance. Fem chorus assists on the smartly-rendered song. Flip is "Every Day," (Owen, BMI) Liberty 55178

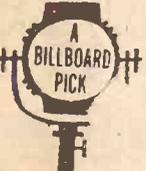
FRANKIE BRENT

TIME AFTER TIME (Barton, ASCAP)

VIBRATIONS (Calvert-Compion, ASCAP)

Brent debuts with two excellent sides. "Time After Time" receives a warm chant with simple, but effective backing. "Vibrations" is a mild rocker dealing with the "vibrations" between a steady couple. Impressive side can move with exposure. Palette 5016

(Continued on page 53)



SANDY STEWART

***** Heavenly Father? *****

ATCO 6137—The Edna McGriff hit of old is given a smooth rockabilly reading by the thrush. Fine side that can attract. (Bennell, BMI)

***** Playmates *****

Cute reading of the oldie by Miss Stewart. Shuffle-paced rhythm and bright chorus backing assist. It has a chance. (Joy, ASCAP)

PAUL EVANS

***** Beat Generation *****

ATCO 6138—Topical tune is in a Latinish groove. Nice chanting stint by Evans on his debut side for the label. It bears watching. (Sounds-Tweed, ASCAP)

***** At My Party *****

Love is born at a party. The chanter sings the teen-slanted tune with appeal. Fine backing on the mild rock theme. It has a sort of folkish sound. (Sounds, ASCAP)

THE TUNE WEAVERS

***** Little Boy *****

CASA GRANDE 101—Slowly-paced, pounding ballad is given a feelingful vocal by the group. It has a sound. (Donna, BMI)

***** Look Down That Lonesome Road *****

The old folk tune is presented with a stylized arrangement. Fine, bright backing assists on the listenable reading. It can move. (Paramount & Skilret, ASCAP)

JERRY WRIGHT

***** One Blade of Grass *****

FREEDOM 44008—Somber, haunting rockaballad is of the inspirational type. Wright hands it a warm, sincere reading over soft ork and chorus support. Talented newcomer. (Diana, ASCAP)

***** Yes Sir, That's My Baby *****

Wright handles the oldie in rhythmic, shuffle-pace tempo with male groups backing. Good coupling. Both sides have chance. (Bourne, ASCAP)

THE BLOCKBUSTERS

***** Hi Hon *****

CRYSTALLETT 725—Side consists of a brief dialog between two youngsters at a dance. The chick is flippin' with coyness over the cat's frame. He responds shyly over mild rock support. It's different enough to attract interest. (Gold Band, BMI)

***** Boogie Bop *****

Rocker-blues instrumental features a wailing tenor with rhythm support. Mixed chorus comes in late with a brief lyric. Danceable side could take off. (Gold Band, BMI)

SANFORD CLARK

***** Bad Luck *****

JAMIE 1120—An interesting broken rhythm bluesy tune. Clark handles it with a good vocal, supported by a chorus. (Gregmark, BMI)

***** My Jealousy *****

Clark has a strong country flavor on this side with an interesting minor-key folk sound. Pleasant sound on both sides. (Gregmark, BMI)

THE C-NOTES

***** Last Saturday Night *****

ARC 4447—The new group registers well on this topical theme about a cat who fell for a chick on a Saturday date. Pretty rockaballad is nicely sung. (EMC, BMI)

***** We Were Meant for Each Other *****

Moderate rocker is given a nice shout by the group. Talented newcomers could have something here. (EMC, BMI)

TERRY NOLAND

***** Teen-Age Teardrops *****

BRUNSWICK 55122—Lightly pounding support assists the chanter on this tune about an unrequited, teen-age love affair. Lush strings and chorus are also featured. It could step out. (Nor-Va-Jak, BMI)

***** Guess I'm Gonna Fall *****

Leisurely-paced, shuffle rhythm tune is sung with appeal by the young chanter. Attractive side can move. (Peer, EMI)

STUART HAMBLEN

***** I'm the One Who Loves You *****

CORAL 62089—The country-sacred singer comes thru with a strong vocal on a pretty

new tune of his own. He is backed by a vocal group and large ork. (Hill & Range, BMI)

***** Indiana *****

The well-known evergreen receives a tender vocal from Hamblen, suitably supported by a capable vocal group. (Shapiro-Bernstein, ASCAP)

LINDA BRANNON

***** Wherever You Are *****

CHESS 1720—Soft, folkish tune is given a warm vocal by Miss Brannon. Side can appeal in both pop and c.&w. mags. Soft chorus and fine guitar support help on the pretty tune. (Cajun, BMI)

***** Just Another Lie *****

Slow, blues rocker is treated expressively by the thrush. Light, earthy backing accompanies on the tale of a cheatin' love. (Hip Hill & Tree, BMI)

BOBBY LONERO

***** Little Bit *****

LIBERTY 55180—Droning saxen assist the chanter as he belts out a rockabilly ditty about a petite miss. This has a chance. (Mailory, BMI)

***** The Girl That I Marry *****

Lonero interprets the Berlin tune in feelingful style. Rhythm backing and soft chorus chanting help. Side can move. (Berlin, ASCAP)

SAMMY KAYE ORK

***** Leave the Door Wide Open *****

COLUMBIA 41348—Sammy Kaye and the group develop a good rollicking sound on this tale of comin' home. Solo spots are followed by Philadelphia Mummer type choruses. Sprightly side that can win spins. (Republic, BMI)

***** Dah Dee *****

This is a Latinized cha cha version of the famous Kaye hit of the early 1940's, "Daddy." Vocal chorus handles the lyric here followed by brass chorus. This could catch spins, too. (Republic, BMI)

THE EASY RIDERS

***** John Henry *****

COLUMBIA 41347—From the Easy Riders' album, "Wanderin'," this is a good, sprightly revival of the well-known work song, often sung by Belafonte. The Riders give it an interesting hill quality with their guitars. Listenable. (Montclare, BMI)

***** East Virginia *****

This tune has much of the Appalachian-Elizabethan quality of folk sound and it's nicely rendered by the vocal group. Programmable and it could gather some coin in today's folk-minded market. (Montclare, BMI)

FREDDIE HART

***** Dave Jones *****

COLUMBIA 41345—Freddie Hart addresses his tale of woe to the spirit of the deep as he tells about his romantic troubles. Harmonica figures in the side in an interesting manner. Good performance by Hart. (International, BMI)

***** The Wall *****

Strong folk roots are in this song of the prisoner who does nothing but stare at the cell wall. He has a sad, sad tale to tell, and he vows to be the first to climb that prison wall. Strong folk effort which could catch action. (Red River, BMI)

LONNIE DONEGAN

***** Aunt Rhody *****

DOT 15911—Rockin' version of the old folk classic is skiffed energetically by Donegan and crew. Side can move. (Essex, ASCAP)

***** Does Your Chewing Gum Lose Its Flavor *****

The British rockabilly gives out with a peppy reading of the Billy Rose tune. Clever ricky-tick backing assists. (Mills, ASCAP)

JO ANN CAMPBELL

***** Nervous *****

GONE 5055—The gal belts out a good upbeat rocking tune which is all about the feeling she gets around her boy. Moves nicely and could pull spins. (Bonnie, ASCAP)

***** Mama (Can I Go Out Tonight) *****

The gal asks mama to let her go out datin'. (Continued on page 50)

Reviews of New Pop Records

Continued from page 49

Tune was cuffed by Bo Diddley. (Real Gone, BMD)

CRAZY OTTO

★★★ Sunrise Serenade
DECCA 30818—Crazy Otto's bouncy keyboard technique wraps up oldie in strident instrumental. Playable juke side. (Jewel, ASCAP)

★★ Chopin's Polonaise
More player-piano-styled pianistics applied in Crazy Otto style to the great classic.

SON OF IRA IRONSTRINGS

★★★ When Day Is Done
WARNER BROS. 5040—The billing here features the son of Ira Ironstrings, his proud pater and their free-loading relatives. The disk itself sounds like Henry Busse on trumpet with a modernized band backing. The shuffle is still there but the sound is modern and pleasant. Good for jocks. (Harms, ASCAP)

Hot Lips

Another oldie gets the featured wailing treatment in the shuffle rhythm style of the old Busse band. Pleasant instrumental. (Felst, ASCAP)

VIRGIL & THE 4 CHANNELS

★★★ Don't Keep It to Yourself
DEB 508—A pounding, nicely-building gospel-styled medium beat effort. Virgil has a high, spirited voice and he's supported finely by the Channels, a fem group. An interesting sound here. (Raleigh-Co-op, BMI)

Waiting

A slow and pulsing ballad, supported by organ and a vocal group. Flip has more appeal. (Draxon, BMI)

KING VICTOR

★★★ Boppin' Bobbie Jean
MADISON 110—This is a rocker which tells about a chick met at a record hop. She makes all the others look like square. Nice performance by the rockabilly. (Monument, BMI)

Bohemian Baby

Rather an offbeat type for a rockaballed but Victor goes for his Bohemian chick with the tight slacks. Good, chorus-backed rockaballed. (Monument, BMI)

LIONEL NEWMAN ORK

★★★ "Compulsion" Theme
CORAL 62093—Theme from the forthcoming flick shows jazz influence. It's a dramatic, percussive side that rates spins. (Wells & Barry, BMI)

Stompin' at the Savoy

Smooth ork treatment of the oldie. It's a lightly swingin' side. Good deejay wax. (Robbins, ASCAP)

EZRA AND THE IVIES

★★★ Comic Book Crazy
UNITED ARTISTS 165—Ezra tells about his chick who does nothing but read comic books on this bright new record of a tune that is out on another label. It's a potent disk and could happen. (Enq Phon, BMI)

Rockin' Shoes

On this side Ezra and the Ivies tell about a chick who wants to dance, but they lost their rockin' shoes. Flip is the side. (Unart, BMI)

THE CHATEAUX

★★★ The Masquerade Is Over
WARNER BROS. 504 — A slow, triplet backed rendition of the ballad standard.

recently revived on other disks as well. Lead in high pitched tones manages to put this over for considerable impact. Worth watching. (DeSylva, Brown, & Henderson, ASCAP)

If I Didn't Care

A re-do on the old link Spone hit with an enthusiastic lead job. Okay wax but flip seems a better bet. (Chappel, ASCAP)

BOBBY CHARLES

★★★ What Can I Do
IMPERIAL 5579—Bobby Charles makes his debut on the label with a questioning plea about how he can please his gal. He is backed by a gal's group and a driving combo. (Ains-Edwards, BMD)

The Town Is Talking

A walkin' ditty is sung with a little spirit by the lad. (Travis, BMD)

ERNE ANDREWS

★★★ So Hard to Laugh, So Easy to Cry
ROULETTE 4139—Soft, bluesy reading by the singer on a torchy ballad with muted trumpet spots by Harry Edison in backing. Jocks will like. (Patricia & Vanguard, BMI)

Frankie & Johnny

Nicely moving vocal on the oldie. Side can move in both pop and r.&b. marts. Flip appears a stronger side. (Forshay, BMD)

ROYAL ROCKERS

★★★ Swinging Mambo
BEE 1113—Swingy Latin item is presented with verve by the crew. It's a good side and with the proper plugging, it could sell. (B-G, BMI)

Jet II

Rockin' side features a swangy fender and a honkin' tenor. With exposure it can attract. (B-G, BMI)

MAX BYGRAVES

★★★ Napoli-Napoli
LONDON 1860—A three quarter time is done brightly by the British actor-singer. Chorus also assists. Okay wax. (Lakeview, ASCAP)

★★ Moonlight Over Old Tymes Square
A shuffle rhythm ballad is sung in good vaudevillian style by Bygraves. Would be a good production number. (Lakeview, ASCAP)

DAN MULL

★★ Dreamy
LONDON 1806 — HE chants a mamba rhythm song. Nice sound with a touch of the Maris and Miranda sound. (Folsted, BMI)

Thabazind

An African theme is attractively handled by Hill and supporting group. (Burlington, BMI)

JOHNNY SARDO

★★ Late, Late, Late to School
WARNER BROS. 5044—A snappy upbeat rocker by Sardo. He's late because he overstept dreaming of his chick. Okay wax in a teen groove. (Manston, ASCAP)

New Kid in Town

This is all about the trials and tribulations of a new kid in town. It's a rough life, says Sardo. (Marks, BMD)

RAY ELLIS

★★★ Sweet Kentucky Belle
M-G-M 12770—A big marching band sound starts this and it's followed by a sprightly chorus sing of the Civil War type song. (Schuster, BMI)

Lauralee

Another Civil War period type song with happy banjo backing, and a chorus vocal. Pleasant coupling. (Ragtime, ASCAP)

THE EMBERS

★★★ Chiny-Chin Cha Cha
WYNNE 101—Instrumental with an Oriental flavor, featuring Candido. Deejays will find some novelty value here. (Fury, BMD)

Peter Gunn Cha Cha

Another instrumental cha cha, offering a change in flavor from the flip. Good deejay fare. (Northridge, ASCAP)

JOHNNY KRAG

★★★ The World's a Speck
SIGNET 252—This tune, too, is from the flick "Jenny Angel" and it features a good vocal by Krag, over a listenable arrangement. (Music Prod.-Sherman, ASCAP)

Jenny Angel

Krag sings the title song from the forthcoming flick "Jenny Angel" in an attractive ballad style. (Music Prod., ASCAP)

MICKEY MOON

★★★ That's My Daisy
CORAL 62088—Rhythm rocker is sung with spirit by the chanter on this side helped by some gimmicky vocal ideas. Tune is from the B'way play "Tall Story." (Northern, ASCAP)

A Kiss in the School Yard

Mickey Moon tells about a kiss in the schoolyard on this teen-style waxing. Good idea for the young record buyers. (Northern, ASCAP)

THE ROVER BOYS

★★★ Julia
RCA VICTOR 7482—The Rover Boys sing this wild tune with some spirit but it's a hard row to hoe. (Hill & Range, BMD)

Sweet Violets

The boys sing the hit of a few years ago with a little gusto but it's only fair. (Morris, ASCAP)

RANDY SPARKS

★★★ These Thousand Hills
VERVE 10167—Flick title tune is in a Latinish groove. Chanter has a good sound on the pretty theme. Jocks can take to this. (Robbins, ASCAP)

I Never Had a Chance

The Irving Berlin oldie is given a rockaballed treatment by sparks with mild rock backing. Fair chances. (Berlin, ASCAP)

JERRY DORN

★★★ Brother, Can You Spare a Dime
ARWIN 122 — Pounding ballad-with-beat

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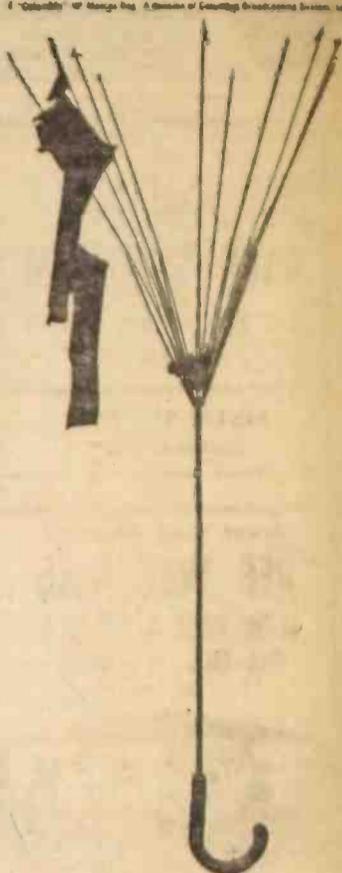
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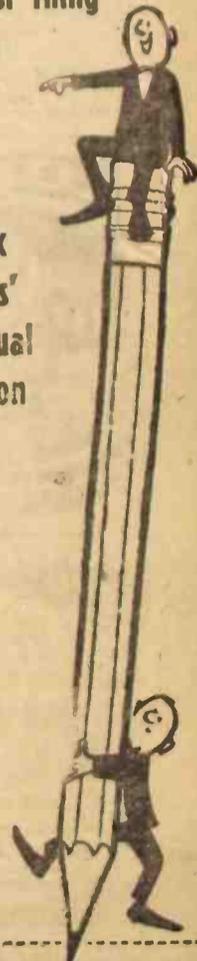
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treatment is accorded the oldie. Mournful reading of the "depression" standard is interesting enough to catch on. (Harms, ASCAP)

★ ★ **Disappointed Lover**
 Rockaballad with a sad message is handed a fair reading. Some coin possible. (Artists, ASCAP)

RUSH ADAMS
 ★ ★ **Lover**
VIRGO 1001—Tune is not to be confused with the Rodgers and Hart song. This is a countryish effort that is given a verveful reading. Fair chances. (Sendme, BMI)

★ ★ **Perfection**
 So-so rockaballad with a fair reading. Potential appears similar to flip. (Sendme & Ray-Dor, BMI)

CLARENCE PAUL
 ★ ★ **I Need Your Lovin'**
HANOVER 4519—Tune has also been waxed by Roy Hamilton. The Latinish theme is handled with feeling. With plugs this can compete with the Hamilton disk. (Walnut, BMI)

★ ★ **I'll Be By Your Side**
 Mildly jumpin' ballad with beat is given a neat reading by Paul over good ork and group support. Fair potential. Chanter sounds a bit like Roy Hamilton. (Walnut, BMI)

THE KEN CHOIR
 ★ ★ **My Answer**
CORAL 62097—Soft vocal setting of a pretty waltz by the rich-voiced chorus on a tune that tells of an unending love. Jocks can take to this. (West Side, BMI)

★ ★ **Simple Little Things**
 Lovely, big chorus sound on a shuffle-pace, lilting theme. Light ork backing is listenable. Fine jockey side for adult segs. (Champion, BMI)

BIG RON HOFFMAN
 ★ ★ **You Made Me Love You**
DECCA 30849—The standard is performed capably here by Big Ron Hoffman, backed by a rock and roll arrangement. (Broadway, ASCAP)

★ ★ **Who**
 Another old standard is handed a rock and roll interpretation by the chanter. Lad has a voice but material doesn't come thru with excitement in the idiom. (Harms, ASCAP)

KENNY RANKIN
 ★ ★ **Catch Love**
DECCA 30852—A Sinatra-type hunk of material is sung sharply here by the chanter, helped much by the Jack Pleis ork. (Stratford, ASCAP)

★ ★ **Cindy Loo (My Cinderella)**
 Smooth vocal by Kenny Rankin on a pretty new ballad. The ork supports him smartly. (Monument, BMI)

LOIS COSTELLO
 ★ ★ **Goodnight Sweetheart**
TEMPUS 1510—Fine standard is sung with feeling by Lois Costello backed with triplets in the current manner. Double track adds a nice effect. (Robbins, ASCAP)

★ ★ **Just Say I Love You**
 Thrush sings this rockaballad pleasantly. (Tempus, BMI)

JACKIE DAVIS
 ★ ★ **Frenesi**
CAPITOL 4158—Jackie Davis, accompanied on the Hammond organ by five trombones and a swinging rhythm section, performs the standard smartly. (Peer, BMI)

★ ★ **Gonna Get a Girl**
 The ballad standard is swung neatly by the Davis crew and it, too, could get attention. Two good sides. (Robbins, ASCAP)

JIMMY LYTELL
 ★ ★ **A Blues Serenade**
GIGI 1—LyteLL provides a spinnable deejay side in this attractive instrumental treatment of the pretty oldie. (Mills, ASCAP)

★ ★ **Hot Cargo**
 Sultry instrumental side, highlighted by stand-out drum work and effective clarinet soloing. Good jockey side. (Roncom, ASCAP)

VINCE LA SPADA
 ★ ★ **Seven Lost Souls**
LAURIE 3024—Dramatic theme with driving tempo is wrapped up in virile vocal treatment and effective ork backing. Merits spins. (Desma, ASCAP)

★ ★ **Little Wishing Star**
 Celestial-type chorus behind pleasant warbling int by La Spada on pretty ditty. (Jim Jon, ASCAP)

LAWRENCE WELK
 ★ ★ **Gunsmoke**
CORAL 62091—Theme from the popular TV-or is given a smooth treatment by a male chorus. It's a fairly lush side that offers good programming material. (Herman, ASCAP)

★ ★ **Ballad of Paladin**
 Dramatic styling of theme from the TV Western. Over-all production is similar to that of flip. Appeal and potential appeal similar. (Time, BMI)

LARRY SMITH AND THE CASTROES
 ★ ★ **Dearest Darling**
GRAND 2002—A slow and dedicated performance on the ballad by Smith, with vocal group support against simple guitar figures. Smith makes his devotion sound very real. (Slotkin, BMI)

★ ★ **Dance With Me**
 A rocking invitation is expressed to "baby" by Smith. Side has little that hasn't been heard many times, tho the artist has a good salable sound. (Slotkin, BMI)

THE SUGAR BUNS
 ★ ★ **Pajama Party**
WARNER BROS. 5046—The young fem duo sing about something that's close to the teen-age chick's heart. The Sugar Buns

have an unusual sound all right and maybe this could get some plays. Worth a listen. (Saxon, BMI)

★ ★ **Nails and Snails**
 Nails and Snails are supposedly what boys think of, rather than love. It's a cute idea as expressed by the love-starved, more-advanced early teen-age gals. It's a medium rocker side. (Saxon, BMI)

MAC MILLER
 ★ ★ **Love Is the Reason**
VIN 1011—Miller turns in a fair job on this rather pretentious piece of material. (Adams-Veet & Abbott, BMI)

★ **Extraordinary**
 Same comment. (Adams-Veet & Abbott, BMI)

DON BRADFORD
 ★ ★ **That Ain't Much**
SPOT 101—Jaunty folk tune is wrapped

up in happy delivery by Bradford and group. Dual-market item. (Cedarwood, BMI)

★ **Someone's Gotta Go**
 Wistful ballad is sung in okay fashion. Flip is better side. (Gemini, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated one star.

THE BEY SISTERS: Captain Johnson/What Will My Future Be?—Decca 30853

DON & MARK JOHNSON: Pretty Melody—Kandy 129

LINDA LEE: Till I Waltz Again With You/Too Small to Fall—Josie 852

ANTOINE LEON: Only in a Dream/A Sunday School Romance—Bell-O-Tonic 001

JIMMY MANSHIP WITH JUDY MANSHIP: Blue, Blue Love/Teenage Sweetie—Blue Hen 118

(Continued on page 53)

his greatest!!!
"ALMOST GROWN"
CHUCK BERRY
 CHESS 1722

zooming
"Class-Cutter"
 b/w
"LONELY NIGHTS"
DALE HAWKINS
 CHECKER-916

a new star
ROD BERNARD
 DOES
"THIS SHOULD GO ON FOREVER"
 ARGO 5327

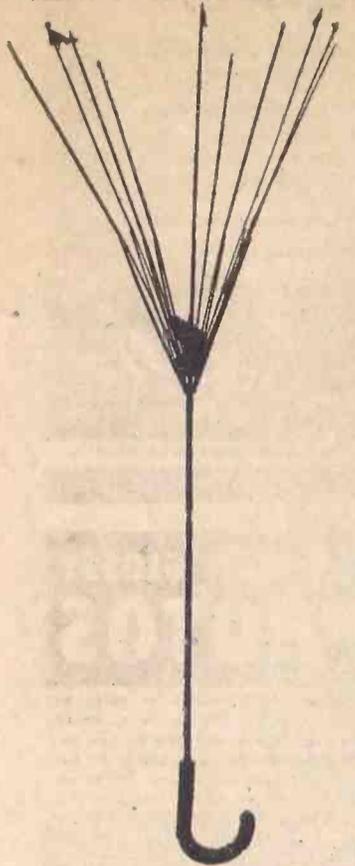
BIGGER EACH WEEK
"JUST ANOTHER LIE"
LINDA BRANNON
 CHESS 1720



"I'M SORRY"
Bo Diddley
 CHECKER 914

STORM RAGING ON
COLUMBIA

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• Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

★★★★ AN ADVENTURE IN SOUND—BRASS
Pete Rugolo Ork. Mercury SR 60044

STEREO & MONAURAL

Here's an interesting sound experience, whereby Rugolo utilizes four trumpets, four trombones, three French horns and a tuba in a variety of sectional breakdowns, and special mute effects. Selections range in mood from the Lunceford-like "My Mother's Eyes" to the Kenton concert piece "Salute." Ace musician line-up includes Barney Kessel, Maynard Ferguson, Andre Previn, Pete Candoli, Ray Linn, etc. A sock stereo package for both pop and jazz fans.

★★★★ LATIN FOR LOVERS
Cal Tjader with Strings. Fantasy 3979

Cal Tjader skillfully tempers a combination of flute, piano, vibraphone, strings and rhythm to create a subdued Afro-Cuban flavored jazz setting. Musicianship is at the typical Tjader high level. Selections include 10 well-known pop favorites. Eye-winning four-color cover shows two moppets at the seaside. Tjader's strong following will welcome this album and make it among his best selling offerings.

★★★★ PETITE FLEUR
Chris Barber's Jazz Band. Laurie 1001

An attractive cover plus the success of the single by the same name by this British artist and his group should help this package. Barber's band plays revivalist Dixie with a decided English flavor, and many traditional tunes are featured. A big favorite on the Continent, but "Petite Fleur" introduced them to the U. S. A. tasteful LP that could sell nicely.

JAZZ ★★★★★

★★★★ JAZZ IN RETROSPECT
Gene Mayl's Dixieland Rhythm Kings. Riverside RLP 12-289

Gene Mayl and his Dixieland Rhythm

Kings have broadened their vistas. Their two previous albums were almost completely in the Lu Watters style. This still is the spine of Mayl's approach, but the band now goes beyond neo-New Orleans to play a couple of Ellington numbers and a few originals. These offer some variations in beat, tempo and arrangements. Appeal can well go beyond fanciers of strict Dixie tempo. John Heid cover can snare attention.

★★★ JACKIE AND ROY IN THE SPOTLIGHT
With Shelly Manne & Monty Budwig. ABC-Paramount ABC 267

Jackie and Roy present a nicely assorted variety of tunes in their inimitable swingin' fashion. Most of the tunes are sung by Miss Jackie Cain with Kral on piano. Shelly Manne on drums and Monty Budwig on bass are featured in support. Tunes include "From This Moment On," "You Do Something to Me" and "Cake Walk." Set can appeal in pop and jazz markets. Excellent sound and good cover shot of the artists are additional lures.

★★★ PETITE FLEUR
Edmond Hall, Clarinet with Various Artists. United Artists UAL 4018

A mellow package of tunes executed with skill by a varying quintet and sextet. Title may be somewhat misleading in that it tends to imply a Dixie set. Actually, the style is more mainstream. Group includes E. Larkin, piano; J. Crawford, drums; M. Hinton, bass; Vic Dickenson, trombone and E. Berry, trumpet on those selections with sextet. Tunes include an Ellington medley, "Don't Give My Sympathy" and the album title tune. With exposure this can have wide appeal.

★★★ BUDDY COLLETTE'S SWINGING SHEPHERDS
Mercury SR 80005

STEREO & MONAURAL

The Swinging Shepherds playing their flutes include Collette himself, plus Bud Shank, Paul Horn and Harry Clee. Piano,

bass and drums trio supports the massed flute efforts. The quartet develop some mighty interesting ensemble harmony work, particularly in "The Funky Shepherds," while Collette's solo stints also are delivered with a relaxed freedom. A little offbeat but there's some good listening here. Shepherds with flutes adorn the cover in humorous guise. Can be sold, despite the rather unimaginative stereo work which find flutes on one side and rhythm on the other thruout.

★★★ CONCERTO FOR COZY
Savoy MG 14010

This is a collection of older sides, which finds the lately reinvigorated Cole in company with several combos. Heard on the various bands are Coleman Hawkins, Ben Webster, Emmett Berry, Johnny Guarneri, Sid Weiss, and even Ray Conniff on trombone and Billy Taylor on bass. Included is a version of "Concerto for Cozy," and others by Cole plus a couple of Buck Ram tunes, "Riding the Riff" and "Flat Rock." Interesting material but the sound and the interpretations are a bit on the dated side.

JAZZ ★★

★★ TAKE YOUR PICK
Johnny Pisano & Billy Bean, Guitars. Decca DL 9212

Swinging guitar duets, with accompaniment featuring vibes and rhythm. Sides material eschews the usual batch of standards in favor of some originals and compositions by Barry Galbraith, Earl Grant, Toots Thielemans, Don Elliot, etc. Discerning notes by Dom Cerulli.

★ DOWN THE RIVER WITH THE DELTA KINGS
Down South DS 2011

The Delta Kings, a new Dixieland group led by Russ Wait and Bill Crain, turn in some bright readings of a group of traditional Dixie tunes as well as familiar standards. Selections include "Waitin' for the Robert E. Lee," "Farewell Blues," "Drifting and Dreaming" and "Beautiful Ohio." Dixieland fans will be interested in these well-played selections.

★★ JAZZ SAHARA
Ahmed Abdul-Malik with Johnny Griffin. Riverside RLP 1121 & RLP 12-287

STEREO & MONAURAL

Jazz fans who are interested in new sounds may be interested in this new recording which features Middle Eastern music performed by Ahmed Abdul-Malik and a group of musicians oriented toward the East and Eastern sounds. The music on this disk is typically Middle Eastern (without chords as they are known in Western music), except for the tenor work of Johnny Griffin who comes thru in excellent fashion in the task assigned him. Malik plays an oud, and the other musicians play the kanoon, the duf, and the darabeka. It "swings" but the music is rather unappealing to Western ears.

★★ FIRE IN THE WEST
With Herb Geller. Jubilee JLP 1044

STEREO & MONAURAL

Smooth West Coast sound by the group on a few jazz classical and some Geller originals. Fans of the West Coast sound will find this to their liking. It's a free-blowing set with Geller's sax featured with fine support from other soloists which include K. Durham, trumpet, and Harold Land on tenor. "An Air for the Hell" is a fine demo track. Stereo is effective.

• Reviews and Ratings of New Popular Albums

• Continued from page 31

low price and a top-notch stereo effect make this album an excellent bet in its category.

LOW-PRICE CHILDREN'S ★★★★★

★★★★ NATIONAL CHOIR-BOYS' CLUB OF AMERICA SING STEPHEN FOSTER
RCA Victor LBY 1020

A tie-up with the Boys Club of America makes this \$1.98 package a solid commercial item for the racks. Thirty-one boys, selected from hundreds of Boys' Club members, warble with sincerity and wholesome charm on a group of Stephen Foster selections—"Beautiful Dreamer," "Nelly Bly," etc. Mark Twain styled cover gives package sock display value.

FOLK ★★

★★ A TREASURY OF GERMAN FOLKSONGS
Vienna Radio Choir, Gottfried Preinfalk, Director. Columbia ML 5344

A package of early German folk songs with Vienna Radio Choir providing a good sound. The tunes have lots of local color and express the ethnic qualities of German folklore. The Brahms' "Lullaby" comes in for a moving treatment. Prime appeal to German speaking communities.

LOW-PRICE INTERNATIONAL ★★★

★★★ JUNGLE BEAT
RKO SLP 1005

Haitian Subri Moulin, a student of primitive music, and his Equatorial group, do an interesting job on primitive rhythms and chants. Disk includes Haitian, Brazilian and South African chants. Especially noteworthy is the "Guaguanco," an Afro-Cuban rhythmic equivalent of the mambo. Can appeal to folk market on basis of its authenticity and to pop fans on the strength of its excitement.

INTERNATIONAL ★★★

★★★ BAVARIAN NIGHTS
Various Artists. Epic LN 3550

A nostalgic album for singing, dancing, knee-slapping and beer drinking. Among the familiar student drinking songs are "Ein Prosit der Gemuetlichkeit" and "In Munchen steht ein Hofbrauhaus." There are many other selections less well-known but just as exhilarating. Various groups sing and yodel in heart-warming fashion. Bilingual liner notes should help push in

both export market and in German-speaking communities here.

★★★ PASSAGE TO ITALY
Franco Da Roma. Lion L 70096

STEREO ONLY

Franco Da Roma warbles romantically in English and in Italian on a group of sentimental tunes "fran or about Italy." Selections include "Arrivederci Roma," "O Sole Mio," "Oh Marie," etc. A solid stereo buy for \$2.98.

INTERNATIONAL ★★

★★ BOUQUET FROM PARIS
Jules Audy Ork. Lion L 70099

STEREO ONLY

Audy's is a small, musette-type combo featuring the typical accordion lead. Selections are Continental items like "Place Pigally," "Anema E Core," "Arrivederci Roma," etc. Tho the Parisian cover is attractive, the music is not the "magically realistic stereo" promised. Recording tends to be of a lacklustre variety and the stereo quality is not impressive.

★★ MARCH OF THE MATADORS
Manuel Carranza Y La Banda Del Sur. World Wide MGS 20008

STEREO & MONAURAL

The most interesting thing about this album is that relatively few of the numbers fall into the familiar category of those used regularly in bullfight albums. The collector will find much fresh material here. The excitement usually provided by the blare and brashness of the paso doble is masked here by over-arrangements and excessive emphasis on the saxes. Renditions are professionally smooth, and stereo effect is good.

POLKA ★★★★★

★★★★ A POLISH WEDDING
The Polka Kings. Epic BN 513

STEREO & MONAURAL

The Polka Kings are a bright-sounding outfit and the crew seems to enjoy its work. A flock of tunes which might easily be heard at a Polish wedding ceremony and reception, are played with a good deal of verve and sparkle. Oberek, polkas and waltzes are included, making it a good all-round dancing or listening set. Good merchandise for its field, and doubtless one of the few stereo polka items now on the market.

• Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

★★★★ BACH: MAGNIFICAT IN D MAJOR; EASTER CANTATA

The Baroque Chorus & Ensemble of Stuttgart (Couraud), Columbia ML 5342
This new recording of the Bach "Magnificat in D Major" and the Bach "Easter Cantata," will appeal strongly to all Bach fans. It is a first-rate recording featuring excellent work by the chorus and soprano Frederike Sailer, contralto Margarete Bence, and especially tenor Werner Braun. There is a complete text of the two compositions in German and English on the back liner.

CLASSICAL ★★

★★ THE MUSIC OF GUILLAUME DUFAY

The Desofft Choirs (Boepple). Vanguard BGS 5008 & BG 582

STEREO & MONAURAL

Boepple continues to make a fine contribution to the recorded body of early music. In this album devoted to the 15th century master, he gets marvelous choral texture from mature voices, a beautiful feeling for the style of the period, and an exactness of intonation. Only flaw in this gem is the tenor, whose Italianate operatic style shatters the authentic mood. Good sound thruout.

(Continued on page 53)

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• **Spotlight Winners of the Week . . .**

• Continued from page 49

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

DEAN AND MARC

TELL HIM NO (Lowell, BMI)
CHANGE OF HEART (Arc, BMI)

The duo has a sort of Everly Brothers sound on these bright sides. "Tell Him No" is a Latinish rocker that is nicely paced. Flip, "Change of Heart" is a rockaballad that is sincerely read. They could have a click with their first efforts. Bullseye 1025



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

FRED DARIAN

I GOT PLENTY O' NUTTIN' (Gershwin, ASCAP)
NOW AND THEN (Palm Springs, ASCAP)

Two fine sides by the artist provide listenable material. Rhythmic reading of the "Porgy and Bess" tune has a smart sound that should please all age groups. "Now and Then" is a rockaballad that also adds up to spinnable wax. Epic 7113



THE MARY KAYE TRIO

YOU CAN'T BE TRUE DEAR (Bilmore, ASCAP)

This is the strongest in a long spell by the trio. Interesting reading of the oldie should attract strong play. It's done in a Latin-march rhythm. With plugging this can easily take off. Flip is "Because of You," (Broadcast, BMI). Warner Bros. 5050



WESS-POWELL CHORUS AND ORK

MARCHAMBO PARTS I & II (Wespo, ASCAP)

The big band offers the rhythmic ditty in spicy Latin fashion. The combination of tempos adds up to interesting and highly playable platter. Sides are punctuated with wild crowd noises. Coral 62096

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

JIM REEVES

IF HEARTACHE IS THE FASHION (Tree-Open Road, BMI)
HOME (Tree, BMI)

Reeves has two strong sides with possible dual market appeal. Top side is a class warbling effort on a pretty, leisurely paced weeper. Fine guitar work and a chorus are outstanding in support. "Home" is an attractive, medium-beat tune with nostalgic lyrics. Both can score. RCA Victor 7479



WEBB PIERCE

A THOUSAND MILES AGO (Cedarwood, BMI)
WHAT GOES ON IN YOUR HEART (Cedarwood, BMI)

"Miles" is a spirited item that Pierce handles with drive. It has a poppish sound, and if plugged, it might grab some pop action also. "What Goes On" is more along traditional lines, and he is also helped by a chorus on this side. Decca 30858



JOHNNIE AND JACK

I WONDER IF YOU KNOW (C&I, BMI)
WHAT DO YOU KNOW ABOUT HEARTACHES (Starday, BMI)

The great c.&w. singers handle these two weepers in their usual, sincere style. "I Wonder" is a honky-tonker that is presented along traditional lines. "What Do You Know" is a weeper that is also strongly sold. RCA Victor 7478



FARON YOUNG

THAT'S THE WAY IT'S GOTTA BE (Lancaster, BMI)
WE'RE TALKING IT OVER (Lancaster, BMI)

Young has two likely clicks with his latest offerings. Both are in the traditional vein, and devotees of the "pure" c.&w. style will find these attractive efforts. Capitol 4164



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

NO SELECTIONS THIS WEEK.

• **Reviews of New Pop Records**

• Continued from page 51

Country & Western

★ ★ ★

FRANKIE MILLER

★★★ True Blue
STARDAY 424—"I'm a true blue poppa lookin' for a good time gal" sings Miller on this fine country novelty. It has a lot of feeling and it could catch juke loot. (BVU & Starday, BMI)

★★ Black Land Farmer

A most interesting piece of inspirational material about the joy of being a black land farmer is sung here with passion by Miller over traditional country support. Strong wax. (Peer, BMI)

★ ★

RUSTY YORK WITH WILLARD HALE

★★ Don't Do It
STARDAY 423—The duo turn in a fair vocal on a driving country novelty. (Starday, BMI)

★★ The Lock on Your Heart

Same comment. (Starday, BMI)

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• **Reviews and Ratings of New Classical Albums**

• Continued from page 52

★ **ERICH KUNZ SINGS GERMAN UNIVERSITY SONGS**
With the Chorus & Orch. of the Vienna State Opera (Paulik), Vanguard VRS 1035 & VSD 2020

dynamics. Market may be limited, but this is an excellent offering.

STEREO & MONAURAL

★★ **SCHUBERT: TROUT QUINTET**
Denise Matthews, Piano with Vienna Konzerthaus Quartet, Vanguard VSD 2019 & VRS 1034

STEREO & MONAURAL

A rather subdued, disappointing "Trout" from a group which usually turns in a better job. While there is a feeling for the sweetness of the work, this reading never

takes off. The tempos are irregular, the piano touch too hard, and the violin too thin and wispy. Excellent, realistic stereo sound only succeeds in underscoring the bad notes. Heavy competition.

★★ **MUSIC FROM THE WASHINGTON CATHEDRAL**
Washington Cathedral Choir of Men & Boys (Callaway), Vanguard VSD 2021 & VRS 1036

STEREO & MONAURAL

Unhackneyed selections from four centuries of liturgical music, beginning with Tallis and ending with Samuel Barber, are sung in an excellent, even style, and are given lovely interpretations. The male choir is not first rate, however, and the boys' voices stick out like pincos in a thicket of bassoons. There's competition from smoother groups for both the religious and classical markets.

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Ringling-Barnum Launches New Edition at Charlotte

Debut 1959 Production Numbers; Ready TV Show; Sees 135G Gross

CHARLOTTE, N. C. — Ringling Bros. and Barnum & Bailey launched its 89th annual edition here Wednesday (4) at Charlotte Coliseum. A crowd of 9,100 persons was on hand for the first performance, and Building Manager Paul Buck, who handled the promotion, declared he expected sell-out business in the 9,500-seat Coliseum for the remainder of the run.

The circus introduced its new performance here. The 1959 specs and production numbers were put into use. New acts were added, with more to come on for New York later. The '59 show was rehearsed earlier, but the 1958 performance has been used at the several stands preceding Charlotte.

Among notables on hand for the opening were John Ringling North, president of the circus, and Ned Irish, president of Madison Square Garden, Buck reported.

TV Men In

Already on hand were technicians from ABC-TV who were preparing for the major television

show that will be aired from the Coliseum on Monday night (9). That showing will have an audience made up of invited guests. Half of the invitations were distributed by Mercury-Edsel dealers, who sponsor the show, and half were distributed by Buck's organization.

Another special showing was given here at a dress rehearsal. The circus had rehearsals here on Monday, Tuesday and Wednesday. The

Tuesday (3) rehearsal was a society event, with guests invited thru a tie-in with a travel agency. Event got big coverage in the newspaper society pages.

Wednesday's audience included the governor of North Carolina and 350 members of the State Legislature.

Sees 135G Gross

Buck said that his advance sale was the best of the three times (Continued on page 58)

Orlando Sloses To 6% Gate Hike

Gate Totals 134,329 in Rainy Climax; Fair May Revive Indoor Talent Use

ORLANDO, Fla.—Altho geared for a big one this year, the Central Florida Fair ran smack into a four-day stretch of weather last week. Last year's attendance was exceeded by 6 per cent, but only because the 1958 edition had pulled not only rainfall, but bitter cold as well.

Crawford T. Bickford, who is retiring at the end of this fiscal year after 33 seasons as manager,

said the turnstile count was 134,329 for the six days ending Saturday (28). Last year's total was 126,728.

The excess in attendance over the previous year was 22,502 after three days, 21,586 after five days, and 7,601 by fair's end. Hardest hit was closing day Saturday, when only about 12,000 persons turned out in pouring rain. Bickford marveled at the dozens of hardy mothers pushing their tots around in go-carts in that weather.

Feature of Friday night was the dress revue by 175 Orange County 4-H Club girls which brought a better-than-fair crowd into the grandstand, also in the rain. On the midway, the James E. Strates Shows fared better than last year, the rain not having as much of a deterrent effect on customers as last year's coldness. (Continued on page 58)

Dale Robertson Signed by Tex., Iowa Events

FORT MADISON, Ia.—Western star Dale Robertson has been signed to head the Tri-State Rodeo here September 12-13. The rodeo will be produced by Everett Colburn. Robertson was booked thru E. O. Stacy, Music Corporation of America, Chicago.

Slated for Beaumont

BEAUMONT, Tex.—Dale Robertson will be the name lure for four days at a charity horse show which will open here April 29. Robertson was contracted thru Howard McElroy of the Dallas office of Music Corporation of America.

CIRCUS SPECIAL COMING NEXT

Next week's issue of The Billboard will carry a special section spotlighting the resurgent circus business. Special features and services will be included in the added pages.

Extra section of advertising will give circuses their top annual opportunity to put their names and propositions before the thousands of key persons who turn to The Billboard for guidance in who to see for a circus sponsor or to contact for national ads or magazine and TV tie-ins.

STILL DATES

Spring Rodeos Set at Two Fairgrounds

DENVER—Spring rodeos will be held at two major fair plants, Louisville, and Raleigh, N. C., the Rodeo Cowboy's Association announced.

The Kentucky Fair and Exposition has scheduled a five-day event, June 4-7, with \$5,000 offered, the rodeo to be held in the 14,660-seat Coliseum. Tommy Steiner will provide the stock. Last rodeo held there was during the 1957 fair.

Steiner will also bring in stock for the May 12-16 events at the North Carolina State Fair, Raleigh, where it will hold forth in the 5,428-seat Coliseum. Purse will be \$3,600 for the six performances. Last rodeo in Raleigh was in 1954, also at the fair.

Other rodeos set for North Carolina include one at Charlotte, May 6-10, and Winston-Salem, April 28-May 3.

SHORTER '60 CARS MAY RELIEVE PARKING WOES

DETROIT—The definite trend toward shorter automobiles in 1960 may be one answer to the parking woes of recent years at amusement centers.

Not only will several of the big manufacturers introduce new, smaller models this fall, but the standard low-priced cars, which have been increasing in length the past several years, are due to become abbreviated to some extent. The wheel base will remain unchanged, according to information here in motor circles, but the overhang will be reduced, as much as six inches in some cases.

Thruout the post-war years until 1957 and 1958, demand was for more powerful, lower and longer vehicles. This trend posed serious parking problems at fairs, amusement parks, auditoriums and countless other fixed installations.

The trend to shorter cars, due to start seriously in the fall of this year, will be gradual, but even a six-inch reduction will be noticed. Already operators with parking problems have noticed some relief due to the big influx of small foreign cars and the large number of smaller cars being produced by some U. S. manufacturers.



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this issue

WIS. STATE FAIR INKS TENN. ERNIE

TV Artist to Head Up Grandstand Show Five Nights, Two Matinees

MILWAUKEE — Tennessee Ernie Ford will be the grandstand headliner at the Wisconsin State Fair for five night shows and two matinees.

Bill Masterson, fair manager, made the announcement of Ford's booking which was made thru Eldred Stacy, in charge of outdoor bookings for Music Corporation of America.

Ford and his supporting show will open Wednesday, August 26, to play the last five days of the fair. The Ringling Bros. and Barnum & Bailey Circus will be featured in front of the grandstand the preceding five days of the fair's run and will give matinee and

night performances each of the five days.

Ford's two matinees have been set for Wednesday, August 26, and Friday, August 28.

The supporting show for Ford has not as yet been firmed up, Masterson said.

Last year the fair here, under Masterson's direction, broke away from the circuit of major Midwest and Southern fairs which for many years had booked their night grandstand shows as a unit. Masterson brought in Roy Rogers, Dale Evans and their show, and the Rogers troupe did by far the biggest (Continued on page 59)

Gooding Contracts 'Silas Green' Unit

Back-End Show to Carry Troupe of 25; Will Join No. 1 Unit at Sedalia, Mo.

COLUMBUS, O.—The "Silas Green From New Orleans" Show, widely known thruout the South for more than 40 years, will go out this season with the Gooding Amusement Company's No. 1 unit.

Negotiations between the Gooding organization and Harold Jones of Athens, Ga., representing the show, have been under way for some time and were concluded here last week, Hal Eifort, general manager of the Gooding No. 1 unit, announced.

The "Silas Green" show, with a company of about 25 people, will join at the Missouri State Fair, Sedalia, and continue thru the remainder of the season, Eifort said.

The show will work under an all-new top and behind an all-new front, according to Eifort.

"Silas Green From New Orleans" long has been a byword in the Negro communities of the South. It was founded by Eph Williams, a Negro barber who left a Milwaukee hotel job before the turn of the century to join with the Skerbeck family in organizing the Skerbeck & Williams Circus.

Williams left that show to go out on his own, first with a circus, then with a magic show, both one and two-car outfits. In about 1910 he went South and formed "Silas

Green From New Orleans" as a Negro musical comedy company.

The show, moved by rail and played under canvas. Its success was considerable and Williams reportedly made a fortune. After his death the show was continued by Williams' son-in-law, Charles Collier. Its fame in the South was (Continued on page 59)

Florida State Fair Re-Inks Sweeney Races

CHICAGO — National Speedways, Inc., will produce the auto racing at the 1960 edition of the Florida State Fair for the sixth consecutive year, Al Sweeney, president of the auto race organization, announced. Four programs are set for next February's fair.

Sweeney also reported re-signing the Missouri State Fair at Sedalia with six programs scheduled. There will be three big car races, two jalopy programs and one late model stock car event.

DENVER STOCK SHOW SEEKS WEATHER ANSWER

DENVER—National Western Stock Show officials are taking a serious look at weather forecasting—and its show dates.

January 20-24 doesn't seem to be a good time to stage anything but skiing around Denver. The National Western's traditional frigid stock show weather is no myth, and science seems to have no answer for it.

Oldtime exhibitors and city residents agree that the show dates fall with exasperating frequency in the bitterest weather of the season. They were right this year, too.

Records show that only twice in the past 10 years has the stock show week failed to fall in the January 20-24 period, so it has been suggested the show dates be changed to avoid that period.

The reason: Meteorologists explain that one theory of the world-wide weather jinx on those days is that each January the earth in its annual journey around the sun plows into a meteoric dust cloud, thus upsetting north polar wind patterns. As a result, cold air from the Arctic descends on Central United States.

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PITTSBURGH MAPS PLANS FOR BICENTENNIAL CELE

PITTSBURGH—Major attractions that will highlight the Bicentennial Gateway Festival here this spring were outlined last week by George E. Kelly, executive vice-president of the Bicentennial Association and former manager of the Allegheny County Fair.

The Sprague, 315-foot sternwheeler, will arrive here and be tied up on May 9. The big ship has a new restaurant on the main deck, another on the second deck, a 400-seat theater, refreshment stands and a museum. Two sightseeing boats will be moored alongside.

The Festival area at Point State Park will have 175 flag poles, one for each of the 49 States, the free nations and historical flags. Professional gardeners and ladies' garden clubs are landscaping the area.

Lady, the water-skiing elephant, has been booked thru CAC-Hamid for a May 30 appearance, and "Dancing Waters" will come in on May 16.

OKLA. STATE FAIR ADDS AUTO RACES

Frank Winkley to Produce Events On Eight Afternoons, One Evening

MINNEAPOLIS — The Oklahoma State Fair this year will go to an all afternoon auto race program in front of its grandstand, Frank R. Winkley, head of Auto Racing, Inc., announced here at his headquarters.

Winkley, who also operates an all-motor sport afternoon program at Minnesota State Fair, closed final arrangements with C. G. (Pete) Baker, manager of the Oklahoma City Fair at the recent meeting of the Midwest Fairs Association in Kansas City, Mo.

In addition to the eight afternoons of racing, which includes three days of big cars, two days of stocks and three days of midgets, the fair will add a 200-lap event the last evening of the fair under lights.

In all, Winkley announced finalizing contracts for 25 speed events at the Kansas City conclave.

Also signed were seven programs at Louisiana State Fair, Shreveport, and four still dates to be held there in April and May. Kansas State Fair, Hutchinson, signed for four races during the fair and one still date and Oklahoma Free State Fair, Muskogee, will have two Sunday afternoon races.

San Antonio Cele Awards Concessions

SAN ANTONIO—The Fiesta San Jacinto Association has announced that it has signed a contract with George Evers, local businessman, designating him as the official concessionaire for the April celebration.

The contract permits Evers to sell souvenirs, novelties, food and drinks along parade routes and in the vicinity of fiesta events. Evers is a well-known operator of concessions in San Antonio and has been the official concessionaire the past several years.

Barn Dances To Emanate From 4 Fairs

CHICAGO—The WLS National Barn Dance will be broadcast from at least four fairs this season, George Ferguson, manager of WLS Attractions here, announced. Fair dates already contracted are Stoughton, Wis., July 18; Kankakee, Ill., August 8; La Porte, Ind., August 15, and Marshfield, Wis., September 5.

In addition to big cars, stocks and midgets, Winkley will present drag racing at several still dates.

Auto Racing, Inc., will again kick off its season at Shreveport. The Pelican 300 late model stock car race will be held there April 12 on the fairgrounds with a purse of \$4,200, Winkley disclosed.

Rex Allen Pacts Midwest Dates String

CHICAGO—Rex Allen, Western star, already has been signed to perform at more than a dozen Midwest and Central States fairs in August and early September, George Ferguson, manager of WLS Attractions here, announced.

Ferguson, who handles Allen's bookings in the area, listed August dates he signed as follows: August 3—Elnora, Ind.; August 5—Janesville, Wis.; August 8-9—Kankakee, Ill.; August 10-14—Mason City, Ia.; August 15—Davenport, Ia.; August 16—Maquoketa, Ia.; August 17-20—Springfield, Mo.; August 22—Mt. Pleasant, Mich.; August 25—Escanaba, Mich., and August 26—Crown Point, Ind.

Allen also will appear at Pueblo, Colo., August 27-29, Ferguson said.

Two September engagements also have been set, with Allen slated to appear in Charlotte, Mich., September 3-4, and Mendota, Ill., September 5.

HARVESTER SETS MAJOR FAIR ROUTE

CHICAGO—Fairs on the route of the major farm machinery exhibit of International Harvester were announced last week by M. F. Teckels, director of consumer relations. A total of eight fairs will get the factory-sponsored exhibit.

On the route are Minnesota State Fair, St. Paul; National Dairy Cattle Congress, Waterloo, Ia.; Mid-South Fair, Memphis; Ohio State Fair, Columbus; New York State Fair, Syracuse; Eastern States Exposition, Springfield, Mass.; Illinois State Fair, Springfield and the Indiana State Fair, Indianapolis.



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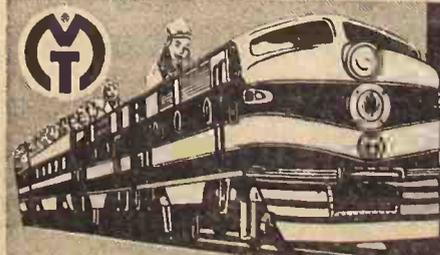
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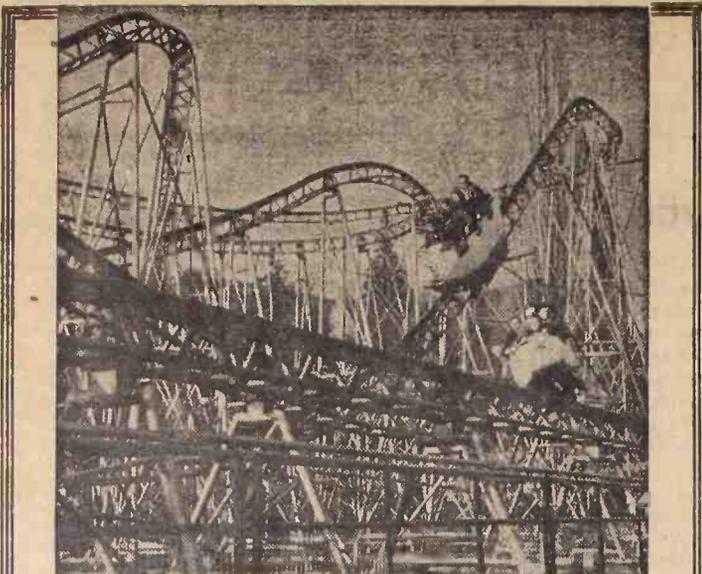
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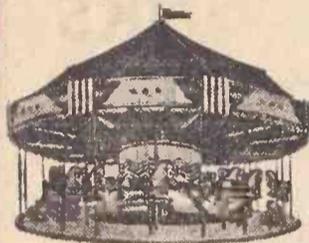
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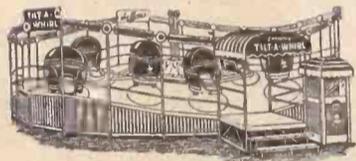
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17 Mouse Orders For Allan Herschell

NORTH TONAWANDA, N. Y.—The Allan Herschell Company, Inc., has received orders for 17 of its new Mad Mouse rides, five of them already filled, George Moses, sales manager, disclosed. The remaining 12 are scheduled for spring or summer delivery, he said.

Shipments have been made to the Amusement Corporation of America, which operates Olson Shows; E. D. McCrary, San Antonio; E. E. (Ernie) Farrow, Wallace Bros. Shows; William H. Meyer, Menlo Park, Calif.; J. D. Clark, Lewisville, Ark., and W. H. Zimmerman, Chain-Of-Rocks Park, St. Louis.

Three of the devices will be delivered to the Gooding Amusement Company, Columbus, O., on the following schedule: March 9, May 25 and July 1. Other buyers and their scheduled delivery dates are: Crafts 20 Big Shows, April 2;

Robert K. Bell, Bell's Amusement Park, Tulsa, April 16; William R. Siebrand, Siebrand Bros. Shows, April 29; Leonard Powelson, Powelson Amusements, May 12; John T. Tinsley, Johnny T. Tinsley Shows, June 5; Amusement Corporation of America, June 18; E.A. Bodart, Green Bay, Wis., July 15, and Al Kunz, Heth Shows, July 28.

Moses said that Farrow, who had his Mad Mouse at the Mobile Mardi Gras, reported acceptance of the 50-cent ticket price. Despite four days of rain, the ride attracted 14,000 passengers, 7,700 of them on the final day of the celebration. Following the close there, the ride was dismantled and moved to Largo, Fla. A total of 2,137 rode the Mouse on kids' day there, also paying the 50-cent tab.

National Finals Rodeo Ropings To Clayton, N.M.

DENVER—The first National Finals Steer and Team Ropings will be in Clayton, N. M., November 13-14, the Rodeo Cowboys Association announced here. The final decision came from the National Finals Rodeo Commission after a unanimous recommendation from the site selection committee. Members of the committee are Chuck Sheppard, Clark McEntire, Lex Connelly and John VanCronkhite, all of the association; Lynn Beutler, stock contractor representative, and Harry Nelson, rodeo committee representative.

Prize money will be \$5,000 in each of the two events, with a \$100 entry fee to be added to each purse. This amounts to a record-breaking purse for both events. The top 15 Cowboy Association steer ropers and the top 15 team ropers, with their choice of a team mate, will automatically qualify for the championship contest.

The selection of Clayton concludes six months of searching for a site for the Rodeo Cowboys Association National Finals rodeo events.

Dallas won the other National Finals Rodeo events. Other contenders for the roping events included Laramie, Wyo., and McAlisterville, Okla.

Boston Dairy Fete Sets June Dates

BOSTON—The American Dairy Association announced last week that the fourth annual Boston Common Dairy Festival will be held June 12-20.

Program highlights include a New England Dairy Day at Fenway Ball Park (Red Sox game) on the opening day. More than 100 pure-bred dairy animals, representing five breeds, will be exhibited from New England herds. The American Dairy Princess and several State dairy queens will participate in the nine-day festival.

Paul Corson, general manager of the Topsfield Fair, again is general manager of the event, and

Baldschun Lists Western Name Outdoor Bookings

VAN NUYS, Calif.—Seven artists, most of them featured in TV Westerns, have been booked for outdoor events by Clyde Baldschun & Associates.

Baldschun, head of the agency, set Bobby Diamond and Joey of "Fury," for the Shrine Circus in Evansville, Ind., March 26-29; Jock Mahoney, who portrays Yancy Derringer in the TV show of that name, for the New Orleans horse show, April 25-26, and Robert Horton, of "Wagon Train," for the Tulsa horse show, May 26-30.

Gene Barry, television's Bat Masterson, was set for Solano County Fair, Vallejo, Calif., on

June 21, and is also booked for the Calgary (Alta.) Stampede. Robert Culp, of "Trackdown," appears in Salina, Kan., August 25-28, and in Coffeyville September 3-6.

Leo Carrillo is signed for the Regina Exhibition July 27-28. Dennis Weaver, the Chester of "Gunsmoke," will be at Kennywood Park, Pittsburgh, for two days starting May 30.

Roscoe Ates, the stuttering comedian, will open with the Gooding Shows for 12 weeks starting August 21.

PCSA Doings Pulls Over 300

LOS ANGELES—The annual Hi Jinks party of the Pacific Coast Showmen's Association drew more than 300 members and friends here in the clubrooms Monday (2).

Margaret Farmer was chairman and Peggy Steinberg, co-chairman, of the Ladies Auxiliary committee to stage the event. Jack Kent was chairman and Joe (Red) Dauer co-chairman.

Others helping included Alberta Vaughn, Helen Vaughn, Peggy Steinberg, and Sally Flint, who sold tickets. Margaret Farmer, Jackie Lee, Betty Kent, and Dauer in charge of beverages and Marie Rhodes, Betty Kent, Mickey Exler, Lucille Dolman, and Peggy Forstall, serving food. The kitchen crew included Peggy Forstall, Lucille Dolman, Emma Blash, Betty Kent, Mickey Wexler, Mae Snobar, Nell Ziv and Blanche Henderson.

Door awards were donated by Pul-Wal Novelty Company and awarded to Dave Cohen, Charles Goss, Hunter Farmer, Cecil Look, Mae Snobar, and E. W. Coe. Other awards were made to Hunter Farmer, Jimmy Lantz, and Harry Sandler.

Daniel Hurd, West Newbury, is assistant manager. There will be a number of exhibits and demonstrations showing the modern dairy farm in operation. Band concerts, Indian dances and wild animal shows will be featured. The WEEI "Beantown Matinee" show with Carl Moore, Tom Russell and Slim Pickens, will be featured daily.

Daytona Gets Cameras for Finish Line

DAYTONA BEACH, Fla.—Electrical camera equipment will most likely be installed at the new Daytona International Speedway, as an aftermath of the extremely close finish for the track's first major event, the 500-mile NASCAR International Sweepstakes.

Photo equipment will be installed before the two April 4 100-mile big-car races, President Bill France, of NASCAR, reports.

The 4.5-mile course presented more than a fair share of thrills on Sunday (22), with Johnny Beauchamp, Harlan, Ia., being named the winner, and a reversal then deciding that Lee Petty, Randleman, N. C., was the champion.

The April 4 program will be followed by a 1,000-kilometer sports car race the next day.

Ariz. State Fair Pacts Siebrand Show

PHOENIX—Siebrand Bros. Circus & Carnival was awarded the contract to play the midway at the Arizona State Fair for the fourth consecutive year.

While the terms of the contract were not revealed, it was learned by The Billboard that other bids for the fair's midway were entered by Crafts 20 Big Shows and Frank W. Babcock United Show.

P. W. Siebrand, owner of the show with his brother, H. W. Siebrand, said that under the terms of the contract he will supply a set-up similar to that of the past three years. He will furnish the free stagemat on the Plaza stage and a big top for commercial exhibits along with the midway equipment.

Fair will be held the first part of November.

Ride Group Plays Texas Food Chain

SAN ANTONIO, Tex.—Handy Andy, local food store chain is sponsoring a ride-o-rama which includes a Scrambler, Ferris Wheel, Paratrooper, Merry-Go-Round and six kiddie rides. Regular price for the rides is 25 cents, with rides going at 10 cents with free discount ticket from merchants in the community center where the food stores are located.

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'Follies' 13-Day Boston Stand Draws 182,500

BOSTON — A promotion with the Shrine on opening night sent "Ice Follies" off to an excellent start and sparked the best total attendance in 23 years the icer has played the Boston Garden, it was reported. The show wound up a 13-day, 20-performance stand here March 1 with a total attendance of 182,500. This is 17,000 more than last year.

The Shriners took 5,300 tickets for opening night and their drill team went thru its paces on the ice. Off to a good start, the show averaged 9,000 per performance. Good weather, the George Washington holiday and a school vacation all contributed to the high attendance.

Snow on the holiday Monday and two hockey game nights knocked the show out of an all-time record stand. This was a big run for kid patronage, and a total of eight shows during school vacation helped to boost the total.

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ARENAS & AUDITORIUMS

Bonds, Art and Hot Rods In Oakland Building Scene

By TOM PARKINSON

AT OAKLAND Municipal Auditorium, where Lin Lueddeke is director, a citizens study group has submitted a plan to the council and has won approval there for a \$925,000 improvement program. The plan will be proposed in a bond referendum and, if approved, would pay for interior and exterior improvement to the building as well as additional parking area.

Current at the Oakland Auditorium is an art exhibit by Billy Pearson, the famous jockey who has been guest on many TV shows. And just completed at the Oakland Exposition Building is the tenth annual National Roadster Show. This one featured 125 hand built sports cars and hot rods and was quite successful. Lueddeke notes that a number of similar shows are springing up elsewhere but that this one is continuing strong.

The New Kedroff Quartet is launching its American concert tour Monday (9) at Town Hall, New York, under Cosmetto Artist Management. The quartet dates from Russia and 1897, when the senior Kedroff began it. It last toured the U.S. in 1938 and the present group was formed in 1947 by the junior Nicolas Kedroff. The tour extends thru April 13.

Another new attraction is Patricia Morison in "Gay '90s Nite." This company with 52 people is planning a national tour for 1959-60. In August at the Hollywood Bowl the show played to 20,000 persons for \$32,000. It is being handled by Dorian Attractions.

HOLIDAY ON ICE, which recently has hiked its publicity efforts within the trade, mailed many friends a bundle of clippings, photos, reviews and supplement color photos from India, where a unit has been doing big business. Added good-will angle was that each bundle was mailed with a great variety of small denomination postage stamps of India—to heighten the interest even of non-stamp collectors.

Sol Hurok announced last week in Moscow that the tour of the Bolshoi Ballet will start April 16 at the Metropolitan Opera House, for a three-and-a-half-weeks stay, followed by four and a half weeks on the road. Claiming it will be the "biggest theatrical transfer in history," Hurok's organization said that it would involve more than 170 people.

Meanwhile, the United States cultural program was amended when the Chicago Symphony Orchestra's plans for a European tour were discontinued and the New York Philharmonic was substituted.

Chicago Sports Show Sets Attendance Mark

CHICAGO — The Sportsmen's, Vacation and Trailer Show in the International Amphitheater which ended Sunday (8) set a record one-day crowd for the building Sunday (1) when over 80,000 thronged the exhibition. Extra policemen and box office help were required to handle the crowds. Up until Friday (6) the run was 25% ahead, and with a break in the final weekend weather, it was expected to beat last year's mark of 365,000 people.

Exhibitors reported brisk sales and already more than half of them have repacked for the 1960 run skedded for March 4-13.

Thomas E. Durant, producer, was taken ill during the opening days, but H. Werner Buck, his associate, was in from California. Wednesday (4) Durant was back on deck. Buck since has gone back to Los Angeles to prep his sports show there, opening April 2.

The water and stagershow, with the largest indoor artificial lake, included Joe McKenna, emcee; Cormorant Trout Fishing Birds from Japan; Howard Hill, archer; Joe Kirkwood, trick golfer; Johnny Dieckman, fly caster; Jack Ray, goose caller; Jimmy Running and the Pecks, log rollers; Orin Benson, retrieving dogs; Homer Garrett's Y-Knot Twirlers; Albert Rix, bears; Adelaide Darling, baton twirling; Soncerae, Indian princess and Benny Sharp and his band.

Among exhibits were the Burlington Railroad's slumber coach and dome car; a helicopter; two public casting pools; a public trout fishing pool with the Sun-Times sponsoring awards and two regulation bowling lanes.

The show exhibits were strong, with major sections of the huge sports equipment, and vacation and resort areas.

Hub Boat Show Draws 161,000

BOSTON — The third annual New England Boat Show closed an eight-day run in the Commonwealth Armory Sunday (1) with total attendance of 161,000, some 38,000 more than last year. Business climbed \$2 million to make a new record of \$9 million. Show was sponsored by the Herald-Traveler Publishing Corporation.

School vacations and the Washington Birthday holiday contributed to the large turnout, but officials pointed out that business figures show that patrons were doing more than just looking. A number of orders have already been signed for floor space next year. Since the razing of the larger Mechanics Building, space is now at a premium.

Propose Air Force Academy Stadium

COLORADO SPRINGS, Colo. — Plans have been submitted for a 40,000-seat football stadium at the Air Force Academy here, according to Col. George Simler, academy athletic director.

The stadium would be designed to accommodate 70,000 persons in later expansions. Cost was estimated at \$3 million. The plans call for a 1961 completion of the stadium. Funds would be raised thru a nationwide campaign. No federal funds would be used on the project, according to Simler's plan.

Set '59 Rodeo Dates

JASPER, Tex. — The Jasper Lions Club Rodeo has been set for May 6-9. Todd Producers, Fort Smith, Ark., will provide the stock. Pat Adams Jr. is chairman.

'Ice Capades' Opens Big at Detroit Olympia

DETROIT — "Ice Capades" opened its 18-day run here at Olympia Stadium to a good house. The show is currently under the management of James G. Balmer, associate of Producer John H. Harris.

Louis Marudas, of the Olympia, reported an excellent advance sale and indications point to a good first weekend crowd to insure the successful attendance "Ice Capades" has been receiving.

There will be evening performances and both evening and matinee shows on weekends. No performances have been scheduled for Monday or Tuesday evenings. Seating is scaled at \$1.80, \$3 and \$4.

Brandon Arena Head Resigns

BRANDON, Man. — Fred C. Courtrice has resigned as manager of the Wheat City Arena here to become full-time manager of the Brandon Transit System. He will leave when a replacement is found.

The extensive program of alterations to the area has been temporarily abandoned because no guarantee has been received that the government will pay half the cost. The city, owner of the building, originally undertook the program at the urging of the provincial fire commissioner. Widening of the aisles and renovation of the lobby are completed, but the big job of installing new exit doors has been left unfinished.

An added attraction to the run here are two figure skaters, Ronnie Robertson and Cathy Machado, both known locally.

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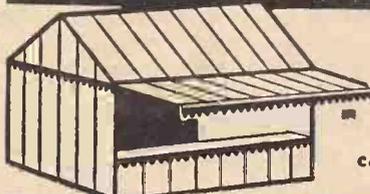
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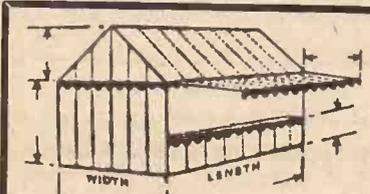
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Winter Haven, Fla., Fair Features Baton Tournay

WINTER HAVEN, Fla.—The first annual Florida State baton twirling championships under supervision of the U. S. Twirling Association are a feature of the eight-day Florida Citrus Exposition. The event started Saturday (7), when the twirling competition also began.

The female twirlers also took part in the expo's opening day parade, then adjourned to the Lake Silver Amphitheater for the contest. Their addition bolstered the number of high strutting major-ettes in the parade to 450. About 15 bands also took part.

Gov. LeRoy Collins promised to attend at least on Friday (13) for the invitational luncheon in Nora

Mayo Hall auditorium of the Florida Citrus Building, as part of the "agricultural day" program. Also promising to attend were Senator Stuart Symington of Missouri and Florida's two Senators, George Smathers and Spessard L. Holland. Senator Clair Engle of California will be speaker.

Another special day is "fresh fruit day" on Thursday (12), according to Ben Hill Griffin, president of the exposition. On the midway, the James E. Strates Shows will hold forth.

Arlington, Tex., C. of C. Seeks New Fair Set-Up

ARLINGTON, Tex. — Organization of a non-profit corporation to operate the annual Arlington Community Fair was recommended to the Chamber of Commerce by a special study commission.

The recommendation, which was unanimously adopted by the chamber directors, came after several months of study by a 15-man committee. The group investigated organizational set-ups of many of Texas' successful fairs and expositions.

The plan was presented to the board by George W. Hawkes, chairman of the study commission.

The report recommended that the Chamber board name a special group to be known as the Arlington Community Fair Association, Inc., and that the new corporation be ready to take over operation of the future Arlington fairs immediately following the close of the 1959 fair to be held in May.

Capital stock of \$25,000, with shares sold at \$10 each, was included in the recommendation. All unsold stock would be held as treasury stock. One vote would be carried by each share of stock.

'Dancing Waters' Contracts Fairs, Arenas, Repeat Dates

NEW YORK—A series of substantial repeat contracts has been signed for the "Dancing Waters" attraction, now in its sixth year, Harold Steinman reported. Included are appearances at the Texas and Minnesota State Fairs, each for the fourth time.

The Perry Como TV show will use the water unit March 28 for the third time in six months. Other shows include the current Home and Flower show in Chicago, and the Home Show in Los Angeles in July, which will open the new Memorial Coliseum, in each case for the fourth visit by "Dancing Waters."

All-season presentations include Tommy Bartlett's Water Ski Show

at the Dells, Wis., starting June 20, and the Pittsburgh Bicentennial at a lakefront amphitheater, starting May 16.

A unit is now in the Manhattan Savings Bank lobby, New York, thru Easter week. One will show for the third year at the April in Paris ball in the Waldorf Astoria Hotel, April 10.

Steinman said the two traveling units handled by William Osborne have been booked into fairs thru-out his Pacific Northwest territory.

Ringling-Barnum

• Continued from page 54

Ringling has been in his building. He predicted the gross for the run will reach \$135,000. It grossed \$60,000 the first year and \$130,000 last year. Night shows were scheduled daily thru Sunday's 6 p.m. performance. Afternoon shows were to be Friday, Saturday and Sunday.

The performance launched here opens with Hans Nauman's tigers and lion. Web production is "Ballet of the Buccaneers," with girls doing a sword routine aloft. Spectacle is entitled "Carnival Around the World," and the finale is "Drum Beat"—with the reports of the two-shot Zucchini cannon putting in the last beats.

Performance Detail

Running order of the performance follows:

Display 1—Hans Nauman's Wild Animals. 2—Manfried Stritch. 3—Ibarra Brothers. 4—Hugo Schmitt and 20 elephants. 5—Rolling globe display with Six Dovers at center and the Verdus and DiOrs at side rings. 6—Paul Jung's rocket gag. 7—Antoinette Bisbini, Rusty Parent and Jackie Bostock, principal riding. 8—Web number, featuring Maryse Begare. 9—Wire display with the Domis, Steyes and Santos. 10—Juggling display with the Bisbinis, Kolmedy and Mardells. 11—Hugo Schmitt's Guanaco and Zebra and a pony-elephant act worked by Ed Heally. 12—Aerialists Frank Doyle, Carmen del Tiede and Galla Shawn. 13—"Carnival Around the World," followed by intermission.

Second half has Display 14—flying return with the Comets and the Rockets. 15—Aerial suspensions Suns and Bert Holt. 16—Vienna horse production by the Mroczkowskis, with about 15 horses and with Dorita Konyot. 17—Paul Jung's Misfit Army. 18—Balancing and perch display with the Wrights, Del Morales and Aguilars. 19—Sciplini's Chimps. 20—Clown boxing. 21—A trio made up of Kaichi Namba, Jane Yong and Tony Durkin working their singles in the center ring at the same time while the Bokaras and the Sorianis work in side rings. 22—Harold Alzana, high wire. 23—"Drum Beat" finale with Victoria and Walter Zucchini in the double cannon act.

Sports Group Changes Dates, Adds Speakers

FEASTERVILLE, Pa. — Last minute additional speakers and changed dates for the annual convention of the Participating Sports Association of America to be held at Somerton Springs Swim Club here Sunday and Monday (15-16) were announced by Vernon D. Platt, president.

Additions include Philip L. Lowe, National Association of Concessionaires president; Edgar Mandell, assistant editor of Swimming Pool Age; Joseph A. Schafer, C.P.A. and Karl C. King, former Pennsylvania congressman. The latter two men will be honored for their work on the P.S.A.A. tax bill in Congress.

The Sunday (15) program is a bus tour of ice and roller rinks, swim clubs and pools in the recreational areas of Philadelphia, upper New Jersey and New York under direction of Milton L. Metzky, Union, N. J., chairman.

The Monday (16) seminar includes speeches by Dr. Paul D. Newland, Hamilton Watch Company; Erwin E. H. Mohr, American Red Cross, and A. Lloyd Mileswik, Roney Plaza Pool, Miami, and Grossingers, Catskills, N. Y. The annual meeting follows with election of new officers and board of directors.

The annual banquet Monday night will be held in honor of the elimination of the federal tax on swimming and skating activities.

Port Lavaca, Tex., Reorganizes Fair Board, Names Execs

PORT LAVACA, Tex.—All officers have been re-elected and seven new directors chosen for the 1959 Calhoun County Fair Association.

Officers retained by the organization, which is starting its second year of operation under its present system, include Wes Newlin, president; James McSpadden, first vice-president; D. B. Halliburton, second vice-president; Cy Cook, secretary, Mrs. Othea Mae Fitzpatrick, treasurer.

Elected to three-year terms on the 21-member board of directors were Mrs. A. L. Clark, Marvin Thompson, Mrs. A. D. Spiller, Arthur Zwerschke, Mrs. Beatrice Bradford, the Rev. Wilfred Menke and Shannon Ramsey.

Holdover directors are Lee Wallace, Mrs. LeRoy Chatton, Emmett McCulley, Halliburton, Tom Falls, Bert West, Mrs. Pat Lundine, Joe Doller, Newlin, W. W. Zwerschke, Mrs. Fitzpatrick, Cook, McSpadden and Frances Gray.

Proposes Banning 'Injurious' Wildlife

WASHINGTON — Legislation calling for a ban on the importation of "injurious species of wildlife" has been introduced in the House by Rep. George Huddleston (D., Ala.).

Huddleston's bill would keep out of the U. S. such species as the mongoose, flying fox and other wild mammals; wild birds, fish, amphibians or reptiles that the Secretary of the Interior may declare are injurious to human beings or to agricultural and horticultural interests.

When queried by The Billboard as to what types of wildlife it wants banned, Interior sources could only say that guide-lines have not yet been drawn up, but they will be reasonable.

Mesquite, Tex., Sets 24 Rodeos; Opens April 24

MESQUITE, Tex.—The Mesquite Arena rodeo season will open with a two-day run, April 24-25, and run thru September 26 with competition every Saturday night, according to Neal Gay, manager.

"We'll have 24 complete rodeos, if it doesn't rain out some of them," Gay added.

Orlando Sloses

• Continued from page 54

Orlando is among the few fairs retaining the half-dollar and quarter gate charges. While unwilling to forecast any change in the price schedule, Bickford said the board has always retained the philosophy that "people make a fair, not how much money the fair has in the bank." He added that it is also nice to make a profit. Orlando gets no city, county or State financial aid.

At the Orange County Citizens Safety Council tent, two men tried to break the world's diving endurance record of 41 hours in a tank there. First competitor was forced to vacate because of the coldness of the water, and the second suffered cramps after six hours. They were Duke Meyers and Bill Brothers, members of the Orlando Otters diving club. Their efforts, however, served to stimulate attendance somewhat when the inclemency would have blanked out the front gate considerably.

No building improvements are in store for the 1960 fair, which will be managed by H. H. Parish, Bickford said. It is hoped to revive the presentation of a talent attraction in the auditorium, which was the scene of a big missile display this time. A 60-75 personnel ice show is hoped for. The auditorium seats some 2,800.

Bickford was presented with a silver serving tray by community chairmen, and the 4-H girls out short their grandstand revue to make another presentation, of a desk set.

Close Zoo April 30

BRANDON, Man.—The Kinsman Club has voted to close the six-year-old city zoo here on the exhibition grounds April 30. H. R. Wyman, chairman of the zoo committee, said one of the reasons was the withdrawal of financial assistance by the Provincial Exhibition board.

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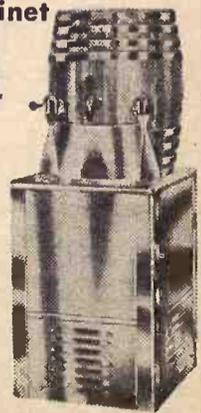
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BICKETT—J. H. (Slick), concession agent formerly with the Danny Arnett, W. E. Page and Carl Bohn shows, February 24 in Lakeland (Ky.) Hospital after an illness of several years.

CONWAY—Joseph, veteran theater manager and former circus owner, February 28 in Philadelphia following a long illness. He had Reo and Dix Bros. Circuses on the road during the '30's. He has managed movie houses in the Philadelphia area for the past 25 years and was noted for his use of special events. Surviving are his widow; a son, James; three brothers, two sisters and two nephews. One of the nephews is Tony Conway, Washington, D. C., circus fan.

DARLING—Earl E., 50, ride operator for the last five years on the Johnny Keef Shows, February 13 in Valdosta, Ga. Survivors include his widow and four children.

EMERICK—Mahala, 78, longtime food concessionaire at Ohio fairgrounds, February 15 in St. Petersburg, Fla. She and her husband, John, operated a dining hall for several years at the Lancaster (O.) Fairgrounds and in recent years had a lunchroom at the Ohio State Fair, Columbus. Burial in Greenlawn Cemetery, Columbus. Her husband survives.

SEARCH—Nancy, 72, veteran Ohio operator of shooting galleries and other concessions, January 24 in Columbus O. She and her husband, William, were in business together. A daughter, Mrs. R. Dawson, also survives. Burial in Greenlawn Cemetery, Columbus.

SHAW—Louis F., former circus trombonist who retired in 1955, February 26 at his home in Atlanta. He had toured with the Hagen, King, Wallace and Miller Bros. shows, among others, spending a lifetime in the business. Survived by his widow.

STEVENS—H. G., 38, former corn game operator on the Tivoli Exposition and Buff Hottle shows, March 4 in Lake Charles, La. Survived by his widow, Elsie, and two children. Burial in Lake Charles.

WHITE—William K. (Cracker), Jr., 40, shooting gallery operator, member of the Showmen's League of America and the Knights of Pythias and a veteran of World War II, February 18 of cancer in Tampa General Hospital. Survived by his widow, Pat; a daughter, Pamela Ann, and a son, William III. Burial in Tampa.

MARRIAGES

KUNZ - FRANK— Wayne Kunz, concessionaire on Heth Shows and son of Mr. and Mrs. Al Kunz, show's owners, and Joyce Frank, non-pro, February 28 in Eau Claire, Wis.

Tulsa Okays Auditorium

TULSA, Okla.—Voters here approved a \$7,482,000 civic center bond issue proposal. Funds will be used to construct a 14,000-seat auditorium and other facilities on a downtown site already acquired.

'Silas Green' Unit

Continued from page 54
equal to that of its chief competitor, F. S. Wolcott's Rabbit Foot Show.

In the past several years, "Silas Green" has been owned by W. P. Jones of Athens, Ga., and it continued as an independent under-canvas show thru 1957.

Charlie Hodges, veteran Side Show manager, who will have a new Snake Show as well as the Side Show on the Gooding No. 1 unit, will represent the unit's management in connection with the "Silas Green" show, when the show opens, Eifort said.

Announcement that "Silas Green" will go out with Gooding followed by a week the news from Gooding winter quarters that Roscoe Ates, stuttering comedian of motion picture fame, will head the Western show on the No. 1 unit.

Floyd E. Gooding, president of the Gooding Amusement Company Friday (6) announced that Ben Hirsch of Tampa had booked five rides—four kiddie and one major device—to go out under the Gooding banner this coming season.

Wis. State Fair

Continued from page 54
grandstand business in the history of the fair.

Rogers' gross for 10 night shows topped \$210,000, more than double that for any previous night grandstand attraction in the 108-year history of the fair.

Masterson figures that the split run in front of the grandstand will serve to broaden the appeal of the fair and increase repeat business by patrons who will take in both the Ringling circus and the Ford show.

Ford has been one of the strongest draws in the fair field. He has appeared indoors for three years at the Indiana State Fair, Indianapolis, always to big, sometimes record crowds. He has appeared in front of two fair grandstands thus far—Ohio State Fair at Columbus and the Du Quoin (Ill.) State Fair. His TV commitments have caused him to turn down many fair engagements.

Propose Farm Show

TRENTON, N. J.—The State Board of Agriculture is considering a Farm Show in conjunction with the 1960 Farmers' Week, set for January 25-30, the first such exhibition since 1941.

The proposed show in the Trenton Armory would provide for about 125 commercial and educational exhibits.

Carnival Routes

American Midway: Falfurrias, Tex.; Cuero 17-22.
Big State: Raymondville, Tex.; Falfurrias 16-29.
Blue Grass: Eustis, Fla.
Burkharts: Greenville, Miss., 9-15.
Greater Kastl: Hobbs, N. M.
Page Combined: (Fair) Riviera Beach, Fla.
Pan American: Baton Rouge, La.
Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 9-25.
Strates, James E.: Winter Haven, Fla.

Legitimate Shows

Dark at the Top of the Sairs: (Royal Alexandra) Toronto, Ont., 9-14.
Gay Felons, The: (Locust) Philadelphia, Pa., 9-21.
Girls in 509: (Civic) Chicago, Ill., 9-April 4.
Lil' Abner: Oklahoma City, Okla., 9; Tulsa 10-11; Little Rock, Ark., 12-13; Springfield, Mo., 14.
Look Back in Anger: (City Aud.) Topeka, Kan., 9; (City Aud.) Independence 10; (Music Hall) Kansas City 11-12; (Arcadia) Wichita 13-14.
Lovely Star, Goodnight: (Shubert) Boston, Mass., 9-14.
Music Man, The: (Shubert) Chicago, Ill., indefinite run.
My Fair Lady: (Riviera) Detroit, Mich., 9-21.
Perfect Evening: (Forest) Philadelphia, Pa., 9-14.
Romanoff and Juliet: Utica, N. Y., 9-10; Schenectady 11; Rochester 12-14.
Two for the Seesaw: (Michael Todd) Chicago, Ill., indefinite run.

Circus Routes

Davenport, Orrin: St. Paul, Minn., 9-15; Dayton, O., 12-21; Columbus 30-April 4.
Hamid-Morton: Wichita, Kan., 9-15; Wilkes-Barre, Pa., 18-21; Baltimore, Md., 28-April 4
Polack Bros.: Chicago, Ill., 9-22.
Ringling Bros. and Barnum & Bailey: Winston-Salem, N. C., 13-15; Greenville, S. C., 17-18; Raleigh, N. C., 20-21; New York 27-May 12.

Miscellaneous

McLean's, Buck, Six-Gun Law Show: St. Petersburg, Fla., 9-14; Miami (N.W. 183d St.) 16-22.
Matchstick City: Panama City, Fla., 9-10; Pensacola, Fla., 11-14.

Ponder Ind. Aud Bill

INDIANAPOLIS—A bill to enable Indianapolis to participate in the financing of a civic auditorium may become a law by the time the Indiana General Assembly adjourns Monday night (9).

Ice Shows

Holiday on Ice of 1959: Memphis, Tenn., 10-15; Birmingham, Ala., 17-24; Montgomery 25-28; Miami Beach, Fla., 30-April 5.
Ice Capades, 18th Edition: Halifax, N. S., 10-14; Bangor, Me., 16-22; Evansville, Ind., 30-April 5.
Ice Capades, 19th Edition: Detroit, Mich., 9-15; St. Louis, Mo., 16-22; Milwaukee, Wis., 23-31.
Shipstads & Johnson's Ice Follies of 1959: Cleveland, O., 9-15; Rochester, N. Y., 17-22.

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1906	Jan.-May	1911	May-June	1919	Jan.-March
1906	June-Sept.	1912	Jan.-Feb.	1919	April-June
1906	Sept.-Dec.	1912	March-June	1919	July-Sept.
1907	Jan.-Apr.	1912	Oct.-Dec.	1925	April-June
1907	May-June	1913	Jan.-March	1925	July-Sept.
1907	July-Aug.	1913	April-June	1927	Jan.-March
1907	May-Aug.	1913	July-Sept.	1933	Jan.-March
1907	Sept.-Oct.	1913	Oct.-Dec.	1933	Oct.-Dec.
1907	Nov.-Dec.	1914	Jan.-March	1934	Jan.-March
1907	Sept.-Dec.	1914	March-June	1934	April-June
1908	Jan.-April	1914	July-Sept.	1934	July-Sept.
1908	May-Aug.	1914	Oct.-Dec.	1935	Jan.-March
1908	Sept.-Oct.	1915	Jan.-March	1935	April-June
1909	Sept.-Oct.	1915	April-June	1935	Oct.-Dec.
1909	Nov.-Dec.	1915	July-Sept.	1935	Oct.-Dec.
1909	July-Dec.	1915	Oct.-Dec.	1937	July-Sept.
1910	March-April	1916	April-June	1938	April-June
1910	May-June	1917	April-June	1939	Jan.-March
1910	Nov.-Dec.	1917	July-Sept.	1941	April-June
1910	Jan.-Oct.	1917	Oct.-Dec.	1941	July-Sept.
1911	Jan.-Feb.	1918	Jan.-April	1942	Oct.-Dec.
1911	Jan.-Feb.	1918	July-Sept.	1944	April-June
1911	March-April	1918	Oct.-Dec.		

For further information, contact
MR. ROSS
The Billboard
2160 Patterson St., Phone DUNbar 1-6450, Cincinnati 22, O.

ONLY ACTIVEAIRE OFFERS COMPLETE WASHROOM SERVICE AND ELIMINATES EVERY WASHROOM PROBLEM. TWO MODELS ADAPTABLE FOR EVERY TYPE OF LOCATION

ACTIVEAIRE ELECTRIC TOWEL



Model K (13x7x6), featuring 2 G.E. Ozone Lamps, special Deodorant Block, Triple Plated Chrome.

ACTIVEAIRE ELECTRIC TOWEL ECONOMY MODEL (10x8x8) Triple Plated Chrome, 16 Gauge Steel Construction, Adjustable Louvers. Proven by 5 Years of Successful Operation.



ACTIVEAIRE'S AUTOMATIC STREET CLEANER



Powered by Lauson 2 1/2 HP cycle gas engine.
Heavy duty aluminum smasher blade.
Easy handling—ball bearing wheels—extra large semi-pneumatic tires—30" intake scoop.
Large capacity fuel tank. 16-gauge steel construction throughout.
Fully Approved UL-USA

ACTIVEAIRE DEVICES, INC. 1537 BERGEN STREET BROOKLYN 13, NEW YORK
A member of the National Sanitary Supply Association

Wanted for Mills Bros.' Circus to join at once for opening at Jefferson, Ohio, April 16

Ticket Sellers, 5 per cent of reserves, 5 per cent of manager's, 10 per cent of wild west; men, sleeping accommodations. Also head usher and assistant usher. Candy butchers come on now. GE Diesel boss electrician and assistant electrician, state experience and lowest salary. Also can use additional promotional managers with crews.

Contact JACK MILLS
2669 Euclid Heights Blvd., Cleveland Heights, Ohio

Want at Once Capable Booking Agent For Shopping Center Unit

Free Circus with Rides and Concessions. Must have late model car and typewriter. Will consider only highest type person. Must have references and personal interview required. All wires

C. C. GROSCURTH, Gen. Mgr.
BLUE GRASS SHOWS, Eustis, Fla., all this week; Sarasota, Fla., week March 16; after that 7 Treasure Drive, Tampa, Fla., or phone Tampa, REDwood 7-3867.

10—PHONEMEN—10

Police and Jr. Chamber of Commerce Book and tickets. Pay daily. Opening this week. Phone at once. One of the best deals in town.

Phone: Newport News, Va., 4-5132 or 4-4081 days; LYric 6-9625 nights.

P.S.: Can use A-1 Manager with crew. No collects.

WANT CANDY BUTCHERS

For six (6) Shrine dates, the first starting March 17, Wilkes-Barre, Pa. Apply to

A. HYMES
455 Schenectady Ave. Brooklyn, N. Y.
P.S. No drunks will be hired.

PHONEMEN

Opening 5 Shrine dates, near-by cities, on March 5.

MR. G
Call Mohawk 1564
Buffalo, N. Y.

PHONEMAN

Top Producer needed. Phone open, year round deal. Reload protection. Write

ROY BELL
2847 W. 8th St., Los Angeles, California
DUckirk 8-6085 (no collect calls)

PHONEMEN

To go into business for themselves. Most Ohio cities and complete sales records available to men with car, for selling ads in Veterans' 14th Yearbook. Qualified men would then be given protected territory on township police or two other Veterans' publications. These are all established and legitimate, at top commission.

P. O. Box 5802 Columbus 21, Ohio HU 8-3025 (no collects)

WANT

Contracting Agent for famous auditorium attraction. Able to book & put in phone crew. Excellent remuneration, permanent.

SHERMAN MGT.
839 Forest Ave., Rye, N. Y. Rye 7-1627 (Also want Office Booking Secretary.)

WANTED CONCESSIONS AND RIDES

Annual Shrine Circus, March 27 thru April 5, Cincinnati Gardens, Cincinnati, Ohio. Want Hunky Punks and experienced Hustlers to hustle in stands. Morris Lipsky, call.

H. REED
P. O. Box 83, Newport, Ky.

GARDEN BROS.' CIRCUS

WANT FOR THE 1959 SEASON, OPENING MAY 1

Big Show Performers—Family and Novelty Acts doing two or more, Web and Ladder Girls, Clowns that double, Elephant Act (one or more to lease or book), Ed Wideman, Dolly Jacobs, Will Hill, contact at once. Need Organizer with own equipment. Can place Grab Joint able to feed personnel, midway attractions, Side Show Manager, Seat Butchers and Concession People, Workmen in all departments.

For Advance—Billposters and Lithographers Man and Wife Team for UPC's and advertising. All reply to GARDEN BROS.' CIRCUS, Box 82, Station J, Toronto 6, Ontario, Canada.

20% OF ROUTE Mills Agents Stress Direct-Sale Contracts

CHICAGO—Up to 20 per cent of Mills Bros. Circus dates contracted so far this season are for outright sales. The show has established a pattern and standard price for these deals and agents are signing sponsors under this "promote-it-yourself" plan.

Under the plan the show delivers the performance and retains concession rights. The sponsoring organization, for the flat fee, gets all other income for the day and is free to follow its own procedures regarding advance sales, reserved seats, banners and other factors. Terms of the plan vary from case to case, it was pointed out.

Also new in the show's plan is an increase in the price for student tickets. Old price was 50 cents, of which the auspices got 5 cents. New price of 60 cents gets a dime for the auspices, and interest has increased greatly, according to the show's advance. Regular ticket prices are \$1.50 on show day or \$1.10 in advance.

Play Inside Chicago

The show will repeat at Dearborn, Mich., as a sellout. It also will be back to Clarendon Hills, Ill., after a year's hiatus, this time

as a sellout, May 23. From there the show will go inside the city of Chicago proper for the first time. On May 25 it is to be at 85th and Cottage Grove on a lot next door to a Polk Bros. store. Auspices is a Lions Club that bought the show for the day and immediately gave half of the tickets to the Polk organization to use in its promotion via newspapers and TV. Polk then gave half of its quota to a YMCA for sale by members.

Larry Lawrence is contracting the Chicago and Detroit suburban areas, while H. W. Ahrhart is contracting in another area of the country.

In other developments it was announced that the Mills show will be host of the national convention of the CFA this year, playing Monday, September 14, at Clarksburg, W. Va.

Mills Bros. Circus, a partnership in the past, was incorporated on January 1.

WANTED

Bosses in all departments. No drunks, need answer.

Reply at once.

CRISTIANI BROS.' CIRCUS
Box 105 Sarasota, Fla.

Phone Room Managers WANTED

Can start now or later. Write-Call.

Ward Beam Associates, Inc.
Goshen, New York
Douglas Gossline please phone.

PHONEMEN

Can place 3 top advertising men on deal, 8th year—collectors—cards. Call

Columbus, Ohio, AMherst 8-6223.

6—PHONEMEN—6

Clyde Beatty-Cole Bros.' Circus. UPC and Banners. Now building crew for season, eight months steady work. Pay daily. "Glass Eye" Armen, of K.C., and Jack Hines, call me. No luses or collects.

BOB WARD
Harrison 2-4942
226 W. Genesee St. Syracuse, N. Y.

CIRCUS ACTS WANTED

For Shrine Circus, April 4. Indoor Date. Salary must be reasonable. Can also use Pony Ride, Side Show or Monkey Show. No wires or phone calls. Write

Taylor Trout, Chairman
Trout's Orange Mill, Grant, Fla.

5—PHONEMEN—5

At once for Civil Air Patrol deals, Huntington and Parkersburg, West Va. 5 more towns to follow; opening Monday, March 9. Call

J. F. STIMMEL
JACKson 5-3911, Huntington, West Va.

SPECIAL ISSUE IS CIRCUSES' OWN SHOWCASE

Annual Special Circus Section of The Billboard will appear as part of the next issue, dated March 16. These extra pages will be in addition to the regular circus department and will include bonus editorial, feature and advertising matter devoted to the circus business.

Extra pages will be not only in The Billboard but also will be reprinted for circulation all during the year to the scores of persons and organizations that come to The Billboard for information.

These include a great number of potential auspices that contact circuses on the basis of material in the Special Section. National magazines, networks and others also use the Special Section in connection with planning and preparing circus features.

As the show-case of circus business, this year's special section is shaping up as an even more effective issue than last year's, when participating circuses expressed satisfaction with its results.

Polack's Albany Profit Up 100%, Signs Baltimore

ALBANY, N.Y.—Polack Bros. Circus enjoyed five straws in seven performances and a doubling of last year's profits in their three-day stand here at the New Scotland Avenue Armory (27-1). Louis Stern, managing director, attributed the 100% increase to a good break in the weather and an increase in ticket prices.

Stern announced that the show has again signed to play Baltimore for Shrine Temple auspices. Dates have been set for November 2-9.

Friday (27) afternoon in Albany drew 2,500, and that night saw the run's first full house of 3,500. A Saturday (28) morning showing pulled 2,500, followed by capacity crowds both afternoon and night. Both Sunday (1) matinees, 2:15 and 5:30, were straws. The seven-performance stand drew a total of 22,500 persons.

Nabers Represents Harold in West

ALBUQUERQUE, N. M.—Tom L. Nabers, former circus chairman of Shrine Temple here, has been named exclusive agent for the Western States for Harold Bros. Circus by Harold R. Voise, show president.

Nabers has closed for the Albuquerque Junior Chamber of Commerce to sponsor Harold Bros. here and also has signed several other Western dates, according to Voise.

RINGLING ACTS ON TV TONIGHT

CHARLOTTE, N. C.—Ringling Bros. and Barnum and Bailey Circus present a one-hour version of the 89th edition tonight (9) over the ABC television network.

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

Hamid-Morton Takes Strong Topeka Gross

TOPEKA, Kan.—Hamid-Morton Shrine Circus here (26-1) drew over 20,000 people to Municipal Auditorium. The run started slow Thursday night (26) with 1,250 people in the 3,000 seater; Friday (27) was strong, pulling 2,100 in the afternoon followed by two capacity night shows; Saturday (28) opened with 2,700 at a morning show, 2,500 at the matinee and a strawed 3,100 at night, and a Sunday (1) matinee-only performance drew an overflow attendance of 3,300, according to local sources.

Ringling Draws At Charleston

CHARLESTON, W. Va.—Ringling Bros. and Barnum & Bailey Circus pulled an average of 4,000 people at afternoon and night performances at the 6,400-seat Civic Center here Friday and Saturday (27-28). This was the final appearance of the show's 88th edition.

The Junior League sponsor reported a profit of \$6,000. The \$5.50 top tab was termed steep by local sources.

Tommy Scott Show Fills Harlingen Aud

HARLINGEN, Tex.—The Tommy Scott Show played to a full Municipal Auditorium here February 24 despite inclement weather. The two-hour show features music and includes pitches for song books and records.

Acts include Alphonso Campa and Miss Frankie, unicycles; Princess Yvonne (Ray), 14 dogs; LaBelle Troupe, tumblers and clowns; Scotty Lee, four-year-old songstress; Tommy and Frankie Scott, and their daughter Sandra, songs, and Bobo Baxter, Elton Preston, Gaines Blevins, Rudy Preston and Al Campa, band.

PROMOTERS

For large and small towns who can be satisfied with 35% daily, can work clean without leaving heater bills for somebody else to clear up. Can look forward to steady work the year around with fine show to sell and real co-operation to avoid long jumps or waiting for towns. We have just done our spring housecleaning to make room for you if you want to be part of one of the best and most profitable shows in the country. Booked solid thru June; plenty of good auspices; many repeats.

JACK KELLY
General Promotion Manager
TOMMY SCOTT SHOWS
Phones: Trinity 8-3100 or Trinity 8-3367 days, or Jackson 4-8431 nights, Oklahoma City, Okla.

WANTED PHONEMEN SHRINE CIRCUS DEALS

Year around work—starting at once.

Contact GEO. HALL
Chancellor Hall Hotel
13th Bet. Walnut & Locust Sts.
Philadelphia, Pa.
Phone: PE 5-3400

WANT PROMOTERS

3 more top promoters, start at once. Phones, luses, big shots, save your time.

WANT PERFORMERS

Can use 2 more acts, family acts preferred. State lowest.

WANT CONTRACTING AGENT

Can use one more, who can set phones.

National Safety Circus
(Trade-Mark)
1185 Parkwood Place, Brownsville, Tex.
Write or wire, no phone calls, no advances.

WANT CIRCUS DRUMMER

Opening March 27, 1959, in Pallsades, N. J. Wire to Raymond Aguilera, c/o Clyde Beatty Circus, DeLand, Fla.

PHONEMEN

UPC and Banners. "Peanuts" Harmon and Duke Liggitt call me.

GAMBLE
Prescott 2-5211 (Nights-Prescott 1-5334)
St. Clair Shores, Mich.

WANTED—A CIRCUS

Between June 1 and August 31, Police and Firemen's Relief Association.

F. M. Ryan, Sergeant
106 N. Washington Ave., Pulaski, Va.

BILL DARLING

of Cleveland, Ohio
contact immediately

AUTO SHOW, Inc.
Cincinnati Gardens, 2250 Seymour Ave.
REDwood 1-2578

PHONEMEN

Shrine Circus, UPC's and banners. Phones in, start at once. 7 weeks' work, repeats. Pay daily. Call

BILL RENNER
METropolitan 8-5672, 9 to 5
Washington, D. C. No collects.
Dick Coughlan and Hines, contact.

CONTRACTING AGENT

Wanted for small Circus opening in Midwest; must be capable of getting good sponsors; top pay. Full season's work. Call

PLaza 4-8066, Waterbury, Conn.

2—PHONEMEN—2

Sober, reliable men who can sell clean. Shrine date. Others to follow. No layoff.

Call Lowellton, Maine, 3-1507
Ask for Ralph Bedwell. No collects.

GIVE TO DAMON RUNYON CANCER FUND

RIVERVIEW GAME SPAWNS UNIVERSITY CAGE STAR

CHICAGO—A top player in this basketball-hep State credits his success to time around an amusement park.

He is Howie Carl, sixth best free throw artist in U. S. college basketball today, a sophomore guard for DePaul University here and graduate of Riverview Park's concession department.

Carl's brother, Sam, was connected with Riverview's basketball throwing concession for about five years. Young Howie worked for his brother at the game. He figures he took about 5,000 shots per season at the basket. It all helped bring customers in to see if they could get three out of five shots or better.

It began to pay off for Carl in Von Steuben High School here. He led the Public School League in scoring in 1956. Now on the DePaul cage team, he averaged 18.7 points per game. He hits 84 per cent of his free throws. He made 31 points in the game that broke Marquette University's 15-game winning streak. The coach from Western Kentucky University declares Carl is one of the finest "small" men in basketball today, and many others agree. He's under six feet, making his mark against players that push the seven-foot level.

ROLLER RUMBLINGS

Family Nights, Western Party for Mineola . . .

MINEOLA, N. Y. — Family nights were inaugurated at Earl Van Horn's Mineola Roller Rink February 3. Henceforth every Tuesday night will be so designated, with one or both parents and one or more children admitted for 50 cents each, including use of shoe skates. There will be special numbers for different family members. Prizes will be offered in connection with some numbers.

Mineola is holding its second Western Night of the season March 6. There will be Western games, the usual jail house gimmick and prizes to be awarded for the best costumes.

Lackland Skating Under True Fire . . .

SAN ANTONIO—Col. Charles Harris, of the training command at Lackland Air Force Base here, admitted recently that some recruits did train on roller skates, but, he said, no recruit was forced to do so. The statement followed an article in True magazine, reporting that recruits could take 10 to 28 hours of weekly physical training on skates at a cost of 50 cents an hour of their own money. The article said that skating was done at a rink built privately and then given to the base in return for a 10-year operation concession. It implied that pressure was exerted on airmen to use it when business dropped below expectations. Harris said only six hours of skating was recognized and that alternatives included swimming and team sports. True said the only alternatives were doing pushups in the sun or policing the grounds on hands and knees.

Lodwick Takes Complaint to Court . . .

CINCINNATI — Glenn Lodwick, operator of Glenn's Rolla Rena in nearby Lockland, wants Common Pleas Court to force Mayor Albert Defflar of Lockland to

issue him a permit for public dancing. Lodwick says he must offer dancing if he is to meet competition of other rinks. The mayor, he said, twice issued him a permit in March, 1957, but has refused since then. The refusal, Lodwick says, is based on personal dislikes, because permits have been issued for public dances in the Lockland school.

Thieves Strike at New Haven Rollery . . .

NEW HAVEN, Conn.—Thieves striking twice within a week took a \$20 pair of skates one night and recording equipment worth \$350 the next time at Roll-A-Round Rink here.

100G Skatery Set For Southampton, Pa. . . .

SOUTHAMPTON, Pa. — A \$100,000 roller rink will be built on Second Street Pike, adjacent to the Pennsylvania Turnpike. The site at the entrance to the Southampton Industrial Park was sold for Lehman Bros., Inc., developers, thru John J. McGroarty for \$19,500 to Edward W. Cantwell. Purchaser will erect an all-brick building of more than 16,000 square feet, with large parking area and facilities for meetings as well as skating.

Woonsocket Gets RSROA Okay for Street Racing . . .

WOONSOCKET, R. I. — A five-mile roller race thru downtown streets will be part of the Jaycees' first Maytime Mardi Gras on Saturday, May 23. Sam Phillips of Joyland Rink conceived the idea and obtained approval of the New England chapter of Roller Skating Rink Operators of America. Phillips is providing three winners' trophies. Arthur Denomme and Arthur F. Lajoie are chairmen of the Mardi Gras, and the racing event will be similar to the one held last year before some 10,000 spectators in Marlboro, Mass.

Mt. Vernon Rink Used for Muscular Dystrophy Benefit . . .

MOUNT VERNON, N. Y. — A benefit show for Muscular Dystrophy was held February 27 at the Mount Vernon Roller Skating Arena. A goal of \$25,000 was set for the program, designed to encompass all of Westchester County. Performing were disk jockeys Bob Curtis and Chuck Mizzi, and supporting acts the Mello Kings, Orchids, Impalas, Gems, Plaids, William Sisters, and Sharp Tones. An exhibition of roller skills was put on sponsored by the Mount Vernon Roller Club, and the evening ended with public skating and dancing.

Texas State Fair Seeks \$2½ Mil Bonds for Park

DALLAS—The State Fair of Texas is seeking \$2,500,000 from the city to build a Texas-style Disneyland on the fairgrounds. James H. Stewart, executive vice-president and general manager of the fair, made the request in a letter to City Park Director L. B. Houston.

Stewart suggested a revenue bond issue to finance construction of the Western-style village to be known as Grand Ol' Texas. The operation would be located on a six-acre tract adjacent to Fair Park Midway.

He said that the bonds should be issued only after plans had been drawn and bids taken, determining if the project could be built within the budget. Stewart added that lease contracts, minimum of \$150,000 per year for a five-year period, should be signed before the bonds are issued. He asked Park Board approval of a contract between the fair and Peter Wolfe Associates, who would direct the amusement center.

DeLeon Spgs. Has Elephant In Water Show

DE LAND, Fla.—Bob Dunbar, operator of the Ponce de Leon Springs attraction, has a contingent from the Bill Green Animal Farm which operates in Fairlee, Vt., in the summer months. It replaces the wild animal show that formerly was a part of Dunbar's exhibition.

Green's elephant has been broken to the water-skiing routine. The Jim Rusing water show and ski school continues daily. Better-than-average weather has increased attendance at the park, both from tourists and local people.

Park Insurance Group Outlines Safety Drive

NEW YORK — The National Association of Amusement Parks, Pools & Beaches will place major emphasis this year on elimination of hazards which cause accident claims. Major attention will also be given to safety education aimed at avoiding injuries caused by falls.

This was reaffirmed Friday, (27) at the 1959 conference between the NAAPB Insurance Committee and officials of the Associated Indemnity Corporation, which handles the Association's Liability Insurance plan for member amusement parks and kiddie parks. Julian Norton of Bristol, Conn., executive head of Lake Compounce Amusement Park and chairman of the insurance committee, presided over the all-day session at the Hotel New Yorker.

Aulton Mullendore, Associated's safety engineer, reported that in 1958, 21 per cent of all claims

PLEASURE ISLAND READY TO BUILD

Boston-Area Theme Park Awaits Change in Weather; Name Execs

WAKEFIELD, Mass.—Coming of good weather will bring the start of extensive construction work on Pleasure Island here. The big fun area designed by Marco Engineering Company is scheduled to open this summer.

At present the excavation work is nearly complete and two contractor's buildings are on the site awaiting the turn in weather. Location is on Boston's outer belt Trunk Route 128, 14 miles north of Boston. The 80-acre park will cost an estimated \$4,000,000.

C. V. Wood, head of Marco, is designing the rides and structures, Lloyd D. Settle, formerly promotion man for Disneyland and Pacific Ocean Park, has been retained as management consultant.

William S. Hawkes is general manager. Hawkes is former publisher of Child Life magazine. Financial backing is by a group of Boston investors, including the Cabot, Cabot & Forbes realty development firm. C. V. Wood was executive vice-president and general manager of Disneyland during its planning stages and first year's operation. Settle is also an executive of Marco Engineering Company. Doherty Associates of New York is handling publicity.

There will be none but park-owned-and-operated rides, it is reported, but commercial displays, stores, concession foods and other operations will be part of Pleasure Island. A large dairy is negotiating for the dairy farm concession, which also includes part of the park's food operation. Contracts are also being discussed with a cola firm and a major department store.

A feature will be a whaling port, with shops and stores of the period. Called Clipper Cove, it will have whaling boat rides (complete with bow harpoons) which will take visitors on a hunt for "Moby Dick." The trip will be thru waters populated with animated sharks and

swordfish, and will be climaxed with the rearing up of a 70-foot replica of the great white whale, spouting water and finally sinking back into the depths.

Hunt for Treasure

The installation will have a hunt for buried treasure, to be made on shipwrecked rafts accompanied by live "pirates." On a Pirates' Island will be a tree-house fort, hanging noose, skull and crossbones, wrecked ship and outlashed villains.

Another section of the island will be Cactus Flats, an old Western town reproduction run in the pattern established for frontier attractions. A 30-inch gauge train will serve a mining development where gold dust panning will be a feature.

Engine City will tell the history of the public transportation and construction industries, with full-size working models of trolley cars, steamboats, autos and trucks, threshing machines, rollers, hand cars, etc. Part of the section will offer a miniature Model T auto ride.

There will be parking for 3,000 cars and restaurant capacity for feeding 2,200 persons hourly.

PUT ZING! IN YOUR DARK RIDES with BLAK-RAY Lights and MAGIC GLOWING COLORS EXCITING, LIVELY, WEIRD, ENCHANTING EFFECTS. 23 FLUORESCENT COLORS RIDES, EXHIBITS, SHOWS, SIGNS Send for full particulars BLACK LIGHT EASTERN CORP. Dept. B-1 201-04 Northern Blvd., Bayside 61, N. Y.

THE MOST SUCCESSFUL MINIATURE GOLF COURSES ARE DESIGNED AND BUILT BY THE HOLMES COOK MINIATURE GOLF CO. 583 10th Ave., New York 36, N. Y. (3-4 Million Players — 148 Weeks at Ocean Beach Park, New London, Conn. — City Audited Figures.)

FASCINATION A-1 condition, ready to operate. 32 miles, two wall and four floor cases, chrome seats, PA system, amplifier, spare parts; two massive floor fans. Game is located in park in Ohio, all set and ready to go. Price is very reasonable! Better hurry! BOX D-89 c/o The Billboard Cincinnati 22, O.

WILD MOUSE LOCATION WANTED Made by Schiff — new; flat rental or percentage. Large established park only. Space needed—50 ft. by 142 ft. New England preferred. SPECTOR 985 N.E. 176th St., No. Miami Beach, Fla.

WANTED AT WASHINGTON, N. C. Two or more Rides at old, well established colored beach; rent free; lots of people. Phone or write to WYLIE TILLERY 1400 Corwell St., Norfolk, Va., Phone Klumbell 5-3188 or EARL SWICEGOOD, Washington, N. C.

were "chargeable to hazards on grounds"—namely, accidents of patrons stepping in holes, stepping on glass and other refuse and other removable hazards.

Mullendore said that 36 per cent of all claims last year were due to "people falling out of, or into rides, falling in front of rides, off ramps, off horses, etc."

These accidents can be reduced considerably, Mullendore declared, if park owners will inspect their premises more frequently and educate their employees more intensively on the importance of looking after patrons constantly and preventing them from making foolish mistakes or being careless.

On the other hand, Associated's president, Harry Lee, praised park owners in general for the advance-

(Continued on page 67)

SKATING RINK TENTS 42 x 102 IN STOCK 53 x 122 AT ALL TIMES NEW SHOW TENTS MADE TO ORDER CAMPBELL TENT & AWNING CO. 100 Central Ave. Alton, Ill.

FOR SALE Skating Rink in Southern California 21,000 Square Feet. \$40,000 will handle. Box A-224 The Billboard, 1520 N. Gower Hollywood 28, Calif.

Give Away--Must Move Priced for Quick Sale Mangels Long Range Shooting Gallery. \$500.00; 15 foot wide, 9 foot high; moving ducks, rotating targets, 2 racks birds, 3 guns, 1/2 case of bullets. J. E. ROSE NORTH BEACH, MARYLAND Tel.: ALpine 7-5401

FOR SALE Southwest's Most Beautiful Amusement Park Located in City Park, lots of Shade Trees, Picnic Area, Swimming Pool, Ball Diamond, Miniature Golf, large Recreation Building, over 25 Acres, 10 Rides and 20 x 80 ft. Concession Building with Cement Patios. Large Train located in front of Park, 1500-ft. Track. Located on a heavy traffic street, Park is close in to center of Town. Population of Town, 475,000. All Rides like new. Price, \$48,000, terms available to responsible parties. Write Box 309, c/o Billboard, 390 Arcade Bldg., St. Louis, Mo.

INSURE ATTENDANCE

Special Events Win At Texarkana, Tex.

TEXARKANA, Tex.—Special events and promotions are one way of insuring attendance at future fairs. That's the attitude of officials of the Four States Fair here, as outlined in an address by Secretary Evelyn Fisher at the recent meeting of the Texas Association of Fairs & Expositions in Dallas.

The fair, which operates with a free grandstand except for its championship rodeo, has built up this department to include a wide variety of events, Mrs. Fisher pointed out.

One of the most successful in 1958 was an exhibit by the Choctaw Nation of Indians. The tribe not only put on an impressive parade addition, but their exhibit, located in a tent, displayed bows, arrows, baskets, drums, bead work and other colorful products made on the spot. Total cost was \$280.

Other features included an antique automobile show with cranking and driving contests, views of the moon and other planets thru a giant telescope, shooting exhibitions by the Texas Highway Department of Public Safety, the Ralston-Purina champion steer, a B-29 superfortress modified for exhibit, a steam locomotive from a railroad, a van of jet engines, guided missiles and Borden's Elsie.

Stage Used

The fair's small outdoor stage is the scene of some kind of activity each evening almost continuously

Mesa, Ariz., Cancels Run

MESA, Ariz.—Maricopa County Fair here will not be held this year, the Arizona State Fair commission having refused the fair use of its grounds, said Manager Harvey M. Johnson.

Del Mar, Calif., Elects Lipton As New President

DEL MAR, Calif.—Lewis Lipton, a San Diego restaurant owner, has been elected president of Southern California Exposition and County Fair here. Other officers are Willis Fletcher and V. Earl Roberts, first and second vice-presidents, respectively. Both are from San Diego.

Lipton, 58, succeeds Harry Frame. At the same organizational meeting held at the exposition grounds, Richard B. Todd, contractor, was seated on the board, succeeding Chaffee C. Young, and directors voted an honorary life admissions credential to the exposition to Young, who had served on the board since 1947.

Colorado State Seeks \$500,000 Industry Hall

PUEBLO, Colo.—Construction of a \$500,000 industrial exposition hall at the Colorado State Fair here has the backing of a group of the State's top industrialists.

Clyde P. Fugate, State fair manager, said the proposal has the approval of the State Fair Commission. He said the money involved in the building program would have to be appropriated by the Legislature, but added that it could be returned to the State thru rentals of display space in the hall.

Ward Beam Pacts Ohio, Pa. Fairs

GOSHEN, N. Y.—Clearfield, Pa., and Canfield, O., have been added to the fair route of Ward Beam's grandstand production, "It's Wonderful," Beam reports.

The musical revue now has six fairs contracted and Beam anticipates adding two to the list. It offers 11 scenic changes, featuring an "active volcano" number, a Casey Jones train number, a three-scene circus segment and a Broadway number.

Clearfield will get D'Arco and Gee, Cimse's colliers, the Marvellos, the Maschinos and others. Acts for Canfield have not been announced.

Lonoke, Ark., Event Names Officers, Sets 1959 Dates

LONOKE, Ark.—Lonoke County Fair Association has re-elected Pat Henderson, England, as president.

Other officers are Ward Amden, Carlisle, general superintendent; Mrs. John Latimer, Lonoke, secretary-treasurer; and J. M. Park, Cabot; George Beirne, England; John Hanna, Lonoke, and Bob Beck, Carlisle, vice-presidents. The fair will be held September 17-19.

Lagrange, Ind., Sets New Dates

LAGRANGE, Ind.—September 29-October 3 are new dates for the 54th annual Lagrange Corn School Week, according to Walter Emmert, reinstalled executive director of the event. The new date was set due to conflicting dates of the Bluffton and DeKalb, Ind., fairs and the Centerville (Mich.) Fair.

Gooding Amusement will furnish rides and Jack Chorpennig, Hamilton, Ind., will handle concessions. The street celebration set an all-time attendance record last year.

East Texas Association Names Ken Miller, Pres.

TYLER, Tex.—Tyler oilman-rancher Kenneth Miller has been elected president of the East Texas Fair Association, replacing Aleck Geneoov. Rodney Pool, Gilbert Reeves, Frank Tooke, George Kidd and Tom W. Jackson were named vice-presidents at the annual meeting.

HOCKEY-PLAYING FAIR EXEC HAS RECORD-BREAKING YEAR

REGINA, Sask.—Pat Lundy, hockey-playing manager of Exhibition Stadium, has had a record-breaking 1958-'59 puck season.

A forward with the Stampeders in the Regina Senior Hockey League, he is a former member of the Detroit Red Wings (NHL) and played for Calgary Stampeders in the Western Hockey League. He has been on the staff of the Regina Exhibition Association since 1955.

Lundy won the Regina league's individual scoring title for the third consecutive season with 33 goals and 20 assists, set a new league scoring mark (which he had also done in 1956-'57), scored a record eight goals in one game and set another record by earning 11 points in one game.

Lundy's team set a new league scoring record for a single game (33 points) and a new mark for number of goals scored in one game (15).

\$20,000 BARGAIN

Imlay City Saves \$\$ On New Grandstand

IMLAY CITY, Mich.—How the Eastern Michigan Fair built a \$90,000 grandstand for \$20,000 was recently described by Kenneth Ruby, secretary of the fair here. Ruby's story of the new bargain addition was given in an address before the recent annual convention of the Michigan Association of Fairs in Detroit.

After receiving the original projection of \$90,000, the fair board got busy, he pointed out. Much shopping around for supplies and

lumber was done and some lumber was purchased direct from Oregon. Seven men—farmers, fair officials and others—did the actual construction, receiving \$1 per hour.

For an additional \$2,000, exhibit space was built under the stands to house 24 exhibits during fair week, each utilizing a 16 by 8-foot space.

The grandstand seats 2,860 and with bleachers added will accommodate over 3,000. It was built without a blueprint, but has strength to hold 9,000.

Advantages of the new stand are many, Ruby pointed out. The roof gives rain insurance; the fair is now able to sell advance reserved seats, and the grandstand does a selling job the year around, for a big welcome sign, attached to the rear, can be seen for two miles.

Swift Current Event Gets Class B Status

SWIFT CURRENT, Sask.—Confirmation has been received from Ottawa that the annual Frontier Days show of the Swift Current Agricultural and Exhibition Association will have a Class B fair status, effective April 1.

The organization will now receive additional grants for prize money from the provincial government and increased assistance from the federal government for building purposes.

Facilities at the fairgrounds will be improved over the next few years, Irving Hansen, manager, said.

The Zoppe-Zavatta riding troupe has been signed for this year's Frontier Days celebration, Hansen announced. Wilbur Plaughter, rodeo clown and steer wrestler, will make a return appearance.

Building grants will be matched dollar for dollar with the local organization up to a maximum of \$100,000 over a period of years, Hansen said. Prize money will be boosted some \$2,000, bringing the total to \$10,000.

Siebrand Bros. Shows will play the date for the second time and acts are being lined up for a grandstand show on the final day, July 4.

The exhibition board has agreed to make its facilities available to the Shriners for presentation of the Gil C. Gray Circus on June 6.

Saskatoon Horse Show Exempt From City Tax

SASKATOON, Sask.—Saskatoon Exhibition will continue to be exempt from paving amusement tax on its annual horse show. City council agreed to this after hearing a brief from S. N. MacEachern, exhibition manager, who opposed a proposed amendment to the licensing bylaw which would have removed the exhibition's exemption.

Bluffton, Ind., Sets '59 Dates, Names Higgins

BLUFFTON, Ind.—Dale Higgins was chosen for a third term as president of the Bluffton Free Street Fair Association at an election of officers last week.

The 1959 exposition will be held September 15-19. Arrangements for the annual, which dates back half a century, are rapidly progressing toward completion, according to Higgins.

Also elected were George C. Davis, vice-president; Charles Grandlienard, second vice-president; Herman W. Meyers, secretary, and Byrl J. Masterson, treasurer.

Directors are Paul Bender, Wid Kleinknight, John Eversole, George Noble, Ervin Randall, Dwight F. Callivan, Mark Athan, Herman Werling, Lawrence Platt, Charles Mottler, Homer C. Markley, Robert Venis, Carlin Schoeff, John P. Schumacher, Lorenzo Jacobs, Alva Smith, Glen Graham and John Rix.

Names Verle Mento Angels Camp Mgr.

ANGELS CAMP, Calif.—Verle Mento, Anderson, has been named secretary-treasurer of Calaveras County Fair and Jumping Frog Jubilee here, succeeding Carl T. Mills.

The board voted unanimously to employ Mento, who has been assistant manager of several county fairs. He assumes his duties February 15, with the event to be held May 14-17.

from 6 p.m. to 10:30 p.m. Included are high school band concerts, free professional acts, turtle races, frog-leaping contests, newsboy paper throwing contests and in '58 a hula hoop contest. About \$90 in cash prizes are distributed at these various events and most of this is spent by the youngsters before they leave the fairgrounds, Mrs. Fisher pointed out.

Even inside the rodeo arena the events are held. Last year the fair had a national skeet shooting champion give exhibitions prior to the start of the rodeo, and last year an adult art exhibit was staged for the first time and was judged a great success.

Another event that caught on with Texarkana patrons was a live hat show, in which entries wore hats made of leaves, flowers and berries of many types. A fast-draw contest was winner last year, with youngsters getting prizes for emulating their favorite TV cowboy.

Allentown, Pa., Home Display Draws Crowds

ALLENTOWN, Pa.—A seven-day home show drew rewarding turnouts last week, starting with some 16,000 persons attending the opening day Sunday (1) at the Allentown Fairgrounds. Titled the Allentown Progressive Home Show, it held forth in the Agricultural Hall.

There were 115 exhibits, the largest number yet, and a record 73 booths. The Jaycees sponsored the event, with Robert Geist as chairman.

Sally Starr and Chief Halftown of Philadelphia TV appeared, and a car was given away on closing day.

Wharton, Tex., Event Names New Officers

WHARTON, Tex.—Carl S. Ferguson, Newgulf, is the new president of the Wharton County Fair Board and George H. Northington, Egypt, is secretary. Vice-presidents are Johnnie Garrett, Charles E. Hall and Lanier H. Forgason. H. Charles Koehl Jr. is general manager of the 1959 event.

Directors for 1959-1960 are Charles Allen, Bowling, commercial exhibits; John Bowlder, East Bernard, livestock; Carl M. Hansen, Danevang, farm machinery; R. J. Prasifka, Wharton, agriculture, and Robert M. Radley, El Campo, concessions.

Balloon Ascension Back at Gridley

GRIDLEY, Calif.—Badger Balloon Company, Los Angeles, has been booked for a balloon ascension at Butte County Golden Feather Fair here for the fourth time in five years, Joseph Wiggins, fair manager, said. Don Wiggins will make the parachute jumps from the balloon, Victor Heisler, head of the firm, said. Fair will be held September 3-6.

CARNIVAL WANTED
AUDUBON COUNTY FAIR
Audubon, Iowa
August 17-21 Inclusive
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THRILL SHOW
World's Greatest Western Show
Cowboys • Cowgirls • Clowns
14 Acts—All Palomino Horses.
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Phone: Ludlow 1-0808

PRE-SPRINGTIME ACTIVITY

Booking Finished; Quarters Humming

By IRWIN KIRBY

NEW YORK—With the hectic booking season at an end in the East, efforts of carnival folks are now directed to pre-opening preparations. Turnouts at showmen's club meetings and social are starting to dwindle as the call of the winter quarters comes thru stronger every week.

Most shows will get underway on still dates in mid April, with some putting their debuts off as late as May. As usual it will be a battle with the elements, which are more often than not antagonistic to the touring outdoor showmen. Sunshine has become a springtime rarity in recent years.

The booking season held its share of surprises and unforeseen developments. Changing hands, among other fairs, were Essex Junction, Vt. (to World of Mirth), Allentown, Pa. (to James E. Strates), Bedford, Pa. (to Prell's Broadway), Petersburg, Va. and Florence, S. C. (to Ross Manning) and so on down the line.

BIG DRIVE

I. T. Gains In Erasing Fire Damage

ROOSEVELT, N. Y. — Winter quarters work for the I. T. Shows has been more hectic than usual, due to damage suffered in the Christmas Day fire. Work got underway immediately and the results are easily evident.

The new Roundup which was badly damaged has had all piping straightened and repainted and should take to the road in like-new condition. A Rock-o-Plane has arrived from Eyerly Aircraft Company.

Equipment is being moved in from the fairgrounds in Middletown, N. Y., where some of it was kept over the winter. Bill Appleton and John Leonard have been supervising the various projects, and Is Trebish is a regular visitor. A complete set of ticket boxes and ride fencing has been built and painted, replacing units lost in the fire.

Camille Howard, wife of general agent Al Howard, returned to their Brooklyn home last week after giving birth to a son on February 22 in Brooklyn's Prospect Heights Hospital.

Manning Pacts 3 New York Celes

NEW YORK—Three solid still dates have been set up for the Ross Manning Shows thru Agent Morgan Demarest, including the Hudson Valley Volunteer Firemen's convention and parade, Catskill.

Dates so far are Monroe, June 29-July 4; Haverstraw, July 6-11, and Catskill, July 15-20.

Catskill will feature firemen entrants from 23 counties plus out-of-staters. There will be about 160

Few shows were able to come out of the action with unchanged fair routes—the meaty part of the season which, for a goodly number of operations, is the only justification for going out at all in the early months. Assembling a dependable crew in the spring and holding it intact until the fall is becoming more of a problem each year, as minimum wages and unemployment benefits serve to lure workers off the road. And added to the difficulties of procuring dates and labor is the emergence in the East of two shows—Lawrence Greater and John Marks—which were not around previously.

The Lawrence unit toured elsewhere until this year. Marks came out of retirement in 1958 and played fairs in conjunction with Manning. The two carnivals between them account for 20 fairs which, Eastern showmen concede, means the pie is being cut pretty thin this year and somebody has to surrender ground, especially in the South.

It is not meant to imply that all the booking is ended, for sponsored still-dates must be chartered as shows mark time for the fair season. In addition, there is the importance of dickering for concession people and back-end units without which few operations could operate successfully in the established pattern.

Several tons of paint will be applied to riding devices and rolling stock in the coming weeks, and canvas shops will be working at capacity, if they are fortunate, filling orders for concession and show tops. From the wayside spots into which carnival workers scurried last fall—restaurants, garages, stockrooms, hotel, resorts, motor courts, etc.—the coming of spring heralds the usual yearning to get out on the road again. Signs and noises of action are evident now in the winter quarters. The season is around the corner again.

Mil'kee Ok's Olson Stand

MILWAUKEE — The Milwaukee Harbor Commission Monday (2) officially okayed a 13-day stand of Olson Shows on the lakefront here.

The stand opens July 13 under auspices of the County Democratic Committee and will be a new location south of the old lot which has been used for several years. Louis J. Berger, show's general agent, closed the negotiations.

companies taking part, with 120 units of bands and drum corps. Claude Palmer is manager. Monroe is an established July Fourth celebration.

Haverstraw will be the 350-year Hudson - Champlain celebration sponsored by the local fire department, with the midway situated on the fiesta grounds. Combined with the event is the Rockland Trade Show, of which Demarest is manager.

Largo, Fla., Up 25% for Groscurth

Leon Claxton Show, Farrow Mad Mouse, Help Increase \$\$

PLANT CITY, Fla. — Blue Grass Shows was here at the Strawberry Festival last week after a good run at Pinellas County Fair in Largo the week previous where business was up 25 per cent despite some rain. The increase at Plant City was typical of most winter fairs in the State which have been aided by generally excellent weather this season. C. C. (Specks) Groscurth, show's owner-manager, pointed out.

The regular earning power of the Blue Grass midway was augmented at Largo by Leon Claxton's "Harlem in Havana" show, from Royal American Shows, and E. E. (Ernie) Farrow's Mad Mouse, from Wallace Bros.' Shows, which played Largo, was here and will be on the fun zone at Sarasota.

Following the close of the winter season at the Sarasota County Fair on March 21, rides and equipment will be moved to Tampa to get ready for the May opening in Owensboro, Ky. At the same time, a No. 2 unit will be framed to play shopping centers, Groscurth disclosed.

Miami Club Lists Com'tees, Chairmen

MIAMI—The list of committeemen for the Miami Showmen's Association rounds out appointments made by John Vivona, 1959 president. Most legwork for the selections was accomplished by Vivona in early January on the night the annual banquet was held.

Committees are as follows: Tylers, Joe Aarons, Russ Erdell, Victor J. Hamid and Eddie Horwitz. By-Laws, Wallace N. Maer, chairman; Jackie Weiss, co-chairman; Phil Cook, Bill Cowan and Lew Lange. Building management, Sam Prell, chairman; Alton Pierson, Buster Westbrook and all club officers.

Also, building emergency, Sam Solomon, chairman; Max Goodman, co-chairman; Ralph Endy, Nate Farber and William J. Tucker. Relief, Mike Roman, chairman; Frank Camerota, co-chairman; Syd-

DOZEN LEAGUE MEMBERS HELD CARDS IN 1917

CHICAGO—Hank Shelby, secretary of the Showmen's League of America, recently ran across a 1917 roster of the organization in the files that showed an even 12 members of that year are card holders today.

Included were Henry T. Belden, Louis J. Berger, Charles H. Duffield, William Glick, Harry Illions, Fred H. Kressmann, Louie Leonard, Sam J. Levy Sr., Ray Oakes Sr., Dr. Max Thorek, Elmer C. Velare and Cliff Wilson.

GIVE TO DAMON RUNYON CANCER FUND

AL KUNZ READIES FOR APRIL 3 BOW

Builds New Dodgem, 'Antiques' M-G-R; Adds Semis, 17 Tractors to Fleet

NORTH BIRMINGHAM, Ala. —Altho the winter quarters of the Heth Shows has been open since the second week in January, activity is now reaching its peak and a total of 23 men are busy repairing and refurbishing rides and gear. Show will open a ride unit on April 3 on the University of Alabama campus to celebrate 'Bama Day, when the students elect officers in a carnival atmosphere.

Al Kunz, owner-manager, is busy supervising the construction of a new Dodgem building which, when completed, will take four men only two hours to set up, he said.

Kunz also waxed enthusiastic over the complete remodeling of his Allan Herschell three-abreast Merry-Go-Round, which is being "antiqued." All fluorescents were removed from the ride and it is being fitted with a multitude of bulbs and mirrors so that it will look like an old-time Jenny. This is one of the most nostalgic of rides with parents, and should be a good draw for the youngsters, Kunz said. A German band organ, formerly on the James H. Drew Shows, will be used to provide the music on the Jenny.

Adds 17 Tractors
The Heth fleet has been expand-

ed by the addition of 17 new Chevrolet tractors to bring the total to 47 units. Several semis have been purchased from Young-Bundy Motors, East St. Louis, Ill., and two tandem wheel semis have been added and will be refitted to carry the new Mad Mouse. The latter will be delivered in late July.

Ernest Slavin has booked his Helicopter ride for the season. L. K. Ebersole will have his Large Dog, Small Pony Show and will also have a live pony ride on the fun zone. Tom Wells, who had Diggers last year, will again be on the show and will also operate a Turnpike.

Mrs. Esther Kunz, secretary-treasurer of the show, and wife of Al, returned here last week after flying to Eau Claire, Wis., to be present at the wedding of their son, Wayne, to Joyce Frank of that city. Wayne has operated concessions on the show in recent years and he and his bride will both travel over the route this summer.

Kahn Midway Adds 'Copter, Rolling Stock

SPRINGFIELD, Mass. — Winter quarters work begins for New England Amusement Company next week, Harry Kahn reports, and his show will make its debut on Thursday, April 30. Most equipment was in good shape when the 1958 season ended, cutting down on necessary preparation work.

Many of the regular concession folk will return, Kahn adds, and the route will be much the same as usual, including Massachusetts dates that he has played for as many as 15 years.

Three International tractors have been added, plus a 32-foot Fruehauf trailer and an Allan-Herschell Helicopter ride.

FARMLAND, Ind. — J & W Concessions has been awarded a contract to supply cotton candy, snow balls, French fried, popcorn and caramel corn concessions at Lawrence County Fair, Proctorville, O., July 29-August 1, reported concessionaire James F. Warren.

20 FAIRS

Drew Adds Gear For April Bow

AUGUSTA, Ga. — James H. Drew Shows will go out this season with additional attractions and much new rolling stock, James H. Drew Jr., owner-manager, announced here at winter quarters. Show will open in April and play still dates and celebrations until June when it enters its 20-fair route that will end in November.

A new Luske Skooter has been delivered, along with a new King Glasshouse. Ten Chevrolet tractors and four semis have been added, the tractors for the new equipment and to replace older vehicles.

In addition to the Glasshouse, new on the back end will be the Dixie Lee Minstrel Show, which has been signed along with a 12-piece band.

All equipment is already in top shape, Drew said, and a new truck has been purchased for the air calliope which will be used at the front gate and uptown bally.

Recent visitors here included Floyd King, Mr. and Mrs. Al Kunz, Mr. and Mrs. Ralph Wilkerson, Harvey Drew and family, Mac Wiseman and Mr. and Mrs. Dave Collins.

GOLD BOND SHOWS

WANT WANT WANT

Now contracting for the 1959 season—open May 1

CONCESSIONS: Hanky Panks only. Want Photos, Novelties, Ball Games, Basket Ball Fishpond, Duck Pond, Bumper, Balloon Darts, Add-Em-Up Darts, Age and Weight, Over and Under 7, Coka, Rolldowns, Hats, Jewelry Spindles, Bear Pitch, Glass Pitch, Bird Pitch, Fish Bowl Pitch, Watchla, and Pitch-Till-You-Win.

SHOWS: Want Penny Arcade, Drome, Side Show or any worth-while attractions. Want Operators for office-owned shows on trailer, Snake, Monkey, Mirrors and Funhouse. Will furnish complete equipment for 5-in-1 with tractor and trailer to reliable operator only. Ride Help, contact, can place several. All replies by mail only.

MICKEY STARK, Mgr.

P. O. Box 229, Mt. Sterling, Ill.

WANTED**FOR SARASOTA COUNTY FAIR, SARASOTA, FLA.****WEEK MARCH 16**

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, Catering and Direct Sales, Pitchmen and Demonstrators.

RIDES: Will book Roundup for this date only. All wires C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS Eustis, Fla., all this week

THOMAS JOYLAND SHOWS

Want—Good Ride Foremen who drive semis, for Octopus, Flying Scooter, Roll-o-Plane and Tilt-a-Whirl.

Can place Grind Shows. Want White Rock and Roll Troupe of 6 people. We will furnish complete outfit for same.

Place Mitt Reader for Camp. Want Agents for 6-Cats, Hanky Panks. Fred Phelps wants Hanky Pank Agents.

Fuzz Biles, Howard Ward, Frank Gross, contact. Write or wire L. I. THOMAS, General Delivery, Circleville, Ohio

GEORGE CLYDE SMITH SHOWS

Open Latter Part of May

WANT—Cook House, Custard, Ball Games, Six Cats, Buckets, Penny Pitch, Photos, Fish and Duck Pond, Pitch-Till-You-Win, Cork Gallery, Hoop-La, Slum Spindle, Dart Joint.

RIDES—Tilt, Octopus, Merry Mixer, Pony Ride.

SHOWS—Girl Show, Snake Show, Side Show, Monkey Show.

All replies GEORGE CLYDE SMITH SHOWS

P. O. Box 521, Cumberland, Maryland

WANT FOREMEN AND SECOND MEN

For Twin Wheels, Tilt-A-Whirl, Rock-O-Plane, Merry-Go-Round, Scrambler, Round-Up and Helicopter. Must be sober and reliable, have references and chauffeur's license. Top wages. Winter Quarters open April 1. All replies to

WM. T. COLLINS SHOWS

801 E. 78TH STREET

MINNEAPOLIS, MINN.

WANT FOR SHOPPING CENTERS EXCLUSIVELY

Need major Rides, Roundup, Scrambler, Spinaroo, Octopus, Caterpillar, etc. Can place more Hanky Panks and any clean Grind Shows. 38 weeks season starting early April—guaranteed 6 full days per week—short jumps—no mud. LAST CALL

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Phone HARRISON 9-4808

Overland 14, Mo.

SUNSET AMUSEMENT COMPANY

Opening Thursday, April 23, Excelsior Springs, Mo.

CONCESSIONS OPEN: Pitches—Bear, Glass, Dish, Bird. Photos, Long and Short Range, Novelties, High Striker, Milk, Dip, Punk, Coka Ball Games. Age and Weight, Hoop-La, Pitch-Till-You-Win, Bowling Alley, Ice Cream, Custard, Hanky Panks.

RIDE MEN: Second Men, single, sober, Semi Drivers, who can get to Winter Quarters, Excelsior Springs, Mo., by April 1.

Address: P. O. Box 10245 Wilton Manor, Ft. Lauderdale, Fla.

TO MAKE ROOM FOR A WILD MOUSE RIDE

Have For Sale — Schiff Turn-Pike Ride, 5 space type cars, all painted, over 500-ft. of track, price, \$2,000.

Want first class Dodgem Mechanic for 25 car Ride. State salary expected. No trucks to drive, this is a Park Job. If you drink, don't answer. Contact:

HARRY BEACH, Myrtle Beach, S. C.**WANT RIDE HELP**

All Help that worked for me in 1958, call me at Columbus, Ind., DRexel 6-4600 after 7 P.M.

Want Men who drive for Merry-Go-Round, Tilt, Octopus, Wheel, Coaster, Roundup and 4 Kiddie Rides. Single, clean, sober. No others or tourists need apply. We furnish sleeping quarters, play shopping centers with 10 County Fairs starting in July. Seven months work with \$10 per week bonus for fairs. Want you at winter quarters by March 25. Rides pull out March 29, open April 1. All replies

W. R. GEREN, 2510 Marr Road Columbus, Indiana**CLUB ACTIVITIES****Showmen's League of America**

CHICAGO—Bill Carsky, president, was in the chair at the regular Thursday (5) meeting. Also on the platform were Ed Sopenar and Lou Dufour, vice-presidents; Hank Shelby, secretary, and two past-presidents, Fred H. Kressmann and Jack Duffield.

The ways and means committee announced a new fund-raising campaign for the year with details to be announced later. Two new members are R. F. J. Williams Jr. and Mike Crnicki. Back after absences in addition to Dufour, were Chuck Magid, Abe Raymond, Coach Kasin and Bob Mautner.

President Carsky appointed a committee of four to handle the spring theater party which will be "Music Man," currently playing Chicago. On the committee are Jack Duffield, Al Sweeney, Ed Sopenar and Eddie Levinson.

Secretary Shelby was scheduled to leave Saturday (7) for a two-week vacation in Miami.

Greater Tampa Showmen's Association**Ladies' Auxiliary**

Meeting with 58 members present was called to order Wednesday (4) by President Mickey Wenzik. Officers present were Bertie Perrot, second vice-president; Egle Sedlmayr, first vice-president; Grace Fillingham, secretary and Elsie Owens, treasurer. Invocation was delivered by Ella Stophel.

Letter of thanks was read from Edith Sullivan and a card from Jean Bradford. A letter thanked the ladies for their assistance in the March of Dimes.

A letter of resignation was received from Evelyn Clain and the board vacancy was filled by June Boyles.

In behalf of Esther Groscurth, third vice-president, the finance committee presented a \$1,447 check to the auxiliary, which was half of the proceeds from a jamboree held on the Blue Grass Shows in Largo, Fla.

Shirley Fowler took the dark horse.

National Showmen's Association**Ladies' Auxiliary**

NEW YORK—Because it was a social and a big night, Mildred Peterson, president, opened the latest meeting at 8:30 sharp and closed it at 9:30 p.m. Then, on February 24, Margaret McKee was surprised on her birthday with a big birthday cake baked by Elizabeth O'Keefe, two decorated trays of sandwiches brought from Atlantic City by Jane Tubis, Margaret's daughter, and a floral centerpiece from the Auxiliary.

Anna Cook and Mae McKee were birthday celebrants, and Jane Tubis and Ann Brown observed anniversaries.

Louise Amada, former Follies girl and wife of the manager of the McGinnis Restaurant on Broadway, brought along a guest, singer Gilian Gray, who had just finished 29 weeks in Las Vegas. Bess Hamid, in Hollywood, Fla., missed the evening's festivities this time.

A new cloakroom has been added to the clubrooms. Maggie McKee, involved in decorating, donated a striped awning for the snack bar and had the piano done up in silver and gold dust.

Joe Lehr, spot worker, and Bert Ibberson say they have a spot store at Pennsylvania farmers' market. Lehr pens that Les Brown owner of the Castor Cafe in Philadelphia, and Mrs. Brown became parents of a baby, Karen E. Brown, on February 27 in Hahnemann Hospital there.

TAKES GAVEL**Earl Maddox Installed as Tampa Prexy**

TAMPA—Earl Maddox was installed as president of the Greater Tampa Showmen's Association in appropriate ceremonies here at the regular meeting. Bernie Mendelson, treasurer of the Showmen's League of America, served as installing officer.

Also taking office with Maddox were Richard Gilsdorf, Paul Sprague and Carl J. Sedlmayr Sr., vice-presidents; Harry Julius, treasurer, and Vernon Korhn, secretary. C. C. (Specks) Groscurth, outgoing president, was presented with a set of cutlery.

It was announced that \$4,600 had been added to the cemetery fund from a jamboree held on Royal American Shows at Florida State Fair. An additional \$3,000 was realized at a jamboree on Blue Grass Shows at the Largo, Fla., fair. Another benefit will be held on James E. Strates Shows at Winter Haven, Fla.

Reported on the sick list were Joe Gilman, who suffered injuries in an auto crash; Art Detweiler, Bob Campbell and J. D. Wright Jr.

A total of 60 members were guests at the recent steak dinner given members who led in money-raising efforts for the club.

The boat club announced plans for another deep sea fishing party. New boat club pennants are available from Jimmy Cyrs and Jack Young.

Blue Grass Jamboree Nets 3G for Tampa Club

TAMPA—The treasuries of the Greater Tampa Showmen's Association and its Ladies' Auxiliary

have been swelled by a total of \$3,000, the profits from a benefit held Thursday (26) on Blue Grass Shows at Pinellas County Fair, Largo, Fla.

Georgia Amusement Co.

NOW BOOKING FOR 1959.

Opening Toccoa, Ga., in April.

Will book Stock Concessions of all kind. Sell Ex on Bingo, Glass Pitch, Custard, Scale and Age, Novelties. Shows—Will book clean moral Shows. Ride Help—Foreman for \$5 Wheel (\$75.00 a week still dates, \$100.00 at fairs) also Foremen for Octopus, Round-Up, Jenny and Scrambler. Fair Committees—Have one open week in August, and as the old saying goes, you can tell by the rolling stock whether a show is legitimate or not. LOOK US OVER!

H. H. SCOTT, Rt. 4, Toccoa, Ga. Phone: Tucker 6-5748 (no collect calls). P.S. Harold W., get in touch immediately.

ATTENTION CONCESSIONAIRES and SHOW OWNERS

Come in and see our new line of game equipment while in Tampa, or see us at the fair. Six Cats, four various styles; Punks, 11" and 13"; Pitch-Till-You-Win Blocks or complete frame; Penny Pitch Boards; Pop-In Buckets; Under 11—Over 30 Rolldowns; Aluminum Hucky Bucks; Hoop-La, boxes or blocks; Hi-Striker, wood, 20, 24 and 28 feet. Also see our new all-aluminum Hi-Striker. Medium Range Gunner, Bucket and Picture Frames; Spunk underhand Ball Games and Gammaline underhand Ring-the-Bell. Gaucho Pull-Up Slap Punks or complete Racks; Add-Em-Up Dart Boards; Sponge Rubber; Add-A-Ball Counter Game; One Ball Aluminum Milk Bottles, 3-6 lbs. 3-Ball Aluminum Milk Bottles, 1 1/2-3 lbs. Bottle Stands. Dam Family Ball Games; Spot Boards; Swinger Ball & Pin; Jewelry Spindles; Pan Games, complete. Number Wheels made to order. Write for free catalog.

RAY OAKES & SONS

P. O. Box 4344 Tampa 7, Fla.

Phone: Redwood 6-9774;

Nights: Redwood 6-5467

HETH SHOWS

Ride Unit Opens April 8 at Birmingham, Ala.

HELP WANTED

MERRY-GO-ROUND FOREMAN for newly remodeled Allan Herschell three-abreast. Must be reliable, sober and drive semi. Reply at once.

KIDDIE RIDE FOREMAN capable of handling five Kiddie Rides in kiddie area. Must be strictly sober, drive semi and know how to set up and down fast. Jesse Pagett, please reply at once.

MAN FOR SEARCHLIGHTS, TOWERS. FRONT GATE. Must know how to repair searchlights and keep skyline burning on towers. Must drive.

Other Ride Help write before coming in. Winter Quarters now open.

AL KUNZ, OWNER

P. O. Box 5515, North Birmingham, Ala.

FOR SALE**1 GENERAL MOTORS DIESEL GENERATOR**

Delco self-contained radiator cooled. 150 Kw., 1800 RPM, 120/208/240-480 volt, 3 phase, 60 cycle.

PRICED at \$7,500.00

ARTHUR G. PORTER

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COOKHOUSE HELP**WANTED**

Man and Woman to run Grab Joint, Cook, Dishwashers, Counterman. Must be clean, neat and sober; none other need apply. Reply by mail—no collect calls accepted. Larry Andrews and Hot Dog Kelly, contact me.

BERNIE THERIT

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FOR SALE

Small Cookhouse, 12 ft. by 20 ft., seats 30. This is a nice little joint, complete with top, used one season; Indiana kitchen. Can be seen up—ready to go. Cheap for cash. All replies:

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Open all year round

Want Freaks and Novelty Acts. State salary and particulars in first letter.

FOR SALE

One Electro Freeze Custard Machine, single phase motor, Bruner compressor, air cooled; one General Equipment Custard Machine, water-cooled compressor, self-dispensing.

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Allan Herschell 8 abreast, 36'; also Spillman 32', 2 abreast; National Kiddy Ferris Wheel, chrome spokes and rim.

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Miami Club's Committees

Continued from page 63

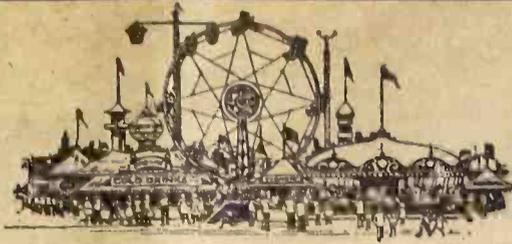
Hoffman, Reid Lefevre, Maurice Levitt, Cortez Lorow, Joe Marchiano, John Miller Sr., Pete Norman, Roland W. Page, Burnam Pelley, Abe Prell, John Quinn, Harry Schreiber, Claude Sechrest, Lloyd Serfass, L. I. Thomas, Charles Travers, Ed Turbin, Morris Vivona, Buster Westbrook, John W. Wilson, Charles Wright and all active past presidents.

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GOLDEN GATE SHOWS

OPENING WEDNESDAY, APRIL 8

Red Bluff Rodeo to follow, April 17 thru 19; then 22 bona fide Celebrations and Fairs, all in California, including Red Bluff, Quincy, Susanville, Concord, Gridley, Orland and Lodi Grape Festival and one of the best July 4th Celebrations in the State.

WANT legitimate Concessions that do not conflict. Also Operators for Short and Long Range Gallery, One Ball, Duck Pond, Cat Rack. Sober and experienced Help for Cook House and Candy Floss. Want experienced Man to take full charge of Penny Arcade. Good proposition to man who can handle same. Want Man to handle Fun House for show. Showmen with own equipment, get in touch with us for good proposition.

RIDE HELP who are interested in a long season. Top pay for top men. Must have license to drive semi.

Address all mail and calls to our Winter Quarters to

WHITEY WANISH, General Manager, 57 Ray Street, Pleasanton, Calif. Phone: Victor 6-2562. (No Collect Calls, Please.)

C. F. ALBRIGHT, Owner

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ISLAND MANOR SHOWS, INC.

WANTS FOR LONG ISLAND, N. Y.

GRAB JOINT! Must be clean, no cook house on show; an opportunity for reliable, ambitious party.

Foremen for Eli Wheel, Octopus, Rolloplane, Coaster, Merry and Kid Rides. Will book a few more Grind Shows.

Lawrence Tamargo, Pres.

1185 Parkwood Place, Brownsville, Tex.

CASH

For 2-abrest Merry-Go-Round or other major Rides. Contact

WM. A. GRIFFITHS

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WANTED

Three or four major Rides and Kiddie Rides for Firemen's Celebration, June 8 to 13. Would consider two or three Concessions not conflicting.

T. R. COMBS

Tri-Town Fire Co., Piedmont W. Va.

POPCORN TRAILER FOR SALE

21 ft. long, tandem axle, Crestors popper, Carmelcorn kettle and furnace, candy apple kettle and furnace. Fully enclosed with glass, stainless steel from counter down, fluorescent and neon lights. Will book on show for season if desired.

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BOB ROBINSON GREATER SHOWS
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Phone: Fleetwood 7-2333

NOTICE

REWARD OF \$250.00 for location of Jerrold McHugh is withdrawn.

CENTRAL CREDIT CORPORATION

VIRGINIA GREATER SHOWS

Opening Suffolk, Virginia, on Colored Fairgrounds, Big Jubilee Week, All Colored, April 6 to 11. Suffolk White Date to follow.

WANT Bingo, Photos, Novelties, French Fries, Grab, Long and Short Range, Balloon Darts, Penny Arcade, Hi Striker, Age & Scales, Cigarette Gallery, Pitch Till Win, Bumper Joint, Hoopla, Basketball, Ball Games.

WANT for the Colored date—Colored Minstrel and Colored Girl Show (Prof. Vidalia, answer). Want Funhouse, Snake Show (malden spot for Snake Show), Monkey Show. Want two White Girl Shows (Happy Lindquist, answer). Want Acts for Side Show. Ride Help, come in. Winter Quarters now open. Dutch, come in. Mail and wires to

WM. C. (BILL) MURRAY, P. O. Box 461, Suffolk, Virginia.

FREAKS-SIDE SHOW ACTS-TALKERS

For Wonderland Side Show, Coney Island, N. Y.

All summer season in one spot, then Fairs to follow. Enclose photo and state lowest salary in first letter. Best of treatment.

Write Phone or Wire

DAVID ROSEN

4016 Atlantic Ave.
Sea Gate, Brooklyn 24, N. Y.
Tel.; Esplanade 2-2178

WANT—PARADA SHOWS—WANT

Opening March 30, downtown streets, Joplin, Mo.—4 days—Realtors' Better Home Show, in front of Memorial Hall, with four more home shows to follow.

Foreman for new 1958 Tilt-A-Whirl; Second Men for Scrambler, Twin Ferris Wheels, Octopus, high model Schiff Coaster. Electrician who understands new Diesel GM Light Plant—must drive semi. General Agent who can keep out from under my feet and keep moving. Concession Agents for head Six Cats, Buckets, Hanky Panks; open midway on this show. What do you have to book? Agents for Hanky Panks, Spindle, Ball Games, Short Range. Man and Wife to take charge of office-owned Shows—or will book clean Shows. Cookhouse—will book small Cookhouse that caters to carnival people. A. C. SWISHER, Owner-Mgr., or FORREST C. SWISHER, Concession Mgr., Box 125, Caneey, Kan. Phone: 468. P.S.: Can place Show Painter, Carpenter and Truck Mechanic.

J. A. GENTSCH SHOWS WANT

For gala opening March 23 and for the best route in the South to follow.

Will sell Ex on Bingo, Scales and Custard; also Hanky Panks all kinds, no Ex. Good proposition for any worthwhile Show with own equipment. Mrs. Gentsch wants Agents for Ball Game, Nickel Roll and Pea Pool. Sammy Craden wants Agents.

Want Foreman for new Coaster, must be sober and drive. This show has a well established route with all the best Fairs and Celebrations in Mississippi.

Direct all answers to J. A. GENTSCH, Natchez, Miss. Phone 4693. No collect calls please.

ROSS MANNING SHOWS

OPENING MARCH 28-APRIL 4 (2 SATURDAYS), GAINESVILLE, GA.

CONCESSIONS: Want Hankies, Penny Arcade, High-Striker, Short Range, Basket Ball, Custard, Diggers, Photos, Scales and Age, Novelties and Balloon Darts.

SHOWS: Can place Grind Shows. LeOla can place for Sideshow, Working Acts.

RIDES: Can place complete set of Kiddie Rides, Caterpillar, Fly-o-Plane, Scooter, Rock-o-Plane and Dark Ride.

Nelson Wilkins can place Help for Popcorn, French Fries and Agents for Ball Games.

Bernie Feldman can use Agents for Picture Frames, Buckets, Swinger, Count and Peek Stores. Also Up-and-Down Help, Drivers. Good treatment to those deserving same. Write 7810 N.E. 10th Court, Miami, Fla., or phone Plaza 4-8594.

Winter quarters open March 2, Marianna, Fla., Fairgrounds. Write or wire.

ROSS MANNING, 2101 N. W. 26th Terrace, Miami, Fla. Phone: OXford 1-3951.

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PLAYING ONLY COMMUNITY CELEBRATIONS AND FAIRS

Our outstanding promotion efforts including advance sale ticket sales guarantees crowds on our midway. Capable Concessionaires and Show Operators can be sure of a profitable season. Free Gate. Can book all types of Game Concessions except Bingo.

Especially want a good Animal Show that appeals to the family trade. Can book a Girl Revue, (Blake contact). Can offer unusual deal to operator of Motordrome.

HELP—Manager for Cookhouse (Randi write). Couple to operate French Fry Stand and Sn-Cones. Agents for Hanky Panks and P. C. Contact Steve Decker.

RIDE HELP—Good proposition for A-1 Merry-Go-Round Foreman, also Second Men for all Rides who can drive.

Report winter quarters April 1—Ebensburg, Pa., Fairgrounds. Capable Carnival Help in all departments of the Show can be placed. Contact

BEAM'S ATTRACTIONS

Day telephone 722 or 1402—Night 784J

Windber, Pa.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

Opening March 23—

Tremendous advertising, ticket sales assures crowd every night.

CONCESSIONS: Can place Hanky Panks of all kinds, Cigarette Gallery, Long and Short Range Galleries, Glass Pitch, Bear Pitch, Heart Pitch, or any others. Also place Cookhouse, Custard, Ice Cream, Photos, Jewelry, Grab Bag, Guess-Your-Age and Weight, Ball Games, Stock Wheels, String Game and all kinds of Prize-Every Time Concessions.

SHOWS: Will book any Grind or family-type shows.

HELP: Want Ride Help of all kinds, Foremen for Merry-Go-Round, Rock-O-Plane, Caterpillar, Wheels, also Kiddie Ride Foreman. Man to take charge of front Gate and Light Towers. Those with me before, contact at once.

Playing Bona Fide Fairs. Have Mad Mouse to book after July 1. Interested Parties wire.

Write or wire JOHNNY TINSLEY, 22-A East Court St., phone CEdar 3-5177, Greenville, S. C.

Will buy first-class flashy trailer, equipped for Popcorn, Candy Apples, etc. No junk. Want operators for Bingo, Popcorn, Pan Game, Percentage Table, Ball Games, also Hanky Pank Agents. Contact Mrs. Mayo Tinsley, address as above.

Want at Once Capable Booking Agent For Shopping Center Unit

Free Circus with Rides and Concessions. Must have late model car and type-writer. Will consider only highest type person. Must have references and personal interview required. All wires

C. C. GROSURTH, Gen. Mgr.

BLUE GRASS SHOWS, Eustis, Fla., all this week; Sarasota, Fla., week March 16; after that 7 Treasure Drive, Tampa, Fla., or phone Tampa, REDwood 7-3867.

MIGHTY INTERSTATE SHOWS

LAST CALL

Opening March 16 in South Georgia, playing choice still dates Industrial towns, bona fide Fourth of July Celebration, 14 Fairs.

SHOWS: Sideshow, Funhouse, Penny Arcade, Animal Show or any family-type Shows. CONCESSIONS: Will book Bingo for season, Hanky Panks of all kinds, Jewelry, Novelties, Age and Weight, Short and Long Range Galleries. Want Agents for 6-Cats, Buckets and Nickel Roll. RIDE HELP: Foremen and Second Men on all rides. Must be licensed tractor and trailer drivers. Tex Yoder, Col. Sykes, Nickel Roll White, report to winter quarters by March 14. Show leaves winter quarters March 14. All replies to

H. B. ROSEN, Georgetown, Ga., or Western Union, Bufaula, Ala.

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

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ALL WATCHES rebuilt in our shop. Boxes available for all name brands—50¢ each.

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BROAD SELECTION

Imports Playing Important Roles

By IRWIN KIRBY

A significant part of the low-cost merchandise business is composed of imported goods; which run the complete gamut from novelty "slum" items, thru jewelry, kitchen gadgets, glassware, appliances, and so on. Many jobbers and retailers in the outdoor amusement field deal in foreign items, but some do not, partly because of poor exposure to sources of supply and partly due to ignorance of the basic steps of the importing process.

There are several elements involved in dealing with foreign firms, and each has drawbacks as well as advantages. One of the offices filling an information capacity, International Import Index, has a guide for prospective American importers on wholesale and retail levels. An instant problem the wholesaler faces is that of carrying a large amount of stock. Since his supply source is a long way off he is divorced from such a common domestic system as the drop shipment. This doesn't work when he imports, because his buyers give him little time leeway. Then again, as with domestic manufacturers, the businessman tries to obtain an exclusive contract with dealing with an import item, especially so when markups are low and competition stiff.

There are natural risks in importing, some of them obvious, such as the long range over which business is conducted, more and rougher handling of goods in shipment, and more chance for misunderstanding and errors. Balanced against this is the fact that the importer runs less risk than the exporter since he is the purchaser and controls the money. His responsibilities include high quality at economical price to American buyers, and fair dealing and good faith to the foreign sellers.

Two means of importing merchandise are open—indirect and direct. Indirect means purchasing thru an importer who buys abroad and imports on his own account, or, in the case of an indent house, purchasing thru an import merchant who buys only upon order from domestic customers. There are variations such as import commission houses, and resident agents of the foreign manufacturer, but the first two cases are the most prominent. For the jobber, it also means simplicity, since the seller handles most of the details. Direct contact with the original supplier, however, is remote or non-existent.

Direct importing means buying directly from abroad. It presupposes a fairly large and constant volume of import business, to justify this kind of operation. There is, however, direct contact with the seller, and economies in costs which offset the initial expenses when applied to large volume. Special consideration of import purchasing include customs procedure, import restrictions, establishment of credit, foreign exchange rates, packing and invoicing, guarantees and determination of responsibilities.

In major cities, the U. S. Department of Commerce maintains staffs and libraries that will assist importers, and also stock and sell manuals published by the department. There are many import books, import directories and magazines concerned with importing.

Recent developments of foreign merchandise that can be sold in volume in this country include a pair of items from England, one from Hong Kong and another from Japan. The Japanese item is a line of transistor radios created in novel shapes, each containing a six-transistor set. One, carved in wood, resembles a water wheel, another, a windmill. They are authentic-looking and very impressive in appearance.

In Hong Kong, a firm provides a gun-looking picture projector working on a standard flashlight battery. This toy casts a picture on a wall or any other surface in a darkened room when the trigger is pulled. A series of pictures is included. From England comes a scissor sharpener and lamp-insert for decorative bottles. The first is molded in colored polystyrene with two apertures separated by a carborundum insert; drawing the scissor over the insert sharpens it. The lamp gadget converts a bottle into a decorative lamp. It is merely a bulb-holding fixture with line cord, and a plug at one end. By simply plugging it into a bottle, a lamp is created.

PIPES FOR PITCHMEN

WORKING . . . the winter fairs in Florida is Edward (Red) Ozman with jewelry. Ed, whose home is in St. Petersburg, says that so far the 1959 season is better than last year's. In April he treks north into his old established spots in New York State and Pennsylvania . . . Hank Lockard is doing nicely with ice cream at Florida fairs. He plans to put in the summer with an outdoor show . . . Also on the Florida fair circuit is Doc Marshall J. Lockey with farm sheets. He wonders, "does anybody know that our friend, Al Delesk, circulation manager of Southern Planter, died

in December, 1958? . . . That Howard F. (Punk) Elder is in an Arizona T. B. hospital, the exact location of which is not known?" . . . Lockey would also like to know what's happened to Keller, Pardee, Harvey, Steve McLean, Frenchy Hebbard of Tennessee. (Continued on page 69)

ANIMAL FACE NOVELTY BANKS

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25% Cash With Order, Bal. C.O.D.

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- 25% Deposit, Balance C.O.D., F.O.B. N.Y.
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Heart of Round Necklace on 24" chain. Nickel or gold plated Bracelets \$24.00 Gr. \$27.00 Gr.

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COMING EVENTS

Arkansas

Des Arc—Prairie Co. Livestock Show, April 17. B. E. Wray.
Wabash Ridge—Lawrence Co. Fair, April 2. M. J. Moseley.

Arizona

Phoenix—Maricopa Co. Fair Assn. March 25-29. Harvey M. Johnson.
Phoenix—Phoenix Rodeo, March 12-16.
Phoenix—Flower Show, March 21-22.
Tucson—Cutting Contest, March 12-16.

California

Oroville—Chowchilla Team Roping & Calf Roping Contest, March 27-29.
Clovis—Clovis Rodeo, April 25-26.
Los Angeles—Calif. Intl. Trade Fair (Great Western Exhibit Center), April 1-12. Fred Inhof.
Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan-Pacific Aud.), April 2-12. H. Werner Buck.
Los Angeles—Calif. Intl. Trade Fair & Industrial Expo. April 1-12. Don M. Muchmore.
Napa—Napa Valley Horse Show, May 3. E. N. Munk.
Oakdale—Oakdale Rodeo, April 11-12. Connie Buckman.
Oakland—Spring Garden and Home Show, April 18-26. John L. Hennessy.
Red Bluff—Red Bluff Rodeo, April 18-19.
San Francisco—Custom Rod and Antique Auto Show (Brooks Hall), April 16-19. Bob Barkhimer, 2032 N. Pacific Ave., Sausalito.
San Bernardino—National Orange Show, April 23-May 3. G. Walter Glass.
San Francisco—Pacific Automotive Show (Civic Aud.), March 12-15. J. Leonard Gibson, 714 Olympic Blvd., Los Angeles.
San Francisco—Grand Nat'l Jr. Livestock Expo. March 21-25. Nye Wilson.
Santa Monica—Garden and Home Show (Civic Aud.), May 6-10.

Colorado

Denver—Denver Auto Show, April 6-11, 1959.

District of Columbia

Washington—National Capital Flower & Garden Show (Armory), March 6-12.

Florida

Clearwater—Fun 'n' Sun Rodeo, March 19-21. Owen S. Albritton III.
Daytona Beach—Volusia Co. Home Show (Armory), March 14-18. Mrs. Robbie Jensen, 633 Heineman.
Maitis—Lake Co. Fair & Flower Show, March 9-14. Karl Lehmann.
Jacksonville—Foreign & Sports Car Show (Duvall Co. Armory), April 10-12. Wes Moore & Associates, 404 Clark Bldg.
Miami City—Hillsborough Co. Jr. Agr. Fair, April 9-11. D. A. Storms.
Miami Beach—Miami Beach Sports & Vacation Expo. (Miami Beach Exhibit Hall), March 14-22. Frank Jenkins.
Sarasota—Sarasota Co. Fair, March 18-21. Winter Haven—Fla. Citrus Expo. March 7-14. Robert J. Eastman.

Illinois

Chicago—Modern Living Home & Flower Show (Navy Pier), March 7-16. Home Builders' Assn. of Chicago.
Chicago—World Flower Show (Intl. Amphitheater), March 14-22. Frank Dubinsky.
Peoria—Peoria Home Show (Exposition Gardens), April 8-12.

Indiana

Indianapolis—Indianapolis Sports, Vacation & Boat Show (Fairgrounds), March 18-22. Melvin T. Ross.

Iowa

Cedar Rapids—Home Show (Fairgrounds), April 9-12.
Des Moines—Iowa Sports, Boat & Vacation Show (Memorial Aud.), March 31-April 8. Martin P. Kelly.

Louisiana

Baton Rouge—Baton Rouge Rodeo, March 7-14.
Baton Rouge—L.S.U. Livestock Show & Rodeo, March 7-14. W. M. Babin, Box 8637, University Station.

Shreveport—Holiday in Dixie Festival, April 30-May 3. James Griffith.
Shreveport—Shreveport Rodeo, April 1-8. J. T. Monsour.

Maryland

Towson—Pimlico Yearling Show (Pimlico Race Course), May 11. Stewart Sears.

Massachusetts

Boston—Herald-Traveler Fishing & Hunting Show (First Corps Cadets Armory), March 19-22. Robert Duffy.

Michigan

Bay City—Bay City Better Homes Show (Armory), March 20-24. Jack Davis, Box 12.
Bay City—Bay City Sports & Boat Show (Armory), April 3-5. Jack Davis, Box 12.
Detroit—Detroit Boat Show (Artillery Armory), March 14-22. Jack Ferguson.
Detroit—Detroit Sportsman's Holiday Show (Fairgrounds), April 4-12. Richard Schell.
Ecorse—Ecorse Celebration, May 22.
Pontiac—Pontiac Boat Sports & Travel Show (Armory), March 26-29. National Sports & Travel Shows, Inc. 15336 West Warren Ave., Dearborn 1, Mich.

Minnesota

Minneapolis—Northwest Boat, Sports & Travel Show (Municipal Aud.), March 27-April 5. F. W. Kahler.

Mississippi

Bay Springs—Jasper Co. Fair & Livestock Show, March 24-26. W. O. Jeffcoat.
Canton—Madison Co. Fair & Livestock Show, March 19-20. R. L. Smith.
Forest—Southeast Miss. Dist. Livestock Show, March 18-21. Floyd Noblin.
Greenville—Washington Co. Fair & Livestock Show, March 13-14. G. A. Vanderford.
Greenwood—Delta, Miss. Dist. Livestock Show, March 18-21. E. H. Blackstone.
Hattiesburg—Forrest Co. Fair & Livestock Show, March 13-14. W. W. Kennedy.
Jackson—State Jr. Round-Up, March 10-April 1.
Mendenhall—Simpson Co. Fair & Livestock Show, March 16-17. J. P. Ponder.
Port Gibson—Southwest Miss. Dist. Livestock Show, March 23-26. E. C. Newman.
Sardis—Northwest Miss. Dist. Livestock Show, March 16-19. Lee H. Thompson.
Tupelo—Lee Co. Fair & Livestock Show, March 20-21. W. J. Pernell.
West Point—Northeast Miss. Dist. Livestock Show, March 23-26. E. E. Wooten.

Missouri

Clinton—Henry Co. 4-H Egg Show, March 21.
Gallatin—Davies Co. Jr. Lamb Show, May 29. George H. Schmitt.
Mountain Grove—Junior Livestock Show, May 8-9. Sherrill DeBussk.
New Madrid—New Madrid Co. 4-H Market Barrow Show, April 4. Bert Robbins.
St. Louis—St. Louis Flower, Home & Outdoor Living Show (Kiel Aud.), March 7-18. E. J. Loosely.

Nebraska

Lincoln—Centennial, May 7-9.
Omaha—Omaha Sports, Vacation & Boat Show (Civic Aud.), March 10-16.

New York

Jamaica—Long Island Boat & Sportsmen's Show (Armory), March 7-16. George Kamrass.
New York—Antiques Show (Coliseum), March 7-18.
New York—Intl. Automobile Show (Coliseum), April 4-12.
New York—International Flower Show (Coliseum), March 7-14.
Westbury—Fashions and Living Show (Roosevelt Raceway), April 16-26.
Westbury—World Cars '59 (Roosevelt Raceway), May 8-16.

North Carolina

Raleigh—Sportsmen's Motor Boat & Vacation Show of the Carolinas (Reynolds Coliseum), March 30-April 4. H. F. Van Horn.

Ohio

Cincinnati—Cincinnati Home Show (Gardens), April 11-19. Robert G. Sand.
Cleveland—American and Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 13-22. A. W. Newman.
Dayton—Sport, Boat and Outdoor Living Show (Fairgrounds Coliseum), April 2-8. Ward Collopy, 133 Warren St.

Oklahoma

Tulsa—Tulsa Horse Show, May 26-30.

Oregon

Greensham—Multnomah Co. Spring Garden Show (Fairgrounds), April 15-19. Duane Hennessy.

Pennsylvania

Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 16-21.
Pittsburgh—Pittsburgh Home Show (Hunt Armory), March 7-15.

Tennessee

Erwin—Unicoi Co. Ham Show, April 8-10. Wayne Scott.
Humboldt—West Tenn. Strawberry Festival, May 7-9. Mrs. Paul Ross.
Johnson City—Tri-City Sports Show (Big Burley Tobacco Warehouse), April 14-18. W. Claude Fox.
Knoxville—Tennessee Valley Sport Show (Ohillwee Park Expo. Bldg.), March 25-29. W. Claude Fox.
Humboldt—Strawberry Festival, May 4-9.
Nashville—Great Lakes of the South Outdoor Show (Fairgrounds Coliseum), March 16-22. Amon C. Evans.

Texas

Austin—Austin Livestock Show, March 11-12. Lynn M. Griffin.
Baird—Baird Rodeo, April 10-May 3.
Corpus Christi—Buccaneer Days Celebration, May 1-10. Bob Finke.
Cuero—S. Tex. Livestock Show, March 19-20.
Dallas—Southwest Sports Boat & Vacation Show (Fair Park), April 11-19. Martin P. Kelly.
El Paso—El Paso Flower Show, April 18-19.
El Paso—El Paso Home Show, May 6-10. Home Builders' Assn.
Lubbock—ABO Rodeo, March 18-21. W. I. Pittman.
Mercedes—Mercedes Rodeo, March 19-23.
Odessa—Permian Basin Sports Show (Motor Co. Coliseum), March 14-16. Jerry Dunlap.
San Angelo—San Angelo Rodeo, March 12-16.
San Antonio—Battle of Flowers, April 20-15.
San Antonio—San Antonio Home Show (Bexar Co. Coliseum), April 8-12. Irving Wayne.

Shimrock—St. Patrick Day Celebration, March 17. Bob Roach.
Virginia
Richmond—Virginia Motor Boat & Sportsmen's Show (Arena), March 17-22. John R. Raine.
Winchester—Shenandoah Apple Blossom Festival, April 30-May 1.

Washington

Spokane—Spokane Sports Show (Coliseum), March 10-15. Tom O'Loughlin.
Tacoma—Tacoma Home Show (Winthrop Hotel), March 17-22.

Wisconsin

Green Bay—Northern Wis. Sports Show (Veterans' Arena), April 15-19.
La Crosse—Sports and Vacation Show (Sawyer Aud.), March 20-22. Raymond E. Plamadore.
Madison—Wisconsin Sports & Home Show (Fairgrounds), April 8-12. Ben Berger Enterprises, 1528 Morrison St.
Milwaukee—Sentinel Sports Show & Great Lakes Boat Show (Aud. and Arena), March 14-22. Charles D. Collins.
Waukesha—Waukesha Dairy Show, March 16-21. W. D. Rogan.

CANADA

Ontario

Toronto—Canadian National Sportsmen's Show (Coliseum), March 13-21. Loyd M. Kelly.

Saskatchewan

Saskatoon—Fat Stock Show & Sale, May 29-30.
Saskatoon—Light Horse Show, April 8-11.
Saskatoon—Bred Sow Show & Sale, April 14.
Saskatoon—Shorthorn Futurity Show, April 15.
Saskatoon—Bull Show & Sale, April 15-16.

Florence, Colo., Event Adopts State Theme

FLORENCE, Colo.—Theme of the 32d annual Pioneer Days Celebration to be held here September 12-13 will be the "Rush to the Rockies" adopted by the Colorado Centennial commission and numerous communities thruout the State this year.

EDMONTON, Alta. — Attendance at the Jubilee auditoriums in Edmonton and Calgary provides ample proof of their value to the people of the province, according to E. W. Hinman, provincial treasurer.

In Edmonton 336,000 people attended 1,000 functions in 1958. Calgary saw 285,000 attend a similar number of events.

Winnipeg Arena Needs Facilities for Games

WINNIPEG, Man.—It will cost Winnipeg \$2.6 million to become the site of the 1963 Pan-American Games. The Winnipeg Stadium needs more seats, tracks for bicycle and running races and an Olympic-size swimming pool.

Anxious to bring Winnipeg a top-rated tourist attraction, the city will seek financial support from the federal and Manitoba governments.

Park Insurance

Continued from page 61

ment in recent years in making parks a safe place for family recreation. He also expressed enthusiasm for the greatly broadened safety program being planned by the NAAPPB Safety Committee, headed by Robert L. Plarr of Dorney Park, Allentown, Pa. Plarr, it was announced, is scheduled to confer with Associated officials and Executive Secretary John S. Bowman in Newark on March 31 to consider new long and short term projects for the industry-wide safety program.

Also discussed at the Insurance committee meeting were plans to step-up the idea of enrolling many more amusement parks and kiddie parks for coverage.

Representing NAAPPB besides Norton and Foehl were George Sinclair, Meyers Park, Canton, O.; Past-President Edward J. Carroll, Riverside Park, Agawam, Mass.; President Bill Muar of Roseland Park, and Executive Secretary John S. Bowman. Also attending the meeting were John Logan Campbell of Baltimore, Md., NAAPPB insurance counselor and Harry Meyer, vice-president of Associated.

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Year	Period	Year	Period	Year	Period
1906	Jan.-May	1911	May-June	1919	Jan.-March
1906	June-Sept.	1912	Jan.-Feb.	1919	April-June
1906	Sept.-Dec.	1912	March-June	1919	July-Sept.
1907	Jan.-Apr.	1912	Oct.-Dec.	1925	April-June
1907	May-June	1913	Jan.-March	1925	July-Sept.
1907	July-Aug.	1913	April-June	1927	Jan.-March
1907	May-Aug.	1913	July-Sept.	1933	Jan.-March
1907	Sept.-Oct.	1913	Oct.-Dec.	1933	Oct.-Dec.
1907	Nov.-Dec.	1914	Jan.-March	1934	Jan.-March
1907	Sept.-Dec.	1914	March-June	1934	April-June
1908	Jan.-April	1914	July-Sept.	1934	July-Sept.
1908	May-Aug.	1915	Jan.-March	1935	Jan.-March
1908	Sept.-Oct.	1915	April-June	1935	April-June
1909	Sept.-Oct.	1915	July-Sept.	1935	Oct.-Dec.
1909	Nov.-Dec.	1915	Oct.-Dec.	1937	July-Sept.
1909	July-Dec.	1916	April-June	1938	April-June
1910	March-April	1917	April-June	1939	Jan.-March
1910	May-June	1917	July-Sept.	1941	April-June
1910	Nov.-Dec.	1917	Oct.-Dec.	1941	July-Sept.
1910	Jan.-Oct.	1918	Jan.-April	1942	Oct.-Dec.
1911	Jan.-Feb.	1918	July-Sept.	1944	April-June
1911	March-April	1918	Oct.-Dec.		

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951 Parklane Wichita, Kan.

SCENIC AMUSEMENT PARK 3 MILES South of Nauvoo, Ill., on scenic route 96. 5 Kiddie Rides, 50 Picnic Tables, Miniature Golf, Jungle Cruise, Eating Stand, Souvenir Stand. Gross, \$20,000. \$75,000, \$25,000 down. Contact Frank Winke, Jr., 3704 Ave. L, Fort Madison, Iowa. mh30

SWIM CLUB, CAMP SITE, BOATING, Amusement Center, etc. Valley Forge area, near Phila. Box C-454, c/o The Billboard, Cincinnati 22, Ohio.

WANTED—RIDES ETC. FOR ROUTE 21 Park. Percentage basis. Contact Mildred Wassen, 224 E. 8th St., Dover, Ohio.

\$5,000-10,000 INCOME UNLIMITED, Operating successful Collection Agency. Offices needed everywhere. Complete instructions, small cost. Investigate! Collections, Box 1346-BB, Denver 1, Colo. mh23

18 HOLE MINIATURE GOLF COURSE

Equipment complete. Pipe rebound ralls. Clubhouse with neon and fluorescent, register, full set hazards, clubs, balls, overhead and underground lighting, 200 feet x fencing, new playing surface material. Used Puritas Park 2 years. \$4,500.00 on your truck. Contact Hayden Fouts, 522-48th St., Sandusky, Ohio, Phone Main 6-2474 or Main 5-4561.

Costumes, Uniforms, Wardrobes

FLASHY, EXPENSIVE CURTAIN—LIKE new. French folds (8 1/2"x40), very colorful, genuine bargain, \$75. Orchestra Coats, singlebreast Ivorys. \$5. Free lists. Wallace, 2453 N. Halsted, Chicago.

REAL HAIR IMPERSONATORS WIGS—Crown Suits, Girl Show, Strip, Bally costumes and accessories. Free lists. Lenox Carpenter, 4618 Park Ave., Weehawken, New Jersey. Union 3-9509.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. my4

PURCHASE YOUR SNOW CONE MACHINE direct from manufacturer. All prices and sizes. P. O. Box 7803, Dallas, Tex. ap20

For Sale—Secondhand Show Property

ALLAN HERSCHEL KID RIDES—10 CAR sets to \$750. Herschel Blue Goose, \$600. good condition. Bill Williams, 802 Joseph, Nashville, Tenn. mh9

BUILD ILLUSIONS—COMPLETE PLANS: Coffin Blade Box, Lensless Fishbowl, Buzz Saw, 35 each. Many others. Free catalog; Brill, Box 875, Peoria, Ill.

CONCESSION EQUIPMENT—2 BASKET Ball Games, 2 Cane Racks, 2 floor model Popcorn Machines, 1 Snow Machine, 2 Waffles, 10 hp. electric motor, just rewound. Wood seats newly upholstered, first \$5,000 takes away. R. E. Matheson, Belmont Park, Mission Beach, Calif.

COTTON CANDY—WHIRLWIND EYE-catching Donald Duck stand. Ready to set up 20 minutes. Fluorescent, good condition, bookings, \$300. 1130 Moffet, phone MAin 4-5958, Joplin, Mo.

COIN PIANOS—2 MONKEY ORGANS, 27 1/2 inch Regina-Automatic Music Box, largest Banjo ever made. Williams, 8400 Conn Ave., Chevy Chase, Md.

DIESEL GENERATOR—100 KW, 150 HP. 3/60/240/1800, like new, \$6,000. Frank Sankey, 191 NW 83 St., Miami, Fla. mh16

FOR SALE—ELI WHEEL #5, TOWERS. Bronze bushed. Drive piston roller bearings. 10 hp. electric motor, just rewound. Wood seats newly upholstered, first \$5,000 takes away. R. E. Matheson, Belmont Park, Mission Beach, Calif.

FOR SALE—LONG RANGE, 12-FT. FRONT mounted on trailer. Five Guns included. Ready to go. \$700. Doug McCann, 116 Maple St., St. Marys, Ohio.

FOR SALE—MANGELS 20-FT. KIDDIE Merry-Go-Round. John Canaras, 2222 Kingsland Ave., Bronx, N. Y. City. Phone OL 4-3592.

FOR SALE—MUSEUM ANATOMY. ALSO Freak Babies, Death Maska, Chastity Belts, etc. A. E. Beasley, 14920 Euclid, Cleveland, Ohio.

FOR SALE—RIDES & EQUIPMENT of complete Kiddies Park. Health necessitates sale. Everything in perfect condition. Everything goes at below market price. For information write, Kiddies Park, Box 126, Norman, Okla.

KING FIRE ENGINE, KING PONY CART and Kings Combination Ride. All rides 2 years old, located in permanent park. Shapiro, 37 Schuyler Rd., Springfield, Pa. Phone: Kingswood 3-7017. mh9

KIDDIE ALUMINUM GASOLINE TRAIN, seats 24, 12 gauge track, 250 feet, \$1,000 cash. Edwin Stevens, 1832-7th Ave., North Fort Dodge, Iowa.

FOR SALE Complete set of amusement rides

Consisting of 2 major Rides and 4 Kiddie Rides. Complete with junction boxes, wiring, concession trailer, tractors and trailers. All equipment in perfect condition and booked for coming season. Write Mr. Rose, c/o C. C. C., Box 453, Greensburg, Pa.

NEW PLASTIC KIDBIE KAR FOR AUTO Rides, \$45; new Steel Fence, \$10 per section; 6 used Roto Whip Tubs, good condition; 5 used Kings Fiber-Glass Boats, good condition; 1957 Allan Herschell Rodeo, like new. Burkhardt Amusement Enterprise, Oswego, Illinois. mh16

SELL OR TRADE ON HOUSE TRAILER—good Truck and Concessions ready. Contact Bo-Bo Baker's Enterprises, Myrtle Beach, S. C.

SPERRY SEARCHLIGHT & GENERATOR mounted on two-ton truck. Perfect shape, sell or trade for Funhouse with transportation. Lee Belden, 2841 East Sumner, Indianapolis, Ind. State 6-3348.

1948 SPITFIRE, EXCELLENT CONDITION, with racked trailer. Russ Amusements, York, Pa. Phone 20994.

Help Wanted

HELP WANTED—NEW YORK OR LAS Vegas Agent or Personal Manager for female impersonation novelty rumba act. S. Burgess Jr., Actors Service, 52 West 58th St., New York 19.

RIDE SUPERINTENDENT—HIGHEST wages paid plus percentage. Must know rides. Sober. Also Wheel Man, Foreman for kid rides. J. B. Bailey, Gen. Del., Thibadaux, La.

YOUNG COUPLE, CAPABLE OF WORKING in concession stands. Good working conditions. Write J. & W. Concessions, Inc. P. O. Box 427 Farmland, Ind. No wires.

WANTED FOR COUNTRY MUSIC UNIT—Girl singer and guitarist; good character, attractive. Send complete information, picture, salary desired. Mel Price, Box 123, Easton, Md.

Magical Supplies

BE A MAGICIAN! FOR FUN AND PROFIT. Large professional catalog of latest tricks, 35¢. Ireland, B-109, North Dearborn, Chicago 2. np

BLUEPRINTS MINDREADING LECTURES, Escala Formulas, books Hypnotism, Hug professional list, 50¢. Genoves, 160 E. 44th St., New York 17, N. Y. mh23

HOUSE OF 1000 MYSTERIES! FAMOUS coast to coast Professional Magic! Pocket Tricks! Joker's Novelties! Puzzles! Complete line! Two big catalogs combined into one Giant Edition! Over 800 illustrations! 160 pages thick! Rush \$5. Free Trick included! Vick Lawson, 202 SE. Pinewood, Trumbull, Connecticut. mh9

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog \$1 with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. mh9

Miscellaneous

FOR SALE: COPYRIGHTED SONG "I LOVE You My Darling," by composer. Lura Mulky, Arkoma, Okla.

FOR SALE: ORCHESTRA LIBRARY CONSISTING of Marches, Trombone Smears, Novelties, Selections, and Stock Orchestration numbers of the 20's and 30's. Write for free list. W. B. Griffin, 212 Security Trust Bldg., Lexington, Ky.

SUNGLASSES—METAL HINGES, WIRE-core temples, assortment 65¢. E. \$11. C. \$1.50 each piece. Minimum, 1 doz. c.o.d. Foratt Co., 121a East 23d St., New York 10.

YOU CAN TOSS ANY COIN HEADS OR tails at will. Any coin, anytime, \$1. Arr. Box 1165, Bridgeport, Conn. mh9

Partners Wanted

JOIN PLAYWRIGHT, AUTHOR TO PRODUCE off-Broadway with uptown future. Film, Lyrics, Grain, FL 7-1616, 123 W. 44th, New York City.

Personal

ARE YOU CONFUSED, DISCOURAGED, sick? The power that brings health and answers. Information without obligation. John Hay Hinkle, Dayton, B. Va. mh9

ATTENTION SIMON ELDOT—CALL MAX Sonn, WA 72622. Very important. For your benefit contact immediately. Sam.

Photo Supplies and Developing

START THE SEASON RIGHT, GET THE BEST. The Victor Portable-Direct Positive Camera. Benson Camera, 165 Bowery, New York, N. Y. mh16

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

Printing

ALWAYS FASTEST SERVICE—QUALITY nonbonding posters! 14x22 size 3-color window cards up to 50 words copy; \$9 hundred; 17x26 size, \$13.50 hundred. Daylo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 159, Earl Park, Ind. mh30

200—8 1/2 X 11 LETTERHEADS, 100 #10 ENvelops, both for \$4.25. Black or blue ink. Mello Press, 6468-B, Clovis Ave., Flushing, Michigan. mh30

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSINESS without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience: our tested sales kit tells you where and how to get orders. Men, women, part or full time. Match Corporation of America, Dept. D-224, Chicago 32. mh29

Did This Ad

ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using two inches or more.

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1, Illinois. ch-my25

REFLECT WIDE ANGLE DECAL WATER applied letters, 4" silver, 25¢ ea. Spinks Signs, Albia, Iowa.

Tattooing Supplies

FREE ILLUSTRATED CATALOG OF THE most modern tattooing equipment on the market today. Spaulding & Rogers, Court St., Jacksonville, N. C. mh18

NEW MODERN SHEET OF 8 COBRA TATTOO designs, \$2. Free sheet of Air Force and Marine designs which are popular everywhere. Zeis, 728-A, Rockford, Ill. np

Wanted to Book

COMPLETE CARNIVAL

Available July 2-5. Prefer Southern Wisconsin or Northern Illinois. Third week in August open.

EMSHOFF SHOWS

Islamorada, Fla.

WILL BOOK OR LEASE ADULT FERRIS Wheel and Tilt-a-Whirl for amusement park in Philadelphia. Shapiro, 37 Schuyler Rd., Springfield, Pa. Rt 3-7017. mh9

Wanted to Buy

CIRCUS LITHOS—AL G. BARNES, JOHN Robinson, Sparks, Sells-Floto, Downie Bros., Christy, Haggenbeck-Wallace, Gentry Bros., Cole Bros., Dally Bros., A. V. Braun, RD #1, Box 495, Egg Harbor City, N. J.

G-12 TRAIN AND TRACK. MUST BE IN Chicago Area. M. Pletko, Route 2, Oaklawn, Ill. Phone TErminol 9-2737.

ICE SKATING ACCESSORIES—TURNSTILE, Spray Cart, Planer, Skates, Sharpener, etc. Colonial Plaza Motel, 10203 Ballmore Ave., College Park, Md. mh9

MORE BUYERS

Will Stop and Read

YOUR AD

If you use a

DISPLAY CLASSIFIED AD

RATE ONLY \$14 per Inch

SKYFIGHTER IN GOOD CONDITION. GIVE price, full details immediately. Noble Park Funland, Route 7, Paducah, Kentucky. Phone: 3-7378.

WANTED—CANVAS TOP AND FRAME, 10' x 12'. Must be in good condition. Don Hammond, 1716 11th Place, So. Birmingham, Alabama.

WANTED TO BUY—USED BINGO CARDS. L. Sampson, 2850, Calumet, Columbus 2, Ohio.

COIN MACHINES

Opportunities

FOR SALE—3 NEW AND 1 USED JIM Dandy. Cost \$2,985.73 coffee and hot chocolate combined. Will sell for \$1,200. Inquire or write Herbert Poley, 1140 Lansing St., Adrian, Mich., or phone COLfax 3-3230.

Positions Wanted

POSITION WANTED AS MANAGER OF Music or Game Room; know service work; married; don't drink; own route twenty years. Have references. Box C-449, c/o Billboard, Cincinnati, O. mh9

Used Equipment

AMERICAN REBOUND SHUFFLEBOARD. electric score, \$125; Chicago Coin Rotation Pool, \$55; Keeney Diamond Bowler, \$35. Kefferd, 2923 Harrison, Kansas City, Mo.

FOR SALE—GOOD BUYS 6-Gun A. B. T. Shooting Gallery, excellent condition. Includes 6 guns plus 1 spare, lens, compressor, targets, loading equipment, B.B.'s, cartridges, spare boxes, parts, etc. Williams Jet Fighter \$75.00 Williams Sidewalk Engineer 75.00 Silver Bullets 50.00 Poker Tables 25.00 I need 5 Philadelphia Skee-Ball Alleys in good condition. WALTER GREEN, 2108 Davidson Ave., Bronx 83, N. Y. CYPRESS 5-5553

Wanted to Buy

POSTAGE STAMP MACHINES REGARDLESS of age or condition! Ship in, will pay what they're worth. USP Co., 100 Grand Waterbury 2, Conn. ap6

WANTED—ARCADE MACHINES, 5¢ & 10¢ Candy Machines, 5¢ Gum Machines, 1¢ Gum and Candy Machines, late Cigarette Machines and Bingos. Music Machine Co., Brunswick, Ga.

MUSIC RECORDS ACCESSORIES

Sound Equipment, Components

TAPE RECORDERS

HI-FI COMPONENTS SLEEP LEARN KITS Tapes, Accessories UNUSUAL VALUES MERITAPE Low Cost, high quality Recording Tapes—in boxes or cans.

Send for free 1959 Catalog. Dressner, 69-02 B-714 St., Flushing 65, N. Y.

Used Records

RADIO STATIONS AND JUKE BOX OPERATORS: I will buy your old 78 records. Records, Box 121, Ft. Worth, Tex.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- Acts, Songs, Gags
Advertising Specialties
Agencies, Distributors Items
Animals, Birds, Snakes
Business Opportunities
Calliopes and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
Food & Drink Concession Supplies
Formulas and Plans
For Sale—Secondhand Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M. P. Films—Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Salesmen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
Sound Equipment—Components
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M. P. Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—20c a word Minimum \$4
DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)
TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Please insert the above ad in _____ Issue
NAME _____
ADDRESS _____ I enclose remittance of \$ _____
CITY _____ STATE _____

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

COLLEGE BACKGROUND. ANYTHING FOR money, globe trotter. Write giving full details. Jos. Negrelli Jr., Trout Brook Farm, Chaplin, Conn.

EXP. TRUMPET PLAYER FOR CLOWN Band and bits. Have School Bus Transportation. Open to any offer. Sam Blanco, 1424 N. LaSalle St., Chicago. mh16

FEMALE IMPERSONATION CHARACTERIZATION Act, open for night club booking. Rhumba and exotic routines. Literature sent on club or agent letterhead. S. L. Burgess Jr., Actors Service, 52 W. 58th St., New York 19.

PROFESSOR WRIGHT'S TALENTED 5 person Variety Stage Show. Casey, Ill. mh30

TUBERCULAR-STRONGEST—ALL EVENTS Will travel, lectures, etc. Wrote book. V.A.T., 141 W. 94th St., New York 25, N. Y.

Musicians

DRUMMER ALSO VOCALS. WANTS LO califon spots. Neat, dependable, age 29, adaptable style. Contact John Bonino, 716 S. Broadway, Wichita, Kan. Phone Amhurst 7-9539. mh9

PIANO MAN — PADLOCK CAUSING AD. Musician, 160-B, Seal Ave., Biloxi, Miss.

DRUMMER—AVAILABLE JUNE 4 THRU Aug. 26. Age 19, Big Band or Combo. Buddy Cutrera, 111 S. College Rd., Lafayette, Louisiana.

Outdoor Acts and Attractions

ANNEX ATTRACTION FOR SIDE SHOW OR Dancer for Single-O. Wardrobe, appearance, ability. Photos and details. State proposition. Paul Page, 1314 Wright St., Lockansport, Ind.

BALLOON ASCENSIONS. PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shaffer, 1041 S. Dennison, Indianapolis 41, Ind. mh30

HIGH DIVING EXTRAORDINARY—A ONE time Movie-tone feature. Now available as an outdoor thriller. Rigging illuminated, visible for miles. Mac Productions, 456 Lamphier, Warren, Ohio. Phone: EX 9-1479. mh23

PROFESSIONAL CLOWN WITH CALLIOPE for all celebrations. Corbin's Calliope, Barnesville, Ohio. mh16

RAY'S CIRCUS REVUE — DOG, PONY, Monkey Show. Bozo the Clown. Further information: Mrs. H. R. Ray, Route 21, Magnolia, Ohio. mh30

Pipes for Pitchmen

Continued from page 68

and all the others who used to pipe in . . . Prairie Mae, med pitchwoman, has retired to her place in Port Orange, Fla. She says hello to all and invites them to stop in when passing thru town.

Five Years Ago In Pitchdom

Prof. A. J. Howe, paperman, after a winter trek of several thousand miles, was located in Blountstown, Fla., his doctor having advised him to follow the "pear blossom route." The good professor reported, however, that he had caught itchy feet and was making preparations to do 40-miler work with pots, pans and broilers.

H. Worthy and Hackett reported that their pitch store in Birmingham was rather short-lived, city fathers having shuttered the spot. . . . Magician Fred Landrus was holed up in Elmira, N. Y., but was making plans for a return to the Lone Star State, with a stop-off at Columbus, Ga., where he was scheduled to do magic stint over WRBL-TV.

Jack (Bottles) Stover, piping in from Harrisonburg, Va., reported that Billy (The Kid) Dietrich and Sen. Charles Ralston had just passed thru the Valley. . . . Happy Heller, of Romeo, Mich., was doing well in Detroit stores with eucalyptus oil and foot cream, despite the fact that he was laboring under the handicap of a heavy cold.

Max Fried was the subject of much newspaper publicity due to the fact that he was carrying on in his profession despite the loss of his larynx in a throat operation. Fried, according to notices, had perfected the art of talking without a larynx. . . . Al Seigle, of the Alze Corporation, was set to display his Tican tropical plants at the Kingsbridge Armory, Bronx, New York.

Mrs. Lena Chapin had been working Fred Cumings' rug braiders to fair returns in a Woolworth store in St. Louis. . . . George H. Brooks reported that he had put in the winter hawking popcorn, peanuts and similar products around the Houston Auditorium on Fridays, and soft drinks for his old friend, Buck Denton, on Sundays at the Arrowhead Race Track. Brooks was making plans to move on to Hot Springs for the 31-day meet at Oaklawn Race Track.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be addressed to this list. If you are having mail addressed to you in our care, look for your name EACH WEEK in 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.

Aaron, Michael Paul
Aberle, Bill
Ackley, Jimmy
Adams, Raymond
Allen, Stan
Allen, John (Artist)

Honeill, James T.
Houck, Roy Pedigo
Hoover Rudolph
House, Pete
Housner, Mrs. Ruth
Hoy, John (Red)

Spaulding, High-Pockets
Spayde, Clara W.
Spears, George
Spence, Walter
Starkey, John

Tompkins, Ralph
Tracy, Lee
Tratch, Max
Troyer, Dewey R.

Anderson, Marguerite
Arky, Norman
Arnold, Floyd
Babcock, Phil
Bagwell, T.
Baker, Bennie

Irak, William A.
Jank, Frank
Jones United Shows
Jackson, Kelly

Stevens, Louis
Stevenson, Miller
Stevenson, Steve
Stroop, Howard
Stucky Jr., James

Tracy, Lee
Tratch, Max
Troyer, Dewey R.
Tucker, Ben Russell

Barnes, Amos
Barth & Maler
Beard, Ray
Beaver, Clarence
Beckwith, Mrs. Gerry
Bender, Jay
Bible, Roy

Keene, Gilbert (Fat)
King, Allison N.
King, Ernest Hsie
King, Richard
Camille

Swuter, William
Tanson A. Circle
Tanch
Tate, William R.

Walker, Baldwin
Wald, Frank
Walters, Dumas K.
Watts, Theo

Blanton, Kenneth
Bodin, Johnnie c/o
Boggs, John A.
Bonar, Louis
Bowman, John

King, Raymond
Kitty & Buz
Kovacs, Mrs. M.
La Vasser, Mrs.
Vickie
Lane, Mrs. Tiny

Switzer, William
Tanson A. Circle
Tanch
Tate, William R.

Walker, Baldwin
Wald, Frank
Walters, Dumas K.
Watts, Theo

Burnett, Chas.
Butler, Michael
Buttermilk
Caldwell, James
Calk, Tommy

McGill, Carlyle W.
McIntosh, Frank
McKeown, Robert
McLaughlin, James
Mack, Stanley

Albert, E. J.
Allen H. E.
Bailey, Miss
St. Cloud
Bays, Dick

Lucas, Peter
McCrory, W. H. (Tex)
McFadden, Ben
Martin, Hal

Campbell, Ralph A.
Cantrell, Slim
Cardinal, Virgil
Cardinal, James F.
Carroll, Leo

McGill, Carlyle W.
McIntosh, Frank
McKeown, Robert
McLaughlin, James
Mack, Stanley

Bouillon, Frenchy
Brown, Chester W.
Burto, L. H.
Canel, Jerry

McCrory, W. H. (Tex)
McFadden, Ben
Martin, Hal
Martin, Paul H.

Conley, Dwight
Conley, Raymond
Connell, Ray or Roy
Cook, E. G.
Cooke, J. M. (U. S. Reptile & Circus)

McGill, Carlyle W.
McIntosh, Frank
McKeown, Robert
McLaughlin, James
Mack, Stanley

Christian, Patty Ann
Collins, Mrs. Fern
Crawley, Buddy
Crowe, Wm. J.
Crystal Rides

Robinson, Frederick
Romero, Mr. & Mrs.
R & P Rides, Inc.
Sanford Jr., Raymond L.

Cooper, Shorty
Cortes, Rita
Costello, James
Cotton, Clement C.
Cox, Jacqueline L.

McGill, Carlyle W.
McIntosh, Frank
McKeown, Robert
McLaughlin, James
Mack, Stanley

Edgington, Mrs. C. L.
Everhart, Clarence
Festor, Charles G.
Flamingo, Mrs. Redia

Stallman, Arthur
Stallman, Joe & Millie
Starr, Hedy Jq
Taylor, Pat

Crawford, Lee
Crow, Charles
Cryer, Lee
Dalton, Warren R.
Daniels, Wesley

McGill, Carlyle W.
McIntosh, Frank
McKeown, Robert
McLaughlin, James
Mack, Stanley

Harowitz, Harold G.
Horton, William
Johann, Peter
Johnson, Anne
Kennedy, Charles B.

Stallman, Arthur
Stallman, Joe & Millie
Starr, Hedy Jq
Taylor, Pat

Davis, Gordon
Davis, John M.
Davis, Koke
Davis, Louis E.
Davis, S. H. (Blackie)

McGill, Carlyle W.
McIntosh, Frank
McKeown, Robert
McLaughlin, James
Mack, Stanley

Highlower, E. D.
Hillard, Martin B.
Hollenbeck, H. C.
Horowitz, Harold G.

Stallman, Arthur
Stallman, Joe & Millie
Starr, Hedy Jq
Taylor, Pat

Dexter, Elton (Ad)
Dille, Lawrence
Drew J W
Duncan, Dallas E.
Dyer, Eddie (Comedian)

McGill, Carlyle W.
McIntosh, Frank
McKeown, Robert
McLaughlin, James
Mack, Stanley

Knights, Janet Blaine
LaGrow, Richard
Lavigne, Bud
Leone, Joseph B.

Stallman, Arthur
Stallman, Joe & Millie
Starr, Hedy Jq
Taylor, Pat

Edwards, Oscar
Eggbert, Fearless
Ehert, William A.
Elliott, Curtis P.
Embody, Roy

McGill, Carlyle W.
McIntosh, Frank
McKeown, Robert
McLaughlin, James
Mack, Stanley

Levine, Sam
Loeb, Elliott
Lorraine, Blanche
McGarraugh, Cathy

Stallman, Arthur
Stallman, Joe & Millie
Starr, Hedy Jq
Taylor, Pat

Farmer, J. D.
Felt, Charles L.
Ferguson, Danny
Fetters, Robert D.
Finistateno, Anthony

McGill, Carlyle W.
McIntosh, Frank
McKeown, Robert
McLaughlin, James
Mack, Stanley

Phillips, Connie
Piland, Jimmy
Platt, Billy D.
Poo, Bill
Powell, Donald

Stallman, Arthur
Stallman, Joe & Millie
Starr, Hedy Jq
Taylor, Pat

Flower, Dottie
Foltz, Russell
Fontanes, Mrs.
Franz, Otto
Franz, Veronica

McGill, Carlyle W.
McIntosh, Frank
McKeown, Robert
McLaughlin, James
Mack, Stanley

Quercio, Reno & Mrs.
Rufek, Frank
Ragland, Charles E.

Stallman, Arthur
Stallman, Joe & Millie
Starr, Hedy Jq
Taylor, Pat

Freeman, Frank
French, P. E.
Fuller, John A.
Gallagher, John J.
Gallup, Peg

McGill, Carlyle W.
McIntosh, Frank
McKeown, Robert
McLaughlin, James
Mack, Stanley

Richardson, Rayfield
Riel, James P.
Ristick, James E.
Rochman, Albert

Stallman, Arthur
Stallman, Joe & Millie
Starr, Hedy Jq
Taylor, Pat

Green, Johnny
Greig, Charles
Griffin, Vernon
Groves, Woodrow
Hackett, Edward J.

McGill, Carlyle W.
McIntosh, Frank
McKeown, Robert
McLaughlin, James
Mack, Stanley

Schwartz, Leo H.
Scott, John H.
Seabee, Earl
Seever, Lewis

Stallman, Arthur
Stallman, Joe & Millie
Starr, Hedy Jq
Taylor, Pat

Back Fouls Storin Plans

HOLYOKE, Mass. — Harry Storin, of Riverside Park in Agawam, got a weak start on a Florida vacation this winter. In fact, he laments, he got as far as New Providence Hospital here with a disk problem. Storin's back knocked out the vacation and he pens that he has been "Horizontal Harry" for some time now, while in traction. He'd like to hear from friends. Storin is also president of the Massachusetts Fairs Association thru his association with the Barrington Fair.

LETTERS TO EDITOR

Ops Give Opposite Views On Value of Distributors

Here are two letters from readers in response to an article in the February 16 issue about the problems existing in the distribution of charms.

To The Editor:

I am writing this letter to ask a basic question in the long, never-ending hassle between the manufacturer and the distributor on the policy of charm prices and distribution problems. Why shouldn't the operator who is willing to purchase in large quantities and pay the freight be given the same discount as the distributor? There are very few types of merchandise that can't be bought direct at jobber's prices, and I see no reason why merchandise for bulk vending machines should be excluded.

I would like to cite you an example of why some of us prefer to purchase direct. At present I am running grocery charms, false teeth, luminous bulbs and a good V. P. mix. Of the first three I will use about 40,000 and I doubt that I could purchase these from a distributor without waiting for him to order them. Since this is just for part of my machines I see no reason why I should pay more and wait for the distributor to order this, and then wait for him to ship it to me when I can order it direct along with my other supplies. If the distributor isn't stocking these items he will order no more than I want, so it will cost the manufacturer just as much to handle his order as mine.

Direct Purchase

Another thing that seems to me would favor purchasing direct is the fact that many of us operators are far removed from the distributor's location, and by their own admission do not visit them very often. With this the case it makes little difference whether our charms

Bulk Venders To Exhibit at Trade Show

NEW YORK—Two local bulk vending firms will be among the exhibitors at the Start Your Own Business Show, to be held at the New York Coliseum, Wednesday (11) thru Sunday (15).

They are Jack Schoenbach, Brooklyn distributor, and Northwestern Sales & Service, New York factory representative for Northwestern and Lehigh.

Irving Nable at Schoenbach said his firm will show a complete line of bulk gum and nut machines, as well as charm units and stamp and tab gum venders. He added that he and Jack Schoenbach will be on hand to explain to potential operators what commodities and supplies cost, how much commissions and service charges run, and what the operator may expect in profits on a bulk operation.

Mandell Exhibit

Moe Mandell at Northwestern will show a full line of Northwestern bulk, candy and tab gum machines as well as the Lehigh line of cigarette, cookie and coffee venders.

Both firms will attempt to interest potential operators in the vending industry and will outline operating problems.

come from New York or some city close by. It is my opinion that those who want the services of the distributor should pay for them and those of us who don't should be free to buy as we like.

As you will remember, we had a very exclusive distribution set up in this area at one time and the results are history. In the final analysis the cost is the determining factor and after two years of direct (Continued on page 72)

To The Editor:

Your article about operator forums in the February 16 issue was read with a great deal of interest. You may certainly put my name on the list of those "intensely loyal" to Everett Graff, and not just because I won the new Ford at his Christmas party. He is loyal to his operator customers. He has a huge stock and a large variety of merchandise. He sells his machines (Continued on page 73)

Pennsy Might Ax 'Charity' Profits

CHICAGO—A bill whose provisions could cripple profits of operators of charity bulk venders was recently introduced in the Senate of the State of Pennsylvania.

According to Sidney Kallick, assistant legal counsel of National Automatic Merchandising Association, the bill is of a general nature, but could easily be interpreted to include bulk vending.

Kallick said the essentials of the bill (Senate Bill 230) are worded to include "Solicitation of money and property for charitable, religious, benevolent, humane and patriotic purposes."

Other industry sources claim that the bill is designed to prevent racketeering in businesses that purport to boost charitable causes, whereas in reality a much greater amount of gross receipts are raked off than the public is aware of. Claim is that various firms in the "charity business" have become very skillful in gaining public acceptance and stature while they quietly rake off large sums of money.

An official of Ford Gum & Machine Company, Inc., which sponsors franchised operators of bulk venders in connection with charitable enterprise thruout the country, told The Billboard last week that passage of the pending bill in Pennsylvania "will put the penny operator there out of business."

Raynor: Words In Crime Quiz Hurt Vending

CHICAGO — The misuse of words in the McClellan committee's investigation of the juke box industry will have an effect upon bulk vending, predicted National Vendors' Association counsel, Milton Raynor, last week.

Said Raynor, "The committee has produced a wave of action against all coin-operated machines." Why? Because the terminology used during the hearings was not specific—all coin-operated machines were put into the same kettle. Continued Raynor, "The entire vending industry is suffering for no reason whatsoever."

He cautioned bulk vending operators to be alert to any signs that the misconception filters down to the level of bulk vending, and promptly report any pending action to him personally, at 134 North LaSalle, Chicago.

Reason is that the bill would limit operator profits in charitable enterprise to 15 per cent of gross receipts.

The Ford official attributes the present action in Pennsylvania to publicity in connection with the McClellan committee hearings. The declining to specify States, he also said that similar bills are being planned in other States in the nation.

An official at National Automatic Merchandising Association said that he is unaware of actual similar bills presented to legislatures. It is possible that Ford has access to information of the cloakroom variety.

Ind. Anti-Charms Law Not Yet Clear

HAMMOND, Ind.—State law prohibiting the mixture of ball gum and charms will not be enforced in Indiana until a 30-day period of grace is up, said Ralph Potesta, Administrator of the Hammond Health Department, last week.

Milton Raynor, counsel for National Vendors Association, added that he is working with the State Board of Health in an attempt to remove the regulation (HFD No. 21, effective July, 1958).

Potesta said that the State Board of Health is being asked to state exactly the intent and nature of HFD No. 21. He also said that the regulation was originally made on the grounds of possible contamination of ball gum by charms. He suggested that wrapped ball gum would satisfy State health authorities.

NATD Announces Exhibit Schedule

NEW YORK—Exhibit hours for the 1959 convention of the National Association of Tobacco Distributors, to be held at the Conrad Hilton Hotel in Chicago April 5 thru April 9, have been announced.

April 5 hours are from 1:30 to 5, while the following day the exhibits are open from 2 to 5:30. The April 7 schedule has the exhibit hall open from 2:30 to 6, and the April 8 schedule from 2 to 5:30. On the closing day, the exhibits will be open from 1 to 3:30.

While the list of exhibitors has not yet been announced, it is expected that most of the major vending machine manufacturers and suppliers will be represented, as they have been in the past.

N. Y. VENDING OPS MEET; MAP TAX PLAN

NEW YORK — The New York Automatic Retailers Association held its first general meeting Thursday night (5) at the Vanderbilt Hotel here and got right to work in organizing its fight against the Mitchell Bill which provides for a \$10 annual State tax on vending machines (see separate story) and the proposal to raise New York City revenues by a per-machine tax. Meanwhile, Mayor Robert F. Wagner officially requested permission from the Legislature to levy such a tax, with the New York Times endorsing the proposal, and the Committee on Legislation of the powerful Citizens Union has advocated a 10 per cent tax on the proceeds of vending machines. A complete report on the NYARA meeting and the New York City tax situation will appear in the next issue of The Billboard.

Has Color Scheme To Increase Sales

MESA, Ariz.—Adopting a distinctive color scheme for all of his machines and experimenting with paint durability has led to excellent results for Nick Clemente, bulk vending operator here.

While Clemente, of course, doesn't repaint new machines, he does all of the machines in either bright red or green when the first (Continued on page 73)

Raynor Alerts Ops to Mood Of Lawmakers

CHICAGO—Improper taxation and a new wave of sanitation problems are popping up around the country, said National Vendors' Association counsel Milton Raynor last week.

He urges operators to keep informed of any pending action in their individual localities. The situation is serious, he maintained. Local problems are bad enough for bulk vending, he said, but in the present atmosphere there is also the danger of a brush fire sweeping from State to State.

The factors are two-fold. Ways and means committees are looking for more revenue. Bulk venders could easily be hit along with other businesses. Also, the McClellan committee hearings have indirectly aroused a feeling of antipathy in the American consciousness that is directed toward all coin-operated equipment.

He urges operators to write or phone him directly in the event that legal action hurtful to bulk vending seems imminent. The address is: 134 North LaSalle, Chicago. The phone number is STate 2-7747.

Party, Lunch Plans for NVA Confab Made

CHICAGO — Two luncheons and two parties will be sponsored for operators during the National Vendors' Association convention here in April, announced counsel Milton T. Raynor last week.

On Friday, April 17, NVA itself will hold one luncheon, while the next day the Northwestern Corporation and Oak Manufacturing Company will sponsor the second. Friday evening one party will be given by charm manufacturers, while the traditional Leaf Brands, Inc., dinner-dance will be held Saturday night, April 18.

The convention will be held in the Congress Hotel, April 16-19. Registration begins on Thursday, April 16. Exhibits will open late that afternoon. The convention will officially commence with the luncheon on Friday.

Standard Financial Reports Highest Earnings in History

NEW YORK — The Standard Financial Corporation, a publicly-held concern which specializes in discounting vending and automatic phonograph paper and making direct loans to operators on the basis of equipment value, reported the highest earnings in the company's history for 1958.

Net income was \$826,724, compared with \$696,806 the previous year, while earnings per common share were 64 cents, compared with 58 cents in 1957. Dividends were 40 cents a share, 3 cents more than the previous year, while total capital, surplus and subordinated debentures amounted to \$15,092,551, against \$9,165,950 for the previous year. The stock is traded on the American Stock Ex-

change, with the current price about \$8.50.

During 1958, the company acquired the Factors Corporation of America and the Jewelers Acceptance Corporation. It also sold to the public some \$4,000,000 of 15-year 5.5 per cent convertible subordinated debentures, the proceeds of which were available for financing company operations during the last half of 1958.

Improving the company's financial position was the attainment of status as a "prime" interest rate borrower from banks. This means that the firm now pays a .25 per cent lower interest rate than it had previously.

During the last five years, the company's net income has more than tripled — from \$222,131 in 1954 to \$826,724 last year.

COINMEN YOU KNOW

Los Angeles

By SAM ABBOTT

Reports that Harvey Kirby is returning to the juke box field are in error. He is devoting full time to the operation of games, having purchased a route some months ago from Larry Collins. . . . Bill Yedlin, Sherman Oaks, is busy collecting coins and has them properly cataloged in an assortment that is most valuable. . . . Lotte and Bob Portale, Advance Automatic, San Francisco, were in town for the California Music Merchants' Association banquet and ball. . . . Dorothy and Jack Leonard, Badger Sales,

took in the CMMA affair with Marshall Ames and his wife.

Irving Honig, Honig Music Service, is glad that he selected Los Angeles for his operation now that the East is getting cold weather. He is one of the Los Angeles CMMA directors. . . . Gary Sinclair and Bob Bear, Wurlitzer factory representatives, were in town on business and were at the CMMA affair with Al Silberman, of Associated Distributors, and Mrs. Silberman.

Simon Distributing Company was represented by Sonny Lombard and John Freeman. . . . Wayne Davis on hand for Minthorne Music. . . . Paul and Lucille Laymon, Frances and Eddie Wilkes and Jimmy Wilkins made up a party.

Detroit

By HAL REVES

William Milton and Adeline Campbell have re-registered title to the Campbell Music Company, East Side operation which they have run for about 10 years. Campbell, who is also with one of the auto companies, plans no further route expansion at this time in view of business conditions. . . . Joseph Tisler and William Carl have taken over the Michigan Milk Vending Company, operating cup-type dispensers. Alfred G. Deratany, from whom they purchased the route, will continue to operate his restaurant, but is considering a return to the coin machine business.

Nick Gregory, Gregory Music Company, Battle Creek, and his serviceman, Buck, were in town visiting Angott Sales Company to inspect the new Wurlitzers. Another visi-

tor was Otto Wisner, Automatic Music, Mount Clemens.

Dale Sauve is back on the job after a two-week illness with the flu, with James Rice, serviceman, handling the business of A. P. Sauve & Son in his absence. His father, Arthur Sauve, is spending the winter at his home in West Palm Beach, Fla. . . . Richard V. O. Meara, general manager of Music Systems, is enthusiastic about business prospects for the coming season in the juke box field, with special emphasis on the growth of stereo popularity.

Urban Music Company, owned by Howard E. Appleberry, Livonia, has been purchased by Fabiano Sales & Service Company, and will operate as a part of their route, Paul Folino, assistant sales manager for Fabiano, confirmed. Appleberry is now with the Tank Arsenal operated by the Ford Motor Company at Livonia.

"It's been a very rugged year for business," says Michael Benson, head of Michigan Nickel Company. "The big trouble in the business is unfair competition." He blames operators for "offering impossible inducements to locations." . . . Encouragement for the future is seen by Barney Burke, of the Brown Amusement Company, Birmingham, in current trends. "Things may pick up now that Chrysler is back to work, but actually there has been no pick-up yet. Bowlers and pool tables are staying alive," he notes hopefully.

Boston

By CAMERON DEWAR

In what they hope will be the first of many others in department stores, the Cornell Music Company, Quincy, has installed a juke box in the Gilchrist store in that city. . . . Probably the first of its kind in this area is Martha Donini's installation of juke boxes in laundromats around Pawtucket, R. I. She reports this type of location is highly successful.

Trimount Automatic Sales Corporation President Dave Bond is happy about the big upswing in music in the firm's 35th anniversary year. Bill Beckett got excellent response to the Seeburg service school held at Trimount. He found operators anxious to learn all about stereo.

Art Parmenter, Pawtucket, R. I., takes time out on weekends to indulge in his hobby of sports car driving. Art pilots a Jaguar XK-140 and made the trip to Franconia, N. H., for the sports car snow races. His wife also is a sports car enthusiast.

Jimmy Westcott, Bay Distributing Company, has been diversifying a little and doing quite a business installing instant alarm services. . . . Jim Geracos, of Dorchester; Joe DeAngelis, Falmouth; George Pappas, Needham, and Saul Taube, Manchester, N. H., in town buying music recently.

Denver

By BOB LATIMER

Two Wyoming visitors who complain that heavy blizzards and extreme cold weather have hampered 1959 operations are Bill Sarrette, Laramie, and Bryan Edwards, Douglas. Herb Roggow, phonograph operator from Las Vegas, reports that volume over his widespread Northern New Mexico routes is above average despite an unexpected blizzard. Roggow buys many elderly 78 r.p.m. phonographs which he spots in remote locations throughout the Northern New Mexico "Indian territory."

The growth of Aspen as one of the world's top skiing cen-

ters has considerably helped phonograph volume throughout the area, according to Doyle Harrington, phonograph operator in nearby Glenwood Springs. With an overflow of ski enthusiasts each weekend, there are insufficient hotel rooms and motels in the Aspen area, with the result that Glenwood Springs is jammed with winter sports fans each weekend.

Paul Eby has purchased an amusement machine route operated in suburban Lakewood and Edgewater, Colo., from Howard Winslow. . . . Gus Brown, owner of Frontier Music Company, has purchased part of Apollo Music Company from Sam and Dan Keyes, brother team who operate the Apollo concern. . . . More than 100 operators from half a dozen Western States were in attendance as Mountain Distributors held its showing on the 1959 AMI phonograph. Pete Geritz, owner, timed the showing to coincide with the Western stock show, which brought something like 20,000 visitors into the Denver area.

Operators here have learned of the death in San Mateo, Calif., of Wolff Roberts. He was a veteran of four decades in the coin machine business,

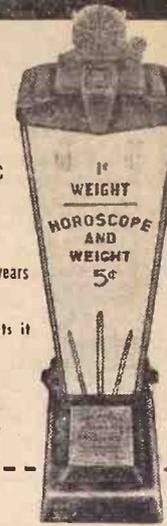
(Continued on page 72)

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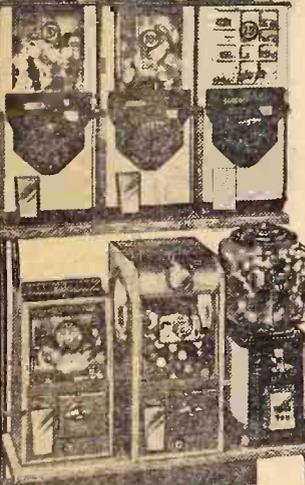
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Same fine flavors, Centers and Coatings.
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210 ct. & Giant Size27¢ lb.
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Clor-o-Vend Ball Gum40¢ lb.
Clor-o-Vend Chicks, 320 ct.40¢ lb.
Chicle Chicks, 320 & 520 ct.36¢ lb.
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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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COINMEN YOU KNOW

• Continued from page 71

much of it in Denver, and formerly operated Mountain Distributors in conjunction with Pete Geritz, present owner.

A seldom-seen visitor to Denver phonograph distributors during February was Willard Harrington, Thermopolis, Wyo. Harrington, whose routes are in an extremely remote section of Wyoming, reports that 1958 business was "about expectation." . . . With seven weeks of continuous heavy snow, cold and ice, phonograph and game collections are down sharply in the Denver area, operators report.

Ben DeCarmo, of Sterling, announced that he will def-

nately operate the routes recently purchased from John Grooms, of Brush, despite the unfortunate death of his partner, killed in an automobile accident before the holidays.

Operators who maintained extensive phonograph and amusement machine routes in Eastern Colorado, particularly in the areas around Brush, Sterling, Fort Morgan and Hugo, received with pleasure news that an application for a new greyhound racing track in the area has been turned down. The track, capitalized at \$250,000, was to have been built near Brush, which already has a major horse racing plant. Eastern Colorado operators, who must constantly compete with the high expense necessary in covering many routes over widespread locations, felt that establishment of a greyhound racing track would be fatal to phonograph income.

Milwaukee

By BENN OLLMAN

Weekend activities at the Avenue Arcade have been improving, according to Glenn Grubb. Traffic during the week, he adds, has been slowed down since the big snows set in. Harry Jacobs Jr. was off on a selling trip, calling on Northern Wisconsin music operators, plugging Wurlitzer juke boxes. . . .

Letter No. 1

• Continued from page 70

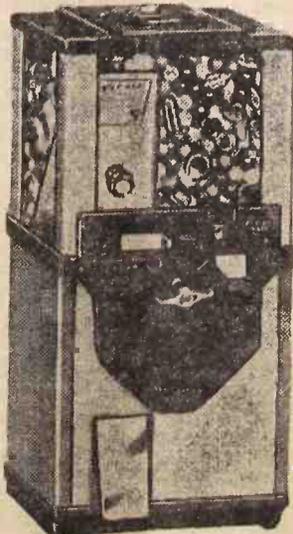
purchasing I can show a nice dollars and cents saving. As far as I can determine I have always had the right merchandise at the right time. Any problems that have come up due to the wrong kind of merchandise have been errors that I would have made if the stuff had been on my front doorstep to pick out.

In closing I would like to say that the operator's best way of keeping up with what is going on is to observe what his competitor is doing, not saying. Also, read The Billboard every week and use a lot of common sense.

I hope that you will in the coming weeks check into the feeling of operators around the country and see how they feel about purchasing direct and if they are saving anything. After all, the operator has very little to say in this dispute, and he is the one who will wind up with the ring in his nose to be led around by exclusive pricing and area assignments.

(Name Withheld)

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Large Capacity—16-5¢ Combination. Fast Play—Filled Capsules Available.
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Don Reynolds, Wayne Candles, Inc., is home from the hospital.

Stop-ins at United, Inc., Vliet Street headquarters for Wurlitzer equipment and parts, include Elmer Schmitz, Hilbert, Don Stowe, Oshkosh, Ray Jordan, Milwaukee, and Val Andreas, Oshkosh. . . . John Cocking, Automagic Vendors, Inc., played host to a pack of Cub Scouts on Lincoln's birthday.

Stu Glassman, Radio Doctors one-stop disk merchant, reports that the stereo 45 r.p.m. market is in danger of being demoralized. Manufacturers and distributors supplying new juke box buyers with stereo records not yet available to disk retailers or distributors is what hurts, he claims. "We can't get the stereo items for our juke box operators, but the distributor can if he buys a new box," he complains.

Work on the addition to the Paster Distributing Company building is scheduled for this spring, reports Sam Cooper. Meanwhile sales of AMI's are improving as the factory logjam resulting from the plant strike begins to clear up.

One-stopper Joe Hoffman is a director of the newly formed local disk dealers' trade association. Coinmen in town shopping for music last week included Niles Gluth, Janesville; Robert Lax, Green Bay; Jack Zimmerman, Watertown, and Henry Sublisky, Kenosha.

Memphis

By ELTON WHISENHUNT

D. V. (Cotton) Pennington, partner in Sammons-Pennington Com-

pany, is back on the job and feeling fine. Cotton, who heads the service department, was out several weeks for a serious operation to correct a disk causing pressure on a nerve, which in turn was causing paralysis in a leg. He's recovering nicely. So is E. C. Jones, 56, employee of Sammons-Pennington, who suffered a heart attack not long ago.

Memphis Music Association had a film shown at its meeting last week aimed at improving operations. . . . Clarence A. Camp, president of Southern Amusement Company, enjoyed the fine early spring weather with an outing at a nearby lake in Arkansas.

Southern Amusement Company, incidentally, had a big turnout at its showing of AMI models recently. Camp and Parker Henderson, gen- (Continued on page 85)

JOBBER WANTED

with sales organizations

—to sell our new 1959 model Baby Grand cigarette vendors DIRECT TO LOCATIONS. Must be in position to arrange to finance the machines you sell, when necessary, altho most machines are sold for cash. Beautiful manually operated machines; many color combinations; low wholesale prices! Also 6-column candy bar vendors, postage stamp, pen and others. Write at once!

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AN OPEN LETTER

to the

BULK VENDING INDUSTRY

THE NATIONAL VENDORS ASSOCIATION

will hold its 8th Annual Convention at the Congress Hotel, Chicago, Ill., on April 17, 18, 19. This industry-wide meeting is held for YOUR benefit . . . to help and assist all within this growing industry.

N.V.A. has planned this affair in such a way as to bring YOU, the operator, the distributor and the manufacturer, the maximum benefits possible in three days.

1. Speakers will bring you valuable information and data on your industry.
2. You will get new profit-making merchandising ideas.
3. Exhibitors will show you brand-new merchandise, brand-new developments and techniques.
4. There will be social affairs for you and the ladies.
5. There will be an exchange of thinking which will help your business. Attend the business forums.

So, to increase your volume, to keep up with new trends, to make more profits . . .

COME to the N.V.A. Convention in Chicago, the Congress Hotel, on April 17, 18 and 19. Bring your wife and family, because Chicago is a truly great vacationland. Combine real serious business with pleasure.

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Sincerely,

National Vendors Association
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By: Convention Committee

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- Capsule 5¢ or 10¢
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- Ball Gum & Charms, 1¢
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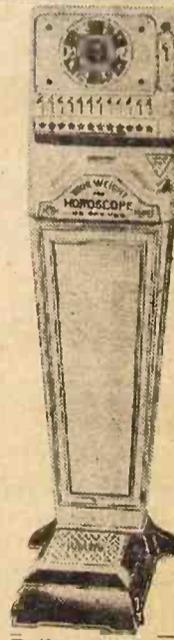
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**Finds Dime Store
Top Spot for Cigs**

COLORADO SPRINGS, Colo.— There is scarcely any better location for a cigarette vender than a busy 5 and 10-cent store, according to Gil Barthel, operator of Gil's Cigarette Service here.

Several years ago he made his first call to the manager of a local variety store. He found that while the store sold cigarettes as a convenience to its customers, the small profit which competition permitted, plus taking the time of salespeople away from other sales made it undesirable.

Encouraged, Barthel asked for permission to install a machine near the door. Agreeing on an experimental basis, management watched the operation critically for a month and then gave Barthel full cooperation.

Since that time, he has sponsored venders in several variety stores, including Woolworths in the center of the downtown district.

Small purchases at every counter means that customers will have small change, ready to operate the cigarette machine.

In most of his installations, Barthel has been pleased to find that employees themselves (as many as 60 or 70 per store), are not only valuable in pointing the cigarette machine out to their customers, but likewise buy a sizable amount of cigarettes themselves.

**IMMEDIATE
DELIVERY
ON THE NEW
Northwestern
GOLDEN 59**



WANTED
Jewelry, Souvenirs, Perfumes. Any item suitable for vending. Send sample and prices. Also new and used venders of all types and antique venders. What have you? Looking for 1,000 different items. Send prices and pictures. Write
Tate's Vending Service
General Delivery Gettysburg, Pa.

**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 Porc.	7.95
N.W. Model #33 1c Porc. Converted for 10c ct. B.G.	6.50
Silver King 1c B.G. or Mase.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	.73
Pistachio Nuts, Jumbo Queen, white	.68
Pistachio Nuts, Large Tulip	.69
Pistachio Nuts, Vendor's Mix	.54
Pistachio Nuts, Sheik	.42
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.59
Hershey-ets	.47

Rain-Bo Gum, 60 ct.	.30
Melt-ette, 100 ct., per 100	.32
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bo Ball Gum, 100 ct.	.32
200 lb minimum, prepaid on all Rain-Bo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN
SALES AND SERVICE CO.**
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
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Wire, Write or Phone
Your Distributor Or
**THE
NORTHWESTERN
CORPORATION**
2392 Armstrong St.
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**\$ STANDARD
SPECIALTY**
Now offering
**Northwestern
TAB
VENDING EQUIPMENT**

You'll hit the jackpot with this selective tab vender. Our specialty is helping more operators make more money.

STANDARD SPECIALTY CO.
1028 44th Ave. Oakland, Calif.

Dalton E. Wick Writes:

• Continued from page 70

and merchandise, but he gives his various other services — operating hints, help in disposing of surplus equipment, and the like. He is utterly impartial where his customers are concerned, and he does not operate routes in direct competition. After all, what operator is going to patronize a route-operating distributor and thus help finance his own competition?

What kind of operator is one who thinks the distributor should pay transportation costs for attending operator forums? He certainly is no businessman. How can he ever expect to get more out of anything than he is willing to put in? This brings to mind another kind of free-loader. This kind asks leading questions, listens to all the answers to his and other's questions, and gives out absolutely nothing. He thinks he's playing it cozy: the truth of the matter is, he isn't getting any more out of it than he's putting in. (The seeker of free drinks at a Graff party must be a mighty frustrated person — nothing stronger than coffee is ever served.)

Private Forum

While an operators' forum is a likely spot for doing business, this need not be the main objective unless the operators themselves make it so. Operators should take advantage of the gathering to seek out operators from non-conflicting territories and exchange ideas and methods. For this one reason alone, operators from far distant points must be present if the forum is to be successful.

Graff's first Christmas party broke up at midnight, but a Louisiana operator and I merely adjourned to our motel and had our own private forum until 2 a.m. Since neither of us claims to be the smartest man in the business, we were able to solve several problems together that we may never have solved apart.

Distributors who are reluctant to have their customers attend

operator forums or NVA meetings should examine themselves to see where they are lacking. What do they have to hide? Are they afraid their customers will find better service elsewhere?

Every vending operator should have heard Mr. Raynor (NVA counsel) speak at Graff's party. He did more to sell NVA membership than any flood of letters through the mail.

I cannot answer the question "Can distributors profitably sponsor operator forums?" But I can say this: I'll never turn down the opportunity to attend one.

(Signed)
Dalton E. Wick
San Antonio, Tex.

BIG SAVINGS
Buy Star Mixed Capsules
Star Mix #1 \$20.00 per M
Star Mix #2 18.00 per M
Star Mix #3 15.00 per M
Salt & Pepper Shaker Capsule
One Dollar less per M
Write for quantity price on merchandise.
New and used corn machines.
All prices F.O.B. Houston
STAR VENDING SUPPLY CO.
6327 Calhoun Rd.
Houston, Texas

GIVE TO DAMON RUNYON CANCER FUND

**IMPORTANT MEMO TO
MEMBERS OF THE
NATIONAL VENDORS
ASSOCIATION**

AND ALL OTHER FIRMS IN THE BULK VENDING INDUSTRY

Your Annual Convention is supported wholeheartedly by The Billboard . . . the only trade publication bringing you complete weekly editorial coverage of your industry. Weekly coverage which includes:

**NEW TRENDS • TRADE NEWS • BULK
BANTER • SUCCESS STORIES OF OPERATORS
& DISTRIBUTORS • SERVICING PROCEDURES
PENDING LEGISLATION • FINANCING AND
TAXES • LATEST N.V.A. NEWS**

PLUS! . . . all the other things you must know to properly conduct your own business. Advertise your product(s) in the media which will bring you the greatest return for your advertiser dollar. . . THE BILLBOARD! Weekly The Billboard carries the advertisements of manufacturers, distributors, jobbers and suppliers of vending machines, scales and supplies of every description . . . these advertisements are in turn read by Bulk Vending Operators who buy the lions share of your products.

COIN MACHINE DISTRIBUTORS during 1958 spent 74.8% of their trade paper advertising dollars in THE BILLBOARD. Doesn't this seem to prove that THE BILLBOARD does bring results for advertisers?

**The NVA Convention will be held in
Chicago, April 16-17-18-19
THE BILLBOARD'S N.V.A. CONVENTION
ISSUE WILL BE DATED APRIL 13!!!**

**ADVERTISING DEADLINE
APRIL 8!!!**

You Can Promote YOUR Convention by using hard-selling advertising copy on your products in The Billboard's N.V.A. Convention Issue . . . which will be distributed free to all who attend the Convention at Chicago.

You Can Promote YOUR Convention by using advertising in The Billboard's issues prior to the Convention . . . by having your ad copy offer complete information about your National Convention . . . and encourage your operator's attendance at the Convention!

In 1959 the members of the N.V.A. have the best opportunity they have ever had to promote their Association and increase their membership. The increase will come . . . only by each and every member becoming Convention conscious . . . and by advertising in The Billboard . . . cause your operator customers in turn to become Convention Conscious!

WHY WAIT? . . . PLAN NOW to have your products and services displayed in the magazine that reaches both your potential and old customers . . . THE BILLBOARD. Advertise in our special N.V.A. Convention issue as well as preceding issues! Tell the Operator "that the N.V.A. Convention of '59 promises to be the greatest and most important in its history!"

Complete information and advertising rates can be obtained from The Billboard office nearest you. Place your reservation for advertising space today!

THE BILLBOARD PUBLISHING CO.
CHICAGO 1, ILL.
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CE 6-9818
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HOLLYWOOD 9-5831
Sam Abbott
New York 36, N. Y.
1536 Broadway
PLaza 7-2800
Dick Wilson
ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443
Frank Joerling

Color Scheme

• Continued from page 70

refinishing time comes. Then he spots them on three-unit stands, with a red machine in the center and one green unit on either side, or reverses the combination. In any of his locations, the contrasting combination of red and green makes Clemente's machines quickly identifiable, both to customers and when Clemente is out servicing the routes.

Experimenting with many types of paint, Clemente has likewise found that a spray job using high-quality synthetic enamel originally designed for bicycle or automotive finishes is best. It not only applies more easily, but one coat will give a longer, lasting finish than two or three coats of cheaper paints applied with a brush.

**ROLY-POLY
PENGUIN**

5,000 to 9,000 . . . \$13.50 per 1,000
1,000 to 4,000 . . . 16.50 per 1,000
Spring brings LIFE to nature. ROLY-POLY PENGUIN brings thriving LIFE to machines.
SAMUEL EPPY & COMPANY, INC.
91-15 144th Pl., Jamaica 35, New York

N. Y. Coinmen Fight To Forestall Controls

Vending, Music, Game Groups Rally to Prevent Enactment of Mitchell Bill

• Continued from page 1

meeting in Syracuse to marshal the support of up-State operators against the Mitchell Bill.

Thursday (5), the New York Automatic Retailers Association held its first general meeting at the Vanderbilt Hotel. The group, organized to fight the legislative assault against the coin-operated

BB to Tell How Ops Meet Bad Publicity

(See separate story and editorial on what operators can do now to counteract effects of bad newspaper publicity.)

CHICAGO — Operators are meeting the challenge posed by a bad press by telling the public the truth about themselves thru their local newspapers.

The Billboard last week had received reports from a number of operators who are working individually or thru their associations to inform people that the juke box

(Continued on page 82)

Ohio Ops Form State PR Assn.

MASSILLON, O. — A State association known as Music Operators of Ohio, composed of operators representing local associations was formed at a recent meeting for the avowed purpose of promoting industry good will and to combat adverse publicity and juvenile delinquency, said Edward Elum, of 127 Tremont S.W. here, who was elected secretary-treasurer.

Jack Cohen, Cleveland, who had been serving as temporary association president, declined the nomination for permanent president due to business pressures. Charles Marvin, Akron, was then elected president, along with Ray Losway, Youngstown, vice-president, and Elum. Elected to the board were Charles Comella, Sanford Levine, Russell Saadey, Lonsway, Elum, Paul Saurer, Marvin, George Malik, Maynard Hopkins, Bill Hullinger and Stanley Szumigala.

1,000 Ops Mailed 2d Questionnaire

CHICAGO—A second mailing of Poll questionnaires was sent to 1,000 operators last week by The Billboard in an effort to increase the number of returns to a minimum of 500.

Two weeks ago, 5,544 operating companies were mailed the questionnaires which will provide results of the 12th Annual Juke Box

equipment industry—which hits merchandising machines as well as juke boxes and games—elected officers and directors, established dues, and laid down the foundation for a permanent organization.

Friday Meeting

Friday (6), the president, counsel and one delegate from the State's leading local coin machine organization, plus a Billboard representative, met in the New York office of The Billboard to prepare arguments to present before legislative leaders regarding the Mitchell Bill. The meeting was held under the aegis of the New York State Coin Machine Association.

Center of the activity was the State Capitol here. Monday (2), Herb Beitel, counsel for the National Automatic Merchandising Association, and Morris Weintraub, managing director of the Cigarette Merchandisers Association, spoke with various Republican and Democratic leaders in the Senate and Assembly on the merits of the vari-

(Continued on page 76)

Meany: Labor Not Real Key To Juke Probe

WASHINGTON — AFL-CIO President George Meany last week (2) lashed out at the rackets committee's probe of the juke box industry which, he said, had nothing to do with "legitimate organized labor," but left the impression that labor was in some way responsible.

In a speech before the fifth legislative conference of the AFL-CIO Building and Construction Trades Department here, Meany said that "corruption at some official level, either federal, State or local," was the "real source" of evils revealed by the Senate rackets committee hearings. He called for a congressional investigation of the "connivance."

The AFL-CIO, according to Meany, is anxious to eliminate "corruption which has raised its ugly head among a very, very small minority in the trade union movement." He said that "every corrupt labor official exposed is tied up with some corrupt employer or some corrupt local official." Meany said that the sight of "gangsters parading before a congressional committee" and then going free presents a problem

(Continued on page 82)

Canteen, AMI Take Steps Moving Acquisition Into Final Stages

CHICAGO—AMI stockholders have been called to a special meeting set for March 25 to vote on the acquisition of the company by the Automatic Canteen Company of America. The boards of both companies agreed to the move December 30, 1958 (The Billboard, January 5).

A special mailing to stockholders late last month included a notice of the meeting and a proxy statement which included detailed financial and other information relating to both companies.

The agreement made by the boards, a copy of which is contained in the mailing, provides a closing date of March 27—two days following the stockholder meeting—"or such later date as may be fixed by mutual agreement." AMI can also postpone the date not later than April 30 at its option.

AMI at the closing date delivers its properties and assets to the new wholly owned corporate subsidiary of Canteen in exchange for shares of Canteen common stock.

Merits of Move

Merits of the move are explained to AMI stockholders by John Haddock, president, in which he explains that "the management, including all the directors, of AMI

unanimously recommends your acceptance."

"The recommendation that you accept said plan is based, among others, on the following considerations":

"(1) You will receive, in an exchange which will be tax free for purposes of federal income taxes, shares of a much larger and stronger company traded on the New York Stock Exchange and having an impressive record of growth with regular dividend payments for over 20 years at rates which have been substantially increased over the period. . . .

"(2) Altho AMI has grown substantially during the past 10 years,

(Continued on page 83)

Readying MOA Confab Plans

CHICAGO—George A. Miller, president of Music Operators of America, arrived in the city last week and immediately began finalizing plans for the convention in April (6-8).

He met with representatives of the five juke box manufacturers during the week, settling details of their exhibits.

Names of 42 exhibitors already signed up for the show, released late last week after presstime, will be published next week, along with details of convention plans to date.

W. Va. Bill to End Juke Restriction Passes House 75-20

HUNTINGTON, W. Va. — A State bill that would eliminate a midnight curfew on juke boxes in locations permitting the sale of beer was passed by the House 75-20

EDITORIAL

Why Questionnaires

What has filling out a questionnaire got to do with public relations?

Just this: The more facts that are known about as many juke box operators as possible, the stronger and more valuable is the story that operators have to tell the public about the business.

Annual Polls have been used for years by industry people in talking facts with lawmakers at every level of government—local, State and federal.

An operator who completes a questionnaire is helping talk facts, not only with lawmakers, but also with John Q. Public via every newspaper and radio and television station in the country.

If you have already completed the questionnaire and returned it, you will receive a special advance copy of the results which will provide you with up-to-date information you can use right away in telling the story of the juke box operating business.

If you have not completed it, do so now and return it now. If you have not received a questionnaire, a copy will be mailed you. Contact: Bob Dietmeier, The Billboard, 188 W. Randolph Street, Chicago 1.

MOA's Fiscal Plan Service Is Working

Kaner Reports Inquiries, Publicity Need, Basic Ingredients Necessary for Success

CHICAGO—Groundwork for a fiscal planning service for juke box operators is slowly but surely being laid.

Leo Kaner, named January 1 by Music Operators of America to head up an advisory service on taxes, accounting and depreciation for members, told The Billboard last week that inquiries are beginning to come in regularly at the rate of several a week.

He emphasized that what was important now is not the relatively few inquiries coming in, but rather the types and range of questions being asked. "I am particularly struck by the perceptiveness of operators in asking for information regarding the complications of their financial planning and procedures," Kaner said.

Serious Need

"To me," he said, "this reflects clearly not only the serious need that many operators have for advice in their fiscal management,

(Continued on page 76)

Ark. Ops Rally To Fight \$25 Proposed Tax

LITTLE ROCK — Rep. Van Dalsem, of Perry County, has introduced a bill in the lower house of the Legislature which proposes to increase State tax on phonographs from \$5 to \$25.

Operators over the State immediately voiced opposition to it and sent a delegation to the State House to talk to representatives and senators to give them the facts on privilege taxes. Operators take the position they are high enough already.

State tax is \$5, county \$5, city \$5 and federal \$10.

In addition, the operator pays 3 per cent sales tax on all the equipment he buys and—this is the biggest of all—3 per cent gross receipt tax each week.

For example, if an operator takes in a gross collection of \$1,000 one week, his tax is \$30 for that week.

Earl Gill, owner of Gill Amusement Company, Hot Springs, is leading the opposition in trying to convince representatives and senators that the tax would be discriminatory and should not be passed.

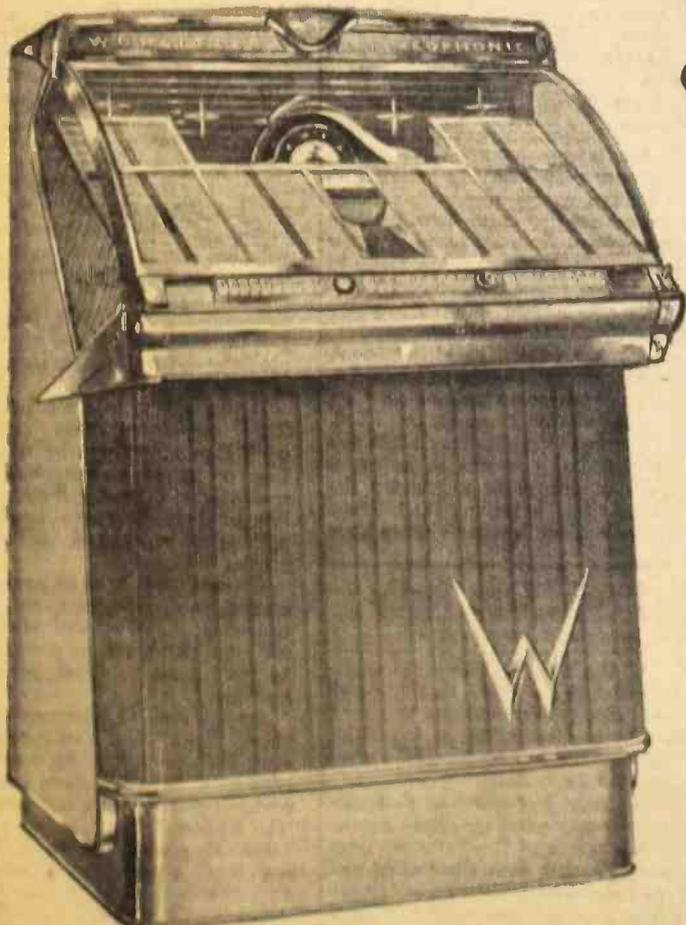
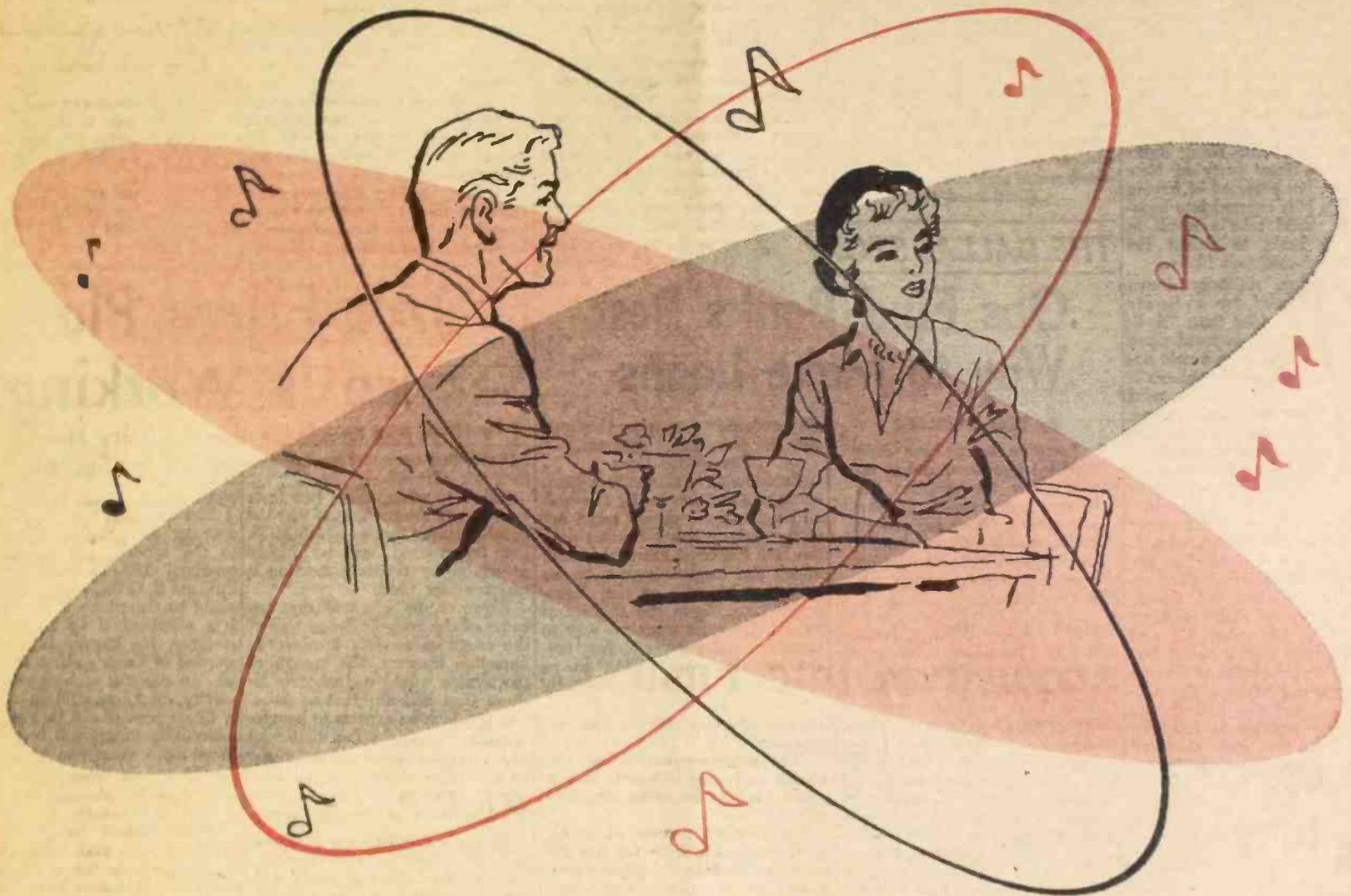
(Continued on page 76)

and was expected to be acted upon last week, after presstime.

There is no other legislation in the State concerning juke boxes, altho annual licenses already provide healthy revenues for the State. All types of coin-operated devices (including vending machines, juke boxes and laundry machines) for the fiscal year which started July 1 have thus far produced \$120,259 in State income.

WURLITZER Stereophonic MUSIC

Completely encircles the listener with sound



Greatest repeat play producer in history

Only Wurlitzer offers you true Stereophonic Sound. You can hear the difference yourself. And it's that difference which counts up in the cash box. Prove it. Install Wurlitzer Stereophonic Music Systems in your top locations. Watch them top all previous earning records as patrons pay to enjoy this sensational listening treat over and over again.

WURLITZER 104 AND 200-SELECTION Stereophonic - High Fidelity MUSIC SYSTEMS

WITH A COMPLETELY FLEXIBLE LINE OF FLOOR, CORNER AND WALL SPEAKERS

GEARED FOR GREATER EARNING POWER



N. Y. Coinmen Fight To Forestall Controls

• Continued from page 74

ous attempts at legislative control of the coin-operated equipment industry. The following day, both men left for Syracuse to organize the meeting of up-State vending operators.

Vending, juke box and game interests are concentrating all their fire on the Mitchell Bill. This measure has already been reported out of the Rules Committee early this week.

Current Status

If it is ever reported out of the second committee, its chances of passage on the floor are excellent. Mitchell, one of the rising lights of the Republican party in New York State, has a record of having most of his bills enacted into legislation. It would take a revolt in Republican ranks to defeat the measure—and that isn't likely.

The measure, skillfully drawn up and sponsored by a Senate strong man, provides that: "A license tax is hereby imposed upon every person who owns a coin operated machine and who places it for use or permits it to be used anywhere in the State. Such license tax shall be at the rate of \$10 per year for each machine. Payment of the license tax shall be evidenced by the identification stamp issued by the Tax Commission upon application by the owner as provided in this article, and such stamp shall be affixed by the owner to a conspicuous place on the machine for which it is issued. The taxable year shall be from January 1 to December 31, and all identification stamps issued during any year shall expire at the end of such year regardless of the date of issuance, and the \$10 license tax shall be payable in full notwithstanding the fact that an identification stamp issued therefor is issued after January 1."

The bill is specific as to which machines shall be taxed. Here's what is covered:

"1. Any amusement machine or device operated by means of the insertion of a coin, token or similar object including, but not limited to, music machines including those commonly known as 'juke boxes,'

games of skill or chance and moving picture devices.

"2. Any machine or device operated by means of the insertion of a coin, token or similar object which dispenses, vends, or sells any product, service, information or benefit. Notwithstanding anything contained herein, the term coin operated machine shall not be deemed to include any of the following:

Exclusions

"Telephones; any machine or device which dispenses, vends or sells any food or beverage in a restaurant or cafeteria of the type commonly known as an 'automat' where such machine or device is (Continued on page 81)

W. VA. GROUP'S 5 TIPS TO OPS

HUNTINGTON, W. Va.—Bill Wortham, executive secretary of the West Virginia Music Operators' Association, outlined to members in a newsletter last week five suggestions for strengthening the operator position:

1. Get a new member for your State association.
2. Write a new member for MOA.
3. Avail yourself of the insurance plan offered to MOA members.
4. Mail news items from your community to the secretary.
5. Be sure to attend your MOA convention April 6-8, and also your State convention in Bluefield, September 24-26.

THE DALLAS STORY

Ops Find Banks Best Way to Make Loans

By BOB LATIMER

Location loans have long troubled operators, and in recent years the problem has become more acute. Making a loan thru a bank has proved best way of handling the problem for many operators. Here's a story providing further evidence of that.

DALLAS — When a location owner asks for a loan before granting a spot to an operator, the best way of handling the loan lies in making bank arrangements only, many operators in this area have found.

The location loan evil made its appearance in Dallas some two years ago, and, growing by proverbial leaps and bounds, is now the difference as to whether an operator lands a prime location or not, according to a Billboard survey.

Where loans in the past amounted to only around \$250 or so, they have frequently gone over the \$1,000 mark during 1958, and often, in order to land the location he wants, the operator must not only guarantee a new 200-play machine, but a loan as well.

For more than a year, the local association, Coin Machine Operators' Association, fought against careless granting of loans as the basis for obtaining a new spot, but eventually dropped all actions as "useless."

Approved System

One important point which the association did score, however, was to set an approved system whereby when a phonograph operator finances a location owner with a loan, he does it thru a bank rather than from a personal loan.

As the plan operates, six Dallas banks were contacted and have been willing to advance loans to location owners, which are co-signed by the operator. Actually, taking the location owner to the bank and setting up the loan in the presence of a bank official has had a lot of advantages, it has been found.

"For one thing, when we sign a note for the location owner, the latter is usually better impressed," one operator pointed out.

"Then, it is far easier to collect loans which have been advanced thru a bank, inasmuch as the borrower's credit will suffer if he doesn't maintain the payment. Location owners always know this, and when a bank is in the picture they are far less likely to let their

payments slide than when they owe only the phonograph operator."

From Collections

Exceptions, of course, are loans made to a location owner in which all payments are simply taken out of the phonograph collection until the loan has been amortized, after which the location owner begins collecting his split on the phonograph take. Even though this seems by far the most practical way to handle location owners, few tavern owners seem willing to go along with it, and consequently bank loans have been the only solution.

Dallas distributors, to a man, are bothered by the loan problem, inasmuch as this has reduced new phonograph sales sharply thru 1957 and 1958.

"All too often an operator will simply take the easy way out and make a \$500 loan to get a spot in a choice new restaurant or tavern, rather than invest in a new 200-play machine," it was pointed out.

"We have tried to overcome this situation by pointing out that installing an older machine in a gleaming new spot is poor public relations, involves higher costs in service calls and parts replacement, and that the location owner's good will isn't cemented nearly as well as it will be by a phonograph in which he can be proud. Nevertheless, the loan problem gets bigger as time goes by."

Naturally, operators who have made several large loans in order to obtain new spots have used up much of their operating capital in granting loans unless a bank has been brought into the picture, and this, too, cuts new phonograph sales possibilities.

Wilmington Council Mulls \$400 Op Fee

WILMINGTON, Del.—The city council here was scheduled to give final approval January 26 to a new city license law that would require juke box and vending operators to pay an annual fee of \$400.

The law would also require location owners to pay a \$25 annual fee on each juke box, and vending machine dispensing cigarettes, soft drinks or food.

Since the law also includes higher taxes for other businesses, it appears possible action may be delayed since it is now the object of a storm of protest from both the Chamber of Commerce and the Wilmington Businessmen's Civic Association.

Hopper New Bill To Curb Racketeers

WASHINGTON — Legislation which might end the types of terror and injuries inflicted on juke box operators, as revealed by the Senate Racket Committee, was introduced in the House last week (3) by Rep. William C. Cramer (R., Fla.).

Bill would outlaw "national conspiracies perpetrated by gangsters and hoodlums who use interstate commerce or interstate communications in furtherance of their terrorist activities, crimes and rackets."

Bill creates a new category of crime known as a "terroristic offense," intended to be a catchall for all types of conspiracies of an interstate nature which presently, according to Rep. Cramer, "because of their interstate character have been largely beyond the effective reach of local law enforcement."

Cramer's bill defines terroristic offense as "any offense prescribed by the laws of or the common law as recognized in any State relating

to extortion, blackmail, murder, racketeering, narcotics, maiming or assault with intent to inflict great bodily harm. Penalties for such crimes would range from fines for lesser offenses to death for offenses involving murder.

In a House speech introducing the bill, Cramer noted that crime syndicates find it easy to muscle in on certain businesses and services, "and especially juke boxes," which are "easy to control" because they are "easy to damage."

He pointed out that under the terms of his bill, police authorities will not have "to seek out just the perpetrators" of a crime. They would be able to "seek out the conspiracy and the conspirators themselves, even tho far from the actual scene of the crime," he said.

Bill was sent to the House Judiciary Committee for study and comment. Indications are that Representative Cramer will push that group to hold hearings on the measure in the near future.

MOA Fiscal Plan Service

• Continued from page 74

but also that operators are eager to seek this advice."

Taken together, these two facts lead him to the conclusion that the fiscal planning service which MOA has inaugurated can be highly successful by squarely meeting a real operator need.

However, he admitted that because of the complicated nature of the range of services involved in operation finances, the growth of the service would undoubtedly be slow. One difficulty that he pointed out which he expects to hamper faster growth is the fact that most operators are loathe to take the trouble to seek help.

To help solve this, he is planning to tell operators about the value of the service and how it is benefiting those who are beginning to use it. He is hopeful that this will encourage more operators to take advantage of it.

The first step in this program to acquaint operators with the program is keeping the trade press informed with regular releases. He launched his publicity drive for the MOA service last week by sending out his first release.

C.P.A. Letters

In the release, Kaner explains that "an indication of the job that MOA is now doing is the fact that 'we are even receiving letters from certified public accountants.'" He points out that inquiries so far "run the gamut from all types of questions relating to income taxes to questions about the Internal Revenue Code and how it applies specifically to their businesses."

George Miller, MOA president, urges all operators needing assistance or advice on taxes, accounting procedures or depreciation schedules to use the service. "MOA has provided this service to its members in answer to a growing demand for help in their fiscal planning, and it is our sincere hope

that they realize to the fullest the many worth-while benefits it provides," Miller said.

The release explains that an operator must channel his inquiry to the service thru MOA headquarters, 128 East 14th Street, Oakland 6, Calif., where a check is made to determine if an operator is a member. If he is a paid-up member, his inquiry is then forwarded to Kaner's office in Chicago. An operator wishing to use the service, must be a paid-up member.

Kaner pointed out that an MOA convention forum will be devoted to an open discussion of the new service and its advantages.

(An editorial on MOA's new fiscal planning service will appear in next week's issue.)

WHAT CAN YOU DO TO TELL YOUR STORY?

CHICAGO—What can operators do right now to let people know they are not racketeers?

Just what some operators are already doing: Meeting with newspaper, radio and television people to tell their side of the story—the story of the legitimate operator. Examples of what's happening will be told in forthcoming issues (See separate story).

Also: Complete the questionnaire for the 1959 Juke Box Operator Poll, if you have not done so (see separate story and editorial).

If you belong to a local or State association, you can work thru it, perhaps by setting up a press committee composed of officers and other interested members to meet with the press and other media.

If you do not have an association, you can contact other operators in your area who are interested in telling people in your locality about your business.

Or you can tell your newspaper about your own business and conditions in your own area. In telling them the national picture, you can use The Billboard's 1958 Index of Music Operating. If you do not have a copy, write to: Bob Dietmeier, 188 W. Randolph Street, Chicago 1.

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Adjust stereo systems easily with our 45 RPM balance test record—\$1.98 postpaid.
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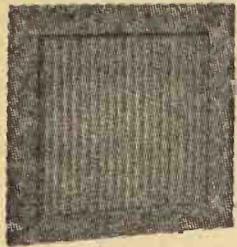
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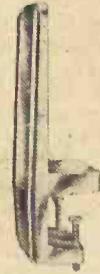


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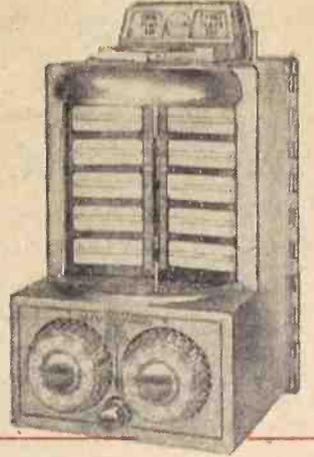
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ULTRA COMPACT WALL BOX



A completely new unit equipped with Program Selection Panel and exclusive Dial Selector Knobs. Using standard 3-wire cable, the United Wall-Box is the smallest in the industry. Makes selection in 2 seconds. Small size permits more installations for player convenience and greater profits.

Bar Grip, illustrated at left, custom-mounts the Wall-Box to any bar or table-top.



PLAY STIMULATOR

can be set to automatically play a record in 20, 40 or 60 minute intervals without insertion of a coin. Invites more play... earns extra profits. Pays for itself in a hurry... then pays you continuously.



HIDE-AWAY UNIT

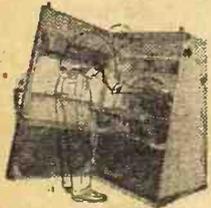
United's complete music line provides for the needs of every type of location. The compact Hide-Away Unit is ideal for those locations having limited floor space. Fully accessible for service, the unit includes monitor speaker and service-light. Provides finest high-fidelity sound.

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MEANS More Coins PER HOUR

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The Record Mechanism contained in the Model UPB-100 United Phonograph is UNCONDITIONALLY GUARANTEED for one full year from date of delivery by an authorized United Music Corporation distributor in a new and unused condition. Each United Phonograph is delivered with a "Certificate of Warranty" outlining United's complete guarantee.

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83 IN. HIGH
36 1/2 IN. WIDE
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810 LBS. NET WEIGHT

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of March 2, 1959)

Table with columns for Machine Name, High Price, Low Price, Mean Average Price, and Manufacturer. Categories include Music Machines (Gottlieb, Seeburg, Wurlitzer, Bally, Chicago Coin, Genco), Shuffle Games, and Arcade Equipment. Each entry lists the machine name and its corresponding price range and manufacturer.

Slifer Urges Distributors Begin 'Idea Programs'

CHICAGO — A "program for new ideas" from distributors to help counteract the "summer slump" in the coin machine trade, is urged by O. L. Slifer, managing director of the National Coin Machine Distributors Association.

The program has been brought up before the NCMDA board of directors and approved, at a meeting last November. The program, according to Slifer, has also been discussed with five major manufacturers, who, he said, are willing to go along with a workable program, with awards to be made to idea participants.

Stressing the need for action on such a program before the summer season is underway, Slifer states, in the latest issue of Distributors Digest, the NCMDA publication, "If each one of you (members) came up with just one idea of a new game, a new improvement on present games, one good sales tip on how you have overcome the summer sales slump, each of you would have better than 50 different things to think over."

Gottlieb Ships 2-Player Pin, Race Time

CHICAGO — Race Time, a two-player five-ball pin game with a horse-racing theme, was shipped to distributors last week by D. Gottlieb & Company.

Object of the game is to light up horizontal rows of colored spots on playfield. Lighting any three spots across earns double scores, lighting up half holes and rollovers.

Spots advance by hitting colored pop-bumpers corresponding in color to the spots. Pop-bumpers light for high scores when three ball targets, corresponding in color to bumpers, are hit.

Two sets of button-operated ball flippers shoot balls at targets and up playfield.

The game has two individual four-digit score reels for two-player competition. Spots light up and stay lit on a holdover basis from game to game. The game is adjustable to give three, four or five plays for a quarter, one game per dime, and three or five-ball play. It also carries a double match play feature.

Boston Orders Report On City's Game Trade

BOSTON — Despite a Boston police report to the Senate Rackets Committee giving local operators a clean bill of health, City Council President Edward F. McLaughlin has declared a new war on pinball machine operators.

He has ordered the Boston Licensing Board to submit a written report on conditions in the coin machine business in an effort to determine whether "racketeers" have extended their tentacles into the city. He said that two years ago he tried to "bring to light the danger that existed in this busi-

HOW ABOUT LAUNDERMATS AS LOCATIONS?

MOBERLY, Mo. — The idea of locating coin games in laundermats may sound like an off-beat idea, but it's not when compared to an enterprise here combining a laundermat and a bowling alley!

Discoverer of this unique set-up was Chicago Daily News columnist Inez Robb. Said Miss Robb in a recent column telling of a visit to this Missouri town: "Some local entrepreneurs in Moberly have combined two of the most disparate industries imaginable and the financial result is better than a license to steal. Some genius, and I do mean genius, has had the wit to combine a bowling alley and a laundermat.

"Now when a Moberly housewife takes the family wash to the laundermat, she is not forced to sit idly by, improving her mind with a movie mag or adding to her store of local lore by dishing the dirt with other housewives.

"From the glistening white laundry room, a door opens, almost automatically, into the bowling alley . . . jumping day and night." Coin-operated vending machines have already been added.

Williams Preps Baseball Game

CHICAGO — A new baseball game, Pinch Hitter, is scheduled for shipment by Williams Manufacturing Company March 17.

Sam Lewis, director of sales, expects top sales on the game, which is to be a standard-type baseball with several new play features. Details on the game will be announced at a later date.

Ark. Ops Fight Bills To Up Tax, Ban Pins

LITTLE ROCK — A bill which would increase the State tax on pin games and other amusement games from \$5 to \$25 a year was introduced in the Legislature last week by Representative Van Dalsen of Perry County.

Present tax is \$5 State, \$5 county, \$5 city and \$10 federal.

State law says that if the State tax on amusement games is increased, city and county taxes can be increased to a like amount. The

(Continued on page 86)

ness, particularly with regard to the 'slot machines' and pinball machines." McLaughlin is a former U. S. attorney and avowed foe of coin machines.

Mayor John B. Hynes also has disclosed he isn't satisfied with the Licensing Board's method of operation. He is backing legislation which would place the board directly under the control of the city administration.

The Licensing Board was criticized several weeks ago when it granted licenses for 18 new pinball

(Continued on page 85)

PROMOTION WITH A PUNCH

N. Y. Operator Shoots Works On 24-Page Booklet to Locations

NEW YORK — A 29-year-old local public relations man is betting his future on kiddie rides, and right now it looks as tho he has made a good bet.

Merrill Braverman, artist, designer, advertising executive and promotion expert, began operating the moppetmobiles about two and a half years ago and now has a medium-sized route in New York and New Jersey chain stores and supermarkets.

His operation—Pied Piper Kiddie Rides, with headquarters in Deal, N. J.—could double in size within the next few months. Braverman is on the verge of signing up one of the nation's largest food chains, with two more considered close.

Promotional Piece

In charting his expansion program, Braverman has put his di-

verse talents as artist, publicist and advertising man to good use. One of the products of these talents is a promotional piece which is probably one of the slickest things ever conceived in the industry.

The mailing, sent to some 500 potential chain and supermarket locations, consists of a 24-page, 15 by 9-inch spiral-bound book with embossed printing on the cover and four-color work on the inside pages. Stock is a heavy rippled cover and parchment pages on the inside.

Title is "The Story of Pied Piper," in gold print with old English type, while the inside legend, profusely illustrated with colored cartoons and symbols, makes the following pitch:

Fairy Tale

"Once upon a time in the land of

Rebound Shuffles Catching on in N. Y.

Low-Cost Games Averaging \$15 a Week; From 300 to 500 Machines on Location

NEW YORK — A story appearing in last week's issue of The Billboard gave what is probably an unduly pessimistic view of the status of rebound shuffle games in the New York area.

Actually, the story had been written several weeks prior to publication, and while the conclusions may have been true at the time the story was prepared, they were not accurate at the time of publication.

Briefly, the original story said that less than 100 rebound shuffles were on location in New York, and

a lesser amount in nearby New Jersey.

"Fair Success"

The story also said that operators are experiencing "fair success" with rebound shuffles, and that the low cost of these games—in the \$300 class—enabled the operator to get off the hook in a relatively short time. But, the article stated, New York is still primarily a straight shuffle town, with the rebound game having appeal on a limited number of locations.

A check this week disclosed that these conditions have changed somewhat. According to Al Koonde, Empire Automatic Music, from 300 to 500 rebound shuffles are on location in New York, with most of the placements made during the last month.

Koonde said that the weekly average—operator's end—is about \$15, which is considered excellent on games selling for \$300 to \$350. In other words, operators can amortize their equipment in a reason-

(Continued on page 82)

Latest on Ark.: \$250 Op Fee Signed as Law

LITTLE ROCK, Ark. — Gov. Orval Faubus signed into law last week a new measure regulating amusement games in Arkansas which the Senate and House had passed with sanction of a group of Arkansas game operators.

The law requires an annual \$250 privilege fee for all game operators and provides that only a resi-

(Continued on page 82)

Marks Amusement Co., Hot Springs; Vernon Ward, 19 Music Co., Pine Bluff; M. L. Armstrong, Armstrong Amusement Co., Brinkley; Orell Bledso, National Novelty Co., El Dorado, and Robert Fortune, Newport Music Co., Newport.

milk and honey there was a merchant who was very blue. He was very concerned about increasing costs, increasing competition and decreasing profits.

"Mr. Merchant knew that the store of his competitor was always busy. Mr. Merchant wanted to know why, so he mounted his trusty steed and traveled to the store of his competitor. Mr. Merchant was amazed, for he found a great number of children going with their parents into that store. Mr. Merchant never had many children in his store and he was determined to know why.

"Mr. Merchant watched the happy children leading their parents to the most active spot in the store, so he went a little closer. The children were riding exciting rides, and altho he had seen similar devices before, he never had seen any like these. . . . Mr. Merchant looked at the name plate on the rides and it said "Pied Piper," so he went to a telephone and called.

Quick Action

"Within a flash Pied Piper was in Mr. Merchant's store, and he explained the simple proceeds-sharing arrangement. The very next day the rides were delivered to the store of Mr. Merchant.

"Soon children and parents were coming to his store and riding the exciting rides, dime after dime. Mr. Merchant was getting more

(Continued on page 80)

BREAKS STRING

No Adverse Indiana Game Laws Passed

INDIANAPOLIS — For the first time since 1949, an Indiana Legislature will have adjourned (March 9) without the enactment of legislation hitting pinball operations in particular, or the coin machine business in general.

The State's coin trade was pleasantly surprised, for a change, by the uneventful turn of the Legislature.

Only one feeble attempt at anti-game legislation was made—but that was quickly suffocated in a committee of the House of Representatives. Had it succeeded, it would have ruined the State's pin business. It was presented in form of a bill to compel the Indiana Alcoholic Beverage Commission to revoke or withhold licenses from premises covered by the \$250 federal gaming stamp. It got nowhere.

N. Y. Arcademen Name Weiskopf

NEW YORK — The Amusement Arcade Owners Association of Greater New York, at its recent annual meeting, elected Leo A. Weiskopf president for the fourth successive year.

Also re-elected was Eugene Schaffer, vice-president. Other officers are Fred Schork, David Katz, Stanley Nankoff, Charles Rubenstein, Sam Wertheimer and Al Blendow.

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FOR SALE F.O.B. Chicago & Los Angeles
In operating condition. All parts complete.

Available	L.A. Chgo.	Type of Ride	Price
x	x	Capitol Pony	\$300.00
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x	x	Lane Merry-Go-Round	250.00
x	x	Deco Merry-Go-Round	195.00
x	x	Texas Kiddie Ride	
x	x	Merry-Go-Round	200.00
x	x	Joy Merry-Go-Round	125.00
x	x	Flying Saucer	150.00
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x	x	Atomic Jet	150.00
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x	x	Space Ranger	250.00

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"For the Locations Which Have Had Everything"

B & R Locomotive	\$125.00
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Exhibit Rifle Gallery	175.00
HVD Metal Typewriter	175.00

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Information will be
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Occupation

OPS GET LEGAL OK

Premium Plan Boosts Ariz. Ball Bowler Play

Editor's Note: Internal Revenue Service has ruled that an amusement device will be taxed at the \$10 federal rate when prizes are awarded—provided the game is one of skill and there is no element of chance. A coin game will be taxed at the \$250 rate when prizes are given, if the element of chance is predominant. The procedure of awarding prizes on any type of coin game, however, is, of course, subject to any State or local regulations which may exist in any given area.

PHOENIX, Ariz.—When play on bowling games falls off, it can be brought back up by setting up a premium program as a play stimulator, where this is okayed by authorities.

Roy Garrison and Hap Nowell, Garrison Sales Company here, have found such a program the best answer to a drop-off in receipts. The veteran partners in this big Southwestern amusement game operation began using the premium program about six years ago, and have found it the most consistently valuable sales builder they have ever employed.

Need for such a sales stimulant became apparent six years ago, when bowlers which had been in operation up to three years in the Phoenix area finally began to fall off in play. Altho bowlers had shown the same excellent results in Phoenix as in other communities, there was a definite drop in play, but only after 24 to 36 months. The drop, however, was serious enough to make inroads on Garrison Sales Company's location placement program. Both partners were aggressively asking the co-operation of location owners in the matter of moving fixtures and furniture around to accommodate 14 and 16-foot bowlers, and were using the excellent returns which most previous locations had shown as leverage. However, with play dropping off as Phoenicians "got used to the machines," such glittering records were in danger.

Answer To Problem

It was obvious that "something had to be done about it"—and

Lake County, Ill., Target of Probe

WAUKEGAN, Ill. — Circuit Court Judge Bernard M. Decker, riled by testimony before the Senate Rackets Committee in Washington, ordered a grand jury investigation of pinball and juke box operations in Lake County, the northeast corner county of Illinois.

The judge was concerned over the fact that 336 federal gambling stamps have been issued in the county, the largest number for any Illinois county, he said.

He expected the investigation to begin in Highwood, an "Army town" bordering the Fort Sheridan encampment. It's a city of under 4,000, with 33 bars and taverns. Judge Decker noted that a Highwood juke box operator, Bernardo Bernardi, had complained of terrorism in 1955, then left town.

But Highwood Mayor John Frantonus said that he had already taken stiff measures, to the point of fingerprinting every operator. State's Attorney Bruno W. Stanczak said he knew of no terrorism in the county. Stanczak viewed the new probe as "a preventive measure." A probe of the Lake County pinball business was made by a 1958 grand jury in March of that year.

Garrison and Nowell burned the midnight oil, until they came up with a practical answer. This was the decision to post premium boards, in every bowler location, with an attractive combination of premiums ranging all the way from pocket comb sets thru jewelry "gadgets," up to electric hot plates, portable radios, clock-radios, etc. The premium boards are 3 by 2½ foot panels, with around 20 prize items clipped on the surface.

To draw for the premiums, the player gets his choice of pull tabs, mounted on a wooden spindle, maintained by the location owner. The pull tabs, with numbers corresponding to that of the premiums, are issued to bowler players on the basis of one pull for each play, so that four players, competing in a bowling match, receive four pulls. The top prize on the premium boards, originally a clock radio, but now an electric hot plate, goes to the last pull.

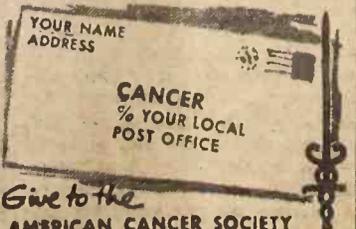
As simple as this plan has been, it has been a sensational success in restoring bowler play wherever it has been put to work. There have been literally dozens of instances, according to Garrison and Nowell, in which a bowler which had been showing only a so-so return in one location, immediately went into the upper brackets of collection efficiency, simply because the location owner did an excellent job of "selling the premium plan to his players." The old element of "getting something extra for your money" apparently appeals to Arizona bowling enthusiasts, so well that once the premium plan was tested in a few locations, it was universally demanded by location owners everywhere a bowler has been installed.

Legality Cleared

As expected, some legal complications cropped up. It was found that location owners who misunderstood the purpose were careless with the pull tabs, and in fact, there were accusations that the premium pulls were being sold over the bar, as in standard "lottery fashion."

Garrison and Nowell, however, were able to demonstrate to the Internal Revenue Service that no lottery element was involved, and that no expensive gaming stamp had to be purchased, in order to continue the plan. After a thoro study, the federal government gave the premium program a clean bill of health, and it has been a smoothly operating adjunct to bowler operations ever since.

Operating five balls, bowlers, and a few other types of amusement machines over routes which extend thruout most of the populated areas of the State, Garrison Sales Company went thru the usual process of introducing 11-foot bowlers, and gradually working up to the 14 and 16-foot models after the income returned demonstrated that it was worth the average location owner's while to make changes, and even remodel his tavern, to accommodate the larger machines. With the premium program constantly building bowler play in every location, Garrison Sales Company has created one of the nation's outstanding bowler routes.



Promotion Punch

Continued from page 79

dollars per square foot of space than he ever dreamed possible. His store was busier and a lot more profitable, and he lived happily ever after."

The following page shows a cartoon of children and adults following the Pied Piper, with the legend, "Let Pied Piper Lead the Way to Exciting New Big Profits."

Explain Advantages

Elsewhere in the book Braverman points out that the kiddie rides require no investment, no extra space, cost-free sales promotion, no attendants, no maintenance and are fully insured and underwriter approved.

Action shots of children on various rides are shown, as are photos of the firm's shop and vehicles. Inserted in the last page is a post card addressed to Pied Piper, offering more information about the rides.

Each major point in the text is illustrated with a color cartoon figure. Braverman, who did all the artwork and production himself, figures the job would have run about \$2,500 if an outside firm had done it.

Storyland

Braverman first became interested in the ride business a few years ago when he designed Storyland in Asbury Park, N. J., and managed the Disneyland-type fun-spot for a couple of years.

He began operating on locations on a part-time basis in late 1956. Currently, he has two rides on each location, with an average gross take of \$40 per week per location. Instead of splitting 50-50, Braverman gives 35 per cent to the location and keeps 65 per cent. Money is counted in the presence of the store manager, and payments are made on the spot.

Braverman feels that the only way he can keep location collections at a relatively high level is by switching rides at least every two months, and sooner if possible. By so doing, he always maintains the novelty effect of the rides.

Own Shop

He has his own shop, and each ride is brought in every six months for repainting. Braverman's staff consists of himself and one serviceman. The firm's truck is equipped with a fork lift so that it is possible for one man to load and unload rides without assistance.

Whenever possible, rides are decorated with a motif in harmony with the store interior. Braverman uses colored overhead valences to get the effect.

Each location is under contract, with the contracts generally running for three years. If the location won't support two rides, Braverman will pass it up.

Business Sound

Braverman feels that despite the fiascos encountered by ride operators in the early part of the decade, a kiddie ride operation can be profitable if the operator knows what he is doing.

He feels that the ride boom and bust was caused by overproduction on the part of manufacturers, with many unqualified manufacturers entering the field, and the subsequent placement of rides on locations which could never support them. He also pointed out that when operators are overanxious to place units on location, they may have more rides out than can be properly serviced, with the result that the pieces eventually look shabby and fail to perform in a satisfactory manner.

According to Braverman, a system of ride rotation is essential for a successful ride operation, as is a regular program of repainting and refurbishing.

Braverman feels that with proper rotation, servicing and maintenance, a ride should be able to pay for itself within five months.

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400 ROOMS

from \$5 SINGLE

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First Come—First Served!

\$75.00 Group

10 Elsie the Cow Ride • 3 Sew-Saw Ride (small) • 2 Junior Jet Ride • 3 Royal Rocket Ship • 3 Misc. Space Ship Rides.

\$125.00 Group

3 Pony Express Hobby Horse • 2 Pinto Pony Hobby Horse • Train Ride • Auto Ride • Zoo Ride.

\$100.00 Group

3 Sew-Saw Ride (medium) • 2 Circus Jet Ride • 3 Meteor Space Ship.

\$195.00 Group

Miss America Boats • Space Rangers • Super Jets • Deco Merry-Go-Round.

Above prices—Cash and Carry. You are welcome to inspect equipment. If devices are to be crated and shipped, allow \$17.00 per device.

Terms: 1/4 down, balance C.O.D. or sight draft.

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2120 Locust St. St. Louis 3, Mo.

New York Coinmen Fight

Continued from page 76

physically made a part of the premises; any machine or device which dispenses, sells or vends milk, cream, ice cream, butter, cheese, eggs, fruit or vegetables; any machine or device which dispenses, sells or vends newspapers;

candy or beverage which is owned by a non-profit organization for charitable purposes; or machines or devices owned by the State, any political subdivision thereof, or any public corporation."

Unlike the sloppy language contained in other bills, this measure clearly defines what is subject to the tax and what is not. Whereas some of the other proposed bills tax everything from pay telephones to subway turnstiles, the language of the Mitchell Bill is specific.

Specific, too, is the section regarding the issuance of license stamps, which says that "the Tax Commission shall provide, by rule, for the issuance of identification stamps upon written application by the owners of coin operated machines and the payment of the license taxes therefor, which applications shall be verified and shall specify, in addition to such other information as may be required by the Tax Commission, the name, business address, residence address and occupation of the owner, and whether he has ever been convicted of a crime; if the owner is a corporation, the same information shall be given concerning the officers and principal stockholders thereof; each application shall also identify the particular coin operated machine for which the identification stamp is to be issued, the premises where such machine will be located, and the owner and operator of such premises. The signature of a person on an application shall be prima facie evidence for all purposes that such application was actually signed by him."

Change of Location

The bill also provides that "the Tax Commission shall make rules providing for notification to it of the change of location of any coin-operated machine for which an identification stamp has been previously issued and is in effect, and the location of such machine will not be changed without prior notification to the Tax Commission in accordance herewith."

However, the law would permit the operator to switch machines on the same location without payment of additional license fee, providing the license fee was paid for the first machine, and providing the machines were similar. "Similar" is not defined.

Penalties provided for in the bill are a fine of not more than \$50 or imprisonment of not more than 30 days, or both, for the first offense and a fine of not more than \$500, or imprisonment of not more than six months, or both, for subsequent convictions.

Late Payments

Late payment penalties are at the rate of 50 per cent per year of the tax, plus another 1 per cent a month after the first month. Penalties may be refunded if the Tax Commission can be satisfied that the delay was excusable.

Machines, but not the money contained therein, may be seized by the Tax Commission if the operator has failed to pay the license fees on the units in questions. These machine may be sold at

public sale, with the proceeds going into the State treasury.

Even if the operator does pay the license fees, his machine may still be subject to confiscation. One paragraph of the bill reads: "The absence of a current identification stamp affixed to a conspicuous place on any such machine shall be presumptive evidence that the license tax therefor has not been paid, and shall constitute justification for the Tax Commission to seize and sell such machine in accordance with the provisions of this section."

Who Are Sponsors?

Exactly who is behind this bill is not clear. When Stretch Hanoffe, public relations man for the New York State Coin Machine Association, approached Senator Mitchell, he said that altho the bill bears his name, he did not write it. According to Mitchell, the measure, and the companion bill which was introduced in the Assembly, was prepared by Joseph Carlino, Assembly Majority leader, and Walter Mahoney, Senate majority leader.

Representatives of the vending industry on one hand and the game and music machine industry on the other hand, are consulting with the two Republican leaders in an attempt to discover just whose idea the bill is.

Conferring at the Albany meeting called by the New York State Coin Machine Association were Jack Wilson, president of the New York State Operators Guild; Leo Weiskopf and Harry Alexander, president and counsel, respectively, of the Arcade Owners Association of Greater New York; Bucky Van Wyck, Joe Bosco and counsel Dick Sterns of the Rockland County Operators Association; Henry Knobloch, Glens Falls; George Collins, Watertown; Lou Werner, counsel for the NYSCMA; Murray Cohen, Woodridge; Mrs. Millie McCarthy, Hurleyville; Tom Greco NYSCMA president; Roland Smith, Syracuse Amusement Company; Bob Charles, Binghamton; Henry Wells, SAC counsel; Stretch Hanoffe, NYSCMA public relations counsel, and Aaron Sternfeld, The Billboard.

Lobbying Activity

The business session lasted all day, with various delegates ducking out to confer with legislators at the State Capitol and returning to report their findings.

Delegates were pretty much agreed that the first course of action will be to fight the Mitchell Bill all the way, but to hold in reserve alternative licensing proposals to present in case the Mitchell Bill looks as tho it will pass. The possibility of a veto by Governor Rockefeller was also discussed.

While the coinmen were meeting here, the vending operators were in session at the Sheraton Hotel in East Syracuse, with some 60 operators from all sections of the State attending.

Vending Phase

Organizing the Syracuse meeting were Herb Beitel, NAMA legislative counsel, and Morris Weintraub, managing irector of the CMA. Both men had previously been in Albany lobbying against the Mitchell Bill.

The Syracuse meeting in many ways paralleled the one held here. While all measures affecting the industry were discussed, the Mitchell Bill held the spotlight. The operators will visit their local Senators and Assemblymen at their homes to present arguments against its passage.

Argument of NAMA may be summed up in the following paragraph: "We are opposed to the above bills (the Mitchell Bill and the companion Assembly measure) because the imposition of a \$10 per machine tax is unfair, discriminatory, and confiscatory. Automatic merchandisers do not wish to avoid paying our fair share of the tax burden to support necessary State and municipal service. As retailers, we pay every tax paid by retailers selling the same prod-

ucts. We pay personal and real property taxes, business licenses, franchise taxes, gasoline taxes and cigarette taxes. We are local businessmen of many communities in your State, and urge that we be treated no differently than other retail businessmen with whom we join in providing food and refreshment for our fellow citizens."

The NAMA argument also points out that "a vending machine is nothing more than a shelf with a cash register attached. You would not consider taxing each shelf and each cash register in a grocery store or a department store. Why, then, consider a tax on each vending machine?"

Almost, but not quite forgotten, is the request by New York City to seek legislative permission to tax vending machines. The threat of the Mitchell Bill has pushed this measure into the background at the meeting of the New York Automatic Retailers Thursday (5), as was the activities of the New York City Health Department. Dave Hartley, NAMA public health counsel, was in charge of the latter discussion.

At this writing, passage of the Mitchell Bill is rated a toss-up. If the measure is defeated, it will be a tribute to the organizational skills of the NAMA, the NYSCMA,

(Continued on page 82)

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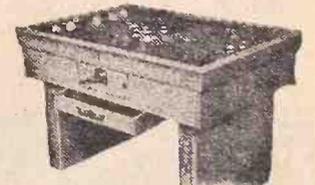
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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated, and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of March 2, 1959)

Main table containing columns for Music Machines, Gottlies, Shuffle Games, Pinball Games, and Arcade Equipment. Each column lists machine models and their corresponding High, Low, and Mean Average prices.

Slifer Urges Distributors Begin 'Idea Programs'

CHICAGO — A "program for new ideas" from distributors to help counteract the "summer slump" in the coin machine trade, is urged by O. L. Slifer, managing director of the National Coin Machine Distributors Association.

The program has been brought up before the NCMDA board of directors and approved, at a meeting last November. The program, according to Slifer, has also been discussed with five major manufacturers, who, he said, are willing to go along with a workable program, with awards to be made to "idea participants."

Stressing the need for action on such a program before the summer season is underway, Slifer states, in the latest issue of Distrib's Digest, the NCMDA publication, "If each one of you (members) came up with just one idea of a new game, a new improvement on present games, one good sales tip on how you have overcome the summer sales slump, each of you would have better than 50 different things to think over."

Gottlieb Ships 2-Player Pin, Race Time

CHICAGO — Race Time, a two-player five-ball pin game with a horse-racing theme, was shipped to distributors last week by D. Gottlieb & Company.

Object of the game is to light up horizontal rows of colored spots on playfield. Lighting any three spots across earns double scores, lighting up ball holes and rollovers.

Spots advance by hitting colored pop-bumpers corresponding in color to the spots. Pop-bumpers light for high scores when three ball targets, corresponding in color to bumpers, are hit.

Two sets of button-operated ball flippers shoot balls at targets and up playfield.

The game has two individual four-digit score reels for two-player competition. Spots light up and stay lighted on a holdover basis from game to game. The game is adjustable to give three, four or five plays for a quarter, one game per dime, and three or five-ball play. It also carries a double match play feature.

Boston Orders Report On City's Game Trade

BOSTON — Despite a Boston police report to the Senate Rackets Committee giving local operators a clean bill of health, City Council President Edward F. McLaughlin has declared a new war on pinball machine operations.

He has ordered the Boston Licensing Board to submit a written report on conditions in the coin machine business in an effort to determine whether "racketeers" have extended their tentacles into the city. He said that two years ago he tried to "bring to light the danger that existed in this busi-

HOW ABOUT LAUNDERMATS AS LOCATIONS?

MOBERLY, Mo. — The idea of locating coin games in laundermats may sound like an off-beat idea, but it's not when compared to an enterprise here combining a laundermat and a bowling alley!

Discoverer of this unique set-up was Chicago Daily News columnist Inez Robb. Said Miss Robb in a recent column telling of a visit to this Missouri town: "Some local entrepreneurs in Moberly have combined two of the most disparate industries imaginable and the financial result is better than a license to steal. Some genius, and I do mean genius, has had the wit to combine a bowling alley and a laundermat.

"Now when a Moberly housewife takes the family wash to the laundermat, she is not forced to sit idly by, improving her mind with a movie mag or adding to her store of local lore by dishing the dirt with other housewives.

"From the glistening white laundry room, a door opens, almost automatically, into the bowling alley . . . jumping day and night." Coin-operated vending machines have already been added.

Williams Preps Baseball Game

CHICAGO — A new baseball game, Pinch Hitter, is scheduled for shipment by Williams Manufacturing Company March 17.

Sam Lewis, director of sales, expects top sales on the game, which is to be a standard-type baseball with several new play features. Details on the game will be announced at a later date.

Ark. Ops Fight Bills To Up Tax, Ban Pins

LITTLE ROCK — A bill which would increase the State tax on pin games and other amusement games from \$5 to \$25 a year was introduced in the Legislature last week by Representative Van Dalsen of Perry County.

Present tax is \$5 State, \$5 county, \$5 city and \$10 federal.

State law says that if the State tax on amusement games is increased, city and county taxes can be increased to a like amount. The

(Continued on page 86)

ness, particularly with regard to the slot machines and pinball machines." McLaughlin is a former U. S. attorney and avowed foe of coin machines.

Mayor John B. Hynes also has disclosed he isn't satisfied with the Licensing Board's method of operation. He is backing legislation which would place the board directly under the control of the city administration.

The Licensing Board was criticized several weeks ago when it granted licenses for 18 new pinball

(Continued on page 85)

PROMOTION WITH A PUNCH

N. Y. Operator Shoots Works On 24-Page Booklet to Locations

NEW YORK — A 29-year-old local public relations man is betting his future on kiddie rides, and right now it looks as tho he has made a good bet.

Merrill Braverman, artist, designer, advertising executive and promotion expert, began operating the moppetmobiles about two and a half years ago and now has a medium-sized route in New York and New Jersey chain stores and supermarkets.

His operation—Pied Piper Kiddie Rides, with headquarters in Deal, N. J.—could double in size within the next few months. Braverman is on the verge of signing up one of the nation's largest food chains, with two more considered close.

Promotional Piece

In charting his expansion program, Braverman has put his di-

verse talents as artist, publicist and advertising man to good use. One of the products of these talents is a promotional piece which is probably one of the slickest things ever conceived in the industry.

The mailing, sent to some 500 potential chain and supermarket locations, consists of a 24-page, 15 by 9-inch spiral-bound book with embossed printing on the cover and four-color work on the inside pages. Stock is a heavy rippled cover and parchment pages on the inside.

Title is "The Story of Pied Piper," in gold print with old English type, while the inside legend, profusely illustrated with colored cartoons and symbols, makes the following pitch:

Fairy Tale

"Once upon a time in the land of

milk and honey there was a merchant who was very blue. He was very concerned about increasing costs, increasing competition and decreasing profits.

"Mr. Merchant knew that the store of his competitor was always busy. Mr. Merchant wanted to know why, so he mounted his trusty steed and traveled to the store of his competitor. Mr. Merchant was amazed, for he found a great number of children going with their parents into that store. Mr. Merchant never had many children in his store and he was determined to know why.

"Mr. Merchant watched the happy children leading their parents to the most active spot in the store, so he went a little closer. The children were riding exciting rides, and altho he had seen similar devices before, he never had seen any like these. . . . Mr. Merchant looked at the name plate on the rides and it said "Pied Piper," so he went to a telephone and called.

Quick Action

"Within a flash Pied Piper was in Mr. Merchant's store, and he explained the simple proceeds-sharing arrangement. The very next day the rides were delivered to the store of Mr. Merchant.

"Soon children and parents were coming to his store and riding the exciting rides, dime after dime. Mr. Merchant was getting more

(Continued on page 80)

Rebound Shuffles Catching on in N. Y.

Low-Cost Games Averaging \$15 a Week; From 300 to 500 Machines on Location

NEW YORK — A story appearing in last week's issue of The Billboard gave what is probably an unduly pessimistic view of the status of rebound shuffle games in the New York area.

Actually, the story had been written several weeks prior to publication, and while the conclusions may have been true at the time the story was prepared, they were not accurate at the time of publication.

Briefly, the original story said that less than 100 rebound shuffles were on location in New York, and

a lesser amount in nearby New Jersey.

"Fair Success"

The story also said that operators are experiencing "fair success" with rebound shuffles, and that the low cost of these games—in the \$300 class—enabled the operator to get off the hook in a relatively short time. But, the article stated, New York is still primarily a straight shuffle town, with the rebound game having appeal on a limited number of locations.

A check this week disclosed that these conditions have changed somewhat. According to Al Koonde, Empire Automatic Music, from 300 to 500 rebound shuffles are on location in New York, with most of the placements made during the last month.

Koonde said that the weekly average—operator's end—is about \$15, which is considered excellent on games selling for \$300 to \$350. In other words, operators can amortize their equipment in a reasonable

(Continued on page 82)

Latest on Ark.: \$250 Op Fee Signed as Law

LITTLE ROCK, Ark. — Gov. Orval Faubus signed into law last week a new measure regulating amusement games in Arkansas which the Senate and House had passed with sanction of a group of Arkansas game operators.

The law requires an annual \$250 privilege fee for all game operators and provides that only a resi-

(Continued on page 82)

Marks Amusement Co., Hot Springs; Vernon Ward, 19 Music Co., Pine Bluff; M. L. Armstrong, Armstrong Amusement Co., Brinkley; Orell Bledso, National Novelty Co., El Dorado, and Robert Fortune, Newport Music Co., Newport.

BREAKS STRING

No Adverse Indiana Game Laws Passed

INDIANAPOLIS — For the first time since 1949, an Indiana Legislature will have adjourned (March 9) without the enactment of legislation hitting pinball operations in particular, or the coin machine business in general.

The State's coin trade was pleasantly surprised, for a change, by the uneventful turn of the Legislature.

Only one feeble attempt at anti-game legislation was made—but that was quickly suffocated in a committee of the House of Representatives. Had it succeeded, it would have ruined the State's pin business. It was presented in form of a bill to compel the Indiana Alcoholic Beverage Commission to revoke or withhold licenses from premises covered by the \$250 federal gaming stamp. It got nowhere.

N. Y. Arcademen Name Weiskopf

NEW YORK — The Amusement Arcade Owners Association of Greater New York, at its recent annual meeting, elected Leo A. Weiskopf president for the fourth successive year.

Also re-elected was Eugene Schaffer, vice-president. Other officers are Fred Schork, David Katz, Stanley Nankoff, Charles Rubenstein, Sam Wertheimer and Al Blendow.

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OPS GET LEGAL OK

Premium Plan Boosts Ariz. Ball Bowler Play

Editor's Note: Internal Revenue Service has ruled that an amusement device will be taxed at the \$10 federal rate when prizes are awarded—provided the game is one of skill and there is no element of chance. A coin game will be taxed at the \$250 rate when prizes are given, if the element of chance is predominant. The procedure of awarding prizes on any type of coin game, however, is, of course, subject to any State or local regulations which may exist in any given area.

PHOENIX, Ariz.—When play on bowling games falls off, it can be brought back up by setting up a premium program as a play stimulator, where this is okayed by authorities.

Roy Garrison and Hay Nowell, Garrison Sales Company here, have found such a program the best answer to a drop-off in receipts.

The veteran partners in this big Southwestern amusement game operation began using the premium program about six years ago, and have found it the most consistently valuable sales builder they have ever employed.

Need for such a sales stimulant became apparent six years ago, when bowlers which had been in operation up to three years in the Phoenix area finally began to fall off in play. Altho bowlers had shown the same excellent results in Phoenix as in other communities, there was a definite drop in play, but only after 24 to 30 months. The drop, however, was serious enough to make inroads on Garrison Sales Company's location placement program. Both partners were aggressively asking the co-operation of location owners in the matter of moving fixtures and furniture around to accommodate 14 and 16-foot bowlers, and were using the excellent returns which most previous locations had shown as leverage. However, with play dropping off as Phoenicians "got used to the machines," such glittering records were in danger.

Answer To Problem
It was obvious that "something had to be done about it"—and

Lake County, Ill., Target of Probe

WAUKEGAN, Ill. — Circuit Court Judge Bernard M. Decker, riled by testimony before the Senate Rackets Committee in Washington, ordered a grand jury investigation of pinball and juke box operations in Lake County, the northeast corner county of Illinois.

The judge was concerned over the fact that 336 federal gambling stamps have been issued in the county, the largest number for any Illinois county, he said.

He expected the investigation to begin in Highwood, an "Army town" bordering the Fort Sheridan encampment. It's a city of under 4,000, with 33 bars and taverns. Judge Becker noted that a Highwood juke box operator, Bernardo Bernardi, had complained of terrorism in 1955, then left town.

But Highwood Mayor John Frantonus said that he had already taken stiff measures, to the point of fingerprinting every operator. State's Attorney Bruno W. Stanczak said he knew of no terrorism in the county. Stanczak viewed the new probe as "a preventive measure." A probe of the Lake County pinball business was made by a 1958 grand jury in March of that year.

Garrison and Nowell burned the midnight oil, until they came up with a practical answer. This was the decision to post premium boards, in every bowler location, with an attractive combination of premiums ranging all the way from pocket comb sets thru jewelry "gadgets," up to electric hot plates, portable radios, clock-radios, etc. The premium boards are 3 by 2½ foot panels, with around 20 prize items clipped on the surface.

To draw for the premiums, the player gets his choice of pull tab discs, mounted on a wooden spindle, maintained by the location owner. The pull tabs, with numbers corresponding to that of the premiums, are issued to bowler players on the basis of one pull for each play, so that four players, competing in a bowling match, receive four pulls. The top prize on the premium boards, originally a clock radio, but now an electric hot plate, goes to the last pull.

As simple as this plan has been, it has been a sensational success in restoring bowler play wherever it has been put to work. There have been literally dozens of instances, according to Garrison and Nowell, in which a bowler which had been showing only a so-so return in one location, immediately went into the upper brackets of collection efficiency, simply because the location owner did an excellent job of "selling the premium plan to his players." The old element of "getting something extra for your money" apparently appeals to Arizona bowling enthusiasts, so well that once the premium plan was tested in a few locations, it was universally demanded by location owners everywhere a bowler has been installed.

Legality Cleared
As expected, some legal complications cropped up. It was found that location owners who misunderstood the purpose were careless with the pull tabs, and in fact, there were accusations that the premium pulls were being sold over the bar, as in standard "lottery fashion."

Garrison and Nowell, however, were able to demonstrate to the Internal Revenue Service that no lottery element was involved, and that no expensive gaming stamp had to be purchased, in order to continue the plan. After a thoro study, the federal government gave the premium program a clean bill of health, and it has been a smoothly operating adjunct to bowler operations ever since.

Operating five balls, bowlers, and a few other types of amusement machines over routes which extend thruout most of the populated areas of the State, Garrison Sales Company went thru the usual process of introducing 11-foot bowlers, and gradually working up to the 14 and 16-foot models after the income returned demonstrated that it was worth the average location owner's while to make changes, and even remodel his tavern, to accommodate the larger machines. With the premium program constantly building bowler play in every location, Garrison Sales Company has created one of the nation's outstanding bowler routes.



Give to the AMERICAN CANCER SOCIETY

Promotion Punch

Continued from page 79

dollars per square foot of space than he ever dreamed possible. His store was busier and a lot more profitable, and he lived happily ever after."

The following page shows a cartoon of children and adults following the Pied Piper, with the legend, "Let Pied Piper Lead the Way to Exciting New Big Profits."

Explain Advantages

Elsewhere in the book Braverman points out that the kiddie rides require no investment, no extra space, cost-free sales promotion, no attendants, no maintenance and are fully insured and underwriter approved.

Action shots of children on various rides are shown, as are photos of the firm's shop and vehicles. Inserted in the last page is a post card addressed to Pied Piper, offering more information about the rides.

Each major point in the text is illustrated with a color cartoon figure. Braverman, who did all the artwork and production himself, figures the job would have run about \$2,500 if an outside firm had done it.

Storyland

Braverman first became interested in the ride business a few years ago when he designed Storyland in Asbury Park, N. J., and managed the Disneyland-type funspot for a couple of years.

He began operating on locations on a part-time basis in late 1956. Currently, he has two rides on each location, with an average gross take of \$40 per week per location. Instead of splitting 50-50, Braverman gives 35 per cent to the location and keeps 65 per cent. Money is counted in the presence of the store manager, and payments are made on the spot.

Braverman feels that the only way he can keep location collections at a relatively high level is by switching rides at least every two months, and sooner if possible. By so doing, he always maintains the novelty effect of the rides.

Own Shop

He has his own shop, and each ride is brought in every six months for repainting. Braverman's staff consists of himself and one serviceman. The firm's truck is equipped with a fork lift so that it is possible for one man to load and unload rides without assistance.

Whenever possible, rides are decorated with a motif in harmony with the store interior. Braverman uses colored overhead valences to get the effect.

Each location is under contract, with the contracts generally running for three years. If the location won't support two rides, Braverman will pass it up.

Business Sound

Braverman feels that despite the fiascos encountered by ride operators in the early part of the decade, a kiddie ride operation can be profitable if the operator knows what he is doing.

He feels that the ride boom and bust was caused by overproduction on the part of manufacturers, with many unqualified manufacturers entering the field, and the subsequent placement of rides on locations which could never support them. He also pointed out that when operators are overanxious to place units on location, they may have more rides out than can be properly serviced, with the result that the pieces eventually look shabby and fail to perform in a satisfactory manner.

According to Braverman, a system of ride rotation is essential for a successful ride operation, as is a regular program of repainting and refurbishing.

Braverman feels that with proper rotation, servicing and maintenance, a ride should be able to pay for itself within five months.

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4 Wurlitzer 1500 (As is)	75.00
Seeburg 100W	450.00
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Rock-Ola 1448	550.00
2 Rock-Ola 1438-120	325.00
7 AMI 1100M (New)	775.00
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3 AMI E80 (Repainted)	325.00
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2 AMI D40-45	165.00
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New York Coinmen Fight

Continued from page 78

physically made a part of the premises; any machine or device which dispenses, sells or vends milk, cream, ice cream, butter, cheese, eggs, fruit or vegetables; any machine or device which dispenses, sells or vends newspapers;

candy or beverage which is owned by a non-profit organization for charitable purposes; or machines or devices owned by the State, any political subdivision thereof, or any public corporation."

Unlike the sloppy language contained in other bills, this measure clearly defines what is subject to the tax and what is not. Whereas some of the other proposed bills tax everything from pay telephones to subway turnstiles, the language of the Mitchell Bill is specific.

Specific, too, is the section regarding the issuance of license stamps, which says that "the Tax Commission shall provide, by rule, for the issuance of identification stamps upon written application by the owners of coin operated machines and the payment of the license taxes therefor, which applications shall be verified and shall specify, in addition to such other information as may be required by the Tax Commission, the name, business address, residence address and occupation of the owner, and whether he has ever been convicted of a crime; if the owner is a corporation, the same information shall be given concerning the officers and principal stockholders thereof; each application shall also identify the particular coin operated machine for which the identification stamp is to be issued, the premises where such machine will be located, and the owner and operator of such premises. The signature of a person on an application shall be prima facie evidence for all purposes that such application was actually signed by him."

Change of Location

The bill also provides that "the Tax Commission shall make rules providing for notification to it of the change of location of any coin-operated machine for which an identification stamp has been previously issued and is in effect, and the location of such machine will not be changed without prior notification to the Tax Commission in accordance herewith."

However, the law would permit the operator to switch machines on the same location without payment of additional license fee, providing the license fee was paid for the first machine, and providing the machines were similar. "Similar" is not defined.

Penalties provided for in the bill are a fine of not more than \$50 or imprisonment of not more than 30 days, or both, for the first offense and a fine of not more than \$500, or imprisonment of not more than six months, or both, for subsequent convictions.

Late Payments

Late payment penalties are at the rate of 50 per cent per year of the tax, plus another 1 per cent a month after the first month. Penalties may be refunded if the Tax Commission can be satisfied that the delay was excusable.

Machines, but not the money contained therein, may be seized by the Tax Commission if the operator has failed to pay the license fees on the units in questions. These machine may be sold at

public sale, with the proceeds going into the State treasury.

Even if the operator does pay the license fees, his machine may still be subject to confiscation. One paragraph of the bill reads: "The absence of a current identification stamp affixed to a conspicuous place on any such machine shall be presumptive evidence that the license tax therefor has not been paid, and shall constitute justification for the Tax Commission to seize and sell such machine in accordance with the provisions of this section."

Who Are Sponsors?

Exactly who is behind this bill is not clear. When Stretch Hanofee, public relations man for the New York State Coin Machine Association, approached Senator Mitchell, he said that altho the bill bears his name, he did not write it. According to Mitchell, the measure, and the companion bill which was introduced in the Assembly, was prepared by Joseph Carlino, Assembly Majority leader, and Walter Mahoney, Senate majority leader.

Representatives of the vending industry on one hand and the game and music machine industry on the other hand, are consulting with the two Republican leaders in an attempt to discover just whose idea the bill is.

Conferring at the Albany meeting called by the New York State Coin Machine Association were Jack Wilson, president of the New York State Operators Guild; Leo Weiskopf and Harry Alexander, president and counsel, respectively, of the Arcade Owners Association of Greater New York; Bucky Van Wyck, Joe Bosco and counsel Dick Sterns of the Rockland County Operators Association; Henry Knoblauch, Glens Falls; George Collins, Watertown; Lou Werner, counsel for the NYSCMA; Murray Cohen, Woodridge; Mrs. Millie McCarthy, Hurleyville; Tom Greco NYSCMA president; Roland Smith, Syracuse Amusement Company; Bob Charles, Binghamton; Henry Wells, SAC counsel; Stretch Hanofee, NYSCMA public relations counsel, and Aaron Sternfeld, The Billboard.

Lobbying Activity

The business session lasted all day, with various delegates ducking out to confer with legislators at the State Capitol and returning to report their findings.

Delegates were pretty much agreed that the first course of action will be to fight the Mitchell Bill all the way, but to hold in reserve alternative licensing proposals to present in case the Mitchell Bill looks as tho it will pass. The possibility of a veto by Governor Rockefeller was also discussed.

While the coinmen were meeting here, the vending operators were in session at the Sheraton Hotel in East Syracuse, with some 60 operators from all sections of the State attending.

Vending Phase

Organizing the Syracuse meeting were Herb Beitel, NAMA legislative counsel, and Morris Weintraub, managing director of the CMA. Both men had previously been in Albany lobbying against the Mitchell Bill.

The Syracuse meeting in many ways paralleled the one held here. While all measures affecting the industry were discussed, the Mitchell Bill held the spotlight. The operators will visit their local Senators and Assemblymen at their homes to present arguments against its passage.

Argument of NAMA may be summed up in the following paragraph: "We are opposed to the above bills (the Mitchell Bill and the companion Assembly measure) because the imposition of a \$10 per machine tax is unfair, discriminatory, and confiscatory. Automatic merchandisers do not wish to avoid paying our fair share of the tax burden to support necessary State and municipal service. As retailers, we pay every tax paid by retailers, selling the same prod-

ucts. We pay personal and real property taxes, business licenses, franchise taxes, gasoline taxes and cigarette taxes. We are local businessmen of many communities in your State, and urge that we be treated no differently than other retail businessmen with whom we join in providing food and refreshment for our fellow citizens."

The NAMA argument also points out that "a vending machine is nothing more than a shelf with a cash register attached. You would not consider taxing each shelf and each cash register in a grocery store or a department store. Why, then, consider a tax on each vending machine?"

Almost, but not quite forgotten, is the request by New York City to seek legislative permission to tax vending machines. The threat of the Mitchell Bill has pushed this measure into the background at the meeting of the New York Automatic Retailers Thursday (5), as was the activities of the New York City Health Department. Dave Hartley, NAMA public health counsel, was in charge of the latter discussion.

At this writing, passage of the Mitchell Bill is rated a toss-up. If the measure is defeated, it will be a tribute to the organizational skills of the NAMA, the NYSCMA. (Continued on page 82)

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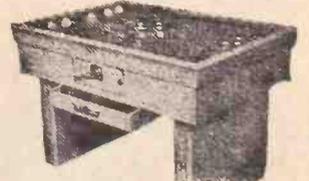
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6 Pocket Pools, New	\$250
6 Pocket Pools	150
Jumbo Pools	95
Bumper Pools	75
4-Hole Pool	95

MISC.	
Chi Coin Home Run	\$95
American 9-Ft. Bankshot	145
American 12-Ft. Bankshot	175
United Havana	45
Genco Rifle Gallery	145
Keeney Sportsman	145

PHONOS	
AMI F-120	\$435
Seeburg C	395
Seeburg R	545
Wurlitzer 1900	585
Wurlitzer 2150	625

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- 5 CHI. COIN EXPLOYER
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Bally All Star Deluxe Bowlers ... \$195.00

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Carnival Queen ... Write
Beach Time ... \$595.00
Cyprus Garden ... \$45.00
Gay Time ... \$110.00
Miss America ... \$445.00
Showtime ... \$325.00
Key West ... \$295.00
Big Show ... \$250.00
Broadway ... \$150.00
Parade ... \$225.00
Gayety ... \$75.00

Variety ... \$ 75.00
Beach Beauty ... 150.00
Bally Beauty ... 45.00

5 BALLS

Flying Aces ... \$295.00
Goff. Criss Cross ... 210.00
Genco Fun Pair ... 145.00
Blonde, 2 player ... 145.00
Bally U.S.A. ... 245.00
Bally Circus ... 175.00

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Wms. Four Bagger ... \$225.00
Old Smokey ... Write
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Motorama ... \$345.00
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Mills 5 Col. 5¢ ... 65.00
Ship, 2 Col. Gum & Mint, 5¢ ... 15.00
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Vendall 8 Col. ... 85.00
National 6 Col. ... 69.00
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N.W. Sweet Sixteen ... 295.00

VENDORS

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2 Welch Juico, 2 sel. ... 225
2 Dr. Pepper, 2 sel. ... 225
2 Dr. Pepper, 1 sel. ... 195
1 Lyons 1400, 3 sel. ... 325
3 Apco, 3 sel. ... 425
3 Apco, 2 sel. ... 295
3 Colospa, 4 sel. ... 495
2 Colospa, 6 sel. ... 525
5 Spacarb, 3 sel. ... 325
5 Vendo #210 Ice Cream ... 395
5 Hebel, 3 col. ... 325
3 Hebel, 5 sel. ... 395
5 Revco Cup Ice Cream Food ... 125
1 Fedem Hot Canned Food ... 150
3 W & K Sandwich, hot 775
15 Bert Mills 400-Cup Coffee & Hot Choc. ... 250

5 Bert Mills 160-Cup Coffee

5 Bert Mills 1957 Fresh Brew Coffee ... \$25
2 Bert Mills 1956 Fresh Brew Coffee ... 475
90 Brew Master Coffee ... 395
3 Silver King Coffee ... 125
8 Kwik Kafe Cups ... 350
8 Kwik Kafe CR-5 ... 595
40 Coffee Mate ... 225
3 Delromatics ... 495
50 Du Grenier, 4 sel. 1¢ ... 8.50
5 Stoner 1¢, 4 sel. gum ... 12.50
15 Shipman 50¢, 6 sel. film ... 125
8 Victor 1¢ Basket Ball Gum ... 13
85 Victor 5¢ Capsule ... 10
9 Victor 5¢ Super V Capsule ... 10
30 N.W. 1¢ Jet Gumball ... 8.50
2 N.W. 1¢ Tab Gum ... 15
8 Mills 1¢ Tab Gum ... 3
6 5¢ Gum Vendor ... 8
20 Select-O-Vend 1¢ Tab, 8 sel. ... 10
100 Used Pipe Stands ... 3
6 Hot Pop Corn ... 69.50
1 Hot Automatic Pop Corn ... 95
10 Barvends, 6 sel., like new ... 475
10 Baby Grand Ball Gum, 1¢ ... 8

CIGARETTE VENDORS

National 9 Col. 930 ... \$ 85
National 9 Col. 950 ... 95
National 9 M ... 125
National 9 ML ... 125
National 11 M ... 165
Mercury 9 Col. ... 115
Mercury 11 Col. ... 125
P. X. 8 Col. ... 85
P. X. 10 Col. ... 110
LeHigh 12 Col. ... 150
LeHigh 15 Col. new ... 225
Keeney 9 Col. elec. ... 95
DuGrenier 11 Col. elec. ... 125
Eastern 22 Col. elec. ... 245
Seeburg 22 Col. elec. ... 295
U-Select-It, 72 sel., 30¢ ... 69
25¢ or 30¢ combinations with Regular and King Size.

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B'board to Tell

Continued from page 74

business in their own areas is not infiltrated with racketeers.

These examples of what operators are doing will be detailed in succeeding issues of The Billboard in order to show what can be done to counteract bad publicity on a do-it-yourself basis.

Probably the outstanding example received last week was from one of the midwest's largest juke box and game operators. A page one story in his local newspaper, appearing prominently as the most important story of the page and under a banner headline, told what he said was a "fair representation of the case" and a story on which he has "received many compliments." What he did will be detailed in next week's issue.

Rebound Shuffles

Continued from page 79

able time and earn a fair profit on their investment.

Slower Locations

According to Koondel, most operators have two or three rebound shuffles on their routes.

He explained that the rebound shuffle is a fairly slow two-player game which appeals largely to the older crowd. But, he added, intelligent placement of these games can increase revenues on locations.

Koondel's appraisal of the local rebound shuffle situation is similar to the one offered by Morris Rood of Runyon Sales, a leading juke box and game distributor here.

\$15 Weekly Take

According to Rood, about 300 rebound shuffles are operating in New York, with about another 100 in suburban New Jersey. Rood says that the average rebound game yields the operator about \$15 a week on an investment of \$300, paying for itself in about 20 weeks. Most other games take considerably longer.

This doesn't mean that the rebound shuffle has supplanted the straight shuffle and bowling games as the standard here. It does mean, tho, that the rebound game has proved itself economically sound here, and it will probably follow that many more will be integrated in existing operations.

\$250 Ark. Fee

Continued from page 79

dent of Arkansas can operate in the State.

Operators say effect of the Act will be to discourage location owners from buying pinballs and other amusement games. The law goes into effect July 1 and requires, in addition to the annual \$250 tax, the usual privilege taxes on games.

This is \$5 State, \$5 county, \$5 city and \$10 federal.

The Legislature is also pondering a bill proposing that these privilege taxes be increased to \$25 State tax. This would open it up to be increased to \$25 each by county and cities if passed, but operators are fighting it and it is not expected to pass. (See separate story this section.) Details on the new law will appear in next week's issue.

Meany Speaks

Continued from page 74

which "runs to the very heart of the nation's security."

Meany also noted that his group is backing the labor union reform bill authored by Sens. John Kennedy (D., Mass.) and Sam Ervin (D., N. C.) in its entirety. He said the measure would help legitimate labor keep its house clean.

Senator Kennedy predicted at the same meeting that the labor reform bill would pass this year. Measure would require democratic union elections and bar criminals from holding union offices. (The Billboard, January 26.)

Mundt Attacks Labor Committees

WASHINGTON — The charge that both House and Senate labor committees have become "closed corporations" packed with members "more or less beholden" to certain labor leaders, was made by Senator Karl E. Mundt (R., S. D.) last week.

While appearing on a South Dakota television program, Senator Mundt said that was the reason little consideration has been given strong labor reform legislation. He charged that the Kennedy-Ervin bill, which won approval recently of a Senate labor subcommittee headed by Senator Kennedy, is a "soft bill and worse than that does not protect the interests of the average working men and women." According to Senator Mundt, the "very labor leaders who have been investigated" by the rackets committee "are the ones who are in the front advocating the passage of the Kennedy-Ervin bill without amendment."

N. Y. Coinmen

Continued from page 81

and the hasty coalitions drawn up to fight the legislation.

Some Control Seen

But even if the Mitchell Bill is defeated, the probability of some form of legislative control of the coin machine industry still looms large.

New York legislators, along with law makers in other States, feel they must exercise some control over the coin-operated equipment industries. Rightly or wrongly, they are convinced that the disclosures made before the McClellan Committee make control measures mandatory.

Privately, many operators are willing to settle for some control measures — providing that these measures are in the form of licenses which guarantee some rights to operators. What they fear most is

that the control measures will involve the operators in so much red tape that they can no longer run their own businesses. They also fear that the Legislatures may go beyond controls and view all coin-operated machines as fair game for taxation.

But the overwhelming majority wouldn't like to see the State get its foot in the door. Operators argue that a reasonable license fee, established to cover the cost of regulation, can soon become an unreasonable fee, established to augment the public treasury.

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ALL MACHINES 100% CLEAN AND CHECKED

We ONLY Advertise What We Have in Stock

HOT GAMES at REAL LOW PRICES

Rocket Shuffle	\$319.50
Turf Champs	329.50
Flying Aces	249.50
All Star Bowler	149.50
Skill Roll	139.50

EXTRA SPECIAL

REBOUND SHUFFLE \$249.50

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UNITED JUMBO BOWLING ALLEYS \$545 each

Completely Reconditioned

16 Ft. and 13 Ft. Models

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Odd pieces at CLOSEOUT PRICES

1 Wurlitzer 1900 Reconditioned ... \$450	1 AMI F120 Reconditioned ... \$375
1 Wurlitzer 2150 Reconditioned ... 550	1 AMI G120 Reconditioned ... 400
1 Rock-Ola 1454 Exceptionally clean ... 550	5 AMI Model 1120 ... Write for price
1 Rock-Ola 1455 Reconditioned ... \$600	Electric—Brand New in original crates

Complete assortment of Late Model Seeburgs.

Write for prices.

Exclusive Gottlieb, Williams and Seeburg Distributors

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SHAFFER SPRING SPECIALS

SEEBURG

- K200H \$695.00
- VL200 (160 or 120) 549.50
- V-200 (original) ... 469.50

Speed-Read Program

Refinished—Reconditioned

- 100J \$650.00
- HF100R 575.00
- HF100G 475.00
- M100C 395.00
- M100B 325.00

WURLITZER

- 2150 \$549.50
- 2000 469.50
- 1900 469.50
- 1800 395.00
- 1650A 279.50

AMI

- G-200 \$469.50
- E-120 295.00
- E-80 275.00
- D-80 189.50
- D-40 150.00

WALL BOXES

- Wurlitzer 5210
(200 sel.) \$ 99.50
- AMI-W-120 45.00
- AMI-W-80 45.00
- AMI-W-200 99.50
- Seeburg 3W1—"100"
chrome covers .. 49.50

CIGARETTE VENDOR

- Eastern Mark II,
22 column \$219.50
- National 9 ML,
25-30 99.50
- Eastern, 8 column .. 49.50

SHAFFER MUSIC COMPANY

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Canteen and AMI Take Steps

• Continued from page 74

its progress has been limited during most of this period due to lack of adequate capital and credit facilities. The management of AMI believes that its full potential can be realized more quickly and profitably in combination with the resources and facilities of Automatic.

"(3) The management of AMI firmly believes that both the return from, and market value of, your present holdings will be greater if said plan is consummated than would be the case if AMI continued independently.

"(4) Finally, much greater stability in earnings should result from the greater diversity and inherent nature of the merchandise vending business of Automatic."

The proxy statement specifies that "based on the number of Automatic and AMI shares outstanding on February 13, 1959, 126,072 shares of Automatic would be issued to AMI in the exchange, increasing the total outstanding shares of Automatic to 2,309,383." (See separate story.)

As an additional reason why AMI stockholders should approve the plan, the statement points out the beneficial exchange ratio involved in the transaction. It shows that using the price of \$26 for Canteen stock (December 24, 1958) for example, and applying the exchange ratio, AMI stockholders would receive "the equivalent of approximately 13% per share for their holdings as against 10% per share, the closing price on that date of shares of AMI on the American Stock Exchange, or \$12.84, book value per share of AMI on November 30, 1958."

Under terms of the plan, Haddock will become president of the new subsidiary and will be employed in that capacity for a term of three years at the same salary he is now receiving. It also states that the Canteen board also intends to elect him a member of that board.

It further states that "it is contemplated that E. R. Ratajack, vice-president; D. E. Heinisch, treasurer, and G. A. Deady, controller, of AMI will be employed in such capacities by the new subsidiary at the same salaries they presently receive from AMI."

Sections on the earnings, business and properties of both AMI and Canteen are included in the statement "to provide a basis for comparison and consideration of the effect of combination of their operations."

The section on Canteen states that the "approximate dollar volume of merchandise sold thru Canteen vendors by Automatic's distributors and subsidiaries has continued to expand from \$67,564,000

in fiscal 1954 to \$138,197,000 in fiscal 1958." It explains that during 1956, 1957 and 1958 Canteen paid an annual 5 per cent stock dividend. Canteen and its retail subsidiaries employed about 1,700 people as of September 27, 1958.

The statement points up the fact that AMI juke boxes are sold to independent distributors in about 30 foreign countries and that AMI's overseas and export business normally accounts for about 35 per cent of its total volume. It further explains that "alho authentic information on the production and sales of other manufacturers is not available, it is the judgment of AMI that its sales, domestic and foreign, are currently as large as those of any of its competitors." According to the statement, AMI is "more self-contained" than any of its competitors in the manufacturer of juke boxes and related equipment, manufacturing all or part of its relays, switches, fractional horse power motors, formed plastics and wood cabinets. Many other parts and subassemblies are produced by suppliers in accordance with specifications and tools specially developed or designed by AMI. AMI has about 720 employees.

Sales and operating income of Canteen increased from \$90,037,076 for the year ended October 2, 1954, to \$117,055,723 for the year ended September 27, 1958. Net earnings increased from \$1,643,580 in fiscal 1954 to \$3,326,076 for fiscal 1958.

A summary of earnings for AMI shows net sales increased from \$7,208,835 for the year ended December 31, 1953, to \$12,138,210 for the same period in 1957. Net sales for the 11 months ended November 30, 1958, are \$10,195,642 compared to \$10,939,180 for the same 1957 period.

AMI's net income increased from \$189,992 for fiscal 1953 to \$508,318 in fiscal 1957. A decline in net earnings during the 11 months ended November 30, 1958 (\$210,254) is largely the result of a net loss of about \$150,000 incurred in the production and sale of the portable clothes washer. It explains that results for the period would have compared favorably with any full calendar year—except 1957—without this loss. Effects of the general business recession resulting in lower domestic sales (only partly offset by increased foreign business) and lower profit margins were other factors cited in the decline.

A summary showing combined earnings of Canteen and AMI for the periods shown above are presented.

SLATE TOPS

REG. PRICE \$69.50 NOW BUMPER POOL, 32" x 48". \$44.50 4 or more \$42.50
REG. PRICE \$90.00 NOW 6 POCKET 35" x 67 1/4" 69.50 2 or more 65.00

Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. 6 Pocket Tops covered with Imperial Rubberback billiard cloth.

IMMEDIATE DELIVERY. ORDER NOW—SAVE MONEY!

Complete Stock of Billiard Supplies for All Makes of Coin Operated Pool Tables. Price List on Request. TERMS: 25% DEPOSIT, BALANCE C.O.D.

MARVEL Billiard Supply Company

1604-06 W. LAKE ST., CHICAGO 12, ILL. Phone: MOntroe 6-8855

ARCADE

- | | | |
|---|-------------------------------------|-------------------------------------|
| Kiddle Whip \$150.00 | Un. Pool Alley ... \$ 75.00 | Ex. Pop Gun \$395.00 |
| Super Jet 225.00 | Ringer Ball 50.00 | Bear Gun 125.00 |
| Evans Bat A Score 95.00 | Vogue 175.00 | Kaye Super Hockey 275.00 |
| Scientific Pitchem & Batem 125.00 | Sweet 21 100.00 | Peppy 175.00 |
| Big Inning 85.00 | Genco 2-Player Ski Ball 99.50 | Metal Typar (Standard) 275.00 |
| C.C. Batter Up 295.00 | Un. Delux Super Slugger .. 165.00 | Speedway Bombalight 125.00 |
| Wms. Super Pennant 75.00 | Wms. Delux Baseball 65.00 | Monkey Shine 295.00 |
| Un. Delux Super Slugger .. 165.00 | Bally Heavy Hitter 80.00 | Voice-O-Graph 245.00 |
| Wms. Delux Baseball 65.00 | Wms. Delux 4 Bagger 225.00 | Atomic Bomber 95.00 |
| Bally Heavy Hitter 80.00 | Wms. 87 Baseball .. 325.00 | C.C. Basketball Champ 125.00 |
| Wms. Delux 4 Bagger 225.00 | Genco Lucky Seven 100.00 | Genco Horoscope 395.00 |
| Wms. 87 Baseball .. 325.00 | Un. Comet 95.00 | Lord's Prayer 245.00 |
| Genco Lucky Seven 100.00 | | Space Age 395.00 |
| Un. Comet 95.00 | | Blow Ball 95.00 |
| | | Auto Photo (M9) .. 1,395.00 |

ONE-THIRD DEPOSIT WITH ORDER, THE BALANCE \$/D OR C.O.D.

MONROE

COIN MACHINE EXCHANGE INC

2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

New LUCKY HOROSCOPE

5c, 10c or 25c PLAY

- ✓ NATIONAL COIN REJECTOR in each chute.
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS

with fortune and concealed number or stars under perforation.

SIZE: 18"x8"x6" Shipping Wgt.: 20 lbs.

WRITE FOR DETAILS MID-STATE CO. 2369 Milwaukee Ave., Chicago 47, Ill. Tel.: Dickens 2-3444

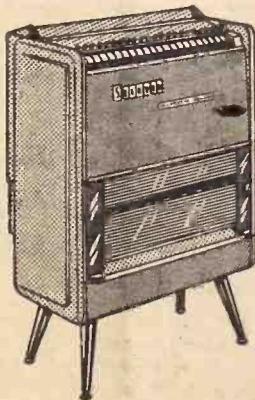
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PIN GAMES SPECIALS!

- BALLY BALLS-A-POPPIN' ... \$125
- CHI COIN CAPRI 95
- GOTTLIEB FLYING HIGH 65
- GOTTLIEB GYPSY QUEEN ... 95
- GOTTLIEB JOCKEY CLUB 75
- GOTTLIEB SOUTHERN BELLE .. 95
- WILLIAMS GAY PAREE 250
- WILLIAMS SMOKE SIGNAL ... 110
- WILLIAMS STAR FIRE 160
- WILLIAMS THUNDERBIRD ... 95
- WILLIAMS PICCADILLY 135
- WILLIAMS SUPER SCORE 135
- WILLIAMS SHAMROCK 150

KING-PIN EQUIPMENT COMPANY
826 Mills St., Kalamazoo, Mich.
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SEEBURG CIGARETTE VENDOR



Quiet, All-Electric Selection and Delivery

22 columns Over 800 Pack Capacity

3-Way Pricing

Smart, Low Console Styling Up-Front Placing

IMMEDIATE DELIVERY

WORLD EXPORT

DISTRIBUTING
Exclusive Seeburg Distributors

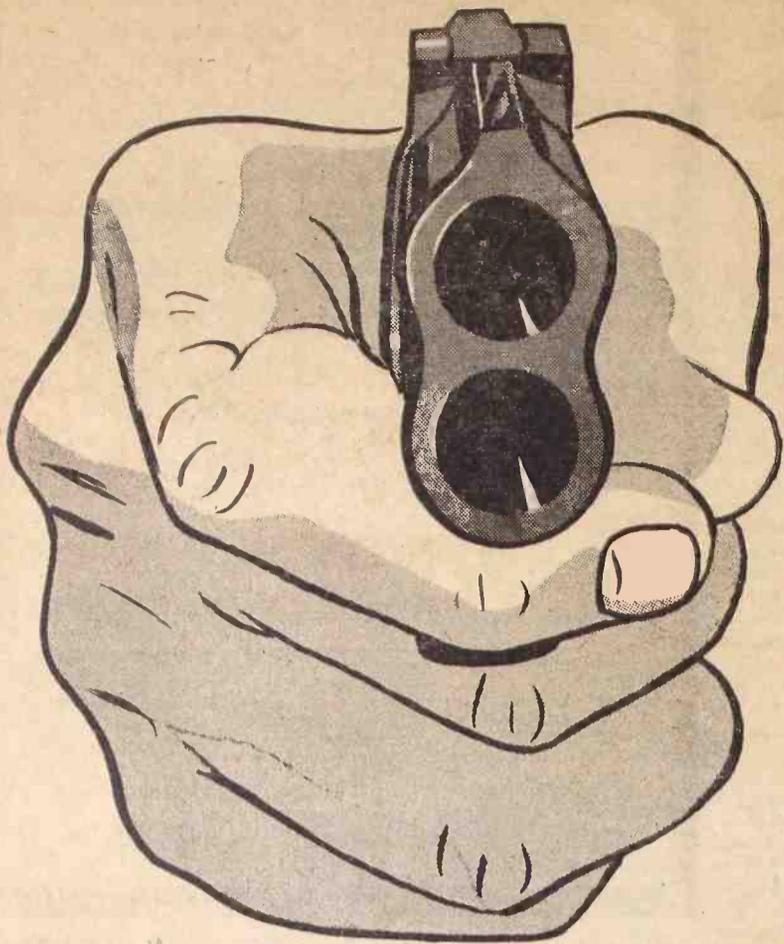
Terms: 1/3 Deposit Required.
Davis

738 Erie Blvd., East Syracuse 3, N. Y., U.S.A. Phone: GRAnite 5-1631

CABLE ADDRESS: "DAVDIS"

DAVIS RECONDITIONED GUARANTEED PHONOGRAPHS

- SEEBURG KD 200H \$775
- SEEBURG KS 200H 725
- SEEBURG L100 725
- SEEBURG 100JL 685
- SEEBURG VL200 595
- SEEBURG HVL200 hideaway 525
- SEEBURG HF100R 575
- SEEBURG HF100G 475
- SEEBURG 100W 450
- SEEBURG M100C 375
- AMI H200 695
- AMI H120 650
- AMI G200 449



**MUSIC OPERATORS OF AMERICA
CONVENTION**
will be held
April 6-7-8
at the Morrison Hotel,
Chicago

The Billboard's M.O.A. Convention issue, dated April 6, can bring you the results you are looking for. Your ad in this important issue reaches more than 7,500 key operators who buy 95% of all records, juke boxes, amusement games and accessories bought by the coin machine industry.

In The Billboard you get maximum results from every advertising dollar you spend. Manufacturers, Distributors, and Suppliers, tell the operators about your new and current products thru smart selling advertising copy in an issue jam-packed with reader interest . . . an issue geared to put operators in a "Buying Mood."

WIRE
WRITE
OR PHONE

Hollywood 28, Calif.
1520 North Gower
HOLLYWOOD 9-5831
Sam Abbott

St. Louis 1, Mo.
390 Arcade Bldg.
CHestnut 1-0443
Frank Joerling

**THE BILLBOARD'S
M.O.A. CONVENTION ISSUE**
Will Be Dated April 6
Advertising Deadline April 1

IT'S LOADED

WITH BUYING POWER . . .
AND SALES POWER . . .

to get fast action . . .
to sell equipment and services . . .

Yep, it's a double-barreled opportunity
for sales-minded advertisers.

When competition is tough, as it is today,
remember you always get more for your money in
The Billboard.

Week after week, month after month, year after year, coin machine distributors choose to place the bulk of their trade-paper advertising in the columns of The Billboard. In 1958, coin machine distributors placed 74.8% of their advertising in The Billboard and only 25.2% in other trade publications.

Why? RESULTS!

REGULAR
ADVERTISING RATES
APPLY.

• Get your advertising
Reservation in Today
Advertising Deadline

APRIL 1

Your
Nearest
Billboard Office

Chicago 1, Ill.
188 West Randolph St.
CENTRAL 6-9818
Dick Ford, Jack Sloan, Nick Biro

New York 36, N. Y.
1564 Broadway
PLAZA 7-2800
Dick Wilson

MUSIC OPERATORS OF AMERICA CONVENTION ISSUE

4242 W. Fillmore St.
Chicago 24, Ill.

Williams

HERCULES

MORE THAN A GUN

IT'S A GAME . . .

**Pin Game "in-line" scoring
so popular with players!**

When you buy a Gun—buy the Best

BUY WILLIAMS!

**COINMEN
YOU KNOW**

Continued from page 72

eral manager, showed local and Mid-South operators the stereo machines.

Allen Dixon, general manager of S & M Sales Company, reports collections coming in at a good level, a good increase over this time last year when many operators were feeling the recession.

Drew Canale, owner of Canale Amusement Company, reports along the same line. Conditions are much improved over last year, he reports. Drew believes operators generally will band together to oppose any increase in privilege tax proposed on amusement games. Such a bill has been introduced in the Legislature at Nashville. There is talk of a bill to increase phonograph taxes, which will also draw a fight.

Boston Orders

Continued from page 79

machines after police had opposed the licenses unsuccessfully. Taking over jurisdiction would consolidate licensing activities for more efficient and economical methods, the mayor claims.

Wants Tighter Control

At present Sunday amusement licenses are granted by the Mayor's Licensing Division at City Hall, while daily licenses are granted by the Licensing Board. The mayor feels a better job could be done under city hall control.

The report ordered by McLaughlin would list types of machines, quantities, locations and the names of every licensee. Two years ago his drive against pinball machines and juke boxes resulted in raising pinball licenses by \$5 to a yearly fee of \$35. He had sought to raise them to \$100. Juke boxes were boosted to \$50 for weekdays and \$50 for Sundays, with the State also levying another \$50 for a total of \$150 for a seven-day operation.

McLaughlin said he had found that the games were being used for gambling and some were located in spots which attracted school children.

4242 West Fillmore St.
Chicago 24, Ill.

IT'S

Williams

(When you think of Baseball)

PINCH HITTER

MORE FEATURES . . .

MORE APPEAL . . .

MORE HANDSOME APPEARANCE

than ever before

You will pay LESS and get MUCH MORE

When you buy a Baseball—buy the Best

BUY WILLIAMS!

Billboard Volumes Available!

Now it is possible to obtain bound volumes of old issues of THE BILLBOARD. Only one volume of each of those listed is available. All will be sold on a first come, first served basis.

Price, \$11.50 per volume.

Year	Period	Year	Period	Year	Period
1906	Jan.-May	1911	May-June	1919	Jan.-March
1906	June-Sept.	1912	Jan.-Feb.	1919	April-June
1906	Sept.-Dec.	1912	March-June	1919	July-Sept.
1907	Jan.-Apr.	1912	Oct.-Dec.	1925	April-June
1907	May-June	1913	Jan.-March	1925	July-Sept.
1907	July-Aug.	1913	April-June	1927	Jan.-March
1907	May-Aug.	1913	July-Sept.	1933	Jan.-March
1907	Sept.-Oct.	1913	Oct.-Dec.	1933	Oct.-Dec.
1907	Nov.-Dec.	1914	Jan.-March	1934	Jan.-March
1907	Sept.-Dec.	1914	March-June	1934	April-June
1908	Jan.-April	1914	July-Sept.	1934	July-Sept.
1908	May-Aug.	1914	Oct.-Dec.	1935	Jan.-March
1908	Sept.-Oct.	1915	Jan.-March	1935	April-June
1909	Sept.-Oct.	1915	April-June	1935	Oct.-Dec.
1909	Nov.-Dec.	1915	July-Sept.	1937	July-Sept.
1909	July-Dec.	1915	Oct.-Dec.	1938	April-June
1910	March-April	1916	April-June	1939	Jan.-March
1910	May-June	1917	April-June	1941	April-June
1910	Nov.-Dec.	1917	July-Sept.	1941	July-Sept.
1910	Jan.-Oct.	1917	Oct.-Dec.	1942	Oct.-Dec.
1911	Jan.-Feb.	1918	Jan.-April	1942	Oct.-Dec.
1911	Jan.-Feb.	1918	July-Sept.	1944	April-June
1911	March-April	1918	Oct.-Dec.		

For further information, contact

MR. ROSS

The Billboard

2160 Patterson St., Phone DUnbar 1-6450, Cincinnati 22, O.

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry

SPECIAL INTRODUCTORY TRIAL SUBSCRIPTION
Order

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.
Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30. 757

Name

Company

Address

City Zone State

Type of Business Title



when answering ads . . .

Say You Saw It in The Billboard

"FIRST" Prize!
Equipment from First
Wins Every Time!
FIGURES PROVE IT!

NOW DELIVERING
Chicago Coin
RED PIN
16" PLAYER'S CHOICE
ROCKET BALL
14"-18" TWIN BOWLER
6'-8" REB. SHUFFLE

GUNS

Genco CIRCUS GUN \$350
Genco STATE FAIR 240
Genco DAVY CROCKETT 225
Genco SKY ROCKET 195
Keeney RANGER 195
Un. CARNIVAL GUN 160
Wms. JET FIGHTER 150
Keeney SPORTSMAN 145
Genco RIFLE GALLERY 145

Only a Few Left!
New Genco
GYPSY GRANDMAS
In Original Crates
SPECIAL CLOSEOUT PRICE!

WANT TO BUY BINGOS
and
All Types of
SHUFFLE ALLEYS

NEW GAMES

Autoball WAGON WHEEL
Bally SEA ISLAND
Bally CLUB BOWLER
Bally SKILL PARADE
Kaye LEADER (Slate)
Gott. STRAIGHT SHOOTER
Keeney SHAWNEE
Keeney DLX. BIG TENT
Keeney TWIN BIG TENT
United DUAL SH. ALLEY
United NIAGARA
United DUPLEX BOWLER
Valley 6-POCKET POOL
Williams TIC-TAC-TOE
Williams HERCULES

ARCADE

Mut. Upright DRIVEMOBILE \$195
Genco CHAMPION BASEBALL 140
Genco FOOTBALL 140
Williams CRANE 115
C. C. STEAM SHOVEL 115
Bally ALL STAR BOWLER 175
Genco MOTORAMA 295
Mutoscope 3-D ARTS 295
C. C. TWIN HOCKEY 215
Williams TEN PIN 265

WANT TO BUY BINGO GAMES
FREE! FREE!
56-PAGE CATALOG
With Complete Price List.
Exclusively for
IMPORTERS!
Fully Illustrated!
Send for
Your Copy Today!

FIRST
COIN MACHINE EXCHANGE
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

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SUBSCRIPTION
Order**

Find out every
week in
The Billboard

Order NOW at LOW Subscription Rates.
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30. 758

Name

Company

Address

City Zone State

Type of Business Title





**EARNINGS SLIPPING!
PROFITS FALLING!**
Get Back on Your Feet
with Equipment from
WORLD WIDE!

ARCADE SPECIALS!

Genco SPACE AGE	\$275	Wms. TEN STRIKE	\$175
Genco GYPSY GRANDMA	175	Wms. FOUR BAGGER	175
Genco 2-PL. BASKETBALL	165	Bally TARGET ROLL	125
Wms. CRANE	95	Wms. KING OF SWAT	135
Bally ALL STAR BOWLER	145	United STAR SLUGGER	175
Bally SKILL ROLL	125	United SUPER SLUGGER	145
Chi Coin ROCKET SHUFFLE	295	Genco HI-FLY BASEBALL	125
Chi Coin 2-PL. ROCKET SHUFFLE	325	Keeney LEAGUE LEADER	145
United 2-PL. SHOOTING STAR	275	Chi Coin BATTER-UP	275
		Wms. BIG LEAGUE	95

SPECIALS!

Gottlieb
BRIGHT STAR
\$275

Gottlieb 2 Pl.
CONTINENTAL CAFE
\$175

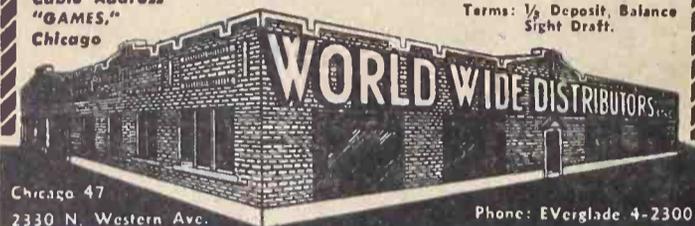
PHONO SPECIALS!

Rock-Ola 145B-120	\$625	Seeburg V200	\$425
Seeburg HF100J	625	Wurlitzer 2000	495
Rock-Ola 1435-20	645	A.M.I. G-200	495
Seeburg HF100R	555	A.M.I. E-120	325
Seeburg HF100G	475	Seeburg M100C	395

ALL EQUIPMENT IN STOCK—IMMEDIATE SHIPMENT

Cable Address
"GAMES,"
Chicago

Terms: 1/3 Deposit, Balance
Sight Draft.



Ark. Ops Fight

• Continued from page 79

city and county tax could not be in excess of the State tax, the law says. It is the usual custom for cities and counties to adopt the amount of the State tax.

Operators over the State voiced strong protest and opposition to the proposed tax. In addition to the privilege tax, operators also pay a 3 per cent sales tax on all the equipment they buy and a 3 per cent gross receipts tax per week.

For example, if an operator's gross collection one week is \$500, his gross receipts tax is \$15. This tax is the largest the operator pays, and can run to several hundred dollars per year, depending on collections.

Operators wrote their representatives and senators expressing objection to the bill and explaining the taxes they already pay. A delegation was also sent to the State House to contact representatives and senators.

Leading the opposition drive is J. Earl Gill, owner of Gill Amusement Company at Hot Springs. His group is at work to convince legislators that the proposed tax would be discriminatory and should not be a new burden on operators already burdened with sufficient taxes.

The same representative who introduced this bill introduced a similar bill in the Legislature two years ago seeking to increase the privilege tax on games. This bill was defeated.

A concerted effort by operators over the State who fought it was the deciding factor when the bill came to a vote. Operators hope to do the same thing this year to the new Van Dalsem bill.

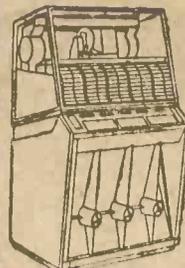
**INCREASE COLLECTIONS—
SHOW ALL THE SELECTIONS—**

with

← SPEED-READ

The NO DRUM—NO TURN
PROGRAM HOLDER
for SEEBURG Model "K"

Accept No Substitutes!



\$34.50

Complete
F.O.B. Chicago

- All 200 Selections Clearly Displayed!
- "V" Model SPEED-READS Also Available.

JANCOR ENGINEERING CO.

203 N. WABASH AVENUE

CHICAGO 1, ILLINOIS

ATLAS—The STRONG Line!

SPEED-READ

All Visible, No Drum

PROGRAM HOLDER

for ALL SEEBURG "V" and
"K" Models (Specify)....**\$34.50**

SEEBURG

CIGARETTE VENDOR

814 Packs—Quiet All Electric Selection and Delivery—Attractive Styling.

SEEBURG V-160\$495
SEEBURG K-160 695

With SPEED-READ
PROGRAM HOLDER



A Quarter Century
of Service

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

MUSIC

SEEBURG L-100	\$695
SEEBURG 100-R	575
SEEBURG 100-C	425
SEEBURG 100-B	375
SEEBURG 100-G	525
A. M. I. G-200	545
A. M. I. D-80	245
WURLITZER 2000	545

Reconditioned—Refinished

NEW Calcoin 45 RPM
Conversion for M-100A
with fast-moving carriage gear!...**\$49.50**
Also Conversions for All Machines.

Exclusive Seeburg Distributors

ATLAS MUSIC COMPANY

ARmitage 6-5005

GOTTLIEB'S 2 PLAYER

RACE TIME

A Profit Winner In Every Location!

It's easy to outdistance your present collections by entering RACE TIME in your route line-up. Excellent competitive player appeal and proven dependability are your answer to more profit.

See your distributor today for a demonstration of these terrific features:

- ★ Aligning any 3 spots lights holes and rollovers for high score
- ★ Hitting colored pop-bumpers advances same colored spots
- ★ Three targets light corresponding colored pop-bumpers for high score
- ★ 4 flippers for "relay" skill target shots
 - ★ Holdover feature on lighted spots
 - ★ Adjustable 3-4 or 5 plays for 25c
 - ★ Double number match feature
 - ★ Cross-board cyclonic kickers
 - ★ 3 or 5 ball play

D. Gottlieb & Co.

1140-50 North Kostner Avenue • Chicago 51, Ill.

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS



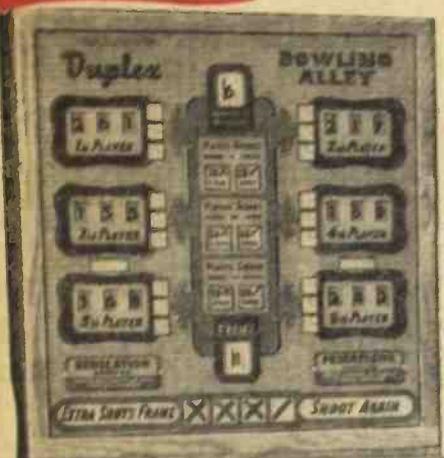
Amusement Pinballs
as American as Baseball and Hot Dogs!

2 Games for the Price of 1

UNITED'S

DUPLEX

BOWLING ALLEY



with **DOUBLE-APPEAL**

Regulation Bowling Scoring
(TOP SCORE 300)

OR

Progressive Scoring
(TOP SCORE 990)

PLAYERS SIMPLY PRESS BUTTON
FOR CHOICE OF SCORING

4 SIZES

13 FT.

16 FT.

Expandable with

to

17 FT. LONG

20 FT. LONG

2 FOR 25¢ PLAY

Special CREDIT UNIT accepts up to 20 quarters at one time for future play

Also obtainable as one game

for 25¢

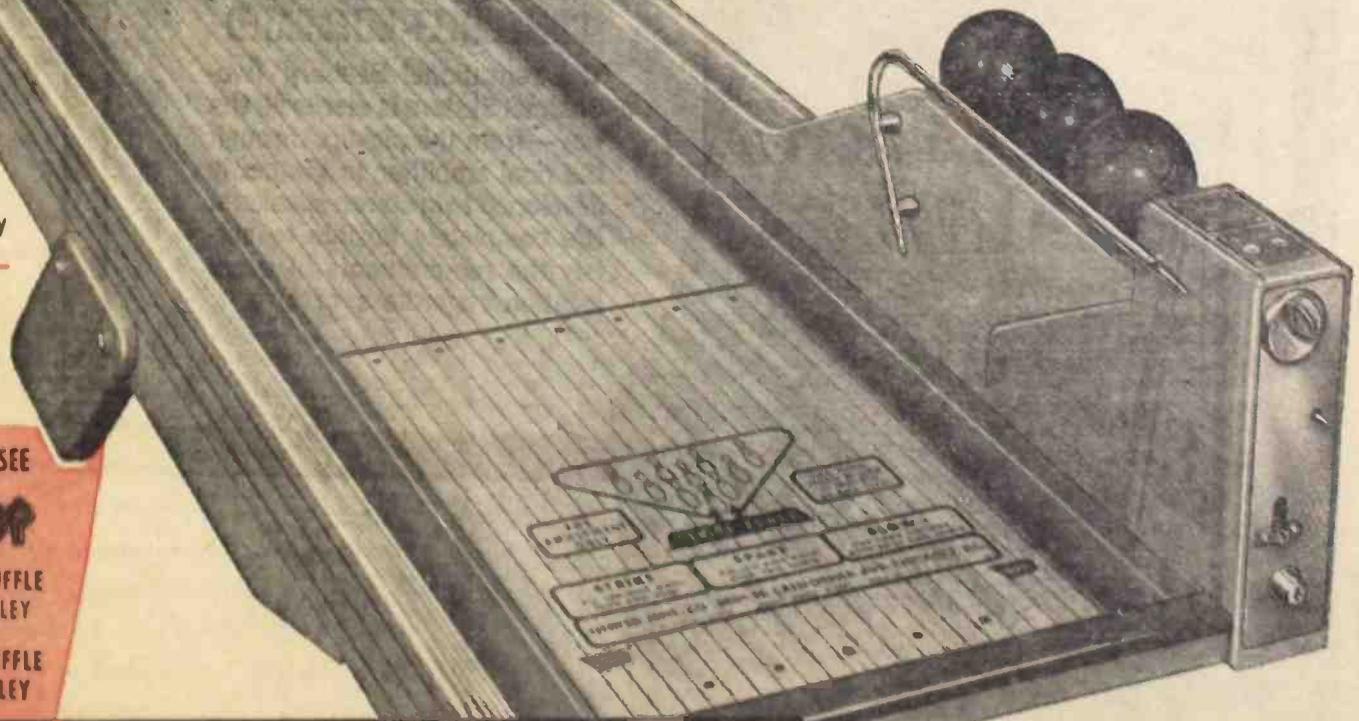
Easily convertible to 10¢ play

SEE YOUR UNITED DISTRIBUTOR TO SEE

★ **SATURN**

★ **NIAGARA** SHUFFLE ALLEY

★ **CYCLONE** SHUFFLE ALLEY



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

Fast, Quiet Operation—1 to 6 Can Play

Big 4½ inch Composition Ball

Drop Chute Coin Mechanism with NATIONAL REJECTOR

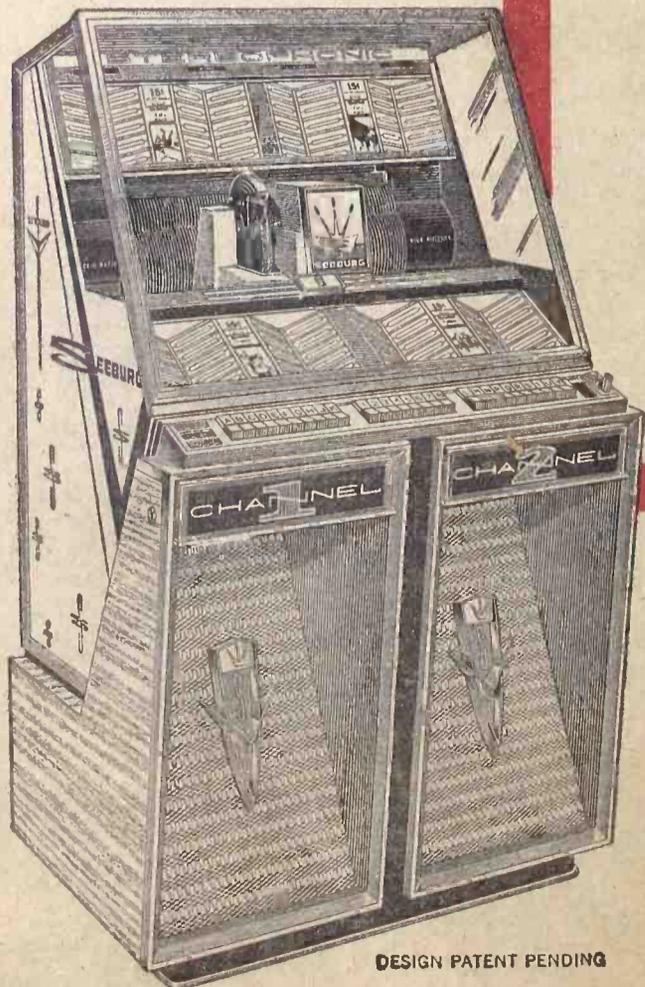
TWO GAMES IN ONE STANDARD WIDTH MEANS READY LOCATION ACCEPTANCE

SEEBURG TWO-CHANNEL STEREO

MEETS THE
REQUIREMENTS
OF EVERY
LOCATION

SEEBURG STEREO IS COMPLETELY INTEGRATED

The sensational Seeburg Two-Channel System is stereo all the way—from the pickup, through the dual amplifier to the newly developed twin stereo speakers. It's completely flexible to satisfy the requirements of every location regardless of size.



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Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
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