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APRIL 25, 1960

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## '60 Could Be That Band Revival Year

Action Booms on Disks and Other Fronts; Booking Demand Tops Supply

By JUNE BUNDY

NEW YORK — This may be the year that the long heralded "bring back the bands" revival becomes an actuality. Dance bands have been increasingly active during the last few months on several fronts—TV, personal appearances, deejay programming and in the stereo recording field.

Stereo and radio's new "good music" trend are generally conceded to be the major factors sparking the current up-swing for dance bands. Instrumental ork wax—both swing and sweet—has proven particularly effective sales-wise in the stereo album market.

For example, The Billboard's album charts spotlighted 16 ork instrumental packages on the top 30 Stereo list; as compared to only three ork LP's on the Monophonic chart. The stereo line-up includes three packages each by Billy Vaughn and Ray Conniff, and two each by Mantovani and Melachrino.

### Bookings Up

However, the band boom isn't necessarily dependent upon disk exposure. For example, Ralph Flanagan, who hasn't had a big record for some time, reports that bookings for his ork have picked up substantially recently. Whereas he previously played mainly weekend dates, today he is garnering one-nighter bookings thruout the week, with \$18,000 worth of dates alone set for the two-week period following Easter Sunday.

GAC's band booking chief Howard Sinnott confirms the trend, noting that Buddy Morrow "made more money net" for himself during the last 12 months than any previous year. The majority of GAC's other bands are enjoying similar success. Billy May is booked virtually solid thru April

on his current one-nighter tour. Johnny Long is booked completely solid thru August, etc.

### Demand Tops Supply

Unfortunately, says Sinnott, there aren't enough name bands available to meet the increased demand, and very few new bands are being brought along to take their place.

In line with this, he said GAC is working to develop new orks. (See story elsewhere in this issue for story about GAC - United Artists' tie-up to build Dickey Doo and the Don'ts as a new teen-styled dance band attraction.) Among GAC's new dance bands are Cy Zentner, who made The Billboard's Deejays' favorite ork poll in The Billboard last December, and Peter Palmer, who opens at Atlantic City's Steel Pier July 8.

A flock of big-name bandleaders and ex-band singers, including some of the greatest stars of the swing era, have appeared on special network TV one-shots recently. The most effective, rating-wise, were "The Swingin' Years" and its sequel "The Singin' Swingin' Years."

Primed to cash in on the new trend is United Artists Associated, Inc., which is launching a new syndicated film series next month, tagged "All American Bands." The series 165 one-reelers will be sold to stations on a package basis. Broadcasters may spot the 10-minute shorts as fillers, on TV deejay shows or put them together,

(Continued on page 159)

## ROSE FINDS A BIT OF NASHVILLE IN MUNICH

By JIMMY JUNGERMANN

MUNICH, Germany — Wesley Rose and his charming wife Margaret, arrived in Munich. Said Wes: "Well, back in Nashville we often talked about Munich. Now we're here—and we love this town and its people. Tennessee and Bavaria are good friends. Take the music. I'm producing c.&w. music—and your Bavarian folk music is pretty much the same kind of music."

"Where are the Everly Brothers? I met them in Hamburg one year ago; I invited them to come to Munich."

"Well, the Everlys, I left them in London. They're going to Australia, and then they're Japan-bound. By the way, they're on the Warner label now. Two days ago I met Bob Weiss in Paris. He sure did a swell job to promote the new label in Europe."

"That's for sure. I remember the way Bob started the Capitol label here in Germany some time ago. Man, this was a rush. Tell me, Mr. Rose, what's your program in Munich?"

"I came to Munich to visit my old friend Ralph Maria Siegel. He's one of the top music publishers in Germany, and he did a lot for me. By his help songs like 'A White Sport Coat,' 'Singing the Blues,' 'Wake Up Little Susie' and 'Bird Dog' got best seller hits in Germany. And more from the Acuff-Rose catalog: 'Chattanooga Shoe

(Continued on page 11)

## Seeburg to Gear Jukes for Album Promot'n Exposure

Innovation Highlights LP Climb; Boxes to Feature Cover Art

By REN GREVATT

NEW YORK — The Seeburg Corporation is actively promoting several innovations in the use of and the programming for juke boxes, which a number of trade observers feel may one day have considerable impact on the record business. To bring the new plans into effect, the well-known coin equipment manufacturer is actively soliciting the participation of a number of record companies.

Underscoring the increasing importance of album product in the total record market, Seeburg has developed a plan for exposure on the upper-front glass panel of the juke box itself, of reduced, full-color reproductions of album covers.

When the Seeburg idea first came to light, the plan called for the exposure of a single album cover, which would be labeled on the box as "feature album of the week." Now, however, it is reported that several album cover repros can be shown which would be collectively called the "feature albums of the week."

### Will Cue Distrib

To kick the program off, Seeburg will hold regional meetings during May, showing distributors how the gimmick works. In advance of these showings, it has enlisted the co-operation of several record companies in putting out a

series of record packs, each of which will contain five disks of selections from a given album, plus a seven-inch square color reproduction of the LP cover.

Seeburg for some months has been actively promoting the adoption of a seven-inch 33 r.p.m. stereo record as standard equipment for boxes. The company, in its new model stereo boxes, debuted at the first of this year, made available a special selector device which allows automatic selection of the speed—45 or 33—for the record desired.

### 33 Speed Singles

In line with the concept of the 33 speed single, the record packs now coming out with the album cover reproductions, will contain 33 r.p.m. stereo singles. Already going out this week are at least two packs of Epic stereo singles. One of these contains selection from a Buddy Greco album, while the other has material taken from a Roy Hamilton album. Also in the works from Columbia is a Johnny Mathis pack. Other labels on both East and West Coasts are expected to follow suit.

In connection with the album of the week idea, it is understood that under the album area on the glass panel will be a list of the selections on the box from the album, with a key listing the proper buttons to push to get the wanted number on the box.

The Seeburg plan is considered (Continued on page 159)

## NEWS OF THE WEEK

### Coming Months Pack Exposure For Disk Stars on TV Specials . . .

Altho musical shows are in the minority on TV's summer replacement circuit this year, record stars will garner plenty of video exposure in the coming months via a flock of TV specials. Standout showcase for young disk talent will be ABC-TV's "Coke Time," with Pat Boone as emcee, and an impressive line-up of guests. . . . Page 2

### Everybody in the Act

On the Mitch Sing Alongs . . . Mitch Miller's extraordinarily successful "Sing Along" albums have created imitations from scores of labels. There are now all sorts of Sing Along sets, altho few sell very well except for Mitch's originals. . . . Page 3

### BMI Charges ASCAP With Concealing Payola Actions . . .

In a statement last week BMI accused ASCAP of "concealing its own payola activities while accusing broadcasters of widespread payola." . . . Page 3

### Projected N. Y. World's Fair

Aims at 70 Mil Gate in 2 Years . . . The New York World's Fair, scheduled for 1964-'65, is shooting for a total two-year attendance figure of 70 million. Basis is 40 million the first year and 30 million the second season. . . . Page 160

### DEPARTMENT AND FEATURES

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## Low Price Ork Wax in Lead

NEW YORK—Instrumental ork wax is even more dominant on The Billboard's low-priced LP stereo chart than on the regular Stereo LP listing, with nine of the top 10 best-selling low-priced albums featuring ork instrumentals.

Seven of the nine spotlight Stereo Fidelity's symphonic-styled 101 Strings. The strong-selling ork holds down the No. 1 and 2 slots with "Soul of Spain," Vol. 1 and 2, plus Nos. 5, 6, 7, 9 and 10 spots. Another Stereo Fidelity package, "Symphony For Tommy" by the Hamburg Philharmonia Ork is No. 8.

## Move Seen As Challenge

NEW YORK — Altho to date, there has been virtually no sale of stereo single 45 r.p.m. disks, traders recall that it was the juke box which helped mightily to convert the disk industry from 78 to 45 speed singles in the first place. Perhaps now, they reason, juke again will pioneer, in establishing a 33-speed single as a new industry standard.

Granted this is a possibility, observers will be handing plenty of the credit to Seeburg whose current long-range planning focuses along album and 33 r.p.m. speed lines. Tradesters already see the latest Seeburg moves as a sharp challenge to the juke manufacturing trade. If the 33 stereo singles begin getting retail acceptance, it is felt that Seeburg's competitors will have to move fast to catch up.

# Coming Months Pack TV Exposure for Disk Stars

## Elaborate One-Shot Specials Slate Heavy Talent Promotion

By JUNE BUNDY

NEW YORK — Altho musicals are in the minority on TV's summer replacement line-up, recording stars will garner plenty of video exposure during the coming months, via TV one-shot specials.

Most elaborate showcase planned for young disk talent is Coca-Cola's hour-long "Coke Time" special on ABC-TV (June 27, 9:30 p.m.) with Pat Boone as emcee and Bobby Darin, Paul Anka, Frankie Avalon, Fabian, Annette and others as guests.

Styled as "a salute to the nation's teen-agers," the show is budgeted in excess of \$400,000. Winners of the "Talentsville, U. S. A." competition, sponsored on local radio deejay shows by Coca-Cola bottlers, will also appear on the program.

## FTC Approves 3 Consent Orders

WASHINGTON — The Federal Trade Commission has approved consent orders for record manufacturer Bernard Lowe, and distributor Edward S. Barsky, Inc., both of Philadelphia, and Action Records, Inc., a New York distributor. The consent order does not necessarily constitute admission of violation of the law by the firms. All were charged with payola to deejays, and Action was also charged with payola to other broadcast personnel.

The FTC last week, in a run-down on its recent stepped-up activity, noted that it has issued 242 complaints against deceptive practices since July, 1959, of which 69 were directed at payola, with 15 of the latter already concluded in cease-and-desist orders. Number of complaints for the comparable period last year was 219, and the year before only 209, according to Basil Mezines, Acting Executive Director of the Commission.

## A CORRECTION

NEW YORK — The Billboard erroneously stated last week that music publisher George Levy had passed on. It was George Levy's father, Abe Levy, who died last week at the age of 78. George Levy is hale and hearty and expects to be active in his publishing firm, Lowell Music, for many, many years to come.

Other TV specials, featuring record names, include "Sing Along With Mitch," starring Mitch Miller on "Ford Startime," NBC-TV, May 24, 8:30-9:30 p.m. The program will spotlight Miller's best-selling Columbia "Sing-Along" albums, via studio audience participation with the 30-voice "Sing Along Chorus" on some 35 songs. Billed as guest stars on the show are canaries Diana Trask, and Les-

lie Uggams and the Brothers Four — all "Miller discoveries"; plus children's choruses from two Broadway shows, "Flower Drum Song" and "The Sound of Music." The program will be Miller's first TV spectacular.

Johnny Desmond and the Skip-Jacks will appear on "Music on Ice," NBC-TV, May 8, 8-9 p.m.; while Gisele MacKenzie and Tab

(Continued on page 21)

# BMI Puts in Final Blast at ASCAP

## Claims Society Concealed Own Payola Activities While Accusing B'dcasters

By MILDRED HALL

WASHINGTON — Broadcast Music, Inc., getting in the final word on the record of last winter's FCC programming hearings, has accused the American Society of Composers, Authors and Publishers of concealing its own payola activities, while accusing broadcasters of "widespread payola." BMI said ASCAP's March 15, addition to the Federal Communications Commission's hearing record "withheld pertinent information" on background and theme music payola, which it had previously presented to the Department of

Justice in February. (This was in connection with the Society's decision to reduce credit on these uses, to end payola incentive.)

BMI says there still remains a great amount of ASCAP money subject to manipulation on network filmed TV shows which are controlled by firms with ASCAP publisher affiliates.

In the final flareup of the battle which broke out during FCC hearings, between the two performance licensing groups, BMI submitted the Justice Department letter congratulating ASCAP on having revised its credit system to "end incentive" for payola in the background music field, in which a few ASCAP publishers were reaping windfalls at the expense of the rest of the membership, Justice had indicated. (The Billboard, March 28, 1960.)

BMI board chairman and counsel Sidney Kaye points out that the Justice Department breakdown showed 35 per cent of all

(Continued on page 21)

## Atlantic Sets 1-Cent Sale

NEW YORK — During the month of May, Atlantic Records is making a special 1-cent offer on all its stereo LP's. Customers buying one Atlantic stereo album at list price will receive any other Atlantic stereo package of their choice for an additional 1 cent.

Atlantic's stereo catalog—which includes 21 new stereo releases—features albums by Chris Connor, the Modern Jazz Quartet, LaVern Baker, Ray Charles, Ruth Brown, Milt Jackson, Bobby Short, Ornette Coleman, Mabel Mercer, Lee Konitz, Phineas Newborn Jr., Wilbur De Paris and others. This is the first time that the label has participated in a sales promotion of this kind. The firm is backing the May promotion with an extensive advertising and promotion campaign.

# Carlton Hot With Singles

NEW YORK—One of the most enviable performances in the single record field since the first of the year can be attributed to Carlton Records. The diskery has released eight singles since January 1, and six of these disks made the Hot 100 chart.

Biggest of the lot, according to prexy Joe Carlton, is Anita Bryant's "Paper Roses," now selling at better than 20,000 daily. Another new one, Paul Evans' "Happy Go Lucky," is already on the Bubbling chart and shows considerable strength. Evans, of course, had a strong one in "Midnight Special" on Carlton's Guaranteed label.

Others which have clicked are Monty Kelly's "Summerset," Gary Stites' "Ladwy Miss Clawdy," Anita Bryant's "Do Re Me" and

(Continued on page 16)

# Garner, Col. Still Hassling

NEW YORK — The hassle between Erroll Garner and Columbia Records appears to be no nearer to a solution today than it was a year ago. Garner has not made any recordings for Columbia since early in 1959, and negotiations on the contractual difficulties have been going on between the pianist and the diskery ever since then. The only recordings issued by Columbia of Garner since about February, 1959, were cut prior to the imbroglio.

According to Martha Glaser, Garner's manager, the pianist is no longer under contract to the diskery. She claims that the American Federation of Musicians has okayed the pianist signing a pact with another firm. However, Columbia's lawyers say that there is no merit in Miss Glaser's claim and that Garner is still under contract. A Columbia spokesman said that Columbia has asked Garner to come in many times to record

(Continued on page 21)

# High Court Denies Miller Tune Claim

## Four Dissenters Find 'Moonlight' Decision 'Unjust and Unsettling'

WASHINGTON — The Supreme Court, by a scant majority last week, denied the right of Miller Music to claim half interest in the "Moonlight and Roses" renewal rights, which were assigned the publisher by the author before his death, during the first copyright period. Charles N. Dan-

iels, Inc., a property of the Aberbach, Hill and Range group, now retains all rights.

Justice Douglas, for the five-man majority, ruled in effect that an author without widow or children cannot make a binding assignment of his renewal rights, unless he lives to the conclusion of the first copyright period, under the terms of the Copyright Law. If unfairness results in some cases, said Douglas, it is up to Congress to change the wording of the statute.

Justice Harlan, for the four dissenting justices, said the "unjust and unsettling" decision undermines the sales value of the renewal rights at the expense of the author and his immediate family. The dissent accused the majority of slavishly following the 1909 statute's wording for succession to renewal rights, without "penetrating" to what Congress really intended. "This decision impinges

(Continued on page 16)

# Annette's 'O Dio Mio' Bootlegged

HOLLYWOOD — Bootleggers struck at Disney's Buena Vista label past week, pirating the Annette recording of "O Dio Mio." Company learned of bogus disks when pressings of the Annette platter were offered to Disney accounts at a fraction of the usual price. It asked the accounts to

(Continued on page 24)

# Hurricanes Ankle UT For Big Top

NEW YORK — Johnny and the Hurricanes, hit rock instrumental act which has clicked with a number of hits for United Telefilms' Warwick label abruptly split the Warwick scene this week in favor of a one-year exclusive pact with Big Top, recording subsidiary of the Hill and Range interests.

Big Top entered into an agreement with Hurricanes' manager, Irving Micahnik; his associate, Harry Balk; Embee Productions, Inc., and Twirl Records, Inc., for

(Continued on page 21)

# Cook Exits WB to Join Textor Org

NEW YORK — Hal Cook ankle his post as vice-president of sales for Warner Bros. last week to join the Scott-Textor organization as executive director of special products. Scott-Textor for the past five years has been creating and producing singing commercials for radio and TV for national ac-

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**SING ALONG; COPY ALONG**

**Everyone Wants to Get in Mitch's Act**

NEW YORK — "Copy Along With Mitch" is almost turning into a slogan for many producers of record albums at various labels. The success of the Mitch Miller "Sing Along" albums has led to the greatest flock of imitations since youngsters started warbling like Elvis Presley. Mitch's nine "Sing Along" albums, which have sold close to 4,000,000 copies all told, both in record shops and via the Columbia Record Club, have set off an unusual and occasionally frantic game of follow-the-leader.

There have now been "sing alongs" in foreign languages (Spanish and Italian), sing alongs for children, sing alongs with glee clubs, sing alongs with organs and all other type of accompaniment, sing alongs with singers who are slightly tipsy, sing alongs with inspirational and religious singers, right now there is a sing along in

the works for cub and brownie scouts.

What is interesting about the various sing along imitations, is that few of them have actually been recorded like the Miller originals. Whereas Miller uses an all male group, many of the cover LP's have used mixed groups, or larger groups, or added much musical backing, etc. According to Miller, who had lunch last week with executives of the Music Reporters Association (MRA), in New York, this has been the biggest mistake of the sing along imitators.

"The trouble with copy-alongs," spake Mitch, "is that they've tried to improve on a successful formula. Naturally I'm flattered by the imitations. But so far none of the imitations have really sold. And since the imitations always use the words 'sing along' in their ads, even though they don't use it usually in the titles of the albums, everytime they advertise their sing alongs they help mine."

Miller has been slyly accused of replacing the piano in homes via his sing along sets. And others have said that the a.&r. chief has merely brought the old bouncing ball idea from the flicks to the phonograph industry. Mitch is bringing the bouncing ball to TV when "Sing Along With Mitch" will be presented on the NBC-TV network on May 24 on Ford Star-time. The show will run an hour and Mitch, of course, will be the host and lead the sing along chorus.

**Col. Takes Bows for Hit Banquet**

NEW YORK — Things are good at Columbia Records, so good, in fact, that three albums last week passed the 500,000 mark in sales. The three albums, all certified by the Record Industry Association (RIAA), are Mitch Miller's "More Sing Along With Mitch," and two Johnny Mathis albums, "Heavenly" and "Warm." Both Miller and Mathis previously received a gold album plaque for albums that sold better than 500,000. For Miller the previous set was "Sing Along With Mitch"; for Mathis the album was "Johnny's Greatest Hits."

Meanwhile both Mathis and Mitch are riding high on The Billboard's album charts, each having six LP's on the best seller list. Columbia has nine other albums on the charts, including two by Ray Conniff, and original cast albums including "South Pacific," "My Fair Lady," "Sound of Music" and "Flower Drum Song."

On the singles level, Columbia this week has three records out of the first four on The Billboard's "Hot 100" chart. These are the Brothers Four's "Greenfields," Johnny Horton's "Sink the Bismarck" and Percy Faith's "Theme From a Summer Place." Other hot disks for the label are Marty Robbins' "Big Iron," Ray Bryant's "Madison Time" and Johnny Mathis' "Starbright."

**Ackerman to Be Hearing Witness**

WASHINGTON — The Harris Subcommittee was keeping its witness list for this week's payola hearings snugly under wraps, as of Billboard's deadline last week (22). Date for the appearance of star performer Dick Clark, ABC's top teen idol, was also a closely held secret.

A witness for what may be the final week of the payola hearings this session, will be Billboard's own music editor, Paul Ackerman, who has been presenting the music scene in print for over 25 years. The Billboard music editor was asked by the Subcommittee to explain the complexities of the music industry to the Congressmen. Ackerman will out-

line the historical and commercial factors leading up to the present music business and the broadcast industry. He has also been asked to present his views on how the growing music industry can achieve a higher moral level.

The identities of the more than 20 other witnesses reportedly to appear, beyond Dick Clark and his former sidekick, Mammarella, is still guesswork. It is assumed that the American Broadcasting Company will be represented at the hearings, as well as others who have had business arrangements with Clark, in or out of his home base in Philadelphia.

An unknown quantity will be (Continued on page 16)

**ELVIS' PRICE UP TO \$150,000**

HOLLYWOOD — Elvis Presley's TV price is going up — to \$150,000 an appearance—and then only if it doesn't conflict with the singer's film work. So said Col. Tom Parker, his manager, who told The Billboard he isn't eager for too many TV appearances. "I don't want Elvis to compete with his own movies," he explained. Parker said Presley received \$125,000 for his guest shot on Frank Sinatra's tele spectacular to be aired next month.

**More FCC Action On 317 Hoped for**

**Ford Note to Harris Only Suggests Rewording to Exempt Free Records**

WASHINGTON — The record industry and the broadcasters are hoping that FCC Chairman Ford will take more action to relieve the free record announcement problem than was indicated in his brief note to the Harris payola subcommittee which came to light last week. The note, dated

April 14, contained only suggested rewording of the controversial sponsorship Sec. 317 of the Communications Act, to permit the Commission to exempt minor items such as free records. Ford had already suggested this at hearings two days earlier. (The Billboard, April 18, 1960.)

Such a change would mean either rulemaking or congressional action, both time-consuming. The FCC chairman's minor concession to Legislative Oversight Subcommittee Chairman Harris' request for speed in correcting the "impracticality" of the FCC's March 16 directive does not offer the early relief hoped for by both the broadcasters and the record industry in the matter of identifying free single records on the air. The note from the FCC chairman was not (Continued on page 16)

**ARMADA, NAB to File FCC Briefs**

NEW YORK — Representatives of ARMADA and the NAB met in Washington last week to discuss—and exchange ideas relative to—a mutual problem: the promotional and broadcast use of records. Both organizations will prepare briefs on the matter, to be submitted to the FCC's deadline is May 2.

Appearing for ARMADA were its president, Abner Ewart Jr., of VeeJay Records; Al Silver of Herald and Ember Records, and Harry Schwartz, large indie distrib in the Washington area. Representing the NAB in the talks were legalists Douglas Anello and Bob Cahill.

Abner Ewart stated the discussions were mutually helpful. Both ARMADA and the NAB, he said, take the position that the donor's

act of offering records to a broadcaster does not constitute "consideration."

"There is no compulsion on the part of the broadcaster to use the records, therefore such an act cannot be construed as consideration or payola."

Abner Ewart added: "The manufacturer's expectation that his disks will be played does not alter the situation. . . . It creates no obligation on the part of the broadcaster. . . . The broadcaster has the choice to discard any disks he wishes."

In short, ARMADA takes the view that such disks are samples, such as fabric presented to a dress manufacturer, etc.

Ewart stated that the ARMADA brief would be separate and distinct from that of NAB; that ARMADA would consider purely record aspects; but he opined that the NAB was anxious to be aware of the viewpoint of record manufacturers. He felt this was accomplished by the meeting. He also indicated the belief of both (Continued on page 16)

**Jerome Preps Own Label, Pontiac**

NEW YORK — Veteran record exec Irv Jerome is starting his own label, Pontiac Records, and is currently lining up distributors.

Jerome, who just returned from a cross-country hunt for new talent and masters, will put out his first release in two or three weeks. The label will specialize in a "refined, subtle form of rock and roll" in line with current trend toward a softer sound.

Jerome is setting up a BMI publishing firm and is "in the market" to buy an ASCAP catalog. He has declared "open house" auditions at his new 1650 Broadway headquarters here for possible master purchases.

Jerome formerly served with Capitol Records for 12 years and was veepee in charge of the label's subsidiary Prep Records, when he resigned to become sales-veepee of M-G-M Records. More recently he was veepee in charge of sales for Roulette.

**ABC States Views on 317**

WASHINGTON — The American Broadcasting Company, last week told the Harris Communications Subcommittee that until March 16, 1960, the net thought it understood the meaning of Sec. (Continued on page 159)

**DISK REPLY**

**Comeback Of 'Answer Song' Seen**

NEW YORK — The "answer song" may be on its way back, thanks to a new, young thrush on Capitol Records, Miss Jeannie Black. Tradesters with memories which stretch back a few years can easily recall such famous "answer" songs as "I'll Never Slip Around Again," (a reply to "Slippin' Around") and "Sixty Minute Man Is Dead," (an answer to the well-known "Sixty Minute Man").

Miss Black's disk is titled "He'll Have to Stay," and it's a direct answer to the Jim Reeves hit "He'll Have to Go," on RCA Victor. The side appears on this week's Billboard "Bubbling" chart and according to Capitol spokesmen, the indications are highly promising.

**Cochran Dies In English Road Crash**

LONDON — Eddie Cochran, Liberty recording artist, died in a Bath (England) hospital Sunday (17) after a tragic road crash near Chippenham, Wiltshire, in the early hours of the morning. Also seriously hurt was U. S. songwriter Sharon Sheeley. Gene Vincent, who had been on a long British tour with Cochran, was also admitted to the hospital.

The trio were motoring to London after a week at Bristol Hippodrome at the end of a 10-week British tour. They were due to fly back to America the same day for a fortnight's break before starting another 10 weeks here. Cochran was due for film talks and to launch a new single, "Three Steps to Heaven."

He died from severe brain injuries, the local coroner was told at Tuesday's inquest. His remains were being flown to Hollywood Friday for family burial in Hollywood at the weekend.

Cochran is survived by his mother, father, brother and three sisters.

Vincent was released from the hospital Tuesday and flew home next day. He was suffering from a fractured shoulder and shock, but is expected to return next (Continued on page 16)

**Col. to Market 3M Cartridge**

NEW YORK — CBS prexy Frank Stanton revealed some interesting new info on recent activities of Columbia Records and CBS Laboratories Division in his annual report to CBS stockholders last week.

For the first time it was officially confirmed that Columbia Records will make its repertoire available for the new 3-M's tape cartridge system developed by CBS Lab Division under contract with Minnesota Mining and Manufacturing Company. CBS Electronic will (Continued on page 28)

## Stations Still Interpret 317

NEW YORK — Pending further clarification of the FCC's 317 directive, stations and distributors across the country continue to put forth their own policy-interpretations of the edict.

For example, deejay-program director Bill Sanders, WDXB, Chattanooga, recently issued a lengthy, single-spaced two-page memo on the situation. Briefly WDXB's official position is that they will continue to accept all records from distributors and/or manufacturers for "audition" purposes. A "manifest invoice of those (selected for air play) will be mailed weekly to the local record company distributor. The distributor in turn will bill WDXB at whatever per record cost they deem necessary. No bill showing less than 45 per cent of retail per record will be honored."

The station will not accept LP's from distributors and manufacturers except "as promotion pieces." All albums to be programmed will be purchased at retail price from a local dealer. Notes Sanders, "We are not intent upon spending money for the sake of spending money. We have determined the necessity of receiving an album 'exclusively' or first is not nearly so important as receiving a single record 'exclusively'."

## M-G-M After Six Promo Tie Builds

NEW YORK — One of the most extensive promotion tie-in campaigns in recent years is burgeoning between M-G-M Records and the After Six Formal Attire Company. The M-G-M album, "After Six," by Dick Hyman, plus the tie-in with the clothing manufacturer were the brainchild of promotion-a.&r. man Eddie Heller.

The After Six firm has already set a heavy schedule for the line of formal wear, cross-plugging the album in every case. Ads will appear in Men's Wear, and Daily News Record, leading men's clothing trade papers. Summer and fall issues of Esquire and Playboy will also carry the tie-in ads, while men's fashion authority, Bert Bacharach, will plug the album in his syndicated column.

The formal company is spending a total of \$40,000 rather than the

(Continued on page 159)

## Cap Classics Reaping Sales

HOLLYWOOD — Capitol's recent pop-flavored classical release is reaping sales results rarely enjoyed on the longhair side of the disk fence. According to John Coveney, merchandising manager of the firm's classical wares, the four Angel and one Capitol classic packages released April 4 stirred unprecedented reaction. Angel items consist of operetta highlights ("Bitter Sweet," "White Horse Inn," "Merry Widow" and "Lilac Time") and the Cap Classics LP, "Love Scenes," which features Alfred Newman conducting the Hollywood Bowl Symphony Orchestra, performing symphonic suites from "La Boheme" and "Madame Butterfly."

Initial several thousand pressings of "Love Scenes" includes a bonus "piggy-back" disk containing 10

(Continued on page 41)

Altho the station will be paying for the singles, albeit at wholesale rates. Sanders said WDXB will credit each record player with a label identification and will announce that all records were donated by the companies or their distributors. This is the outlet's interpretation of the FCC's "nominal charge" reference.

Sanders noted: "We fully understand the implication of the plan we are submitting. It means each distributor will have additional bookkeeping work. It means WDXB will have to maintain a file on records played and records paid for. It means some records will not receive air play at all if not chosen by the program department for airing or not worthy

(Continued on page 41)

## Artia Label Makes Soviet Catalog Pact

NEW YORK — Jay Frankel, head of the Artia and Parliament labels, has concluded a sweeping agreement with the Russians for the exclusive import of tapes for the production of records in the U. S., Canada and Britain, and for the exclusive import of records made in the Soviet Union to the three countries.

The deal was made with Mezhdunarodnaya Kniga (MK) who are in charge of recordings made in the Soviet Union. It means that the U. S. S. R. catalog of 2,500 LP records is now available exclusively to Frankel's firm, Recording Artist Music Corporation.

Under the terms of the agreement, which is of indefinite duration, Frankel will issue on his Artia and Parliament labels 60 packages a year of recordings made from Russian tapes. In addition Frankel will issue 60 sets a year of records pressed on the MK label in Russia and packaged here.

The importance of the agree-

## AFM Approves Denver Merger

NEW YORK — AFM's international executive board has given quick approval to the merger of Denver's white and Negro locals, it was announced last week by Herman Kenin, AFM president.

Effective July 1, all-Negro local 623, chartered October, 1938, and local 20, chartered in 1897, as one of the AFM's founding groups, will merge their memberships and property rights in equal co-partnership.

The Denver merger follows closely on the heels of a similar integration formula approved in San Francisco, and was termed by President Kenin as "gratifying and conforming to Federation policy." Kenin noted that the way to complete integration of the Federation's white and Negro locals had been opened 20 years ago when complete autonomy had been granted all Negro locals which were then operating under subsidiary charters. "The implementation of a fundamental Federation policy of complete integration has been a sometimes tedious process, largely because many of our Negro locals have been the chief objectors," Kenin said. "We, nevertheless, are determined that integration of our remaining locals will be achieved in an orderly manner."

## Wein Heads French Lick Jazz Fiesta

FRENCH LICK, Ind. — French Lick will again present a jazz festival in July, and George Wein, producer of the Newport Jazz Festival will again produce the spectacle. It will not bear the Newport Jazz Festival imprint however, as it did last year, since the Newport Board stated earlier this season that it was not interested in continuing to stage Sheraton concerts.

The French Lick Festival will be presented the last week in July on July 29, 30 and 31. Instead of the 1959 schedule of four nights and four afternoon concerts, there will only be three evening concerts. No line-up has yet been skedded for French Lick, altho Wein has said that many of the same jazz stars who appeared last year will be back this summer.

ment is pointed up by the fact that some of the Russian artists who will now be available on the Artia and Parliament labels will include well-known conductors such as Kondrashin and Ivanov; pianists Gilels, Richter, and Oborin; violinists David and Igor Oistrakh, Kogan and Bezrodni; cellists Sgafran, Rostropovich and Knushevitsky; the Moscow State Symphony and the Leningrad Philharmonic; and singers Vishnevsk-

(Continued on page 41)

## Prescott Probe Stand Wins Lishman Praise

WASHINGTON — Robert W. Lishman, chief counsel for the Harris payola-probing Subcommittee which opens hearings again this week (26), had kind words to say for Boston deejay Norman Prescott, during a talk before the Civitan Club in Georgia, recently.

Lishman said the deejay's insistence on testifying before the Harris Legislative Oversight Subcommittee, against the advice of his lawyer, may have cost Prescott a \$40,000 a year vice-presidency in a movie company. Prescott took the job after he gave up "in disgust" his \$20,000 a year salary and his payola take, as a WBZ disk jockey.

However, Lishman noted that the movie company may exercise a bit of "hind-sight" and reverse its stand, if it is found to have violated the law making it a crime for anyone to injure a witness for testifying before a Congressional committee. Lishman's talk was titled "Hindsight, Insight and Oversight." He said Prescott's hind-

## Attuned to a Nostalgic Ear

NEW YORK — Leo Rogers has come up with the first album in a new LP series titled "Forgotten Hits." The album is being released on Rogers new label, Forget-Me-Not Records, and the songs are sung by the Untouchables, featuring Bob Monet and Irma Hollander. Most of the songs in the album date from the early 1900's, and many of them have not been recorded for years. The new record label is releasing its LP's on compatible disks that will play on both monaural and stereo machines.

## MORE FORMAT SWITCHES

### 'Good Music' Trend Builds in Local Radio

NEW YORK — The "good music" trend continues to dominate the local radio scene. Latest outlets to adopt a g.m. format are WJW, Cleveland, and WBAL-FM (formerly WFDS-FM) Baltimore.

Effective May 1, WJW, a Storer outlet, is dropping its longtime "Music-and-news personality format" in favor of "good music." Music will be presented in uninterrupted periods of from 12 to 20 minutes at a stretch. Instrumentals will predominate, with vocals limited to groups or choruses. James E. Bailey, WJW's managing director said "the depth of the music will be increased" as they program into the evening hours.

Altho Bailey also said: "So far as I can learn, no other Storer radio station plans such a change," it's interesting to note that Storer's national radio program manager, Grady Edney, headed up the production staff charged with launching the new format and is headquartered in Cleveland for a couple of months to supervise dry-runs and the initial weeks of the new plan.

The new programming concept at WBAL-FM ranges "from light and easy listening tunes to the majestic sounds of the concert hall, classics, opera, Broadway melodies, ballet, jazz, off-beat and unusual hi-fi recordings," according to Bob Penson, the station's new FM program director, and formerly assistant manager of the Baltimore Symphony Orchestra.

Meanwhile, the McLendon chain has completed the switch-

over of its entire station group to a "Good Music" format, sparked by the rating success (No. 1 in a 15-station market) of its first "Good Music" station, KABL in San Francisco.

## FCC Proposes Communicat'ns Act Amendm'ts

WASHINGTON — The Federal Communications Commission has proposed wording to amend the Communications Statute, to allow cease and desist orders, with court injunction, for licensees who violate the act. It also proposes wording to permit temporary suspension of license, and monetary fines up to \$1,000 a day for repeaters who violate Commission laws, or ignore cease and desist orders.

The modified law would give the FCC authority to suspend a

(Continued on page 41)

## Leeds Still In Russian Music Field

NEW YORK — Lou Levy, head of Leeds Music, said this week that his firm was still handling the publishing of Russian serious musical works in the United States, and that Leeds was still handling the rental library service for these compositions. Levy's statement was in reference to the deal recently concluded by Jay Frankel of Artia and Parliament labels to handle Russian tapes and recordings. (See separate story.)

Leeds for many years has been leasing Russian tapes to American recording companies under its deal with Am-Russ made almost a decade ago. To date the firm has leased close to 300 tapes featuring Russian performers and symphonic orchestras to U. S. diskeries. Right now there are close to 60 tapes of Russian orchestras and soloists that have been leased by Leeds but have not yet been issued by the diskeries concerned.

Altho Leeds will not be receiving any new tapes from the Russians, Levy said that his firm would continue to hold the leasing rights to the tapes already in its possession. And Leeds will continue to lease tapes from the firm's stockpile.

## 3M Buy of MBS Sparks Speculation

NEW YORK — The purchase of the Mutual Broadcasting radio chain by Minnesota Mining & Manufacturing, St. Paul, has aroused much speculation in the trade. The price tag reportedly was in excess of \$1,250,000.

Trade speculation was that Minnesota Mining, which manufactures Scotch brand magnetic tape and accessories, might plan to utilize the web's facilities as promotion or research aides, in a competitive move in the tape cartridge field.

More information on the purchase is expected to be forthcoming next month when Minnesota

(Continued on page 41)

sight on testifying must be sad over loss of his job, but satisfying that he acted as a "good citizen."

Lishman warmly praised the deejay for his fortitude in "calling a spade a spade" when he told the probers of his involvement in payola, and the rigging of top tunes for the "fraudulent benefit of record manufacturers and distrib-

(Continued on page 41)

## H-S Birthday Distrib Disc't

NEW YORK — Hanover-Signature Records will observe a first anniversary in the disk industry, via a special 20 per cent discount birthday gift to distributors for the month of May, according to plies to all albums ordered during the months of May, according to sales chief, Morris Diamond.

Bob Thiele, Hanover-Signature prexy, noted: "We have gotten to the point where our distributors believe in our product. Now with our 'Happy Birthday' campaign we are looking forward to a sale of 150,000 LP's during the month of May."

In a new release of LP's coinciding with the special discount program are included packages by Jackie Cooper, Jack Kane, Barbara McNair and Jess Stacy on Hanover. Signature product contains waxings by Joe Rinaldi's Dixieland band; British pianist, Joe Henderson; Paul Smith; Murray McEachern; Jimmy Rowles; Lou Levy; Les Brown; Werner Mueller; Peter Knight; and French thrush, Colette Dereal.

SOUTHAMPTON

BAR HARBOR

PALM BEACH

NEWPORT

# LESTER LANIN ORCHESTRAS

1776 BROADWAY  
NEW YORK 19, N. Y.

COLUMBUS 5-5208

April 21, 1960

## An Open Letter to the Record Industry -

Throughout the country a few misinformed people are trying to soil the reputation of the entire group of our industry whose vital concern has been and is to present to their listening audiences the best programs of recorded music. The illadvised actions of a very very minute segment of this group are being expanded to harm the entire group!

I would like to take this opportunity to raise one small voice in protest. I am truly proud that I am indirectly associated with disk jockeys, librarians, and program directors, and that these conscientious people are a constructive part of our record industry.

These are the same people whose enthusiasm and untiring effort on behalf of Public Service Campaigns regarding church attendance, careful driving, the value of education, good citizenship, neighborhood social activities, etc., etc., etc., are unsurpassed in any industry! And these are the same people who have helped to deliver messages for the federal, state, and municipal governments in the past, and who will by their future announcements continue to enhance the cause of good government within their particular station ranges!

It has been my policy to put on records the finest dance music I know how to produce. Good fortune and public acceptance have made our Epic albums the best selling dance albums of the past four years. I sincerely believe that we would not enjoy this measure of success if our records had not been programmed by disk jockeys, librarians, and program directors when they chose through their own free will to put good dance music on the air for their listeners.

In short, disk jockeys, librarians, and program directors program primarily for their own listeners. The growth of radio via recorded music in the past five years is concrete proof that they have been successful. I, for one, hope that their ethical programming will continue to operate as it has in the past and bring an even greater expansion to recorded music on radio for the general public's enjoyment.

To broadcasters everywhere - a vote of confidence!

Sincerely,

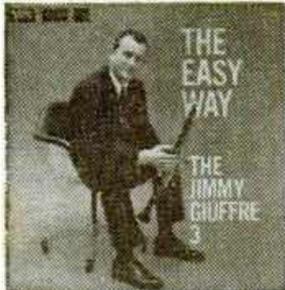
*Lester Lanin*  
Lester Lanin

This One

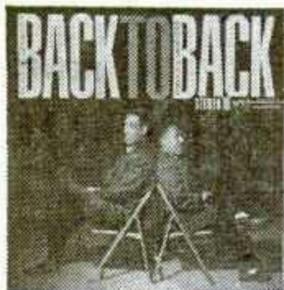


E3WS-HHS-BFSG

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THE EASY WAY - THE JIMMY GIUFFRÉ 3, MGV-8337



BACK TO BACK - DUKE ELLINGTON AND JOHNNY HODGES PLAY THE BLUES, MGV-8317



INSIDE SHELLEY BERMAN, MGV-15003



LADY SINGS THE BLUES - BILLIE HOLIDAY, MGV-8099



AWARD WINNER - STAN GETZ, MGV-8296



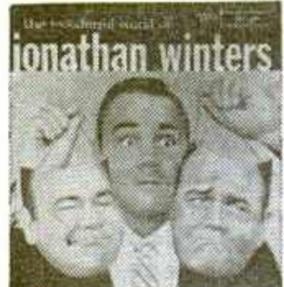
ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK, MGV-4001-2



ANITA O'DAY SWINGS COLE PORTER WITH BILLY MAY, MGV-2118



ELLA SWINGS LIGHTLY - ELLA FITZGERALD-ORCHESTRA CONDUCTED BY MARTY PAICH, MGV-4021



THE WONDERFUL WORLD OF JONATHAN WINTERS, MGV-15009



HAVE TRUMPET WILL EXCITE - DIZZY GILLESPIE, MGV-8313

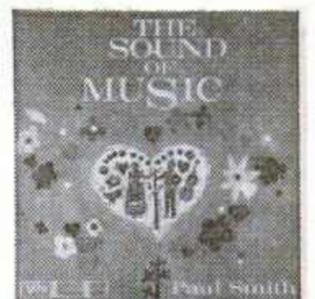
# VERVE'S

# 'OPEN

# DISCOUNT PL

# ENDS APRIL 30

## ON VERVE'S FULL CATALOG - OVER 650 ALBUMS - MONO OR STEREO:

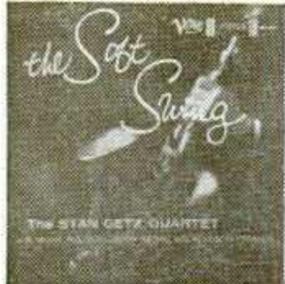


THE SOUND OF MUSIC - THE PAUL SMITH QUARTET, MGV-2128

# FULL 15% DISCOU



PORGY AND BESS - ELLA FITZGERALD AND LOUIS ARMSTRONG-ORCHESTRA CONDUCTED BY RUSSELL GARCIA, MGV-4011-2



THE SOFT SWING - THE STAN GETZ QUARTET, MGV-8321



ONE O'CLOCK JUMP - ELLA FITZGERALD, COUNT BASIE, JOE WILLIAMS, MGV-8288



GETZ MEETS MULLIGAN IN HI-FI, MGV-8249



ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK, MGV-4002-2



BASIE IN LONDON - COUNT BASIE AND HIS ORCHESTRA - VOCALS, JOE WILLIAMS, MGV-8199

## ORDER NOW! - WIRE - PHONE



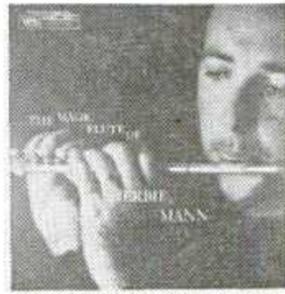
HELLO LOVE — ELLA FITZGERALD — ORCH. FRANK DEVOL, MGV-4034



FIORIELLO! — THE OSCAR PETERSON TRIO, MGV-8366



THE GENE KRUPA STORY — MOTION PICTURE SOUNDTRACK, MGV-15010



THE MAGIC FLUTE OF HERBIE MANN, MGV-8247

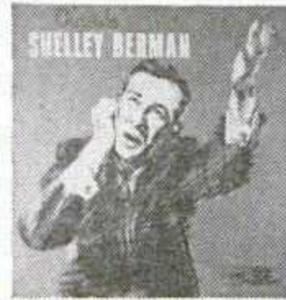


BIG NOISE FROM WINNETKA — GENE KRUPA AT THE LONDON HOUSE, MGV-8310



FRENCH IMPRESSIONS — THE HOLLYWOOD SAXOPHONE QUARTET, MGV-4037

# -END'



OUTSIDE SHELLEY BERMAN, MGV-15007



ELLA AND LOUIS, MGV-4003

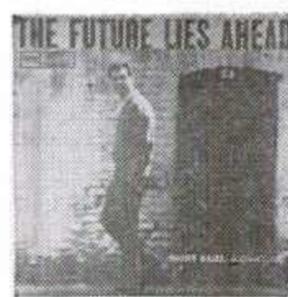


THE EBULLIENT MR. GILLESPIE — DIZZY GILLESPIE, MGV-8328



SONNY STITT SITS IN WITH THE OSCAR PETERSON TRIO, MGV-8344

# AN



THE FUTURE LIES AHEAD — MORT SAHL, ICONOCLAST, MGV-15002



LET'S DANCE WITH ERNIE — ERNIE HECKSCHER AT THE COTILLION BALL, MGV-4033



COUNT BASIE SWINGS AND JOE WILLIAMS SINGS, MGV-8063



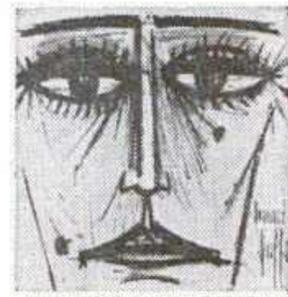
I'VE GOT THE WORLD ON A STRING — LOUIS ARMSTRONG, MGV-4035



NIGHT AND DAY — THE GENIUS OF CHARLIE PARKER #1, MGV-8003



THE UNFORGETTABLE LADY DAY — MEMORIAL ALBUM OF BILLIE HOLIDAY, MGV-8338-2



ELLA FITZGERALD SINGS THE GEORGE AND IRA GERSHWIN SONG BOOKS, MGV-4024 thru 4028 The Deluxe Set — MGV-4029-5



SWINGING BRASS WITH OSCAR PETERSON, MGV-8364



ELLA FITZGERALD SINGS SWEET SONGS FOR SWINGERS — ORCHESTRA CONDUCTED BY FRANK DEVOL, MGV-4032



SONNY SIDE UP — DIZZY GILLESPIE-SONNY STITT-SONNY ROLLINS, MGV-8262



THE GERRY MULLIGAN-PAUL DESMOND QUARTET, MGV-8246



KRUPA AND RICH, MGV-8069



LIKE SOMEONE IN LOVE — ELLA FITZGERALD, MGV-4004



DANCE ATOP NOB HILL — ERNIE HECKSCHER AND HIS ORCHESTRA AT THE FAIRMONT, MGV-4007



OSCAR PETERSON PLAYS THE COLE PORTER SONG BOOK, MGV-2052

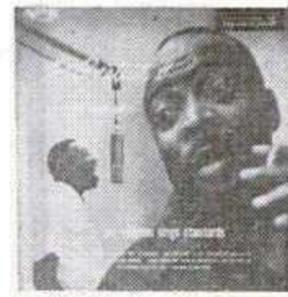


DIZZY GILLESPIE AT NEWPORT, MGV-8242



AD LIB — THE JIMMY GIUFFRE 4, MGV-8361

# NT



THE GREATEST! — COUNT BASIE PLAYS — JOE WILLIAMS SINGS STANDARDS, MGV-2016



SIDE BY SIDE — DUKE ELLINGTON AND JOHNNY HODGES PLUS OTHERS, MGV-8345



ELLA FITZGERALD SINGS THE IRVING BERLIN SONG BOOKS — VOLUMES 1 AND 2, MGV-4030 and 4031



JAZZ GIANTS '58 — STAN GETZ, GERRY MULLIGAN, HARRY EDISON, LOUIS BELLSON, OSCAR PETERSON, HERB ELLIS, RAY BROWN, MGV-8248



ELLA FITZGERALD AND BILLIE HOLIDAY AT NEWPORT, MGV-8234

451 North Cañon Drive  
Beverly Hills, Calif.



APRIL IN PARIS — THE GENIUS OF CHARLIE PARKER #2, MGV-8004



COOL HEAT — ANITA O'DAY SINGS JIMMY GIUFFRE ARRANGEMENTS, MGV-8312



MORT SAHL — A WAY OF LIFE, MGV-15006



APRIL IN PARIS — COUNT BASIE AND HIS ORCHESTRA, MGV-8012

*Words cannot convey  
the sorrow and loss  
we feel at the death of  
EDDIE COCHRAN  
a gifted artist  
and a remarkable young man*

*Died April 17, 1960*

**LIBERTY RECORDS**

## COSTA PLANS BAND AIMED AT TEENERS

NEW YORK — Don Costa, United Artists pop record chief, will attempt to create a band for teen-agers with Dickie Doo and the Don'ts. The first record featuring the band was issued last week, and titled "The Madison." It contains many of the rhythms the youngsters are dancing to including the title song, the slop, the stroll, the bop, etc. This is only the first album of five that Costa intends to issue with Dickie Doo and the Don'ts. According to the active a.&r. chief, GAC has set a tour for the band and UA and GAC will be working closely together on promoting it. If Costa can do it he will bring out an album by the band every two months.

The new band with Dickie Doo is only one of the projects that Costa is now working on at UA. Since he has been with the label he has signed a lot of new talent for both albums and singles. Among these are Steve Lawrence, whose first album and singles are now being recorded. Another name signed by Costa is Vaughn Monroe, who has already had his first single issued on the UA label. Costa also brought the DeJohn Sisters, the Castro Sisters, Alan Dale, Rosemary June, and the Ax-

cidentalists to UA. He is very excited about a new thrush named Barbara Russell, soon to make her wax debut via a new album. Other artists that Costa is now working with for albums and singles include Betty Madigan, just signed by the label, and young singer Johnny McKay.

Costa is also doing a lot of recording himself since he is with UA both as the pop a.&r. chief and recording artist. His latest single is "Theme From the Unforgiven."

### CULTURE

## East Will Meet West At Library

NEW YORK — A New York and Tokyo "Sister Cities Day," will be celebrated here April 27. The affair, which will kick-off a prescribed period of cultural exchange between the two cities, will be held on the steps of the New York Public Library at Forty-Second Street and Fifth Avenue.

The fete, which has been organized and produced by a Mayor's committee to promote cultural exchange headed by Lanny Ross, will present any number of different night club, pop and classical acts from both countries. Prominent among the performers will be Ross, who will do a medley of songs from "Showboat," and the top Japanese vocalist, Sukata, who will sing the "Star Spangled Banner" and the Japanese national anthem. On hand, too, will be the mayors of both cities.

## B'casters See '60 Revenues Topping 1959

NAB Survey Tabs Nat'l Average Increase 3.2%

WASHINGTON—In spite of all their recent troubles with payola and free records, radio broadcasters predict greater total revenues for 1960 than in 1959. A National Association of Broadcasters survey, made in connection with the annual NAB financial survey, found that on a national basis, radio broadcasters predict a median percentage increase of 3.2 per cent—the highest in the four years the NAB survey has been made.

Television broadcasters are also optimistic, but on a slightly more modest scale than estimates in 1959. TV expects a 6.8 per cent increase for 1960 in total revenue, as against a 7.2 per cent estimate in 1959.

In radio, the most optimistic broadcasters are found in the second-place markets, of about 1,000,000 to 2,500,000 population, where almost 90 per cent of the stations expect revenue increase in 1960, and the rest expect to hold 1959 levels. Gloomiest group is the smallest market size, of less than 10,000 population, where only 62 per cent expect an increase, about 15 per cent expect a decrease, and the rest see no change.

Naturally enough, the largest percentage increase is expected in the biggest markets, of 2,500,000 population or more, where broadcasters look for a 7.6 per cent median increase, NAB reports.

## HOT 100 ADDS ELEVEN

NEW YORK—Eleven new sides appear for the first time on this week's Hot 100 chart. These are:

85. **When You Wish Upon a Star** (Bourne, ASCAP)—Dion — the Belmonts, Laurie.
89. **Tell Me That You Love Me** (Travis, BMI)—Fats Domino, Imperial.
92. **Easy Lovin'** (Conrad, BMI)—Wade Flemons, Vee Jay.
93. **No If's—No And's** (Pri-Gan, BMI)—Lloyd Price, ABC-Paramount.
94. **Last Chance** (Sho-Biz, BMI)—Collay and His Sattelites, Sho-Biz.
95. **Another Sleepless Night** (Aldon, BMI)—Jimmy Clanton, Ace.
96. **(Doin' the) Lover's Leap** (Ball-Cran, BMI)—Webb Pierce, Decca.
97. **Two Thousand, Two Hundred and Twenty-Three Miles** (Lear, ASCAP)—Patti Page, Mercury.
98. **Young Emotions** (Nelson, ASCAP)—Ricky Nelson, Imperial.
99. **Beautiful Obsession** (Aut, ASCAP)—Sir Chauncey, Warner Bros.
100. **Dutchman's Gold** (American, BMI)—Walter Brennan, Dot.

## New Am-Par Album Issue

NEW YORK—ABC-Paramount Records is issuing a flock of new LP's this week on its own label, as well as new LP's on Chancellor and Addison. New ABC-Paramount albums include a new set by Paul Anka, a new set by Lloyd Price, two sing along albums, an album with the Don Martone Quartet, and one with the Les Djinns Singers.

On the Chancellor label there is a new LP featuring Frankie Avalon and Fabian, another with thrush Linda Lawson, one with guitarist Bill Faith and another with guitarist Al Caiola. Addison Records has a new album with thrush Pat Morrissey, and another with the Frank Moore Four.

## Miss Steiman Ankles Chudd

HOLLYWOOD—Anita Steiman last week resigned her post as vicee and general manager of Lee Chudd's various music publishing firms. She held the position for the past six and a half years. Prior to that she was with Hill & Range when that firm based its operations on the West Coast.

Among the imperial Records subsidiary firms Miss Steiman helmed were Post Music, Inc. (ASCAP); Commodore Music Company; Travis Music, Inc., and Reeve Music Company (all BMI), among others. At press time no replacement for Miss Steiman had been named. Resignation is effective Monday (25).

She is currently entertaining offers from several music firms, among them Eastern firms seeking West Coast representation.

## GOLD DISK FOR JIMMY REEVES

NEW YORK—Jim Reeves was honored on Nashville's "Grand Ole Opry" at station WSM last Saturday (23). The young singer was presented with his first gold record as the result of his "He'll Have to Go" on Victor passing the million sales mark.

They've done it again!

PENNIES FROM HEAVEN

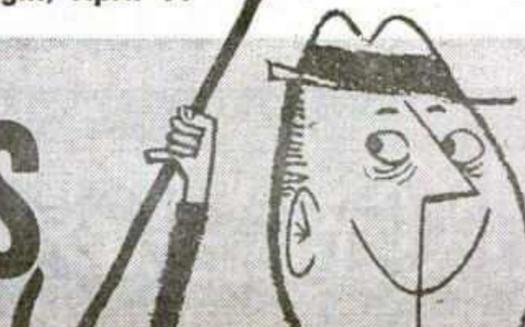
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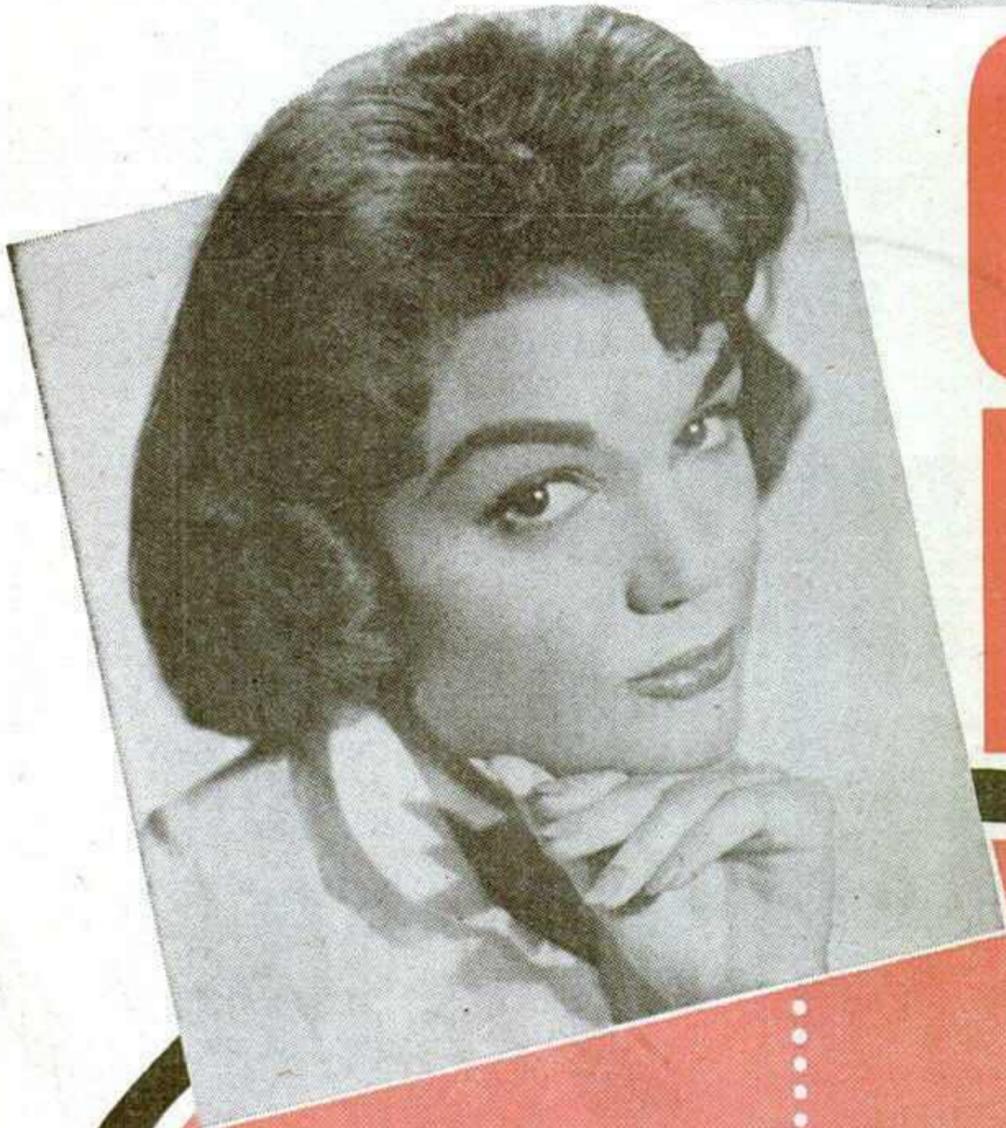
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# Overseas News Front

## London Newsnotes

By DON WEDGE  
News Editor, New Musical Express

At least three more albums are planned when **Connie Francis** arrives here May 3 for three weeks of recording sessions at the EMI studios. She will cut Italian, Spanish and Jewish titles in their respective languages. **Geoff Love** and **Tony Osborne**, two EMI contract MD's will again arrange and accompany, with **Norman Newell**, M-G-M manager at EMI, supervising. Connie's "Mama" b-w "Teddy" will be released to coincide with the trip as will her children's songs albums. Her "Italian Favorites" LP which includes "Mama"—a previous hit here for **David Whitfield**—will be issued in June.

During his two-week visit to America earlier in the month, **Leslie Grade** made offers to appear in ATV shows to **Gordon MacCrae**, **Harry James** and **Betty Grable** among others. . . . **Bobby Rydell** is being discussed for a visit at the end of next month. . . . **Diahann Carroll** returns May 12 for a Granada-TV "Variety Show." . . . **Orson Bean** will co-star with British Columbia's **Marion Ryan** in a three-month Granada-TV series starting end of June.

In the opposite direction, negotiations are taking place for **Dave King** to return to U. S. for another NBC-TV series this summer, again under the auspices of **Perry Como's** Romcom Productions. . . . Even more ambitious is a plan for **Jo Stafford** to visit London next month to telerecord a series with Britain's top band, **Ted Heath**, primarily for U. S. screening, but also seen here thru ATV.

Six American blues singers have been signed for seasons at London's Jazzshows Jazz Club. They will also undertake provincial concert dates with British jazz bands. Singer-pianist **Speckled Red** opens at the club in June, followed by **Memphis Slim** (July), **Little Brother Montgomery** (August), a second season by **Champion Jack Dupree** (September) with **Brownie McGhee** and **Sonny Terry**, due here for the third time in November. . . . ABC-TV producer **Jack Good** who has previously featured a string of hot American disk artists on his shows, "Boy Meets Girls" and "Oh Boy!"—sometimes bringing them over for the purpose—relies on British artists in his new series, "Wham!" which started April 23.

BBC radio's weekly "Parade of the Pops" April 25—the last until August—features Mercury's **Johnny Preston** as guest star. . . . American teen-agers, children of USAF personnel based near London, from BBC-TV's first non-show-biz panel on "Juke Box Jury" May 7. . . . The telerecording of the Easter (April 13) "Perry Como Kraft Music Hall" was scheduled for fast showing by BBC-TV on April 20, one week after U. S. transmission; normally British transmission is three to six weeks late to allow for artist and copyright clearance.

**Johnny Preston's** wife, **Jeanell** and baby daughter **Tracie**, and manager **Bill Hall's** wife **Lillian** joined them last weekend in Britain. . . . **Andre Kostalanetz** conducts the Philharmonia Orchestra on BBC-TV May 1. . . . **Robert Weiss**, Warner Bros. Records' international chief visits licensees in Vienna, Milan, Rome and Zurich in next fortnight from Paris headquarters and is due back in London early May.

Philips claim 30,000 copies "Flower Drum Song" original cast album sold in first three weeks. . . . **Connie Francis** has sent **Tony Osborne**, the British M.D. for her current U. S. hit, a pair of cuff-links inscribed "From Mama!" . . . E.M.I. Records move into new Central London office in Manchester Square at end of this week. . . . Joining **Howard Keel** for his ATV "Sunday Night at London Palladium" show April 24, will be top French singer **Colette Renaud**.

During U. S. trip of agent **Bunny Lewis**, he arranged for the **Avons**—a two-girl-and-a-boy vocal group to be released on Mercury. They had the "Seven Little Girls" hit in Britain. . . . Radio Luxembourg is scheduling a twice-weekly 26-program series by **Tennessee Ernie Ford** for mid-May. . . . **Dean Martin's** "Who Was That Lady?" opens in London April 28 with provincial general release set for May 16. . . . "Drum Crazy"

(Continued on page 14)

## ROSE, AMBASSADOR OF C&W GOOD WILL

• Continued from page 1

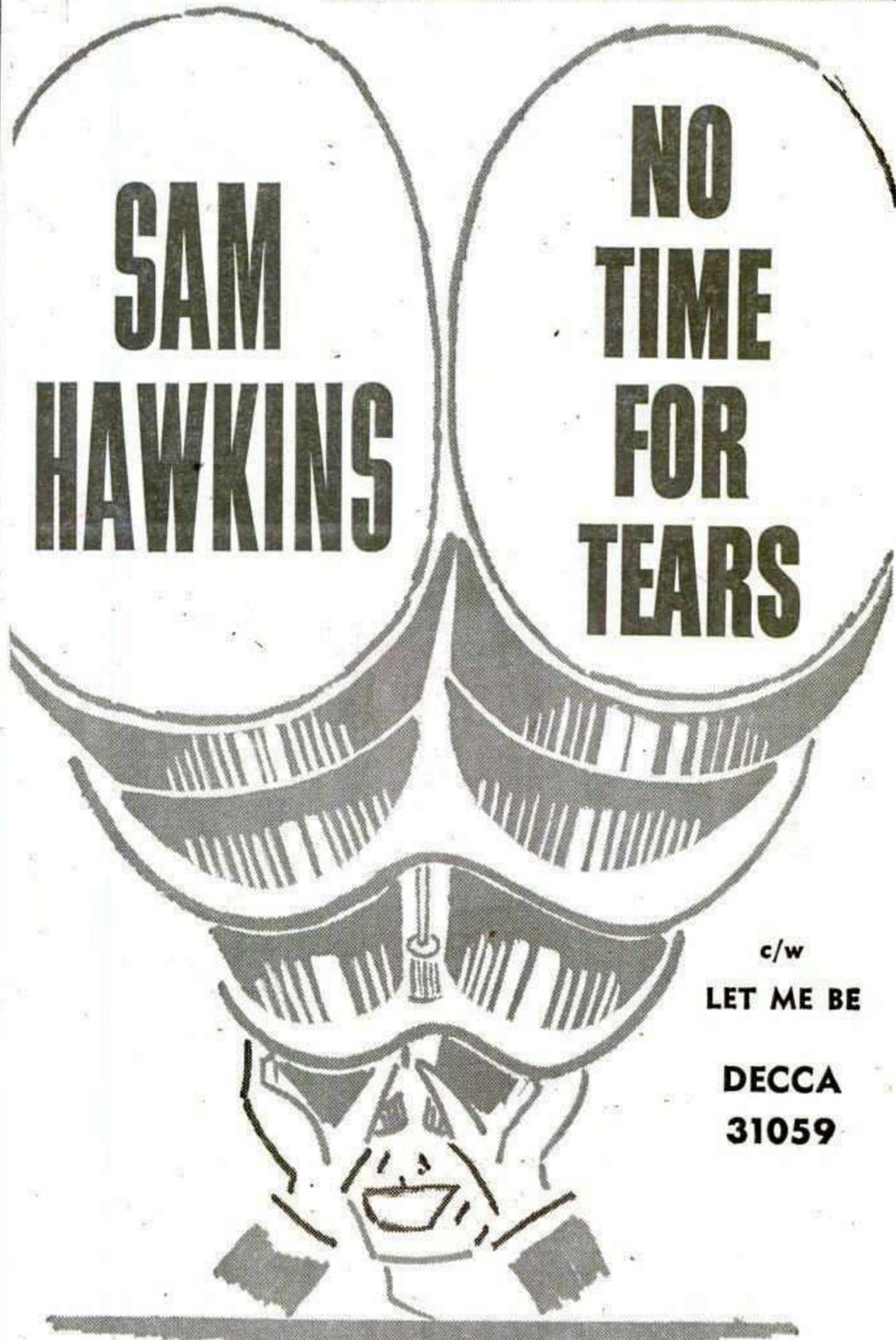
Shine Boy, the "Tennessee Waltz." "Oh, the 'Tennessee Waltz'! Do you know this is a standard already in Germany? The local Munich radio station, the Bayerischer Rundfunk, has 11 different tapes of this waltz. At the moment, the whistler **Fred Lowery** has the most popular version of the 'Tennessee Waltz' according to the Bavarian listeners."

"I'm so glad the Teldec people start their new label, Warner Bros. Records, with my Everly Brothers' disk 'Cathy's Clown'! And **Ralph Maria Siegel** will write the German lyrics. **Ralph** started a record production with a big orchestra, the **Jupiter Serenaders**. I bought a bunch of tip top tunes for my Hickory label in the States."

**Wes** and **Margaret** made a tour to the Bavarian Alps, spent an afternoon in **Jimmy's** stereo department, and talked business with **Siegel**. Then they started for the next part of the trip: Rome, via Cannes and Paris back to Nashville.

Sometime in September **Ralph Maria Siegel** will start his next world flight. His stations: Japan, Hawaii, San Francisco, Los Angeles, and Nashville, to bring all the greetings of **Wesley** and **Margaret Rose's** old and new friends in Munich and Bavaria. The c.&w. and the Bavarian folk music people are just a big, nice family.

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- One Never Knows SD 1284
- The Modern Jazz Quartet... SD 1265
- Fontessa SD 1231

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- Ray Charles At Newport SD 1289
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- Soul Brothers (with Ray Charles) SD 1279
- Plenty, Plenty Soul SD 1269

**WILBUR DE PARIS**

- That's A Plenty SD 1318
- Plays Something Old, New, Gay, Blue SD 1300
- At Symphony Hall SD 1253
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**BETTY JOHNSON**

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**HARRY LOOKOFSKY Stringsville** SD 1319

**JOE CASTRO**

- Groove Funk Soul SD 1324
- Mood Jazz SD 1264

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# ATLANTIC RECORDS

## Davis Clicks With JATP Overseas

COPENHAGEN — Miles Davis and his JATP unit were the first big jazz offering of 1960 to draw full houses here, at their two concerts in Tivoli Concert Hall on March 24 — but public held off on buying top-priced ducats until day of the concerts. Davis was new here but clicked solidly with his quintet, as did Oscar Peterson's trio and the Stan Getz quartet.

The critics were laudatory, but carped about "too many stars" — they wanted more of Miles Davis.

Norman Granz and Richard Stangerup have been trying for a formula that will satisfy audience and press. On Wednesday (13) they presented only Modern Jazz Quartet (John Lewis, Milt Jackson, Percy Heath and Connie Kaye), in only one concert, in Tivoli Concert Hall. Maybe that's the answer.

Storyville Records usually fares well with its concerts, here, but its presentation of Muggsy Spanier and George Lewis on Wednesday (5), in the Odd Fellows Palace, did not draw full houses at either of the two concerts, in which "Papa" Bue's Viking Jazz and Adrian Bentzon's Jazz participated. This was Spanier's first appearance here but George Lewis has a local following.

## Presley Hits H'wood Like Ton of Bricks

HOLLYWOOD — Elvis Presley made a triumphant return to Los Angeles last week to start his "G. I. Blues" film for Hal Wallis. His arrival was greeted with the fanfare accorded a conquering hero. It was the end of a three-day whistle-stop train trip from Memphis, during which the train stopped some 50 times along the road, allowing the teenage idol to wave at his fans. He arrived in a private car of the Southern Pacific's Sunset Limited, complete with Col. Tom Parker, his manager, and nine assistants, including valet, two secretaries and a security man. Fare for the car: A reported \$2,424.41.

He was greeted by more than 500 teenagers who had been on hand for hours awaiting the event. Elvis was decked out in flamboyant attire, including a black silk mohair tux, ruffled white shirt, black silk ascot and black suede shoes topped with silver buckles. His be-rhinestoned cufflinks were the size of 50-cent pieces.

Teenagers were not alone in heralding his arrival. Local news media joined with a 21-gun salute of their own. Presley's presence in Hollywood's midst was the lead story on radio and TV newscasts, with newspapers splashing pictures and stories across several pages. Mirror-News front-paged a four-column pic of Elvis alighting from his private car.

The Elvis coverage elbowed off of page 1 such other significant stories as Charles De Gaulle's Canadian visit, the South African race flareup and the Humphrey-Kennedy debate.

## New Riverside April Release

NEW YORK — Riverside Records has mixed four jazz sets with five new kiddie packages for its first release to be issued from its new quarters in the Hotel Paramount here. The new quarters comprise 20 offices and complete studio and editing facilities.

Current personnel operating under mahoffs Bill Grauer and Orrin Keepnews include Ray Fowler,

## Best Selling Pop Records in BELGIUM

Week ending April 2, 1960  
(Courtesy Juke Box Magazine)

Last Week	This Week	Title	Artist
1	1	MUSTAPHA	Bob Azzam (Barclay)
—	2	T'AIMER FOLLEMENT	Dalida (Barclay)
6	3	MILORD	Edith Piaf (Columbia)
2	4	EEN HUTJE OP DE HEIDE	Bobbejaan Schoepen (Decca)
3	5	PUPPY LOVE	Paul Anka (ABC-Paramount)
4	6	OH CAROL	Neil Sedaka (RCA Victor)
11	7	NE JOUE PAS	Colette Dereal (Polydor)
5	8	IT'S TIME TO CRY	Paul Anka (ABC-Paramount)
7	9	LA BELLA	Rocco Granata (Tonality)
13	10	SALADE DE FRUITS	Bourvil (Pathe)
8	11	RED RIVER ROCK	Johnny and the Hurricanes (London)
12	12	PILOU PILOUHE	Gilbert Becaud (Columbia)
15	13	CAFE SANS EXPORT	Bobbejaan Schoepen (Decca)
9	14	PUT YOUR HEAD ON MY SHOULDER	Paul Anka (ABC-Paramount)
10	15	MARINA	Rocco Granata (Tonality)
14	16	MARCHAND DE BONHEUR	Dario Moreno (Philips)
16	17	DIEP IN MIJN HART	Jo Leemans (Philips)
17	18	SUGAR BABY	Peter Kraus (Polydor)
18	19	REVEILLE ROCK	Johnny and the Hurricanes (London)
20	20	UNTER FREMDEN STERNEN	Freddy (Polydor)

## Best Selling Pop Records in ITALY

Week ending April 9, 1960  
(Courtesy "Musica e Dischi" of Milan)

Week ending April 16, 1960  
(Courtesy "Musica e Dischi" of Milan)

Last Week	This Week	Title	Artist
1	1	MARINA	Rocco Granata (Bluebell)
2	2	IT'S TIME TO CRY	Paul Anka (Columbia)
3	3	DANNY BOY	Conway Twitty (M-G-M)
8	4	PERSONALITY	Catering Valente (Decca)
10	5	MORGEN	Eddie Calvert (Columbia)
3	6	WHY	Frankie Avalon (Chancellor)
4	7	KRIMINAL TANGO	Piero Trombetta (Columbia)
7	8	ENCHANTED SEA	Islanders (Top Rank)
14	9	BELIEVE ME	Royal Teens (Capitol)
6	10	ROMANTICA	Tony Dallara (Music)
12	11	MR. BLUE	Fleetwoods (Top Rank)
15	12	MONA LISA	Conway Twitty (M-G-M)
9	13	QUANDO VIEN LA SERA	Joe Sentieri (Juke Box)
11	14	E' VERO	Mina (Italdisc)
13	15	LIBRO	Domenico Modugno (Fonit)
20	16	Till	Caterina Valente (Decca)
—	17	PRETTY BLUE EYES	Craig Douglas (Top Rank)
—	18	EL PASO	Marty Robbins (Fontana)
—	19	RUN, BOY, RUN	Sanford Clark (London)
17	20	OH CAROL	Neil Sedaka (RCA)

## Prestige Ups Talent Roster

BERGENFIELD, N. J. — Prestige Records and its string of subsidiaries has signed and re-signed both new and established talent.

Re-signed by the parent Prestige label are Eddie (Lockjaw) Davis and Shirley Scott. In the fold of the New Jazz banner are organist Johnny (Hammond) Smith and vibest Lem Winchester. Both artists have cut dates with Oliver Nelson. Once popular blues singer Lonnie Johnson returns to the industry via a recently cut Bluesville album.

chief engineer; Barrett Clark, creative and sound projects; Leo Israel, children's product; Herman Gimble, national sales and Billie Wallington, publicity and promotion.

April jazz packages include "Work Song," by Nat Adderley; "Billy Taylor Uptown," "The Incredible Jazz Guitar of Wes Montgomery" and John Lee Hooker's "That's My Story." In the kiddie field, three new sets in the "Everybody Sing," series will be issued along with two by Ed Wynn.

## Solti Signed As Director of Philharmonic

HOLLYWOOD — Conductor Georg Solti was signed last week as music director of the Los Angeles Philharmonic Orchestra. His appointment is effective with the 1961 fall season. The L. A. podium has been occupied by guest conductors since the death of Eduard Van Beinum last year.

The Philharmonic is under contract to Capitol Records, while Solti is currently signed to the London label. Capitol has used the Philharmonic to record with Leopold Stokowski, Eric Reisendorf and a soon-to-be released package with the orchestra's former conductor, Alfred Wallenstein. A year ago Capitol was unsuccessful in its attempt to borrow Solti from London for a session with the Philharmonic.

George Kuypers, symphony association's general director, told The Billboard he felt "some arrangements" would be made whereby the newly named conductor could be featured with the orchestra on Capitol. Inference was that Solti would sign with Capitol when his London pact expires, and that by late 1961 when he mounts the local podium as permanent conductor he will be free to join the Cap fold. This would be the first time Capitol would have both local orchestra and its conductor under contract. (The late Van Beinum's recordings were issued under the Epic banner.)

## Kleinbaum to Telefilm Post

NEW YORK — Ed Kleinbaum, formerly head of singles sales for M-G-M Records, has left that post to become national sales manager of United Telefilm Records, according to an announcement from Mort Craft, UT prexy.

Kleinbaum was with M-G-M for two years. Prior to that he was for a number of years active as a distributor in Cleveland. At UT, he will concentrate particularly on Warwick Records. He will also co-ordinate the activities of the company's 12 field men.

## Eddy Finishes British Tour

LONDON — Duane Eddy was finishing a successful five-week tour of Britain last night (Sunday, 24) with a one-night stand following his re-booking at Liverpool Empire last week.

He plans to fly to Paris today (Monday) for a short holiday — it will last no longer than a week — while considering an offer to make a TV appearance in Stockholm. He may also return to Britain for a few days in May before going back to America, where he plans lengthy disk sessions.

## Big Design April Issue

NEW YORK — Latest in the Design "compatible" line are Eugenie Baird singing "Duke Ellington," Connee Boswell's "Irving Berlin Portfolio," "Tribute to Hank Williams," by Eddie Dean, "Nuttty Squirrel," Don Elliott's "Music of the Sensational Sixties," and classical selections "1812 Overture," "Carmen" and "Bolero" by Ravel among others. These Design disks are being released this week.

## Overseas News Front

• Continued from page 12

with Sal Mineo as Gene Krupa and James Darren has no West End run scheduled but goes on release May 9.

Elvis Presley's "Stuck on You" failed again this week to hit the top British chart spot altho Lonnie Donegan's "Dustman" slipped to third. The Everly Brothers' "Cathy's Clown," the first British Warner Bros. release, moved up 10 places to sixth, and there are other big jumps by Brenda Lee's "Sweet Nuthin's" (to No. 8) and Steve Lawrence's "Footsteps" (No. 14), which last week seemed as tho it had finished its run.

First record to break from "Most Happy Fella" is the King Brothers' "Standing on the Corner" which came in its second week at No. 11. The Kings, proteges of Frankie Vaughan, are a vocal-instrumental trio (tho on the disk they get a big orchestra assist from Geoff Love) and are due to play the Dunes, Las Vegas, this summer with Vaughan. The Four Lads' version is also showing at No. 29.

Ella Fitzgerald seems likely to return to the top 20 with her version of "Mack the Knife," which only slipped out (by Bobby Darin) a few weeks ago. She and Johnny Preston (with "Cradle of Love") share No. 23 spot, both likely to move higher.

The new No. 1 disk here is Anthony Newley's British Decca slicing of Lionel Bart's "Do You Mind?" Newley is primarily a film actor (tho this is second consecutive No. 1, hitting it last time with "Why?") and can be currently seen in the U. S. with Robert Taylor in Columbia Pictures' "Killers of Kilimanjaro." Donegan's "Dustman," now released by U. S. Atlantic, which held the slot for four weeks, has sold 500,000 copies in under five weeks, Pye announces.

All labels again restricted new issues this week to get over the Easter lull. The Decca group's releases on the London-American label included Charlie Rich's "Lonely Weekend," "Now, Now, Now" b-w "Lonesome Lullaby" by Jerry Keller and Duane Eddy's "Shazam." On the Warner label releases were Bill Haley's "Tamiami" b-w "Candy Kisses" and the Edd Byrnes-Connie Stevens "Kookie, Kookie" U. S. smash. . . . EMI's new U. S. releases were particularly short. They included Jimmy Rodgers' "Just a Closer Walk With Thee."

## Belgian Newsnotes

By JAN TORFS

Juke Box Magazine, Mechelen, Belgium

In an effort to obtain better record sales, low-priced waxings are being promoted by record retailers. Stella Records sell for 29 F (58 cents) and Jungle Records for 27 F (54 cents). These are all local covers of existing hits. . . . The Floyd Robinson tune "Making Love," is getting a very strong reaction in the French rendering by Dalida (on Barclay), titled "T'aimer Follement."

There apparently will be no Pat Boone dates for Belgium. Top agents in this country openly state that his price is too high. . . . The Modern Jazz Quartet played at the Palais des Beaux Arts, Brussels on April 10. . . . "The Midnight Sun Will Never Set," an original by Quincy Jones, has been recorded by a new quartet, the Harmonica Boys, on Palette Records.

Will Tura, one of our most talented young singers, has left Decca Records for Palette and has made a Flemish cover of "Down by the Riverside," titled "Vrienden Voor 't Leven." His younger brother Jan makes his recording debut in the same tune, as well as on the flipside "Tel de Blandjes . . . van 'n Madeliefje."

## Munich Newsnotes

By JIMMY JUNGERMANN

Producer, Bayerischer Runfunk, Munich

Radio Luxemburg's Hit Parade marks the new success of the ballad: 57.3 per cent of all listeners now prefer the ballad; the teen-age stuff isn't as popular any more. . . . Peter Kraus, German teen-age idol for three years, is the star of BBC's TV series "Tempo '60." British fans prefer his version of "Tiger." Peter got another contract for French TV after the BBC series.

Mantovani's first single in years, "Orange Vendor," is getting good airing via German radio. . . . Curt Jurgens and Mr. Kokomo are guest stars in the new Caterina Valente TV show. Mr. Kokomo has just arrived in Munich with his manager Nick Carrado.

One of the most popular U. S. singers in Germany is Connie Francis. The Deutsche Grammophon Gesellschaft issued the first Connie Francis LP for Germany, M-G-M's "The Exciting Connie Francis." . . . Sam Goldwyn's "Porgy and Bess" is top b.o. at the Munich Royal Palast. Two daily showings of the film are not enough. The Palast now has started a third showing at 2 p.m. Columbia's LP, issued here by Phillips, sells well on both monaural and stereo, indicating that it's the sound track version that people prefer.

## Ella Makes S. A. Debut

HOLLYWOOD — Ella Fitzgerald makes her South American concert debut in a six-week solo tour which opens today (25) at Rio de Janeiro's Copacabana Palace. She returned three weeks ago from her sixth tour of England

and the European continent and plans to tour the Orient in the fall.

Her south - of - the - border tour will include Sao Paulo, Montivideo, Buenos Aires, Santiago, Lima and four cities still unconfirmed at press time. She is bringing her own accompaniment with her, her regular quartet consisting of pianist Paul Smith, guitarist Jim Hall, drummer Gus Johnson and bassman Wilfred Middlebrooks.

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*Little Miss Hitmaker . . .*

**IF THERE  
ARE STARS  
IN MY  
EYES**

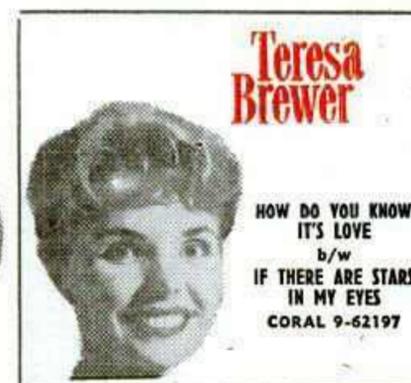
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KNOW  
IT'S LOVE**

**CORAL 9-62197**



Chorus and Orchestra  
Directed by Dick Jacobs



For more SELL-ability, this new single is packaged in a 4-color sleeve.



## More FCC Action on 317

• Continued from page 3

publicly released by either Ford or Harris. Further communication was promised by Ford.

Also entered into the record of the Harris Subcommittee last week were statements by Rep. Celler, requesting consideration of his anti-payola bills, and by the National Broadcasting Company, suggesting new language for Sec. 317 to separate the rule for identifying free sample records and other minor items from the larger matter of actual payola in broadcast programming. NBC wording would permit the FCC to exempt free records from announcement.

Judiciary Committee Chairman Celler, who appears to have been brushing up on music industry facts, aware that payola is currently concentrated in the "teen-age market" of pop singles — but he feels the seeds of corruption are spreading on a much wider scale. He noted that about 700 record manufacturers are consistent producers, and about 200 singles go out weekly, while only a few become hits. This situation results in terrific pressure for exposure.

Celler said the deejay's lush takes in cash, gifts and vacations are a new version of the payola of the 1930's, which was at band level rather than at today's disk-deejay level. An attempt to set up fair practice codes failed during that era. By the end of the 1940's, television had created a financial vacuum in radio, which the deejays filled with hours of inexpensive music on records, and the new boom in payola was on.

Celler said that in 1958 the deejay exploited the market provided by the "impressionable teenagers," and the record industry made a gross profit of some \$106,000,000. He did not indicate whether he believed this profit was on part, or the whole of the total

1958 record gross, which was estimated at something under \$400,000,000, at retail level. Celler repeats the charge by the American Society of Composers, Authors and Publishers that over 50 per cent of last year's top hits were on labels cited by the Federal Trade Commission for payola.

Celler is disturbed by the undue optimism of the Federal Communications Commission chairman's belief that present actions have made payola a thing of the past. He also scores the FCC for permitting pay for play of records, provided sponsorship is announced. He feels this is legalizing what would otherwise be payola, unless the record sponsor is also paying for the entire program segment.

Celler said that back in 1955, his Antitrust Subcommittee hearings uncovered a network memo which told of "remarkably well organized payola and plugola practices in high places" and named names. The memo expressed worry by a network executive about the possibility of an investigation.

An improvement in the caliber of music on the air will result if Celler's bills to snare givers and takers of payola, and to hold up renewals for licensees with heavy payola activity, are passed, the congressman feels.

The NBC statement prefers the Harris anti-payola bill to the Celler legislation. It commends the Harris Bill (H. R. 11341) for requiring reports from persons making any payments in programming, all the way up and down the line. However, NBC would put payola matters in a separate section from 317.

The network proposes wording the controversial sponsorship identification section in the Communications Act by adding that "payment must involve something of

'material value' to require announcement." This gives the FCC discretion to exempt minor items, sample free records and other material it would be in the public interest to allow.

Additionally, NBC would call for identification of any "program element" if it gets a "sales pitch" or emphasis over and above its normal, incidental use in programming on a sponsored show. NBC says it knows this would be a tough one to interpret in some cases, but the net believes FCC could spell it out.

## Cochran Dies

(Continued from page 3)

Saturday (30) to resume his British dates. Pye's Lance Fortune, a current hit parader here, is scheduled to take Cochran's place in the package.

Sharon Sheeley, a friend of Cochran's—some reports say that they were due to be married this weekend — wrote Ricky Nelson's "Poor Little Fool" and Ritchie Valens' "Little Susie." She is suffering from a fractured pelvis and severe back injuries and is likely to have to remain in the hospital some time.

The Vincent - Cochran tour had been arranged by U. S. impresario Norm Riley, who was over here at the time. He said: "I would like thru The Billboard on behalf of Eddie's family and myself to thank the many U. S. artists who have already cabled messages of sympathy."

## Ackerman

(Continued from page 3)

the teen-age adorers who may try to flood the hearing room at Clark's appearance. The procedure at the hearing is expected to be Van Doren testimony at the TV quiz hearings held by the House Legislative Oversight Subcommittee. When all seats are filled in the hearing room, doors will be closed. If spectators leave, others waiting outside will be allowed to take their places in the hearing audience.

Bearing the unforeseen or catastrophic, the Subcommittee expects to end its payola hearings this week. It has tentatively scheduled May 2 for the start of even more sensational, and politically important hearings on scandal in the Federal Power Commission's regulations of the natural gas industry.

## Court Denies Miller Claim

• Continued from page 2

on the very interests which the Copyright Act was designed to protect."

### Upholds Lower Courts

The majority decision, which upheld lower court findings, confirms the present wording of the controversial Section 24 of the statute, which makes an executor third in line for right to apply for renewals, after widows and children, and preceding next of kin, in the absence of a specific bequest in the author's will. Douglas said the court did not intend to "re-design" the order of succession in the statute, by denying the executor his third place in the list.

In the "Moonlight and Roses" case, Ben Black, who co-authored the tune with Charles Daniels, assigned his renewal rights to Miller Music in 1946, and also had his brothers co-sign. However, Black died during the first copyright period. His will left his estate, after lawful claims were settled, to his neices and nephews. His brother David, as executor, applied for the renewal rights and turned them over to the Daniels firm, which already owned Daniels' half of the copyright, on behalf of the next of kin. The will did not specifically mention the copyrights.

Subsequently, on appeal by Mil-

ler Music against Daniels' alleged infringing use, U. S. District and Appeals Courts both upheld Daniels. The courts said that a writer who dies before the first copyright term expires, cannot make a binding assignment of his renewal interests. The succession is determined in the Copyright Statute, they ruled.

Assignment of renewals during the first 28 years of copyright, are actually "contingencies," depending on later developments, the Supreme Court ruled. A publisher buying such an assignment actually buys only an "expectancy." For example, the court pointed out, under the statute, rights of widows and children take precedence in renewal above all others (De Sylva vs. Ballantine). So that even if a living author and his wife assign a renewal, it would be invalidated on his death if another woman had become his widow.

Dissenting Justice Harlan said the publisher is left without any protection in renewal assignments, under this decision. Either the author himself or the statute can defeat him. Also, a tangle of legal complications with State laws is in prospect.

Said Harlan, the author who has sold his renewal rights during his lifetime can now make a subsequent bequest of those rights in his will, canceling out the earlier transaction. Ironically, a publisher cannot require assignment also from the author's executor, because the latter only comes into status upon the author's death. Nor does it serve the publisher to get assignments from everyone who might be expected to be a legatee—as was done in the Black case, when his three brothers joined in assigning the copyrights to Miller Music for \$1,000 as next of kin.

### Involves State Laws

State laws will be involved, since any attempt to assign a right in good faith may depend on whether the State deems a particular transaction to be a contract to make a will, and held effective as such, in the opinion of dissenting justices. The result will be to impair the marketability of an author's renewal rights.

Harlan's dissenting opinion scores the majority interpretation that an executor was meant by Congress to be one of the preferred classes, such as widows and children, and next of kin. As Counsel Abeles, attorney for Miller Music and for Music Publishers Protective Association had argued, the dissenting judges held that the executor is only an instrument to carry out the will, not to defeat the wishes of the deceased. The evident purpose of naming him, was only to permit a wifeless, childless author to bequest by will the right to apply for the renewal. This fact was spelled out in Congressional hearing report by the 60th Congress, Justice Harlan pointed out.

Dissenting with Harlan, were Justices Frankfurter, Whittaker and Stewart.

## Cook Exits

(Continued from page 2)

counts such as L. & M. Cigarettes, Falstaff Beer and the Gillette Razor Company.

Cook has been with WB Records for the past two years. Prior to his joining the firm he held exec sales posts with both Columbia Records and with Capitol Records in New York. He set up the entire WB sales force and distributor organization. As of now no replacement for Cook has been named by the diskery.

the NEW

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See Page 12 for Details

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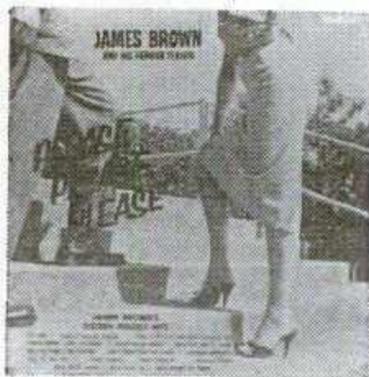
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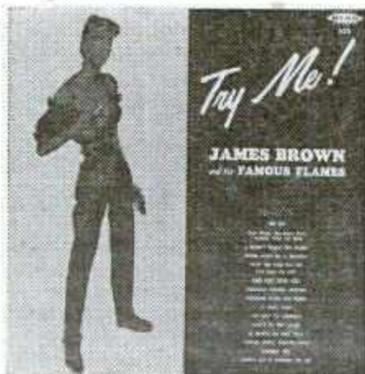
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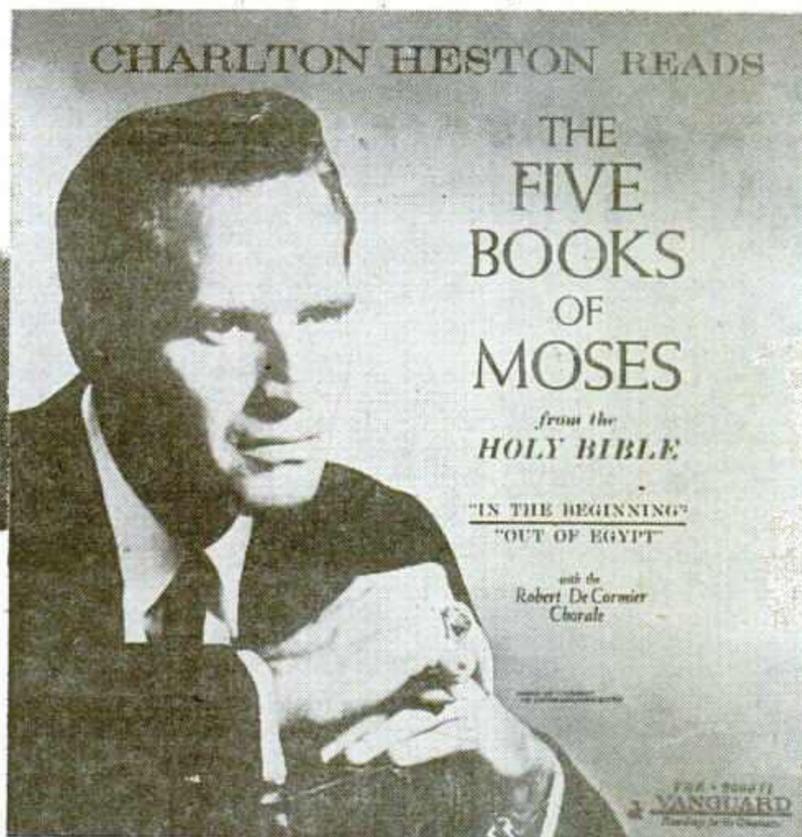
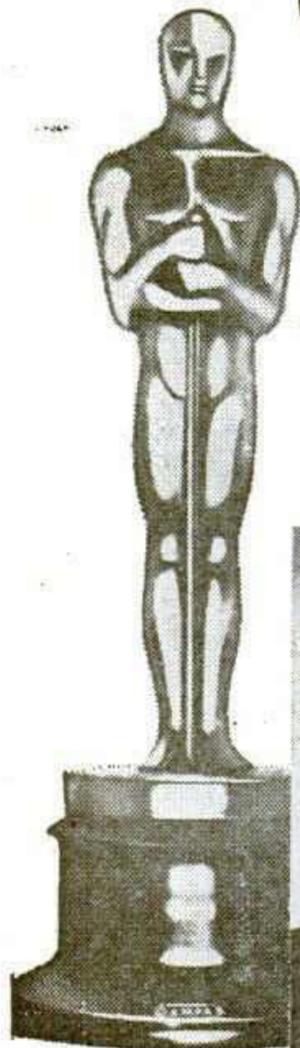
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## BALLET REVIEW

### A 20th Season for Ballet Theater

The twentieth anniversary season of the American Ballet Theater was opened at the Metropolitan Opera House on Tuesday (19), and the feature work was one of the first efforts to bring this fine ensemble into national prominence, back in 1942. This was Antony Tudor's "Pillar of Fire," which again featured Nora Kaye in the role she created and which made her a major figure in the ballet world.

Her portrayal of the repressed, spinterish woman who gives way to temptations of the flesh before finding her true love once again was filled with brooding and power, and constitutes one of the most impressive dramatic characterizations in the theater, musical or otherwise. The music is Schoenberg's "Transfigured Night," and it is the perfect vehicle for the mood of this work.

Next in order of success was the final work of the evening, Michael Fokine's delightful romp, "Bluebeard," which is as gay as the Offenbach music to which it is set, and is the closest thing to a Keystone Kops comedy in the ballet world. The marvelous fairy tale sets and costumes by Marcel Vertes must be credited as being essential to the illusion. Without them, the whole episode would seem simple, crude slapstick. John Kriza and Boris Runanin took honors here.

Between the above two numbers was a diverting novelty, "Pas et Lignes," danced by the lovely French guest ballerina, Claude Bessy, and Royes Fernandez, to music by Debussy. The pas de deux offered fine opportunities for technical display. One member of the audience let out two lusty boos during a quiet moment, doubtless less in protest over the performance than over the alleged Nazi sympathies of choreographer Serge Lifar.

The opener was a newly costumed version of the William Dollar "Chopin Concerto," using that composer's second piano concerto as the basis. Anyone who attended primarily for the music was apt to be disappointed, for at least at the opening the music's performance was primarily sub-par. The principal dancers were Erik Bruhn, Lupe Serrano and Ruth Ann Koesun. Their efforts were interesting but never especially vital, and the company seemed to lack cohesion in their support.

Despite the less than completely successful opening, the American Ballet Theater proved again that it is a vital and interesting group. Its two decades of original effort attest to that.

Sam Chase.

★ ★ ★

## MUSIC REVIEW

### Blitzstein 'No' Revival Provocative

One of the most enterprising musical projects around is the Composers' Showcase, which permits experimental performances of worthy musical efforts, and provides a forum for the composer to discuss his work with an audience. Charles Schwartz, who heads this worthy effort, came up with one of this season's most interesting and elaborate programs this week in the form of a concert performance of Marc Blitzstein's opera, "No for an Answer."

Using the off-Broadway Circle in the Square arena theater, a fine cast was assembled last Monday (18) for the first of two performances. A repeat will take place a week later (25).

This work, dating from 1938-'40, was produced in January, 1941. As such, it is as dated as the earlier "Cradle Will Rock," and for the same reason. The basic cause promulgated by both social dramas was the right to organize a union; this is hardly a flaming issue today.

It is obvious from Blitzstein's comments after the performance that he holds this work in higher regard than "Cradle," which received a fine revival this season by the New York City Opera Company. True, its characters are more poignantly etched, enabling some to become three dimensional rather than caricatures. But the total impact and effectiveness of "Cradle" is much greater; it had an electric tension which somehow is missing from the more introspective "No."

But there can be no question about the high calibre of several of the individual performances this week, despite the obvious shortage of rehearsal time. Martin Wolfson was outstanding in reprising the role he played in the original, that of the elderly Greek who insists that this nation's promises be fulfilled. Raymond Murcell gave a powerful portrayal and showed a fine baritone voice in depicting a drunken dilettante. Other particularly fine showings came from Nancy Dussault, Joan Copeland, and the chorus under the direction of Joseph Liebling.

Sam Chase.

★ ★ ★

## NIGHT CLUB REVIEW

### Mathis Is Whole Show at Copa

Johnny Mathis had the opening night crowd (April 21) at New York's Copacabana spellbound for over an hour. He starts his current stint with a racy new tune, "Tomorrow Mountain," and then goes into a flock of songs that he has done in LP's and on singles releases.

Mathis, a very exciting performer, paces his set very smoothly including several new selections. He scores most effectively on his ballads. Some of the faster items do not come off as strongly.

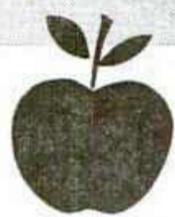
Highpoint of the evening was a beautiful reading of "Maria" from "West Side Story," which drew extended applause. In addition to such solo numbers as "Let Me Love You," "Misty," "Starbright" and "Cockeyed Optimist," he also sings two extended medleys of his former hits.

Augmented by a big string section and an excellent bongo player, he pours a lot of feeling into his work. He also knows how to quiet the audience, which at times was offering some competition.

The rest of the show, which features comedian Larry Daniels, dancing girls and two soloists, might well be forgotten. The show is all Johnny Mathis.

Tom Noonan.

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**CONCERT REVIEW**

**Bruno Walter's Luminous Mahler**

In this Gustav Mahler centennial year, perhaps the greatest anticipation has been for new recordings of the composer's finest work, "Das Lied von der Erde," which might equal the old mono version made some years back by Kathleen Ferrier with Bruno Walter conducting. Walter, a friend and disciple of Mahler, conducted the work's premiere performance in 1911, shortly after the composer's death.

A new Walter recording is on the way, the final session being held Monday (25) morning by Columbia with Mildred Miller singing the contralto role and Ernst Haefliger the tenor. Based on the glorious performance conducted by the 82-year-old maestro with the New York Philharmonic, the result should provide an indelible emotional experience.

The soloists in the concerts, two of which were held during each of the past two weeks at Carnegie Hall, were Maureen Forrester and Richard Lewis. Both singers recently recorded the same work with Fritz Reiner and the Chicago Symphony for RCA Victor. Their efforts in the concert were veritable bridges straight to Mahler's intentions, while the Philharmonic responded to Maestro Walter with tone and depth and feeling that could scarcely have been improved upon.

Miss Forrester and Haefliger sang the work here earlier this season with the Cleveland Orchestra; her appearance repeated the beauty of the former performance. Mr. Lewis was off to a somewhat shaky start in the opening section, but soon hit his stride and proved up to the work's vocal and stylistic demands.

Walter is clearly the ideal interpreter of this work, which though derived from Chinese poems several centuries old, was a highly personalized reflection of Mahler's own feeling about the fragility and sadness of life, and his moving reaching out for something more.

The concert opened with a luminous reading of the Schubert Unfinished Symphony. Walter's warm, firm, yet gentle touch seemed perfectly right. It was, in sum, one of the outstanding musical events of the year. Sam Chase.

★ ★ ★

**LEGIT REVIEWS**

**Zest Triumphs Over Skimpy Book**

Gower Champion has whipped together a sparkling show from rather scant material in "Bye Bye Birdie," which opened at the Martin Beck Theater in New York Thursday (14). The cast includes a group of talented and enthusiastic performers who make the best of a very thin plot and only mediocre songs.

The situation deals with a rock and roll singer, Conrad Birdie (Dick Gautier), who is to be inducted into the Army. His manager (Dick Van Dyke) hits upon a gimmick to have him kiss a typical, teen-age girl goodbye. This event is to be televised. Sub-plot and romantic angle is between the manager and his secretary (Chita Rivera) who are plagued by an interfering mother, brilliantly played by Kay Medford.

The book relies on quite a few topical gags that are funny only because of the exuberance of the cast.

Paul Lynde as the harassed father of the teen-age miss is particularly effective. The costumes and lighting are worthy of comment.

The show's brightest moments are when Chita Rivera romps thru her charming and energetic dance routines. Lithe and nimble Dick Van Dyke also scores effectively with his numbers.

A scene which features a song, "Hymn for a Sunday Evening," a tribute to Ed Sullivan, is also an amusing sequence.

Columbia Records is to issue an original cast album of the show. Enthusiasm for "Bye Bye Birdie" is high, however, and the LP is likely to prove a profitable item.

★ ★ ★

**'A to Z' Runs Mediocre Gamut**

The musical at the Plymouth, "From A to Z" starring Hermione Gingold, did not impress as a likely contender for long term tenancy. Miss Gingold, it is only fair to state, displayed much keen sense of comedy; but one bright artist cannot make the production.

Aside from occasional wit and satire, the scenes were not very titillating.

Musically, the individual songs were not distinctive. Several had an aura of "material"; but in view of the dim prospects for the show, it is doubtful that the music will cause much stir, record-wise.

The costumes were fresh and bright, and the choreography was at times commendable. Paul Ackerman.

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## BMI Final ASCAP Blast

• Continued from page 2

ASCAP's TV network performance credits went for background or theme songs on the daytime programs appearing twice or more weekly. This meant that of the \$11,000,000 performance pay in this category, over a third would have been payable for music backgrounding daytime strips alone. Recent cut-down in credit for these performances does not apply to network shows which are on only once a week.

"Presumably, a greater amount remains subject to manipulation for background and theme usages on filmed evening shows controlled by companies affiliated with ASCAP's publishers. The amount

of money involved in the payola caused by ASCAP practices would seem to dwarf all other payola put together."

BMI scores ASCAP's legislative proposal to prohibit airing of music when payment is made to anyone with financial interest in the music—even by a sponsor making bona fide payment for station time. BMI said such a law would prohibit shows of "salutes" to musical personalities, and other free appearances by talent in connection with a musical program.

It would also prohibit a record company specializing in long hair music from buying time to advertise its record, BMI says.

BMI also denies ASCAP claim that broadcasters "own and control" music.

BMI only licenses music, and does not own it, and gets no money for itself from the sale of music licensed by its wholly independent writers and publishers. Kaye says this point was disposed of during the Pastore Senate Communications Subcommittee hearings, on the Smathers bill to separate music and broadcast interests.

Finally, Broadcast Music says ASCAP either distorted or failed to answer fully the FCC's requests for percentages of ASCAP versus BMI music on the air, and an analysis of the ASCAP distribution set-up.

LONDON — Count Basie had to break his British tour last weekend to return to New York for the funeral of his father who died April 11. Basie flew out after London concerts on Saturday, April 17, getting back three days later.

The band had to miss dates at Portsmouth, Manchester and Glasgow but they were re-arranged for this week.

## Mann TV-er Triple Threat

NEW YORK — Composer, arranger and performer of the original music for Art Carney's May 6 TV-er "Full Moon Over Brooklyn" is jazz flutist Herbie Mann. The Verve recording artist will create the mood and the background for the show which also stars Elaine Stritch and Frank McHugh.

## Hurricanes

(Continued from page 2)

exclusive rights to recordings by Johnny and the Hurricanes "commencing immediately." Initial release will couple "Down Yonder" and "Sheba." Micahnik and Balk will continue to supervise all sessions of the group and in addition, will work closely with Big Top with respect to its other artists, including Sammy Turner, Bob Mersey, Ocie Smith, Tony Middleton and Mel Gadson.

Altho a number of colorful rumors circulated in the trade regarding the reason for the Hurricanes' departure from UT, no official reason was forthcoming from the group's management, other than the fact that "our contract was up and we got a better deal from Big Top."

Unofficially, it was said that the price of the Hurricanes remaining on Warwick, asked of the top UT management by Micahnik and Balk, was that Warwick headman, Morty Craft, be relieved of his post. The United Telefilms management backed Craft to the hilt and the Hurricanes promptly moved.

Craft tended to play the whole episode down. In his usually jocular manner, Craft pointed out that "Life is too short to get into a hassle. Let's face it, we're dealing with a sound, not specific individuals. The people who make that same sound from one record

## TV Exposure

• Continued from page 2

Hunter are booked for "Summer on Ice—1960," NBC-TV, June 2, 9:30-10:30 p.m.

"The Francis Langford Show," NBC-TV, May 1, 8-9 p.m. will feature Johnny Mathis. Jonah Jones, the Bill Thompson Singers and the David Rose ork appear on "Another Evening With Fred Astaire," NBC-TV, May 9, 10-11 p.m.

The McGuire Sisters guest on a special "Jack Benny Hour," May 18, CBS-TV, 10 p.m. Jaye P. Morgan, Peter Palmer and Marion Marlow are among warblers lined up for "The Ford Fun Fair," NBC-TV, May 3, 8:30-9:30 p.m. "Soldiers in Greasepaint" (a salute to the U. S. O.), NBC-TV, April 26, 8:30-9:30 p.m., will spotlight Bob Crosby as host, Jane Morgan and the Modernaires.

This week, ABC-TV has scheduled "Invitation to Paris," April 27, 10-11 p.m., starring Maurice Chevalier, and a flock of French vocal talent—Jean Sablon, Jacqueline Francois, Patachou, Les Compagnons de la Chanson.

Jackie Gleason has signed to narrate and compose a musical theme for "Eddie in Wonderland," an hour long special, starring Eddie Hodges, CBS-TV, June 23.

Columbia will release an original cast album on Groucho Marx's TV version of "The Mikado," with Helen Traubel and Dennis King, which will be televised this week on CBS-TV. Keely Smith and Shelley Berman will guest on "Jack Paar Presents," NBC-TV, April 26, 10-11 p.m.

to the next may be entirely different. It's a specific sound and I can make it all over again with a new group I have, the Craftsmen. We already have their first record, "Rock-Along," released."

It is understood that the Hurricanes deal with Big Top is for one year with no options.

## Garner, Col.

(Continued from page 2)

over the past year, but the pianist has refused. The spokesman also said that the demands made by Garner and his manager were such that the firm could not meet them without being unfair to its other artists. There have been many meetings between Miss Glaser and various members of the Columbia upper echelon recently but to little avail. It is no secret that the pianist's manager has been holding talks with a number of firms who are interested in signing Garner.

In spite of the fact that Garner has not had any new recordings issued since early 1959, his box-office appeal has suffered no loss. He is selling out on almost every Hurok concert he's playing this season, and his price for a week's club work this coming summer is rumored to be about \$7,000. His Columbia waxing of "Concert by the Sea" bids fair to be one of the biggest selling jazz albums of all time, with sales now hovering around the 500,000 mark.

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### BIG PUSH

## Ace Debuts Clanton LP Promotion

JACKSON, Miss.—Johnny Vincent, swinging, well-travelled young exec of Ace Records here, has set in motion one of the hardest-hitting album promotions noted in recent months. Target for the big push is a new double-pocket LP, starring chanter Jimmy Clanton, titled simply, "Jimmy's Blue and Jimmy's Happy."

"I'm going for broke on this one," Vincent told The Billboard. "We're spending upward of \$60,000 on this campaign and some of my buddies in the business who've seen what we've planned are really flipping."

Inside the folder of the album is a one-third life size, full color photo of Clanton. The buyer sends this back to the diskery with his name and address and Clanton personally autographs the photo. It's then sent back to the buyer along with a special single record by Clanton in a color sleeve. The single will not be available thru stores, but only thru the mail order gimmick.

The double-pocket set goes for \$6.98 (a reduction of \$1 on the normal cost of two LP's), while the stereo version goes for \$7.98. Both records—the blues and the happy disks—will be available separately at \$3.98, minus the special photo gimmick.

Top Rank will bring the LP out all over Europe, a fact which is expected to lead to considerable international correspondence from Clanton fans seeking the autographed photo and single record. A heavy campaign of ads in the trades and fan mags is being blueprinted. Clanton will hit the road himself to promote the LP and in June will go to Europe for a promotion swing thru England and the Continent with the same goal in mind.

### New Spoken Arts Albums

NEW YORK — The Spoken Arts, Inc., recorders of literary works as read by renowned actors, actresses and the authors themselves, is releasing five new albums this week. Included are "The Poems of Emily Dickenson" as read by TV's Nancy Wickwire, a survey of great art "Invitation to Art"; "Emlyn Williams Presents Charles Dickens"; and readings by four Parisian actors of the poetry of Baudelaire, Verlaine, Neval and Rimbaud, and "Four Quartets" by T. S. Elliott.

The Spoken Arts catalog now has more than 60 LP's, many of them made by the writers themselves. Included in this group are John Masefield, T. S. Elliot, William Butler Yeats and Dorothy Parker, among others.

### 'O Dio Mio'

(Continued from page 2)

co-operate with the label and buy the records so that the Disney firm could trace the counterfeit source.

Samples of these records were rushed to the label's headquarters here where they were found to be bootleg product. Research lab tests of the bogus biscuits revealed they were not pressed at any of the plants serving the Disney labels.

According to label exec veepee Jimmy Johnson, the Disney company has brought the matter to the attention of the Federal Bureau of Investigation and the Treasury Department. Identity of the

### H-F, BREWERY IN ALBUM TIE

HOLLYWOOD — Three-way promotional tie - in was concluded between High Fidelity Recordings and Budweiser Beer, covering the western region. According to the plan, Budweiser will program Arthur Lyman's "Taboo, Vol. II" album on all the radio shows where it buys time. Label will furnish "Taboo" album covers for distribution to the beer's distributors. Brewery's distributors will set up "Taboo" displays in supermarkets using the album covers plus cases of Bud.

During period of the promotion, rack jobbers will feature the "Taboo" album and tie-in with displays. Radio stations lined up to carry the brewery cross - plug include KLAC (Los Angeles), KSON (San Diego), KPRC (San Francisco), KMGA (Sacramento), KBIF (Fresno), KRUX (Phoenix), KTAN (Tucson), KRAM (Las Vegas), and KBMY (Billings). Push is scheduled to last two weeks, and will spread into four States. Rack jobbers working with brewery and label include San Francisco's Pik-A-Tune, Arizona Sundries, Sacramento's Record Supply, Los Angeles' Music City Record Racks, Las Vegas' Music Enterprises, and Montana's Playhouse.

Three-way push gets under way May 2.

### CMA to Stage Huge Hoedown

NASHVILLE — The Allen County War Memorial Coliseum in Fort Wayne, Ind., will be the site of a country music spectacular to be staged by the Country Music Association on May 5. The 10,000-seat auditorium will host some of the top names in the country music field; all to be presented at only one show to begin at 8:00 p.m.

Headlining the extravaganza will be Hank Snow, Carl Smith, Margie Bowes, M-G-M singer Mark Dinning, Brenda Lee, the Louvin Brothers, Stonewall Jackson, Johnny Ferguson, country comic Archie Campbell, who made his name on the "Grand Ole Opry," Wilma Lee and Stony Cooper. Just about all have starred or are starring on the "Grand Ole Opry."

From the northern borders will come the special added attraction of the show, King-Ganam, a champion old time fiddler, and star of his own CBC-TV network show, "Country Hoedown."

### Carol Burnett to Decca

NEW YORK — Comedienne Carol Burnett has been signed to a long term recording pact by Decca Records. The artist is currently starring in the legit musical, "Once Upon a Mattress," and has been seen frequently on the Garry Moore and Jack Paar TV shows. On May 28, she opens at the Blue Angel here for a lengthy stay. Harry Meyerson is expected to record Miss Burnette in her first album, to be released later this year.

culprit is believed to be known and Disney is expected to press charges.

Also, the Disney firms are expected to call on the Record Industry Association of America for an industry-wide all-out effort to stamp out the bootlegging evil which has plagued the disk business for decades. High on the list of steps RIAA can take is to press for tighter laws under which offenders would be prosecuted.

### Shad Briefs Time Distribs

NEW YORK — Time Record chief Bobby Shad held distributor meetings with his representatives from the East and the Midwest this past week to introduce a new de luxe stereo line listed as the 200 series.

Shad who was one of the first to experiment on stereo when he was a.&r. director at Mercury Records, explained that meetings were held with the Eastern distributors last Saturday (23) at the Park Sheraton here and then flew to Chicago on Sunday (24) for confabs with Midwestern outlet owners at the Ambassador East. Also in on the meets were Pete Spargo of Time's promotion staff, Harry Ringler, comptroller, and Lenny Lewis, sales manager.

Following these conclaves Shad took off for the Coast for similar meetings with distributors there, while Lewis headed South for meetings in Dixie.

Besides the new high-priced line in which there will be five albums as first release, all slated to appeal to the broad pop level, Shad said that he was also widening the firm's stable of jazz talents. Signed to do sets are Sonny Clark, Kenny Dorham, Booker Little, Marion McPartland, Benny Green, and a number of blues artists led by Swampy Hogg, and Ray Charles.

### CORAL DUTCH TREAT HOST

HOLLYWOOD — Decca-Coral's West Coast promotion chief Dick Janik asked deejays to a luncheon aimed at launching a new single, "despite hell or high FCC brass," as explained in his invite. (Disk: coupling of two tunes from Jackie Cooper's "Hennessey" CBS-TV series, "Hennessey's Theme" b-w "Martha's Theme.") "In compliance with the aforementioned Sect. 317," the invite continued, "we are permitting the purists among you to pick up your own tabs." Janik then listed "distributor" prices jockeys could pay (lunch, 24 cents maximum; drinks on "1-cent" sales, disks, 46 cents per platter). "All proceeds from the luncheon," the invite explained, "shall be donated to the Disk Jockey Association, Charities Committee, Inc., a non-profit organization, Jim Hawthorne, president."

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**QUICK DRAW McGRAW**  
CP 203



**HUCKLEBERRY HOUND**



**DENNIS THE MENACE**  
CP 204

### NINA SIMONE

ALBUMS: *Nina at Town Hall*, CP 409 • *The Amazing Nina Simone*, CP 407 • **LATEST SINGLE:** *Fine and Mellow / Summertime*, CP 143 • Watch Nina on the Ed Sullivan Show, May 8

### HAL WATERS

**INITIAL RELEASE:** *I Wish You Love / St. James Infirmary*, CP 146 (A Billboard Spotlight)

### JOEY WARD

**LATEST SINGLE:** *Judy Jump Up / It's a Mighty Fine World*, CP 147 (A Billboard Spotlight)

## COLPIX ARTIST ACTIVITY

### JAMES DARREN

ALBUM: *James Darren Album #1*, CP 406 • **LATEST SINGLE:** *Because They're Young* (Title song from the Columbia Pictures Release) *Tears in My Eyes*, CP 142 • **MOTION PICTURES:** *Because They're Young*, *All The Young Men*, *Reach For Tomorrow*, *The Guns Of Navarone*.

### THE CHAD MITCHELL TRIO

ALBUM: *The Chad Mitchell Trio Arrives!* CP 411 **LATEST SINGLE:** *I Do Adore Her / Gallows Tree*, CP 144 • **PERSONAL APPEARANCES:** Now at The Blue Angel for a 4 week return engagement. Appearing with Harry Belafonte at Carnegie Hall, New York, May 2. Opening Palmer House, Chicago, May 19 for 4 week engagement.

### ARIC LAVIE

**INITIAL RELEASE:** *The Ballad of Red Rock*, CP 149 The star of "Hill 24 Doesn't Answer" appearing at the Club Sahbra in New York. Appearing on Broadway in the Fall in "Irma La Douce."



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## Special Pitch Spurs Tape Recorder Sales

DENVER—It's a mistake to put all of the merchandising emphasis on music where tape recorders are concerned, according to Karl and Harvey Schmid, brothers who head Schmid Appliance Company, in Denver. The Schmid brothers sell a consistent 300 tape recorders per year, in price brackets ranging from \$179.50 to \$300 to prove that their approach to the market is concrete.

"We sell the flexibility, versatility, and all around useful qualities of the tape recorder first," Harvey Schmid said. "It is a fine source of music, of course, particularly where stereo models are concerned, but that's only a small part of the picture. There are too many other considerations involved where music is concerned (such things as stereo phonographs, the convenience of individual records, etc.) to dwell entirely on the tape recorder as a source of ideal music. So, we do a lot of advertising, demonstrate, playing up the fact that a tape recorder is a never-ending source of amusement, usefulness, besides its music-reproduction capabilities."

Aiding substantially in tape recorder sales is the fact that a separate room on the second floor of Schmid's midtown Denver showroom has been set aside entirely for tape recorder display. About a dozen models are shown, including three nationally-advertised brands, is a liberal sprinkling of stereophonic models of the less expensive high-fidelity variety. The recorders are set a few inches apart along a waist-high shelf on one wall of the room, with comfortable chairs on the opposite side. This allows the customer to be seated, while any of six salesmen, all thoroughly trained in recorder use, put the machines thru their paces.

"We haven't found it necessary to use any particular type of gimmick or colorful promotion," Harvey Schmid said. "Instead, we use a quarter page ad four times a year, and classified newspaper ads every week, pointing out that we not only carry a full line of tape recorders, but service them ourselves, and that we can match the

## New Col. Phono Line in June

NEW YORK—CBS Electronics Division will introduce a new line of Columbia Phonographs in June, according to CBS prexy Frank Stanton's annual report to CBS stockholders last week.

The new line will include 10 basic portable models, ranging in retail price from \$19.95 to \$189.95, and six basic console models, ranging in price from \$139.95 to \$450.

## 94 AUDIO FIRMS IN DESIGN SHOW

NEW YORK — One of the highlights of the Design Engineering Show to be held at the New York Coliseum May 23-26 will be a display by 94 electrical and electronic components companies.

The show, which will coincide with the conference of American Society of Mechanical Engineers, will also be a showcase for some 15,000 other items by companies engaged in the manufacture of all sorts of diversified products.

tape recorder to the equipment. That latter point probably brings in as many prospects as any other."

### Saw Possibilities

When tape recorders were first introduced, the 51-year-old Schmid Appliance Company immediately saw the possibilities, and set out on an unusual training program. Located upstairs on the same level as the tape recorder showroom is a model kitchen, used both for demonstration, and as site for informal sales meetings, with coffee, doughnuts, and other refreshments. At every meeting, a tape recorder was brought in, used to record all of the comment. Then, the reel of tape was played back, to point up the correct volume to use, etc. At one time or another, every sales-

(Continued on page 28)

## PROSPECT CONVINCER

### Home Rental Stereo Demo Clinches Phono Customers

By ROBERT LATIMER

SIoux CITY, Ia. — Gene Miller, sales manager at Madison Appliance Company here is giving stereo prospects unsure of themselves two solid methods of determining whether they want to add an expensive stereo phonograph to their homes.

Instead of using merely floor demonstrations, Miller is giving his prospects an opportunity to try the set at home, either for one day on a free home demonstration basis, or over a period of three weeks, during which time the customer pays a \$5 a week rental.

Surprisingly, the rental plan is pulling more people than the free home demonstration, according to Miller, inasmuch as the customer who wants plenty of time to study stereo music in his own home usually feels that a one-day trial isn't enough. So, rather than ask the store to send the set out for a free home demonstration, and feeling somewhat obligated in the process, the prospect would rather pay \$5 a week, and then, if he decides against buying it, he feels sure of himself, for he has paid for the privilege.

Whenever a customer asks for either a home demonstration or a

## Jensen Adds Another Top Sales Exec

CHICAGO—Second recent instance indicating that shank-type and plug-in cartridge needle suppliers are girding for the expanded but more competitive market ahead occurred this week with the announcement that Edward Crowley was appointed assistant to Karl Jensen, president of Jensen Industries. Crowley, previously executive v.-p. and director of Fidelitone and sales manager of Illinois Plastic Molding, will be co-ordinator of production and sales for the full line produced by Jensen.

First instance was recent addition of Earl Olson, electronics veteran who had been with Webcor and had his own component business, joining Astatic, the Conneaut, O., needle maker (The Billboard, March 11).

rental, it is delivered by a salesman from the stereo department. The salesman sets up a complete demonstration, usually with as many members of the family around as possible, points out salient features of the stereo set involved, switches speakers on and off, teaches the customer to use the controls, even if it requires as much as an hour. Sending a salesman in this way has often resulted in a "free home demonstration delivery" turning into a sale before the set has been in the house for more than an hour. The same sort of elaborate demonstration is used where a three-week rental plan is being used (the store will not rent the machines for less than three weeks). The salesman makes several call-backs, during the three weeks, keeps the family's enthusiasm for the music at a high pitch, and can usually make the sale so that it isn't necessary to pick up a rental at all.

The important thing, according to the dealer is to give the cautious, staid customer who doesn't normally "rush into things" an opportunity to make up his own mind before going ahead with the purchase. The three-week rental plan has proven ideal for this purpose.

## AUDIO NEWS BRIEFS

New distributors of Emerson radios, television, and stereo phonos in the Indianapolis area is Circle Equipment Company. . . Brown & Rowland, Inc., specialists in public relations and publicity, have added Philip Dorf, who previously has been with Tex McCrary, Inc., to their organization. Dorf will be vice-president and supervisor of accounts at the PR house. Of special interest to people in the audio trade is the fact that Dorf will be handling the 3M, Arvida Corporation, and Scope Electronics accounts. . . New assistant to the president at the Jensen Industries is Edward Crowley, former executive vice-president and director at Fidelitone. . . Low cost transistors are contained in a new transistor hand book being published by the Sylvania Electronics Corporation. The pamphlet is directed towards the electronic hobbyist, who means to build his own electronic brain or something less ambitious. It may be procured from the company in Buffalo for 50 cents.

Former vice-president in charge of sales for Orr Industries, Nat Welch, has gone into business for himself and will be known henceforth as Nat Welch Business Development. Purpose of the new organization is to bring new independent industry to his home state of Alabama. . . The Admiral Sales Corporation has appointed Norman W. Daken to the regional manager sales post in the Chicago area. . . The Neil Bear Corporation of West Richfield, O., has been dubbed Ohio sales representative for the Lesa line of Italian-made phonographs. . . Olympic of Chicago, distributors of Olympic stereo and TV units, has moved to larger quarters which contain warehouse and display space. . . Vega Electronics has been formed to create products in the electro-acoustical and electro-mechanical fields. Former president of and founder of Magnecord, Russell J. Tinkham, heads up the new firm while Wal-

(Continued on page 28)

## NEW AUDIO PRODUCTS

### New Gravely Disk Cabinets

The 1960 line of Gravely record cabinets contains a Model 802 low-boy styled, Danish designed, furniture piece with triple sliding doors, two brass dividers and a full capacity for 200 records. The company, whose home base is in Martinsville, Va., has another variation on the 802 and models 803 and 809. The 803 is built vertically, again in Danish, with record space for 200 disks, which are separated by four brass dividers and it has magnetic catches on its twin doors and antique brass hardware. Early American is the style note for the 809; it, too, has twin doors, magnetic catches and a 200-record capacity divided by four brass dividers.

The cabinets come in a number of finishes: Mahogany, walnut, limed oak or cherry, and range in price from \$39.95 to \$49.95.

### Toshiba Six Transistor Set

A new and very much of this world six transistor portable radio is being debuted by the Toshiba Transistor World Corporation. The new set comes complete with battery, earphone and leather carrying case at \$34.95. Registered as Model 6 TP-385, the unit also contains a telescoping antenna in addition to a ferrite antenna.

The company has also announced that a heavy national advertising and promotional campaign is planned to back up dealers selling the sets.

### 'Look and Listen' Radio

Sun glasses with attached transistor radio is the latest thing in this season's summer spots accessories. The "look and listen" product is imported from Japan by the Asiatic-American Import Company and is retail priced at \$29.95.

The glass frames hold a three-transistor radio that functions on a standard mercury oxide battery. The station selector and tuner are placed on either side of the frames along with a one ear receiver. Frames come in dark brown tortoise shell while the glass is green. The "shades" are available in men's and women's styles.

### RFL Adds New Models

Six new units in the Spacial Fidelity line of single unit stereo cabinets have been put on the market by the Radio Frequency Laboratories. These units attempt stereo separation by placing speaker components in the side walls of the cabinets.

The six models which have been designed by Pertucelli and Drake-Smith, are led by the Provincial, highest priced of the series at \$795. It comes in platinum walnut or fruitwood and measures 49 inches by 34 inches by 21 inches. In the same dimensions are the Contemporary and Classic. The former is in modern Danish for \$735, and the latter is in brown mahogany at \$765.

Included too, are the Colonial, which is solid pine Early American styling measuring 46 inches by 41 inches by 23 inches, selling for \$630; the Metropolitan, a modern-styled cabinet available in either two-tone or single tone walnut or darkened Korina selling at a low-priced \$225; and the Suburban again in contemporary styling in mahogany or walnut selling at \$375. New York area agent for the Radio Frequency Labs is Harry Miller.

## DEPARTMENT STORE TEST

### 'Single Brand' Push Key To Stereo Phono Sales

By JEANETTE FORMBY

ATLANTA — People who will not buy stereo phonographs on the basis of price or promotion will buy them on the basis of brands in which they have strong confidence, is a lesson that has been learned by Gus Hofeller, appliance dealer for Davison-Paxon Company, department store in Atlanta.

The Atlanta buyer noticed soon after stereo first became popular in the Atlanta area that many customers were pleased to find this modern means of providing music in the same brand as their home television sets, or other appliances. Often, when it came to the choice between two different brands of stereo phonographs, the customer would buy the one which was offered in the same brand with which they were familiar.

Instances of this nature occurred so often that eventually, it was decided to test the market on a brands basis entirely. This plan was worked out by Mr. Hofeller, and R. A. Beck, who is sales promotion director for the Georgia department store.

Given special interest with a full-page newspaper ad, and a series of only slightly smaller ads thereafter, the huge promotion was concentrated on a single brand by removing all other stereo equipment in other brands from the sales floor, and placing them in the warehouse. This left the field clear for one-brand display of some 40 models of stereo equipment and high fidelity by the same manufacturer. On hand to welcome "the faithful" was a factory engineer, who answered any and all questions. The expert was Tom Preston who, of course, has a national reputation in stereo and his presence attracted 300 people at a time.

With elaborate demonstrations going on at all times, the store began getting results from the first day during the five-day event. The well-advertised show, which brought in the largest crowd of stereo prospects in the store's history, resulted in a steady turnover of sales in every price category, and indicated that "single brand" promotion is a direct route to better sales.

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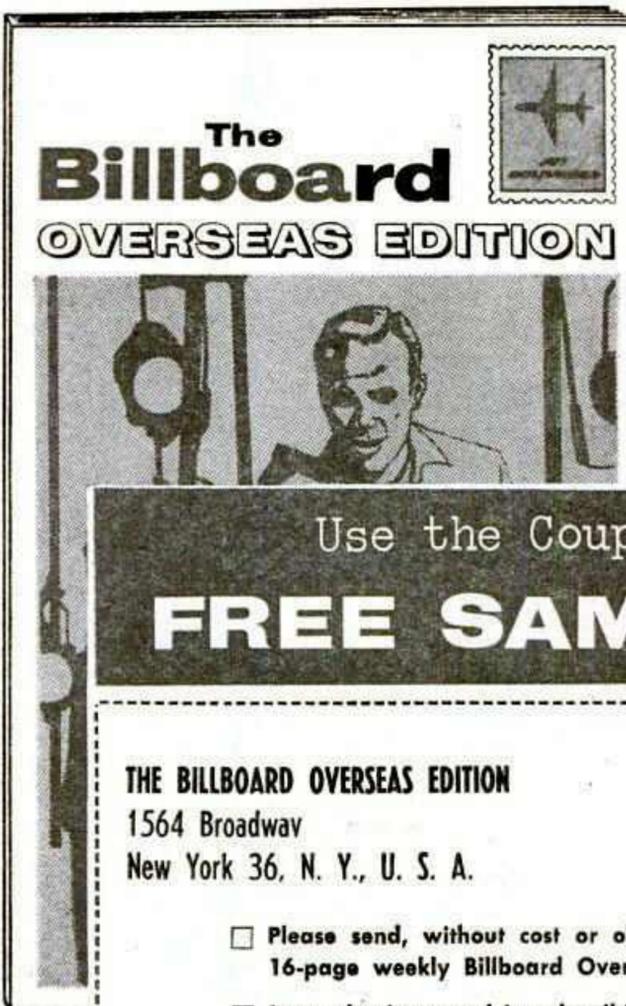
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# AUDIO NEWS BRIEFS

Continued from page 26

ter C. Hirnimus is vice-president and chief engineer.

The Admiral Slaes organization has appointed William H. Geddes as regional manager for the Buffalo, Syracuse and Rochester area. Geddes was formerly associated with General Electric and Radio Corporation of America. . . . The Bell and Howell Company is asking its shareholders to vote in a proceeding that will decide whether the projector and tape machine company will extend a stock option plan for key employees. Vote will be held in Chicago Thursday (28). . . . Richard W. Jones has been advanced to the assistant sales manager's post for consumer products in the Stromberg-Carlson set-up. . . . San Francisco's Don Bacher Company has been dealt the sales representative's function for Audax, Inc. The firm will have as its selling domain Northern California, Western Nevada, and the Hawaiian Islands.

New selling wing for the Packard-Bell organization in Cheyenne, Wyo., is the Clear-Vue TV Spe-

cialists. The firm, a former service outfit exclusively, now handles all TV, radio and stereo sets for the company. . . . Altec Lansing has formed its own national sales company. The company association with Graybar Electric ends June 30. H. S. Morris will head up the new wing as national sales manager and will supervise sales and a special consultant service which will supply engineering assistance to contractors and distributors. Ten districts are set at present and 10 salesmen are in charge of each area. . . . Columbia phonos has named Donahue and Coe as its advertising agency replacing McCann-Erickson.

NEW YORK — Felsted Records will henceforth release the records of the Flares, vocal group property of veteran music man and personal manager, Buck Ram. The group was formerly on Modern Records and ABC-Paramount Records.

The group recently arrived in Mexico for an extended stay at the

## Reynolds to S-C Exec Post in N. Y.

NEW YORK — Former RCA Victor jazz a.&r. chief Fred Reynolds has been appointed as district manager for high fidelity products in the New York City area by the Stromberg-Carlson division of General Dynamics Corporation.

Reynolds, who served in the a.&r. capacity for Victor for three years and left the company nearly a year ago, is also a well-known writer on hi-fi and musical subjects. His string of credits include advertising manager and music editor of Hi-Fi Music at Home, and 14 years as disk jockey and continuity director at WGN in Chicago. While in the Windy City he also wrote a popular record column for The Chicago Tribune.

Follies Theater. They'll double on a weekly TV show there during their stay. Last year the group did a 12-week tour of France, Italy, Yugoslavia and Sicily, where they reportedly fractured audiences.

## Tape Recorder Sales

Continued from page 26

man has been encouraged to take the tape recorder home, record his children's voices, experiment with such accessories as telephone pickups which record both ends of the telephone conversation, foot switches, extra speakers, double microphones with mixers, trying their hand at stereo two-track recording, etc. This is the sort of personal trapping which puts much enthusiasm and confidence into sales approach.

Most customers are attracted simply by the regular advertising of the three top brands carried, which are Telectro, Webcor, and Wollensak. The 51-year-old reputation of the Schmid store, which has concentrated on high-end merchandise throught its entire history, is, of course, a big help, as is the ability of the store to give an unconditional guarantee on everything it sells.

"When those facts are established, we simply go thru an active demonstration," Schmid said, "it might take as much as an hour, or even longer, depending upon the customer. One thing we always do, where a businessman is concerned, is to show the usefulness of the tape recorder as a dictating machine, equipped with a foot switch, which makes it possible for the businessman to dictate long reports, speeches, etc., and have them typed off by a secretary who can start and stop the machine with her foot, while using a typewriter. Surprisingly, that's a use for the machine which hadn't occurred to many buyers. Then, where an executive of a large firm mentions that there are frequent sales conferences, meetings, we always show a stereo model, equipped with two microphones, which make it simple to put one microphone at each end of the table, and to thus record every comment made by every person at the table, at just about the same sound level. Pointing out that the two-track model stereo tape recorder is useful in this way, as well as for the reproduction of stereo music from pre-recorded tapes, adds two powerful reasons for buying. We usually sell tape recorders to businessmen for full list price, and for cash, once they understand the versatility of the machine in this category."

There is no such thing as a "typical customer" according to the Schmid brothers. They sell units every day to high school students, college students, retired pensioners, businessmen, music students, professional men, and see no such thing as a "pattern of customers." The only pattern which does exist is the steady traffic of tape recorder prospects, who, isolated away from the rest of the store, free from any distraction, get an opportunity to put a tape recorder thru its paces. A stunt often used by salesmen is to start up three or four tape recorders simultaneously, all turned to "record" while a demonstration is going on. The prospect finds himself listening to his own voice, that of the salesman, a bit of music, and sound demonstration tapes. When the time comes for him to make up his mind which model to buy, the recordings which have been simultaneously made—usually without the prospect paying much attention to them—are played back, demonstrating the quality level of each machine. Listening to recordings of identical conversations made on several machines at once, has a surprising effect and narrows down the choice to a particular recorder.

Recorders are suggested for parties, for recording children's voices, for "correspondence"—sending easily mailed, small tapes back and forth between two tape recorder owners—for school use, church use, for businessmen who want to study their own diction and speech delivery, as well as for dictating machines and music. "Nobody leaves the separate upstairs showroom without a real appreciation of the many things which a tape recorder can do," Schmid said. "Because we give such a thoro demonstration, we have never found it necessary to loan out a machine for a weekend, to set up any sort of a rental program, or to use price discounts to meet competition. We can sell 300 units a year on this basis, most of them for cash, and we feel that the appliance dealer, whose salesmen are accustomed to big-ticket units, are the best qualified retailers of all."

## Cadena Exits Savoy Post

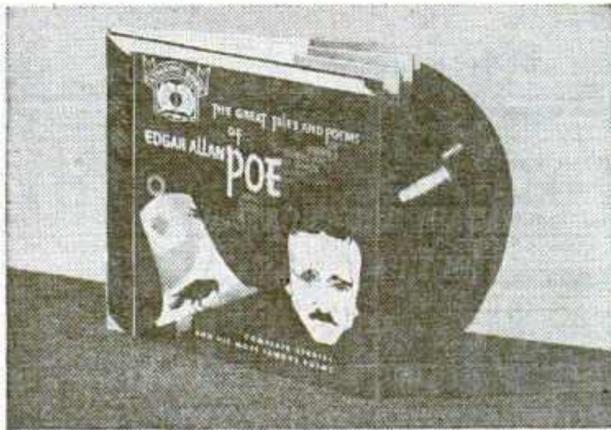
NEW YORK — Ozzie Cadena, former a.&r. man for Savoy, Regent and subsidiary labels, has resigned in order to handle his independent production firm called Sound of America. Sound of America specializes in albums for the jazz, gospel, folk and pop fields.

Recent introduction includes albums by Brownie McGhee and Sonny Terry, the Tomlin Choir, Willie Dixon and Memphis Slim.

Cadena will release both albums and singles on the Sound of America label. The Tomlin and McGhee-Terry albums are compatible, priced at \$4.98. Distrib network is not yet set up. Cadena is planning a special introductory offer to distrib and dealers on first orders.

WASHINGTON — The National Labor Relations Board has decided to throw open Edward Small Productions, Inc., to collective bargaining vote, over the protests of the American Federation of Musicians, and at the behest of the Musicians Guild of America. Edward Small Productions include Vogue Pictures, Inc.; Peerless Productions, Inc., and Premium Pictures, Inc., all of Los Angeles.

Eligibility for musicians to vote in the motion picture industry is set at employment for two or more days during the year, by the employer in question.



# BREATHTAKING PROFITS!



Sell Mystery and Suspense Filled Audio Book Albums!

Avid readers of mystery stories find new thrills in hearing their favorites on compact, convenient records. You'll thrill, too, when you watch your sales go up! Stock and sell these ever-popular Audio Book albums now!

• The Great Tales and Poems of Edgar Allan Poe—Eight spine tingling "cloak and dagger" tales plus the most famous poems of the old Master of Mystery. 4 Ultra-Microgroove 16 rpm Records. . . . \$4.95 List

• Strange Case of Dr. Jekyll and Mr. Hyde—Gene Lockhart reads this breathtaking drama with such realism that you'll shiver with excitement. 4 Ultra-Microgroove 16 rpm Records. . . . \$4.95 List

WRITE FOR COMPLETE CATALOG

AUDIO BOOK COMPANY ST. JOSEPH, MICHIGAN "Great Literature in High-Fidelity"

## Stereo Parts Inventory System Big Traffic Aid

BAKERSFIELD, Calif. — Not only maintaining the largest stock of stereo parts in the area, but likewise developing its own system of records, has helped Urner's, stereo and high-fidelity dealership here, to "sell the entire Valley area."

Because of the excellence of its repair department, and the huge inventory carried (well in excess of \$100,000 when all of the lines of the store are considered), Urner's draws stereo customers and audiophiles from the entire distance between San Francisco and Los Angeles. A reputation for being able to put any balky phonograph in either stereo or high-fidelity, or any tape recorder back into service in jig time, not only keeps repair customers coming, but is responsible for the steady turnover of equipment from \$150 to better than \$1,000,000.

The parts inventory is maintained thru the use of four separate forms, all of them developed by Urner's to handle the problem of different stock-numbering systems used by manufacturers, different reference indexes, etc. The first form used is a file card, covering parts in the inventory, listing the supplier's name, Urner's stock number, the name of the manufacturer, the manufacturer's stock number, the size of the order sent in last, the minimum inventory which will be maintained, cost price, selling price, and notations on the demand for that particular part. Most important on the file card, which, incidentally, is kept in a "visible file" for quick location of any of more than a thousand cards, is the Urner stock number, which instantly identifies the location of the part, the brand, and what the part is used for.

All parts, as they are removed from the inventory for either over the counter sale to do-it-yourself stereo fans, or used in the shop, are marked in on a tally sheet set up each day. The sheets are simply recaps of sales tickets for counter sales and work orders, and are checked at the end of each day. The net information is turned over to the stock buyer.

As a cross-check, Revoldex cards, by manufacturers' names in alphabetical order, have been made up to solve the problem of variegated stock-numbering systems on the parts of various manufacturers.

Each of the Revoldex cards lists a manufacturer's stock number, and then the number which has been assigned the part under the Urner system, so that a push-pull amplifier tube, for example, which has a meaningless parts number supplied by the manufacturer, is renumbered in a series which incorporates all amplifier parts.

The service work order forms, made up on all repairs received, are triplicate forms which include the usual original with the customer's name, address, and instructions, a yellow carbon, for notification when work is complete, where the phonograph or tape recorder was purchased, the date of sale, covering the all-important question of whether it is still under warranty if sold by Urner's, parts found to be missing, a damage summary by the clerk checking it in, and how the work performed is to be paid for. The duplicate copy goes to the customer while a third sheet, of heavy cardboard, is permanently attached to the stereo set during the time it is moving thru the shop and being repaired. On the reverse side of the final cardboard tag is an itemized blank section, to itemize all the parts and labor involved in the repairs, totaled at the bottom, for the benefit of showing the customer exactly why the charges applied have been made.

With these simplified and efficient forms, it is possible for the California dealer to know from day to day the exact amount of repair and maintenance work flowing thru the shop, gross and net products being derived, the number of man-hours being expended, and, of course, to note trends in repair volume which helps substantially to shape parts buying for the future. Extremely important, of course, is the amount of extra sales which the reliable service department brings about.

## Concertone Nippon Tie

CULVER CITY, Calif. — The Concertone Division of American Electronics, Inc., has signed a five-year deal with Nippon Sound Equipment and Tokyo Electro Acoustic Company to import tape decks for tape recorders to be sold

## CAMDEN PUSH

### Photoplay Tie With Astaire LP

NEW YORK — A waltz contest to be carried on in 14 major American cities is meant to highlight a special advertising and promotional pitch in the April issue of Photoplay exploiting RCA Cam-

### Ind'polis News Sells WIRE

INDIANAPOLIS — Sale of radio station WIRE was announced Thursday (14) by Eugene C. Pulligan, the former owner and publisher of the Indianapolis Star and Indianapolis News.

The buyer was the WIRE Broadcasting Company, of which 36-year-old Joseph C. Amato, of Fort Lauderdale, Fla., is the head.

The status of WIRE employees will be unaffected by the change of ownership, Mr. Pulligan said.

"We never would have consented to the sale on any other basis," he added. "We have made careful investigation of Amato and his associates. We are satisfied they will maintain the high standards of programming and public service which have prevailed and were followed during our ownership."

Owner of WFTL at Fort Lauderdale and a former employee of the National Broadcasting Company, Amato promised "to maintain the same aspect of program quality which has characterized WIRE."

"I am happy for the opportunity and the privilege of buying this station, considered one of the finest in America," he stated.

under the Concertone banner. While no specific amount of decks has been contracted for, a spokesman for the American firm said that the Japanese machines would account for 15 per cent of the total output of Concertone recorders. Two thousand or more deck assemblies should be received in the U. S. in 1960. American Electronics, however, said it has no expansion plans in its use of Japanese decks in its recorder line.

den's "American Waltzes" LP, the latest and third in the series of Fred Astaire Dance Studio albums. The waltz contests will be held in all cities carrying the record firm's "Top Ten Dance Party" TV show, with the winners receiving copies of the album and subscriptions to Photoplay.

The magazine is helping the record company kick off this LP with a special two-page article which will show the cover of the album as well as the Astaire steps diagram. A similar illustration is found on the liner of the LP.

on 20th FOX  
**ALL YOU HEAR IS BEAUTY**

HIGH FIDELITY now offers your customers broad coverage of new audio equipment, new records and tapes, exciting personalities in music.

And it offers you two important new areas of profit:

1—You buy copies for 36¢, sell them for 60¢... make a 40% profit on each sale.

2—The editorial material and the advertisements in HIGH FIDELITY help bring your customers into your store again. HIGH FIDELITY stimulates them to buy what you sell.

A New Jersey dealer reported selling \$400 worth of stereo equipment to a customer who came in for HIGH FIDELITY, took his copy home, read the HF Reports section and came back to buy three of the items reported on... An Illinois dealer tells of selling a HIGH FIDELITY buyer seven new record releases reviewed in the magazine—before the customer left the store!

# EXTRA PROFITS

## FOR RECORD AND COMPONENT DEALERS

For a few square inches of display space on your counter you can net hundreds of extra dollars.

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So fill out the handy order form below and mail it today. The sooner you do it... the sooner the profits begin.

TO: HIGH FIDELITY, The Publishing House, Great Barrington, Mass.

Please send me, each month, \_\_\_\_\_ copies of HIGH FIDELITY. (Retail price: 60¢, I pay 36¢; minimum order: 5 copies) I will pay within 60 days.

Store \_\_\_\_\_

Address \_\_\_\_\_

Signature \_\_\_\_\_

# THE TAPE THAT COST \$9,000,000 TO PERFECT

## SOUNDCRAFT TAPE WITH NEW FA-4 FREQUENCY ADJUSTED FORMULATION

Now... Soundcraft gives you the strongest tape sales advantage you've ever had—SOUNDCRAFT TAPE with new FA-4 frequency adjusted oxide formulation—a super-performing tape that captures and reproduces a wider range of high frequencies. Now—you can assure your customers of better recordings than ever before... on new equipment or old! Only years of research and development... the most modern and advanced tape manufacturing facilities science and engineering can produce... could have perfected this tape. Anticipating the requirements of dramatic new improvements in recording equipment and techniques... Soundcraft conceived and built a scientifically-controlled plant that is the ultimate in the art of tape manufacturing. THE RESULT: SOUNDCRAFT TAPES with new FA-4 FORMULATION—the most advanced recording tape of the day!



### industry's most dynamic tape promotion!

Powerful Ads—Pre-Selling your Tape Customers on Soundcraft Tapes with new FA-4 frequency adjusted Formulation! Breaking now in these magazines:

- Audio • Cue • Downbeat • Esquire • Electronics World • Hi-Fi Stereo Review • High Fidelity • New York Times Magazine • Playboy • Popular Electronics • Saturday Review • U. S. Camera

NEW! Self Selling Soundcraft Tape Display (Code HFDDP)—An eye-catching counter display—gives you this popular assortment of Soundcraft Tapes with new FA-4 Formulation:

- 5-7" reels Hi-Fi Tape | Standard Play
- 5-5" reels Hi-Fi Tape | 1 1/2 mil Acetate
- 5-7" reels Hi-Fi 50 Tape | Long Play
- 5-5" reels Hi-Fi 50 Tape | 1 mil Acetate
- 6-3" reels Tapespondence Tapes in tape mailers
- 6-3" reels "Mylar" base Colored Leader Tapes — protects, identifies tapes.

Your Own local promotion package—ad mats, envelope stuffers, radio commercials, press releases! Colorful compelling In-Store Merchandising—to sell your Soundcraft Tapes all the way from window to tape and tape recorder department!

Soundcraft Premium Pack—builds tape volume! Contains 2 reels of 7" tape, one blank, the other recorded with either "Sweet Moods of Jazz in Stereo" or "Dixieland Jamfest in Stereo"—great artists—great stereo sound! (New Premium Packs Coming)

Soundcraft sells recording tapes through franchised Soundcraft Wholesalers. They can't be bought any other way! Result: a nationally uniform sales and pricing policy that always assures you of a competitive position.

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NEW YORK

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## RECORDS

*presents*

# SARAH NORTHCUTT

**B & K  
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CO.**

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Oklahoma City, Okla.

Midwest Distributor  
says it's starting to  
sell during the first  
week.



This pretty Oklahoma University Coed is NOW ON TOUR!

**SARAH NORTHCUTT**  
 ★★★ Don't Quit — RKO-MASTER 1840  
 —The thrush turns in a listenable reading of a John Loudermilk tune, one that has a gospel flavor. Lass is worth some attention.  
 ★★★ Leav'n Woman — Sarah Northcutt sells a blues-jazz effort with some feeling as she describes her life and work as a "Leav'n Woman." Interesting material here.

*Billboard, April 11*

# \$2,000,000 TALENT SEARCH

write

## DUDE RAWSON

NEW TALENT

1408 N.W. 28TH ST., OKLAHOMA CITY, OKLA.

## DISTRIBUTOR NEWS

**CLEVELAND:** Henry George of the First National Record Distributing Company writes that "I'm Gonna Find Out" by the Bluenotes on Brooke is starting to move strongly.

**CHICAGO:** Frank Giacalone of Summit Distributors, Inc., sends word that the firm is getting strong sales on "Tomahawk" by Tom Brown and "Deep Are the Roots of a Happy Home" by the Gadabouts on Jaro. Top LP is "The Button Down Mind of Bob Newhart" on Warner Bros.

**SEATTLE:** Jerry Dennon of C&C wires that "Born to Be With You" b-w "My Guiding Light" by the Echoes on Dolton is headed for a smash.

**LOS ANGELES:** Leonard J. Warren of National Artists Representatives, an independent promo firm, reports action on "Beautiful Obsession" by Sir Chauncey on Warner Bros., "Madison" by Al Brown's Tunetoppers on Amy, "Pink Chiffon" by Mitchel Torok on Guyden, "Shazam" by Duane Eddy on Jamie and "One Finger Symphony" by Ronnie Height on Era.

**SAN FRANCISCO:** Don Graham, C&C Distributing Company writes that sales are high on "Sixteen Reasons" by Connie Stevens and "Cathy's Clown" by the Everly Brothers on Warner Bros., "Mountain of Love" by Harold Dorman on Rita, "Put Your Arms Around Me, Honey" by Ray Smith on Judd, "Scandinavian Shuffle" by the Swe-Danes and "Beautiful Obsession" by Sir Chauncey on Warner Bros. and "Jenny Lou" by Sonny James on NRC.

Gaining are "Maid in France" by Gerard Cervi on Warner Bros. and "Last Chance" by Collay and the Satellites on Sho-Biz. Top LP's are "The Button Down Mind of Bob Newhart," "Music of Desire" by Warren Barker, "The Best Damn Dance Band in the Land" by Ira Ironstrings, "Join Bing and Sing Along" by Bing Crosby and "The Most Beautiful Music of Hawaii" by George Greeley on Warner Bros.

Stan Cumberpatch of New Sound called to report action on "Another Sleepless Night" by Jimmy Clanton on Ace, "Love You So" by Ron Holden on Donna and "Pennies From Heaven" by the Skyliners on Calico. Others that are doing well include "Roll Call Company J" by the Balladeers on Del Fi, "The Dream" by Houston Bell on Signet and "Mojo Workout" by Larry Bright on Tide.

**BALTIMORE:** Tops at Musical Sales Company this week are "Mister Lonely" by the Videls on JDS, "He'll Have to Stay" by Jim Reeves on RCA Victor, "Better to Have Loved" by Nat King Cole on Capitol, "Put Your Arms Around Me, Honey" by Ray Smith on Judd and "Lonely Weekend" by Charlie Rich on Phillips International.

**DALLAS:** Al Klein of Al Klein Enterprises reports strong sales on "Another Sleepless Night" by Jimmy Clanton, "Beauitk Blues" by Huey Smith and "Down the Aisle" by Ike Clanton on Ace. Also strong are "Jenny Lou" by Sonny James on NRC, "Mountain of Love" by Harold Dorman on Rita and "Put Your Arms Around Me, Honey" by Ray Smith on Judd.

Cadence has "Pledging My Love" b-w "Earth Angel" by Johnny Tillotson, "You Don't Know Me" by Lennie Welch and "Wake Me, When It's Over" by Andy Williams. Top LP's are "Village of St. Bernadette" by Andy Williams on Cadence and "Primitive Sounds of Henny Youngman" on NRC.

**PHILADELPHIA:** Ted Kellem of Marnel writes that Carlton is hot with "Paper Roses" by Anita Bryant and "Summerset" by Monte Kelley. On Carlton's subsid label, Guaranteed, sales are strong on "Happy-Go-Lucky-Me" by Paul Evans. Signature-Hanover has "Underwater Cha Cha Cha" by Timmie Rodgers and "You Done Me Wrong" by Barbara McNair. Savoy is swinging with "Little Doggie" by Billy Hope. Laurie has a winner with "When You Wish Upon a Star" by Dion & the Belmonts.

Bobby Rydell's latest Cameo platter, "Ding-A-Ling" b-w "Swingin' School" is a two-sider. United Artists is moving "I Love the Way You Love" by Marv Johnson, "Yes, Indeed" by the DeJohn Sisters and "After You" by Johnny McKay. Imperial's best are "Young Emotions" by Ricky Nelson and "Tell Me That You Love Me" by Fats Domino. Minit, which is distributed by Imperial, has "Ooh Poo Pah Doo" by Jesse Hill. Everest is hot with "Does My Heartache Show" by Jimmy Byron and "My Reverie" by Gloria Lynne.

"I'm Forever Blowing Bubbles" by Jack Lemmon, "My Only Love" by the Four Coins and "Like Young" b-w "The Lady Is a Tramp" by Buddy Greco are doing well for Epic. Colpix has "Because They're Young" by Jimmy Darren and "Fine and Mellow" by Nina Simone.

**NEW YORK:** Howard Kesselman of Atlantic called to report action on "Shadows of Love" by LaVern Baker in Washington, Chicago, Miami and St. Louis. "Deep Sea Ball" by Clyde McPhatter is showing in Charlotte, N. C., Washington, Cleveland and St. Louis. Kesselman also reports strong initial reaction on Lonnie Donnegan's first for Atlantic, "My Old Man's a Dustman."

**MORE FROM PHILADELPHIA:** Bob Heller of Chips writes that Chips is now handling Versus Records. Latest release for the label is "Cut It Out, Pa" by Spo-De-O-De. The firm has also acquired Flame Records for distribution. First Flame disk is "It Must Be Love" by Mauricio.

Top platters this week are "Miracle of Life" by Robie Lester on Lute, "P. S., I Love You" by the Starlets on Astro, "The Right Girl on the Left Bank" by Joe Reisman on Roulette and "Toot Sweet" by Camarata on Vista.

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Two-Sided Smash For Elvis Presley

Elvis Presley at 25, has already become a national legend. Born and raised in Tupelo, Miss., on January 8, 1935, the teen-age idol has had 19 gold records, including "A Big Hunk of Love," "All Shook Up," "Hound Dog," "Heartbreak Hotel" and "Love Me Tender."

Presley's first job was ushering at the Loew's State theater. After graduating from High School in 1953, he landed a \$35 a week job as a truck driver for an electric company.

Now Elvis Presley is back after serving his country from 1958 until his discharge from the Army just a few weeks ago. His new disk, a two-sided hit, "Stuck on You" b/w "Fame and Fortune," is racing up the charts.



### Randazzo Wails With 'Way of a Clown'

Versatile Teddy Randazzo is an accomplished musician aside from being a top vocal attraction.

His grandfather encouraged him toward a musical career at a very early age. By the time he was 12, Randazzo was considered a fine accordionist, a talented pianist, and he could also play the bass and guitar. His childhood ambition was to become a concert accordionist and musical arranger.

Since he's been signed as a solo vocalist, the youthful ABC-Paramount recording star has made many fans.

Randazzo is also a composer. Among others he wrote "Fallin' Out of Love," and "Rose Marie." Currently Randazzo is pleasing his many fans with "Way of a Clown."

### YESTERYEAR'S TOPS—

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

- APRIL 30, 1955
1. Ballad of Davy Crockett
  2. Unchained Melody
  3. Cherry Pink and Apple Blossom White
  4. Melody of Love
  5. Dance With Me Henry
  6. How Important Can It Be
  7. Tweedle Dee
  8. Sincerely
  9. Open Up Your Heart
  10. Play Me Hearts and Flowers
- APRIL 29, 1950

1. If I Knew You Were Comin' I'd've Baked a Cake
2. Third Man Theme
3. Music! Music! Music!
4. It Isn't Fair
5. Dearie
6. My Foolish Heart
7. Daddy's Little Girl
8. Chattanooga Shoe Shine Boy
9. Sentimental Me
10. Bewitched

## VOX JOX

By JUNE BUNDY

**HOD ROD:** DeeJay Hot Rod arrived in style this month to start his new post at WHAT, Philadelphia. The jock — head shaved and wearing a goatee—reported for duty attired in a space suit and riding in a helicopter which parked on the front of WHAT's studio. Hot Rod, who formerly racked up top ratings with his "Rocketshop Show" over WITH, Philadelphia, will pilot a morning show at WHAT, "Breakfast in Space" from 6 to 10 a.m. Monday thru Saturday.

**GAB BAG:** Joe Sebastian, KLIF, Dallas, writes: "In an attempt to bridge the gap between disk jockey and songwriter, I have written an article on popular music which will be featured in the 'Songwriter's Review'..." Bob Mitchell, WJET, Erie, Pa., reports that as a result of Mart Robbins' waxing of "El Paso," a local ambulance service operator decided to move to the Texas town. He called up Mitchell and asked for a fill-in on the city, since the deeJay at one time served as program director at KERP, El Paso, Tex.

**"GREATER LOVE" DEPT:** DeeJays are continuing to go all out on off-mike promotional efforts. For instance, a group of jocks at WJAB, Portland, Me.—none of whom had ever been on skin before—recently engaged in a ski race at Pleasant Mountain, Bridgton, Me. At the same time, the spinners—J. Jay, Frank Fixaris and Jim Sands—aired a four-hour record show from the ski lodge. Winner of the contest was Fixaris.

Also going all-out promotion-wise recently were jocks Bob Pearson Jr., KENS, San Antonio, and Larry Baugh, KENS-TV, who gave Nancy Miller, "Miss Beauty Salon of San Antonio," a permanent and manicure. The bit was filmed and screened by KENS-TV. Miss Miller—presumably undamaged by the boys' services—will vie for State honors in Dallas.

**U. S. O. FOLLOW-UP:** Note to Tamar H. Barrett, WJBB, Haleyville, Ala., and other jocks and broadcasters: Additional info on the USO - Disk Jockey Network may be obtained by writing to USO Headquarters, 237 East 52nd Street, New York City.

**THIS 'N' THAT:** Barbara Wilkens, formerly publicity director of WNTA-TV, Newark, N. J., has been named promotion director of Talent Publicity Associates... Dick Weis, ex-Milwaukee radio staffer, is managing editor of a new monthly magazine, "Teen Beat," aimed at Milwaukee area teen-agers. The mag features interviews with local deeJays, recording stars, etc.

**GIMMIX:** Stan Martin, all-night jockey at WARK, Hagerstown, Md., dedicated a special show on St. Valentine's Day tied-in with the 1960 Heart Fund and utilizing only tunes which utilized the word "heart" in their titles.

Another worthy charity pitch was made by a group of Erie, Pa., jocks (writes Tom (Big Daddy) Torrance, WERC, of that city) a couple of months ago, when deeJays from four Erie stations staged a basketball game to raise funds for the March of Dimes. Mike D'Or, WERC, was captain of the Payolas; while Bob Mitchell, WJET, headed up the Kilocycles.

**CHANGE OF THEME:** Tiny Markle, program director of KFSD, San Diego, Calif., is leaving that post May 9 to take over the 2-6 p.m. time slot on WAVZ, New Haven, Conn... Frank Horvitz has launched a new show, "Prevue Pic," on WRIU, the University of Rhode Island station. The program will spotlight only disks which have been released within the previous two weeks.

Freddie Peterson Jr., formerly with KRIC, Beaumont, Tex., has joined KSWB, Roswell, N. M., with two daily shows from 10 a.m. to noon and from 1 to 3 p.m. The Roswell station is managed by Ed Erickson, manager of WKRZ, Oil City, Pa., when Peterson worked at that outlet a few years ago... New general manager of KORK, Las Vegas, Nev., is Joseph McMurray, formerly with KCRG-TV, Cedar Rapids, Ia.

New program manager of WGBS, Miami, is Robert B. Martin, formerly with WJW, Cleveland. He replaces Sam Elber who has resigned that post to join Sponsor Magazine. In 1955 Martin managed the Stan Kenton Ork. He has also managed an indie disk distributing company, Music Suppliers of Ohio, and operated his own jingle business in the mid-fifties. He served as deeJay with WVDA and WCOP, Boston, and also worked for KONO, San Antonio, and WJBK, Detroit.

Paul B. Marion takes over the managing director post at WBT, Charlotte, N. C., May 1. He will also retain his present function as national sales chief for the station... Jack Burns is now spinning 'em over WRIB, Providence, R. I., from 1 to 3 p.m. and 5-6:30 p.m. across-the-board, plus his "all request" weekend show on Saturdays from noon to 2 p.m.

Malcolm C. Klein has resigned as veepee-general manager of WNTA and WNTA-TV, Newark, N. J., effective April 30. He will move to KHJ, Los Angeles, in the post of veepee-general manager. No replacement has been set for him at WNTA as yet... Rod Roddy has resigned as program director of KOMA, Oklahoma City, to join KQV, Pittsburgh... New staffers at NBC affiliate WCKR, Miami, include program director Lee Manson, Jim (Morning Man) Tate, George Patrick, Tom Looney and Rick Shaw. At the same time, the outlet has adopted a "somewhat modified 'modern formula' sound."

## MUSIC AS WRITTEN

## New York

Russ Carlyle and his ork are set for six weeks at the Roosevelt in New Orleans starting June 23. . . . Robbins Music is launching a special exploitation campaign on the tune "Looking High, High, High," which won the British competitions in the Eurovision Song Festival and placed second in the world-wide finals in March. The Big Three firm is co-ordinating exploitation activities with their British branch, Robbins Music, Ltd., in the promotion of English Decca's waxing of the tune with **Bryan Johnson**. Disk has just been issued in the U. S. on the London label. . . . **Phyllis Smith**, secretary to exec **Paul McKimmie** at Columbia Records, will marry **Fred Altenhaus** on June 12. . . . **Isaac Stern** will start his second concert tour of the Soviet Union under the aegis of **Sol Hurok** on April 22. Tour starts in Odessa.

Top artists will star in the show to be presented at the Majestic Theater in New York on May 1 to aid Africa House, the home for African Students in the U. S. on scholarships. . . . **Jeri Southern** opened at the Village Vanguard in New York last week for a three-week stand. . . . Arranger **Dick Wess** has signed with GAC. . . . **Paul Baldwin** has joined the engineering department of M-G-M Records working under the supervision of **Bob Doherty**. . . . **Myron Gladstone** has been named staff assistant to **Leslie Klemes**, director of advertising of the Columbia Record Club. . . . **Tony Bennett** is now starring at the Windsor, Ontario, Elmwood Casino. . . . **Veritas Records**, new LP label out of Boston started by **Lemuel M. Wells**, has issued its first LP featuring folk singers **Joan Baez**, **Bill Wood** and **Ted Alevizos**.

**Andy Williams** is slated for a one-week engagement starting April 25 in **Blinstrub's Boston**. . . . **Katyna Raneiri**, the Italian singer, is appearing at the Persian Room, Plaza Hotel, N. Y. . . . Now appearing at the Blue Angel, N. Y., is the **Chad Mitchell Trio**. The group records for Colpix. . . . At the Prelude, uptown N. Y., is the **Ray Haynes Trio** and guitarist **Kenny Burrell**, who is also featured in the Broadway show "Bye Bye Birdie." . . . **Jule Styne**, composer of "Johnny Freedom," has signed **Johnny Horton** to sing his latest LP creation on Columbia. The title tune will come out as a single on Columbia. . . . **Bobby Darin** has signed with the Deuville Hotel and the Flamingo in Miami Beach for a combined total of 15 weeks of in-person appearances. Deal will net Bobby \$300,000, and is set to cover a three-year span. . . . **Dolton** recording stars, the **Fleetwoods**, are set for a European tour, but prior to that they will play in Los Angeles and fill other Stateside commitments.

**Cub Records' Jimmy Jones** is set for the "Biggest Show of 1960" tour thru May 31. . . . **Lillette Harris** makes the scene at the Embers May 2 in N. Y. . . . The **Franz Liszt** story "Song Without End," is the center-piece for a Colpix release by concert pianist **Jorge Bolet**. . . . The **Ames Brothers** move into the Town Casino, Buffalo, May 2. . . . **Juliet Prowse**, who was seen to good advantage in the **Frank Sinatra** TV'er two months ago, has been signed to star opposite **Erlvis Pesley** in "G. I. Blues." . . . **Stu Lane**, a new singing find, has been recorded by **Alpine Records** in the title song from a forthcoming **Paramount** release, "Chance Meeting." . . . **Jerry Vale** to do a two-weeker at the **Horizon** in Pittsburgh May 2. . . . The position of **Director of Market Research** has been filled by **John Wiley** for **Columbia Records**. . . . **Jazz drummer Jo Jones** has been signed by **Everest** to do a two-album deal.

Conductor for the "Persuasive Percussion" album on **Command** if not **Terry Gibbs** but **Terry Snyder**. . . . Fifteen-year-old **Pamela Law** has recorded a number of sides for **Bobby Boyd** in Nashville. . . . **Atlantic's Neshui Ertegun** says the European's miss his like-new Jaguar. . . . **Donny Farmer** is on the road making the most of his **Spectrum** release "These Tender Years." . . . The **Key Club** in Minneapolis has pacted **Chris Connor** for a May 13 thru 22 stand. . . . **Victor** reports that one of the hottest LP items is the "Mario Lanza Sings **Caruso Favorites**."

## Chicago

Add to **Songwriters-Are-Everywhere Dept.:** **Felton Jarvis**, printing chief at **NRC** pressing plant, Atlanta, penned "Honest John, the Working Man's Friend," **NRC** recorded it and just sold the hot master to **Thunder Records**, Columbia, Miss. **Harriett Bailin**, who authored "Baby Listens," a fast starter sung by **Billy Borlynn** on Columbia, is the wife of a **Norwalk, Conn.**, dentist. . . . **Chuck Suber**, publisher of **Down Beat**, married **Jackie Richardson**, secretary at **Associated Booking**. . . . Also in the publishing world, **Variety** moves its Chi office to the **Wrigley Building**. And **Les Brown**, bureau chief, was ready to bet that **The Billboard** wouldn't report this. . . . Ex-maestro **Garwood Van** now running a disk shop in Las Vegas. . . . **Winners of Pittsburgh Courier** readers' poll are **Ella Fitzgerald**, **Brook Benton**, **Louis Armstrong**, **Bill Doggett**, the **Midnighters**, **Ray Charles** and **Count Basie**. . . . They laughed when **Prof. Cecil Effinger** sat down at the typewriter. They didn't know he could get music out of it. The U. of Colorado composer came here last week to demonstrate a new music typewriter. . . . **Jack Spector**, formerly of **WPRO**, Providence, took over the 6-10 a.m. slot at **WWJD**. . . . **Coral** tossing a trade soiree for **Pete Fountain & Combo** at the **Blue Note** tomorrow (26). . . . **Daddy-o Daylie** starts today in 5-5:30 p.m. slot on **WAAF**. . . . Long overdue news from **Memphis** that they're putting **W. C. Handy** on a pedestal May 1. An eight-foot statue of the "Father of the Blues" has arrived from Italy for mounting on a four-foot pedestal in a park off famed **Beale Street**. **ASCAP** officials and show biz celebs will join in the locally televised ceremonies. **Jack Hale's** band got coveted assignment for jazzing it up. A 65-voice **Handy Memorial Choir** will render the favorite spiritual of **WHER's Janie Joplin**, "Sow in Tears and Reap in Joy." **Bernie Asbell**.

J.J.

is here!

Introducing  
a fabulous new talentJERRY  
JACKSON

with a great record

FOR EACH ONE THERE'S SOMEONE

and

A CHANCE  
TO PROVE  
MY LOVE

RA 2042



Hollywood

Capitol Prexy Glenn Wallichs leaves Sunday (24) for a three-week biz trip to New York and Europe. He'll attend a Record Industry Association of America meeting Monday (25), hop to England the following day to attend an EMI board meeting and then will go to Paris for confabs with Pathe-Marconi execs. He's due back at his Cap-Tower headquarters May 16.

Conflicting communiques from the rival musicians' unions here, each camp claiming victories. AFM said it "continued its sweep of representation elections in major recording companies with a victory over the splinter musicians Guild at Liberty Records." ... To herald its NLRB election win of 110 to 83 votes. Guild, in the meantime, boasted its mounting strength on the TV front with three more companies coming into its fold. AFM, however, shrugged off MGA's tele strides, pointing out that of the three series claimed by the Guild, one ("Rebel") now uses canned tracks, another ("Philip Marlow") discontinued production, leaving only the "Hennesey" show for MGA. Furthermore, AFM said "eligible musicians in these elections included many of the Guild's leaders who worked the show's during the past year." ... To add further firepower to the fight, AFM last week aimed a new salvo at MGA's primary stronghold. It filed a petition with NLRB for a representation election at the major movie studios seeking to wrest MGA's hard-won jurisdiction over the 1,000 musicians working at Hollywood's film factories. Guild's two-year-old existence was founded on its major studio jurisdictional victory.

Liberty's Bud and Travis will blend voices on "The Silver Dollar Kid" title tune, the Phil Silvers CBS-TV show to be televised May 7. ... Manager Tom Sheils set the Modernaires on NBC-TV's "Ford Star Time," to be seen Tuesday (26). ... Kapp's Roger Williams left Hollywood for a six-week tour of the Midwest and East to be concluded at the end of May with an appearance at Honolulu's Waikiki Shell. ... Capitol's George Shearing and Quintet proved to be a top attraction last week at Salt Lake's Terrace Ballroom, according to its operator, Robert Freed. Shearing's five-some moves to San Francisco's Masonic Auditorium to join Peggy Lee and Kingston Trio in a series of six concerts. The all-Capitol artist concert array is tagged "Three for the Show," and reportedly was nearing sellout proportions at press time for the six performances.

Dolton's Fleetwoods are here to shape up TV and nitery routines. Youthful threesome is set to appear on Dick Clark's May 14 show. ... Bob Grabeau's warbling of "The Bells of St. Augustine" and "Horses and Hats" (penned by Howard Jackson and Dan Franklin) to be issued on the Festival label.

RADIO'S SIGNS OF THE TIMES: Station KNX (CBS) here reports a 31.9 per cent sales increase during the current first quarter over the same period last year—and 1959 was one of the biggest year's in the station's history. ... Station KRLA here moved its exec offices from one Hollywood Bank Building to another, going from the Hollywood Security Building to expanded facilities at the First Federal Building. The 50,000 watt indie claims it needs more space to house its increased sales operation.

New York City's Friars Club will salute Dinah Shore with a testimonial dinner on May 1 to be held at the Astor Hotel's Grand Ballroom

ON THE SOUND TRACK: Alfred Newman's first scoring contract away from 20th Century-Fox in many years under terms of his new non-exclusive pact with the studio will be for a Paramount Pictures release, "The Counterfeit Traitor." He's a five-time Oscar winner. ... Josh Logan starts rolling his film version of the Broadway musical hit, "Fanny." Cast includes Leslie Caron, Maurice Chevalier and Charles Boyer. It's for Warner Bros. release. M-G-M releases a second disk version of the "Don't Eat the Daisies" title tune (first, Columbia's Doris Day) featuring vocal blends by the Startime Kids. ... At the same label, Andre Previn teamed talents with M-G-M disk veepee Jesse Kaye to edit "The Subterraneans" score. LP's dozen ditties spotlight jazz performers Previn, Gerry Mulligan, Shelly Manne, Red Mitchell, Art Farmer, Dave Bailey, Buddy Clark, Russ Freeman, Art Pepper, Bill Perkins, Jack Sheldon, and Bob Enevoldsen. Lee Zhitto.

Nashville

Bobby Helms cut a Decca session at the Bradley Studio Friday (15) night under Owen Bradley's direction, and Jimmy Donnoley cut a session for the label Thursday morning (14). ... Anita Kerr Quartet cut a Decca session at the Bradley Studio Wednesday night (13). ... Capitol's Jean Sheppard cut a session at the Bradley Studio Monday (11). ... Gardner agency's Noel Digby, of St. Louis, was in town for heavy string of commercial recording sessions at Bradley Studio. ... Atlanta's Bill Justice was booked into the Bradley Studio for Tuesday (19) for an NRC session. ... Boudleaux Bryant was skedded to a & r., a session by the Blackwells for Jamie Records at Bradley Studio Wednesday and Thursday (20-21). ... Bernie Asbell article on Jimmy Driftwood is due to appear in an issue of Reader's Digest.

The Jordonaires' Gordon Stoker telephoned goodbyes last week before the quartet left Nashville for West Coast and filming of Elvis Presley's first post-Army flicker, "G-I Blues." ... Capitol Records' Ferlin Husky infoed that his buddy, Simon Crum, landed a big bass on recent fishing trip to Cove Hollow boatdock near Nashville. Crum was skedded to cut a session for Capitol right away. ... The newest Chet Atkins album will be out in August. ... Murray Nash has purchased Reavis Recording Studios from Joe Reavis here, and will operate under name of Recording of Nashville. ... Bernie Asbell's story on Jimmy Driftwood will be out in the June issue of Reader's Digest. ... Local spokesman here infoed RCA Victor is giving the big push behind Floyd Cramer's fine piano in Floyd's new album, "Hello Blues." Victor's Bob Holt here infoed that Porter Wagoner's "Legend of the Big Steeple" is looking more like it's headed for "Hitsville" every day. Pat Twitty.

# DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

A weekly column of lively chatter material on the hottest and most popular recording artists—those "Spotlighted" by Billboard's review staff, as well as those featured by the record companies in their major Billboard ad promotions.

To help you spot the ones you need, when you need them, all artists items are carried in strict alphabetical sequence.

**LAVERN BAKER** performs her pleasing singing style that put her in the million-seller class with I Cried a Tear on her latest Atlantic release, Shadows Of Love b-w Wheel Of Fortune. LaVern looks back to her 17th birthday as the start of her professional career. It was on that day she signed her first contract to sing in a Chicago Club, the city of her birth. Currently she is doing one-nighters with GAC's Biggest Show of Stars of '60—Spring Edition, which plays the Robinson, Aud., Little Rock, Ark., April 25; College Park Aud., Jackson, Miss., April 26; Atlanta, April 28; Municipal Aud., Columbus, Ga., April 29; Township Aud., Columbia, S. C., April 30; Aud., Birmingham, Ala., May 1; Memorial Aud., Chattanooga, May 2.

The **BALLADEERS** follow up their first Del-Fi release, Morningstar, with Roll Call Company "J," a tune that tells of a company that has been killed in the war, but still has roll calls in the great beyond. The distinctive sound of this trio is due to a large degree to the unique and talented voice of Michiganite Fred Barian. Al DeLory, an accomplished arranger and pianist, is the second member of the trio. Al, by the way, is currently appearing in "The Gene Krupa Story." Johnny Cole, a former dance instructor and choreographer, is the third member. The boys are leaving shortly on a national tour in conjunction with their new release.

The **BROWNS**, Jim Edward and sisters Maxine and Bonnie, reached the number eight position on the Hot 100 for their last-climbing single The Old Lampfighter. The flip side, Teen-Ex, is beginning to take hold. Looks like The Three Bells are ringing again.

**BIRTHDAYS OF THE WEEK:** April 25, Ella Fitzgerald, April 26, Duane Eddy, Bobby Rydell, April 27, Maxine (The Browns), Doris Day, April 29, Duke Ellington, April 30, Johnny Horton, May 1, Harry Belafonte, Tommy Mara, Kate Smith.

**FREDDY CANNON:** The explosive Cannon hit The Billboard's Spotlight Winners Circle with his latest for Swan, Jump Over b-w The Urge. One of the hottest stars on the scene, the teen-ager from Revere, Mass., has added two more to the long string of hits that includes: Tallahassee Lassie, Okefenokee, Way Down Yonder in New Orleans and Chattanooga Shoe Shine Boy. Coming up for Freddy is a three-week tour of one-nighters in England commencing May 8, his second trip there in less than a year.

The **CHIPMUNKS & DAVID SEVILLE** offer an interesting and cute version of the oldie, Coming 'Round The Mountain b-w Sing A Goofy Song — a two-sided Billboard Pick. The crew invite everyone to sing along via their first album, Let's All Sing With The Chipmunks. Produced by Seville, the Liberty album features a variety of colorful tunes.

**CARL DOBKINS JR.**, who was recently discharged from the Army, is back with a winner on Decca, Exclusively Yours b-w One Little Girl. The young Cincinnati-born singer and songwriter realized his life-long ambition when he scored with My Heart Is An Open Book Born with a yen for show business, Carl was first spotted by Decca while entertaining at a dance in his home town. In an album titled Carl Dobkins Jr., Carl sings his first hit plus a collection of songs ranging from Cole Porter's True Love to two songs written by Carl himself, Love Is Everything and If You Don't Want My Lovin'.

The **ELOISE TRIO** is the trio responsible for the sound that is getting plenty of air plays, Chi Chi Merengue. The tune is included in the Decca album which bears their name, and also includes a variety of tunes with a calypso flavor. Eloise Lewis, featured singer of the group, sang before her first real audience at an amateur show in the Bahamas, when she was

11. In 1957, she opened at Blackbeards with her two partners, an opening that marked the official birth of the Eloise Trio.

**PERCY FAITH's** Theme From A Summer Place sold well over a million copies and has been No. 1 on the Hot 100 for the past nine weeks. The music director extraordinary has come up with another "Theme." This one is Theme For Young Lovers, a pretty tune given an infectious instrumental setting. Known as a musician's musician, Percy Faith is a Canadian by birth and in 1940 came to this country. Several years ago he joined Columbia Records and has accompanied most of their leading vocalists and has been responsible for dozens of fine platters.

**LLOYD PRICE**, Mr. Personality, exudes his usual sock showmanship on both sides of his latest ABC-Paramount wax, For Love b-w No It's—No And's. In addition to his million-seller Personality Lloyd hit the mark with Stagger Lee and Laudy Miss Claudy. Lloyd and his orchestra are currently touring with GAC's Big Show mentioned in the LaVern Baker item

**BOBBY RYDELL:** TV showman Danny Thomas praised Cameo recording artist Bobby as "An exceptional talent—a young man who will definitely be a star of the future." The quote came about when Bobby was in Hollywood taping the April 21st Danny Thomas Show, in which he made his dramatic TV debut. On the disk scene, the young Philadelphian has scored solidly in Tin Pan Alley with Kissin' Time, We Got Love, I Dig Girls, Wild One and his just released, Swingin' School b-w Ding-A-Ling. Bobby will tour Australia for one week beginning May 9.

**JACK SCOTT** is making the album scene with his second album on Top Rank Records. His first was I Remember Hank Williams, a tribute to sometimes gun-toting cowboy. Jack handles such memorable tunes as Your Cheatin' Heart, They'll Never Take Her Love From Me, Cold, Cold Heart and You Win Again. Second is What In The World's Come Over You and the title song of this LP was Jack's first record for Top Rank and his most successful to date.

This album showcases the many sides of this versatile performer from Detroit.

**BOBBY VEE** is the 16-year-old lad from the West Coast on the Liberty label with One Last Kiss, a well-handled rocker, b-w Laurie.

**ROGER WILLIAMS:** One of the largest selling pianists in the history of the recording industry, Roger Williams displays his magic on his new Kapp wax, What Lies Over The Hill? b-w La Montana. Born in Omaha, the son of a music teacher, his first big disk was Autumn Leaves, which sold over a million and a half copies. Folks in the New York area can hear Mr. Williams in concert at New York's Town Hall, May 14.

**PROMOTION DAYS AND WEEKS:** April 26 is Confederate Memorial Day in Alabama, Florida, Georgia and Mississippi. April 27 is Grant's birthday. April 28 begins Hardware Week. April 29 is National Fun Day. April 30 begins National Baby Week. May is National Radio Month, Bicycle Month, Better Hearing Month, Background Mood Music Month, Foot Health Month, Home Improvement Month, Ornamental Iron Month, Tavern Month, Water Month. May 1 is Loyalty Day, Humane Sunday the beginning of American Camp Week, Be Kind To Animals Week, Christian Home Week, Correct Posture Week, Home Demonstration Week, Invest-In-America Week, National Music Week and Youth Fitness Week.

See you in a week. **TOM ROLLO.**

## THIS WEEK'S NEW Money Records

... an alphabetical listing of the records manufacturers are backing with special feature treatment in big-space Billboard ads.

SINGLES

- A STAR IS BORN—Mark Dinning .....M-G-M
- APPLE GREEN—June Valli .....Mercury
- DON'T QUIT—Sarah Northcutt .....RKO-Master
- EVERYBODY'S SOMEBODY'S FOOL—Connie Francis.....M-G-M
- HOW DO YOU KNOW IT'S LOVE?—Teresa Brewer .....Coral
- IF THERE ARE STARS IN MY EYES—Teresa Brewer ....Coral
- JEALOUS OF YOU—Connie Francis .....M-G-M
- LA MONTANA—Frank De Vol & His Rainbow Strings ..Columbia
- LEAV'N WOMAN—Sarah Northcutt .....RKO-Master
- ONE LAST KISS—Bobby Vee .....Liberty
- THAT'S WHAT LOVE IS—Kathy Linden .....Monument
- THINK—James Brown .....King
- YOU'VE GOT THE POWER—James Brown .....King

ALBUMS

- EVERYTHING BUT THE BEER—Arthur Fielder, Boston Pops Concert .....RCA Victor
- SONG WITHOUT END—Original Sound Track .....Colpix

According to statistics maintained over a period covering thousands of releases ... 7 out of 10 will reach Billboard's "HOT 100" in the weeks ahead!

Every week... disk jockeys all over the nation help spark up their record shows with this fresh, lively material furnished exclusively by The Billboard. Watch for it next week.

FOR THE WEEK ENDING APRIL 29, 1960

# The Billboard TOP LP'S

## MONO ACTION ALBUMS --- on the charts 39 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC Original Cast ..... Columbia KOL 5450	19
2		3. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists ..... RCA Victor LM 6047	22
3		2. THEME FROM A SUMMER PLACE Billy Vaughn ..... Dot DLP 3276	6
4		4. ITALIAN FAVORITES Connie Francis ..... M-G-M E 3791	12
5		5. FAITHFULLY Johnny Mathis ..... Columbia CL 1422	15
6		7. HERE WE GO AGAIN Kingston Trio ..... Capitol T 1258	25
7		6. THIS IS DARIN' Bobby Darin ..... Atco LP 33-115	8
8		9. THAT'S ALL Bobby Darin ..... Atco LP 33-104	30
9		8. HEAVENLY Johnny Mathis ..... Columbia CL 1351	32
10		11. BELAFONTE AT CARNEGIE HALL Harry Belafonte ..... RCA Victor LOC 6006	25
11		10. ENCORES OF GOLDEN HITS Platters ..... Mercury MG 20472	7
12		12. OUTSIDE SHELLEY BERMAN ..... Verve MGV 15007	22
13		18. CONCERT IN RHYTHM, VOL. II Ray Conniff ..... Columbia CL 1415	8
14		15. OLDIES BUT GOODIES Assorted Artists ..... Original Sound 5-001	32
15		— SOLD OUT Kingston Trio ..... Capitol T 1352	1
16		14. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins ..... Columbia CL 1349	18
17		13. MR. LUCKY Henry Mancini ..... RCA Victor LPM 2198	5
18		17. LATIN A LA LEE Peggy Lee ..... Capitol T 1290	3
19		20. WOODY WOODBURY LOOKS AT LOVE AND LIFE ..... Stereodities MW 1	8
20		22. FOR THE FIRST TIME Mario Lanza ..... RCA Victor LM 2338	25

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		30. ANNETTE SINGS ANKA ..... Vista BV 3302	6
22		38. SATURDAY NIGHT SING ALONG WITH MITCH Mitch Miller ..... Columbia CL 1414	4
23		21. STUDENT PRINCE Mario Lanza ..... RCA Victor LM 2339	6
24		— BEN HUR Rome Symphony Orch./Savina ..... M-G-M IEI	1
25		16. BROTHERS FOUR ..... Columbia CL 1402	2
26		23. PARTY SING ALONG WITH MITCH Mitch Miller ..... Columbia CL 1331	33
27		28. FABULOUS FABIAN ..... Chancellor CHL 5005	18
28		29. GENIUS OF RAY CHARLES ..... Atlantic LP 1312	10
29		36. ALWAYS Roger Williams ..... Kapp KL 1172	4
30		40. PERSUASIVE PERCUSSION Various Artists ..... Command LP 800	2
31		27. FIRESIDE SING ALONG WITH MITCH Mitch Miller ..... Columbia CL 1389	18
32		32. ELVIS' GOLDEN RECORDS, VOL. II Elvis Presley ..... RCA Victor LPM 2075	4
33		25. LET'S ALL SING WITH THE CHIPMUNKS ..... Liberty LRP 3132	22
34		24. TEENSVILLE Chet Atkins ..... RCA Victor 2161	10
35		26. TWANGS THE THANG Duane Eddy ..... Jamie JLP 3009	13
36		— NEARER THE CROSS Tennessee Ernie Ford ..... Capitol T 1005	10
37		— DELLA Della Reese ..... RCA Victor LPM 2157	2
38		31. SANTO AND JOHNNY ..... Canadian-American CA 1001	15
39		33. TELL ME ALL ABOUT YOURSELF Nat King Cole ..... Capitol W 1331	2
40		34. WHAT A DIFFERENCE A DAY MAKES Dinah Washington ..... Mercury MG 20479	6

## ESSENTIAL INVENTORY (MONO ALBUMS) on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INSIDE SHELLEY BERMAN, Verve MGV 15003.....	53
2		2. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107.....	63
3		6. MY FAIR LADY, Original Cast, Columbia OL 5090.....	212
4		3. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160..	94
5		5. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032.....	109
6		8. GIGI, Sound Track, M-G-M E 3641 ST.....	95
7		4. KINGSTON TRIO, Capitol T 996.....	45
8		9. KINGSTON TRIO AT LARGE, Capitol T 1199.....	45
9		16. THE MUSIC MAN, Original Cast, Capitol WAO 990.....	113
10		— MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344.....	40
11		17. COME DANCE WITH ME, Frank Sinatra, Capitol T 1069...	60
12		7. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	104
13		11. SOUTH PACIFIC, Original Cast, Columbia OL 4180.....	308
14		12. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628.....	67
15		10. PETER GUNN, Henry Mancini, RCA Victor LPM 1956.....	62
16		15. HYMNS, Tennessee Ernie Ford, Capitol T 756.....	146
17		14. BLUE HAWAII, Billy Vaughn, Dot DLP 3165.....	41
18		13. PORGY AND BESS, Sound Track, Columbia OL 5410.....	41
19		20. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283.....	54
20		18. GEMS FOREVER, Mantovani, London LL 3032.....	62
21		19. RODGERS: VICTORY AT SEA, VOL. II, RCA Symphony Orch. (Bennett), RCA Victor LM 2226.....	50
22		21. ONLY THE LONELY, Frank Sinatra, Capitol W 1053.....	67
23		22. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	62
24		23. FLOWER DRUM SONG, Original Cast, Columbia OL 5350....	57
25		— KING AND I, Sound Track, Capitol W 740.....	182

## STEREO ACTION ALBUMS --- on the charts 19 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. PERSUASIVE PERCUSSION Various Artists ..... Command S 800	14
2		1. THE SOUND OF MUSIC Original Cast ..... Columbia KOS 2020	16
3		5. FAITHFULLY Johnny Mathis ..... Columbia CS 8219	12
4		4. THEME FROM A SUMMER PLACE Billy Vaughn ..... Dot DLP 25276	4
5		6. MR. LUCKY Henry Mancini ..... RCA Victor LSP 2198	5
6		3. PROVOCATIVE PERCUSSION Various Artists ..... Command S 806	14
7		7. SAIL ALONG SILVERY MOON Billy Vaughn ..... Dot DLP 25100	15
8		10. NEW ORLEANS Pete Fountain ..... Coral CRL 7-57282	9
9		14. FIORELLO! Original Cast ..... Capitol SWAO 1321	16
10		8. OPEN FIRE, TWO GUITARS Johnny Mathis ..... Columbia CS 8056	12
11		15. STILL MORE SING ALONG WITH MITCH Mitch Miller ..... Columbia CS 8009	17
12		16. RACHMANINOFF: PIANO CONCERTO NO. 3 Van Cliburn ..... RCA Victor LSC 2355	12
13		12. NEARER THE CROSS Tennessee Ernie Ford ..... Capitol ST 1005	17
14		19. AMERICAN SCENE Mantovani ..... London PS 182	5
15		27. IT'S THE TALK OF THE TOWN Ray Conniff ..... Columbia CS 8143	11

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		— MORE SING ALONG WITH MITCH Mitch Miller ..... Columbia CS 8043	12
17		9. CONNIFF MEETS BUTTERFIELD Ray Conniff ..... Columbia CS 8155	17
18		13. MUSIC FOR BANG, BAA-ROOM AND HARP Dick Schory ..... RCA Victor LSP 1866	7
19		17. FLOWER DRUM SONG Original Cast ..... Columbia OS 2009	16
20		22. THIS IS DARIN Bobby Darin ..... Atco SD 115	3
21		29. MUSIC FOR DINING George Melachrino Strings ..... RCA Victor LSP 1000	9
22		20. LET'S DANCE AGAIN David Carroll ..... Mercury SR 60152	16
23		21. MUSIC FOR READING George Melachrino Strings ..... RCA Victor LSP 1002	6
24		25. KINGSTON TRIO ..... Capitol ST 996	10
25		11. BOUQUET Percy Faith ..... Columbia CS 8124	7
26		18. 'S AWFUL NICE Ray Conniff ..... Columbia CS 8001	10
27		24. AMERICAN SHOWCASE Mantovani ..... London PSA 3202	12
28		23. FIRESIDE SING ALONG WITH MITCH Mitch Miller ..... Columbia CS 8184	17
29		26. LET'S ALL SING WITH THE CHIPMUNKS ..... Liberty LST 7132	15
30		28. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins ..... Columbia CS 8158	11

## ESSENTIAL INVENTORY (STEREO ALBUMS) on the charts 20 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032.....	49
2		1. BELAFONTE AT CARNEGIE HALL Harry Belafonte, RCA Victor LSO 6006.....	23
3		3. MY FAIR LADY, Original Cast, Columbia OS 2015.....	49
4		4. HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258.....	25
5		9. GEMS FOREVER, Mantovani, London PS 106.....	37
6		5. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956..	47
7		14. STRAUSS WALTZES, Mantovani, London PS 118.....	33
8		10. KING AND I, Sound Track, Capitol SW 740.....	37
9		13. FILM ENCORES, VOL. I, Mantovani, London PS 124.....	45
10		6. GIGI, Sound Track, M-G-M SE 3461 ST.....	49
11		11. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor LSC 2226..	47
12		12. HEAVENLY, Johnny Mathis, Columbia CS 8152.....	31
13		8. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252.....	44
14		7. FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338..	26
15		15. QUIET VILLAGE, Martin Denny, Liberty LST 7122.....	23
16		19. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069...	49
17		16. SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8004..	28
18		17. OKLAHOMA! Sound Track, Capitol SWAO 595.....	47
19		20. PORGY AND BESS, Sound Track, Columbia OS 2016.....	22
20		— WITH THESE HANDS, Roger Williams, Kapp KS 3030.....	20

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREO PHONIC LP'S

BASED  
ON SALES

# IN STORES & RACKS

BEST SELLING  
CLASSICAL ALBUMS

## MONOPHONIC CLASSICAL ALBUMS

- SIXTY YEARS OF MUSIC AMERICA LOVES BEST**  
Assorted Artists, RCA Victor LM 6074
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**  
Morton Gould Orchestra, RCA Victor LM 2345
- THE LORD'S PRAYER** . . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- RODGERS: VICTORY AT SEA, VOL. 1**  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**  
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
- GERSHWIN: RHAPSODY IN BLUE**  
Leonard Penarrio, Hollywood Bowl Symphony (Slatkin), Capitol P-8343
- RODGERS: VICTORY AT SEA, VOL. 2**  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
- RAVEL: BOLERO** . . . . . Boston Symphony Orchestra (Munch), RCA Victor LM 1984
- OFFENBACH: GAITE PARISIENNE; KHACHATURIAN: GAYNE BALLET SUITE**  
Boston Pops, (Fiedler), RCA Victor LM 2267

## STEREOPHONIC CLASSICAL ALBUMS

- RODGERS: VICTORY AT SEA, VOL. 2**  
RCA Victory Symphony Orchestra (Bennett), RCA Victor LSC 2226
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**  
Morton Gould Orchestra, RCA Victor LSC 2345
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
- GERSHWIN: RHAPSODY IN BLUE**  
Leonard Penarrio, Hollywood Bowl Symphony Orchestra (Slatkin), Capitol SP 8343
- THE LORD'S PRAYER** . . . The Mormon Tabernacle Choir (Condie), Columbia MS 6068
- TCHAIKOVSKY: NUTCRACKER SUITE** . . . Boston Pops (Fiedler), RCA Victor LSC 2052
- GROFE: GRAND CANYON SUITE**  
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
- OFFENBACH: GAITE PARISIENNE; KHACHATURIAN: GAYNE BALLET SUITE**  
Boston Pops (Fiedler), RCA Victor LSC 2267
- RODGERS: VICTORY AT SEA, VOL. 1**  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
- BEETHOVEN: SYMPHONIES NOS. 4 & 5**  
The Columbia Symphony Orchestra (Walter), Columbia MS 6055

### BEST SELLING LOW PRICE LP'S (List price \$2.98 or less)

#### MONOPHONIC

- Soul of Spain, Vol. 1**  
101 Strings . . . . . Somerset P 6600
- Good Housekeeping Reducing Off the Record** . . . . . Harmony HL 7235
- Perry Como** . . . . . RCA Camden CAL 511
- Soul of Spain, Vol. 2**  
101 Strings . . . . . Somerset P 9900
- Huckleberry Hound**  
Daws Butler and Don Messick . . . . . Colpix CP 202
- Perry Como Sings Just for You**  
. . . . . RCA Camden CAL 440
- 101 Strings Play the Blues**  
. . . . . Somerset P. 5800
- John McCormick Sings Irish Songs**  
. . . . . RCA Camden CAL 407
- Around the World in 80 Days**  
Music From the Film . . . . . Somerset P 2800
- Hawaii in Hi-Fi**  
Leo Addeo Ork. . . . . RCA Camden Cal 510

#### STEREOPHONIC

- Soul of Spain, Vol. 1**  
101 Strings . . . . . Stereo Fidelity SF 6600
- Soul of Spain, Vol. 2**  
101 Strings . . . . . Stereo Fidelity SF 9900
- Hawaii in Stereo**  
Leo Addeo Ork. . . . . RCA Camden CAS 510
- Concerto Under the Stars**  
101 Strings . . . . . Stereo Fidelity SF 6700
- Silver Screen**  
101 Strings . . . . . Stereo Fidelity SF 7000
- Gershwin: Rhapsody in Blue**  
Hamburg Philharmonia Orchestra (Haines) . . . . . Stereo Fidelity SF 1800
- Symphony for Tommy**  
Hamburg Philharmonia Orchestra . . . . . Stereo Fidelity SF 5700
- 101 Strings Play the Blues**  
. . . . . Stereo Fidelity SF 5800
- The Music Man**  
Various Artists . . . . . Lion SL 70091
- Backbeat Symphony**  
101 Strings . . . . . Stereo Fidelity SF 11500

### BEST SELLING POP EP'S

- Heavenly**  
Johnny Mathis . . . . . Columbia EPB 13511
- Gunfighter Ballads and Trail Songs**  
Marty Robbins . . . . . Columbia EPB 13491
- Faithfully**  
Johnny Mathis . . . . . Columbia EPB 14221
- This Is Darin**  
Bobby Darin . . . . . Atco EP 4508
- Spirituals**  
Tennessee Ernie Ford . . . . . Capitol EAP 1-1818
- Open Fire, Two Guitars**  
Johnny Mathis . . . . . Columbia E 12701
- He'll Have to Go**  
Jim Reeves . . . . . RCA Victor EPA 4357
- Come Dance With Me**  
Frank Sinatra . . . . . Capitol EAP 1-1069
- Hymns**  
Tennessee Ernie Ford . . . . . Capitol EAP 1-756
- Here We Go Again**  
Kingston Trio . . . . . Capitol EAP 1-1258

## Reviews of THIS WEEK'S LP'S

The pick of the new releases:



Strongest sales potential of all albums reviewed this week.

In order to speed reviews of LP's, The Billboard requests that ALL albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

#### Pop

### JACKIE SINGS THE BLUES



Jackie Wilson, Brunswick 54055 — Strong, emotion-packed warbling stints by Wilson with moving gospel flavor and fine choral backing. Handsome, double-fold package should appeal to dual market audience. Selections — all recorded for first time — include "Please Tell Me Why," "She Done Me Wrong," etc. Unusual, effective blend of gospel and rock and roll.

### ELVIS IS BACK!



Elvis Presley, RCA Victor LSP 2231 (Stereo & Monaural) — About the only thing necessary to say about this new album is that dealers should stock it in quantity. Elvis is back—and singing better than ever in the rock and roll style he made famous. His rendition of "Fever" is a classic, and his performances on "Dirty Dirty Feeling," "Soldier Boy" and "Such a Night" are very exciting. The double fold cover and photos of Elvis in the Army will help add to the album sales.

### LINGER AWHILE



Billy Vaughn Ork. Dot DLP 25275 (Stereo & Monaural) — The well-known Billy Vaughn twin-sax harmony comes thru in mighty fine style again on this selection of fine older tunes, none of which have received the saturation treatment on recordings. The memorable tunes include, "Under the Double Eagle," "When My Blue Moon Turns to Gold Again," "Red River Valley," etc. Some good singles prospects here and many are strong contenders for airplay. Mighty nice listening.

### I LOVE THE WAY YOU LOVE (I-EP)



Marv Johnson, United Artists 10007 — Here's a highly salable hunk of EP wax which includes the chanter's current hit, "I Love the Way You Love," and a previous chart entry, "You Got What It Takes." Also included are a couple of other good sides, "Let Me Love You" and "Don't Leave Me." A swinging grouping that should become a slick counter item.

### PROVOCATIVE PERCUSSION VOLUME 2



Enoch Light & the Light Brigade, Command RS 810-S.D. (Stereo) — This is the follow-up to the best selling "Persuasive Percussion Vol. I" and it, too, should be a smash in the stereo fields. It has the same great sound of the first set, and the tunes are just as smartly chosen. The sound is fascinating and stereo fans can not only check out their equipment, but also have a good time listening. Tunes include "Hernando's Hideaway," "Matilda," "The Lady Is a Tramp" and "A Foggy Day." Mighty potent wax here that dealers should stock in depth.

#### Pop EP

### BECAUSE THEY'RE YOUNG



Duane Eddy, Jamie JEP 304 — This new EP by Duane Eddy features the theme song from the new Dick Clark movie, "Because They're Young," as well as three new tunes, "Easy," "Rebel Walk," and "The Battle" (based on "The Battle Hymn of the Republic"). Sides could be hits as singles or on the EP, since they feature the Eddy guitar work all the way.

#### Classical

### LOVE SCENES



Hollywood Bowl Symphony Orch. (Newman), Capitol SP 8516. (Stereo & Monaural) — The most familiar portions of two popular operas — "Madame Butterfly" and "La Boheme" — are accorded lushly dramatic symphonic treatments by Alfred Newman and the Hollywood Bowl ork, featuring outstanding solo work by violinist David Frisina and cellist Kurt Reher. Fine for beginning conductors.

### RENATA TEBALDI



London OS 25120. (Stereo & Monaural) — Here's another treasure of rich, quality-wise vocal treatments of operatic arias by the great Tebaldi. Set is a sock classical item with potent name power. Selections — all strong commercial items — include arias from "La Traviata," "Manon-Lescaut," "Madame Butterfly" and others. The star is in her usual top-notch vocal form.

(Continued on page 36)

### ALBUM COVERS OF THE WEEK



BEAN BAGS—Milt Jackson & Coleman Hawkins, Atlantic 1316



ELVIS IS BACK—Elvis Presley, RCA Victor LPM 2231



**TOP RANK**

WELCOMES THE  
BRILLIANT PIANO  
ARTISTRY OF ...

# Johnny COSTA



... AND PROUDLY INTRODUCES HIS FIRST  
SINGLE RECORDING. TWO MAGNIFICENT  
INSTRUMENTALS OF GREAT MOVIE THEMES

## "NO ONE"

(From The Rank Organization Film "The Captain's Table")

## "CONSPIRACY OF HEARTS"

(From the Rank Organization Film "Conspiracy of Hearts")

RA 2043

RA 2043-ST (STEREO)



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OF AMERICA**  
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New York, N. Y.

★★★★  
**VERY STRONG  
SALES POTENTIAL**

**POPULAR ★★★★★**

**★★★★ FIORELLLO!**

Oscar Peterson Trio. Verve MGV 8366—The Oscar Peterson trio shows off its remarkable ability to integrate the efforts of its members in this treatment of the music from the current Broadway hit. With Ray Brown on bass and Ed Thigpen on drums carrying their share of the load, Peterson's subdued, staccato pianistic attack brings out many of the subtleties of the score. The result is a diverting version of the music.

**★★★★ FIORELLLO!**

Reg Owen Ork. Palette 1018 — The charming score for "Fiorello!" gets sparkling-instrumental settings from the English orkster. It's a listenable set that allows a spinnable programming change. The arrangements are colorful and tasteful, and the set should move well.

**★★★★ AFRO CAN CAN**

Jack Costanzo. Liberty LST 7137. (Stereo & Monaural) — Ace bongo player Costanzo utilized three standout Afro-Cuban arrangers to compile this Afro-Cuban version of the memorable Cole Porter score. It's a colorful, wildly swinging instrumental package, which should appeal to hi-fi and stereo fans, as well as Afro-Cuban rhythm addicts.

**★★★★ BIG BAND MAN**

Ralph Marterie Ork. Mercury SR 60183. (Stereo & Monaural) — The ingredients here include the versatile Ralph Marterie band, a brace of well-known pop tunes all cleffed by Jimmy McHugh, and some colorful and spirited arrangements. The result has to be listenable, and it is. The band never gets so far out that the dancing beat is lost, but it also has some standout arrangements of such tunes as "It's a Most Unusual Day," "On the Sunny Side of the Street," "I Can't Give You Anything But Love," "Diga Diga Doo," and "Don't Blame Me."

**LOW-PRICED POPULAR ★★★★★**

**★★★★ THE SOUND OF MUSIC**

The London Theater Company. Richmond S-30079 (Stereo & Monaural)—This should prove a solid commercial package in the low-priced (\$2.98 stereo) field. The London Theater Company is polished and professional vocally, contributing uniformly fine performances on the lovely Rodgers and Hammerstein score — "Sound of Music," "My Favorite Things," "Do Re Mi," etc.

**POPULAR EP ★★★★★**

**★★★★ GENE & EUNICE**

(1-EP). Case EP 100 — Here's a solid sales item in the \$1 EP market. The duo exude their usual showmanly vocal skill on four attractive items, including the old r.&r. hits "Hully Gully" and "Poco Loco," plus a bluesy "Beatnik" and "You Think I'm Not Thinking." Should appeal to both pop and r.&b. buyers.

**JAZZ ★★★★★**

**★★★★ THE ART OF JAZZ**

Zoot Sims. Seeco CELP 452 — The indomitable tenor man works with a quartet of supporters here, including Bob Brookmeyer on valve trombone. Milt Hinton, Gus Johnson and John Williams are also heard in support. This is a helping of bold, brash, gutsy modern blowing with both Sims and Brookmeyer engaging in extensive soloing. Eight numbers include three Sims originals. Good cover and fine recording.

**CLASSICAL ★★★★★**

**★★★★ SCHUBERT SYMPHONY NO. 8; MOZART: SYMPHONY NO. 35 (Haffner)**

Vienna Philharmonic Orch. (Schuricht). Richmond B 19062—This is a low-priced re-issue of a disk which was released on the parent London label only about three years ago. As such, it has the advantage of a much higher quality of sound than do many of its low-priced rivals. The performances originally stood very high among those available. At the bargain rate, there relative value is even higher. The coupling also is a popular one, adding to the salability of this release.

**COUNTRY & WESTERN ★★★★★**

**INSTRUMENTALS (1-EP)**

Various Artists. Starday SEP 130—A right smart idea brings together six snappy hoedowners and all of them carrying the bright square dance, country sound. Inter-mixed with the fiddling is a lot of sharp banjo work in the blue grass tradition. For rural programmers this would be a must, and there's a lot worth juke box action, too, for the right sectors. Artists include Shelton and Roy Russell, Ken Clark and Don Anthony, Tommy Hill's String Band, and Big Tige. Sharp stuff all the way.

(Continued on page 38)

The pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 35

**KIRSTEN FLAGSTAD SINGS WAGNER**

London OS 25101. Stereo & Monaural — The incomparable Miss Flagstad is in rare form in this program of her own specialties. First she performs the five lieder songs which come under the combined title, "Wesendonck Lieder." Then she turns to three haunting excerpts from "Lohengrin," "Parsifal" and "Die Walkure." She is accompanied by the Vienna Philharmonic under Hans Knappertsbusch. Detailed notes of the operatic excerpts and German-English lyrics for the lieder appear on the back cover. Afficionados will like the lifelike stereo.



**BRAHMS: VARIATIONS AND FUGUE ON A THEME BY HANDEL; VARIATIONS ON A THEME BY PAGANINI (KATCHEN)**

London CS 6158. (Stereo & Monaural) — Julius Katchen shows off his excellent musicianship on the two Brahms Variations, one on the theme by Handel and the other the familiar Paganini theme. Katchen performs them admirably and the stereo recording is most life-like. A fine waxing.



Low Price Classical

**TCHAIKOVSKY: CAPRICCIO ITALIEN; LISZT: LES PREUDES**

Symphony Orchestra of the Belgian National Radio (Andre). Telefunken TCS 18034. (Stereo & Monaural) — Two first-rate readings of familiar works by Liszt and Tchaikovsky that could rack up solid sales among new collectors. The sound is excellent and the interpretations are appealing. At the price this is a real bargain.



Classical EP

**THE BEST OF CARUSO**

Mario Lanza. (1-EP). RCA Victor SP 89 — These are four sides from Lanza's LP, "Mario Lanza Sings Caruso Favorites." The late tenor offers dramatic reading of "Santa Lucia," "Ideale," and the arias, "La Donna e Mobile" and "Vesti La Guibba." The album has sold strongly, and this abbreviated version should move as strongly.



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CHARLIE MINGUS

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Here Mingus gets back to what he calls "blues and roots" to show how much he can really swing . . . and he really wallops his point home in this LP!

AN OUTSTANDING LP THAT IS STIRRING UP GREAT EXCITEMENT IN THE TRADE!



SPECIAL MERIT SPOTLIGHTS

The following albums have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

POP TALENT

LIKE IN LOVE

Nancy Wilson. Capitol ST 1319. (Stereo & Monaural) — Capitol is readying an all-out campaign on Nancy Wilson's first LP. The young thrush has a warm, expressive vocal style with a strong jazz flavor and is equally effective on rhythm items or ballads. Fine backing by Billy May with alto solos by Willie Smith. Standout selections include "Night Mist," "On the Street Where You Live" and "The More I See You."

HOME MADE SONGS AND BALLADS

Paul Clayton. Monument M 4001 — Here's one of the most promising folk artists to hit wax in quite a spell. Clayton, who makes his home in the Blue Ridge Mountains, gets credit for writing all of the tunes, but in a way, they are simply classy updatings of older repertoire. Clayton, the writer of "Gotta Travel On," ranges in different moods and alternately accompanies himself on guitar, banjo and three-string dulcimer. To lend polish to the set, voices and added rhythm instrumentation are used too. The artist has a smart, authentic sound and his songs are highly entertaining for the buyer looking for a new voice and sound.

IN TIMES LIKE THESE

Gene McDaniels. Liberty LST 7146. (Stereo & Monaural) — McDaniels sings a group of nostalgic ballads with gentle effectiveness and rich tenderness. Selections include "It Might As Well Be Spring," "Gone With the Wind," "The Sound of Music," "Love Is Here to Stay," etc. Spinnable wax for jocks in search of interesting new vocal talent.

CLASSICAL

HANDEL: ACTS & GALATEA

Soloists; the St. Anthony Singers; Philomusica of London (Boult). (2-12"). London Editions De L'Oiseau-Lyre SOL 60011-12 — A class package with a brochure containing the verses of this 18th century masque. Soloists are Joan Sutherland, Peter Pears, Owen Brannigan and David Galliver. The performance is exquisite, reminding of music by Purcell. Engineering is flawless.



GOOD SALES POTENTIAL

Continued from page 36

POPULAR

FOR REMINISCENT LOVERS BY BILL DOGGETT

King 706 — Doggett turns out a nice portion of danceable music in a romantic mood. As usual, the Doggett touch on organ is melodic and has a full sound. On this set, he works with guitar and rhythm, with the former often found in the lead spot in front of the organ. Tunes include "A Sinner Kissed an Angel," "Sunday Kind of Love," etc.

IRVING FIELDS FAVORITES

King 703 — The well-known pianistic style of Irving Fields is given a typical workout on his latest release. Altho aided by string bass and drums, the dominant figure always is Fields, roaming up and down the keyboard and shifting easily from a Latin style to near-classical and then to pop phrasing. His fans will approve of this new collection, which features an all-out effort on "Ebb Tide" and a concerto version of "Mack the Knife."

DIXIE IN HIGH SOCIETY

Barney Richards & His Rebels. Mercury SR 60185. (Stereo & Monaural) — Maestro Richards and his crew provide a kind of refined, smoothed-out brand of dixie, which would be palatable to society dance crowds and hotel dance clientele perhaps more than to the dyed in the wool "down south" dixie fan. The tunes here are all of the standard pop song variety rather than the time-honored dixie material. The music is well played for the particular style and the recording is faithful. Nice for dancing.

GRIFF WILLIAMS STYLE

Griff Williams Ork. Mercury SR 60173. (Stereo & Monaural) — The late Griff Williams fronted a group that worked steadily for over two decades, often at college dances, social affairs, etc. This was one of the final collections' cut before his recent death. It offers lasting evidence of the group's popularity, based on its simple styling with a recognizable beat for dancing but with enough originality in its arrangements to make it listenable too. The tunes in this LP are all familiar, and are offered in a variety of dancing tempos.

ALAN DALE SINGS GREAT AMERICAN HITS IN ITALIAN

United Artists UAL 3091 — A very satisfying album by Alan Dale on his return to wax on the UA label. He sings all of the songs in Italian, and they are arranged with taste by Don Costa, who also leads the ork on the date. Tunes include "Laura," "Paradise," "Stardust," and "If I Give My

Heart to You." Good item for the domestic and foreign market.

LOW-PRICED POPULAR

EBB TIDE

Frank Chacksfield Ork. Richmond S 30078 (Stereo & Monaural)—Sensitive arrangements of standards make up this package of instrumentals. Included are title song, "Smoke Gets in Your Eyes," "Among My Souvenirs," "Red Sails in the Sunset," etc.

JAZZ

BOY WITH LOTS OF BRASS

Maynard Ferguson Ork. Mercury SR 60124 (Stereo & Monaural)—One of the swiftest big bands, this group also has the added plus of Maynard Ferguson's remarkable excursions into the upper stratosphere of the trumpet's range. Exciting arrangements give the group a distinctive sound, permitting all the sections an opportunity to shine. Some of the top tracks include "My Funny Valentine," "Jeepers Creepers," "A Foggy Day" and "Easy to Love."

THE BIG SOUND

The Al Belleto Sextet. King 716—A listenable new album by Al Belleto and his sextet, which actually sounds like a full band on this waxing. Belleto plays alto and baritone, along with a four-horn front line that has a tasteful and somewhat basicish sound. Tunes include "Afternoon in Paris," "When I Fall in Love," "Judy" and "Sandman," in a good combination of originals and standards. Good wax.

COLEMAN HAWKINS PLUS THE RED GARLAND TRIO

Prestige Swingville 2001—Hawkin's fine and mellow tone embraces two standards and three originals in this easy to take set. The Garland trio with Garland on piano; Doug Watkins, bass, and "Specs" Wright holding down drums backs the tenor man smoothly. Tempos are nicely varied, and there are solos galore. Good mainstream set.

TINY IN SWINGVILLE

Tiny Grimes. Prestige 2002 — Guitarist Grimes offers a listenable six-track set. Outstanding in support is Jerome Richardson who is heard on flute, tenor and baritone sax. Ray Bryant is featured on piano; Wendell Marshall on bass and Art Taylor on drums. Prime appeal will be to mainstream fans. Tunes include "Frankie and Johnnie," "Ain't Misbehavin'" and "Annie Laurie."

CLASSICAL

★★★ BRAHMS: HUNGARIAN DANCES; DVORAK: SLAVONIC RHAPSODY NO. 3; SCHERZO CAPRICCIOSO Royal Philharmonic Ork. (Kubelik). Capitol-EMI SG 7209 (Stereo & Monaural)—This music constitutes some of the gayest and happiest expressions of the folk idiom in the catalog. Nine of the most familiar of the Brahms "Hungarian Dances" and the two longer Dvorak works make for a king-sized helping of Middle-European gemütlichkeit. These well-played renditions are a sure-fire gift recommendation for dealers, consisting of music that has universal appeal. Picturesque cover helps make this a potent item.

PROKOFIEV: PETER AND THE WOLF; SAINT-SAENS: THE CARNIVAL OF THE ANIMALS

Michael Flanders, Hephzibah Menuhin and Abbey Simon, Pianist; The Philharmonia Orchestra (Kurz). Capitol-EMI SG 7211 (Stereo & Monaural)—An ever-popular item, Prokofiev's "Peter and the Wolf" now is available in some 20 other versions, about half-dozen of which also are backed by "The Carnival of Animals." Michael Flanders and Swann, narrates "Peter" charmingly, while the duo-piano combine of Hephzibah Menuhin and Abbey Simon romp thru St. Saens' colorful musical menagerie. A quality pairing which will have to face rough competition.

LOW-PRICED CLASSICAL

GRIEF: PIANO CONCERTO IN A MINOR; LITOLFF: SCHERZO

London Philharmonic Orchestra (Davis). Richmond S 29061 (Stereo & Monaural)—There are several dozen versions of the every-popular Grieg work extant, including various low-price editions. Katin's piano work is entirely adequate and this coupled with the fact that relatively few other low-pricers offer stereo, can bring this set a share of business, despite the heavy competition.

FOLK

FOLKSINGERS 'ROUND HARVARD SQUARE

Joan Baez, Bill Wood and Ted Alevizos VERITAS 1—A group of young folk from Harvard Square present some fine performances here. Voices are fresh and carry the true folk quality, while lacking the spurious character so many folksingers have. Listed are 18 songs—a lot for the money— gleaned from American and European sources.

SACRED

HYMNS, GOSPEL & SACRED SONGS

Don Reno & Red Smiley. King 693—Reno and Smiley, one of the standard recording acts in the field, sing a dozen sacred songs in the true country style. "In the Garden," "Whispering Hope," "Mother's Only Sleeping" are typical. For c.w. areas.

(Continued on page 159)

101 Strings The World's First Stereo-Scored Orchestra

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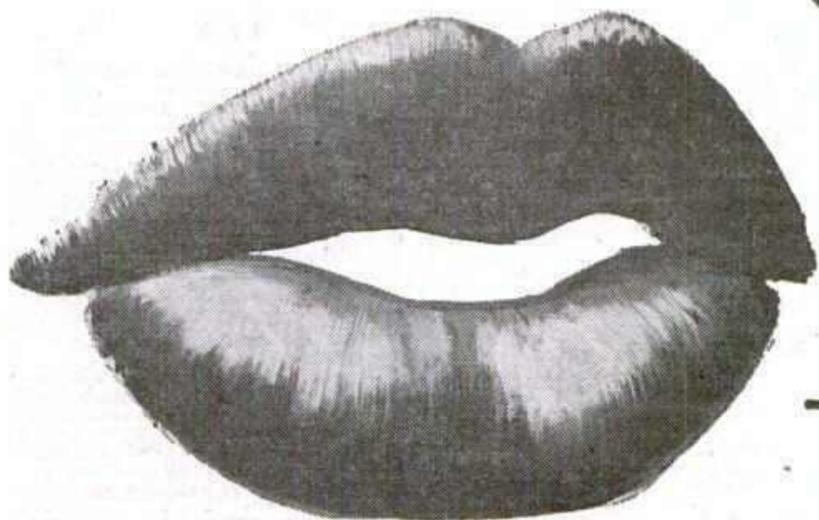
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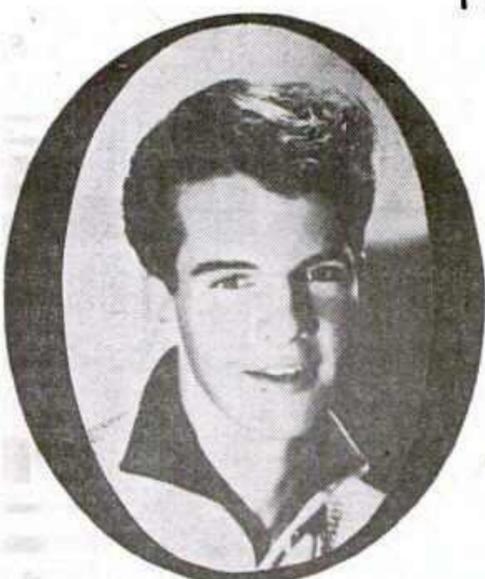


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### 3M Buy to MBS

Continued from page 4

Mining holds its board meeting in St. Paul May 10. Meanwhile, the 3M prexy Herbert P. Buetow said that Mutual "will be operated strictly as a business enterprise, including its relations with other divisions and subsidiaries of the 3M Company. For example, we hope that Mutual, like the other broadcasting networks will continue to be a customer for 3M's Scotch Brand magnetic recording tapes and accessories. But, that is up to Mutual." Robert Hurleigh will continue as prexy of Mutual and both he and Buetow said no staff changes are contemplated.

Interestingly (only three days before sales was officially announced, Monday, April 18) Mutual's business-financial news editor Frank Singiser made a report on the consumer tape field in a special trends feature for his Friday (April 15) financial news broadcast.

The report, said Singiser, was "predicated on personal interviews and questioning of dozens of equipment makers, record makers and distributors in and around the New York and Chicago area."

Singiser predicted that "tape-cartridge recordings will be as commonplace as present day disks by 1962." He said the key to the situation will "be most noticeable to retail appliance dealers and distributors" at the Electronics Parts Show in Chicago next month.

### Artia Label

Continued from page 4

aya, Doloukhanova, and Koslavsky.

Frankel has been working on the deal with the Russians for the past two years. According to Frankel all of the tapes and records that his firms will select from the Russian catalog will be newly recorded, and many of them will be in stereo. He said that the EMI deal with the Russians will expire this spring and that Leeds Music, which has had an arrangement for Russian tapes, has not received new material for the past year.

First releases under the new deal will be issued on the Artia label in September 1960, and will feature Sviatoslav Richter playing "Pictures at an Exhibition." There will also be a release on the MK label featuring the complete recordings of "Swan Lake," "Sleeping Beauty," and "Romeo and Juliet," as well as other works.

Artia and Parliament now have arrangements to release records from the Czech Supraphon, the Hungarian Hungarion, and the Rumanian Electrecord catalogs, as well as the Russian tapes and pressings.

### FCC Proposes

Continued from page 4

license or a construction permit for a period of not more than 90 days.

The Commission says it has long needed some less drastic deterrent than revocation of licenses. The use of cease and desist orders and fines were recommended during recent hearings by the Harris Communications Subcommittee, to punish licensees who were engaging in payola practices, among other abuses, or were too lax in curbing payola among personnel.

The FCC notes that it needs legislation parallel to the Federal Trade Commission, which uses cease and desist orders, pending final determination of its cases.

### Prescott Probe

Continued from page 4

utors." (During the same week, Representative Celler was telling the Subcommittee that record manufacturers had deplored the whole "rotten mess," to the Federal Trade Commission, and said they were forced to pay deejays to get any air play of their records.)

Lishman scored the tangle of fraud involved in the TV quiz programs, which later led into the payola probe, as revealed by the Harris Subcommittee. "Not since the days of Barnum have we (the American people) been so artfully bamboozled." Lishman blasted the networks for their bland claim of innocence in the fraud, and said nets could no longer go unregulated, if the public interest was to be served. Lishman said nets would have to be reached by the same laws that individual licensees are now subject to. He accused nets of being the real programming "censors," pushing out all cultural and good dramatic programming to favor what the Attorney General called "naked commercialism."

The quiet-spoken but hard-hitting probe counsel gave the Civitan Club the background of the Legislative Oversight Subcommittee, and the vast scope of its activities. The Subcommittee was set up in the 85th Congress, as special watchdog to see how the six major regulatory agencies were carrying out supervision of radio and TV; Railroad, Motor and Air Transport; Power; Security and Stock Issues, and the prevention of unfair business practices.

### Stations Still

Continued from page 4

of the cost involved. If, however, certain records are deleted from our invoice and subsequently receive action, WDXB, will be receptive to reviewing its possible air play."

Sanders also requested that labels and distributors "furnish us with a letter authorizing us to give, in the name of WDXB and the record company, all records chosen not for play to local charitable institutions."

In a similar vein, Al Anthony, program director of KAFY, Bakersfield, Calif., has written distributors asking for current lists of record lines they distribute and prices at which they may be purchased. Anthony added, "Please put us on your weekly mailing list to receive your order blank which contains a listing of current recordings available. This list can serve as our guide for ordering records to be played on our station." The outlet will continue to accept disks as "audition" copies.

### Cap Classical

Continued from page 4

complete selections culled from as many Hollywood Bowl albums. This was a sellout upon release, according to Coveney. "Love Scenes" package sales passed the 10,000 mark. Reaction to the album was so enthusiastic, Cap last week placed it on its 100 per cent exchange product list. According to Coveney, the album promises to become the best seller in the Bowl package series.

Capitol has enjoyed a continuing success with its Hollywood Bowl LP's. According to its sales reports, the Bowl album series is nearing the 3,000,000 sales mark, a noteworthy sales peak for disks cut from classical cloth.

Angel portion of the April 4 release reportedly has passed the 20,000 level, displaying an unusually brisk response in so short a sales period. All-time top Angel sellers are its "Soviet Army chorus and Band" and Maria Callas' "Puccini Heroines" albums.

# THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR SURVEY WEEK ENDING APRIL 16

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	8	<b>STUCK ON YOU</b>	By Aaron Schroeder-J. Leslie McFarland—Published by Gladys (ASCAP)	3
2	1	<b>THEME FROM A SUMMER PLACE</b>	By Steiner-Max Discant—Published by Witmark (ASCAP)	14
3	4	<b>GREENFIELDS</b>	By Terry Gilkyson-R. Doherty-F. Miller—Published by Montclare (BMI)	6
4	2	<b>HE'LL HAVE TO GO</b>	By J. Allison-A. Allison—Published by Central Songs (BMI)	16
5	7	<b>SINK THE BISMARCK</b>	By J. Horton & T. Franks—Published by Cajun (BMI)	6
6	11	<b>SIXTEEN REASONS</b>	By Bill and Doree Post—Published by American (BMI)	6
7	5	<b>SWEET NOTHIN'S</b>	By Ronnie Self—Published by Champion (BMI)	10
8	6	<b>PUPPY LOVE</b>	By Paul Anka—Published by Spanka (BMI)	8
9	3	<b>WILD ONE</b>	By Lowe-Mann & Appel—Published by Lowe (ASCAP)	11
10	21	<b>NIGHT</b>	By Johnny Lehman and Herb Miller—Published by Pearl (BMI)	2
11	9	<b>MAMA</b>	By Bixio, Cherubini, Barlow-Brito—Published by Southern (ASCAP)	7
12	10	<b>FOOTSTEPS</b>	By B. Mann-H. Hunter—Published by Aldon (BMI)	5
13	15	<b>THE OLD LAMPLIGHTER</b>	By Charles Tobias-Nat Simon—Published by Shapiro-Bernstein (ASCAP)	4
14	14	<b>WHITE SILVER SANDS</b>	By C. G. Mathews & G. Reinhart—Published by Sharina (BMI)	5
15	12	<b>I LOVE THE WAY YOU LOVE</b>	By Gordy-Mikaljon—Published by Jobette (BMI)	5
16	16	<b>STEP BY STEP</b>	By Ollie Jones and Billy Dawn Smith—Published by Winneton (BMI)	3
17	13	<b>CLEMENTINE</b>	By Woody Harris—Published by Tweed (ASCAP)	2
18	23	<b>CRADLE OF LOVE</b>	By Fautheree-Gray—Published by Big Bopper-Tree (BMI)	3
19	27	<b>STAIRWAY TO HEAVEN</b>	By Neil Sedaka and Howard Greenfield—Published by Aldon (BMI)	2
20	—	<b>MR. LUCKY</b>	By Henry Mancini—Published by Southdale (ASCAP)	1
21	—	<b>FAME AND FORTUNE</b>	By Ben Wiseman & Fred Wise—Published by Gladys (ASCAP)	—
22	17	<b>MONEY</b>	By J. Bradford Gordy Jr.—Published by Jobette (BMI)	4
23	20	<b>LET THE LITTLE GIRL DANCE</b>	By H. Glover—Published by Glover (BMI)	3
24	29	<b>TEDDY</b>	By Paul Anka—Published by Spanka (BMI)	5
25	22	<b>BEATNIK FLY</b>	By T. King & I. Mack—Published by Duchess (BMI)	8
26	19	<b>O, DIO MIO</b>	By Hoffman-Manning—Published by Topper (ASCAP)	7
27	25	<b>DON'T THROW AWAY ALL THOSE TEARDROPS</b>	By Diane DeNota—Published by Rambled (BMI)	4
28	—	<b>DOGGIN' AROUND</b>	By Lena Agree—Published by Lean (SESAC)	—
29	—	<b>ANGELA JONES</b>	By John D. Loudermilk—Published by Cedarwood (BMI)	1
30	—	<b>APPLE GREEN</b>	By Charles Singleton—Published by Hollis (BMI)	1

### RECORDINGS AVAILABLE

(Best Selling Record Listed Bold Face)

- STUCK ON YOU** — Elvis Presley, Vic 7740.
- THEME FROM A SUMMER PLACE**—Percy Faith, Col 41490; Fontane Sisters, Dot 16059; Leroy Holmes, M-G-M 12833; Don Ralke, Warner Bros. 5108; Jackie Rae, Epla 9366; Hugo Winterhalter, Vic 7599.
- GREENFIELDS** — Brothers Four, Col 41571; Julius La Rosa, Kapp, 323.
- HE'LL HAVE TO GO** — Billy Brown, Col 41380; Jim Lowe, Dot 16046; Jim Reeves, Vic 7643.
- SINK THE BISMARCK** — Johnny Horton, Col 41568.
- SIXTEEN REASONS**—Connie Stevens, Warner Bros. 5137.
- SWEET NOTHIN'S** — Brenda Lee, Dec 30967.
- PUPPY LOVE**—Paul Anka, ABC-Paramount 10082; Jess Duboy, Colonial 7002; King Bees, Flip 323; Terry Noland, Brunswick 55054.
- WILD ONE**—Bobby Rydell, Cameo 171.
- NIGHT**—Jackie Wilson, Brunswick 55166.
- MAMA** — Connie Francis, M-G-M 12878; Phil Brito, M-G-M 19591; John Fufano, Darlan 501.
- FOOTSTEPS** — Steve Lawrence, ABC-Paramount 10085.
- THE OLD LAMPLIGHTER** — Browns, Vic 7700.
- WHITE SILVER SANDS** — Bill Black's Combo, Hi 2021; Owen Bradley Quartet, Dec 30363; Lennon Sisters, Brunswick 55013; Don Rondo, Jubilee 5288.
- I LOVE THE WAY YOU LOVE**—Marr Johnson, United Artists 208.
- STEP BY STEP**—Crests, Coed 523.
- CLEMENTINE**—Bobby Darin, Atco 6161.
- CRADLE OF LOVE**—Johnny Preston, Mer 71598.
- STAIRWAY TO HEAVEN**—Neil Sedaka, Vic 7709.
- MR. LUCKY**—Georgie Auld Ork, Top Rank 2037; Henry Mancini, Vic 7705.
- FAME AND FORTUNE**—Elvis Presley, Vic 7740.
- MONEY** — Barrett Strong, Azusa 1111.
- LET THE LITTLE GIRL DANCE** — Billy Bland, Old Town 1076.
- TEDDY**—Connie Francis, M-G-M 12878.
- BEATNIK FLY** — Johnny and the Hurricanes, Warwick 520.
- O, DIO MIO**—AnneMc, Vista 354.
- DON'T THROW AWAY ALL THOSE TEARDROPS** — Frankie Avalon, Chancellor 1048.
- DOGGIN' AROUND**—Count Basie Ork/J. Rushing, Dec 28926; Jackie Wilson, Brunswick 55166.
- ANGELA JONES** — Johnny Ferguson, M-G-M 12855.
- APPLE GREEN**—June Valli, Mer 71588.

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**MEN WHO READ  
BUSINESS PAPERS  
MEAN BUSINESS**

FOR WEEK  
ENDING MAY 1

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	6	17	84	STUCK ON YOU	Elvis Presley, RCA Victor	7740	S	4
2	2	5	12	GREENFIELDS	Brothers Four, Columbia	41571	A	10
3	5	7	6	SINK THE BISMARCK	Johnny Horton, Columbia	41568		8
4	1	1	1	THEME FROM A SUMMER PLACE	Percy Faith, Columbia	41490	A	16
5	8	3	4	HE'LL HAVE TO GO	Jim Reeves, RCA Victor	7643	S	18
6	9	11	16	SIXTEEN REASONS	Connie Stevens, Warner Bros.	5137		13
7	3	2	2	PUPPY LOVE	Paul Anka, ABC-Paramount	10082	S	10
8	16	16	24	THE OLD LAMPLIGHTER	The Browns, RCA Victor	7700		7
9	12	12	15	WHITE SILVER SANDS	Bill Black's Combo, Hi	2021		8
10	4	6	5	SWEET NOTHIN'S	Brenda Lee, Decca	30967		19
11	13	9	14	I LOVE THE WAY YOU LOVE	Mary Johnson, United Artists	208		8
12	14	19	38	CRADLE OF LOVE	Johnny Preston, Mercury	71598		5
13	19	28	53	NIGHT	Jackie Wilson, Brunswick	55166		6
14	11	10	7	FOOTSTEPS	Steve Lawrence, ABC-Paramount	10085		8
15	10	8	9	MAMA	Connie Francis, M-G-M	12878	S	10
16	7	4	3	WILD ONE	Bobby Rydell, Cameo	171		13
17	15	18	33	STEP BY STEP	The Crests, Coed	525		9
18	18	26	28	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town	1076		11
19	27	42	75	STAIRWAY TO HEAVEN	Nell Sedaka, RCA Victor	7709	S	5
20	44	71	—	FAME AND FORTUNE	Elvis Presley, RCA Victor	7740	S	3
21	21	30	34	CLEMENTINE	Bobby Darin, Atco	6161		6
22	33	79	95	MR. LUCKY	Henry Mancini, RCA Victor	7705	S	4
23	22	23	27	DON'T THROW AWAY ALL THOSE TEARDROPS	Frankie Avalon, Chancellor	1648		7
24	25	27	17	TEDDY	Connie Francis, M-G-M	12878	S	9
25	23	24	31	MONEY	Barrett Strong, Anna	1111		13
26	46	49	81	DOGGIN' AROUND	Jackie Wilson, Brunswick	55166		4
27	28	21	19	BEATNIK FLY	Johnny and the Hurricanes, Warwick	520		11
28	31	46	58	ANGELA JONES	Johnny Ferguson, M-G-M	12855		10
29	36	45	49	APPLE GREEN	June Valli, Mercury	71588		8
30	26	39	42	BIG IRON	Marty Robbins, Columbia	41589	A	7
31	29	35	36	JUST ONE TIME	Don Gibson, RCA Victor	7690	S	8
32	30	25	25	STARBRIGHT	Johnny Mathis, Columbia	41583	A	9
33	24	14	11	O, DIO MIO	Annette, Vista	354		10

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	20	15	8	HARBOR LIGHTS	The Platters, Mercury	71563	S	14
35	51	55	92	CHERRY PIE	Skip and Flip, Brent	7010		4
36	47	63	86	WHAT AM I LIVING FOR	Conway Twitty, M-G-M	12886		5
37	32	33	29	LITTLE BITTY GIRL	Bobby Rydell, Cameo	171		13
38	17	13	10	BABY	Brook Benton and Dinah Washington, Mercury	71565	S	14
39	41	52	85	LOVE YOU SO	Rod Holden, Donna	1315		4
40	39	44	61	MOUNTAIN OF LOVE	Harold Dorman, Rita	1003		9
41	61	53	82	LONELY WEEKENDS	Charlie Rich, Phillips International	3552		7
42	43	40	32	AM I THAT EASY TO FORGET	Debbie Reynolds, Dot	15985		15
43	34	31	30	SUMMER SET	Monty Kelly, Carlton	527	S	9
44	79	85	89	MADISON	Al Brown's Tunetoppers, Amy	804		4
45	49	43	48	FANNIE MAE	Buster Brown, Fire	1008		13
46	35	22	18	(WELCOME) NEW LOVERS	Pat Boone, Dot	16048	S	9
47	52	73	64	TEEN EX	Browns, RCA Victor	7700		5
48	67	—	—	GOOD TIMIN'	Jimmy Jones, Cub	9067		2
49	57	60	71	YOU DON'T KNOW ME	Lennie Welch, Cadence	1373		9
50	48	50	51	CARAVAN	Santo and Johnny, Canadian-American	111		7
51	40	37	37	TALL OAK TREE	Dorsey Burnette, Era	3012		13
52	71	98	—	JUST A CLOSER WALK WITH THEE	Jimmie Rodgers, Roulette	4234		3
53	60	78	78	IT COULD HAPPEN TO YOU	Dinah Washington, Mercury	71560	S	5
54	54	57	62	WAKE ME WHEN IT'S OVER	Andy Williams, Cadence	1378		6
55	87	99	—	MADISON TIME	Ray Bryant, Columbia	41628		3
56	56	58	79	SOMEDAY	Della Reese, RCA Victor	7706	S	6
57	89	94	—	PAPER ROSES	Anita Bryant, Carlton	528	S	3
58	58	66	66	RUBY	Adam Wade, Coed	526		7
59	37	20	13	HANDY MAN	Jimmy Jones, Cub	9049		18
60	66	75	60	DOWN BY THE RIVERSIDE	Les Compagnons de la Chanson, Capitol	4342		8
61	45	54	63	SHAZAM	Duane Eddy, Jamie	1151		6
62	42	36	23	FOREVER	Little Dippers, University	210		14
63	65	74	—	EARTH ANGEL	Johnny Tillotson, Cadence	1377		3
64	55	72	74	OOH POO PAH DOO (Part 2)	Jessie Hill, Mint	607		5
65	68	62	65	DON'T DECEIVE ME	Ruth Brown, Atlantic	2052		7
66	81	88	—	TIES THAT BIND	Brook Benton, Mercury	71566	S	3
67	50	38	39	EL MATADOR	Kingston Trio, Capitol	4338		10

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	38	29	21	THIS MAGIC MOMENT	Drifters, Atlantic	2050		10
69	73	84	90	THINK ME A KISS	Clyde McPhatter, M-G-M	12877		4
70	76	—	—	WAY OF A CLOWN	Teddy Randazzo, ABC-Paramount	10088		2
71	82	—	—	NOBODY LOVES ME LIKE YOU	Flamingos, End	1068		2
72	69	32	20	LADY LUCK	Lloyd Price, ABC-Paramount	10075	S	13
73	72	56	59	CHINA DOLL	Ames Brothers, RCA Victor	7655	S	13
74	94	—	—	CATHY'S CLOWN	Everly Brothers, Warner Bros.	5151	S	2
75	85	86	—	PLEDGING MY LOVE	Johnny Tillotson, Cadence	1377		3
76	53	34	22	WHAT IN THE WORLD'S COME OVER YOU	Jack Scott, Top Rank	2028	S	16
77	62	47	46	PARADISE	Sammy Turner, Big Top	3032		11
78	92	—	—	HITHER, THITHER AND YON	Brook Benton, Mercury	71566	S	2
79	59	59	56	AT MY FRONT DOOR	Dee Clark, Abner	1037		7
80	80	76	50	TEENAGE SONATA	Sam Cooke, RCA Victor	7701	S	7
81	88	91	—	JENNY LOU	Sonny James, NRC	50		3
82	64	80	83	ROCKIN' RED WING	Sammy Masters, Lode	108		4
83	95	—	—	BARBARA	Temptations, Goldisc	3001		2
84	100	—	—	GOT A GIRL	Four Preps, Capitol	4362		2
85	—	—	—	WHEN YOU WISH UPON A STAR	Dion & the Belmonts, Laurie	3052		1
86	90	—	—	MY EMPTY ROOM	Little Anthony & the Imperials, End	1067		2
87	98	—	—	A STAR IS BORN (A LOVE HAS DIED)	Mark Dinning, M-G-M	12888		2
88	97	—	—	BURNING BRIDGES	Jack Scott, Top Rank	2041		2
89	—	—	—	TELL ME THAT YOU LOVE ME	Fats Domino, Imperial	5660		1
90	74	87	80	BABY, WHAT DO YOU WANT ME TO DO	Jimmy Reed, Vee Jay	333		11
91	99	—	—	SOMEONE LOVES YOU, JOE	The Singing Belles, Madison	126		2
92	—	—	—	EASY LOVIN'	Wade Flemons, Vee Jay	344		1
93	—	—	—	NO IF'S—NO AND'S	Lloyd Price, ABC-Paramount	10102		1
94	—	—	—	LAST CHANCE	Collay and His Satellites, Sho-Biz	1002		1
95	—	—	—	ANOTHER SLEEPLESS NIGHT	Jimmy Clanton, Ace	585		1
96	—	—	—	(DOIN' THE) LOVER'S LEAP	Webb Pierce, Decca	31058		1
97	—	—	—	TWO THOUSAND, TWO HUNDRED AND TWENTY-THREE MILES	Patti Page, Mercury	71597		1
98	—	—	—	YOUNG EMOTIONS	Ricky Nelson, Imperial	5663		1
99	—	—	—	BEAUTIFUL OBSESSION	Sir Chouney, Warner Bros.	5150		1
100	—	—	—	DUTCHMAN'S GOLD	Walter Brennan, Dot	16066		1

# & TOMORROW'S TOPS

## BEST BUYS

These records, of all those on the Hot 100, have begun to show NATIONAL sales breakout action this week for the first time. They are recommended to dealers, juke box operators and disk jockeys as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (\*).

### POP

**MADISON** ..... Al Brown's Tuneloppers  
(Aim, BMI) Amy 804

**MADISON TIME** ..... Ray Bryant  
(Cromwell, ASCAP) Columbia 41628

\***PAPER ROSES** ..... Anita Bryant  
(Pambill, ASCAP) Carlton 528

\***TIES THAT BIND  
HITHER, THITHER AND YON** ..... Brook Benton  
(Play, ASCAP) (Vanessa, ASCAP)  
Mercury 71566

\***NOBODY LOVES ME LIKE YOU** ..... The Flamingos  
(Kags, BMI) End 1068

\***CATHY'S CLOWN** ..... The Everly Brothers  
(Acuff-Rose, BMI) Warner Bros. 5151

C&W—No selections this week.

R&B—No selections this week.

## BUBBLING UNDER THE HOT 100

These records while they have not yet developed enough strength thruout the country for inclusion on any national chart anywhere already have stimulated considerable regional action. Rank position indicates relative potential to earn an early listing on the Hot 100.

1. GO ON, GO ON ..... Jivin' Gene, Mercury
2. HAPPY-GO-LUCKY ME ..... Paul Evans, Guaranteed
3. OUR WALTZ ..... Sarah Vaughan, Mercury
4. THAT'S YOU ..... Nat King Cole, Capitol
5. COME DANCE WITH ME ..... Eddie Quinteros, Brent
6. A SIX-PACK TO GO ..... Hank Thompson, Capitol
7. THE MIRACLE OF LIFE ..... Robie Lester, Lufa
8. WHAT WILL I TELL MY HEART ..... Phil Phillips, Mercury
9. JUMP OVER ..... Freddy Cannon, Swan
10. STOLEN ANGEL ..... The Scott Brothers, Ribbon
11. PENNIES FROM HEAVEN ..... Skyliners, Calico
12. ROLL ALL COMPANY "J" ..... The Balladeers, Del Fi
13. HE'LL HAVE TO STAY ..... Jeannie Black, Capitol
14. DING-A-LING ..... Bobby Rydell, Cameo
15. PUT YOUR ARMS AROUND ME HONEY ..... Ray Smith, Judd

## HOT 100: A TO Z

### HOT 100—A TO Z LIST

A Star Is Born (a Love Has Died)	87
Am I That Easy to Forget	42
Angela Jones	28
Another Sleepless Night	95
Apple Green	29
At My Front Door	79
Baby	38
Baby, What Do You Want Me to Do	90
Barbara	83
Beatnik Fly	27
Beautiful Obsession	99
Bis Iron	20
Burning Bridges	88
Caravan	50
Cathy's Clown	74
Cherry Pie	35
China Doll	73
Clementine	21
Cradle of Love	12
Doggin' Around	26
(Doin' the) Lover's Leap	96
Don't Deceive Me	65
Don't Throw Away All Those Tears	23
Down by the Riverside	60
Dutchman's Gold	100
Earth Angel	63
Easy Lovin'	92
El Matador	67
Fame and Fortune	20
Fannie Mae	45
Footsteps	15
Forever	62
Good Timin'	48
Got a Girl	84
Greenfields	2
Handy Man	59
Harbor Lights	34
He'll Have to Go	5
Hither, Thither and Yon	78
I Love the Way You Love It Could Happen to You	11
Jenny Lou	81
Just a Closer Walk With Thee	52
Just One Time	31
Lady Luck	72
Last Chance	94
Let the Little Girl Dance	18
Little Bitty Girl	37
Lonely Weekends	41
Love You So	39
Madison	44
Madison Time	55
Mama	15
Mr. Lucky	25
Money	25
Mountain of Love	40
My Empty Room	86
Night	13
No Ifs—No And's	93
Nobody Loves Me Like You	71
O, Die Mio	33
Old Lampighter, The	8
Ooh Poo Pah Doo (Part 2)	64
Paper Roses	57
Paradise	77
Pledging My Love	75
Puppy Love	7
Rockin' Red Wings	82
Ruby	58
Shazam	61
Sink the Bismarck	3
Sixteen Reasons	6
Someday	56
Someone Loves You, Joe	91
Stairway to Heaven	19
Starbright	32
Step by Step	17
Stuck on You	1
Summer Set	43
Sweet Nothin's	10
Tall Oak Tree	51
Teddy	24
Teenage Sonata	80
Teen-Ex	47
Tell Me That You Love Me	89
Theme From a Summer Place	4
Think Me a Kiss	69
This Magic Moment	68
Ties That Bind	66
Two Thousand, Two Hundred and Twenty-Three Miles	97
Wake Me When It's Over	54
Way of a Clown	70
Welcome New Lovers	46
What Am I Living For	36
What in the World's Come Over You	76
When You Wish Upon a Star	85
White Silver Sands	9
Wild One	16
You Don't Know Me	49
Young Emotions	98

## REVIEWS OF

# THIS WEEK'S SINGLES

## SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

In order to speed reviews of single records, The Billboard requests that ALL singles be sent to The Billboard Record Review Department, 1564 Broadway, New York 36, N. Y. However, albums should be sent to P. O. Box 292, Times Square Station, New York 36, N. Y.

### Pop

#### CONNIE FRANCIS



**EVERYBODY'S SOMEBODY'S FOOL** (Aldon, BMI)—**JEALOUS OF YOU** (Marks, BMI)—The thrush gives out with a sparkling vocal approach on "Everybody's Somebody's Fool." She gets clever Philadelphia-styled backing from the ork. "Jealous of You" is an Italian-styled effort that could be a hit follow-up to "Mama." M-G-M 12899

#### THE CHAMPS



**THE LITTLE MATADOR** (Jat, BMI)—**RED EYE** (Jat, BMI)—"Little Matador" is a Spanish-Mexican theme with a rocker base. Horns and guitars have the lead with a gravelly voice heard in Spanish lingo. "Red Eye" has the crew on an earthy instrumental blues that can also figure. Challenge 59076

#### ALLEN & ALLEN



**TIDDLE WINKS** (Minit, BMI)—This bright strut is styled in the New Orleans manner. The duo handles it in sharp style with overtones of the Domino sound. Side should go well, if exposed. Flip is "Heavenly Baby, (Minit, BMI). Minit 609

#### THE GLENNS



**IN THE CHAPEL IN THE MOONLIGHT** (Shapiro-Bernstein, ASCAP)—**MORE AND MORE** (Harms, ASCAP)—Two oldies are up-dated in listenable, rockabil-lad approaches by the group. Big voiced lead on both sides gets good group and ork support. Both are strong sides. Rendezvous 118

#### REG OWEN ORK



**SUNDAY MORN** (Zodiac, BMI) — **COOL COLLINS** (Compton, ASCAP)—Owens and crew have a spiritual-styled instrumental that could step out. It features a big brass sound and hand-clappin' rhythm. "Cool Collins" is a breezy, honky-tonkish sort. Palette 5043

#### TONY BELLUS



**THE END OF MY LOVE** (Wonder, BMI)—Bellus renders a ballad in feelingful style. The lyrics tell an interesting, but tragic story. Side is right in the groove of some of the current big ones, and it could easily catch on. Flip is "The Echo of an Old Song," (Wonder, BMI) NRC 051

#### PAUL ANKA



**SOMETHING HAPPENED** (Spanka, BMI) — **MY HOME TOWN** (Spanka, BMI)—Anka has two potent sides that should take off in short order. "Something Happened" is a pretty ballad with beat. "My Home Town" is a ballad with Latin traces. He's strongly backed on both. ABC-Paramount 10160

#### PAT BOONE



**WALKING THE FLOOR OVER YOU** (American, BMI) **SPRING RAIN** (Enterprise, ASCAP)—Boone Registers strongly on "Walking the Floor." The oldie is done in a mild rock manner. "Spring Rain" is a charming rockabil-lad, and this, too, gets a highly salable warble. Dot 16073

#### BUSTER BROWN



**JOHN HENRY (THE STEEL DRIVING MAN)** (Fire, BMI)—**THE MADISON SHUFFLE** (Fire, BMI)—Brown could click again via either of these powerful sides. "John Henry," the old folk song gets a shoutin' approach over a rhythmic and danceable ork setting. "The Madison Shuffle" is an instrumental side that features harmonica over a snappy ork assist. Both are dual-market sides. Fire 1020

The correct number for "Are You Listening" b/w "He Gave Us You," by the Gospel Caravans, a spiritual record, reviewed in last week's issue of The Billboard, is Sharp 604.

"Swinging Guys and Dolls" is the correct title of the Jazz Spotlight album, reviewed in the April 4 issue of The Billboard.

## SPECIAL MERIT SPOTLIGHTS

The following records have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

### POP DISK JOCKEY PROGRAMMING

#### JOHNNY WESTERN

**DELIA'S GONE** (Bon Bon, BMI)—**DON'T CRY LITTLE GIRL** (Cedarwood, BMI)—Western offers fine chanting stints on two lovely

(Continued on page 153)

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# Reviews of THIS WEEK'S SINGLES

## SPECIAL MERIT SPOTLIGHTS

The following records have been picked for outstanding merit in their various categories, because in the opinion of The Billboard Music Staff, they deserve exposure.

Continued from page 43

folkish items. His vocals are smooth and attractive, and spins of either sides should be well received. **Columbia 41652**

### DON RANDI

OH YEAH (Gil, BMI)—OUR LAST DANCE (Har-Bock, BMI)—"Oh Yeah" is an interesting rhythm side with Randi playing some classy rippling piano a la Previn's "Like Young." "Our Last Dance" is a pounding rhythm theme that features a wordless chorus. **Marx-X 8006**

### PHIL BODNER

EAST WACKER DRIVE (Comet, ASCAP) — PEPE'S THEME (Comet, ASCAP)—Both themes are given bright, instrumental workouts. They have a smooth, contagious jazz flavor. "East Wacker Drive" spotlights melodic sax works. Feature of "Pepe's Theme" is the infectious Latin tempo. **Kapp 330**

### JIMMY SMITH

SEE SEE RIDER (Leeds, ASCAP)—The jazz organist has an interesting interpretation of the classic blues that should flip both pop and jazz fans. His reading is full of soul, and there's also some fine tenor sax and guitar work to support him. Flip is "Come On, Baby." **Blue Note 1768**



## VERY STRONG SALES POTENTIAL

### LITTLE RICHARD

★★★★ DIRECTLY FROM MY HEART — SPECIALTY 686 — Little Richard delivers this ballad with beat in fairly sedate style, backed by a fem chorus. It should sell. (Lion, BMI)

★★★★ THE MOST I CAN OFFER — Bluesy ballad is also handled in less-vigorous style than usual by the shouter. Nice side. (Venice, BMI)

### JIMMY McCracklin

★★★★ DOOMED LOVER — MERCURY 71613 — McCracklin sings an uptempo blues strongly, helped by a gal's group in the backing and a smart combo arrangement. A potent side with a real chance for loot. Watch it. (Music Products, BMI)

★★★★ BY MESELF — Jimmy McCracklin tells this sad story of his broken romance, with a lot of heart, over simple and touching backing. This could happen if exposed. Powerful performance. (Music Products, BMI)

### BELFORD C. HENDRICKS

★★★★ TABU — MERCURY 71616—Belford Hendricks leads his multi-stringed ork thru a smart, stylish instrumental performance of the standard with a chorus making vocal sounds in the backing. Strong wax here. (Peer Int'l, BMI)

★★★★ PEG O' MY HEART—Another classy reading by the Hendricks crew, featuring a smooth guitar solo and voices again in the backing. Two potent sides. (Leo Feist, ASCAP)

### JIMMY EDWARDS

★★★★ LIVE AND LET LIVE — RCA VICTOR 7717 — An infectious rhythm marks this side—a touch of gospel flavor. Edwards belts out a fine vocal, with a chick chorus and honky-tonk piano backing him up. (Peer Int'l, BMI)

★★★★ ROSIE LEE — Folk and gospel styles mark this one. It's exciting, with a beat that rolls right along. (Duchess, BMI)

### JIM FORD

★★★★ THE STORY OF ELVIS PRESLEY—DRUMFIRE DF-1 —A truly emotional recounting of the Elvis Presley story from the time he made his first record in Memphis, thru his Army career and his return to civvies. Such a disk is bound to get attention from the army of fans, and it could go. (Surrey, ASCAP)

★★★★ DESERT WALK—A sharp instrumental with funky guitar and sax work. The Teen dancing set is going to like this one and it should get a lot of play. (Stockville, BMI)

### BOB BECKHAM

★★★★ MAIS OUI — DECCA 31090 — Verveful warbling stint on attractive up-tempo ditty with solid backing. (Leeds, ASCAP)

★★★★ ONLY THE BROKEN HEARTED — Moving reading by Beckham on a wistful ballad. Merits spins. (Cornell, ASCAP)

### CATHY CARR

★★★★ A LITTLE TIME — ROULETTE 4248—Miss Carr sings this pretty ballad sweetly and with a lot of class. The melody is

taken from "Ich Liebe Dich." Vocal is done to a smart arrangement with fiddles. Side builds. Playable. (Planetary, ASCAP)

★★★★ WHAT DO I DO NOW — A cute, bouncy little opus sung in tasty style by Miss Carr. Also highly spinnable. Take your pick. (Planetary, ASCAP)

### LARRY BRIGHT

★★★★ MOJO WORKOUT (DANCE) — TIDE 006 — The lively rocker is given an energetic belt by Bright over spirited ork and chorus backing. Strong side could catch on. (Chepha, BMI)

★★★★ ILL CHANGE MY WAYS — Ballad with beat is strongly read by Bright over pounding ork and chorus support. It can get pop and r.&b. coin. (Cepha, BMI)

### NORMA BROCK WITH KEYNOTERS

★★★★ I'M GONNA BUILD A MOUNTAIN—PEPPER 896—Bright chirping by fem chorus and vital shouting by Miss Brock on a cheerful ditty with bouncy tempo. (Markwood, ASCAP)

★★★ Evergood — Catchy rhythm item is wrapped up in an enthusiastic thrashing by lead and group. Flip, tho, is better side. (Ols-wanger, ASCAP)

### STEVE GIBSON

★★★★ I WENT TO YOUR WEDDING — ABC-PARAMOUNT 10105 — The great Jessie May Robinson song gets a strong reading by Gibson. He chants it in the low register, with organ accompaniment. (St. Louis, BMI)

★★★ Together — In contrast to flip, this is a bouncy item. The rhythm and vocal style is good for gang singests. (Tinker, ASCAP)

### JANE MORGAN

★★★★ ROMANTICA — KAPP 332 — Song is the San Remo song Festival winner, and Miss Morgan gives the ballad a warm persuasive reading to a slinky Latin beat. A strong side that could score. (Garland, Summit, ASCAP)

★★★ I Am a Heart — Another pretty ballad effort, this time done in a lighter manner to a big band backing. Side is also worth exposure. (Garland, Summit, ASCAP)

### BILL HALEY AND HIS COMET

★★★★ CHICK SAFARI — WARNER BROS. 5154 — Haley chants an interesting song idea with Near East overtones. A mighty cute piece of material that could score with spins. (Valley Brook, BMI)

★★★ Hawk — An interesting, sly rhythm job by Haley. This side could bring spins, too. (Studio, BMI)

### PRESTON EPPS

★★★★ BONGO BONGO BONGO — ORIGINAL SOUND OS-09 —Preston Epps has a wild drum item, and he makes the most of it with some sharp bongo work, backed by a rhythm combo. The record has life and a chance for coins. (Drive-In, BMI)

★★★ Hully Gully Bongo — The "Hully Gully" to bongo tempo is handled neatly here by Epps. A guitar supplies some contrast. Cute wax. (Drive-In, BMI)

### THE CASHMERES

★★★★ EVERYTHING'S GONNA BE ALRIGHT — LAKE 703 —The Cashmeres sell this wild rocker with a touch of the gospel. Stylish lead is backed smartly by a fem group. Good wax. (Jeneva, BMI)

★★★ Four Lonely Nights — The Cashmeres sing a rockaballad sweetly again with a strong lead featured over the fem songsters. Both sides are good. (Jeneva, BMI)

### HUSTON BELL

★★★★ THE DREAM — SIGNET 278 — Rockaballad is softly narrated by Bell. It tells the story of a boy and girl who meet a dream. It's an interesting side that could catch on. Eventually the dream leaves. (Music Prod., ASCAP)

★★★ King of the Mountain — Low-keyed vocal on the tune, also waxed by Jerry Wallace. This version can pull some coin. (Thunderbird, ASCAP)



## GOOD SALES POTENTIAL

### JERRY FULLER & DIANE MAXWELL

★★★★ One Heart — CHALLENGE 59074 —A pleasant, country-styled harmony effort by the pair. Side is set to a shuffle type rhythm and there's good backing by the combo. Tenor man moves up for the break. A candidate for the boxes. (Jat Textical, BMI)

★★★ Above and Beyond — A good country-styled tune, previously waxed by other country artists. The pair turn in a cute, bouncy job with a good sound. Could pull spins, especially in the more rural marts. (Jat, BMI)

### REG OWEN AND HIS ORK

★★★★ When Did I Fall in Love — PA-LETTE 5048 — The mighty pretty ballad

from the smash legit hit, "Fiorello," gets a smart waxing by the big string-filled ork of Reg Owen. Arrangement has touches that are very close to the show scoring of the tune. A highly programmable side. (Sunbeam, BMI)

★★★ Till Tomorrow — From the current Broadway smash, "Fiorello," comes this mighty pretty tune and the Owen ork gives it a pleasant outing indeed. Despite competition from other versions, this is worth play. Both sides are taken from an Owen album. (Sunbeam, BMI)

### LESLIE UGGAMS

★★★★ I Grew Up Last Night — CO-LUMBIA 41654 — The lass sings about her joy in falling in love on this new

tune based on a familiar classical melody. It's worth spins. (Cromwell, ASCAP)

★★★★ I'm Just a Little Sparrow — Spiti-tualish tune from the new musical "Christine" is sung in exuberant fashion by Leslie Uggams over good backing by a combo and chorus. (Harms, ASCAP)

### EMANUEL LELIE

★★★★ I Wish You Love — MADININA 1001 — The pretty oldie is sung in Spanish by Lelie. It's a pretty side that can get pop and Latin-American interest. (Leeds, ASCAP)

★★★ Creole Fantasy — Spicy Latin item is also presented in Spanish. Lively side should appeal as well as the flip. (Enregistre a la Guadeloupe)

### MARTY ANKA

★★★ Tell Me (That You Want Me) — IMPERIAL 5639 — Bright rocker gets a spirited chant from the singer over snappy, plucked-string support. Some coin possible. (Travis, BMI)

★★★ Hurry to Me — Latinish moderate beat tune is nicely crooned by Anka over light guitar backing. Lad has a good sound. (Post, ASCAP)

### JOHNNY TWO-VOICE

★★★ Superman — SPECIALTY 685 — Shril-voiced outing is applied to a rocker. Nonsense lyrics are neatly handled, and he's also supported by a chorus. (Venice, BMI)

★★★ You Done Gone — Soulful reading of a ballad with beat. The cat gives the tune a meaningful shout. (Venice, BMI)

### FRANCIS BAY ORK

★★★ Mr. Lucky — OMEGA 704 — The Henry Mancini version is already a big seller. This late arrival may have a rough time making a dent. Pretty theme features organ and big band support. Good programming change. (Southdale, ASCAP)

★★★ Playboy's Theme — Catchy jazz tune gets a big band workout. Spinnable item should draw spins and sales. (E. H. Morris, ASCAP)

### BEN HEWITT

★★★ The Queen in the Kingdom of My Heart — MERCURY 71612 — Ben Hewitt comes thru with a first-rate reading of an attractive ballad here, as he tells of the girl he loved the most. He has a touch of Presley, but enough of his own style to happen. Good wax. (Actual, BMI)

★★★ Whirlwind Blues — The chanter sells a wild rocker with gusto over some mighty bright guitar work. Here again he shows off his Presley style. (Actual, BMI)

### BOB AZZAM

★★★ Mustapha (English Version) — MERCURY 71617 — This is the English version of a bright, happy French tune, with an oriental flavor. The Bob Azzam crew plays it brightly and sings it with spirit. Could get lots of spins. (Pure, BMI)

★★★ Mustapha (French Version) — Here is the same tune with a French, rather than an English lyric and it's attractive both ways. Watch 'em both. (Pure, BMI)

### WINIFRED ATWELL

★★★ My Old Man's a Dustman — LON-DON 1912 — English novelty hit is accorded amusing tongue-in-cheek piano solo treatment — a la old melodrama backing —with bouncy, player-piano flavor. Good juke wax. (Hollis, BMI)

★★★ Rialto Ripples Rag — More honky-tonk styled piano work by one of England's leading pianists on catchy old fashioned rag-time ditty. (New World, ASCAP)

### LOUIS JORDAN

★★★ Do You or Don't You — LOU WA 1001 — Showmanly vocally by Jordan on a sprightly rhythm item with a swingy beat. Rates jockey play.

★★★ My Love Life — Wistful group warbling stint on a folk-flavored theme.

### CONNIE FREED

★★★★ I Wonder Who's Kissing Him Now —CHALLENGE 59070—The fine standard is sung with warmth and feeling here by the lass over strong support by chorus and ork. It could get action if exposed. (E. B. Marks, BMI)

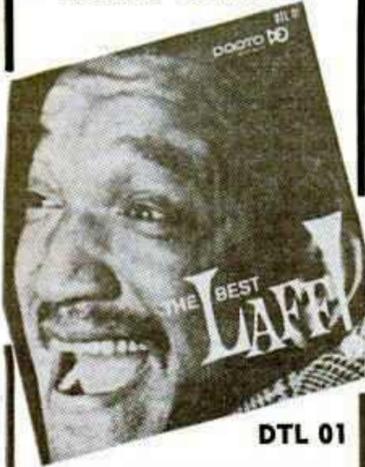
★★★ I Gotta Go Home — This tune is reminiscent of "Baby, It's Cold Outside" in idea, as the chick sings she has to go home and the boy urges her to stay. Cute wax. (Taj-Spartan, ASCAP)

### BILLY VALENTINE

★★★★ With a Song in My Heart — DOR-SET 5004 — Feelingful interpretation of

(Continued on page 155)

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  3. EDDIE "LOCKJAW" DAVIS  
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  28. MILES DAVIS—Green Haze ..... 133
  29. EDDIE "LOCKJAW" DAVIS  
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# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Bob Wills and Tommy Duncan, back together again after a 12-year separation, last Wednesday and Thursday (20-21) recorded for Liberty Records in Los Angeles. On April 27 they begin a four-week stand at the Wagon Wheel, Lake Tahoe, Nev., to be followed by a like engagement at the Golden Nugget, Las Vegas. . . . The Miller Brothers' Band, after a three-week trek thru Wyoming, Colorado and New Mexico, moves into the Golden Nugget, Las Vegas, for four weeks, starting April 28. Following the Las Vegas date, the Miller combo makes its annual appearance at the June Rodeo in Carlsbad, N. M., and July 1 takes off from Miami for a 10-day tour of Puerto Rico. . . . Johnnie Lee Wills, now working the Montana sector, stops off in Tulsa, Okla., May 2 for the Johnnie Lee Wills Stampede, one of the Southwest's major rodeo events.

Bob Mooney, veteran country songwriter, has opened his own distributing firm, Rem Record Distributors, at 327 N. Limestone, Lexington, Ky. He operates a recording studio in conjunction with his distributing business. . . . "Where Will I Shelter My Sheep," gospel song written by J. W. Grieshop and Irene Stier and recorded by the Acorn Sisters on Starday EP, is in the No. 1 slot on Wayne Raney's "WCKY Jamboree," Cincinnati. Starday's Don Pierce plans to release the tune soon as a single. . . . Jim Reeves makes another guest appearance on "Jubilee U.S.A." Saturday (30). . . . Ben Leisy, of Houston, scribbles that the name of his label is Murcery, not Mercury, as recently carried here. "I don't want anyone to think I am trying to copy some other label," writes Ben.

Joe Taylor and His Indiana Red Birds recently cut a session for the Emerald label at the RCA Victor Studio in Chicago. Release will be made around mid-May. . . . Dee Johnson, of Goshen, Ind., has a release coming up soon on the Dixie label. Joe Taylor and His Red Birds backed Johnson on the session. . . . Mel Reeder, still clicking with his Saturday night jamborees over WKST, New Castle, Pa., will soon be making tracks for his Pine Hedge Ranch, which opens the season late in May. . . . Kenny Custer and His Cole Mountain Boys continue to pitch their wares over WFBG-TV, Altoona, Pa., and WVSC Radio, Somerset, Pa. . . . Tex Clark, former manager of the Circle Theater, Cleveland, when it played c.&w. attractions on a regular basis, is scouting for a location in the Cleveland sector to house another country music jamboree-type show.

When he isn't singing, George Kent, new artist on the Maverick label, is a hard-working Dallas policeman. His new release is titled "Ruby, the Red-Eyed Rabbit." . . . Carlton Haney, producer of "New Dominion Barn Dance," WRVA Theater, Richmond, Va., reopens Ed's Park on Route 33, just west of Harrisonburg, Va., May 1, with Don Reno and Red Smiley and the Tennessee Cut-Ups the opening attraction. Bill Monroe and the Blue Grass Boys are set there May 8, and the entire "New Dominion Barn Dance" cast will be the May 15 feature. . . . Jerry Cope and the Trailblazers, under the personal management of Jim Gemmill, are routed for "New Dominion Barn Dance," Richmond, Va., May 14; Ed's Park, Harrisonburg, Va., 15; Endicott, N. Y., 20;

Sunset Park, West Grove, Pa., 22; Daw Theater, Tappahannock, Va., 27; "New Dominion Barn Dance," Richmond, 28, and Ed's Park, Harrisonburg, 29.

Members of the Association of Country Musicians and Entertainers, Fort Wayne, Ind., recently donated their services at a six-hour square dance for the benefit of a destitute local family. Event was held at Steele's Maples Club near Fort Wayne. Among those who gave their services were Ray Kizer and the Country Gentlemen, Paul Remaklus and the Melody Rangers, Joe Taylor and His Indiana Redbirds, Gene Dennis and the Midwesterners, Charlie Walter and the Trail Riders, Billy Nix and the Blue Sky Boys and Slim Adams and the Rhythm Sons. The benefit netted an estimated \$2,000. . . . Billy Thompson and His Melody Cowboys, new additions to the Sam Gibbs Orchestra Service line-up, Wichita Falls, Tex., and currently finishing up on a six-week engagement at the Silver Saddle nitery, Odessa, Tex., hit the road again May 20, starting with the Policemen's Ball in Farmington, N. M. From there the combo jumps to Las Vegas for a fortnight's stand at the Golden Nugget, to be followed by a trek thru Idaho, Oregon, Washington, Montana, the Dakotas, Wyoming and Colorado.

A double tragedy has visited the family of Joe Slattery, announcer for "Jubilee U.S.A.," in the past two weeks. On April 7 a nine-month-old daughter of the Slatterys, youngest of six children, passed away, and on Tuesday (19) Slattery's mother succumbed after a lingering illness.

## With the Jockeys

Happy Herbert Schleif, manager of a Chattanooga clothing store and a part-time country music promoter in that area, has launched the Mountain City Recording Studio there in partnership with Carl Allen. The Dixieland Drifters have just cut a session for the new firm's Dub Records, with release due soon. The Drifters were formerly on the B. B. label. In the Drifters' line-up are Howell Cullpepper, Norman Blake, Charlie Evans and Peanut Faircloth. Group is managed by Rufus Blake. Deejays desiring a sample of the combo's initial release for Dub are asked to write to Mountain City Recording Company, Dome Building, Chattanooga. . . . Deejay copies of Johnny Cash's new Columbia waxing, "Seasons of My Heart," are available by writing to Starday Music, Box 115, Madison, Tenn. Written by George Jones, the tune was big for him several years ago. It was also recorded by Jimmy Newman for Dot.

Gerry Gilmartin, of Snuff Information Center, 250 Park Avenue, New York 17, is distributing to deejays and other station personnel a periodic feature called Snuff Sed, a one-pager of fillers containing interesting little known and adaptable references done up in lead-in form to a standard or present-day tune. Tie-in selections generally represent a cross-section of top c.&w. pop and r.&b. sides. If you want to keep up to snuff, Gilmartin will be happy to put you on his mailing list. Merely drop him a postcard to the above address. . . . Slat Jackson, c.&w. deejay at Station WMVG, Milledgeville, Ga., who describes himself as the last of the Sprattleaux Boys, scribbles in to say that he'd like to hear from country and western music artists, both young and old.

# The Billboard HOT C & W SIDES

THIS WEEK	FOR WEEK ENDING APRIL 24			WEEKS ON CHART
	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	
1	1	1	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	21
2	3	4	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	8
3	2	3	JUST ONE TIME, Don Gibson, RCA Victor 7690	8
4	4	2	ANOTHER, Roy Drusky, Decca 31024	15
5	8	9	BIG IRON, Marty Robbins, Columbia 41589	6
6	5	7	ABOVE AND BEYOND, Buck Owens, Capitol 4337	8
7	9	13	SINK THE BISMARCK, Johnny Horton, Columbia 41568	5
8	6	6	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	16
9	12	30	WHY I'M WALKIN', Stonewall Jackson, Columbia 41591	4
10	7	5	WISHFUL THINKING, Wynn Stewart, Challenge 59061	18
11	13	18	ONE MORE TIME, Ray Price, Columbia 41590	4
12	14	19	AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671	8
13	10	8	EL PASO, Marty Robbins, Columbia 41511	25
14	15	15	PINBALL MACHINE, Lonnie Irving, Starday 486	7
15	16	16	A SIX PACK TO GO, Hank Thompson, Capitol 4334	6
16	11	10	FAMILY BIBLE, Claud Gray, D 1118	6
17	21	—	HOW FAR TO LITTLE ROCK, Stanley Brothers, King 5306	4
18	20	11	THE SAME OLD ME, Ray Price, Columbia 41477	29
19	—	—	LIFE OF A POOR BOY, Stonewall Jackson, Columbia 41591	1
20	28	—	LEFT TO RIGHT, Kitty Wells, Decca 31065	2
21	19	22	YOUR OLD USED TO BE, Faron Young, Capitol 4351	3
22	24	26	(DOIN' THE) LOVER'S LEAP, Webb Pierce, Decca 31058	3
23	22	17	DEAR MAMA, Merle Kilgore, Starday 469	12
24	—	—	SEASONS OF MY HEART, Johnny Cash, Columbia 41618	1
25	—	29	ACCIDENTALLY ON PURPOSE, George Jones, Mercury 71583	3
26	30	24	THE OLD LAMPLIGHTER, Browns, RCA Victor 7700	3
27	17	25	AMIGO'S GUITAR, Kitty Wells, Decca 30987	25
28	26	23	EYES OF LOVE, Margie Singleton, Starday 472	13
29	23	21	I MISS YOU ALREADY, Jimmy Newman, M-G-M 12864	7
30	—	—	SPARKLIN' BROWN EYES, George Jones, Mercury 71583	1

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**LONELY**  
**WEEK-ENDS**  
by Charlie Rich



Phillips  
International  
#3552

The Original Song  
From the Movie!

Theme From "OUR  
MAN IN HAVANA"

(Domtita)  
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Published by  
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"FIRE OF LOVE" by Shorty Bacon

Ozark #1237

Write: OZARK RECORDS, INC., 8966 State Street  
South Gate, California

# Reviews of New Pop Records

Continued from page 153

## ★★★ GOOD SALES POTENTIAL

the great standard with effective r.&r. backing. (Harms, ASCAP)

★★★ Don't You Cry — Infectious tempo marks this verveful r.&r. rhythm ditty with happy vocalizing by Valentine and group. Dual market wax. (Trinity, BMI)

### THE FOUR COINS

★★★ My Only Love — EPIC 9383 — The Coins take a classical theme here and make it into a pop ballad, handing it a largely unison vocal treatment. They give it the full voice treatment. Ork is handled by Richard Hayman. (Knollwood, ASCAP)

★★★ You're Breaking My Heart — The old Al Martino hit is recreated here in pleasant harmony styling by the Coins. It's done in shuffle rhythm, with Arnold Maxin, present proxy of another label, handling the baton. An older side. (Algonquin, BMI)

### CARL PERKINS

★★★ Loveville — COLUMBIA 41651 — A fast train rhythm in double time backs Perkins' good vocal on this interesting song. A lot of minor, back-shack flavor to this one which can bring spins for the rock artist. (Cedarwood, BMI)

★★★ Too Much for a Man to Understand — A slow, pulsing rockaballad. Perkins has considerable country, quality on this emotional side. He's supported by a fem vocal group. Another listenable side. (Cedarwood, BMI)

### BRAD SUGGS

★★★ Cloudy — PHILLIPS INTERNATIONAL 3554 — Ethereal-type choral work on haunting instrumental theme, complete with storm sounds. Effective mood wax for jocks. (Up, BMI)

★★★ Partly Cloudy — Solid r.&r. version of same instrumental theme with pounding beat. Spinnable item for r.&r. market. (Up, BMI)

### THE POETS

★★★ Honey Chile — IMPERIAL 5664 — Fervid reading by lead singer and group on an exuberant r.&r. ditty. (Aries & Tornado, BMI)

★★★ I'm in Love — Group wails effectively on an emotion-packed rockaballad. Both sides are dual market items. (Aries, BMI)

### HOYT JOHNSON

★★★ Eca-La — RCA VICTOR 7731 — Expressive vocal rendition by Johnson on an attractive Latin-type theme with pleasing guitar backing. (Sanamo, BMI)

★★★ Too Shy — Personable reading by Johnson and fem chorus on an appealing ditty with bouncy beat. Both sides are dual market items—c.&w. and pop. (Jack, BMI)

### TAFFY THOMAS

★★★ I Said No — COLUMBIA 41644 — Novelty oldie is sung with expressive showmanship by West Coast nitery canary. Merits exposure. (Paramount, ASCAP)

★★★ Say Something Nice to Me — Child-like chirping by thrush on an appealing tune. (Coyle, BMI)

### BUDDY GRECO

★★★ The Lady Is a Tramp — EPIC 9287 — Greco wraps up the wonderful Rodgers and Hart standard in a verveful, jazz-flavored treatment, complete with new hip lyrics. Interesting jockey item. (Chappell, ASCAP)

★★★ Like Young — Listenable phrasing by Greco on the infectious Previn hit. Another spinnable side from Greco's LP "My Buddy." (Robbins, ASCAP)

### THE ROB ROYS

★★★ Conversation — COLUMBIA 41650 — Cheerful march tempo marks this bouncy novelty with amusing lyrics, and attractive vocal blend work. (Blackwood, BMI)

★★★ Now, Only Me — Plaintive chanting by the boys on a haunting country-flavored ditty. (Blackwood, BMI)

### THE BLUE CHIPS

★★★ Take Another Step — WREN 305 — A pretty song with a haunting quality and a folk-touched lyric. Male group does it tastefully. (E. H. Morris, ASCAP)

★★★ A Song and a Prayer — A tasteful rockaballad. Tune has the quality of material, with a triple-figured arrangement. (E. H. Morris, ASCAP)

### THE SUNNYSIDERS

★★★ Hey, Mr. Banjo — ZENITH INTERNATIONAL T-4 — Snappy presentation of the sparkling oldie should come in for spin and loot. Banjos, of course, are prominent in support. (Mills, ASCAP)

★★★ Trampoline — Cute tune is cheerfully handled by the group. The song compares being in love to a trampoline. It can sell. Listenable string-band sound accompanies. (Winston-Lansdowne, ASCAP)

### SMILEY LEWIS

★★★ I Want to Be With Her — IMPERIAL 5662 — Lewis chants this bluesy ballad to jazz-type backing. It's a good effort that can sell in pop and r.&b. markets. (Commodore, BMI)

★★★ Oh Red — Contagious rhythm backs the chanter on this infectious side. Lewis hands it a bright reading to listenable effect. Also a dual-market contender. (Travis, BMI)

### DAMIAN CORY

★★★ Let Me Love You — ACCENT 1065 — Cory sings with a jazz flavor, to a modern piano backing. Very nice. (Leeds, ASCAP)

★★★ Rain (I Hear You Falling) — A novelty, with percussion simulating the fall of rain. (Sound, BMI)

### BILLY GRAVES

★★★ Right or Wrong — MONUMENT 418 — Graves pledges his deep love for the chick, right or wrong. The chanter gives it an emotional go with chick vocal group support. (Combine, BMI)

★★★ Mt. Fujiyama — A Japanese styled rocker, and it's all about a group of Japanese high schoolers who have a ball on the mountain side. An interesting side. (Combine, BMI)

### MARVIN RAINWATER

★★★ She's Gone — M-G-M 12891 — A well-made record by Rainwater. Has a cute idea behind it and it bounces right along in good rockin' style. Good backing features some interesting right-hand piano. (Cedarwood & Spook, BMI)

★★★ Hard Luck Blues — A good rhythmic, down-home effort. Tune has a feeling of old-style country blues. Listenable side. (Cedarwood & Spook, BMI)

### CINDY ELLIS

★★★ Do You Think of Me — LAURIE 3043 — The thrush, who sings this interesting song in German, has a deep, rich contralto quality. The side was recorded in Europe and it would have a chance, on the basis of class alone. Give it a listen. (Sidmore)

★★★ Not One Single Time — The gal has another side which has a persuasive quality. It's a nice medium rhythm piece, and the gal gets tasteful choral support. Both sides have a lot of appeal. Fine jockey material. (Sidmore)

### THE VIRTUES

★★★ Pluckin'-Plankin' Boogie — WYNNE 123 — Listenable guitar solo work on a catchy boogie instrumental side. Nice jockey wax. (Virtu, ASCAP)

★★★ Highland Guitars — Old Scotch folk tune is wrapped up in a bouncy r.&r. instrumental treatment with standout guitar work. (Dralmar, BMI)

### TONY VALENTINE

★★★ First Day of Spring — 20TH FOX 196 — Feelingful reading by Valentine on inspirational-type ballad. Merits exposure. (Delaware, ASCAP)

★★★ April Showers — Jolson-styled warbling by Valentine on oldie, which should pull deejay play. (Harms, ASCAP)

### PAUL OTT

★★★ Times Have Changed — THUNDER INTERNATIONAL 1024 — Ott styles this folksy item with verve. Gospelish chorus lends good support. Side can move with exposure. (Friendly, BMI)

★★★ White Rose — Soft reading of a ballad by Ott. It's a pretty theme, and he handles the waltz nicely. (Friendly, BMI)

### GARY FAULKNER

★★★ Country Boy — RENDEZVOUS 119 — Gary Faulkner sings of the attractions of country life on this rhythmic side. (Gele, BMI)

★★★ Everybody Wants to Know — The chanter sells this plea to his loved one to giving him a hard time with elan. (Gele, BMI)

### JOHNNY RANDLE

★★★ By My Side — CRICKET 2208 — Bluesy ballad with beat gets an expressive rendition from Randle over good support. Wailing chick helps. Possible pop and r.&b. coin. (Simplicity, BMI)

★★★ Put Me in the Alley — Latinish rocker tells about a guy who has a chick who doesn't return his affection. She puts him in the alley. Also a dual market contender. (Simplicity, BMI)

### TUTTI'S TRUMPETS

★★★ On the Trail — VISTA 335 — Rhythmic reading of the familiar theme from the Grofe suite. Listenable side could appeal to deejays. Wordless soprano is featured in the backing. (Robbins, ASCAP)

★★★ Trumpeter's Prayer — Solo: Conrad Gozzo. Sweet trumpet with chorus is featured on this pretty theme. Potential and appeal appear similar to that of Flip. (Walt Disney, ASCAP)

(Continued on page 156)

WHY DO YOU TREAT ME SO COLD?  
Gene Allison  
abner 1037

A LONELY SOLDIER  
Jerry Butler  
abner 1035

EASY LOVIN'  
Wade Flemons  
veejay 344

VeeJay-Abner Records  
1449 S. Michigan, Chicago 5  
WE 9-3970

Dear Dee Jays:  
We sent you "MONEY" \$1111, which most of you accepted willingly. NOW we are sending you something EACH of you can use, and we're sure you will like, just as we like, TY HUNTER and "EVERYTHING ABOUT YOU."  
Thanks again,  
ANNA RECORDS

-0-  
Dear Mr. Harris:  
As FREEMAN HOVER of Radio Station KEYZ stated, this is not a Payola bribe, "MONEY" is the name of a record by Barrett Strong, ANNA #1111.

"Everything About You"  
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TY HUNTER & The Voice Makers  
ANNA 1114

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MAY 9-10-11  
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CHICAGO

See Page 12 for Details

**EARTH ANGEL**  
b/w  
**PLEDGING MY LOVE**  
**JOHNNY TILLOTSON**  
CADENCE 1377



**cadence**  
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from The Billboard, April 18, 1960

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POP DISK JOCKEY PROGRAMMING

**BILLY HOPE** Sharp 106  
**LITTLE DOGGIE** (Planemar, BMI)—A bright instrumental by the Billy Hope crew that should grab a lot of deejay plays. Good wax here. Flip is "Mesmodia the Stranger" (Crossroads, BMI)

**SHARP** RECORD CO. NEWARK, N. J.  
A DIV. OF WORLD WIDE RECORDS INC.

**"HOLY ONE"**

**Jerry Glenn** CHECKER 949



**• Reviews of New Pop Records**  
• Continued from page 155

★ ★ ★  
**GOOD SALES POTENTIAL**

**OONTY BABSON**  
★ ★ ★ Crazy She Calls Me — RCA VICTOR 7724 — The smart British chanter turns in a classy reading of the familiar oldie. He works in front of a pleasant big band backing. A spinnable side. (Masey, ASCAP)

★ ★ ★ Quarter to Five — A smartly-styled moderate rhythm tune. Has touches of the Sinatra style in the vocal and the arrangement. Pleasant listening effort. (Alexis, ASCAP)

**SANDRA DEE**  
★ ★ ★ Do It While You're Young — DECCA 31063 — The teenage thrush offers a soft vocal on this pretty ballad. Her advice to young lovers should meet with approval. (Northern, ASCAP)

★ ★ Questions — Miss Dee offers a set of dialogue that might be spoken by a young gal meeting a fellow for the first time. A coy side. (Northern, ASCAP)

**EDDIE LAWRENCE**  
★ ★ ★ Unequal Time — SIGNATURE 12031 — Lawrence becomes a presidential candidate who explains why he's running here. This has considerable funny moments in somewhat the style of Lawrence's "Old Philosopher" routines. (Vision, BMI)

★ ★ Anyone for President? — A gag record by Lawrence which takes off on the smoky back room sessions that lead to nominating a presidential candidate. It has congressmen, delegates, et al. Has some topical value. (Vision, BMI)

**SYLVIA SAYNT**  
★ ★ ★ Over the Rainbow — WYNNE 127 — Gentle rockabilly arrangement of the oldie with expressive thrashing stint by canary. Spinnable wax with dual market appeal. (Leo Feist, ASCAP)

★ ★ Still Waters — Effective chanting by gal on okay theme with interesting backing. (Empress, ASCAP)

**MAC MILLER**  
★ ★ ★ The Very Thought of You — MPI 1004 — Rockabilly reading of the ever-green. Side should get spins and sales. (Witmark-Campbell, ASCAP)

★ ★ Tomorrow Is for Dreamers — Latinish rocker gets a deep-voiced chant from the singer. Fair chances. (Zeno Goss, BMI)

**FRANK VERNA**  
★ ★ ★ Sentimental Secret — WYNNE 126 — Attractive multi-track vocalizing by Verna on an appealing, teen-styled ditty. (Joy, ASCAP)

★ ★ Prisoner of Love — Pleasant chanting by Verna on pretty oldie. (Mayfair, ASCAP)

**FREDDIE BELL**  
★ ★ ★ Route 66 — WYNNE 125 — The oldie is sung smartly by Bell over a driving ork arrangement. Could get some juke loot. (E. H. Moris, ASCAP)

★ ★ Years and Years Ago — Tune based on Toselli's "Serenade," receives an up-tempo vocal from Bell here while a group makes a lot of noise in the backing. Second chorus is in Italian. (Bourne, ASCAP)

**HANNIBAL**  
★ ★ ★ Please Take a Chance on Me — PAN WORLD 517 — Hannibal comes thru with a touching and emotional reading of a tender ballad on this new slicing. Lad has a sound. (All-World, ASCAP)

★ ★ Love Is Funny — On this side the lad has touches of Jackie Wilson as he sings another emotional ballad. A fem group helps in the backing. (All-World, ASCAP)

**JOHNNY CRAWFORD**  
★ ★ ★ Dance With the Dolly (With the Hole in Her Stocking) — WYNNE 124 — A wild version of the traditional ditty is sung with spirit by Crawford. It could get spins. (Shapiro-Bernstein, ASCAP)

★ ★ Ask — Slight ballad is sold warmly here by the chanter. (Mured, BMI)

**JACKIE LAW**  
★ ★ ★ Don't You Ever Think of Me—PRIDE 2 — Pounding rockabilly outing provides Law with a salable effort. It could catch on. (Pry, BMI)

★ ★ Can't Give You Anything But Love—Oldie is done as a rocker by Law in this stylized reading. It rates spins and exposure. (Mills, ASCAP)

**DON COATS**  
★ ★ ★ You Are My Sunshine — ROUND 1011 — Lively country-styled delivery by Coats with bouncy r.&r. type backing by ork and chorus, on the old dual-market hit. (Peer Intl., BMI)

★ ★ Constantinople — Exotic theme is wrapped up in an effective instrumental treatment. (Velvet, BMI)

**JACK LEMMON**  
★ ★ ★ I'm Forever Blowing Bubbles—EPIC 9364—Jack Lemmon comes thru with some tidy piano work on this listenable side. The ork backing is attractive, too. (Remick, ASCAP)

★ ★ I Cover the Waterfront—Same comment. (Harms, ASCAP)

**CARL NEWMAN**  
★ ★ ★ Tom-Tom — TRIO 849 — A wild rocker is played sharply by the combo here. It has a sound and it could pull some juke loot. (Grange, BMI)

★ ★ Ethel—Carl Newman sings this slight weeper nicely over fair support. (Grange, BMI)

**MARIJOHN & THE JACKS**  
★ ★ ★ Trouble in Mind — COLUMBIA 41645—The familiar oldie is sung sweetly here by the thrush and her group over interesting support. Good side. (Leeds, ASCAP)

★ ★ Pistol Packin' Mama—Pleasant version of the oldie by Marijohn and the Jacks. Could get some pop and country spins. (Al Dexter, BMI)

**THE JAYE BROTHERS**  
★ ★ ★ Pizza — WYNNE 129 — Personable novelty is sung by group and Chipmunk-type thrush with bouncy presence. For comedy jockey shows. (Myers, ASCAP)

★ ★ Ain't Nobody Here But Us Chickens—Exuberant chanting by lead singer and group on fast-moving novelty. (Sun, ASCAP)

**FRANKY PRESTON**  
★ ★ ★ Republic Rock—MAGNUM 4560—Tune is adapted from "Battle Hymn of the Republic." Side is an instrumental, with stirring drum passages and a blues flavor.

★ ★ I Want to Do It—A bluesy item, with a swingy beat. This has a vocal with double entendre lyrics. (Sanama, BMI)

**RALPH NATURALE**  
★ ★ ★ My Baby's Gone and Left Me—WHITE ROCK 1059—A blues. Chanter shouts it with soul and gets solid backing. (Ladd, BMI)

★ ★ Oh, Pat—A rocker, with backing similar to flip, altho material is not as good. (Ladd, BMI)

**JOE REISMAN & ORK**  
★ ★ ★ Chanson De Gail (Gail's Son)—ROULETTE 4244—From Reisman's album, "Instrumental Imports," comes this pretty, frolicsome ditty. It's in medium tempo and employs horns and strings for pleasant effects. Has a nice, gentle beat and it can catch spins. (Shapiro-Bernstein, ASCAP)

★ ★ The Right Girl on the Left Bank—A happy, rollicking side and it's also from the Reisman album, "Instrumental Imports." Has largely the same tone and spirit as the flip. Chorus works here. Happy mood material. (Shapiro-Bernstein, ASCAP)

The **Billboard**  
**HOT R & B SIDES**

FOR WEEK ENDING APRIL 24

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	5	6	8	WHITE SILVER SANDS, Bill Black's Combo, Hi 2021	5
2	3	5	9	DOGGIN' AROUND, Jackie Wilson, Brunswick 55166	4
3	6	4	2	MONEY, Barrett Strong, Anna 1111	14
4	1	3	5	FANNIE MAE, Buster Brown, Fire 1008	21
5	2	1	1	BABY, Brook Benton & Dinah Washington, Mercury 71565	14
6	4	2	3	I LOVE THE WAY YOU LOVE, Marv Johnson, United Artists 208	8
7	10	25	—	NIGHT, Jackie Wilson, Brunswick 55166	3
8	13	19	12	JUST A LITTLE BIT, Roscoe Gordon, Vee Jay 332	13
9	12	23	—	LEAD ME ON, Bobby Bland, Duke 318	3
10	7	8	6	THEME FROM A SUMMER PLACE, Percy Faith, Columbia 41490	11
11	29	27	—	MADISON TIME, Ray Bryant, Columbia 41628	3
12	9	7	4	THIS MAGIC MOMENT, Drifters, Atlantic 2050	9
13	25	—	—	AM I THAT EASY TO FORGET, Debbie Reynolds, Dot 15985	2
14	16	26	—	MOUNTAIN OF LOVE, Harold Dorman, Rita 1003	3
15	19	—	—	TIES THAT BIND, Brook Benton, Mercury 71566	2
16	15	18	—	SIXTEEN REASONS, Connie Stevens, Warner Brothers 5137	3
17	11	16	18	LET THE LITTLE GIRL DANCE, Billy Bland, Old Town 1076	5
18	20	17	15	I'LL GO CRAZY, James Brown & the Flames, Federal 12369	10
19	28	11	7	LADY LUCK, Lloyd Price, ABC-Paramount 10075	11
20	26	—	—	ROAD RUNNER, Bo Diddley, Checker 942	2
21	14	12	14	SWEET NOTHIN'S, Brenda Lee, Decca 30967	5
22	17	13	17	WILD ONE, Bobby Rydell, Cameo 171	11
23	—	—	24	SWEET SIXTEEN, B. B. King, Kent 330	13
24	8	9	25	(DO THE) MASHED POTATOES, Nat Kendrick, Dade 1804	11
25	21	21	21	COFFEE GRIND, Hank Ballard and the Midnighters, King 5312	5
26	30	—	20	LITTLE SUSIE, (PART 4), Ray Bryant, Signature 12026	6
27	—	—	—	CHERRY PIE, Skip and Flip, Brent 7010	1
28	23	10	19	DON'T DECEIVE ME, Ruth Brown, Atlantic 2052	4
29	18	20	—	TOO POOPED TO POP, Chuck Berry, Chess 1747	3
30	22	15	16	HARBOR LIGHTS, Platters, Mercury 71563	9

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b/w  
**TELL ME THAT YOU LOVE ME**  
#5660

**IMPERIAL RECORDS**  
6425 Hollywood Blvd.  
Hollywood 28, Calif.

(Continued on page 157)

• **Best Selling Sheet Music in U. S.**

This Week	Tunes are ranked in order of their current national selling importance at the sheet music jobber level.	Last Week	Weeks on Chart
1.	THEME FROM A SUMMER PLACE (Witmark) . . . .	1	11
2.	HELL HAVE TO GO (Central Songs) . . . . .	2	9
3.	BEYOND THE SEA (Harms) . . . . .	3	9
4.	GREENFIELDS (Montclare) . . . . .	7	8
5.	THE SOUND OF MUSIC (Williamson) . . . . .	4	12
6.	DO-RE-MI (Williamson) . . . . .	8	18
7.	HARBOR LIGHTS (Chappell) . . . . .	6	7
8.	TEEN ANGEL (Acuff-Rose) . . . . .	5	13
9.	MAMA (Southern) . . . . .	9	3
10.	AMONG MY SOUVENIRS (De Sylva, Brown & Henderson) . . . . .	10	16
11.	WILD ONE (Lowe) . . . . .	13	3
12.	CLIMB EV'RY MOUNTAIN (Williamson) . . . . .	11	16
13.	MR. LUCKY (Southgate) . . . . .	—	1
14.	SINK THE BISMARCK (Cajun) . . . . .	—	1
15.	O, DIO MIO (Topper) . . . . .	15	3

• **Best Selling Sheet Music in Britain**

(For week ending April 16)

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.

My Old Man's a Dustman — Cromwell (Richmond)	Standing on the Corner—Frank (Frank)
Looking High, High, High—Robbins (Robbins)	Beyond the Sea—Chappell (Harms)
Fings Ain't Wot They Used T'Be — World Wide (—)	Summer Set—Cromwell (Hollis)
A Summer Place—Blossom (Witmark)	Slow Boat to China—Morris (Frank)
Delaware—Leeds (Gunston)	You Got What It Takes—Leeds (Jobette)
Fall in Love With You—Kalith (—)	Stuck on You—Belinda (Gladys)
Why—Debmar (Debmar)	Poor Me—Mills (Mills)
Running Bear—Southern (Glad-Big Bopper)	What in the World's Come Over You — Southern (Star Fire)
Do You Mind—Macmelodies (—)	Harbour Lights—Peter Maurice (Chappell)
Royal Event—Noel Gay (—)	Voice in the Wilderness—Chappell (Chappell)

**PLEASE NOTE**

The Best Selling Pop Records in Britain chart, which has run in this space in the past, now may be found in the Music News department on the International Music page.

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• **Reviews of New Pop Records**

• *Continued from page 156*

★★★  
**GOOD SALES POTENTIAL**

**THE TOMMY HECK QUINTET**  
★★★ *The Lost World*—CHARIOT 513—A familiar offbeat theme is done in instrumental form in a Latinized rhythm setting. Echoey twin guitars provide the nucleus of the sound, a la Duane Eddy. (Miller Sound Craft, BMI)

★★ *Blue 22*—A blues-styled effort fashioned in a manner similar to "Frankie and Johnny." Good melody and earthy guitar heard here. (Chariot, BMI)

**THE SYMBOLS WITH THE REVELEERS**  
★★★ *A False-Hearted Lover*—AVR 5002—Fresh-sound group does a folk-flavored piece of material. Lads have a good style here, with beat and zest. (Blue Hill, ASCAP)

★★ *Springtime*—Fresh-sound vocal group does a ballad in legit style. Group needs a more commercial arrangement, but has a pleasing effect nevertheless. (Blue Hill, ASCAP)

**ANNETTE BARD**  
★★★ *What Difference Does It Make*—IMPERIAL 5643—A tearful ballad of the things that should have been. Gal handles it in high-pitched, weepy fashion. Romantic message. (Post, ASCAP)

★★ *Alibi*—A ranchero styled ballad with Miss Bard singing it in high tones, occasionally sounds like a parody of other artists. Fair potential. (Post, ASCAP)

★★★  
**MODERATE SALES POTENTIAL**

**KEN RAMSEY**  
★★ *Ping Pong (Part I and II)*—OMEGA 706—Personable vocalizing by Ramsey on an amusing novelty with catchy beat. Funny wax for comedy jocks. (Hit, ASCAP)

**LITTLE EDDIE FOSTER**  
★★ *Find Someone* — LUCK 100 — Okay shout on a ballad with beat. Fair chances. (Shoe, BMI)

★★ *If You Don't Love Me*—Rocker gets an only fair treatment. Slim chances. (Shoe, BMI)

**STARLETS**  
★★ *Where Is My Love Tonight*—ASTRO 203—A teen item, with youthful-sounding chick carrying the lead. Tune is a rocker with plenty of beat, and very tasteful. (Tee Dee, BMI)

★★ *P. S. I Love You*—A ballad, in dreamy tempo. Chicks do a nice vocal chore. (La Sale, ASCAP)

**THE CARMACKS**  
★★ *I've Got to Know*—AUTOGRAPH 60—So-so outing on a rocker by the group. Fair chances. (Cherie, BMI)

★★ *With All My Heart*—Rockaballad gets a fair chant from the group. Okay appeal. (Cherie, BMI)

**BRYAN JOHNSON**  
★★ *Looking High, High, High*—LONDON 1917—Sprightly old-English type ditty is sung with rich, legit-style by Johnson. (Robbins, ASCAP)

★★ *Each Tomorrow*—Haunting theme is warbled with sincerity and heart by Johnson. Nice deejay side. (Southern, ASCAP)

**ERNIE SHELDON**  
★★ *Swat Milligan*—COLUMBIA 41637—This is the story of Swat Milligan, a baseball Paul Bunyon (Bryden, BMI)

★★ *The True Song of Billy the Kid*—Ernie Sheldon sings the so-called true story of Billy the Kid. Not much here. (Bryden, BMI)

**JOHNNIE PATTERSON**  
★★ *Same Old Story* — EBONY 301 — Pleasant warbling stint by Patterson on an okay country ditty. (Music Mart, BMI)

★★ *Looks Like We're Through* — Same comment. (Music Mart, BMI)

**ZENO GOSS**  
★★ *Doll Doll* — THUNDER INTERNATIONAL 1025 — Relaxed vocal by Goss (a la Dean Martin) on a cute novelty effort. Chorus backs him. Some coin possible. (Zeno Goss, BMI)

★★ *Prisoner of Love* — Peppy reading of the oldie. It's done with a rock approach that comes off only fair results. (Mayfair, ASCAP)

**MARY MARTIN**  
★★ *Hi-Ho* — DISNEYLAND 100 — Cheerful reading of the tune from "Snow White." Miss Martin is backed by peppy and involved arrangement. (Bourne, ASCAP)

★★ *The Magic Song* — Side is from her latest LP. She reads the tune from "Cinderella" in similar fashion to the flip. (Walt Disney, ASCAP)

**ALAN ROBERTS**  
★★ *You Are My Lucky Star*—OMEGA 708—Pleasant warbling stint by Roberts on the nostalgic oldie. Merita spins. (Robbins, ASCAP)

**HECKY KAY OCTET**  
★★ *Happy Cobbler* — GALLANT 2003—Bright, light little tune is played in happy fashion here by the Octet. Tune was penned by Hecky Krasnow. (Unicorn, ASCAP)

★★ *Swinging Ghosts* — Same comment. (Unicorn, ASCAP)

**VINNIE DOWNS**  
★★ *Foolish Pride* — TRANSCONTINENTAL 1011—This starts with a brief recitation and follows a vocal exercise in dramatic style by Downs. He's assisted by a group, but the side never quite takes off. (Darbman, BMI)

★★ *An Angel Never Cries* — Another spoken word bit starts things on this side, accompanied by a high-voiced angelic fem voice. Fair effort. (Darbman, BMI)

(Continued on page 158)

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**Reviews of New Pop Records**

Continued from page 157

★ ★

**MODERATE SALES POTENTIAL**

**BILLY CALIA**

★ ★ I Still Need You (More Than You Know)—HULL 734—A triplet rhythm ballad with an okay vocal by Calia, somewhat in country style. Material has doubtful potential. (Keel, BMI)

★ ★ Honey Honey (Don't Be Cruel)—A rhythm rocker with Calia getting on a gravelly, growling vocal kick. Limited prospects. (Keel, BMI)

**LLOYD BERRIER**

★ ★ June Night — TWILIGHT 80W — A rock version of the old tune by Abel Baer. Arrangement is on the ordinary side, with Berrier offering a fair vocal. (Leo Feist, ASCAP)

★ ★ I Can't Begin to Tell You—A slow, triplet-backed version of the well-known tune. Berrier gives it feeling but the arrangement doesn't go anywhere. (Bregman, Vocco and Conn, ASCAP)

**BARBARA PITTMAN**

★ ★ The Eleventh Commandment—PHIL-LIPS 3553—Here's a rockaballad that mixes religion and romance. Taking a note from the Bible, the gal applies the theme to her romance. It's worked into a big production with voices and strings. (UP, BMI)

★ ★ Handsome Man—The thrush has a touch of the huskiness of various jazz artists. Material is of doubtful proportions. (Knox, BMI)

**THE BEN TRAVELLO COMBO**

★ ★ Split a Kiss—STAR-HI 103-9 — A rocker which contains a lot of country duet harmony. Nice horn and piano work in the breaks in an eight-to-the-bar framework. (Heart & Home, BMI)

★ ★ I Want You to Know—An okay rockaballad offered in style that's close to the country sound. It's a pleader by the vocal group which is supported by a rhythm combo. (Heart & Home, BMI)

**JOHNNY MANN**

★ ★ Where Do We Go From Here?—SHREVE 1214 — A country-styled ballad, with a touch of the rock. Mann works with a fem vocal group against thin backing. Mediocre material. (Cajon, BMI)

★ ★ Sorry—A slow rockaballad done for okay effects by the chanter. Gal vocal group assists. (Cajon, BMI)

**CHARLIE GORE**

★ ★ Black Diamond—BLANK 101—Gore, with deep bass tones, offers a tomo to a heroic and legendary coal mining figure. It's rhythmic and much in the folk style. (Char-Bo, BMI)

★ ★ I Dreamed About You Last Night—A rockaballad with the pounding piano triplets backing the vocal efforts of Gore and a gal group. (Char-Bo, BMI)

**ROCKIN' DAVE ALLEN**

★ ★ My Broken Heart—JIN 130—Allen has a country sound on this simple lyric. Best part of the side is in the down home, r.&b. styled backing. (Flat Town, BMI)

★ ★ What's Left for a Fool—Again the backing has a good, Southern blues quality, with Allen contributing a mediocre vocal effort. (Flat Town, BMI)

**REX QUAL**

★ ★ Tranquillizer Boogie—APACHE 1836—Boogie instrumental, featuring guitar. Good performance.

★ ★ Going Rocking Tonight—A rocker, blues-oriented, in the rockabilly style. Also a good performance.

**THE SABIANS**

★ ★ Blue Summer Wind—YALE 212—A simple, minor-keyed melody is employed here with swishing wind sounds. Side has a repetitious quality. (Clover, BMI)

★ Living Flame—A ballad handled in thin style, instrumentally and vocally. (Clover, BMI)

**FOUR SEASONS**

★ ★ Hot Water Bottle—ALANNA 215—A rocker. Okay sound. Material is teen slanted. (Cristobell, BMI)

★ Love Knows No Season—A rockaballad, with triplet figure, and violins. Not as strong as flip. (Mary Jo, ASCAP)

**WILLIAM A. HINES**

★ ★ Come Summer — BALL 507 — Hines is a shouter type and here he is heard in a rockaballad of only mild potential. (Liz-ann, BMI)

★ Bad Bad Whiskey — Another slow-paced rock rhythm effort that seems to have but mild prospects. (Alladin, BMI)

**PAT DAVIS**

★ ★ Spinner Hub Caps — ACTS 4501 — "Who stole my spinner hub caps?" asks the chanter on this novelty effort. (Mullins, BMI)

★ Take the Time — Okay reading of a slow ballad by the chanter. (Mullins, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

**KEITH ALBEE ORK: New York Folks/Dreamy Eyes (With Curly Hair)—Paragon Productions 22360**

**RUBY LEE EVANS: Come, Let's Dream on a Golden Moonbeam/There's a New Angel in Heaven Tonight—Orange Blossom 1001**

**JOHNNY AND DALL: The Bounce/There Is Love—Luck 101**

**THE UNKNOWN: Keep Talking Baby/I Have Returned—Autograph 206**

**Jazz**

★ ★ ★ ★

**HORACE SILVER QUINTET**

★ ★ ★ ★ Blowing' the Blues Away — BLUE NOTE 1751 — A bright, swinging riff is played solidly here by the Horace Silver combo. Silver drives on piano, Blue Mitchell solos well on horn. Good for jazz boxes. (Ecaroh, ASCAP)

★ ★ ★ ★ The Baghdad Blues — Same comment. This side, too, should collect loot on boxes in jazz locations. (Ecaroh, ASCAP)

**BENNY GOLSON QUINTET**

★ ★ ★ ★ Yesterdays — NEW JAZZ 503 — Golson on tenor is backed smartly by the rest of the group in this moderate beat rendition of Kern's oldie. Programmable side for both pop and jazz jocks.

★ ★ ★ ★ Drumboogie — Bright and well-orked revival of the Gene Krupa oldie. Spins would be appreciated by both pop and jazz fans.

**THE MODERN JAZZ QUARTET**

★ ★ ★ ★ Autumn in New York — PRESTIGE 174 — The familiar oldie is played very stylishly here by the MJQ, with the side taken from their album on Prestige called "Django." Much air and box play should happen on this side.

★ ★ ★ ★ The Queen's Fancy — Tune based on old Elizabethan tunes and put together by John Lewis is played here by the ever-wonderful MJQ with John Lewis and Bags featured. Strong jazz wax.

**THE OSCAR PETERSON TRIO**

★ ★ ★ ★ 'Til Tomorrow — VERVE 10207 — The side is taken from Peterson's new album jazz version of the score from the current Broadway hit. A swinging version it is and smart jocks might well throw this on for kicks and change of pace. (Sunbeam, BMI)

★ ★ ★ ★ Gentleman Jimmy — One of the less familiar but nevertheless good tunes from "Fiorello," receives the Peterson swingin' piano touch on another side from his album of the score, just released. Also programmable. (Sunbeam, BMI)

**AL SMITH**

★ ★ ★ ★ The Right Time — PRESTIGE BLUESVILLE 805 — Al Smith sells this swinging blues solidly, supported by Eddie Davis and Shirley Scott. The disk is from his album, "Hear My Blues." Solid wax. (Smith-Prestige, BMI)

★ ★ ★ ★ Pledging My Love — The tune penned and made a hit by the late Johnny Ace is sung very attractively here by Al Smith. This could get loot both pop and jazz-wise.

★ ★ ★

**HAROLD (SHORTY) BAKER**

★ ★ ★ In a Little Spanish Town — KING 5340 — The great standard in an instrumental version which will appeal to jazz jocks. A fine horn carries the melody and gets off some inventive passages. (Feist, ASCAP)

★ ★ ★ Them There Eyes — The standard performed as a smart instrumental. Horns are very effective. Good coupling for the flip. For jazz jocks. (Bourne, ASCAP)

**TERRY GIBBS**

★ ★ ★ Let's Do It (Let's Fall in Love) — VERVE 2136 — From the album, "Music From Cole Porter's Can Can," this is a bright-sound reading of the standard. (Harms, ASCAP)

★ ★ ★ Live and Let Live — From the album, this is another smartly-arranged item. With the flip, makes a good disk for jazz boxes. (Buxton Hill, ASCAP)

**EDDIE (LOCKJAW) DAVIS**

★ ★ ★ Last Train From Overbrook — PRESTIGE 171 — Eddie Davis takes off on the James Moody tune with spirit here, and he cooks most of the way. Good box wax.

★ ★ ★ Dobbin' With Redd Foxx — Another James Moody tune is played brightly by Davis on tenor, helped by Shirley Scott on organ on this instrumental side.

**JOHNNY (HAMMOND) SMITH, organ**

**THORNEL SCHWARTZ, guitar**

★ ★ ★ Secret Love — NEW JAZZ 501 — The well-remembered movie hit for Doris Day comes back in instrumental form with Smith and Schwartz offering a good rhythmic reading. The Hammond organ almost talks here. Programmable.

★ ★ ★ Sweet Cookies — Johnny Smith and Schwartz team up on an okay organ-guitar duo. They're supported by drums in the effort.

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CHICAGO

Country & Western

**NORMA JEAN**  
 \*\*\* What Does a Poor Girl Do — COLUMBIA 41636 — Heartfelt reading by canary on a moving country weeper. Solid talent for c.&w. field. (Cedarwood, BMI)

\*\*\* Just Like I Knew — Perky multi-track thrashing stint on a catchy country theme. (Cedarwood, BMI)

**BILL PHILLIPS**  
 \*\*\* All Night Long — COLUMBIA 41646 — Strong country ditty with good lyrics in handed solid vocal by Phillips. This can move. (Cedarwood, BMI)

\*\*\* Empty Hours — Plaintive warbling by Phillips on an effective country weeper. Watch this side, too. (Cedarwood, BMI)

**REM WALL**  
 \*\*\* I'll Always Be Blue — GLENN 2101 — Rem Wall handles a legitimate country weeper with feeling backed by a country combo. Listenable wax. (Hits of Tomorrow, BMI)

\*\*\* Grown-Ups Sometimes Cry — On this side the chanter sells a bright novelty neatly, helped by pop support. Two attractive sides. (Hits of Tomorrow, BMI)

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**LEX THOMAS**  
 \*\*\* Call Me — STARDAY 473 — A boy-girl duet. Side has a lot of charm. It's typically country, but can get pop plays. (Starday, BMI)

\*\*\* St. Louie on the River — A lively rhythm side, with honky tonk flavor. Flavorful programming. Will appeal to pop as well as c.&w. deejays. (Starday, BMI)

**JOHNNY LEON**  
 \*\*\* You Found Someone New, — TOPPA 1015 — Leon handles this weeper along traditional lines. Fancy fiddlin' and plucked strings help smartly. (Mixer, BMI)

\*\*\* Sometimes It Doesn't Pay to Get Up in the Morning — Country waltz with a philosophical point of view is expressively rendered by the artist. Again, the support is good. (Mixer, BMI)

**WALLY BLACK**  
 \*\*\* I'm a Country Boy — TOPPA 1014 — Black applies a traditional reading to this bright country song. Group backs him strongly. Cat prefers country livin' to life in the city. (Mixer, BMI)

\*\*\* Flying to the Moon — All people can think about nowadays is "Flying to the Moon" sings Black on this countryish novelty. It should move as well as the flip. (Mixer, BMI)

**JANET McBRIDE**  
 \*\*\* Another Woman's Man — TOPPA 1013 — Dual-track reading of a weeper. Gal does it at a fairly bright tempo over fine support. (Mixer & Chris, BMI)

\*\*\* Help Me Forget Him — Fine sound by the lark on this country medium beat tune. Fine country strings support her. (Mixer, BMI)

**PRESTON WARD**  
 \*\*\* That Old Girl of Mine — ECHO 284-1 — Ward sings this country tune with lots of savvy. It's a weeper sort about a gent who sees a girl for whom he still has a yen. (Pamper, BMI)

\*\*\* Old Man in the Moon — Country medium-beater also gets a pleasant chant from Ward. Tune is a honky-tonker. (Pamper, BMI)

**REX ALLEN**  
 \*\*\* Barefoot Country Boy — VISTA 355 — Rex Allen duets with his son, Curtis, on this ode to a country boy in sad circumstances. He's standing by his dad's grave. Both parties offer spoken word bits and it's all very weepy in concept. For fans of the traditional. (Boxer, BMI)

\*\*\* Conversation With a Mule — Allen, who at one point was moving toward the pop field, is back with the bucolic scene here as he recites a reflective treatise on a mule and the work he doesn't do. Same market potential as flip. (Leeds, ASCAP)

**SHORTY BACON**  
 \*\*\* Speakin' of Angels — OZARK 1237 — A cheery ditty is sung in happy style by the singer over snappy country support. Could pull foot in two markets. (Mississippi Valley, BMI)

\*\*\* Fire of Love — The chanter sells this weeper well, helped by triplets in the backing. Two good sides for pop and country coin. (Mississippi Valley, BMI)

**ERNEST ASHWORTH**  
 \*\*\* Night Time Is Cry Time — DECCA 31085 — Countryish ballad gets a listenable reading from Ashworth over steel guitar and plucked strings. Pop coin possible also. (Acuff-Rose, BMI)

\*\*\* Each Moment (Spent With You) — Fine warble on a weeper by the artist. Also a likely good seller in country maris. (Acuff-Rose, BMI)

**RED RILEY**  
 \*\*\* Teachers Pet — APACHE 1834 — A country ballad in the traditional style. Riley does an authentic vocal effectively against the string accompaniment.

\*\*\* Tropical Waltz — A three-beat tune, with vocal. In the traditional country style.

**BILL & RAY**  
 \*\*\* Hillbilly Beatnik — SKIPPY 4121 — Novelty. Side presents a comic idea, as the title suggests. Lyric is good for some laughs. (S & M, BMI)

\*\*\* Anything But Love — Ballad is done in the traditional style. (S & M, BMI)

**DEWEY GROOM**  
 \*\*\* Remember the Alamo — LONGHORN 502 — Dewey Groom sings the heroic story of the Alamo here. Record does not live up to its initial promise. (Bidor, BMI)

\*\*\* I'm All Dressed Up (With No Place to Go) — Groom handles this attractive tune pleasantly over backing by a chorus and country combo. (Big D, BMI)

**B. J. JOHNSON**  
 \*\*\* Crying in Your Sleep — BIG HOWDY 82 — B. J. Johnson tells of his troubles

1960 the Band Revival Year?

Continued from page 1

with a local live emcee, as half hour or hour programs.

The films, purchased by United Artists from Warner Brothers, and never before shown on TV, were filmed during the thirties and early forties when the bands were at their peak. They spotlight such stars as Artie Shaw, Stan Kenton, Jimmy Dorsey, Woody Herman, Glen Gray, Bobby Hackett, Buddy Rich, Ray McKinley, Tony Paster, Louis Prima, Helen Forrest, Nan Wynn and Bob Eberle, Cab Calloway, and others.

Also included in the package is a jam session "classic," "Jammin' the Blues," directed and photographed by Gjon Mili with Lester Young, Sidney Catlett, Joe Jones, Illinois Jacquet and Marie Bryant.

with a wife who has been untrue and is leaving him for someone else. (Big Howdy & Singing River, BMI)

\*\*\* Wise Eyes — Up tempo novelty is sung brightly here by the chanter. (Big Howdy & Singing River, BMI)

**EDDIE CAMP**  
 \*\*\* Johnny's — BIG HOWDY 781 — Eddie Camp sells this weeper with appropriate feeling as he tells of the heartache he tries to appease at Johnny's honky tonk. (Big Howdy & Singing River, BMI)

\*\*\* I'm a Dreamer — Another weeper with a similar feeling. (Big Howdy & Singing River, BMI)

**RAY GUYCE**  
 \*\*\* Please Read My Letter — BRITE STAR 766 — A weeper sung in the traditional style. Ditto the arrangement. Authentic. (Starday, BMI)

**RAY GUYCE & GLENNA DENE CASE**  
 \*\*\* Slippin' Round on Me — A boy-girl duet handle a lyric built around a classic c.&w. theme. Traditional style. (Starday, BMI)

**LEON PAYNE**  
 \*\*\* With Half a Heart — D 1138 — An upbeat tune with a focus on romancing. It's a bouncy effort by Payne which is worth a listen. Traditional material. (Glad, BMI)

\*\*\* There's No Justice — A weeper, sung with considerable feeling, by Payne. For traditional fans. (Glad, BMI)

**FELTON JARVIS**  
 \*\*\* Honest John (The Working Man's Friend) — THUNDER INTERNATIONAL 1023 — A spoken, chanted song in the typical hillbilly recitation style. Fair job. (Lowery, BMI)

\*\*\* Swingin' Cat — A piece of contrived material that doesn't move very far. Jarvis doesn't sell here. (Lowery, BMI)

Children's

\*\*\*

**THE DUCKLINGS**  
 \*\*\* Wacky & Quacky — 20TH FOX 188 — Duck-sound-type vocalizing on cute novelty with kid appeal. (Delstone, BMI)

**TOM FALCONE & THE STARLIGHTERS**  
 \*\*\* Wacky & Quacky — Duck quacking sound is highlighted on a pleasant instrumental theme. (Delstone, BMI)

Folk

\*\*\*

**BROWNIE MCGHEE & SONNY TERRY**  
 \*\*\* Let Me Be Your Big Dog — PRESTIGE BLUESVILLE 802 — Brownie McGhee sings the traditional blues with much feeling here while Sonny Terry plays harmonica in the background. Strong wax for Southern markets.

\*\*\* Stranger Here — Another listenable blues by McGhee and good work again by Terry and McGhee on guitar. Both sides are from the album "Down Home Blues."

Spiritual

\*\*\*

**SOUL STIRRERS**  
 \*\*\* Wade in the Water — SAR 103 — The familiar spiritual is sung with feeling by the fine group sparked by a new lead singer. This should interest all fans of the Soul Stirrers. (Kags, BMI)

\*\*\* He Cares — Another moving side by the group, this tune taken at a much slower tempo. The lead singer is excellent. Two fine sides. (Martin & Morris, BMI)

SEEBURG TO ADD JUKE ALBUM PROMO GIMMICK

Continued from page 1

especially interesting in light of important recent developments in the record trade. Many have stated that as a result of the continuing payola inquiries on various national and local fronts, increasing difficulty can be expected in getting new records exposed on radio programs. The feature cover of the week idea for juke is being seen as a method of making juke considerably more important than heretofore as an exposure medium for disk product.

In line with this, traders say, there is no reason why the "feature" of the week has to be an LP. More and more singles are being marketed in color sleeves with artwork. Thus, singles, too, could become features of the week.

From the album point of view, the idea is again seen as important in view of the diminishing share of the market occupied by singles. The "feature album" of the week,

at the very least, is likely to make operators more aware of album product. With teen-agers, admittedly one of the prime markets for juke box play, known to be increasingly album conscious due to factors of price, the move by Seeburg is seen as a smart effort to run with the current tide, and to be prepared for whatever tack the record business may take.

As a special accommodation for those operators who have already bought new Seeburg boxes since the first of the year, it's expected that whatever conversion equipment is required to allow for the disk cover idea will be made available at next to no cost.

Co-Op Ranks

Continued from page 3

ter that date will be class B stockholders, who will, as a group, have representation in the management.

Randolph said: "We are interested in talking with anyone who would like to sell us, wherever he is and whoever he is. We will have a membership meeting next Tuesday (26) with our accountant, Vic Goldblatt, at the warehouse here after which we expect to be able to announce our first acquisitions of product."

Meanwhile, interested dealers can get details of the co-op from the membership committee, consisting of Al Meyers of Town & Country Music, Westwood, N. J.; Mat Carneval of Graymat, Morris-town, N. J.; Jack Seader, Village Music, Ridgewood, N. J., and Mickey Gensler of Spinning Disk, Yonkers.

Reviews and Ratings of New Albums

Continued from page 38

Moderate Sales Potential

POPULAR

MUSIC FOR ROMANTIC MOMENTS

\*\*\* Lennie Wilson Ork. King 694 — Here's a pleasant program of soft, moody dance music as interpreted by pianist Wilson, who works with rhythm and vibes. "To Each His Own," "Unforgettable," and "Unchained Melody" are representative tunes. Set will find much competition in this groove.

JAZZ

TATE'S DATE

\*\*\* Buddy Tate Band, Prestige Swingville 2003 — Mainstream fans will find this a pleasurable set. Tate on tenor sax is backed nicely by the group. There are six tracks, and "Blow Low" is a good band to demonstrate. Other tunes include "No Kiddin'" and "Miss Ruby Jones."

POLKA

POLKA BAND

\*\*\* Ernie Kucera, D 7001 — The Kucera band consisting of two saxes, two trumpets, trombone, tuba, drums and piano, is billed here as Nebraska's number one polka band. This is all well and good for the folks back in Nebraska, but the band does not manage to develop the liveliest kind of sound on this disk, which may hinder activity. There's a lot of merchandise to choose from in this area, a fact which could hurt. Repertoire consists of alternating polkas and waltzes.

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# 2-Year Fair Gate Of 70,000,000 Is Projected for N. Y.

**Average Day: 200,000 at 1964-'65 Fair; Plan Submitted for Site Preparation**

NEW YORK — The 1964-'65 New York World's Fair will resemble its 1939-'40 predecessor in many respects, and will differ in others; some of the elements were revealed in a site preparation report submitted by the Department of Parks. Three companies were retained: Clarke and Rapuano, Andrews and Clark, and Richard C. Guthridge.

Their combined recommendations call for temporary buildings to be built. It is suggested that no consideration whatever be given to permanent construction of exhibit structures. Costs of erecting these would be astronomical, they would lack the necessary variety of architectural forms and materials, and have other drawbacks — not the least of which is that the Flushing Meadow site is park property needed for neighborhood recreation, and must be turned back to the city as a park at the end of the fair.

**See 3,000,000 Cars Parked**

Attendance of 40,000,000 is anticipated for 1964 and 30,000,000 the second year. The 1964 parking is expected to total 3,000,000 cars, an average of 16,500 cars parked in one day. Seven parking areas are recommended for operation and maintenance by the Fair Corporation, with total capacity of 20,000 cars. The fair's anticipated daily attendance is 200,000 and the peak for one day, 500,000. The 1939-'40 fair had 26,000,000 paid admissions and 7,000,000 on

passes for a total turnout of 33,000,000 in the 1939 season.

Area recommended to be leased to the Fair Corporation comprises 646 acres, of the total gross area of 1,351 acres in Flushing Meadow Park and Kissena Corridor Park. The 1964-'65 event will occupy the same site as, and much of the existing subsurface facilities of the 1939-'40 fair. Included in the available area is Meadow Lake, comprising 90 acres. This is the location of the Amphitheater used for water shows.

On the property will be a 55,000-seat stadium now being planned by consulting engineers. This facility is expected to be built and in use by 1962, possibly by New York's entry in the new Continental Baseball League.

Within the grounds there will be motorized lounge chairs and trackless trains, in the fashion of the earlier fair. In addition, the consultants suggest repeating the 100 specially built busses which held 60 passengers apiece and operated thruout the grounds over three separate routes. There were 30 trackless trains and 200 lounge chairs in use then, also.

**2-Year Length Required**

Studies indicate that it would be impossible to finance and operate a fair for a single year. "The convention relating to international exhibitions," the report states, "limits their duration to six months, but provides that two-thirds of the con-

*(Continued on page 162)*

## 'HOLIDAY'S QUICK MOVE SAVES DATE

UTICA, N. Y. — The new Municipal Auditorium had its ice equipment break down last week at the "Holiday on Ice" opening, for which an advance sale of nearly \$100,000 had been paid in. Monday and Tuesday (18-19) were lost, but "Holiday" managed to rush its own compressors up from Knoxville for the Wednesday matinee. Some refunds were necessary, but the rest of the engagement was saved, the 6,000-seat building being jammed by the combination of advance and window sales, and exchanges.

## Calif. State Fair Plans Garden Show

SACRAMENTO — First State Spring Garden and Landscape Fair has been set for the California State Fair & Exposition grounds for four days starting Thursday (28). Dudley T. Fortin, fair manager, said.

The event will feature advanced designs in garden and patio layouts which can be applied to homes. Many top landscape artists and nurseries are co-operating in the project.

Additional features will include a "Young McDonald's Farm," a barnyard stocked with new born farm animals. There also will be an art show in the setting of the Village Restaurant.

Fortin said that the event is designed to be a forerunner of Spring fairs to be held annually.

## VIDEO SHOW SALUTES FAIRS

NEW YORK — The National Broadcasting Company's "Ford Startime" television program will salute musically American county fairs on its May 3 segment. Show will be on at 8:30-9:30 p.m. EDT.

Celeste Holm will hostess the show, with guests to include the Amazing Mr. Balentine, Hermione Gingold, Margaret Hamilton, Marion Harlowe, Jaye P. Morgan, Peter Palmer and Charley (Cliff Arquette) Weaver.

# Palisades Boosted By New Unit Array

**Added Are Sky Wheel, '20,000 Leagues,' Flea Circus, Turnpike, Other Features**

PALISADES, N. J. — New devices in unprecedented profusion bid to make this a record season for Palisades Park. While a couple of new units have been moved in every season, providing a handy peg on which to hang advertising and publicity claims, proprietor Irving Rosenthal has unquestionably outdone himself for 1960.

Visitors to the amusement spread this year find the following items in readiness: A 2,600-foot-long Turnpike ride readily seen from the outside, a new Satellite Jet, Mac Duburges' Flying Coaster, Harold Steinman's "20,000 Leagues Under the Sea," John Torp and Bryan Lewis' Flea Circus, Alfred Osborne's Sky Wheels and Arch McAskill's Illusion Show.

In addition to these operating units, there is the Hunt Bros. Circus, operating behind a five-ring international title on the parking field, and the entire park has been resurfaced with blacktop. Add to this the fact that games of chance are back in business, and the entire accumulation makes for a publicist's dream.

The Turnpike is a 25-car unit

running over a course built by Joe McKee. It features a couple of overpasses and circular elevated stretches, and uses gas-powered Hot Rod cars. A novelty is a sheltered roundhouse for this equipment beneath the floor of a jacked-up Flying Scooter, access to which is up a nicely painted rampway.

**'Whale' Houses Walk-Thru**

Steinman's show is a revamped version of the one he operated in the East last summer. This time it is compacted into a whale-type canvas structure stretched over metal ribs. Entrance is thru the gaping mouth, flanked by mock undersea divers. Within is a dark walk-thru utilizing animated undersea figures and considerable black light. Inner wall of the tunnel has viewing windows, and outer wall is lined with aquarium tanks set flush in the wall. Various scenes from the Jules Verne novel are recreated with striking effect.

The Sky Wheels tower over the park and are easily seen from New York City's west shore of the Hudson River. The flea circus utilizes clean, gold-colored chariots

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## HERSCHELL BUSY

# Seaway Is Ready; Others Get Rides

NORTH TONAWANDA, N. Y. — A six-ride layout of new equipment is sported by the new Seaway Kiddieland, located only mile from the Eisenhower Locks at Massena, N. Y. Ten acres are utilized by the company, which is headed by Gerald Honsberger.

The operating company has a spread designed by the Allan Herschell Company and architect Quentin L. Reutershan. Units include the 36-foot three-abreast Merry-Go-Round, G16 Suburban Train, Helicopter, seven-car Roadway ride, kiddie Boats, and new-design Roller Coaster. Adjoining the Grass River Boat Tours dock and parking area, the park also has an attractive new concession building, 50 feet by 100.

A major concession item is picnic supplies. Seaway Kiddieland will open for Memorial Day. Location is three miles northeast of downtown Massena. Dick Secor represented Herschell in the transaction, one of many which have kept the plant's ride manufacturing personnel busy this season.

**Mite Mouse at Nunley's**

Nunley's Jolly Roger got its new Mite Mouse in operation Sunday (10) at Bethpage, Long Island. Vice-president Lou Lercari and ride superintendent George Lechner reported excellent results the first day.

Arthur Simmons is receiving a Helicopter for Crescent Park, Riverside, R. I. Venice Amusements at Seaside Heights, N. J., are replacing their G16 Miniature Train with a new 1865 Train. May delivery of a G16 Suburban Train is set for Gus Schiavo at Bertrand Island Park, Lake Hopatcong, New Jersey.

In Providence, Ray Tamasso is getting a new Pony Cart ride. In Situate, R. I., Stuart Lettis is getting a 36-foot Merry-Go-Round at Highland Orchards. He also operates Model T gas cars there. Owner Clayton Brown operates the Steam Train, gift shop and restaurant.

Mr. and Mrs. Russell Felerski of Rochester, N. Y., spent a day at the Herschell factory and placed an order for a Pony Cart unit to run over a Roadway track. The ride will go into their operation at South Bethany Beach, Del., where they started in 1959 with a Miniature Train.

# Best Riverside Debut Over Easter Weekend

AGAWAM, Mass. — The combination of stock car racing, a TV attraction and good weather sent Ed Carroll's season off to a perfect start over the Easter Sunday weekend. Saturday night (16) racing pulled 5,680 fans, second largest opening night in Carroll's tenure at 160-acre Riverside Park.

Easter Sunday business was stimulated by a fashion contest, Easter parade, egg hunt, and appearance of Robert Horton of the "Wagon Train" series. It kicked off a long string of TV personalities arranged at the Chicago parks convention thru booker Al Martin of Boston.

Crowds estimated conservatively at close to 40,000 persons swarmed thru the park during the day. It was the best opening Sunday in 21 years, Carroll reported. On several occasions during the day traffic backed up along Route 5A for two miles.

Judges for the various contests were headed by Candy Jones, model agency proprietor, and her 12-year-old son. "Miss Riverside of 1960" is Carla Rota, 16, of Holyoke.

Park business was covered in picture and story form by Spring-

field newspapers. Carroll this season has a new four-color promotional folder showing photos of the Monorail, Tea Cup ride, Riverboat, Jungle Land, Mine Train and Western village, grandstand, free acts and traditional rides. Legend emphasizes the free parking and free gate.

## 1961 BOW SKEDDED

# Complete Plans for \$1 Million Indianapolis Amusement Center

INDIANAPOLIS — Completion of plans for the construction of a reported \$1,000,000 amusement center on the north side of Indianapolis was disclosed Tuesday (19).

To cover the area around a scenic 20-acre lake, the center will include a kiddieland, a fishing club, a golf range, a restaurant and facilities for swimming and boating.

Principal sponsors of the project are Lloyd G. Rosseb, Richard H.

Stackhouse and Robert Dawson. A request for rezoning of the land, which is just east of Westfield Boulevard bridge over the White River, will be heard by the Metropolitan Plan Commission June 22, William F. LeMond, the developers' attorney, announced.

The amusement park is scheduled to be ready for operation by the summer of 1961. The fishing club may be completed in a few months.

An added feature will be a 48-

foot steamboat which will navigate the lake for rides.

The amusement park will occupy a 42-acre tract. It is to be constructed behind the restaurant which, located on the east side of Westfield Boulevard east of the bridge, will overlook the lake. The eating place will specialize in sea foods and steaks.

The fishing club will rise on the banks of a second 12½-acre lake around which a wall and sidewalk have been built already.

CIRCUS REVIEW

# Mills '60 Edition Bows to Overflow

JEFFERSON, O.—Despite tornado warnings and pre-opening injuries to imported performers, Mills Bros.' Circus got off to an outstanding start here Saturday (16).

A bright sun beat down on the white big top, which is trimmed in red and blue. Sidewalls are blue and white stripes. The new menagerie top presents the same color combination. The new cookhouse tent is all white. New blue concession tents dot the midway leading to the new white and blue-trimmed marquee into the main tent.

Four small floats, a giant Humpty Dumpty carried by a performer and colorful costumes added much sparkle and luster to the opening spec termed "Fantasy Land." Baby Burma, acquired several seasons ago by the Mills brothers, has grown considerably and was put to use pulling one of the new floats. Single teams of ponies pull the other three floats.

Children of show personnel ride three of the floats in colorful costumes, while the fourth, labeled "Alladin," has a small plastic figure of Alladin in front of his large magic lamp. The other floats are Hansel and Gretel, Captain Hook's pirate ship and a princess coach with two small girls inside.

An overflow crowd was on hand for the initial performance, and despite threatening skies the tent was nearly half filled for the night show on the Ashtabula County Fairgrounds, where the show spent the winter. The night performance was two-thirds over when officials received warning of a possible tornado. The "all out and all over" was then given in order to clear the top in the event of a major storm.

No twister developed, but considerable rain accompanied the electrical storm and hampered workmen during the tear-down preparatory to the Sunday move to Canfield near Youngstown. With most of the equipment parked on fairgrounds roadways, not much difficulty was encountered in mak-

## Carolina Biz Mixed for Hagen Circus

SHELBY, N. C.—The Carolinas have given Hagen Bros.' Circus its ups and downs. Business here Monday (18) showed a light matinee and a three-quarters night crowd. At Anderson, S. C., Thursday (14), the turnout was about the same.

Three shows were necessary to handle the big attendance at Orangeburg, S. C. April 6, with overflows at the first two and a half house at the extra performance. An overflow night crowd also greeted the show at Beaufort, S. C. on April 4, but only about 300 came out for the afternoon show, with rain given as the cause for the latter.

## Cristianis Do Okay in Tenn.

ELIZABETHTOWN, Tenn.—Two strong crowds, were out for both performances of the Cristianis Bros. Circus here Wednesday (13) with seats about 75 per cent filled for both shows.

The same was the case Tuesday (8) at Oak Ridge, Tenn., with the seats just below full in the evening.

ing the first move of the 21st season.

Doris Opolka, 17, a member of the Luciano Troupe from Germany, fell more than 30 feet from an aerial rigging during rehearsal Friday afternoon. She was rushed by ambulance to the Ashtabula General Hospital and after a hasty check it was decided to move her to the Cleveland Clinic Hospital.

The German miss, a newcomer to the show, suffered a fractured right wrist and possible internal and head injuries. She apparently slipped and fell from a loop-the-loop rigging.

Lucie Eittel, 33, another member of the same troupe, suffered a fractured leg in an auto accident on March 29 north of Jefferson. In addition to aerial work, the two injured girls were also to perform in one of the teeterboard acts.

After the opening spec and dance by fem troupers there was a concert announcement, introducing Duke Jensen, the movie cowboy appearing in the concert. Count Carlos (Carreon) and Miss Jensen then presented pony drills in Rings 1 and 3. The Juggling Girards and Don Moricio followed with juggling in the same rings.

Roby and Zelda in Display 5 took to the center ring for contortions in style, and Mons Paulos and Walter Reith offered hand-balancing in the outer rings. Docky's basketball boxers followed in the center ring.

Girda and Pedro held the center ring spotlight with their sensational aerial work. Eight girls worked ladders over the hippodrome track

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## U. S. FAIRS '2D RATE?'

# Down Under Expo Nears Gate Mark

SYDNEY, N. S. W.—The 1947 attendance record of 1,232,413 persons seemed about to be surpassed, as the Royal Easter Show passed the halfway mark. The six-day turnout totaled 647,222 which exceeded last year's figure by 51,688 for the same number of days. The event, which approximates American State fairs in nature and functions, was handing out a record \$87,300 in prize moneys.

Pacing the surging attendance was the turnout on Good Friday (15) of 138,970 people, nearly 5,000 ahead of that day in 1959. It was the seventh straight day of increased attendance. Weather stayed ideal; 250 children were escorted to the lost kiddies tent. Fair dates were April 8-19.

American visitors were loud in praise of the big agricultural-commercial exhibition. William Cox, manager of the Boston Symphony Orchestra, was quoted as calling U. S. State fairs "second rate" in comparison. Maurice Chevalier made an unannounced visit to the grounds, unwittingly breaking the rule of formal dress for the Council Stand.

### Bowling a Novelty

The exhibits did not include sheep, Australia's principal animal, which are judged in a special show for the sheep industry on the same grounds a month after the RES. Notable exhibits included AMF pin-spotters and bowling alleys; New South Wales' first bowling establishment opens in July in Hurstville. The Milk Board showed a prototype vender for cartons of

# Beatty Performances Pleases; Equipment Called 'Most Lavish'

By IRWIN KIRBY

COMMACK, N. Y.—With the most lavish display of equipment on the road, the Beatty-Cole Combined Circus cannot help being expansive in its attitude this season. New units are evident everywhere, and even tho its season's opener is a building date, enough of them are displayed to indicate the box-car-figure investment.

The 1960 edition sits high on the roost as America's biggest tented circus, and the huge load of canvas waiting to join it in Philadelphia will brook no arguments. It is a 152-foot round, white top and will be extended with up to six 50-foot middle sections, giving a possible length of 450 feet. The comparison makes any football field look like a ping-pong table. It will be able to seat 6,000 persons.

Within this tent, made by Leif Ericson in Sarasota, a first-rate performance will hold forth. In front of it and all around are the spanking new additions referred to: The former five-bull Cristiani elephant act, giraffe trailer and giraffe (since replaced due to an early demise), show organ, cookhouse, menagerie top, arena cage for Beatty's animal act, sound system, Side Show, panel banner line, hippo and snake show, concession units, costumes, wiring and lighting, etc.

### Concessions Sparkle

The office wagon is rebuilt from stem to stern. But the concession line-up is the first startling group of units to confront the public (following the appearance of new-model Airstream trailers and white Caddies by Walter Kernan, Frank McClosky and Clyde Beatty). All stands this year have metal frames and red Formica counters and are topped with red-and-white striped

plastic tops. Formica and stainless steel panels surround the under-counter area. They are the neatest looking concessions in circusedom, presenting a sanitary exterior and look of unity that should win plenty of revenue. The striped top also appears on the midway pony ride.

There are five new Chevrolet panel trucks for the advance contingents. Five Chevrolet tractors have been retired and replaced with new ones in a continuing turnover of rolling stock. A new spool wagon has been acquired.

### Phila. Sale Excellent

Last year's big top and cookhouse join the show after its April 15-24 appearance in the Long Island Arena, meeting it Monday (25) in Lexington Park, Md. The Memorial Day week-long Shriners date in Philadelphia will see erection of the big, new tent, already in storage there. Show officials were extremely pleased over the advance sale, which nudged \$85,000 by early April, assuring a bang-out engagement.

For Commack, the sale more nearly approximated \$25,000, enough to scratch out and possibly do quite well if Easter week pulled okay. Opening Friday night (15) was just fair. Three shows Saturday entertained about 4,500 total spectators, which is the seating capacity of the building.

Added for the building date were three acts which will not tour—Clay Beckett's high loop apparatus, Rasini's rocket car and the Honey Girls, acrobatic.

These acts and one other performance adjustment are the only things that differ from the tented version. Beatty's act is used as a finale rather than the opening act, requiring an awkward intermission (about 18 minutes) toward the end of the program while the cage and flying act are erected. Beatty, because the arena has no side entrance onto the floor, works the end ring. His animal tunnel runs from outside a big overhead door. Also at this end is the giraffe wagon, atop which the band sits. It is a snappy, nine-piece aggregation led this year by drummer Bill (Boom-Boom) Browning.

### Performance Outlined

Performance is fast moving and is run off in one hour, 35 minutes from the time Count Nicholas blows the opening whistle, including the intermission. A three-ring display kicks off the show, featuring the Honey Girls and two trampoline acts, Happy Davis and the Victors. Next is the Great Alexander, trapeze, plus Rosie Nicholas and Cheta Escalante, loop-the-loop. Alexander does a highly creditable job climaxed by a hangman's knot plunge. He hangs by the insteps, then by one instep, then transfers from trapeze to hanging ladder, also using the insteps.

Clown army comes next, using the cannon gag. Then Bob Top and Lauren do their aerial roller skate turn. A three-ring display is then

built around Galasso, finger stand, while Miss Marlene (Moises) and the Amedils do balancing.

Twelve girls are lofted for the web and ladder number, plus Maryse Begary for her trapeze and plange feature. The girls are all competent and nicely synchronized, and both they and their anchor men are well costumed. Maryse Begary's one-arm plange total was 28 and 31 at the two shows caught. Clowns do a washerwoman gag.

Three low wire acts are Moises in the center, plus the Victors and the Latinos (Weber-Escalante). Clowns roll in with an auto tie-in. Following come the Namedils, perch; Cueto, balancing, and Rasons, balancing on bicycle and unicycle. The show's spec, a pleasing walk-around, features camels, the elephants (11), nicely costumed marchers and a half dozen animated nursery-rhyme floats.

### Mendez Wire Act Scores

The Victors' casting act resumes the pace, with plenty of comedy; then the Seitz-Mendez duo works the high wire. Gene Mendez's artistry is more effective in a high-domed arena than under canvas, and he is able to extract a liberal amount of applause and silent admiration thereby. Especially noteworthy is his leap to the wire from the shoulders of his partner. It is readily apparent that, once he subdues his air of casualness, his already fine reputation cannot help being enhanced. The Carrenas continue to impress with their bal-

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# Pa. Parkmen To Discuss Taxes at Meet

HARRISBURG, Pa.—New State taxes on soft drinks and food will be prime subjects to be discussed at the May 4 spring meeting of the Pennsylvania Amusement Parks Association here in the Penn-Harris Hotel.

Edward C. First, the association's legal counsel will be on hand to lead the discussion on these taxes, which put a 1 per cent tax on soft drinks over a dime and a 4 per cent levy on food costing more than 50 cents. Problems arise when food and beverages are sold in a combination.

An estimated 50 people are expected to attend the sessions with Edward Lee, Wilkes-Barre, association president to wield the gavel, assisted by William Tarr, Conneaut Lake, secretary-treasurer. Guests will include Bob Plarr, Allentown, Pa., and John Bowman, Chicago, president and executive secretary respectively of the National Association of Amusement Parks, Pools and Beaches.

# BOONE, FORD, JAZZ SHOW SET FOR IND. STATE FAIR

INDIANAPOLIS—The Indiana State Fair's Coliseum show this year will include Pat Boone, Tennessee Ernie Ford and a one-night show devoted to jazz artists.

Boone will head up the show in the big building on opening Wednesday night and Thursday evening. The jazz offering will be featured on Friday evening with Les Brown, Duke Ellington, the Ahmad Jamal Trio and the Dukes of Dixieland.

Ford will top the Saturday night show and the traditional Sunday matinee revue. A queen contest will be held in the Coliseum the evening before the fair opens, and the society horse show will move in for the balance of the run and remain over for one evening after the fair officially closes.

Both Boone and Ford have played the fair before, but the jazz program is a new one. Last year the features of the Coliseum show were Ricky Nelson, Rosemary Clooney and Art Linkletter.

# Kelly-Miller Calif. Crowds Are Spotty

POMONA, Calif.—The Al G. Kelly and Miller Bros. Circus did just so-so business during its two-day stand here Friday and Saturday (15-16). Show remained here for the second day when the nearby West Covina stand was cancelled.

Both afternoon and evening turnouts were light despite warm weather. Uptown Lions sponsored.

Two strong crowds came out at Ontario, Calif., Thursday (14), with an overflow out for the night show.

## Mrs. Floyd Gooding Dies Suddenly at 52

COLUMBUS, O.—Mrs. Anna Elizabeth Gooding, 52, wife of Floyd E. Gooding, president and principal owner of the Gooding Amusement Company, this city, died Monday (18) in the University Hospital here after being stricken Saturday (16) with a cerebral hemorrhage at the Gooding home. She had been in apparent good health until stricken.

Mrs. Gooding was vice-president of the Gooding Amusement Company. She was a charter member of the Ladies' Auxiliary of the Michigan Showmen's Association; a member of the Thea Court No. 5, Order of Eastern Star here; the Ohio State Mothers' Club, and the Grace Lutheran Church, Colfax, O.

She was a graduate of the Grant

Hospital School and had attended the School of Music, Capital University, both in Columbus.

Besides her husband, she is survived by a daughter, Joyce Ann, a student at Ohio State University; her father, Harvey L. Irvin, and a sister, Mrs. Louise Ferbrache, both of Pleasantville, O.

Funeral services were held Thursday (21) at Deyo Funeral Home here, with interment in Glen Rest, Columbus, O.

## Bill Bailey Dies After Long Illness

MACON, Ga.—W. J. (Bill) Bailey, 63, civic and business leader of Macon and long-time friend of circus people, died in a hospital here April 15. While he had been in poor health for two years after suffering a series of strokes, his death was unexpected.

A 32d-degree Mason and long a leader in fraternal activities, Bailey served as chairman of the Macon Shrine Circus for 11 years, and it was partly due to his enforced inactivity that the Macon show was dropped after 25 years of successful operation.

Thruout his business life Bailey was an ardent circus fan and was interested in several circus ventures. In 1956 he served for a time as receiver of the King Bros.-Maley Circus, then in bankruptcy.

Survivors include his widow and a daughter. Services were held April 18 and entombment was in the family mausoleum at Riverside cemetery here.

## Willow Grove Opens Strong

PHILADELPHIA — Willow Grove Park opened the new season with the Easter Sunday weekend, operating Saturdays and Sundays only until May 15, when it begins regular full weeks for the season. The suburban amusement park begins its second season under the ownership of the Hankin Brothers, bankers and realtors of Willow Grove, who said the park had one of its best seasons last year when it attracted about 1,500,000 visitors.

For this coming year, innovations include a Trip to the Moon and the wiring of all exhibits for sound effects and music. The sound effects were installed by the same firm which wired Disneyland. Ray Bauer, artist, has created new exhibits and effects for the park.

## Mills Bows to Overflow

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at the same time. Duke Jenson then came on for the second concert announcement, being accompanied by a number of cowgirls.

The Mills clowns then came in for a walk-around the big top, following which Count Carlos presented his stallion, Duke. For Display 11 the Vanloos Duo and the remaining Lucionos were in the end rings with teeterboard numbers and in the center ring were Karin and Doris, billed as twin contortionists. Michael Coco and his clown cohorts then presented their version of a teeterboard act.

Duke Jenson and Count Carlos were on next, presenting Liberty horses in Rings 1 and 3. Following this Vodis had his five young chimps in the center ring for wire walking, bike riding and other similar stunts to please the moppets. Another concert announcement followed.

Tight and slack wires in Rings 1 and 3 were used by Les Pedrolas in a drunk routine and Les Carlos working it straight. During the wire tear-down the clowns had a bull fight in the center ring.

For Display 18 the Redcans Duo offered a balanced ladder number in Ring 1 and the Carchelis Trio presented intricate feats of balancing in Ring 3. Winter Wonderland was the title for the web number which followed.

Walter Reith from Germany then took to his trapeze rigging over the center ring for a crowd-pleasing comedy routine. A clown number was worked in before Miss Gerda did her iron-jaw slide for life from near the top of pole 4 to the base of the king pole at the opposite end of the tent.

Male and fem riders then came on for the usual Mills horse routine on the track, closing with high jumps, including Duke Jenson doing a Roman jump. Jugglers were

then presented in the end rings, and Coco and company came on for their paper hanging and water throwing act that left the center ring soaking and many eyes wet from laughter.

Capt. Virgil Sagraves and three girls rang down the curtain with a fast elephant number presented by the four full-grown Mills bulls.

The show was again produced by Jake Mills, and John Schmitz is the equestrian director. Choreography is by Zelda Lamont, and wardrobe was by Jacks of Hollywood. Gwendolin Weedon is wardrobe mistress.

Joe Rossi has enlarged his band and had it in top pitch for the opening performances. Harry Mills is again superintendent of concessions and Felix (Fats) Brazon is assistant manager and purchasing agent. George F. Hodgdon is director of public relations.

Other staffers include Jean Crank, secretary; Virgil Sagraves, menagerie and elephant superintendent; Carlos Carreon, horse department superintendent; Leo Lorranger, Side Show superintendent; Thomas Viola, properties superintendent; Shorty Walker, mechanical department superintendent; Walter Reith, electrical department superintendent; Duke Girard, Wild West superintendent; Buddy Billings, ring stock superintendent; Ralph Gray, steward, and Michael Coco, producing clown.

The opening date was sponsored by the Ashtabula VFW Post Junior Band. Following the matinee nearly 600 fans, sponsor representatives and other guests of the Mills brothers thronged to Jefferson High School for the 21st annual opening banquet. The crowd filled the gym floor, stage and overflowed into two hallways where tables were set up.

## Georgia Fairs Short Course On Jekyll Is.

MACON, Ga.—The annual May Short Course of Georgia's Association of Agricultural Fairs will be held at a new location this year, a switch from Rock Eagle State Park. Location is at the Wanderer Motel on Jekyll Island, noted resort area in the southern section of the State.

Conference begins 10 a.m. Monday, May 23, and winds up the following day after lunch. The program, as worked up by Joe F. Pruett, secretary, starts with a two-hour business session, lunch, and afternoon session. Nighttime features an outdoor cookout on the beach. A morning session is scheduled for Tuesday, followed by lunch and adjournment in the afternoon.

Registration fee is \$2 per person, and the cookout is \$3 per person. Intent is to start routing the annual short course around the State, after several years of locating it in north Georgia.

## Brunsons Set Fair Talent

HOLLYWOOD—Jo and Newton (Carolina) Brunson, of Hollywood Theatrical Agency, will supply the talent for the San Luis Obispo County Fair to be held in Paso Robles August 17-21.

Hugo Zacchini and his cannon act will be featured for the full run of the fair, with Bob Baker and His Marionettes appearing from August 18 thru 21. The Hoosier Hot Shots are set, as well as the Homer Garrett Hollywood Square Dancers on the first two days.

Zacchini has also been signed by the agency for the full run of the Butte County Golden Feather Fair in Gridley, August 25-28.

## 76,000 View 'Ice Capades'

KANSAS CITY, Mo.—The recent nine performances of "Ice Capades" here was seen by more than 76,000 people, surpassing all previous crowds at the Municipal Auditorium.

According to Vernon Banks, promoter, more than 43,000 came out for the five Saturday and Sunday shows and the single largest turnout was Saturday night's 10,405. Previous record had been 71,000 in 1954.

## World's Fair

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tracting countries may authorize a general exhibition for a longer period. . . . The contracting countries are prohibited from accepting invitations to a World's Fair lasting more than six months unless the six-month limitation has been waived.

"The United States is not signatory to the convention, and its agent, the International Exhibition Bureau, has no control over the 1964-'65 World's Fair. However, in order to assure participation of the signatory countries, it appears necessary to obtain the consent of the bureau to a two-year fair and to comply with certain provisions of the convention applicable to an

## TALENT ON THE ROAD

### Minneapolis Aud Books Jazz Names for Concert

The Northrup Memorial Aud at the University of Minnesota has wrapped up a strong package of jazz names for its May 13-15 concert in Minneapolis. Included are Dave Brubeck, whose quintet will open the festival on May 13. With him will be Miriam Makeba, South African singer of jazz and folk songs, and the Lambert, Hendricks and Ross vocal trio backed by the Ike Isaacs instrumental trio. The Ahmad Jamal trio will be in on the second day with Ernestine Anderson, the Signatures and Harry Blons' Twin Cities Jazz group. Louis Armstrong will wind up the three-day event with the 15-piece Rod Aaberg band from the Twin Cities and Clara Ward and the Ward singers. Leigh Kammen, KSTP staffer, will emcee the first two segs with Franklin Hobbs, of WCCO, in for the finale. . . . More name news comes from Bloomington, a suburb of Minneapolis. Being sought for the "Music Under the Stars" concerts in the Stadium there are Ella Fitzgerald, Roger Williams and his combo, and Dennis Day. Concerts are sponsored by the Minneapolis Jaycees.

Rex Allen has rounded up a strong route of rodeo and fair dates, his manager, Mickey Gross, reports. Rex opens at the Jasper (Tex.) Lions Rodeo, May 11-14; then to the Black Hills Roundup, Belle Fourche, S. D., July 3-5; North Dakota State Fair, Minot, July 17-20; Central Wyoming Rodeo, Casper, August 3-6; Midland Empire State Fair, Billings, Mont., August 11-13; Dubuque County Fair, Dubuque, Ia., August 20; Stephenson County Fair, Freeport, Ill., August 27; Winnebago County Fair, Oshkosh, Miss., August 30; Tri-County Fair, Mendota, Ill., September 3; Walworth County Fair, Elkhorn, Wis., September 4; Tri-State Rodeo, Fort Madison, Ia., September 10-11; New Mexico State Fair, Albuquerque, September 17-25. . . . Ted Miller and Smiley, comedy and singing pair, will play the Steel Pier, Atlantic City, week of July 17. Also are set for GAC-Hamid grandstand shows for three weeks opening at Herrington, Del., on July 25, and including the Mississippi Valley Fair, Davenport, Ia., August 10-12, and the Sheriff and Deputies Show, Rockford, Ill., August 30-September 1.

TV SHOWCASE: Cliff Arquette and Keeley Smith will join Shelley Berman, Mike Nichols and Elaine May in the guest roster of the Jack Paar full-hour special telecast April 26. . . . Craig ("Peter Gunn") Stevens will host the June 2 special ice show with Gisele MacKenzie and Tab Hunter as guests. . . . Johnny Mathis will guest May 1 on the Frances Langford show along with the Three Stooges, Bob Cummings and others. . . . Steve Allen will be honored April 27 by officials of Phoenix, Ariz. . . . Dwayne ("Dobie Gillis") Hickman and Dinah Shore along with Red Norvo were on the April 24 Dinah Shore show. . . . The USO will be saluted on the April 25 "Startime" show with Bob Crosby, Jane Morgan, Don Adams and the Modernaires. . . . Esther Williams and Joey Bishop will be on a special Cypress Gardens show in August. . . . Dinah Shore has been re-linked for a run of shows on NBC in 1960-'61. Charlie Byrnes, Chicago

## Beatty Performances Pleases

• Continued from page 161

ancing and head-to-head rapid spinning.

Rasini rocket car is the next feature, then the elephants. Steve Fanning, who came from Cristiani with the five-bull purchase, works them in the center, flanked by three others on each side. They work rapidly and neatly, doing dancing on pedestals, fast kneeling and a bit in which two bulls each place one paw on two reclining ones, then walk around them on the hind legs. Climax is a long mount. Olga's hair slide is next. She missed a couple of days after an opening night mishap. Failing to work her hair brake, she slammed down too hard and was shaken up. Hurberto (Herby Weber) does a foot slide down the inclined cable. Menage number has Margit, Colleen (Al-

exhibiting country. Whatever steps are necessary in this connection should be taken."

Surrounding streets and parkways would have to be improved and widened to handle the influx of fair traffic, and the entire district would require an adjusted arterial system costing many millions of dollars. Additional millions would go into restoration of the park.

There is no description of amusements in the site preparation report, except for a brief reference to a monorail-type ride. The report states: "We have examined the possibility of providing a monorail system. . . . these may have their own particular merits but we believe that they are impractical for use at the fair. We suggest they be provided by their manufacturers as exhibits to demonstrate their possibilities."

paugh) and Gabriella, whose steed's ankles are fitted with bells.

Final acts are the Palustres, flying return; Clay Buckett and Beatty's animals. Palustres are conservative but competent. Beatty works 10 lions and four tigers in the style familiar to all who have seen him. The routine has taken on no notable adjustments, being, as always, a fast-moving fighting act.

### Strength and Class

In summation, it can be reported that the 1960 version is not substantially changed from its predecessor. The performance has a number of star acts, a creditable production number and well presented aerial display. The total effect is one of strength and class, guaranteed satisfaction for sponsoring organizations along the route. By use of a building, the tent version appears to be spreading itself thin and would normally require more augmentation than was used here. Being compressed into its natural habitat, a show tent of less height and cavernous atmosphere than an arena, it fits perfectly.

The arena floor was covered with colored shavings. Rigging was accomplished at the cost of only three punctured brine pipes of the ice-making equipment. Menagerie tent behind the building held the elephants, eight ponies, three camels, two guanacos and lead stock. Clown alley, presided over by Eddie Dullom, also includes Harry Dann, Jimmy Armstrong, Shorty Hinkle, Buster Odle, Ronnie Daniles, Balila, Cuteo, Pepe, Lou Nagy and Ed Wilson. For spec they have to go out the side and hustle clear around the building to the back yard. Midway was complete except for the Side Show.

# AMUSEMENT PARK OPERATION

## Parks Assn. Launches '60 Membership Drive

URGING EVERY member to get at least one member during the coming month, Membership Chairman Marvin Staton, of Spring Lake Park, Oklahoma City, is launching a spring membership campaign for the National Association of Amusement Parks, Pools and Beaches.

In a special bulletin sent last week from the NAAPPB headquarters in Chicago, Staton advises each member to "look around" and select some fellow park operator, concessionaire, manufacturer, pool operator or supplier as a candidate for membership. "There are many desirable people in our industry who have never been invited to join, and now is the time," Staton declared. He said that it is vital that NAAPPB continue to enroll members to keep us "strong and progressive."

Attached to the bulletin is a membership application for the convenience of each member in enrolling his "neighbor."

During the spring campaign, Staton pointed out, each new member will receive, upon being formally admitted to the association, a free copy of the 1960 Manual & Guide and also a copy of the printed proceedings of the 1959 convention which contains a multitude of cost-cutting and revenue producing ideas for any owner-operator.

Each new member will also be eligible to participate in and benefit from the new promotions project being instituted this year by NAAPPB, also the new industry-wide safety program designed to reduce accidents and ultimately cut down liability insurance rates. Incoming members are also eligible to apply for special rate liability insurance under the NAAPPB group plan.

## San Diego Enacts Rules For Trampoline Centers

RECENT DEVELOPMENT in the trampoline center picture was the enactment of regulations governing them in San Diego. The ordinance provides that a certified trampoline supervisor be on hand for each 12 trampolines. Other requirements include the limiting of centers to one person per trampoline at a time. The 30-odd centers in the San Diego area closed down because of this set of regulations and said that they could not operate under it. Action in San Diego was taken on a so-called emergency basis by the city council after a youth died of injuries sustained at a trampoline center.

## Ola Huedepohl Rests Well; Kaufman, Baker Visit Disney

MRS. OLA HUEDEPOHL, wife of retired NAAPPB Secretary Paul H. Huedepohl, is recovering satisfactorily following minor surgery at a hospital in Portland, Ore. . . . Paul plans to join her in Portland soon. . . . John and Toots Philipps, of Philipps Aquatic Club, Dayton, O., scurrying around these days trying to find a new abode after selling their corner residence property in Dayton to an oil company. The latter will move the house off the site and construct a modern automobile service station. . . . Milt Kaufmann and Dave Baker, of Revere Beach, Mass., flew to Los Angeles Tuesday (19) for a few days business on the West Coast. They planned to visit Disneyland and look over the new attractions there. . . . Incidentally, Tommy Walker, of the Disneyland guest relations department, reports the Disneyland staff is working at top speed getting ready for the grand opening in June when they plan to bring in the press, radio and TV for a big Disney-style launching. . . . Harry J. Batt Sr., of Ponchartrain Beach, New Orleans, reports their Easter Sunday was the biggest in history. Harry is proudest of the innovation he's brought about by putting Westinghouse air brakes on the German-style Wild Maus which continues to do a high-level business despite the Space Wheel and other new attractions at the funspot. . . . Bob Plarr, NAAPPB president, is back in Miami for the wind-up of his Southern sojourn before heading north "for good" and taking over the season's responsibilities at Dorney Park, Allentown, Pa. Plarr will fly north in time to take in the Pennsylvania Amusement Parks Association's spring meeting at the Penn-Harris Hotel in Harrisburg, May 4. . . . Also attending the Harrisburg meeting will be John S. Bowman, NAAPPB executive secretary. Bowman's itinerary will also include the Participating Sports Association meeting in Feasterville, Pa., April 24-26, and the U. S. Chamber's 48th annual meeting in Washington, which opens May 1. . . . Among the newest members of NAAPPB is William H. Thiede, of Country Fair Amusement Corporation, La Crosse, Wis. . . . He is building a miniature golf course on a two-acre plot which will also include two baseball batting cages. . . . He plans to open on or about May 14.

John S. Bowman, NAAPPB Secretary

## Chattan'ga Spot Kicks Off With Easter Parade

CHATTANOOGA — An Easter parade and the introduction of several new rides highlighted Lake Winnepesaukah's first weekend opening of the season Saturday and Sunday (16-17).

Joan Barry, Chattanooga radio performer, was in charge of the Easter program Sunday at 3 p.m.

Prizes were awarded to the best dressed boy and girl.

Three new rides, the Mad Mouse, the Roadway and the Scrambler, have been installed, and the fourth, the Tower Slide, is expected to arrive within the next few days. The total number of rides in operation will be 20, with some eight designed especially for children.

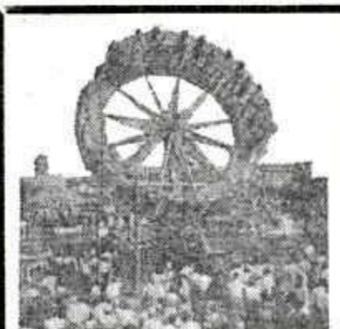
A spokesman said three Sunday shows will be held each afternoon throughout the summer at Lake Winnepesaukah, which will be open on weekends until the grand opening on April 30 and May 1.

## Silver Dollar City to Open In Missouri

BRANSON, Mo. — A self-promoting name, Silver - Dollar City, has been given to the re-creation of an 1880 Ozark Mountain Village opening near here Sunday May 1, at Marvel Cave Park. Silver dollars—common in the West, but seldom seen in the Midwest—will supplant paper currency, with each of more than a dozen operating businesses in the village giving the cartwheels in change. Thereby, it is hoped, visitors to the "City" will spread its fame. Handling the silver dollars should lead business operators to recommend Silver-Dollar City to inquiring tourists.

Village is under the management of a former Evanston, Ill., family, Mrs. Mary Herschend and her sons, Jack and Pete, who continue to operate the adjoining Marvel Cave, where over 100,000 paid admissions are clocked annually. However, no gate or parking lug is charged at the "City." Designer of the post-Civil War town, with its restaurant, general store, newspaper, chapel, barbershop and jail, is Russ Pearson, of Oklahoma City, who served as architect for "Frontier City" in the Oklahoma capital.

New additions to the village are planned for succeeding year. Its location is colorful, nestled in a dense forest. Access is ideal, since the State highway is only feet away.



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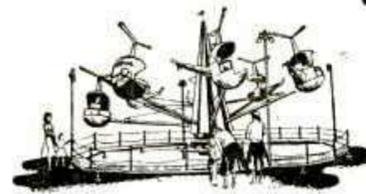
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These two Rides enjoyed a splendid business and were free from mechanical defects, likewise very safe. We had no accidents of any kind during the entire period of operation. Another important factor regarding the Helicopter is the easy manner which same can be erected, dismantled and moved; it is very portable.

The Helicopter Ride is much beyond our expectations, especially in one respect. When we purchased same it was my impression that it was pretty much a Kiddie Ride, but soon discovered I was mistaken, for at many of our dates we enjoyed a gross income equal to the majority of our Major Rides.

I can honestly say that the Helicopter Ride is another fine contribution by the Allan Herschell Company to the Amusement Industry.



Sincerely yours,  
GOODING AMUSEMENT CO., INC.  
F. E. Gooding, President

Patent No. 2,922,648

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## Two Talent Bills for Waterloo Dairy Show

WATERLOO, Ia.—Two sets of entertainment will be offered during the eight-day run of the National Dairy Cattle Congress, October 1-8, in addition to the Art

B. Thomas Shows on the midway. Greater Kansas City's Rodeo Kids will provide the first three days' entertainment in the Hippodrome, and GAC-Hamid will offer name and variety acts for five days. The Thomas show will set up a separate Kiddieland adjoining the FFA Kiddie Barnyard.

Last year it was necessary to make an additional 200-foot building available to accommodate commercial exhibitors. This year it has been necessary to expand the outside exhibit area by over 50 units. This brings the total exhibit space to over 100,000 square feet in the three halls and to 363 outside units.

Five official national shows will again be featured in the show which last year attracted entries from 20 States and Canada. Other attractions include the National 4-H, FFA, and Intercollegiate Dairy Judging Contests, the Iowa 4-H Dairy Club Exposition, the Horse and Pony Show featuring society horses, shetland ponies, and quarter horses, the Midwest Garden and Flower Show, and a new and delightfully different Women's department built around a "Christmas in October" theme.

## Florida Fairs Convention Set For May 15-17

GAINESVILLE, Fla.—A wide range of fair management subjects will be treated at the annual meeting of the Florida Federation of Fairs Sunday-Tuesday, May 15-17, here on the campus of the University of Florida. The program will consist of panel discussions, answers to questions drawn from a question box, and talks. Among out-of-State speakers slated is Frank H. Kingman, of Winston-Salem, N. C., secretary of the International Association of Fairs and Expositions. His topic will be: "How Are We Doing and Where Should We Be Going?"

## Calgary Ex Still Holds RR Contest

CALGARY, Alta.—A contest involving guessing the weight of Roy Rogers' horse will remain a part of the 1960 Calgary Stampede's promotional campaign, despite cancellation of the cowboy star's personal appearance.

General Mills, Inc., has put \$60,000 into the campaign. Winners will be 18 families of three who will be brought to the stampede, housed at a dude ranch and given reserved seats for four afternoon and evening grandstand performances.

## FAIR-EXHIBITION MANAGEMENT

### Minnesota State Skeds 10 Days of Go-Kart Races

ST. PAUL—Go-kart races will be an added feature at this year's Minnesota State Fair. A one-sixth of a mile track is to be built in Baldwin Park. Bleachers on three sides and the use of a hillside will enable the seating of 6,000 persons. The Go-kart events will be staged 10 days of the fair, with eliminations each morning from 10 until noon and featured races at night.

Winner's of each day's program will compete in seven classifications on the final night. A total of \$10,000 in prize money will be offered, according to Frank Winkley, who with Frank Diamond will operate the track on a lease basis. The Winkley-Diamond combination will also operate Go-kart races at the Metropolitan Stadium, Minneapolis, on a third of a mile track which will have seating accommodations for 3,000. The track will have competitive racing two nights each week and will be operated as a concession on one night each week. The first program is slated for May 22.

### Greenfield, Mass., Festival May Erase Deficit of Fair

GREENFIELD, Mass.—Not enough money is produced by the annual Franklin County Fair to support the grounds maintenance and actual fair operation, so the sponsoring society is trying something novel: two fairs. The circumstances do not apply to many agricultural events but many, like Greenfield, are faced with the perennial problem of financial survival.

The second fair here is called the Spring Festival. On May 21-22 the grounds will hold 15 hours of activities involving residents from 50 communities in Massachusetts, New Hampshire and Vermont. The festival has managed to incorporate several existing events such as the annual Maple Festival of nearby Ashfield, and local Jaycee Road-E-O (auto driving contests) and springtime 4-H programs.

Vice-president Alvin F. Oickle geared the budget low, hiring no professional talent, restricting prizes to ribbons and trophies rather than cash, and setting space rates at a moderate level. Estimate was that if two-thirds the available space was sold, operating costs would be met; the goal was met by mid-April.

Especially satisfying is that, with the exception of farm machinery, nothing is carried over from the fall fair. There are no livestock or midway.

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 NORFOLK, VIRGINIA  
 Telephone 81187

April 15, 1960

Aeroaffiliates, Inc.  
 P. O. Box 4125  
 Fort Worth 6, Texas

Attention: Mr. Donald de Lachner  
 President

Dear Sirs:

Ocean View Amusement Park, at Norfolk, Virginia, purchased one of your new Flying Coasters which has been in operation since our 1960 opening on April 9. We thought you would like to know our opinion of the ride.

Our ride superintendent considered it (1) well constructed and made of heavy duty materials. Our manager considers that (2) it fills a much-needed ride for ages of ten years and over through adult ages.

(3) The receipts for the first week indicated that the Flying Coaster "stopped" the midway, including our long-established Sky Rocket. (4) The local newspapers apparently consider the ride newsworthy because they have given it many mentions and pictures, and in some referred to it as the "ride gives the effect of taking off into space". (5) Our manager, Mr. Albert Miller, recommends it as a permanent Park ride and predicts for the future that it will become as staple a ride as the Merry-Go-Round and Ferris Wheel.

We wish you success with your new ride.

Sincerely yours,  
 OCEAN VIEW AMUSEMENT CORP.  
 By *Dudley Cooper*  
 Dudley Cooper, President

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**PARK OWNERS**

We have reliable operators of the FLYING COASTER who are looking for good park or permanent locations. If interested, please contact us immediately.

Due to demand we have doubled our production rate and can now accept and fill orders for delivery of a limited number of rides in May and June, 1960. Rides are sold complete, and when requested are delivered, set up and tested, ready to operate. Terms to responsible buyers. See these rides in operation, or send your mechanical superintendent. Space required, 50' circle. Electrical 40 hp.

You are cordially invited to see the Flying Coaster under construction at our plant.

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## Wisconsin Association To Distribute Brochures

PLYMOUTH, Wis.—The Wisconsin Association of Fairs, thru its veteran secretary, Win Eldridge, has prepared 10,000 brochures that will be distributed to tell the story of the State's fairs.

In addition to giving information on fairs the mailing piece also deals with information about Wisconsin parks and play areas. Each county fair secretary has been asked to canvass his county for good distribution points—Chambers of Commerce, tourist information centers, important filling stations and other sources. Plans also call for distribution in large cities outside the State.

Also announced were the dates of the 1961 State convention. Eldridge said these would be January 10-12 but in a different Milwaukee hotel, the Pfister. The change from the Hotel Schroeder to the Pfister was due to no accommodations on those dates at the former. The association did not desire to switch the dates due to conflict with other State meetings.

The association's series of regional meetings this winter and early spring were attended by 212 delegates from 53 fairs. Largest turnout was at Weyauwega where 75 attended.

## McDowall Resigns as Iowa Assn. President

CHICAGO—Robert R. McDowall, of Greenfield, Ia., has resigned as president of the Fair Managers' Association of Iowa, as he has purchased the Horseshoe Bay Lodges on Leech Lake, Minn., and will devote full time to that enterprise. Vice-President Carroll I. Redfern, of Donnellson, secretary of the Lee County Fair, is expected to succeed McDowall as president. . . . Clair McOmber, vice-president of the Allegan (Mich.) Fair, recently visited the Pima County Fair and Southern Arizona International Livestock Show in Tucson. . . . Willard (Bill) Masterson, manager of the Wisconsin State Fair, Milwaukee, and president of the International Association of Fairs and Expositions, visited Chicago Monday (18) on business for his fair and the IAFE. . . . The Olmsted County Free Fair, Rochester, Minn., is building another livestock barn with about 9,000 square feet of space, which will enable it to expand its livestock competition, Jim Faber, secretary, infos. . . . Immediate construction of a \$230,000 exhibit building is planned by the Swift Current (Sask.) Exhibition. The Federal government is contributing \$97,000 toward construction. The building will double as a curling rink in the winter.

## Le Sourdsville Skeds Previews

MIDDLETOWN, O. — Three weekend preview operations are planned for LeSourdsville Lake

Park here before the May 21-22 start of the regular season. Previews are April 30-May 1, May 7-8 and May 14-15. All park facilities except the dining room will be in operation for the first preview. That, too, will be available thereafter.

# ARENA, AUDITORIUM NEWSLETTER

## Go-Karts Loom Big

By TOM PARKINSON

GO-KARTS ARE in a height of popularity thru the country and these little cars have been performing in several arenas. The International Amphitheater in Chicago combined go-karts with larger sports and custom cars. At Minneapolis there were experiments with indoor kart races, and at Toledo Sports Arena, manager Andy Mulligan has run an experiment with them. Go-karts are small, low autos with simple construction and perhaps are best described as de luxe soap-box cars with power mower motors. Some fans may have different descriptions. Mulligan's problem is that ice skating has been doing so well in his building that it has to be something mighty good in order to interest him in taking the ice out. This is especially true of weekends, and that is when the kart racers are available. For the first time Toledo has topped 1,000 for attendance at skating sessions and it did this four times this winter, one Sunday reaching 1,606. But he took the ice out for another reason and used the weekend also for a kart test. It drew between 1,000 and 1,500. The kids drive karts in some other places, drivers at the Sports Arena were adults. An advantage these little cars have is that they do not seem to generate the fumes and smoke that other racers frequently do. Mulligan said he encountered no insurance problem with karts, one reason being that they are low and the hockey dashers, to which was added wire screening, provided good protection. Karts were fueled with gasoline outside and then brought into the building. Mulligan's thought is that they worked well enough as an attraction in his building, but they conflict with the demand for skating time at present.

## Grand Rapids Skeds Symphonies, Jazz Dates

SYMPHONY AND JAZZ will play important roles during the 1960-'61 season at the Civic Auditorium in Grand Rapids, Mich. Scheduled for the Community Concert Association's 17th season will include the Cincinnati Symphony Orchestra, the National Ballet Guild of Canada, Boston Opera, Metropolitan Opera star Roberta Peters, and dual pianists, Gold and Fisdale. Jaime Laredo, Bolivian violinist, will open the season on October 28, and Glenn Gould, pianist, will wind up the season in April. In between, offerings will include the Allegro Ballet Company, Hector Berlioz and the orchestra and others. On the jazz side of the schedule, top name thus far is Dave Brubeck and his quartet, which will appear with a local orchestra on November 11. New for the Auditorium on April 25 was a giant home furnishings sale conducted by Wurzburg's Department Store who moved merchandise in to occupy the entire basement of the building. . . . The Austin (Tex.) Auditorium, thru F. W. Vickers, reports one of the busiest seasons on record. Included were eight symphony concerts, four student concerts, several balls and the following conventions: Baptist State Brotherhood, Annual Fall Conference for the Advancement of Science and Mathematics Teaching, Texas Academy of Science, Junior Chamber of Commerce presentation of "Five Outstanding Young Texans," Regional Laundryman's Convention, Texas Music Educators, Future Nurses of Texas, Pan-American Student Forum and the Texas Credit Union. The annual trade show pulled 40,000 in three days.

## New Pro Cage League Creates Broad Interest

THE MUCH TALKED-ABOUT new pro basketball league last week became a reality and six franchises have been awarded. Known as the American Basketball League, play is scheduled to start this fall, after earlier announcements that it probably wouldn't get under way until sometime next year. Abe Saperstein, of Harlem Globetrotter note, has been named president and will also be part owner of a San Francisco franchise. Other cities will be Chicago, Los Angeles, Kansas City, Cleveland and Washington. Applications have been filed from Pittsburgh, Vancouver, B.C., Portland, Ore. and Honolulu. Sites and backers are: Chicago, Harry Hannin, site not chosen; Cleveland, group headed by Bill Bancroft, manager, Cleveland Arena; Kansas City, group headed by Phil Fox, Municipal Auditorium; Los Angeles, backers include Bing Crosby and Len Corbisiero, Pan-Pacific Auditorium in Hollywood or new Sports Arena in Los Angeles; Washington, group headed by Harry Lynn of the Uline Arena; San Francisco, Lou Samuel, Cow Palace or Civic Auditorium . . . after four dots, pick up rest of the piece, which starts—Up until now, ice shows etc)

## Tent Maker Names Major Recent Buyers

CHICAGO — Recent major sales of big tops by O. Henry Tent & Awning Company here included three tents for music theaters. Getting 120x170 tops are Brandywine Music Circus of Delaware,

Music Fair of Baltimore and Melody Tent of Chicago.

Bernie Mendelson, of O. Henry, also announced his firm is building plastic-coated ride tops and a Western show top for Royal American; plastic-coated ride tops, Girl Show top and Scooter top for Olson Shows; tent for Edgewater Beach Playhouse at Chicago; Side Show top for the World of Mirth Shows; and large orders of concession tops for both Coca-Cola and Pepsi-Cola. Banner line work includes one for Lou Dufour's Royal American show, Dufour and Sam Alexander's Belmont Park show, and Joe Mercedes show at the Circus World Museum.

## 'Ice Follies' Wins Big at Minneapolis

MINNEAPOLIS — Altho final attendance figures were not available, Ice Follies concluded Sunday (17) what was probably its most successful showing at the Arena here in 24 years. Lyle Wright, manager of the building, estimated that about 132,000 persons saw the show during its 10-day run, of which 70,000 were from outside the Twin Cities.

From Minneapolis the troupe went to Seattle for the final run of this tour May 1. Then members of the company will take their annual five-week vacation before reassembling in San Francisco on June 22. There they will begin preparations for their 25th anniversary tour.

However, Oscar Johnson, who was recuperating from surgery at the Mayo Clinic, Rochester, Minn., said there will be no extreme emphasis on the anniversary theme.

The show first goes to Los Angeles on its next tour, then on to Denver, Des Moines, St. Louis and Chicago for its swing of the Western part of the United States.

## Schott Inks Name Bands

CINCINNATI — The band schedule for Moonlite Gardens of Coney Island here has been announced by Edward L. Schott, president and general manager.

Opening the season April 30 will be Peter Palmer, His Voices and Orchestra, with Clyde McCoy coming in May 7 as an alternate with the Clyde Trask band. The Seniors will appear with the Billy Walters orchestra on May 14, while Jimmy Palmer's band comes in for May 20-21 and Burt Farber is scheduled for May 25-29. Other attractions booked include John Gary with the Trask ork, the Tommy and Jimmy Dorsey crews, Buddy Morrow, Jimmy James, Johnny Long, Les Brown, the Four Freshmen and Ralph Marterie.

New to the park this year are a Round-Up, a new dark ride and two devices in the Land of Oz Kid-land.

## Houston Shrine Names Committees For Fall Circus

HOUSTON, Tex. — Committee appointments for the 1960 Arabia Temple Shrine Circus were announced by A. R. Beyer, chairman for the circus. This year's vice-chairmen for the circus are C. E. Newton Jr.; Carl T. Densen and Paul A. Nelson.

Other appointments are Merlin C. Davis, personnel committee chairman; Dr. David Jaffe, medical committee chairman; Miles Strickland, season box seat and block seat sales chairman, and Mrs. Jack Land, workers' wives lounge chairman.

J. V. Dougherty, circus program sales chairman; Burl Stilwell, carnival midway chairman; Fred Bonewitz, ushers committee chairman; W. R. Montgomery, parking committee chairman; George Curin, Ringmasters Club committee chairman, and George Bowen, Ringmasters Club comptroller.

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## Snyder Starts Work on 1960 Water Show

BOSTON—Sam Snyder's "Water Follies of 1960" began rehearsals here last week for the new season which will take the troupe thru the U. S. and then to the Orient. Buster Keim, father of film actress Betty Lou Keim, is flying in to choreograph the wet and dry production.

Snyder has signed Lisa Carroll, soprano, as the show's featured singer. She will cut records under Snyder's Water Follies label, which will be sold on the tour.

Snyder has brought back Eddie Rose, featured comic, working both the wet and dry parts of the show, along with his wife, Mary Dwight, synchronized swimming champion. Rose has been with the "Water Follies" for 15 years except for last year.

The American tour is scheduled for 25 weeks after which the company will embark on a six-week tour of Japan and another six weeks itinerary in Manila. The "Follies" roster this season comprises a 16-girl ballet; Clive Dyson, Australian diving champion; Emile Hotte, Canadian diving champion Stanley Mitchell, American acrobatic diving champion, and Charlie Diehl, ex-Miami truck driver, now an aquatic star.

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**STRONGER SHOW**

**King Circus Opens Second Tour Today**

MACON, Ga.—The Cristiani-owned King Bros.' Circus had a successful start of its second season at nearby Warner Robins Saturday (16) when the show reaped a profitable gross with ideal weather prevailing.

Lessons learned from their successful first season proved of benefit in launching the 1960 show, which has an enlarged and strengthened program, much new equipment, a seasoned staff, but remains practically the same size and is still specifically designed for the medium-sized and smaller cities.

A new lot at the Williams Shopping Plaza was used this year, about two miles from the school grounds used in 1959. The advance sale of more than \$3,000 was better than double last year's, but the actual attendance at night

was slightly less. Matinee drew a three-quarter house and the night show about two-thirds capacity. Daily nut has been increased from about \$1,200 last season to approximately \$1,500.

There were several surprise opening-day developments. In one of these Justino Loyal came on from the Cristiani Bros.' Circus to become equestrian director. In another, Charles T. Underwood, former general agent, made a last-minute decision to troupe and joined out as press agent. His physical condition has improved to the point that he can fill the less arduous duties in the press department, he said.

High praise was heard for the excellence of the performance, which ran for one hour and 35 minutes at the matinee and was trimmed to an hour and 25 minutes at night.

The show made the jump of 473 miles from Punta Gorda, Fla., without mishap and moved onto the lot Thursday.

After a clown number introduction show starts with a fast-paced Ivanov bar act, with Pete and

**Atlantic City, Wilkes-Barre Good to H-M**

ATLANTIC CITY — The Hamid-Morton Circus pulled about 18,000 paid admissions to the Armory here during its three-day visit, ending Sunday (10). Total was considered encouraging in view of the location, not in the best neighborhood.

Sponsoring Chamber of Commerce was enthused and hopes are for the use of Convention Hall in 1961. It was under repairs at circus time this year.

Wilkes-Barre, Pa., played to four turnaway houses the tail end of the run. Thought there is aimed at extending the engagement longer than the four days used until now.

Gracie Ivanov, assisted by Pepo Canestrelli. Next is a well-dressed aerial ballet, climaxed by Oreste Canestrelli's trap and head balancing act.

Jean Warner and her chimp, Mr. Mike, are show-stoppers. Besides the usual acrobatics and stilt walking, the chimp brings heavy applause with new costume numbers, especially a bit depicting a TV cowboy and Indian sketch, with full regalia. Italo and Francesco Fornasari present a clown boxing skit, and Evy Karoly and high school horse follow. Gaylord Maynard is next seen in his trampoline act.

Evy Karoly returns in a principal riding act, assisted by Margaret Karoly, and this is followed by Gracie Ivanov's loop-the-loop.

At this point a 17-year-old wire (Continued on page 173)

**CIRCUS TROUPE**

By TOM PARKINSON

**A**NIMAL AND CIRCUS history is being made at Madison Square Garden's basement now. Ringling-Barnum's baby okapi is on display there. Dr. Robert Bean, head of Brookfield Zoo, near Chicago, brought his star boarder to New York for the engagement. Ringling imported an okapi about five years ago but the U. S. government rules then prevented it from using the rare animal. So it was loaned to Brookfield Zoo. Subsequently, the Belgian government relaxed its regulations and permitted export of a female okapi to Brookfield. The two mated and the offspring's sex determined that it was Ringling's property. Okapis were not even known to exist until about 1900 and are extremely rare. When R-B brought in its okapi there were only a couple of others in the U. S. Now the young one on display at Madison Square Garden is the first one born in this country. Chances are it will be used by the circus only in New York, then returned to Brookfield Zoo.

**A Chicago theater usher here won himself a tip when Polack Bros. Circus Director Louis Stern caught the current Russian film, "Circus Stars," here last week. Said the theater usher on the come-out, "I liked your show better, mister."**

At Globe, Ariz., the Kelly-Miller show departed without counting the elephants and left one on the lot. Next day a citizen found the bull roaming his yard. Circus sent a truck back for it. . . . Franco Richards is in California in connection with operation of his shopping center show. It's reported he sold the night club that kept him busy in Florida

★ ★ ★

**While Jimmy Armstrong's clowning with Beatty and Frankie Saluto's with the Ringling show, they're still close buddies, they report. Jack Leontini of the Packs show made the rounds of Eastern circuses. . . . Little Tuffy Nicholas is being fitted out for a future career, having been outfitted with a replica of his dad's (Count Nicholas) ringmaster suit, down to the red tails and silk topper. He wears it in spec.**

**Scott Bros. recently wrapped up its Georgia and Florida tour. Final weeks in Georgia were poor, the only good stand being at Dublin. Scored big at St. Augustine, Fla., and did good at Leesburg, Fla., despite rain. Acts with it included Bill Morris elephants, Noble Family, Trobie Ayers, Tex Wilson, Helen Wilson on the organ, Daring's chimps, Billy Orwell, Allan and Lee. Show plans to reopen in May in Indiana to play ball parks. . . . The Wenatchee (Wash.) YMCA Circus will open its season at the**

Milton-Freewater (Ore.) Pea Festival where they'll share billing with Buddy Knox and his band. Show has four Canadian dates booked and expects to have three or four more. In addition, the circus will play a number of its established stands. Last year the show racked up 4,000 miles on the road.

**Bill Ballantine, show artist and author, has penned a feature, "Brutes of the Big Top," that'll be in the May issue of True magazine. Ballantine also did the illustrations for the piece which will be featured on the front cover. . . . Don C. MacIver, former magician and lecturer on a number of shows and Side Shows, has reached the age of 80 and has launched a writing career. He's busy now compiling data for a book on the Side Show and museum facets of the business. . . . Members of the Terrell Jacobs Ring of the Circus Model Builders who attended the Mills opening included Bill Bert, George Green, Al Halpern, Gay Hartman, John Jamison, Don Leech, Howard Leech and Leonard Sangston.**

**Rapid City, S. D., Shrine has signed Rudy Bros. Circus for July 7-9, the show's third year in. . . . Doris Valentine III, is doing well as a drummer. He has an orchestra of his own and also has the Melody Studio at San Luis Obispo, Calif., and recently opened a coffee house. . . . One of the Cristiani horses dropped dead on the show's first jump of the season.**

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*(Continued on page 173)*

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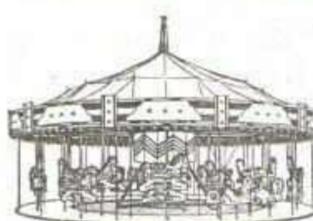
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## ROLLER RUMBLINGS

By AL SCHNEIDER

**LOU AND CHARLES MYERS**, operators of Cincinnati's Price Hill Roller Rink, and their manager, C. V. (Cap) Sefferino, have their eyes set on the June 1 close of a season that will, barring an unforeseen slump in business, produce a gross slightly in excess of the excellent business recorded in the 1958-59 season. Most of the credit for the increase, according to Sefferino, should be given to the rink's Mile of Dimes skating show, a Cincinnati Post-Times-Star-Firemen's campaign to raise funds for needy children at Christmas time. Telecast over Station WCPO-TV, with the local Pepsi-Cola firm picking up the tab, Sefferino called the telecast a powerful box-office stimulant. According to Sefferino, the telecast show transformed a season that had been running slightly in arrears of figures for the preceding year into one that ranks with the best in the rink's history. There was a "very noticeable" pick-up in business following the telecast. Sefferino reported, with total gross currently showing a gain of about \$2,000 over receipts for the corresponding period of last year. On the strength of this showing both of the owners and the manager voice the opinion that any hopes for a strong revival of the roller-skating business must be based on promotion of the business thru use of TV on a national scale. Any such show, they said, would probably claim the bulk of attention at any industry meetings that may be held in forthcoming months.

Lou Myers, just back from a winter vacation in Florida, reported that while in the South he had the opportunity of attending an impromptu meeting of Florida operators and businessmen, together with Irwin Rosee, of the Roller Skating Foundation of America, and a representative of the Johnny Jones Jr. Company. It was a general business discussion that soon focused on the possibility of the industry sponsoring some kind of promotional skating show nationally on a TV network out of New York. Insurance problems were also discussed at the meeting.

During the summer the interior of the Price Hill rink will be re-decorated and the floor resurfaced.

### SKATING RINK TENTS

42 x 102 IN STOCK  
52 x 122 AT ALL TIMES

NEW SHOW TENTS  
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Includes EVERYTHING from Caddy House, Lights, Illuminated Sign, Animated Obstacles, Clubs, Balls, Greens, Fairways, Number and Par Markers, etc. A COMPLETE PACKAGE... a business that can be in operation within a week.

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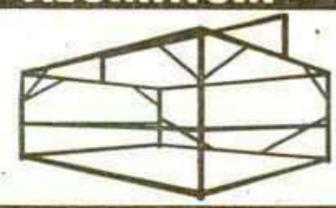
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# THE FINAL CURTAIN

**BAILEY—W. J.**, 63, for more than 10 years in charge of the Macon (Ga.) Shrine Circus, April 15 in Macon, Ga. (Details elsewhere.)

**BARRON—Joseph F.**, 54, Pittsburgh circus and carnival fan, March 29 of a coronary occlusion. Survived by his widow, two children, George and Irene; his mother and two sisters. Services April 1 with burial in the family plot.

**CANNOLER—Fred**, former aerialist, April 20 in a Chicago hotel following a heart attack.

**DRUMM—Billy J. (Baile)**, 39, clown, April 2 in Veterans' Hospital, Detroit, of a malignancy. In the past he had trouped with the Seils-Sterling, Russell and Louis Bros.' shows, as well as with circuses in Europe and South America. He was a veteran of World War II. Survived by his widow and father, King Baile, widely known showman. Services April 5 and burial in Laketon Cemetery, Muskegon, Mich.

**DUSCH—John F.**, 75, former band leader with the Howe's Great London and Gentry-Patterson circuses and also with American Circus Corporation shows, April 10 in Jackson, Mich. Survived by a brother, Robert, DuBois, Pa., and a sister in Florida. Burial April 22 in Jackson.

**GOODING—Mrs. Anna**, 52, wife of Floyd E. Gooding, president and principal owner of Gooding Amusement Company, April 18 in Columbus, O. (Details elsewhere.)

**LAUTHER—Clarence F.**, 76, veteran outdoor showman, April 13 at his home in Miami. For many years he was a concessionaire with the Melville Riess, World of Mirth and Visona shows, later going with Ben Schiff's rides at Nantasket Beach, Boston. Still later he was connected with Riverview Park, Chicago, and last year was at Roseland Park, Canandaigua, N. Y. He was a member of the

Miami Elks Lodge and the Miama Showmen's Association. Survived by his widow, Olive; four daughters, two brothers and two sisters. Services April 16 in Combs Chapel, Coral Gables, Fla.

**LINN—John**, 64, long-time concessionaire, recently in Monterey Park, Calif. Survivors include his widow, Margaret; a son, Ray, and a daughter, Betty.

**MIX—Paul**, performer in a rope and whip act, April 16 in Chicago. In recent years he had worked in Chicago playing club dates and some fairs. In 1933 he was a featured act in the Days of '49 at the Chicago World's Fair.

**NEAL—Frank**, 60, secretary of Trumbull County Free Fair, Warren, O., recently at his home in Fowler, O.

**NICOLL—Jack**, 79, of pneumonia in Queens County Hospital, Brooklyn, on Tuesday, April 19. For 60 years a leading pantomimist song and dance man and worked with Gary Grant, Eddie Cantor, Gus Edwards, and Sophie Tucker on many occasions. Played four straight years in Hippodrome Theater, plus burlesque, vaudeville clubs and theaters. Survived by his son, Jack Jr. of Miami, and two daughters, Alice and Jane Nicoll of New York City.

**RADER—Charles Coleman**, 68, former Dallas police inspector and police chief for State Fair of Texas, Dallas, April 16 of a self-inflicted wound. He moved to Dallas in 1920 after a theatrical career in the pre-World War I era. Burial in Hillcrest Memorial Park.

**SOMMERFIELD—H. H. (Herb)**, 69, a director of the Saskatoon (Sask.) Exhibition, April 12 in Saskatoon following a heart attack. In recent years he had been in charge of machinery row at the fair. Survived by his widow, three sons, a brother and sister. Burial in Saskatoon.

**WALDMANN—Fred**, 92, former manager of the old Gayety burlesque theater in Kansas City, Mo., April 12 in St. Joseph Hospital of that city after suffering a stroke. For the past 20 years he had been a deputy in the office of the county clerk. Survived by two sisters, Mrs. Carrie E. Quinn, East Orange, N. J., and Mrs. Samuel F. Dickson, Newark, N. J. Services April 15 with burial in Calvary Cemetery, Kansas City.

## Down Under Expo

Continued from page 161

tubular steel desks, new blackboards and other classroom development.

Fair visitors included a delegation of 26 Americans representing the American Hereford Journal, who observed cattle judging as part of their stay. Arizona rancher Stephen L. Bixby was quoted as stating he had never seen a show with as many cattle. Another delegation were Japanese businessmen, including T. Takurai, president of the Mitsubishi industrial combine.

The Royal Agricultural Society's 71½-acre grounds are three miles from the center of Sydney, a city of more than 2,000,000 people. The grounds were added to five bus routes, with 100 buses serving the location the first two days. In addition there was stepped-up service on bus routes normally passing the fairgrounds. The ambulance station treated 50-odd cases on opening day, some of them collapsed people and the others minor injuries.

### Collected 56G Last Year

An interesting phase of the fair is its rain insurance. It is covered for 5,500 pounds (\$15,400) if 10 points of rainfall are recorded between 6 a.m. and 10 p.m., and another 3,000 pounds (\$7,400) if 10 points are recorded from 4-8 p.m., by the Weather Bureau. Total value for this year's fair, running 10 days and 8 nights, is \$224,000.

(Last year the fair collected \$56,250 on the policies altho rain did not interfere seriously with attendance. Back in 1927 it collected the full amount of insurance when rain fell every day, but attendance that year was considered very good, regardless.)

Objectives of the society are to promote and encourage the development of agricultural, pastoral, dairying, farmyard, viticultural, horticultural, mineral and industrial resources of the six Australian states. Exhibits of purebred livestock are valued at up to \$5,500,000 and the displays of 500 manufacturers and business firms at around \$9,000,000.

## Palisades

Continued from page 160

and other units and a neat miniature circus tent and wagon.

The park on Easter Sunday (17) ended its best opening weekend in Rosenthal's 25 years of association. By mid-afternoon parking space was gone and traffic was choked thruout the area. Midways were literally mobbed with patrons. Weather, fortunately, was sunny and warm.

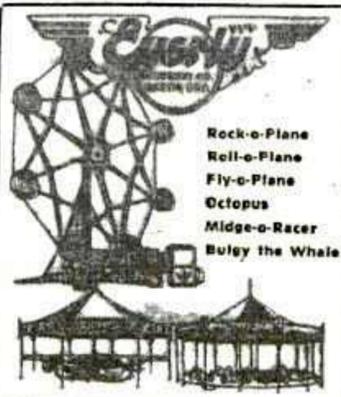
Majority of the concession games are the stop-and-go arrows, button-operated by patrons.

The park is continuing its program of aerial acts booked thru Al Dobritch of New York, plus free dancing, disk jockey shows and name artist appearances. Tie-in with National Comics offers full-page Superman ads carrying park admission coupons. The match book promotion is extended to where 37,500,000 imprinted books are being distributed at a cost of \$157,500. Inside the folders are park entry imprints, and a percentage of them have free ride offers. Radio and TV are being utilized in large measure again this year.

## BIRTHS

**KASTL—**  
A son, Joseph Richard, April 13 in Southwest Memorial Hospital, Cortez, Colo., to Mr. and Mrs. E. J. Kastl, of the Greater Kastl Shows.

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MAKE MORE MONEY**



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**Largest Manufacturer of Tents in the East**  
Powers Tents are made from best quality 12.63 oz. Vivatex treated army duck reinforced at all points of strain. All corners are reinforced with leather. Shipment within 5 days after receipt of order.  
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CASH WITH ORDER PRICES --- **100M \$16.00 - ADDITIONAL 100M'S SAME ORDER, \$3.00**  
Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.  
**STOCK ROLL TICKETS**  
1 ROLL ..... \$1.75  
EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL  
**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS  
Tickets Subject to Fed. Tax. Must Show Name of Place, Establishment, Price, Tax and Total. Must be Consecutively Numbered from 1 up to 100,000 per Roll Number.

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1 Pinto Fire Engine Ride, in good condition . . . \$ 800  
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Can be seen at Nunley's Carousel, Sunrise Highway, Baldwin, Long Island, N. Y.

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1 Roll ..... \$ 1.50  
5 Rolls ..... 7.50  
10 Rolls ..... 12.50  
25 Rolls ..... 31.25  
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of every description  
Wheel tickets carried in Stock for immediate shipment.  
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OF MY  
DEAR HUSBAND  
"SPARKY"  
Who Passed Away  
April 30, 1952  
EVIE BELEW**

**We Wish To Express  
our sincere, heartfelt thanks**  
For the many beautiful floral offerings, charitable donations, telegrams, telephone calls, cards and letters, and other indications of sympathy during the recent loss of our beloved wife and mother  
**ANNA ELIZABETH GOODING**  
Floyd E. and Joyce Ann Gooding

## CARNIVAL CONFAB

**H**AROLD NEVINS and Al Lefleur had their L. & N. Amusements going in East Meadow, N. Y., last week. With it were George Regan, Mitty Aquilino and some of the former Tamargo concessionaires. . . . Natie Cutler's set to tour with Marks this summer. . . . Mark and Lil Reilly will hopscotch at fairs with their popcorn, floss and snowballs. Until then they're staked out at Rolling Green Park, Sunbury, Pa. They'll also make the Philly circus date. . . . Tommy Carson was given several pints of blood in North Shores Hospital, Miami. . . . Catherine and Von Richardson getting a new Yellowstone trailer. For the last four years they've left Miami with a new one, then sold it upon their return.

**Road check item: Watch your length going up 301 thru Georgia.** It cost Mike Thomas of Miami 50 bucks near Jessup, altho his truck and trailer were less than six inches over length. Mike's assistant to Jimmy Sullivan on the World's Finest Shows of Canada. . . . Joe Mooney, Girl Show operator on the Johnny Denton No. 2 unit, pined for Florida, running into shivering weather in Harriman, Tenn. Moaning didn't make it any warmer. . . . Joe and Mollie Straus back in Miami after visiting relatives in New York. They'll be with the Weiss concession department on Royal American. Joe's uncle is back in the hospital in Miami with heart trouble. . . . George Gordon will work his way west and join Olson Shows at the Anderson (Ind.) Fair with his concessions.

Harry Flanagan heads the new carnival group, New Jersey Ride Owners' Association, formed to seek relief from the State's concession games law. Morris Vivona and Angelo Longo are other officers. . . . Dom Vivona made a quick Florida trip, visiting Charley Lenz in St. Petersburg about his insurance and inspecting three tractor-trailer units in Gibsonton bought by Johnny Vivona. . . . Glen Porter, back-end show operator, had a busy weekend. Attended the hit-the-road barbecue at C. C. Groscurth's Tampa home Sunday (10) with Mrs. Porter, then drove all night with a replacement house trailer for James M. Cole, arriving in Augusta, Ga., at 9 a.m. Cole, former circus owner, who is office manager for Hagen Bros.' Circus, had his trailer destroyed Sunday in a road accident. Alton Pierson's got his Scrambler at Palisades (N. J.) Park for this season. *Irwin Kirby*

★ ★ ★

**Marie LeDoux, secretary-treasurer** of the Northwest Showman's Club in Seattle reports that the organization's first party on April 11 was a good one with over 200 members and 42 guests on hand for the festivities. Dinner was served and members from Bellingham brought in a 25-pound cake with a Merry-Go-Round on top for dessert. Andy Andersen did the emcee chores and among other things, thanked the ladies who had decorated the hall with 40 dozen daffodils. After supper and announcements, dancing held forth until late. Out-of-State members who attended for the first time included Mr. and Mrs. John Snobar, Mr. and Mrs. Vic Davis, Mr. and Mrs. Howard Hoss, Mr. and Mrs. Peterson and William DeCandido. Next party will be the October 10 homecoming, Marie announced.

**H. V. (Vic) Williams, longtime popcorn and hamburger concessionaire** at the Independence County Fair, Batesville, Ark., and dozens of other fairs and celebrations in that area, was recently the subject of a feature story in the St. Louis Post-Dispatch. Williams, who has also been a school teacher and restaurant op during his 74 years, says he has made and served well over a million hamburgers. Top business, he recalls was when he sold more than 2,300 during a 20-hour period at the fair here before World War II. Another time, at the White River Water Carnival, also in Batesville, he dealt out 1,800 of the sandwiches in 14 hours. Prices have changed over the years. Before the late war, they sold for as low as a nickel—now they're a quarter. Despite his busy career over the years, Williams had time to raise a family and he and Mrs. Williams had six children. . . . Al Rossman was back in Chicago last week to prep for the season. *Charlie Byrnes*

★ ★ ★

**FLASHBACKS: 15 Years Ago—Important question** among show owners, with the war in Europe nearing its end, was whether to remain open or closed on VE Day. Most said they'd comply with desires of local authorities, many of whom were concerned over the intensity of the upcoming celebrations. . . . Royal American Shows tossed off its wraps at Evansville, Ind. . . . Lon Ramsdell joined O. C. Buck Shows as press agent and legal adjuster. . . . Staff of Cetlin & Wilson Shows had Jack Wilson, manager; Issy Cetlin, assistant manager; R. C. McCarter, general agent; Bill Hartzman, treasurer; Whitey Walker, secretary; William Cowen, business manager; William Hicks, lot super; Eddie K. Johnson, special agent; Whitey Hewitt, general super; Frank Utter, chief electrician; Neal Hunter, trainmaster, and Eugene Hughes, press agent.

## GARMAN OPENS 31ST SEASON AT SHOW'S W.Q.

**EXCELSIOR SPRINGS, Mo.**—Ken Garman took the wraps off his Sunset Amusement Company here Thursday (21), marking the 31st season for the show. As usual the opening didn't go unnoticed in this resort town that has served as winter base for the Garman operation for that many years.

The Daily Standard not only devoted much editorial space to the show, but sold two pages plus of advertising to herald the annual event.

The opening stand was again under auspices of the Clyde Gustine Post of the American Legion. Snow was cleared from the lot for the first time in the 31 years the show has bowed here, but everything was up and sparkled for the bow.

In addition to the usual strong complement of rides, a Side Show and a Funhouse, Garman has three other back-end units on tap. Included were Chuck Renton's Lion-Faced Woman, Lou Holland's Hollywood Revue and Alfred Lennox with a dragon show.

The stand was scheduled to last thru April 30 when the show hits the road.

## Royal West Switches Bow

**SANTA PAULA, Calif.**—Royal West Shows, the new venture of Harley Larsen, shifted its initial route and opened here instead of Idyllwild as previously announced. Switch was made because of construction work on a grade leading into the mountain resort.

While here, the show added four

## Blue Grass Shows Being Flashed Up

Will Carry Own Kiddieland on Tour; Groscurth Takes Over Gen'l Agent Job

**TAMPA**—By the time Blue Grass Shows opens its regular summer tour, all rides, shows and equipment will have been completely rejuvenated. That's the word from C. C. (Specks) Groscurth, owner-manager, who has also added the show's general agent chores to his line of duties.

Groscurth was here last week at his Tampa home and reported that activities at the show's Largo, Fla., base were swinging into high gear. After the work is completed the show will move to its show-owned home base in Owensboro, Ky., in early May and open its season there on June 9 at the "Specks Groscurth Homcoming."

All rides and rolling stock are getting new paint jobs, matching the factory colors in almost all instances. New to the line-up this year will be a Paratrooper. For the first time the show will tour its own kiddie rides, a complete set having been purchased this winter by Groscurth. A Scrambler was added in '59.

### Adds Trailer

Also new this year will be an entertainment trailer that will be fitted with upholstered seating and a refreshment bar for the relaxation of committees. A new semi-trailer is being built for the Downey

light towers carried by the show and a new 200-kw. diesel light plant has been purchased from Lewis Diesel. The older light plant has been completely overhauled and the two together give the show an output of 500 kw.'s.

Under construction at Sarasota, Fla., is a new front entrance for the show. It will be made of aluminum tubing and will be lighted with fluorescents, Groscurth disclosed.

Before leaving Florida for their home town of Owensboro, Specks and Mrs. Groscurth will host delegates to the Florida Federation of Fairs convention in Gainesville on May 15 at a buffet.

The Blue Grass owner also disclosed that while he is now handling the general agent position, he will name a special agent in the near future. He also announced that he had signed to provide the midway attractions at the Keokuk, Ia., July 4 celebration to be held on the streets of that city.

### NEW LIGHTS

## Rose City Rides, Gear Set to Go

**CAPE GIRARDEAU, Mo.**—With the exception of a few finishing touches, Rose City Rides are ready to open the season at Lutesville, Mo., L. M. Schrader, manager, reported here in winter quarters.

Lutesville is the only still date on the route, he pointed out. Three Missouri centennials have been set

(Continued on page 174)

**Want for Meridian, Miss., Centennial on the Streets Downtown, May 8-14**

**CONCESSIONS:** Hanky Panks of all kinds, Pitches, Photos, Jewelry, Prize-Every-Time Concessions, Straight Sales and others.

**RIDES:** Want to book Dark Ride.

**SHOWS:** Place family-type Shows of all kinds. No Girl Shows.

**HELP:** Can always use capable, sober Ride Help with chauffeurs licenses.

Contact **ED DAVIS** or **JERRY VINSON**, Buckwalter Stadium. Phone: 3-4009, Meridian, Miss.

**FOLLOW THE WOLFE ARROW**

**THE SHOW THAT GETS UP ON SUNDAY**

### FOUNTAIN INN, S. C., THIS WEEK

Followed by Spartanburg, Downtown Location; Kings Mountain and Shelby, N. C.; then Martinsville, Va.

Will book couple Kiddie Rides, committee money only till July 4th. Family-Type Shows of any kind, Ape Show, Same proposition as Kid Rides, any Hanky Pank, Photos, High Striker, Fish or Duck Ponds, any Ball Games, Cork Gallery, 6 Cats, Buckets, Camps, Blower, Glass Pitch, Hooplas, Penny Pitch.

Good spring route. Best 4th July date in the South, Belhaven, N. C.

10 Fairs starting Tasley, Va., in August, closing in Georgia, late November.

P.S.: Correcting rumors—This is the same WOLFE SHOW as in the past. No leases, no partners.

**BEN WOLFE, Owner**                      **BUCK DENBY, Bus. Mgr.**

**ERNIE SYLVESTER**

# Coleman Premieres On Home Town Lot

MIDDLETOWN, Conn.—Coleman Bros. Shows opened its season on the home lot here last Thursday (21). Trucks were painted red as usual, a new marquee entrance top was sported. It is green with red trim.

Paul Smith, veteran of many years with Coleman, is returning after an absence of several seasons, bringing with him his Rock-o-Wheel and bear pitch. Another veteran is Dave Altman, Merry-Go-Round specialist, who is starting his 42d year on the show.

The old concession hands were in quarters early, fixing up for the debut: Rocky Dell, Bam Storey, Eddie Horwitz, Eddie Kubek, Tim Coleman, Tommy Woods, Butch Rossito and the Jones bingo crew, presided over this year by Howard Drayer.

### Arcade Smashed, 1 Dies

Paul Miller will have his Arcade as well as the Dodgem with Coleman, prior to joining the King Reid Shows, due to an accident which destroyed Dutch Alhausen's Arcade on Friday (15). Driver Norwich Johnny was killed and the tractor-trailer with its contents consumed by flames after being sandwiched in a three-truck crash at Bamberg, S. C. Alhausen will rebuild and join Coleman later.

Early visits were paid by Clem Schmitz in company with Al McKee, and by Ben Hoff and Bernie Renn, servicing their merchandise clients. The Coleman route sends

the show into Willimantic next week, then Norwich, New London and New Britain, for Memorial Day.

Rodney (Speedy) White has the Motordrome repainted. Coleman intends to insert a Go-Kart for wall riding as a novelty this year. Out at Ocean Beach, New London, the Coleman rides had a fine Easter Sunday despite coolness and cloudiness. Crowds were ample and the gross was up roughly 25 per cent over last year's.

## Business OK For Buck in Poughkeepsie

POUGHKEEPSIE, N. Y.—Opening business for the O. C. Buck Shows was encouraging here last week, on the basis of spending over Tuesday and Wednesday (19-20). Owner Buck had 19 rides in the air and more than 40 concessions laid out.

First night was cool, but spending was better than last year. Second day had a very satisfactory matinee.

In addition to the rides, equipment fielded included two Girl Shows, Monkey Show, Motordrome, Side Show, Snake Show. Motordrome has been augmented with a lion this year. The show's funhouse is being rebuilt and will be in action soon.

Bernie Therit framed a new cookhouse over the winter and had it operating here. Danny Dell's crew had his group game tent in operation, working 5-in-line. Dell's arrival was delayed when his new house trailer overturned while exiting Florida, it is reported.

Mrs. Elizabeth Murphy is presiding over the office, and Jimmy Quinn is holding forth as business manager. Fathead Williams is due in to take over the Minstrel Show.

## Meridian, Miss., Centennial Pacts World

MERIDIAN, Miss.—World of Pleasure Shows has signed to furnish all midway attractions at the Centennial to be held here May 8-14 on the streets in the downtown area.

In addition to the midway there will be a queen contest with 69 contestants sponsored by local civic organizations. In addition there will be parades, free acts, pageants and other entertainment.

Bud Davis, who signed the contracts for the World Pleasure Shows, was informed by Lloyd Royal, President of Panorama Pictures, that they anticipated taking shots of the midway for a forthcoming picture with a carnival background.

This is the show's opening spot of the season and it then moves to Michigan to start its route of 15 fairs and celebrations, in Michigan, Indiana, Illinois, Tennessee, Alabama and Mississippi.

Show took delivery of a new Helicopter ride and a 3-abreast Allan Herschell Merry-Go-Round. Personnel remains practically the same as last year.

# SAN BERNARDINO, CALIFORNIA 45th NATIONAL ORANGE SHOW

FIRST MAJOR FAIR IN CALIFORNIA

Get Your Spring Bank Roll Here. April 28 to May 8 inclusive. All Paved Midway. Uptown Location—300,000 Attendance. Now Booking Shows and Concessions. CONCESSIONS AND SHOWS: Can join here for a long season in California. No rain, no mud, no blowdowns.

ROY SHEPHERD WANTS: Kiddieland Foremen, Foremen for Lusse Scooter, Merry-Go-Round, Scrambler and Flying Coaster; Tilt, Wheel and Octopus Foremen; Ticket Sellers, Truck and Semi Drivers—must have Class A chauffeur's license. We can help you obtain license if you are a capable driver.

HELP WANTED: Crafts wants 20 experienced Ride Men to set up rides at National Orange Show, San Bernardino, starting April 20, or report to Winter Quarters.

WRITE, WIRE OR PHONE

CRAFTS 20 BIG SHOWS, INC., WINTER QUARTERS

7283 Bellaire Ave., North Hollywood, Calif.

Phone: POplar 5-0909 or POplar 5-0320

# IMPERIAL SHOWS

WANT

WANT

Opening May 19-21, Fairbury, Ill.; Alton, Ill., May 21-June 4, to be followed by our strong route of Celebrations and Fairs for balance of season.

CONCESSIONS: Long Range Gallery (must be flashy) and Basket Ball.

CONCESSION HELP: Wanted Bingo Countermen and Hanky Pank agents for all office-owned games. Concession help contact HARRY ROSS, Box 1270, Knoxville, Tenn.

SAM MARTIN WANTS COOKHOUSE AND GRAB HELP.

RIDES: No still dates, low percentage, Paratrooper, Dark Ride and Roundup.

RIDE HELP: Foremen and second men for Tilt-a-Whirl, Octopus, Ferris Wheel, Coaster and Kid Rides. (Ricky Darnell and Los, contact immediately.) Others come on. All must stay sober and have licenses to drive. Top salaries with bonus and good working conditions. (16 late rides.)

Electrician wanted. Good proposition to one who can handle large show. Contact at once.

SHOWS: Mechanical City, Monkey (Rex Barnes contact), Snake (must be well-framed, no geeks, etc.) Motordrome (Skinny, contact.) Other clean family-type Shows not conflicting. All contact IMPERIAL SHOWS, Fairbury, Ill.

JOHN GALLAGAN, Owner-Mgr.

WM. (BILL) GULLETTE, Asst. Mgr.

## Ruback, Parker To Operate at San Antonio

SAN ANTONIO—Two carnival ops will operate rides and carnival activities during Fiesta week here.

Jack Ruback, sole carnival operator in recent years, has been threatening to operate here despite the Fiesta commission contract that went to a high bid by Bob K. Parker.

It was decided at a meeting that Ruback will operate, but will pay 15 per cent of his gross income to the commission.

Ruback will be on two parking lots in the carnival area while Parker will occupy the remainder of the area.

## SLA Skeds Final Meet

CHICAGO — The Showmen's League of America will hold its final meeting of the spring season, Thursday, April 28, Hank Shelby, secretary, announced. Meetings will again be resumed in the fall, he added.

### WANTED

Carnival with Rides and Concessions to play Annual Lions Club Carnival, July 4 through 9. Contact

M. W. FORRESTER  
Baxter Springs, Kansas

### FOR SALE

Trailer, fully equipped for popcorn, floss and sno cone. Opens 3 slides, neatly framed, fluorescent lights, ice box, gas-fired popper. First \$750 takes it. Also have Dodge Tractor, good tires, saddle tanks, fully equipped, \$250, or will trade one or both on any Carnival Equipment I can use. Contact JOHN HANSEN, A-1 Amusement, Office Phone: Caruthersville, Mo., 9644.

# WANT RIDES • SHOWS CONCESSIONS ACTS AND ATTRACTIONS MUST BE TOP CALIBER FOR

## LARGE, NEW THEME-AMUSEMENT PARK

Opening this summer in the southeastern part of the country. Ideally located.

All replies to

H. R. MITCHELL & CO.

Hartselle, Alabama  
Phone: SPruce 3-9337

OR

Decatur, Alabama  
Phone: ELgin 3-0615

WRITE WIRE PHONE

### HELP WANTED

Waiters, Dinner Cook, Griddle Man for Cookhouse also Foreman for No. 5 Wheel, Scenic Artist and Painter to join on wire. Replies to

GOLD MEDAL SHOWS

H. B. ROSEN  
Sheffield, Ala.

### WANTED—AGENTS—WANTED

Swinger, Short and Long Range, Buckets, Picture Frames, Bear Block and Milk Bottles, P.C. Dealer for Cigarette Block. (Wally Townsend, get in touch.) One good Up and Down Man. All Agents who worked for me last year get in touch or come on in. Opening Meridian, Miss., Centennial, May 7. (Bill and Frank Bell, Monty, Bill Loshin, call.)

LOUIS A. BELL

c/o World of Pleasure Shows  
Box 229-B, Rt. 3, Meridian, Miss.  
(Phone: 2-4009)

## ROSS MANNING SHOWS

Bernie Feldman, Conc. Mgr.

Washington, D. C. (Coral Hills, Md.), lot at 52nd Ave., Dearborn Pike, week May 2-7.

CONCESSIONS: Want Hankies of all kinds, Glass or Bear Pitch. Want Ball Game Agent. Can place Pitch-Till-You-Win, Cork Gallery, Long Range (Eddie Mohr) and Custard.

WANT COUNTERMEN FOR MAC'S BINGO.

SHOWS: Le-Ola can place Working Acts for Side Show. Also Talker for Grind Show. Girls wanted for office-owned Girl Show. BERNIE FELDMAN WANTS MAN TO TAKE COMPLETE CHARGE TO UP AND DOWN CONCESSIONS. Also drive semi. Kelly, answer. Want Agents for Long Range Picture Frame. Write or wire

ROSS MANNING, Quantico, Va.

## DIXIE AMUSEMENTS

WANT

WANT

WANT

RIDES: Will book, buy or lease Octopus for entire season.

CONCESSIONS: One of a kind only. Short Range, Photos, Cork Gallery, One Ball, Targets, Glass Pitch, Bear Pitch, Fish Pond, Hoop-La, Strings, Scales and Age, High Striker. ABSOLUTELY NO FLATS, ALIBIES OR GYPSIES.

HELP: Want Help on all Rides, Wheel Foreman, Second Men on Merry-Go-Round, Mix-Up and Kid Rides. Must be sober, reliable and have valid driver's licenses. First Celebration Starts May 18.

Contact CLIFFORD DAVIS, MGR., Jay, Okla., April 25-30; then per route.

### AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1960 DATE BOOK

CENTRAL Show Printing Co., Inc.  
MASON CITY, IOWA



A NEW SERVICE

# 'TALENT-MART'

See page 168



## SKERBECK AMUSEMENT CO.

(GREAT NORTHERN SHOWS)

**RIDES**—Can place Roll-o-Plane or Helicopter.

**CONCESSIONS**—Legitimate Concessions—Will not overload midway. Agents who can up and down and work right.

**RIDE MEN**—Must have chauffeur's license and be reliable. Assistant Electrician.

**FOR SALE**—Double decker Fun House, upper and lower blower, etc., very flashy. Reason for selling, four years over same route. Priced right, bring tractor and drive away.

**OPENING DATE**—May 10, Escanaba, Michigan—strong auspices. Few still spots to follow and then all celebrations and fairs until closing.

(No collect wires or phone calls)

Contact: EUGENE or PAULINE SKERBECK, Box 218, Escanaba, Michigan.

## ROYAL WEST SHOWS CONCESSIONS WANTED

Glass Pitch, 6-Cat, Short & Long Range, Duck or Fish Pond, Cork Gallery, Photo, Hoopla, Pitch-Till-You-Win, or any other non-conflicting Merchandise Concession. Merchandise wheels open, good proposition to right party. All Concessions booked at sensible privileges.

Bernie Goldstein Wants General Hanky-Pank Concession Help

Lompoc, Calif., April 25-May 1; Millbrae, Calif., May 3-8, Campbell, Calif., May 10-15. Replies as Per Route or 1055 Mission Street, San Francisco, Calif. Phone: KLondike 2-1225.

## CAN PLACE CAN PLACE For DOWNTOWN MURFREESBORO, TENN.

Followed by Clarksville, Tenn.; Hopkinsville, Ky.; then Bowling Green, Ky., on the streets

**CONCESSIONS:** Sell Ex on Diggers, Mug Joint, French Fries, Hi Striker and Ice Cream. Good opening for Scales and all Stock Concessions. Ernest Kaapuni, contact.

**SHOWS:** Any family-type Show or worthwhile attraction. **SIDE SHOW ACTS** wanted. What have you? **RIDES:** Will book or buy Rock-O-Plane for cash. Need Foremen for Wheel, Roll-O-Plane and Chairplane. Good pay, good treatment, long season.

Wire Johnny Denton, Sheffield, Ala., Apr. 25 to 30

## MARKS SHOWS

Opening Portsmouth, Va., Friday, May 6  
(2 weekends)

Want Foremen for Wheels, Merry-Go-Round, new Tilt and Scooter. Salary no object if you qualify Can place Second Men on all Rides. Experienced Man to handle searchlights and towers. **SHOWS:** Any worth-while Family Type Show. Want Man to handle Funhouse. **CONCESSIONS:** Legitimate Concessions of all kinds except eats and drinks. Address all replies to

JOHN H. MARKS

Prince Charles Hotel, Fayetteville, N. C., all this week, then MARKS SHOWS, Portsmouth, Va.

## CAPITAL CITY SHOWS

Want for Dalton, Ga., Legion Spring Fair. 2 Big Kid Days, starting April 28 thru Saturday, May 7. All mills working full time. Followed by Big Tennessee Strawberry Festival.

**CONCESSIONS:** Age and Weight, Long and Short Range, Jewelry, Ball Games, Center Pitches, Hanky Panks of all kinds. V. L. Collier wants Alibi Agents, also Buckets, Six Cats and Swinger Agents. Ted Lewis, contact. Can also use Percentage Agents. **SHOWS:** Side Show, Big Snake, Motordrome (Skinny Stephens, contact). Want Manager for two Girl Shows. Must have P.A. sets and wardrobe. Stella Show that closed with me last fall, contact.

**HELP:** Second Men on all Rides who drive semis, also Man who knows GE Searchlights. Can always use good men. Salary every week, plus bonus. Want to buy for cash, 18x36 Bingo. Whitey Caler, contact me. All replies to  
J. L. KEEF, LEGION FAIRGROUNDS, DALTON, GA.

## BUCKEYE STATE SHOWS

Open Nelsonville, Ohio, Firemen's Celebration,  
May 2-9

Want Shows. Want Concessions: Hankies and Straight Sales of all kinds, also Man and Wife for office-owned Popcorn, Floss and Snow. **RIDE HELP:** Want Foremen for Wheel, Chairplane, Loop-o-Plane and Kid Rides, also Second Men for all Rides. Red Hill, Porter and Ponce, come on. Want Ride Superintendent.

TIM NOLAN

MOXHALA PARK, SOUTH ZANESVILLE, OHIO

## Monarch EXPOSITION SHOWS

OPENING SIKESTON, MO., MAY 2—THEN BELLEVILLE, ILL.

**CONCESSIONS:** Can place a few more Hanky Panks, also Pitches and Stock Concessions. **HELP:** Want Help for Dodgem, Octopus, Rock-O-Plane and Kid Rides.

H. E. REID, Owner-Mgr. GEO. GLOYD, Asst. Mgr.  
Winter Quarters, Blytheville, Ark. (Phone: Poptar 3-7462)

## W. G. Wade First Unit Bows April 28

DETROIT—The W. G. Wade Shows will toss off its wraps Thursday (28), when one of its units opens for the season at suburban Livonia where it will operate at the Rotary club-sponsored Livonia Annual Builders' Show at Wolverine Raceway.

This unit will play shopping centers and celebrations with rides only until June 21, when concessions will be added and remain on thru the balance of the season.

Another Wade unit will open May 16, playing shopping centers with rides until July 1, when it will open at the July 4 celebration at Mount Pleasant, Mich. Concessions added beginning with that engagement will be carried until the season's wind-up.

M. G. Stokes has been added to the executive staff. Stokes will handle the office for one of the units.

Early delivery is expected on a new Paratrooper and a new Scrambler.

Winter quarters at Mason City, Mich., have been in action for several weeks, with a crew of about 15 on hand.

Another new office trailer, now under construction, is slated for completion by June 15.

## Halls Open Shop Mart Show in Ga.

MACON, Ga.—Hall Bros. Circustown of Sarasota, a shopping center show, made its debut here Tuesday (12) at Shurlington Plaza Shopping Center, first show of this type to play in Macon.

Organized in Sarasota, this was the first road date and was termed highly successful. A repeat may be played in another shopping area here after the show fills a previously contracted date in Huntsville, Ala.

Included are an elephant ride, a pony ride with six ponies, six cages of animals, four concession stands and a sway pole act, featuring David Seidel.

Lorin D. Hall Jr., is manager and L. D. (Doc) Hall is general agent. Scott H. Hall and Robert S. Hall are also part owners.

## Tampa Auxiliary Awards Trophies To Top Bowlers

TAMPA—The Ladies' Auxiliary of the Greater Tampa Showmen's Association awarded its bowling league trophies at the final regular meeting which had President Egle Sedlmayr in the chair.

Mary Cain's Sidecars won first place, followed in order by La Lie Shulman's Stingers and Francine Jones' Manhattans. Individual trophies were awarded Mary Cain, Frances Scott, Marie Waver and Jackie Manzata.

A thank-you letter was read from the Cancer Society. Flo Verner distributed material for her summer fund-raising campaign.

Sick list included Monica Bares, St. Joseph's Hospital, Tampa; Elsie Williamson, Southwest T.B. Sanitarium.

An auxiliary, known as the Skipperettes, has been formed to the men's club boat organization.

Regular meetings will resume on November 16.

## Show Builder

Want Show Builder who has had experience to work on horses and other parts of Merry-Go-Round. 3 MGR's and other Rides to work on. WANT TO PURCHASE USED MGR HORSES IN GOOD CONDITION. CONTACT

BEAM'S ATTRACTIONS  
BOX 367, WINDBER, PA.  
TELE.: 784 J—evenings only.

### WANTED

#### RELIABLE CONCESSIONAIRES

To take possession immediately Buildings on Boardwalk for legitimate Games, Fish Pond, Pitch-Till-You-Win, Roll Downs, Spot the Spot, Ball Games or any other legitimate Grind Concessions to work for stock. Can use Coupons. We have best locations available. Millions of people to show to. Flat rental or percentage.

FUNLAND, INC.

603 Lafayette Blvd. Long Beach, N. Y.  
Tel. after 6 p.m. GE 1-4773

### Agents--WANT--Agents

for Hanky Panks, Buckets, Picture Frame and Six Cats. Larry Nash, Mickey Masters, Curley, Herb and Slick, come on in. Contact

JIMMY ACKLEY

Mound City Shows, East Alton, Ill.,  
April 28 to May 8.

### HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.  
Open all year round

Wants Freaks and Novelty Acts. State salary and particulars in first letter.

### FERRIS WHEEL FOREMAN

Wanted

\$70.00 per week, plus bonus.

M. D. AMUSEMENT CO.  
302 E. Diamond Ave. Hazleton, Pa.

### HOLIDAY AMUSEMENT CO.

Now Playing

**CONCESSIONS:** One Ball, Balloon Darts, Buckets. Wish to book these three as unit. Also want Photo, Short Range and others not conflicting.

**RIDE MEN:** Can use Wheel Foreman.  
FIELDING GRAHAM  
7415 State Line Kansas City, Mo.

### GOLD BOND SHOWS

Contracting Now for 1960

Want Rides, Shows and Concessions. Also Ride Help. Address:

P. O. Box 229, Mt. Sterling, Ill.  
Winter Quarters—Fairgrounds

### CALL

SYCAMORE, OHIO, 7-5552

for  
BABY DUCKLINGS  
BARE'S HATCHERY

### ATTENTION, SIDE SHOW OPERATORS!

## O. C. BUCK SHOWS WANT

Due to illness of Side Show operator contracted for season, have opening for Side Show Operation, have complete outfit, new banners. Show well framed. Want Operator with acts and feature.

Phone O. C. BUCK, Troy, N. Y., Ashley 2-4581

### DODGEM AND JR. HOT ROD FOREMEN WANTED

Dodgem built by King on two trucks. These are my own personal rides. Good treatment and top salary, with percentage, to right men. Bill Anderson, answer. Can also use Chef for Cookhouse. Clarence Lunsford, answer. All wires to

HARRY (BUSTER) WESTBROOK

Penn Premier Shows, Lynchburg, Virginia.  
Phone person to person: VI 7-4708, Madison Heights, Virginia.

## W.G. WADE SHOWS

### --- CAN PLACE ---

Ride Help of all kinds, Foremen for Paratrooper, Merry-Go-Round, Wheel, Tilt and Roll-o-Plane also Second Men for all rides. Prefer semi drivers (Harold Cunningham, contact). Apply in person.

### W. G. WADE SHOWS

April 28 thru May 1,

Livonia Builders Show,

Wolverine Raceway,

Middle Belt & Schoolcraft

Roads, Livonia, Mich.

--- or ---

Phone, Wire or Write

18110 Melrose,

Southfield, Michigan

Phone: Elgin 6-3566

P. S.

### NOW CONTRACTING

SHOWS-RIDES

and

CONCESSIONS

for the season, starting the last part of June for the balance of season over a strong route of fairs and celebrations.

### RELIABLE OPERATORS

INQUIRIES INVITED

## ALAMO EXPOSITION SHOWS

WANT

Hanky Panks of all kinds. Capable Wheel Foreman. Second Men who drive. Also Merry-Go-Round Foreman.

All wire:

JACK RUBACK, Mgr.

Del Rio, Texas, this week; Kermit, Texas, following.

### THOMAS JOYLAND SHOWS

Want Billposter to join at once. Must have own transportation. Address Madison, West Va., this week.

### WANTED RIDE FOREMEN

Year-round work, winter in South America. Want Foremen for new Allan Herschell Merry-Go-Round and new Allan Herschell Helicopter. Also Foremen for 1960 Paratrooper and Kiddie Rides. Must be sober and dependable, semi drivers. Also want Second Men who drive.

INGALLS AMUSEMENT CO.  
Box 133 Coldwater, Mich.  
Phone: BRoadway 8-2465

### EDDIE'S EXPO. SHOWS

Opening McDonald, Pa.  
April 29 to May 7

WANT Palmistry, Photos, Scales or Age. Lew Weinstien wants Bingo Help and P. C. dealers. Answers to McDonald, Pa.

### DAVIDSON UNITED SHOWS

OPENING MAY 11-15  
Downtown East Des Moines location. Day and night action.  
Want Shows of all kinds. Some P. C. open with Hanky Panks. Don Vegt needs Agents for Skillo, Razle, Buckets, Six Cats, etc. Solid route. No still dates. Want Foreman for Jenny. No drinking. Must drive. Good wages and treatment. No expenses Contact.  
E. DAVIDSON, Owner-Manager, or DON VOGT, Concession Manager  
Phone: AM 4-5821 Des Moines, Iowa  
No collect calls accepted.

### WANT FOR SOUTHERN STATES SHOWS TO JOIN AT ONCE RIDE MEN

Those who know how to drive trucks given preference. Also want Concession Operators. Will be on beach at Panama City, Fla., all summer. No tear downs.

### MIDWAY OF MIRTH SHOWS

Wants Hanky Pank Concessions, especially Short Range. Place Ride Help for Spiffire and Tilt-a-Whirl. Must drive and be sober. Come in or join on wire.  
Address: Poplar Bluff, Mo., this week; Vandalia, Ill., next.

### CARNIVAL WANTED

FOR FLORENCE, KANSAS SEPTEMBER 5  
For Annual Labor Day Celebration. Contact JESS ROSIERE  
Chamber of Commerce, Florence, Kans.

### WANTED

Rock-o-Plane Foreman and Second Man. Will train right man.  
E. L. SMITH  
Fairgrounds, Blytheville, Ark.  
(Phone: Poplar 3-7462)

### MILO ANTHONY

WANTS FOR ONE OF THE FINEST ILLUSION SHOWS IN AMERICA.  
Girls to work Illusion and Bally. Magician, one that is capable of working Illusion Show. Also Ticket Sellers, Talkers and Working Men. Want good, reliable Canvasman. All must be reliable people. Contact MILO ANTHONY, c/o Billboard Pub. Co., 390 Arcade Bldg., St. Louis 1, Mo.

## King Opens Second Tour

Continued from page 166

performer, Remo Loyal, son of Justino, scored a spectacular success. His wire artistry, with backward and forward somersaults, won tremendous applause. Remo is to remain on the show for two weeks Easter vacation and then returns to school, but is to be back on the show in June as a regular feature. Aldo Cristiani presents his troupe of 10 doberman pinschers in a series of fast-moving stunts. The voltege number was another strong crowd pleaser. Three horses are used and their riders include Justino Loyal, Cosetto Cristiani, Pepo and Oreste Canestrelli and Italo Fornasari.

Old favorites retained include the Cristiani Troupe teeterboard act, with Chita, Cosetta, Remo, Benny and Tripoli Cristiani; the leaps with Benny, Remo, Tripoli, Oreste and Italo, and a swinging ladder display. A large elephant

### Carnival Routes

Continued from page 167

United Expo.: Memphis, Tenn. Victory Rides: Wichita Falls, Tex. Virginia Greater: \*William C. Murray; Suffolk, Va.; Crisfield, Md., May 2-7. West Coast: San Jose, Calif. Wolfe Ams.: \*S. R. Holt; Fountain Inn, S. C.; Spartanburg May 2-7.

### Circus Routes

Adams-Sells: Springfield, Mo., 25; Marshfield 26; Versailles 27; Sedalia 28; Jefferson City 29; Columbia 30.

Beatty-Cole: Lexington Park, Md., 25; Arlington, Va., 26; Hagerstown, Md., 27; York, Pa., 28; Allentown 29; Wilmington, Del., 30.

Carson & Barnes: McCamey, Tex., 25; Crane 26; Jal, N. M., 27; Eunice 28; Lovington 29; Denver City, Tex., 30.

Cole: \*Helen Walters; Konawa, Okla., 27.

Cristiani Bros.: \*Jimmy Daniels; Staunton, Va., 25; Harrisonburg 26; Front Royal 27; Martinsburg, W. Va., 28; Waynesboro, Pa., 29; Lancaster 30; Coatesville May 2.

Davenport, Orrin: Grand Forks, N. D., 28-May 1; Winnipeg, Man., 30-May 7.

Dobritch, Al: (Arena) St. Louis, Mo., 25-May 1; (Uline Arena) Washington, D. C., 4-8.

Hagen Bros.: \*Buck Leahy; Fayetteville, N. C., 25; Smithfield 26; Henderson 27; Oxford 28; Roxboro 29; Reidsville 30; Altavista, Va., May 2; Buena Vista 3; Charlottesville 4; Richmond 5; Ashland 6; Manassas 7.

Hamid-Morton: \*Mike Malko; Harrisburg, Pa., 25-30; Altoona May 2-7.

Hunt Bros.: \*Jim Conley; Palisades Park, N. J., 25-May 22.

Jarmes & Bailey: Sulphur, Okla., 25; Ada 26; Konawa 27; Holdenville 28; Wewoka 29; Prague 30; Davenport May 1.

King Bros.: Morganton, N. C., 25; Forrest City 26; Hendersonville 27; Clyde 28; Newport, Tenn., 29; Greenville 30; Pineville, Ky., May 2.

Mills Bros.: Amherst, O., 25; Tiffin 26; Bowling Green 27; Defiance 28; Toledo 29; Livonia, Mich., 30; Inkster May 2; Grenton 3; River Rouge 4; Walled Lake 5; Royal Oak 6; Roseville 7; Port Huron 9.

Polack Bros.: (Armory) Akron, O., 26-30; (Municipal Aud) Oklahoma City, Okla., May 4-8.

Ringling Bros. and Barnum & Bailey: (Garden) New York 25-May 15.

Wirth: (Armory) Hartford, Conn., 25-May 1; (Exposition Coliseum) West Springfield, Mass., 5-8.

is performed by Princess Fatima. Clowns are Italo, Francesco, Pepo, Danny Styron and Jack Armstrong.

Concert features Prince Chi Chi (Pierce), Chief Whitecloud and troupe, who offer sharp shooting, knife throwing, rope spinning and riding acts.

The band: A. Lee Hinckley, director, and Joe Browning, trumpets; Don Anderson, trombone; Nick Altroch, sax, and Ken Field, drums.

Staff: Remo Cristiani, president; Aldo Cristiani, vice-president; Bobby Hall, secretary-treasurer; Benny Cristiani, manager; Justino Loyal, equestrian director; Sam Warren, legal adjuster; Sam Jones, chief electrician; Oscar Grussich, chief mechanic, and the following department superintendents: Chita Cristiani, front door; Cosetta Cristiani, tickets; Leonard Green, ushers; Din Rose, transportation; Bobby Martin, props; Gaylord Maynard, menagerie, and Max Bell, cookhouse.

Charles Roark is Side Show manager and offers punch and magic acts. Carlos Leal presents fire and sword numbers. Several cages of Tony DiAno's animals are in the Side Show.

Dick McLaughlin has a snake show on the midway. Joe Smiga is superintendent of concessions, with his wife, Martha, cashier. Jimmy Kernan is in charge of snow cones; Danny Kelly, popcorn, and Steve King and Pete the Tramp, novelties.

Advance: Jack Burke, general agent; Pat Hanlon and Ed Hiler, contracting agents; Charles T. Underwood, press; J. H. (Ding) Simpson, 24-hour agent; Larry Lawrenson, car manager, with Pee Wee Deckman, Gordon Curran and Jim Styles, billers.

Last year's big top, an 80 with three 40's, was used at the opening, but the Side Show had new canvas. Show's new big top, 110 with three 40's, is ready and will be put into use in June. All center, quarter and side poles are made of aluminum.

New this year is a series of baby spotlights in various colors mounted around the three rings.

Show was painted by the firm of Cooper & Morgan of Sarasota. Tom Cooper painted a new line of metal-backed chromium side show banners.

Visitors at the opening included Mrs. Floyd King and children; Red Dinger and wife, Ann, and their children, who will not troupe this season; Hugh Hart, L. D. (Doc) Hall, Scott Hall, Paul M. Conaway, and Captain Engerer, wild animal trainer, who has wintered in Macon and leaves on May 2 to join a shopping center show in Chicago.

### Ice Shows

Holiday on Ice of 1960: (U. of T. Fieldhouse) Knoxville, Tenn., 26-30; (Municipal Aud) Austin, Tex., May 3-8.

Ice Capades, 19th Edition: (Auditorium) Austin, Tex., 26-May 1. Ice Capades, 20th Edition: (Coliseum) Denver, Colo., 26-May 1; Los Angeles, Calif., indefinite engagement.

Ice Follies of 1960: (Civic Ice Arena) Seattle, Wash., 25-May 1.

### Legitimate Shows

Look Homeward, Angel: (City Aud) Beaumont, Tex., 25; (Music Hall) Houston 26-28; (Municipal Aud) Austin 30; (Civic Aud) Lubbock 2; (Municipal Aud) Amarillo 3; (Warner) Oklahoma City, Okla., 4-5; (Memorial Aud) Dallas, Tex., 7-8. (Continued on page 174)

## SMILEY'S AMUSEMENTS

WANT FOR BASSETT, VA., MAY 2-7

CONCESSIONS: All types of Hanky Panks, Short Range Gallery, Photos and Novelties. SHOWS: Can use family-type Shows. Want Agents for office-owned joints. Can use general Ride Help who drive. All replies to Concord, N. C., April 25-30. P.S.: Chuck Simmons, French Fries, wire where I can phone you.

## POWELSON AMUSEMENTS

OPENING NO. 2 UNIT-NAVARRE, OHIO, MAY 2

CONCESSIONS: Floss and Apples, Popcorn, legitimate concessions of all types, Ball Games, Novelties, Age and Weight, Glass Pitch, Photos and Fishpond. Need First and Second Men on all rides. Want Wheel Man. Jack Barnett, contact us.

POWELSON AMUSEMENTS, INC.

P. O. Box 125, COSHOCTON, OHIO, Main 2-1727

## REED'S AMUSEMENT CO.

RIDES: Can place set of Kiddie Rides or will book any single Kid Ride. Want Octopus, Tilt or any thrill ride. Jelly, contact me Right terms. SHOWS: Opening for Snake Show. Fun House or any novelty or family-type Show. A-T Girl Show with two or more girls. CONCESSIONS: Want Bingo and Custard. All line concessions open. Some P. C. if you have Hanky Panks to go with it. HELP: RIDE HELP AND FOREMAN FOR SMALL 2-ABREAST MERRY-GO-ROUND. POP LOUIE. HEAVY MCCLAIN AND HARRY STINSON. CONTACT ME. WANT FOREMAN FOR FERRIS WHEEL. SECOND MEN ON COASTER AND MERRY-GO-ROUND. SEMI DRIVERS AND USEFUL CARNIVAL HELP. CAN PLACE UP AND DOWN BOYS. WANT SIX CAT HELP. WANT TO HEAR FROM GOOD GUNNER, MAN AND WIFE FOR CORK GALLERY AND PITCH-TILL-YOU-WIN, COUNT AND PEEK STORE AGENTS. All mail and wires to

JOHN REED, Gen. Mgr.

Tullahoma, Tenn. Phone calls to Ralph Decker, Business Mgr., at hotel.

## MORRIS HANNUM SHOWS

NANTICOKE, PA., MAY 2-7

WANT SHOWS: Side Show, Monkey and Snake. CONCESSIONS: Hanky Panks of all kinds, Center Pitches, Ball Games, Age and Weight, Novelties, Photos, Hats, Jewelry, Long and Short Range Galleries. Want Help on all rides. Prefer Drivers. All replies

MORRIS HANNUM

934 Murdoch Road, Philadelphia, Pa.

Phone Philadelphia, Chestnut Hill 7-8176 thru Wednesday, April 27, then Sterling Hotel, Wilkes-Barre, Pa.

## KING BROS.' SHOWS

Want for following Fairs and Celebrations, opening Derby, Colo., Lions Club Celebration, May 5-14; Dolores, Colo., Centennial Celebration, May 27-30; Salida, Colo., Boat Races; Pagosa Springs Fourth of July Celebration; then the following Fairs: Chadron, Nebr.; Hays Springs, Nebr.; Akron and Yuma, Colo.; then Rushville, Nebr.; Gordon, Nebr.; Ends, Colo.; Springfield, Colo.; Clayton, N. Mex.; Boise City, Okla., and more.

WANT FOREMEN FOR ELI NO. 5 WHEEL AND 32-FT. ALLAN HERSCHELL MERRY-GO-ROUND, ALSO OCTOPUS. Will book Coaster and especially need small Sitdown Grab Joint, Mug Joint or any non-conflicting Hanky Panks. All replies to

JOE L. KING

1729 Lawrence St., Denver, Colo., or phone person to person from 4 p.m. to 8 p.m. at 5UNset 1-3488. No collect, please.

## O'NEIL AMUSEMENT

2325 North Dale, St. Paul, Minn.

BILL LUCK WANTS AGENTS for Grind Stores, Pin Stores, Six-Cat, Picture Frame, Alibis and Hanky Panks. Also Up & Down Boys. TED O'NEIL WANTS RIDE HELP: Foremen and Second Men for 2 Tilts, 2 Wheels, 2 M-G-R, Paratrooper, Roll-o-Plane and Mad Mouse. Must drive semi. Want only sober and reliable Men. HIGHEST WAGES AND GOOD TREATMENT.

## WANT - - WANT - - WANT

FOREMEN FOR ROCK-O-PLANE, TWIN WHEELS, TILT, SCRAMBLER, ROLL-O-PLANE AND HELICOPTER. FOLLOWING PEOPLE ANSWER: Floyd Hillery, Jack Shannon, Charlie Hall, Ben Burrer, Eno Hautala, Alfred Mager, Earl Krizman. Winter quarters now open—show opens first week in June. All answer at once. No collect calls, please.

WM. T. COLLINS SHOWS

801 E. 78TH ST., MINNEAPOLIS, MINN.

## ALL AMERICAN SHOWS

Want for Greenwood, South Carolina, April 28-May 7, Legion Spring Festival

RIDES: Any major not conflicting. CONCESSIONS: All types of Hanky Panks. Lee Hos and Sid Royer can use Agents for Alibi and Hankies. SHOWS: Especially need Girl Show, due to disappointment. Fats Usher, call. Tex Mason needs Girls. Allie, the Geek, please call. Can use any other worth-while Show.

## MOTOR STATE SHOWS

12 RIDES—3 SHOWS

Michigan, Ohio, Indiana and late fall fairs in Alabama and Mississippi. Can place Hanky Panks, Novelties, Glass and Pottery Pitches, High Striker, etc. HELP: Foremen on Wheels, Tilt, Octopus and other Rides. Top wages. Want Second Man who drives. Want Man for Jungle Show to take same and operate. Long season. Want Scenic Painter, Letter Man and Builder. Wire or write

**J. J. FREDERICK**

2268 NEWTON, DETROIT 11, MICHIGAN



CHILLICOTHE, MO., MAY 2-7

Can place Buckets and Six Cats, each with Hanky Panks. Want Punk Rack, Milk Bottles, Basket Ball, Break the Record and Dip Ball Games, Short and Long Range open, Photos, Age and Weight, High Striker, Roman Targets, Fish or Duck Pond, Coke Ring, Bushel Baskets. Opening for Side Show, Snake, Monkey, Animal and Grind Shows. Bennie Haddad wants Cigarette Gallery and Picture Frame Agents, also Truck Driver. Address:

Excelsior Springs, Mo., until Saturday, April 30.

## GIRLS - - - GIRLS - - - GIRLS

Need six Girls immediately for Strip Shows. Must be neat, young and attractive. Sobriety essential. Experience helpful but not necessary. Wardrobe furnished. Good salary. First show opening in Indianapolis, Ind., May 9. All who worked for me previously contact. Mail address: P. O. Box 1344, New Orleans, La.

All replies to ED McKELVEY GIRL SHOWS

NOTICE! Wm. Bill Mike Smith, Cook Man, please call me immediately collect at White Hall 4-5784, New Orleans, La., between 7:00 and 11:00 a.m. to May 7; then contact me at Drago Amusements, HIWAY 67, S.W., Indianapolis, Ind.

## PHIL DANIELLO SHOWS

OPENING APRIL 30TH, RECREATION PARK, FULTON, N. Y.

Second unit opens May 10, Village Parking Lot, Baldwinsville, N. Y., with the Women of the Moose Celebration all week. Followed by FIREMEN'S FIELD DAYS, CELEBRATIONS, CONVENTIONS AND FAIRS. With the addition of FIVE NEW RIDES: The new FROLIC RIDE, TUBS-OF-FUN, SUPER JET PLANE RIDE, COMBINATION RIDE and SPACE PLANE RIDE. Continuous work from April 30 thru latter part of SEPTEMBER. Wanted: General Foreman with ride experience, also Second Man and Ride Help. Driver's license required; no drunks or chasers. Will book legitimate concessions not conflicting. Also will book Rides not conflicting. Opportunity to dependent party to manage park. A good deal for anyone interested. Contact me at above address.

## Wants—AL WALLACE—Wants

Have 13 fairs booked, some pending. Our Fourth of July Celebration is East Rainelle, W. Va. This is a 12-ride show.

Want experienced Ride Help that can drive. Will book Mitt Camp, Buckets, Pitch-Till-You-Win, Fishpond, Ball Games, Shooting Gallery and any other legitimate Concessions. SHOWS: Funhouse, Dark Ride, Snake and any other family show. RIDES: Will book Octopus, very reasonable. Willie Lewis wants Agents who are capable. Also need Digger Agent. Contact

AL WALLACE, Pineville, Ky., this week.

## WANTED

Experienced Octopus Foreman and experienced Ferris Wheel Foreman. Best of wages and treatment if you can stay sober and drive semi.

**SAM MENCHIN, LAKESHORE AMUSEMENTS**

8245 S. WENTWORTH AVE., CHICAGO, ILL.

Day Phone: STewart 3-0271; Nights: LONgbeach 1-8400.

## A-1 AMUSEMENT

Opening Friday, April 29, Caruthersville, Mo. Two Saturdays and Sundays. Can place neatly framed, medium size Cookhouse. One that caters to show people. Also can place Photo, Fishpond, Cork Gallery, Bumper, Hoopla, Milk Bottles, Age and Scales or any non-conflicting Store working for stock. HELP: Can place Foremen on Ferris Wheel, Scrambler and Roundup. Also Second Men on all Rides that drive and have driver's license. Best of wages. SHOWS: Can place Monkey Show, Big Snake or S-I. Committee money only. Contact

JOHN HANSEN, Mgr., Office Phone: Caruthersville 9644, or write care of Fairgrounds.

WANT WANT WANT

FERRIS WHEEL AND MERRY-GO-ROUND FOREMEN  
ALSO RIDE HELP OF ALL KINDS

in and around Philadelphia. Good pay. Long season. No drinking men and no collect calls. Apply

**SAM TASSELL**

5839 Walnut St., Philadelphia 39, Pa. Phone: GRanite 2-5852

WANT—AGENTS—WANT

CONCESSION AGENTS FOR SIX-CATS, TO WORK WITH JOE MARKS.

Agents for Balloon Darts, Basket Ball Bucket, Percentage, Color Game and Jewelry Spindle. General Concession Help and experienced Semi Driver. (Must have license and references.) Long season with best of treatment. All to join at once.

OPENING APRIL 28 AT WINSTED, CONN.

All replies: H. POPKIN, c/o CONTINENTAL SHOWS, WINSTED, CONN.

## EXPERIENCED MAN or COUPLE

To operate Corn, Apples and Floss. Must be able to take complete charge. Good deal. Want Agents for Ball Games and other Games. Contact

**HARRY J. KAHN**

60 PARKSIDE ST., SPRINGFIELD, MASS. Phone: REpublic 6-0237

## BEE'S OLD RELIABLE SHOWS, INC.

Want to join at once: Ride Help, Foreman for Wheel and Second Men on all rides. CONCESSIONS: Need Hanky Pank Agents, Bingo (John Schumacher, contact), Scales, Short Range and Hanky Panks of all kinds. SHOWS: Want Girl Show to join at once, will save space for you this week, or any other Shows with own equipment. None on show now. Contact

RAYMOND C. HULLS, Franklin, Tenn., now; Harriman, Tenn., May 2-7.

## KIDDIE RIDES FOR SALE

Allan Herschell Tank Ride, \$3,300. 4 Metal Jeep Cars, 24 ft. wide, 50 ft. 1 King Electric Train, complete with fence, long. Suitable for Auto Ride. Almost 30 ft. diameter, \$1,250. new, crated and ready to ship, \$75 type, \$500. each.

**INGALLS AMUSEMENT CO.**

BOX 133 Phone: Broadway 8-2465 COLDWATER, MICH.

# Fla. Tour OK, Endy Heads Into South

MIAMI — A 26-week season of Florida work is closing for Endy Amusements, consisting of dates on committee lots and shopping center plazas. Owner Dave Endy beams that the series has extended over eight years, working practically every week outside of the Christmas-New Year's holidays.

Homestead, Fla., was particularly good for four days, he reported.

## CARNIVAL CONFAB

• Continued from page 170

nival man Harry E. LaBrique, who has been off the road several years owing to a paralytic stroke, writes that he has been living at 129 Montclair Avenue, San Antonio 9, for the past seven months, but only recently discovered that two other old-timers, Charles McDougall and his wife, Madge, were living within a half a block of the LaBrique home. McDougall, who had the cookhouse on Royal American Shows for years, retired this year and is living at 114 Montclair.

Al Schneider

Frank Robinson of Western Shows writes from Lennox, S. D., that he is there with Art B. and Bernard Thomas with eight drivers to pick up equipment purchased from the Thomas organization. In the meantime, winter quarters were opened in Everett, Wash., with Joe Thomas in charge. Projects include new gates with 2,500 25-watt bulbs and 11 revolving light beacon towers. Dory Hart, formerly of West Coast Shows, has joined the organization and will assist Joe Thomas and Robinson in keeping the two units rolling. Robinson has traded his two-place Cessna Skylark to get him over the road. . . . News from San Francisco around Show Folks is that Mary Texiera, Harry Leslie and Kitty Scaree are on the road to recovery following their illnesses. . . . Friends of Bobby Cohn will regret to learn that his oldest son suffered injuries in an accident near Daly City. . . . Hugh Rogers is reported ill in Los Angeles Veterans Hospital. . . . Helen Artz, of San Francisco Card Company, leaves soon for a trip thru Europe. She flies from San Francisco to Rome and then will visit other countries during the month of June. . . . J. J. Morganthal is in the Mt. Zion Hospital in San Francisco but recovering.

## Legitimate Shows

• Continued from page 173

Sweet Bird of Youth: (Shubert) Cincinnati, O., 26-30; (Blackstone) Chicago, Ill., May 2-7.

## Arena Routes

Georgian State Dance Co.: (Shrine Aud) Los Angeles, Calif., 26-27 and 29-May 1; (Opera House) San Francisco 2-3; (Public Aud) Portland, Ore., 6; (Civic Aud) Seattle, Wash., 7-8.

## Miscellaneous

Matchstick Cities: Charlotte, N. C., 25-30. O'Day, Marie, Palace Car: Frederick, Okla., 25; Altus 26; Lawton 27-30; Duncan May 2-3; Pauls Valley 4-5; Ada 6-7.

ported. Endy set up on the streets for the first time, and 76 merchants took part in an Easter Sale promotion. Fourteen rides were fielded and Klieg lights were spotted around the town.

Merrit Hillard of Radio WSDB and Levy of Photos, Inc., helped get the plan rolling, as did Fisher Jewelry. J. Rosenbloom, a former cirkey who worked for Frank Miller, handled the plan for Breeding Drugs.

The show will take a 12-ride unit with circus acts on a tour of shopping centers thru the South, Endy said.

Just completed are dates at the six Grandway chain stores in Florida. Tie-in tickets with the merchants have worked out well. It has been a rough winter's work, Endy said, but well worth the effort.

## Funeral Services One Of Largest on Record

COLUMBUS, O. — The funeral Thursday (21) for Mrs. Gooding was one of, if not the largest this city has ever known.

A total of 237 floral pieces, many from show people thruout the U. S. and Canada, were received. In addition, many contributions in lieu of flowers were made to scholarship funds maintained by the Boys Clubs and the Dutch Uncle Clubs here, in which Floyd E. Gooding, husband of the late Mrs. Gooding, is one of the leading supporters.

Many show people, including Ed Vopenar and Hank Shelby, first vice-president and secretary respectively of the Showmen's League of America, Chicago, visited the funeral home or attended funeral services.

Among other show people noted were Mr. and Mrs. Sam Eddy, Mr. and Mrs. F. C. Cook, Nellie DeBelle, Richard Swain, Eugene McDonnell, Don Albanese, Homer Dearwester, Rod Link, Mr. and Mrs. Fred Thumberg Sr., Mr. and Mrs. Herb Evershor, Mrs. James Fallon, Mrs. Maggie Fallon, Tom Cox, Mr. and Mrs. Leonard (Happy) Powelson, Richard Griley, Goldie Scheible and Mrs. Carl Carlin.

Also Mr. and Mrs. Rowland Bishop, Mr. and Mrs. Earl Meyers Jr., Mr. and Mrs. James Gratziano, David Feltman, Clark Hayden, Mr. and Robert Keener, George Horvath, Mr. and Mrs. William S. Curl, Marcello Rocco and Russell Alt.

## Rose City

• Continued from page 170

at Sikeston, Salem and Mountain View and a fair new to the route, at Booneville, Mo., is included for the tour.

A new lighting system has been built of both fluorescents and incandescents. The Octopus is back here after being rebuilt by Eyerly Aircraft. A total of seven office-owned rides will be carried and 25 concessions. Colors are red and blue on white. A new office trailer will be used.

Schrader recently purchased a home here and a shelter has been built to house the entire show. Included is a combination living quarters and work shop.

Personnel set to return include Cy Darling, Merry-Go-Round; Ted Hines, Octopus and electrician; Joe Gavin Sr., Ferris Wheel; Joe Gavin Jr., Whatnic, a turnover ride; Roy Merritt, Roller Coaster, and John Moore, Mix-Up. Front-enders who'll be back include Pop and Lilly Justin, Mrs. Joe Gavin Sr., Bob Sharp, Alfred Brown, Cecil Beck and Cheap Charley Wood.

## COLEMAN BROS. SHOWS

WANT SHOWS

Funhouse, Mechanical Show, 5-in-1 and other family shows of merit. Must be decent. This midway is always a winner—get with Coleman!

HELP

General Ride Help, Semi Drivers given preference. Can also use Truck Mechanic with own tools. Answer:

**RICHARD J. COLEMAN**

Middletown, Conn., this week.

(Willamantic to follow.)

## RIDE HELP

WANTED

Foremen on each Ride, #5 Wheel, Octopus and Tilt. Must be sober and reliable. These are 1960 rides. Must drive semi also. Foremen on Merry-Go-Round and Kiddie Rides needed.

For Sale: Allan Herschell Merry-Go-Round, 40 ft., in good shape; one 30 kw. Diesel Light Plant; one Mangels dry Boat Ride.

**RUSSELL'S AMUSEMENTS**

960 N. 24th Ave. Melrose Park, Ill. Phone: Fillmore 4-0718

## To LEWIS KAPLAN, of HILLSBORO, TEX.

Your father has passed away. Please get in touch with your brother, Harold, at 5200 Sheridan Road, Apt. 517, Chicago, Ill.

FOR SALE

16 Erie-type Diggers, in good condition. For information contact

**BOB EVANS**

c/o Badger State Shows Redgranite, Wis., until April 28; then as per route.

Wanted: Hanky Pank Agents, must be licensed drivers. No collect calls.

WANTED

**RIDES - - - CONCESSIONS**

For Centennial, Rosedale, Indiana, July 27-30, 1960.

**C. MICKEY WALKER**

Box 404, Rosedale, Indiana

## Baughie Wants Agents

Six Cat, Buckets, Hanky Panks, Man and Wife take over Mouse Game.

**Carpenter Bros.' Shows**

Opening May 2, Celina, Ohio.

Ralph Baughman.

## AGENTS WANTED

For Grind Stores and Percentage Games. 25 weeks celebrations and fairs, opening May 9. Replies to

**TAYLOR BROS.**

c/o Skerbeck Amusement Co. Escanaba, Mich.

WANTED

Middle-aged Man to operate a Ferris Wheel, \$50.00 a week plus good bonus at the end of the season. Must be sober. Year around. No ups or downs. Contact

**JIM FOREST**

31 N. Atlantic Ave., Daytona Beach, Fla.

## MT. MORRIS, ILL.

Needs Carnival for August 2, 3 and 4. Wire or phone collect to CHUCK WEAN, SR., Pres., Fourth of July Festival. No Girl Shows or gambling. Phone: Mt. Morris 344-K or write 306 N. Wesley Ave., Mt. Morris, Ill.

## WANTED

FOR MEMPHIS COTTON CARNIVAL Heads of the Store and Agents for Blower, Count Store, Pin Store, Nickel Roll, Cigarette Block, Pan. Up and Down Help.

**GENE CAIN**

Farrow Amusements, Memphis, Tenn.

Thank You **BILL AND ADA COWAN**

Concession Mgr. Art B. Thomas Shows For your new Yellowstone Mobile Home purchase. Also new Chev Panel to transport it. "Save Money With Johnny"

**JOHNNY CANOLE**

Phones: WI 3-0063 or WI 4-9347 Altoona, Pa.

# BEST MERCHANDISE BUYS

APRIL 25, 1960

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

175

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**BEST STYLES  
BEST VALUES  
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ALL HAND TOOLED MEXICAN PURSES AND WALLETS ★ MEXICAN TARNISH PROOF RINGS ★ HAND PAINTED SKIRTS ★ 100% WOOL JACKETS ★ ZARAPES ★ ALL SIZES ★ MEN'S HAND TOOLED BELTS ★ IMPORTED FISHING AND HUNTING KNIVES ★ THE BEST MERCHANDISE AT LOWEST PRICES ★

Ask For Free Catalog

**PEARL SALES CO.**

P. O. Box 675 El Paso, Texas  
L. B. Z. Levin, Owner  
Any items you will not find in this ad ask for them and we WILL TRY to get them for you.

## HOT MONEY!!!



**TODAY'S HOTTEST ADVERTISING SPECIALTY ITEM**

Terrific store opener. Special promotions. Looks like real silver dollar. Actual size 1 3/4 inch in diameter.

Minimum order, 3 gross \$3.60 per gr. 14 gross or more . . . . . 3.40 per gr. Special Imprint on 200,000 pieces.

**ACME PREMIUM SUPPLY CORP.**  
2201 Washington, St. Louis 3, Mo.  
New 1960 Catalogue Now Available From the World's Largest Premium Supplier.

## "BELL" SPECIALS

- MECH. JUMPING DOG . . . . . \$36.00 Gr.
  - 27" (Approx.) BEAR. All Plush. . . \$21.60 Dz.
  - Asst. Colors. 1 Doz. Min. Order.
  - DANGLING PANDAS, SMALL. . . \$8.40 Gr.
  - POODLES . . . . . \$13.80 Dz.
  - PLUSH DONKEYS, \$24.00
  - SMALL . . . . . \$2.60 Dz.
  - LARGE . . . . . \$2.60 Ea.
- 25% Dep. with order, M.O. or Cert. Check. Bal. C.O.D., F.O.B. Chicago.  
\*OPEN SUNDAYS



**BELL SALES CO.**

1107 SO. HALSTED ST.  
Chicago 7, Ill.

## CLOSEOUTS!

**NEW** 16" Chipmunk . . . . . \$9.60  
16" Seal . . . . . dz.  
15" Tiger . . . . . dz.

24 Pcs. Ass'd. . . . . \$19.20 FOB

**GIANT** 42" Clown . . . . . \$15 dz.  
22" TV Dog . . . . . \$15 dz.  
28" Plush Bear. . . . . \$18 dz.

18 BIG Pcs. only \$24 FOB.

24" Bagg'd Tuff Clown. . . \$6.00  
11" All-Plush Scotty. . . dz.  
Nice Steif-like plush . . . dz.

36 Pcs. only \$18 FOB.

Free Catalog—1,000 NEW Plush Imported Toys & Carnival Goods.  
REPRESENTATION WANTED

**ACE TOY** 536-A Broadway  
N. Y. C.  
WO 6-5627

## SPECIAL WATCH SALE

FREE WATCH with order of 12.

**6 Ass'd Watches**  
Elgins, Bulovas, Gruens, etc.  
**\$38.95**

Rebuilt, guaranteed like new—in BRAND NEW 1960 style cases. Expansion bands included. Gift boxes 50% additional. 25% with order, bal. C.O.D. 5-day money-back guarantee.  
SAMPLE \$7.95  
Single Watches: 15-J, \$9.95. 17-J, \$10.95; 21-J, \$12.95.  
Write for free catalog

**MIDWEST WATCH CO.**  
3 S. WARASH AVE., CHICAGO 3, ILL.

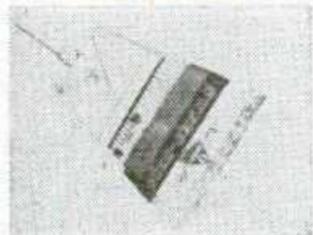
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## parade of hits

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Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

NEW BROOM



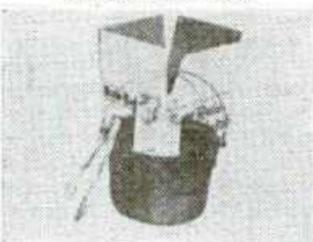
Broom is all white, has staple-set bristles that wash and dry with speed, and hang-up tip. Wrapped in see-thru packaging to retail at \$2.49.—O-Cedar Division of American Marietta, Chicago 9.

BARBECUE TOOLS



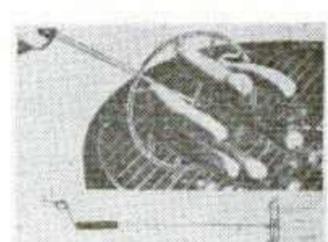
Barbecue tool line features die-cast chrome chessman on all items, black hardwood handles and chrome shields for protection. Available in nine sets. Retailers for \$5.75 to \$11.25.—Everedy Company, Frederick, Md.

COOKING KIT



For cooking potatoes outdoors. Includes eight-quart-cast-iron pot filled with seven pounds of rosin, a pair of end-hinged tongs, cooking instructions. Retailers for \$2.95.—Birmingham Stove & Range Company, Birmingham 2, Ala.

DOG ROASTER



Roaster cooks six franks at a time. Has crank at end of handle that rotates the dogs while they're cooking. Chrome plated ring is 5 1/4 inches in diameter and rests on grill while roasting. Retailers for \$1.49.—Washburn Company, Worcester, Mass., and Rockford, Ill.

STEP STOOL

Features swingaway steps designed to remain where they're put. Has padded seat and back, and comes in six colors with chrome or metallic tan legs. Is 24 inches high to seat. Retailers for \$14.95.—Hamilton Cosco, Inc., Columbus, Ind.

SALAD BOWL

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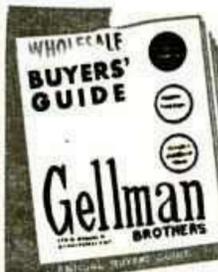
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RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

IMPORTED 6-TRANSISTOR RADIOS

Are terrific premiums. Beautiful display, gift boxed, powerful speaker. Leather case, earphones for private listening. Price: \$18.50 each lots of 50; smaller lots, \$20 each. We have cheaper models. Write for brochure. Money order or bank check with order. Mail orders only.

TIMES SQUARE SALES 152 W. 42nd St. New York 36, N. Y.

KOEHLER (COMIC) NOVELTY SIGNS SELL everywhere. Sample, 10¢. 100 hot sellers, \$6 postpaid U. S. only. Koehler, 12 Caldwell, Cincinnati 16, Ohio. np

MAGAZINE SUBSCRIPTION HEADQUARTERS for Crew Managers and Salesmen. Best commissions on trades, newsstands, farm magazines. National, Box 26, Overland Park, Kan. my23

NEW "XII" SIGNS - COMEDY. Religious, general, 50¢ sellers. Send for free catalog, 10 samples, \$1. Lowy, 812 Broadway, Dept. 141, New York 3. ch-np

YOUR OWN BUSINESS - SUITS, \$1.50; Overcoats, 85¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. National Mail Order, 2111-AF Roosevelt Rd., Chicago 8, Illinois. ch-np

Animals, Birds, Snakes

BABY FEMALE INDIAN ELEPHANTS NOT over 4½ feet tall. Special, \$3,150 F.O.B. N.Y. Orders must be received immediately to guarantee May 10 delivery. Write for our complete price list. Trifflich's, 228 Fulton St., New York 7, N. Y.

BEAUTIFUL REG. WHITE GERMAN SHEPHERD, outstanding back somersault dog. Real sacrifice, \$275. Trained Wrestling Bear muzzles and handles like dog, \$250. Pair 4-year-old Rhesus Monkeys, \$65. No letters, call R. E. Leonard, Junction City, Kans. Cedar 8-3260.

CALIFORNIA SEA LIONS - ALL SIZES. Top quality only. Feeders and semi trained. Ocean Aquarium, 1115 Strand, Hermosa Beach, Calif.

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 one inch or more.

RARE & UNUSUAL ZOO EXHIBITS. Bears, exotic Deer and Birds, Llamas, Guanacos, Talking Mynahs, Chimps, Monkeys, etc. Spring price list now ready. Safari-Land, Largo, Fla. np

SEALS AND SEA LIONS—MAIN SUPPLIERS zoos and circuses past 15 years. Marine Enterprises, Inc., Box 2636, Ocean Park, California. np

TAME ADULT MINIATURE CHIMP Stumptails, \$50. Request illustrated Monkey Catalog. Bronson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150. my16

TWELVE BIG DIAMONDBACK RATTLES only \$20. Longston Wildlife Institute, 4704 Jean Ave., Fort Worth 19, Tex. Phone Jefferson 42592.

Business Opportunities

COIN PITCH GAMES - ALL ELECTRIC. New, fascinating. Playlands, Carnivals, Fairs, Concessions, make over 150% profit per game. Buy direct from factory and save. Write for free details, prices. Fairland, P. O. Box 831, North Bellmore, N. Y. ap25

This is a DISPLAY CLASSIFIED AD

Your Advertisement Displayed

in a space this size will cost

only

\$14 per insertion

FOR SALE: STEAM LOCOMOTIVE. Complete coal fired steam engine, 15-inch gauge, tender, 3 10-passenger cars, 1200 foot of track. Douglas Ferguson, Pigeon Forge, Tennessee. my2

FOR SALE

Factory of manufacturing Shooting Galleries and supplies. Fully stocked, equipped and established, successfully operated business since 1927. Priced to sell by owner, who wishes to retire.

H. W. TERPENING

137-139 Marine St. Ocean Park, Calif.

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories G & S Mfg Co., Nashville 3, Tenn. my2

HOW TO FRAME MONEY-GETTING CON- ceptions and Shows at fairs and carnivals. Roadman's guide and trouper's handbook Attendance at principal fairs, etc. New Illustrated; pocket size; postpaid. Price \$1. Globe Pub. Co., Box 814, Macon, Ga.

HOW TO MAKE MONEY WITH CARNIVAL Games 144-page book, 35 illustrations, \$2 postpaid. Theron Fox 1296 Yosemite San Jose 26, Calif. ap25

PORTABLE ROLLER RINKS. 40'x180', 40'x100'; complete new Tents, sectional floors, sound systems, shoe skates, clamp skates optional, counter, wiring, etc. \$4,250, \$5,850. Bertram Orr, Rt. 1, Rockvale, Tenn. Phone: CR 4-4019.

Porto-Bilt

ROLLER RINKS Complete Tent Rinks and Floors only for indoor use, any size. P. T. Shackelford, DIXIE RINK SALES P. O. Box 415 Smyrna, Ga. HE 5-5978 (8-2183 Marietta)

SKILLO OR FASCINATION - LOCATION available in established park. Skillo ran successfully here for years. M. Cohen, 100 Garfield Ave., Jersey City, N. J. Call DE 3-8272.

YOUR OWN BUSINESS - WITHOUT INVESTMENT! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-40-C, Chicago 32. ap25

Calliopes and Band Organs

AIR CALLIOPES FROM \$450 TO \$1,500; also Trainers; Air Calliope with the steam look just out. Cozart Organ Co., Danville, Ill. Phone: HI 2-5245.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARA mel Corn equipment, Pops Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. my30

For Sale—Secondhand Show Property

BUILD KIDDIE RIDES - TESTED PLANS: Spinning Tubs, Trains, Umbrella, Airplanes, \$10 each. Free 104-page plan catalog. Brill, Box 875, Peoria, Ill.

BURCH POPCORN MACHINE, \$50; PEANUT Machine, \$25, large floor models; 20 ft. Hi-Striker, \$75. Ed Roach, 223 Spillman, Rolla, Mo.

COMPLETE KIDDELAND AS UNIT—G-16 Train, A. H. Kiddie MGR, Williams Coaster; total 6 nice rides. Poppies and refreshment equipment. Tom De Witt, 5521 Paraguay, El Paso, Tex. my9

CONCESSION WAGON ON TWO WHEELS, equipped, ready for business, fully screened. Extra nice. \$650. D. W. Day, R. #2, Box 225, Kevil, Ky.

FOR SALE—MERRY-GO-ROUND—54 FOOT Denzel, 72 hand carved animals, 1½ jumpers, ½ stationary. Four sleighs. All in perfect condition. J. Stanley Tunney, 9 Ocean Ave., Seaside Heights, N. J. ap25

FOR SALE: TWO ADULT SIZE ALL-STEEL Streamlined Train Cars, roller bearings, 14 gauge, used two seasons, \$900 each. Herbert Fritz, 8349 Golf Rd., Niles 48, Ill. ap25

FOR SALE: 1 SMITH & SMITH ADULT Chairplane and 1 Kiddie Auto Ride. Also Cotton Candy equipment. John Kahl, Imperial, Mo. ap25

FOR SALE—2 KIDDIE KING RIDES. ONE Airplane Swing Ride, electric one Electric Train which runs on 30-ft. circular track, with engine and 2 cars. Very good shape. Write Mr. W. J. Saylor, P. O. Box 410, Manassas, Va. ap25

FOR SALE—PONY CART RIDE, KID CHAIR- plane, 5 Kw. Plant. All equipment in good shape. Elsie E. Davis, Jackson, Tenn.

FOUR CUSTARD MACHINES AND USED Shooting Gallery Rifles in good working condition. Phone BE 2-1365 or Write M. Russo, 329 Bay 13th St., Brooklyn 14, New York.

FOR SALE—8 FLYING SCOOTER CARS AS IS. \$100 f.o.b., Dorney Park, Allentown, Pa. ap25

GMC-JON PANEL, JOINT RACKS, GOOD tires, motor; Dodge Van, good tires, motor, racks; 26' Rollhome Trailer, good office, stock wagon. Clint McMullin, R. 3, Box 164, Chelsea, Okla. my2

G-12 MINIATURE TRAIN, 3 COACHES, track. Sacrifice. W. Schwartz, 216 Marne St., Rochester, N. Y.

KIDDIE ROLLER COASTER FOR SALE. Schiff ride, 5 years old, excellent condition. Will ship or load on your truck. Price \$4,000. S. & T. Amusement Co., Ocean City, N. J. EX 9-1127. my2

MERRY-GO-ROUND AND OTHER MAJOR Rides for sale. Box 425, c/o Billboard, 390 Arcade Bldg., St. Louis, Mo.

MORE BUYERS

Will Stop and Read

YOUR AD

if you use a

DISPLAY

CLASSIFIED AD

RATE ONLY \$14 per inch



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
 Agents, 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
 Personal
 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 \_\_\_\_\_

THE MARKET PLACE FOR BUYERS and SELLERS

Continued from page 177

NEEDED - GOOD CONCESSION MAN TO make Candy Apples, Carmel Corn, etc. Run stand from late May through Labor Day. Send qualifications and references to Box 1290, Erie, Pa.

SOCIAL DIRECTOR FOR LARGE SUMMER resort. Must be good MC for professional variety shows. Well rounded knowledge of show business necessary. Good singing voice an asset. Non drinker, no Romeos wanted. Season June 15 to September 15. Salary plus liberal bonus. Write very fully qualifications, age; send photo. The Famous Allen "A" Resort, Wolfboro, N. H. ap25

TATTOO ARTIST WANTED FOR CONEY Island, N. Y. Call 006-9806. my2

WANT AGENTS FOR ALIBI AND HANKY Panks. Western Shows #2. Open May 9, Burlington, Wash. Write: Box 362, Hope, Idaho.

WANT LADY TO TAKE CHARGE OF Front of show. State all in letter. Can be midget. Roy Morris, Box 82, Mt. Sterling, Illinois.

WANTED - TATTOO ARTIST, SOBER AND reliable. Apply: Penny Arcade, Chanute Air Base, Rantoul, Ill.

Instruction and Schools

"HOW TO MAKE MONEY WITH SIMPLE Cartoons." A book everyone who likes to draw should have. It is free; no obligation. Simply address Cartoonists' Exchange, Dept. 1534, Pleasant Hill, Ohio. ch

LEARN SIGN PAINTING - HAVE YOUR own shop or make money on the road. Straley Lettering, 410 So. Western, Springfield, Ohio.

LEARN AUCTIONEERING - TERM SOON. World's largest school. Big free catalog. Relach Auction School, Mason City 18, Iowa. my16

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Minutiae, Radiophones for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 338-B South High, Columbus, Ohio. ap25

Miscellaneous

PENNYANTS, JOBBERS AND SALESMEN! Send your letterhead for samples and prices. Direct from manufacturer. All major colleges in stock. Hart Processing, Marine City, Mich. my2

Personals

COLORFUL HOURGLASS CORSETS, custom fitted to make the most of any figure. Write: H-G Co., Box 471, Palo Alto, California. ap25

NOW FOR THE FIRST TIME "MM-100" CAN be sold by mail for married men who have that haste problem. Free brochure, or remit \$3 per tube postpaid. Satisfaction guaranteed. Fehaire, Inc., Dept. 3C, Box 35-181, Miami, Fla. ap25

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-2fn

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

AT LIBERTY - BOB TRAVIS, TEXAS' craziest comedian and A.F.M. musician. Clean comedy and plays several different musical instruments. Specialize on bass and drums. Sober. Open for anything and reliable. Write: 802 Lillius St., Abilene, Tex. my2

FRANCENE, HALF-AND-HALF. SIDE show annex. Fabulous gown creations. Reliable managers, reply to Minnie Meyers, 287 Park Ave., Weehawken, N. J. my2

SCENIC ARTIST AVAILABLE - EXPERIENCED outdoor shows, stage and television. Scenery designing and painting. Also first-class sign writer. Fred Wardie, c/o NSA, 123 W. 56th, New York City.

TATTOO ARTIST WISHES GOOD LOCATION: sober, reliable. Prefer near military base. State rental & license. Write: Tatoo Ken, 423 S. Century, Rantoul, Ill. ap25

Musicians

BASSMAN-VOCALIST AVAILABLE JUNE 1. Location desired. Neat, dependable; played concert, society. All replies considered. Musician Box 42, Nashua, Iowa. ap25

DRUMMER - EXPERIENCED CLUBS, show, etc. Prefer work with combo. Drummer, 24 Garden Terrace, Hazlet, N. J. Colfax 4-3545. my2

DRUMMER - NAME EXPERIENCE ON shows, Latin, swing, society, etc. All good offers considered. Dean McCullom, 317 S. Gateau, Dixon, Ill. Phone: Atlantic 2-3851.

Printing

ATTRACTIVE BUSINESS STATIONERY - 200 bond (8 1/2 x 11) Letterheads and 150 #10 Envelopes. \$3.95 postpaid. Taylor, 3909 Hamilton St., Hyattsville, Md. my2

CALENDAR BACK BUSINESS CARDS \$3.25 per 1000. Deposit \$1. Baseball Schedule Cards, \$4.95 per 1000. Deposit, \$1.25. La Salle Printing Co., 5727 So. La Salle St., Chicago 21, Ill. ch. my2

SHORT RANGE TARGETS - PRINTED Right: one-day service; \$7 per 1,000. Fine Arts Press, 2801 Latrobe St., Peoria, Ill. np

WINDOW CARDS FOR ALL OCCASIONS - Quality 14x22 non-bending 3-color Posters. 50 words copy printed in black ink, \$9 hundred; 17x25 size, \$13.50 hundred. Speedy service. Dayglo Auto Bumper Stickers, size 4x15, yellow, red or green with copy printed in black, \$13 hundred. Tribunes Press, Dept. 260, Earl Park, Ind. ap25

YOUR MESSAGE IN THEIR HANDS MEANS money in your pocket. Any size Poster or Window Card to 22x28" reduced (photo offset) and printed 8 1/2 x 11" white paper, any color ink. 5 M, \$29.50; 3M, \$20.75; 2M, \$17. Graphink, 1299 Boston Road, Bronx 56, New York.

Salesmen Wanted

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. ch-1fn

Talent Wanted

MAGICIAN, VENTRILOQUIST OR PUPPETeer for tourist attraction, June 19 to September 11. Send pictures, resume and salary to Storytown, U. S. A., Lake George, New York. my2

Tattooing Supplies

TATTOOING THE WORLD OVER; FIRST and second editions, \$2 each, or both for \$3. Zeis, 728-A Leslie, Rockford, Ill. np

Wanted to Book

JULY 14-15-16, STOCKTON, ILL., LIONS Street Carnival. Acts from one to three days. Write Bart Brandt, Entertainment Committee Chairman, Stockton, Ill.

WANT TO BOOK

Carnival and Rides for July 2-3-4. Large crowd, gigantic fireworks display, excellent facilities. Contact B. L. BLOTCKY, Adjutant Onarga Post #551, The American Legion Onarga, Illinois

WANTED - RIDES AND CONS. FOR THOMSON Melon Day Celebration (Sept. 5). Contact: Harold Starr, Box 281, Thomson, Ill.

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

DRUMMER, NEAT, DEPENDABLE. PLAY society or modern. Will consider any offer. Drummer, 2904 1/2 El Prado Blvd., Tampa, Fla.

TENOR, CLAR., READ, FAKE, JAZZ. 75 min. Guy Williams, 520 San Pedro S.E., Albuquerque, N. M. Ph.: AM 87054. ap25

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. my23

WACHICKANOKA - NATIONALLY FAMOUS as only man in the world ever to be buried alive with dangerous back rattlesnakes, vicious cottonmouth moccasins, and ten foot, bone crushing boa constrictors. This unique and original show has a very powerful draw. Our past performances speak for themselves. We had over 50,000 paid admissions in Minneapolis, Minnesota for Radio Station WDGY; over 40,000 in New Orleans, Louisiana, for Radio Station WTX; over 40,000 in Oklahoma City, Oklahoma, for Radio Station KOMA. After a very successful season in 1959 for the Storz Broadcasting Stations, we are now available for 1960 bookings. Attention Radio Station Promotion Directors, this is ideal for creating new interest in your stations. You may promote in conjunction with large shopping centers or large used car dealers. State Fair Managers, take notice. Lawrence E. Nunn, 521 West Main St., Glasgow, Ky. Olive 1-3164. ap25

WRIGHT'S VARIETY STAGE SHOW OF Magic, Vaudeville and Rhythm. Have own music, sound system and spots. Professor Wright, Casey, Ill. my2

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Ackley Sr., William Allen, Dianne Allen, Gene Allen, Martha D. Anderson Sr., Wm. Anderson, Clois Anderson, Norman Auskings, Clarence Ayers, Mrs. Lois M. Ayers, Smiley Ayers, Frobie Ayers, William & Mrs. Backer, Loretta Bain, C. A. Bain, Gene R.

Balfield, Joan Barchinger, Linn Barnes, Don Baron, Henry F. Barretto, Walter Barrio, Jay Barry, Michael T. Beal, Glenn E. Bernstein, Harry Bertach, Charles Bigngers, Curtis Bishop John Blak Emilee Boatright, Betty Boley, James E. Bolton, Chuck Bona, Ray Boston Joe

Bouchard, Paul A. Bowman, Bob (formerly Denton Pk) Boyer, Nancy (or Brown, Harry Testa) Bradley, Jerry Bredenbaker, David Bright, J. H. (Pat) Brown, Arthur Brown, Mrs. Mary Brown, Wm. B. Butler (or Butter) Mrs. George Caldwell, Morris W. Camar, Felix Campbell, Emmitt Canipe, Walter Carter, Dave & Mrs. Carter, Marcus C. Carner, Bill Chaudion Jay Chaminant, Mrs. D. Chisholm, John E. Christian, Arthur & Pauline Cincotto, Frank Clark, Samuel Colbert, Johnny Conley, Emile T. Conners, Jerry Cook, Chester B. Cooke, J. M. (U. S. Reptile & Jungle Circus)

March, Pete Mason, Jeanne Meyers, Ben Michel, Pat Miller, Harry L. Miller, Paul A. Milliken, Flois V. Millisap Jr., M. J. Moran Billy Moran, Eddie Moreno, Gus Morris, Tommy E. Murphy, Chuck Myers, George Nicholo, Bob & Eugene O'Brien, Mike (Chef) O'Conner, Eddie & Joe O'Day, Duke O'Day, Wm. H. O'Haver, Jack O'Neill, D. M. (Mike) O'Neill, Phil Orneallas, Joseph G. Owens, Ralph W. Paige, I. C. Paris, William Parrish, Dick Patrick, J. & A. Patterson, Sonny Paul, Stanley Pearl, Eddie (Pronto Pup) Pendleton, Bill & Mrs. Penguin Girl Pesa, Fred Peters, Lee Peterson, Bob Phelps, Rose Phillips, James E. Phillips, Nick J. Phillips, William G. Pixie, Lynn Poplin, Charles & Jody Porter, Bill Jewell Powers, Nellie R. Price, Alice Anne Reed, John (Drome Rider) Reno, Delores Rizza, Augustine Roberts, Nick Ryder, Mrs. Hazel Rogers, Bernis Ross, Betty Willis Ross, Mark Rothwell, John Ryan, Pappy Schilling, Dutch Schreiber, Harry Schuch, Virginia Schultz, Donald J. & Mrs. Sebrae, Earl Shaw, George Shefelik, Dorothy H. Shelby, Jack Shields, Wilmet Shrewsbury, Corky Simmons, Jimmie Simmons, Johnnie Simpson, James Givens, Lawrence Sims, Bill Skellington, James Skellington, James Smallwood, Lucky Smith, Elveada Solderich, Frank Charles Sparks, Robert Sparky Stairs, Bob Stanley Bros. Stephens, Joe Stevens, Robert (Bob) Stevenson, Steve Stewart, James M. Stienrod Jr., James Stimmie, James Stoddard, Henry Stoddard, James Stoltman, Earl Stone, Doc Stowe, Stoney Summerfield James Struble, Orange Sullivan, Edward M. Swan, Jack Swank, Harry Tajopols, Laura C. Taylor, Carl Kirk Terrot, W. O. Testa, Mrs. Henry (or Nancy Boyer) Thomas, H. W. Thompson, Billy Thompson, Pete Tili, John Towne, Arley Townsend, Weneser Trigg, Mrs. Addie Louise Tyler, Hamp Uwanawich, Miller Vinson, Jack E. Vohl, Henry Vohl, Robert A. & Mrs. (Bob Top & Lauren) Walden, Mike Waldorf, William Wallace, John Wanous, Walter Ward, Leonard Weston, Lefty & Mrs. White, Frank Williams, L. E. Mrs. Whitelide M P Wilson, Woodrow Wilxon, O. A. (Red) Woods, Jonnie Young, Dolly (Army)

Wanted to Buy

USED KIDDIE RIDES - WRITE PRICES AND description. Box 5, Oxford, Neb. ap25

WANT "CASH" such as Ferris Wheel, Buggy, Kiddie Car, Pony Cart, Merry-Go-Round and others suitable for shopping centers. State condition and manufacturer. Quick action, please. Am located one hundred miles north of Seattle, Wash. Alberta Slim Box 403 New Westminster, B. C., Canada Phone: Newton 340-R-2

WANTED - VEG A ELECTRIC VIOLIN. Write Buddy Durham, 310 Wilbert St. Wheeling, W. Va., or call collect CEDAR 2-5901. ap25

WAX FIGURES

WAX EXHIBIT FIGURES, ANY SUBJECT. Religious, Horror, Historical. Particularly interested in Religious. Send photos if possible - particulars - price to ENID A. PARKINSON 619 Governor Nicholls New Orleans, La.

54 WHISTLE NATIONAL CALLOPE wanted, any condition. State price and condition. Write or call: Robert Senhauser, 422 W. High, New Philadelphia, Ohio, 68892, 42081.

COIN MACHINES

Parts, Supplies

ARCADES - WRITE FOR 1960 CATALOG. World's largest selection of coin operated machines, supplies. Locations wanted. Mike Munves Corp., 577-10th Ave., New York 36. ch-1fn

CAPSULE JEWELRY - ASSORTED EARRINGS, \$5 gross; Neck Pendants, \$7.20 gross; Solitaire Rings, \$6 gross; Cuff Links, \$14.40 gross; Birthstone Rings, \$9 per gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. my2

FULLY AUTOMATIC CHROME

POCKET LIGHTERS

Packed Individually 25¢ ea. in 10,000 lots \$2,500 27¢ ea. in 5,000 lots 1,350 29¢ ea. in 2,000 lots 580

GEM POCKET-TYPE

NAIL CLIPPERS

Packed one on a card 25¢ 6¢ ea. in 50,000 lots \$3,000 7¢ ea. in 25,000 lots 1,750 8¢ ea. in 10,000 lots 800 1/3 cash with order. balance C.O.D.

C. S. FACTORY

P. O. Box 2170 Miami 1, Fla.

Routes For Sale

COIN MACHINE ROUTE

FOR SALE

Has been established almost 20 years; all machines in top condition. Pin Games legal and a number on good locations. All locations solid for owner. Have passed 63 and am disabled. Reasonable down payment, balance can be paid in 24, 36 or 48 months. BOX C-604, c/o The Billboard Cincinnati 22, Ohio

FOR SALE IN LARGE WESTERN CITY Approximately 130 locations. Jukes, Games, Cigarette, etc. Over 200 pieces of equipment. Cash or terms. Replies: BOX C-579 c/o The Billboard Cincinnati 22, Ohio

Used Equipment

JOIN-OPERATED KIDDIE RIDES FOR sale. Merry-Go-Rounds, Horses, Ponies, Space Ships, Boats, Hot Rods, Super Jets. Priced from \$150 up. Boyd's Amusements, 195 East Morrell, Streator, Ill. my2

POKERINO, NEW, 1956, 10 WITH PUSH chutes, \$135 each; 10 with drop chutes, \$185 each; parts for Pockerino, back glass, special for suits, letters, numbers. Travel P. O. Box 206, Millville, N. J. TA 5-0726. my2

SHIPMAN 3 COL. STAMP MACHINES. \$34.50; Duos, \$12; Roll Type, used, \$55; new, \$69. Folders, USP, 100 Grand, Waterbury 2, Conn. my16

Pipes for Pitchmen

VETERAN . . . coil worker W. F. Anderson is in Room B 606, Fort Snelling Hospital, Minneapolis, and would like to receive mail from friends.

Gattis, Mr. & Mrs. Oklahoma Ranch Peyton, W. A. Qualls, Harold Raasmussen, Dickie Ray, Bernard W. Rhoades, Stephan Rice, G. L. Robbins, John Rodgers, John Romero, Rickey J. Sciefer, F. Shadel, Dick Sam Shefelik, Dorothy Simpson, L. E. Smith, Arthur King, Manuel Lamb, Lloyd R. Lamom, Harry W. Lee, Sandra Lee, Torchy Lincoln, Bill Long, Mrs. William McInturff, Shirley McWilliams, E. C. Matthews, Sherry Mixer, Mrs. Ruth & Checkers Moreno, Geraldine Morgan, Katherine O'Day, Blackie (Duke)

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Bloom, Oscar Bolton, Bill Cash, Mr. & Mrs. Dean, Marvin Lane, Gerald Lee, Jane Miller, Berni L. Montgomery, Mrs. Francis Stein, Benard Stewart, James M.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Adams, Miller Berkheimer, C. S. Blumberg, Philip Brandino, Palmer Ford, Cecil Jabara, E. L. Jackson, Dixie Lee, Bob O'Day, H. Provencher, Lucien Romero, Lynn, Ina. Stewart, James M. Wright, Wilbert A.

SUMMER SPECIALS

MEN'S DELUXE WATCH SET. Ea. . . . \$ 5.00 DELUXE JEWELRY SET, Necklace & Earrings. Doz. . . . . 12.00 BALL PENS. Gr. . . . . 7.20 MEN'S SUN GLASSES, 1 Doz. to Card. Card. . . . . 3.60 LEVEL WINDING CASTING REEL. Ea. 1.35 SNAPS & SWIVELS, 48 Packs of 6's to Card. Card. . . . . 4.50 WIRE LEADERS, 7 Doz. Ass't to Card. Card. . . . . 4.50 25% deposit C.O.D. orders W & J WHOLESALE CORP. 222 East Third Street, Dayton 2, Ohio

Unusual Money-makers for the Hustler!

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## 200 Attend NVA Convention

GRAND BAHAMA ISLAND, W.I. — Some 200 bulk vending operators, distributors, suppliers and manufacturers basked in the sun here Thursday thru Sunday (21-23) at the annual convention of the National Vendors Association at the Grand Bahamas Club here.

With some 22 firms exhibiting, three of the four bulk machine equipment manufacturers and all of the charm and fill manufacturers met out their new lines.

As cable difficulties prevented the transmission of the complete NVA story, the detailed account, with descriptions of new Oak, Northwestern and Victor equipment, as well as the new charms, will appear in the next issue of The Billboard. It was learned that Arthur DuGrenier, Inc., and Con-

Sel, Inc., also displayed new equipment.

### Raynor Talk

In the opening day session, Ted Raynor, NVA counsel, disclosed NVA's expansion plans, which will be based on the organization of affiliated regional and State groups.

Stanley Kreutzer, counsel for the New York Bulk Vending Association, told the operators to know their local legislators and be in a position to defend their own interests in legislation affecting the industry.

In an address Friday (22), Arthur F. Sibert, vice-president of the Standard Financial Corporation, told the NVA members that "the men who design and manufacture packages and containers and the men who manufacture retail goods

are becoming increasingly conscious of the bulk vending industry."

He pointed out that bulk vending sales from 630,000 machines are about \$31,500,000 a year.

### Diversification

Sibert said that chain store operators are prone to deal with the vending operator who can satisfy all his needs, and he advised bulk operators to consider diversifying into other vending lines.

He cited figures to show that as far as the chain store operator is concerned, bulk vending offers an extremely high profit of a per-square foot basis.

## Nickel Nuts in Bowling Alleys Click for Ops

LINCOLN, Neb. — Where the location is such that very few pennies are used in everyday transactions, and there is a generally sporty atmosphere, 5-cent machines show the best profit potential, according to John and Joe Sullivan, bulk operators here.

The brother team has made a long study of fitting the right bulk vender to the location and has come up with the conclusion that often 5-cent machines will do a much better job on location than a 1-cent machine.

Typical are bowling alleys, in which the Sullivan brothers have numerous machines. In almost every instance, bowling alley spots contain two-head machines, both 5-cent models vending Spanish peanuts, cashews and in rare instances, mixed nuts.

### Bowlers

The bowling alley market has proved ideal for 5-cent nuts for several reasons, the Sullivans indicate. First, the bowlers are paying an even amount for every game, which does not involve the use of pennies, but does result in the frequent exchange of nickels across the cashier's counter.

This means that almost every bowler is bound to have two or three nickels ready whenever he spots the two vending machines near the service counter. Second, bowlers are using up a lot of energy, whether they are actively bowling or watching a company team. As the evening wears on, bowling patrons become a bit hungry, but they aren't likely to leave the game to have a sandwich, even if food service facilities are available in the building.

Third, while bowling is extremely popular with women, it is primarily a masculine sport, and men, less conscious of the high calorie output involved in rich nuts, don't hesitate to plunk in a nickel two or three times during an evening for a handful of nuts. Also consuming a can of beer between rolls is almost traditional, and nuts are a natural with the popular beverage.

It has been years now since the two Nebraska brothers have attempted to operate penny machines in any of their bowling alley accounts, while nickel machines have grown so popular that in most instances the number of nickels deposited in a given evening exceeds the number of pennies that could be used if penny machines were the choice. Actively operating pin games, general amusement machines and music, the Sullivan brothers have made bulk vending their "first love."

Bolen said that production on the Super 60 line will be resumed in about 30 days, with the work being farmed out to nearby plants. He added that virtually all of the work can be done in Morris, with the possible exception of a couple of parts to be made in Chicago.

Northwestern has already set up headquarters in a local shopping center, and the full office staff is expected to be at work next week. Ray Greiner, Northwestern sales manager, was at the NVA convention at the time of the fire.

### Seek Bids

Bolen said that plans for rebuilding have been started, and construction bids are being sought. No target date for the completion of the new manufacturing facilities has been set.

He added that delivery on the first run of the Super 60 line won't be delayed too long, as the one part needed for completion is not too difficult to get.

## Northwestern Plant Destroyed by Fire

MORRIS, Ill. — A fire of undetermined origin gutted the factory of the Northwestern Corporation, a leading bulk vending machine manufacturer here, early Tuesday morning (19). The 45,000-square-foot, one-story brick building and all the firm's production machinery were destroyed. While it is difficult to assess the actual loss, it is estimated that it ran more than \$500,000.

Relatively undamaged was the nearby 20,000-square-foot warehouse, with an inventory of about \$150,000, according to W. E. Bolen, Northwestern president.

Bolen said that the first-run models of the Northwestern Super 60 line were housed in the warehouse, and they were complete except for one part.

### Shown at NVA

The line was shown last week at the annual convention of the National Vendors' Association at Grand Bahama Island, British West Indies. The firm recently celebrated its 50th anniversary.

## Bulk Banter

### DETROIT DOINGS:

Tony Patrick, one of the city's leading bulk vending operators, who sold out his route some time ago to Charles Bernstein, is planning to return to the field and will concentrate exclusively on bulk operations. "Dollar for dollar," he says, "bulk vending gives you more return for your investment."

Bernstein, who has operated here about 15 years, specializing in bulk vending, has taken over the route of 85 penny nut, gum and candy machines operated by James Lawrence. He has added them to a number of his own units and subleased them to a young new operator, Stewart Rubin, who is planning to use his saving to finance his college course. Rubin lives in Livonia, Mich., and makes his business headquarters at Bernstein's place in the northwest section. Lawrence, who has been in ill health, is planning to sell his home and move to California. Bernstein, incidentally, is planning an expansion program, with a similar basis of route subleasing to other small operators.

"We're just hard working people like all other operators; don't even have time for vacations," says Norman P. Nowak, of Variety Vendors, which he operates with William S. Emig and his brother, Vincent F. Nowak. The company, in

business here over 20 years, has peanut and gum venders, in addition to a diversified operation.

William Kimbrough, operator of the People Vending Machine Company, with bulk peanut and pistachio machines, in suburban Hamtramck, doubles as operator of a pool room in the North End.

David U. Farlow, who operated a route of about 150 penny and nickel candy venders as the Penny Shopper, has disposed of his business, dividing it between half a dozen different operators. He is now director of the Great Lakes Steel Players, a dramatic group at the steel plant of that name in downriver Ecorse.

Ray Haas, who operates Haas Vending, has discontinued virtually his entire bulk vending route in order to concentrate upon cigarette vending, as well as candy. He has also recently switched into coffee vending.

C. Ray Laster, a 25-year veteran in bulk vending who has been selling real estate the past four years, recently returned to activity in the field temporarily to operate a route for Michael J. Dinoffria. The latter, who has multiple vending installations, bought out Laster's Penny King System some time ago and operates it under his own name. Incidentally, Laster at one time

(Continued on page 182)

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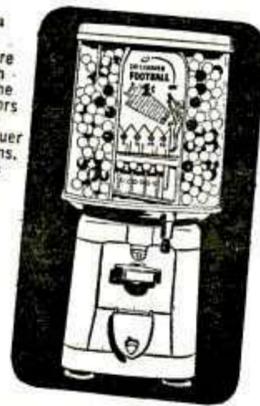


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GRAFF VENDING SUPPLY 2817 West Davis Dallas, Texas

H. B. HUTCHINSON CO. 1784 N. Decatur Road, N.E. Atlanta 7, Georgia

IMPRONTO VENDING 300 North Gay Street Baltimore 2, Maryland

LOGAN DISTRIBUTING CO. 1850 West Division Street Chicago 22, Illinois

McPHAIL VENDING 1218 Eglinton West Toronto, Ontario, Canada

DAK SALES COMPANY 2033 Fifth Avenue Pittsburgh, Pennsylvania

OAK SALES OF FLORIDA 1121 - 71st Street Miami Beach, Florida

OPERATORS VENDING 1023 South Grand Avenue Los Angeles 15, California

QUEBEC VENDING CO. 109 Commissioner St. West Montreal, Quebec, Canada

RAKE COIN MACHINE EXCH. 609 Spring Garden Street Philadelphia, Pennsylvania

JACK SCHOENBACH 715 Lincoln Place Brooklyn, New York

SOUTHERN ACORN SALES 526-30 Bruns Avenue Charlotte 8, N.C.

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# Shopping Centers Are Top Earners; F. Thorwald Tells How to Land Them

By BOB LATIMER

DENVER — When the bulk vending operator is setting up in-

stallations in bright, new, modern shopping centers, it's necessary to up-grade equipment right down the line to match, according to Frank Thorwald, veteran Denver operator.

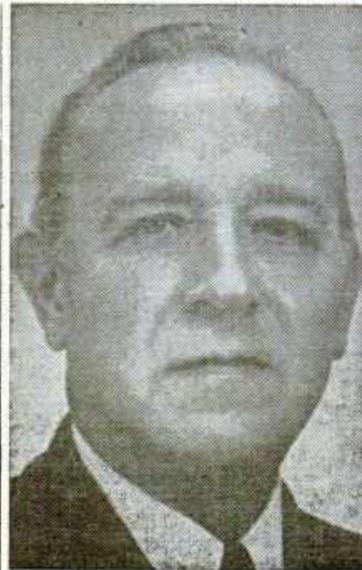
Probably no bulk operator in the Rocky Mountain area is as well entrenched in shopping centers. Thorwald's uniform red and yellow vending machines appear wherever there is a Republic Drugstore, a King Sooper supermarket or a Busley supermarket. Because of excellent relations with the drugstore and supermarket chains when he first went into the field many years ago, Thorwald's machines have been an automatic consideration whenever a new store was built by any of these firms.

And since it is the Republic drugstores and the two supermarket chains which have been the hub of at least a dozen new shopping centers in the Denver area, Thorwald has become a front-line operator.

### Showmanship

An internationally known movie actor during his youth, Thorwald has a thoroly developed sense of showmanship as well as an innate appreciation of what immaculate cleanliness and variety in vended products means to the market. A year or so after he began building up his route to its present 600, he settled on bright red and yellow as his standard color scheme and has retained this ever since.

Bright colors are not enough to justify a location in front of a brand-new shopping center, however. Thorwald has up-graded not



FRANK THORWALD

only the machines, but the stands as well.

Each Thorwald installation consists of six machines, all standard Victors, finished in red and yellow. Thorwald has replaced all of his original glass panels with plastic, which he keeps clean with special detergents and a hard-gloss wax that does away with much of the scratch problem which had existed with earlier plastic.

### Stainless Steel

The six machines are mounted on a combination of stainless steel legs

and hardwood shelves, in two banks of three, the second bank spaced back approximately 11 inches behind the first. Full visibility is afforded both rows and the combination of glittering stainless steel, polished hardwood shelving and bright red and yellow machines attracts much attention.

The new stands have been ordered as each new shopping center has opened. Thorwald is also building up his older locations with the same stands, since they are not only more attractive, but easier to handle and occupy a minimum amount of floor space.

Where supermarket operators mop their floors continuously, the fact that a minimum amount of metal touches the floor is much appreciated.

### High Traffic

Because of the high traffic density in such supermarket locations, Thorwald has found it important to use explanatory signs inside each vender which "tickle the customer's curiosity." Signs, however, are concentrated in the upper row of machines, where they are far more readable.

A typical label-type sign points out: "This Machine Contains Big Values . . . Look For . . . Knives, Harmonicas, Compasses, Card, Dice and Charm Capsules, Holy Rings, Picture Rings, the 3 Stooges and Diamond Jewelry." Repeated in most 5-cent machines, these small signs, which Thorwald makes with block prints, have made a notable difference in sales volume.

The Denver operator uses a bright yellow Scotch tape identifying strip which is permanently affixed to the back of each machine or to the back of the stand as the case may be. The yellow strip gives

his name, telephone number and address. Thorwald has found that this means quicker reporting by the location owner whenever a machine is out of order, familiarizes supervisory people at each location with his name and leads to easier negotiations for new spots.

The theory is simply to give the location owner the sort of equipment which he can be proud to show. Inasmuch as all of his machines are in heavy-traffic areas, he feels that businesslike methods, impressive cleanliness at every spot and now the up-grading program for new shopping centers has kept his 600 machines paying maximum returns.

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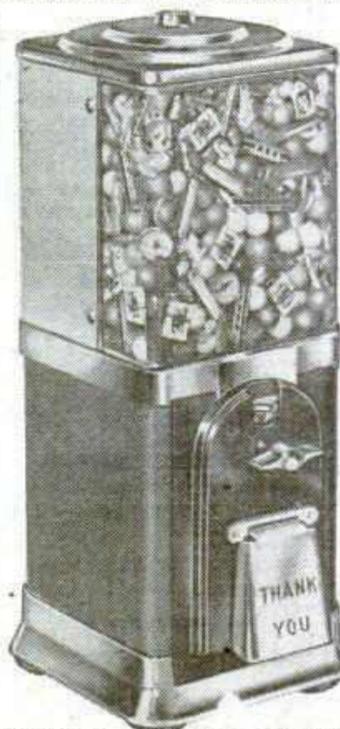
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**NO SHORT CUTS:**

# Hard Work and Cold Canvassing Best Way to Get Bulk Locations



BACK IN DALLAS after a Western swing, Prewitt looks over some new equipment at the Graff Vending Supply Company.

By OLIVER ALLEN

DALLAS — "Hard work and cold canvassing is the best way to get locations." That's part of the success philosophy of Robert O. Prewitt, reformed insurance man and now owner of a 630 ball gum and capsule machine route, a route which covers approximately 3,000 miles of West Texas and part of New Mexico.

"And," Dallas-based Prewitt adds, "the business has been mighty

good to me." He means good financially, but looking at the lean, tanned, blue-eyed operator you can see that the business has been "mighty good" for him physically, too. Quiet spoken, unassuming, he could step, without benefit of makeup, into the role of the honest sheriff on any television or Hollywood western.

A life insurance salesman in Dallas for eight years, Prewitt ended that career to enter the vending machine business almost four years ago. He bought an established route in West Texas and thru a willingness to learn and a liking for hard work he built that route. He built it even tho he took over the business without benefit of previous experience.

**Credit Where Due**

Typical of his straightforward character, he's always ready, even eager, to give credit where he considers credit due. "I had some mighty good teachers," he emphasizes. There is, for instance, Harold Gracey, another West Texas operator, who showed him a lot of the ropes, and there is Everett Graff, owner of Graff Vending Supply Company in Dallas, from whom he gets his Victor machines. "I learn something new about the business every time I talk to Everett," Prewitt says.

But teachers, even teachers of a top-flight caliber, can't do it all. They didn't do it all for Prewitt either. You sense this, you get a better understanding of his success

when you read between the lines of his observation on locations. He advises: "Get acquainted with the owner of a location and let him know you can furnish him with any machine he wants and with as many machines as he wants. Pretty soon he will come to depend on your judgment as to what is best."

**Fair Shake**

A lot of Prewitt's success can be summed up by an overworked word, "sincere." Just talking with the man you realize that he knows a fair shake for the location owner is to the advantage of both parties.

And, of course, he knows the business. After three years and eight months on a route which goes south to Brady, Tex., north to Dumas and west to Clovis, N. M., you learn things. And after learning from experience and from teachers, it's Prewitt's contention that the best locations for his ball gum and capsule machines are supermarkets, variety stores, dry goods stores and sewing centers. "Look for the spots where adults and a lot of children gather," he advises.

**Pull Machine**

Another bit of advise is that if a machine isn't paying on a location after at least two servicing trips, apologize to the location owner and remove the machine. Incidentally, he services each machine every six weeks, doing the work on the spot in his station wagon.

Best producers for his area, he finds, are the penny machines, and out of the 630 locations on his route about 440 consist of the 1-cent variety, with the other 190 being made up of 5 and 10-cent capsule venders.

Best time of year for him, in what is predominately an agricultural area, is from September to January, with business especially good when crops are being gath-

## National Candy Wholesalers to Give Industry Leader Awards

WASHINGTON — Members of the National Candy Wholesalers' Association will honor several candy brokers and salesmen for outstanding contributions to the candy industry.

The "Candy Ambassador" awards will be given at NCWA's convention to be held at Washington's Sheraton-Park and Shoreham hotels, July 31-August 3.

The award was initiated last year by NCWA as a means of paying special tribute to traveling men who have contributed substantially to the welfare of the wholesale candy industry.

NCWA has notified various candy clubs and associations throughout the country that each can nominate a first choice and an alternate from among its members for the award. The nominees may be chosen by a vote of the club's membership, by its board, by special committee or by other suitable means. Nominations may also be made by individuals in areas where there is no active candy club or association.

In setting up the award, NCWA suggested that the honor go to one who has been an enthusiastic supporter of the confectionery indus-

try and who has been the most effective emissary between the manufacturer and wholesaler.

The board also said that it should be someone who is constantly boosting the confectionery business, emphasizing quality and stressing good merchandising practices. Also his attitude and recognition of the wholesaler's place in the distribution of candy was suggested as an important consideration.

ered and there is an influx of workers for the fields. He buys a new station wagon every two years and drives it about 750 miles each week, with gas and oil being his greatest expense.

While in Dallas, between trips west, he spends his time assembling merchandise, buying whatever additional machines he might need and repairing equipment.

He's married and has one son, an 18-year-old student due to graduate from high school this year. His wife, who keeps the home going in Dallas, doesn't object to the life of an operator. In fact, she toted up the figures and discovered that he spends more time at home now than he did as a city-based insurance salesman.

try and who has been the most effective emissary between the manufacturer and wholesaler.

The board also said that it should be someone who is constantly boosting the confectionery business, emphasizing quality and stressing good merchandising practices. Also his attitude and recognition of the wholesaler's place in the distribution of candy was suggested as an important consideration.

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Pistachio Nuts, Large Tulip	.65
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Pistachio Nuts, Shell	.54
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Cashew, Nuts	.41
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 Ct.	.59
Hershey-ets	.47

Rain-Blo Gum, 72 ct.	.30
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct., 300 lb. minimum prepaid on all Rain-Blo Ball Gum	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30

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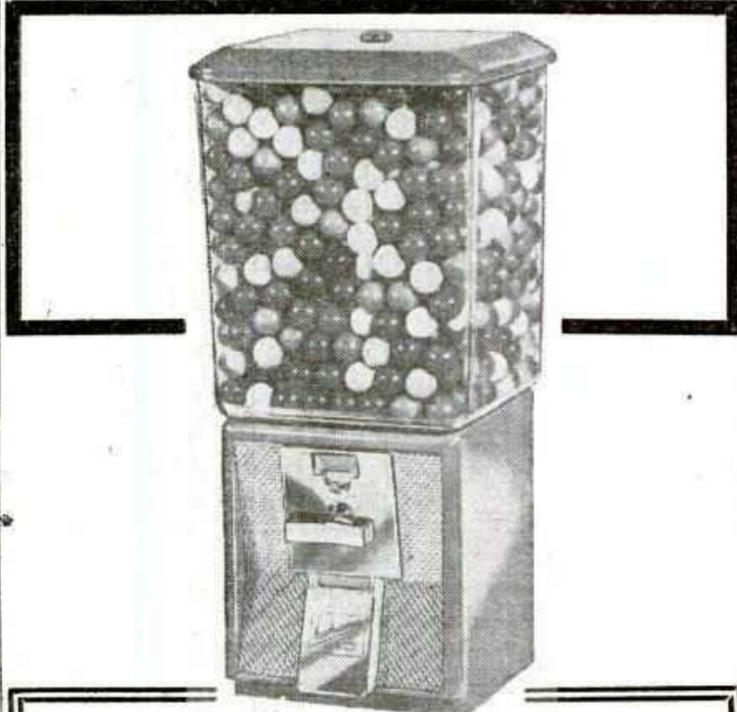
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H. B. "HUTCH" HUTCHINSON SAYS:  
"Contact me for complete information on the Golden, 59 and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit."  
We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.  
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WITH QUICK-TACH™  
FOR YOUR BETTER LOCATIONS  
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1012 Balls 100 Count Gum  
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365 Regular Capsules  
\*AT SLIGHT EXTRA COST  
See your Northwestern Distributor or write to  
**THE NORTHWESTERN CORPORATION**  
2044 E. Armstrong Street Morris, Illinois

**Give TO CONQUER Cancer**  
AMERICAN CANCER SOCIETY

# S. C. Legislature Mulls Lower Vending License

COLUMBIA, S. C. — A bill which would correct inequalities in the vending machine tax passed by the 1959 General Assembly, already passed by the Senate, currently is being studied by a House Ways and Means Committee.

As noted, the new measure would impose a tax of \$1 for each machine vending merchandise for 4 cents or less, and a tax of \$3 per machine on those vending merchandise for 5 cents or more.

"Last year," says Senator Marshall Parker of Oconee County, "the little man was penalized under the law adopted then. The operator with less than five machines had to pay \$10 per machine, and the big operators had to pay a maximum

of \$150 regardless of number. Some big operators paid only a few cents per machine as a result.

"Under a proposal by a tax study commission, composed of three senators, three representatives and three governor's appointees, machines vending postage stamps, paper drinking cups and certain sanitary supplies would be exempt."

Under the 1959 vending machine tax bill, it was indefinite as to who should pay the tax, the operator or the person in whose place of business the machine was located. Sometimes, it was observed, the tax was collected from both parties. The new measure clearly states the tax shall be paid by operators of the vending machines.

**MORRIS S. GISSER SAYS:**



"Contact me for complete information on the Golden 59 and other Northwestern machines, parts and supplies. These machines are the greatest for easy servicing and profit."

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ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_

Fill in coupon, clip and mail to:  
**KING & COMPANY**  
2700 W. Lake St. Chicago 12, Ill.  
Phone: KE 3-3302

We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1/4 Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies; 1 Hersheys 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write to King & Co. for prices and our new 12-page catalog.

**"A NEW OPPORTUNITY IN VENDING"**

of  
**CRACKER JACK**

Now for the first time this famous product that has been on the market for 63 years is available to the public in vending machines. This is one of few confections that has always been popular with young and old alike. Millions and millions of packages sold retail in 1959. Every city, town and village in America have locations waiting for some operator to install a vendor for CRACKER JACK.

**DISPENSES THE NEW FULL SIZE FOILED-WRAPPED PACKAGE**

**This Could Be You**

Be the first with the best, remember that this is a non-competitive product, there is only ONE CRACKER JACK, compare this with any other vending item and judge for yourself the vast number of profitable locations for this automatic merchandiser.

Direct shipments of CRACKER JACK to selected distributors of the CRACKER JACK VENDING MACHINE.

Specifications—Model 80, 60" High—17" Wide—8 1/2" Deep. Capacity, 50 Boxes. Shipping Weight, 64 Pounds.

**C. J. VENDORS, INC.**  
Exclusive Manufacturers and Distributors of Vending Machines for  
**CRACKER JACK**  
P. O. Box 476 Rialto, California

## COINMEN in the news

### Midwest

#### OUT MINNESOTA WAY

Distributors report that resort business is slow in starting this spring. Cool weather with ice remaining on the lakes in the northern part of the State has slowed down the operators. The resort locations are not expected to get going until May 1, altho there have been some ops in shopping around for extra equipment.

Stephen Lieberman, manager of Stephen Distributing Company, Minneapolis, was married to Sheila Rae Halper of St. Paul April 3. He is the son of Harold Lieberman, president of Lieberman Music and affiliated companies. David Lieberman was his brother's best man. After a trip to Europe and Israel, Mr. and Mrs. Lieberman will be at home in Minneapolis June 1.

Appointment of Bill Rundquist as new sales representative for Canteen Company of Minnesota, was announced by Lee Johnson, general manager. Rundquist formerly was in business in Rock Island, Ill., and has had 15 years of selling experience.

Outside operators seen in the Twin Cities include Don Hazelwood, Aitkin, Minn.; Lawrence Sieg, Eau Claire, Wis.; L. J. Savard, Red Lake Falls, Minn.; Tom Roberts, Hurley, Wis.; John McMahon, Eau Claire, Wis., and Arnold Brevik, Watertown, S. D. . . . Ted Salvesson, of Huron, S. D., is getting his equipment ready and is going on a carnival circuit the end of this month. He will be gone until the end of September. During his absence Ted Salvesson Jr., will operate the route. . . . Pete Wornson, operator at Mankato, Minn., and his wife are back from a vacation in Florida. . . . Ike Pierson, operator at Mitchell, S. D., and his wife are vacationing in Galveston, Houston and on the West Coast. . . . Don Smith of Sioux Falls, S. D., is sporting a new Olds 88. . . . Ronnie Manolis, Huron, S. D., president of the South Dakota operators' association, is recuperating in a Rochester, Minn., hospital from an operation on his back.

C. B. Ross, Wurlitzer service engineer, was in for a few days. . . . Sol Rose, sales manager of Sandler Distributing Company, was in South Dakota on business. . . . Earl Grout, president of Vendall Company, Inc., Minneapolis, was on a brief vacation in Kansas City, Mo. . . . His partner, William R. (Bud) Zuber, vice-president of the firm, is leaving next month for a combined business and pleasure trip to Europe. He will be gone six weeks.

Harry Johnson, of the Harry E. Johnson Company, Minneapolis is looking forward to a big cigarette vending business with the approaching tourist season. The firm has many locations near the Minneapolis lakes. . . . Herman Paster, of Mayflower Distributing Company, is vacationing in Florida. . . . Chuck Karter, of Star Novelty Company, St. Paul, sold his home and plans to buy another one. . . . Construction has been completed on an apartment building put up on Snelling Avenue, St. Paul, by Fritz Eichinger, head of Northern Coin Machine Company, St. Paul.

In a recent fire in a St. Paul tavern Jack Karter, of Midwest Novelty Company, St. Paul, lost a bowler, a phonograph, a new pinball and a cigarette machine. The equipment was not covered by insurance and is beyond repair. The tavern keeper had a loss of over \$10,000 in the fire. Don Lyons

#### AROUND DETROIT

Two young men who came into the cigarette vending business four years ago, working with their father, veteran Chris Koutoulakis, as the C. K. Vending Company, have built their route from 65 to 180 machines and further established a juke box route as the G. K. Music Company. George and Frank Koutoulakis today are only 23 and 21 years old, respectively, and are taking over the whole business while their dad has decided to retire. He is still connected with his other business, a downtown restaurant known as the Victory Annex.

George and Frank have a program of steady expansion ahead, concentrating mostly in restaurant and bar locations.

James Morisi, founder of the Joy Amusement Company in suburban Redford Township, has again taken over the firm as sole

(Continued on page 187)

**Bulk Banter**

Continued from page 179

manufactured the old Penny King bulk vender, but discontinued production some years ago.

Web Service, which operated bulk venders in addition to other equipment, has discontinued all operations. The company was headed by Walter E. Button, with headquarters on the East Side.

Samuel Rosenstein, bulk vending operator, has moved his headquarters to Faust Avenue in the northwest section. He is a firm believer

in concentrating upon multiple installations of machines as the way to profitable operation in this field, and accordingly seeks a minimum of locations but a maximum of machines.

Joseph D. Helmstret, secretary of Motor City Vendors, Inc., reports the company is engaged in a slow but steady program of expansion. George B. Thompson is president of the firm, which operates cigarette venders in addition to other equipment.

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**Northwestern INTERCHANGEABLE MERCHANDISE UNIT**

**Northwestern GOLDEN '59**

... Easy to Service  
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... Time Saving  
... More Profit

Northwestern Distributor. Complete line of machines, parts, stands, supplies, ball gum, charms and capsules. Write, wire or phone today for complete information and prices.

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**ELECTRIC MACHINE**

Time proven favorite. Electric vibratory current increased at will by player. One dry cell battery good for health and amusement for 1,500 to 3,000 plays.

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2 and up . . . . . 23.50  
Floor Stand . . . . . 5.00

1/3 Deposit, Balance C.O.D., F.O.B. N. Y. We stock a complete line of Vending Machines, Stands, Parts, Supplies, Charms, Capsules, Merchandise and Ball Gum.

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PENNY FORTUNE SCALE NO SPRINGS

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**SAY YOU SAW IT IN THE BILLBOARD!**

## MOA Announces Forum Format for Convention

CHICAGO—Forums on diversification, tax problems, servicing and relations with the phonograph industry will form the meat of the annual convention of the Music Operators of America at the Morrison Hotel here, May 9-11.

Harry Snodgrass, Albuquerque, N. M., will moderate the diversification panel, which opens the convention Monday morning (9). Lou Casola, Rockford, Ill., will discuss the problems of the juke box operator entering full-line vending, while a representative of the Rowe Manufacturing Company will speak on the future and problems of full-line vending.

The Continental Vending Machine Company will provide a speaker on vending equipment maintenance and health laws, and a Bally Vending Corporation executive will talk on vending product control and commission rates. National Vendors will cover candy and cigarette vending.

### Kiddie Rides, Bowling

The Bally Manufacturing Company will provide the panel with a kiddie ride expert, and Chicago Dynamic Industries will send an executive to discuss miniature bowling.

The late morning forum session will be moderated by Lou Casola. Leo Kaner, head of MOA's National Tax Council, will speak on depreciation, travel and entertainment expense. Sales property and cabinet taxes will be discussed by Harry Snodgrass. George A. Miller, MOA president, and Nick Allen, MOA legislative council, will hold forth on copyright legislation, and Sam Jasper, of the Social Security Administration, will explain how Social Security affects the music machine operator.

Norman Gefke, Sioux Falls, S. D., will moderate first Monday afternoon session. The panel will consist of operators, a record distributor and a one-stop executive. Programming for 100 and 200-selection machine will be discussed, as will be record purchasing.

### Service Problems

The final Monday forum will concern itself with service problems, with Ted Nichols, Omaha, moderating. AMI, Williams Manufacturing, United Manufacturing, Bally Manufacturing and National Rejectors will provide the panel members.

AMI will handle amplifiers and remote and stereo installations. Williams will cover relays. United will discuss steppers. Bally will speak on maintenance of playing

surfaces, and National Rejectors will talk on coin rejectors and coin changers.

Tuesday (10) will be devoted to the MOA general business meeting and election of officers.

Wednesday's (11) forum session will concern itself with the relationship of the music operator to the record industry. It will be co-moderated by Ren Grevatt of The Billboard editorial staff and another trade paper representative, to be named.

Record company representatives will be selected from the following panel: Claude Brennan, Decca; Joe Jarson, Christy; Jack Burgess, RCA-Victor; Jimmy Mulcay, Red Robin; Sol Handwerker, M-G-M; Jimmy Wakely, Shasta; Larry Newton, Am-Par; Max Gallison, Capitol; Bud Katzell, Roulette; William Gallagher, Columbia; George Urey, Dot, and Ken Meyers, Mercury.

Lou Boorstein, New York; Fred Sipiara, Chicago; Jim McGuire, Oakland, Calif., and Gabe Orland, Los Angeles, will represent the record one-stops.

Herb Oettinger, United Music and Ed Ratajack, AMI, will represent the juke box manufacturers. Record distributor representatives will be named at the convention.

## German Juke Box Progress Fantastic

By OMER ANDERSON

HAMBURG—A juke box census just completed places the number of units in West Germany at 40,000, putting the Germans far in the Continental juke box lead.

The count spotlights the fantastic growth of the German juke box industry, which in 1953 had almost no domestic production. The 1953 juke box count in this country was just under 1,000.

A year later there were 4,500, and in 1955 this number had more than doubled. The latest survey indicates that West Germany will have 100,000 juke boxes in 1965, at the current rate of increase.

### U. S. Comparison

By Continental scales this seems incredible, but German operators tend to take such an estimate at face value. They have switched their basis for comparison from the Continent and Britain to the U. S., and by American measurement 100,000 juke boxes is a modest enough figure.

For example, when West Germany in 1951 counted fewer than

250 juke boxes, the U. S. had around 550,000 boxes operating, according to the survey.

In 1953 the Germans were still importing all their machines from the U. S. In that year Tonomat, which was purchased last year by the Automatic Canteen Company of America, brought out one of the first German juke boxes, the V 102 which evolved into the Telematic 100 in 1955.

### Full Throttle

Now the Germans are the world's second largest producers of juke boxes (behind the U. S.) and, contrary to the U. S. industry, the Germans have managed to maintain their juke box boom at full throttle.

The present survey, after ticking off export possibilities in Africa, the Middle East and Southeast Asia, concludes that the biggest future export market of all may develop behind the Iron Curtain.

Already, West German juke boxes are playing in East Berlin and other East German cities, in Warsaw, in Prague, in Budapest and in Moscow.

## Danes Await Clarification of Coin Import, Tariff Changes

By TED WOLFRAM

COPENHAGEN—The effect of recent changes in import restrictions and tariff regulations is still uncertain as far as the coin machine industry is concerned here. These changes are the result of Danish membership in the recently formed European Free Trade Association.

At present it is not yet clear as to what coin machines have been completely cleared of import restrictions nor exactly what duty is to be levied upon them. Furthermore, when the imports are from the U. S. A., in the case of expensive machines, it is still necessary to apply for a "dollar" permit as the "premium" system applying to the sending out of the country of U. S. currency has not yet come to an end, altho it has been made simpler and of minor consequence, aside from the red tape.

Such coin machines as are generally used in Penny Arcades in the amusement parks, or on the carnival lots, in the U. S. A., are used similarly in Denmark, but are rarely used anywhere else but these two types of places.

It is not illegal to operate certain types of pay-out machines, but they are governed by regulations concerning the type of prizes that are permitted. Permits must be obtained from the police, but there are very few towns or cities in Denmark where the police issue such permits.

Principal reason is that the only locations available would be cafes or restaurants, and the problem of surveying these establishments would be a serious one. They do issue permits when such events as benefit street fairs or indoor bazaars are promoted—in fact the Copenhagen police have young people's clubs, for which they need funds and frequently arrange with outdoor showmen to stage such events for them.

To expand the use of the above machines, as well as of other types of amusement machines and juke boxes a group of 11 operators of such machines, and firms importing same, have formed a company, the Danish Automat Renting Company, in order to simplify the speedy promotion of such events whenever suitable locations are available.

(Continued on page 188)

## Williams Hints Wider Product Line

CHICAGO—A bigger array of products are in the works at Williams Electronic Manufacturing Corporation.

The long-time amusement game manufacturers are talking of not only adding new games of several types not produced by the firm previously, but have plans for other types of coin machines as well—including vending machines.

Rumor has it that one of these new machines will be a coin-operated voice-recorder machine. Such machines have wide usage in Arcades, transportation depots and the full range of public locations. There is conjecture that such a machine might be shown by the

firm at the Music Operators of America show here May 9-11.

### No Affirmation

Sam Lewis, Williams vice-president, held back comment regarding the rumored voice-recorder unit when contacted last week.

But he did have some other comments to make that were at least as interesting.

Lewis said Williams is currently working on "a half dozen new ideas" in the amusement game field, among them pinball and gun game models customarily made by the firm, but also including shuffle games, "fast-play" games and "novelty machines" which would be new production territory to the firm.

"There have been periods when nothing new has turned up and we faced a dearth of ideas," said Lewis. "But suddenly, we have hit on not one, but a host of new production ideas."

Lewis said Williams has purchased "several things" under royalty deals which are slated for production in the near future. "Ideas must come from the field," said Lewis, "from both within and outside of the coin machine business. We will always be happy to consider any new amusement game idea that comes to us."

Currently the Williams plant is running at full steam, with production lines devoted overwhelmingly to the new baseball game, Official Baseball. Apparently, the game is enjoying a highly successful run, and Williams expects to keep it going at least another month. Pinball production, meanwhile, has been sidelined for the most part due to the baseball game rush.

But the firm is testing new pinballs, and also is still in production on the Magnus chord organ produced by the firm. The big demand for the chord organ, however, came during the holiday season.

## Parkoff Airs Views on Coin Op Diversification

NEW YORK — There's a fallacy regarding the matter of diversification in the coin industry which needs ironing out, according to Meyer Parkoff, head of Atlantic New York, full-line Seeburg distributor here.

"Sure diversification is the big thing in the business today for distributors and operators," says Parkoff, "but anybody who tries to expand in other directions is fooling himself if he doesn't add additional personnel."

"We used to have operators in our office every day looking at equipment. Now they don't show up. That's because a lot of them have expanded into other vending lines without adding anybody. They break their backs trying to do it all by themselves."

With distributors it's even more pressing matter, according to Parkoff. "We have to make up our minds to the fact that when you diversify—take on new pro-

ducts—your overhead has to go up. If a Standard Oil of New Jersey takes on a line like Socony, that's easy because it's the same basic product. But in a case like this, you normally sell juke boxes. Now you take on cigarette units, maybe drink venders and other equipment. You have to have experts in each field. You've got to take a phonograph serviceman and make him a cigarette machine serviceman. That takes time, training and money.

"Today with all these new trends developing, the watchword is to keep a close eye on every cost, cut corners and make economies wherever you can. Some of us, operators and distributors alike, have taken things in our stride for too many years. You've got to try to be the best businessman possible to keep showing a reasonable profit today. It takes diversification up to a point, but with that, it takes careful and economical operation."

## COIN TRADE PR DRIVE ROLLS ON

CHICAGO — Memberships for the Coin Machine Council, the industry's public relations arm, have come in from virtually every State in the Union, according to Herb Jones, chairman of the membership committee. Latest membership applications have been received from Hawaii, Florida, Massachusetts, Oregon and California. Jones said that members of the West Virginia Operators Association solicited its members and came up with a 100 per cent response. He added that Joe Westerhaus, president of Pioneer Vending, Inc., Cincinnati, sent in five enrollments in addition to his own in a single day. The CMC will maintain a booth during the Music Operators of America convention in Chicago, May 9-11, with several members of the Herbert M. Kraus public relations agency on hand to answer questions. Campaign buttons reading, "I'm a booster for public relations. Are you?" will be given to enrolled members. Exhibitors who join up will be supplied with booth banners which read, "Member. The Coin Machine Council for Public Relations."

## Canadian Operators Take 8% Beating on U. S. Coins

By HARRY ALLEN

TORONTO—A mixed reaction has come from operators to a potential 8 per cent headache.

Banks in Canada are now charging 8 per cent on all American coinage.

Operators are able to stop the United States quarters, but when it comes to the lesser coins, it's tough.

### Flood of Coins

James Gauvreau, of R. C. Gil-

christ Company, Ltd., distributor for the Seeburg line, said there was a terrific flood of coins.

A different story is told by Allen D. Baker, a director of the Canadian Automatic Merchandising Association, who said the machines have not been flooded with foreign silver during the week's campaign against U. S. coins.

"It's not been nearly as bad as we expected," he said. "Several of

(Continued on page 188)



The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

AMI

Table listing music machines with model numbers and prices, including D-40, E-40, F-40, G-40, H-100, I-100, J-100, K-100, L-100, M-100, N-100, O-100, P-100, Q-100, R-100, S-100, T-100, U-100, V-100, W-100, X-100, Y-100, Z-100.

ROCK-OLA

Table listing Rock-Ola music machines with model numbers and prices, including 1438, 1442, 1446, 1448, 1452, 1454, 1455D, 1455S, 1458, 1465.

SEEBURG

Table listing Seeburg music machines with model numbers and prices, including M100B, M100C, 100W, HF100G, HF100R, V200, 100J, K200, L100, 201, 161, 101, 222, 220.

WURLITZER

Table listing Wurlitzer music machines with model numbers and prices, including 1250, 1400, 1500, 1500A, 1600A, 1700, 1800, 1900, 2000, 2100, 2150, 2250, 2240, 2200.

BOWLERS & SHUFFLES

BALLY

Table listing Bally bowling and shuffle machines with model numbers and prices, including ABC Bowler, ABC Bowling Lanes, ABC Champion, ABC Super-Deluxe, All-Star Bowler, All-Star Deluxe, Bally Shuffle, Blue Ribbon, Champion Bowler, Club Bowler, Congress Bowler, Deluxe Club Bowler, Gold Medal, Jet Bowler, Jumbo Bowler.

CHICAGO COIN

Table listing Chicago Coin machines with model numbers and prices, including All Star Team, Blinker, Bonus Score, Bowling Team, Bowling League, Bull's Eye Bowler, Championship, Criss Cross Target, Double Feature, Feature Bowler, Fireball Bowler, Flash Bowler, Holiday Bowlers, Hollywood, Lucky Strike, Miami Shuffle, Monte Carlo, Player's Choice, Rebound Shuffle, Red Pin, Rocket Ball, Rocket Shuffle, Rocket Shuffle Two, Score-A-Line, Shuffle Explorer, Skee Roll, Star Lite, Super Frame, Thunderbolt, Tournament Ski, Bowl, Triple Strike, TV Bowling League, Twin Bowler.

UNITED

Table listing United machines with model numbers and prices, including Ace Shuffle Alley, Advance, Atlas Shuffle Alley, Banner, Bonus Bowling, Bowling Alley, Build-Up, Capitol Shuffle, Comet Shuffle, Cyclone, Deluxe Bowling, Deluxe Flash, Deluxe Mercury, Dual Shuffle, Duplex, Eagle Shuffle, Flash, Handicap, Hi-Score, Jumbo Bowling, All-Star Bowler, All-Star Deluxe, Jupiter Shuffle, League Shuffle, Lightning, Midget Bowling, Niagara, Playtime, Pkixie Bowler, Rainbow Shuffle.

WILLIAMS

Table listing Williams machines with model numbers and prices, including Arrow Head, Big Ben, Casino, 2 Circus Wagon, Colors, Crossword, Cue Ball, Daffy Derby, Dealer, 4 Fun House, 4 Gay Parade, Gusher, Hi-Hand, Hot Diggity, Jig Saw, Kings, Laxy, Lulu, 2 Naples, 9-Sisters, Perky, Peter Pan, Piccadilly, Race-the-Clock, Regatta, Reno, Satellite, Screamo, 2 Shamrock, Skyway, Smoke Signal, Soccer Kick-Off, Starfire, Star Pool, Steeple Chase, Super Score, 4 Surf Rider, 3-D, Three Deuces, Tic-Tac-Dos, Tim-Buc-Tu, Thunderbird, Top Hat, Turl Champ, Wonderland.

GOTTlieb

Table listing Gottlieb machines with model numbers and prices, including Ace High, Add-A-Line, 2 Atlas, Auto Race, 2 Britz Star, 4 Contest, 2 Continental Cafe, Criss Cross, Daisy Mae, Derby Day, Diamond Lil, 2 Double Action, Dragonette, 2 Duette, Easy Aces, 2 Fair Lady, 4 Falstaff, 3 Flag-Ship, 4 Belles, Frontiersman, 2 Gladiator, Gold Star, 2 Gondolier, Green Pastures, Gypsy Queen, Harbor Lites, Hawaiian Beauty, Hi Diver, Jockey Club, 4 Jubilee, Lady Luck, Lovely Lucy, 4 Majestic, 2 Marathon, Mystic Marvel, 2 Picnic, Queen of Diamonds, 2 Race Time, Rainbow, 4 Register, Rocket Ship, Roto Pool, Royal Flush, 2 Sea Belles, Silver, Sittin' Pretty, Sluggin' Champ, Southern Belle, Straight Flush, Straight Shooter, 4 Score-Board.

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REGULATION

Table listing Regulation machines with model numbers and prices, including Royal Bowling, Alloy, Select Play, Shooting Star, Shuffle Targette, Simplex, Six-Star, Super Bonus, Team Shuffle, Alloy, Top Notch, Venus, Zenith.

PINBALLS

Table listing pinball machines with model numbers and prices, including Ballerina, Balls-A-Poppin', Bally U.S.A., Beach Beauty, Beach Time, Big Show, Big-Time, Broadway, Carnival, Carnival-Queen, Circus, Crosswords, Cypress Gardens, Double Header, Gay Time, Gayety, Hi-Fi, Ice Follies, Key West, Miami Beach, Miss America, Night Club, Parade, Sea Island, Show-Time, Sun Valley, Surf-Club, Variety.

WILLIAMS

Table listing Williams pinball machines with model numbers and prices, including Arrow Head, Big Ben, Casino, 2 Circus Wagon, Colors, Crossword, Cue Ball, Daffy Derby, Dealer, 4 Fun House, 4 Gay Parade, Gusher, Hi-Hand, Hot Diggity, Jig Saw, Kings, Laxy, Lulu, 2 Naples, 9-Sisters, Perky, Peter Pan, Piccadilly, Race-the-Clock, Regatta, Reno, Satellite, Screamo, 2 Shamrock, Skyway, Smoke Signal, Soccer Kick-Off, Starfire, Star Pool, Steeple Chase, Super Score, 4 Surf Rider, 3-D, Three Deuces, Tic-Tac-Dos, Tim-Buc-Tu, Thunderbird, Top Hat, Turl Champ, Wonderland.

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SUNSHINE

Table listing Sunshine machines with model numbers and prices, including Stagecoach, 2 Super Circus, 4 Super Jumbo, 2 Toreador, Twin Bill, 2 Whirlwind, Wishing Well, World Champ.

UNITED

Table listing United machines with model numbers and prices, including Brazil, Caravan, Havana, Hawaii, Manhattan, Mexico, Monaco, Nevada, Playtime, Pixies, Singapore, South Sea, Stardust, Starlet, Triple Play, Tropicana.

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BIG LEAGUE

Table listing Big League machines with model numbers and prices, including Wms, 10/54, Big Top, Bike Race, Bing-O-Reno, Bull's Eye, Burp Gun, Carnival Gun, Champion Baseball, Circus Rifle Gallery, Coon Hunt, Crane, Criss Cross Hockey, Cross Country, Dale Pom-Pom, Davy Crockett, Deco Grandma, Deluxe 4-Bagger, Deluxe Crusader, Deluxe Ranger, Deluxe Skill Parade, Deluxe Vanguard, Derby Roll, Deuces Wild, Drivemobile, Dodge City, Hot Dog, 5th Inning, Golf Champ, Grandpa Fortune, Gun Club, Heavy Hitter, Hercules, Hindu Fortune, Teller, Hi-Fly, Horoscope Fortune, Teller, Hydro Duck, Jolly Joker, Jr. Auto-Test, Jungle Gun, Jungle Hunt, Kaye Hockey, Kiss-O-Meter, King of Swat, League Leader, Lucky Horoscope, Major League, Match Pool, Model 500 Shooting Gallery, Monkey Climb, Motorama, 1957 Baseball, Pan-O-Rama, Peep Barrels, Peppy the Clown, Photomatic, Pirate Gun.

UNITED

Table listing United machines with model numbers and prices, including Brazil, Caravan, Havana, Hawaii, Manhattan, Mexico, Monaco, Nevada, Playtime, Pixies, Singapore, South Sea, Stardust, Starlet, Triple Play, Tropicana.

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PINCH-HITTER

Table listing Pinch-Hitter machines with model numbers and prices, including Wms, 3/58, Polar Hunt, Quarterback, Rifle Gallery, Rock n Roll, St. Christopher, Safari, Satellite Tracker, Scramball, Shooting Gallery, Shortstop, Sidewalk Engineer, Sky Raider, Sky Rocket, Softball League, Space Age, Special Deluxe Baseball, Spook Gun, Space Gunner, Sportland Shooting Gallery, Sportsman, Squalls Water, Star Slugger, Steam Shovel, Super Big Top, Super Home Run, Super Pennant Baseball, Super Slugger, Super Star Baseball, Swami, Target-Roll, Test Pilot, 10 Commandments, 3-D Kiddle Theater, 3-D Theater, Treasure Cove, Twin Hockey, Two-Player Basketball, United Deluxe Baseball, Vacuumatic Card Vendor, Voice-O-Graph, Wild West, Yankee Baseball, Zig-Zag, Zipper, Zodiac Chart.

UNITED

Table listing United machines with model numbers and prices, including Brazil, Caravan, Havana, Hawaii, Manhattan, Mexico, Monaco, Nevada, Playtime, Pixies, Singapore, South Sea, Stardust, Starlet, Triple Play, Tropicana.

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AUTOS

Table listing auto machines with model numbers and prices, including Austin Racer, Capital Auto, Hot Rod, King Car, Meteor Hot Rod, Meteor, Midget Racer, Stutz Bearcat, Bally Boat, Meteor P.T. Boat, Miss America, Scientific Boat, Sea Skate, Speed Queen, Tug Boat, Choo Choo, King Choo Choo, Old Smokey Train, Toonerville Trolley, MERRY-GO-ROUNDS, Bert Lane MGR, Capitol MGR, Centerpost MGR, Deco MGR, Lee MGR, Texas MGR, Ponies, Big Beauty, Big Bronco Pony, Bright Eyes, Champion Pony, Deco Medium Pony, King Pony, Lancer, Palomino, Pinto Pony, Pony Boy, Pony Express, Rainbow Crusader, Range Rider, Rawhide, Royal, Thunderbolt, Twin Pony, Atomic Jet, Junior Jet, Meteor Rocket, Rocket, Space Patrol, Space Ranger, Space Ship, Super Jet, B & R Dog, Bull Ride, Dopey Duck, Elsie the Cow, Fire Engine, Voice-O-Graph, Fire Fighter, Flying Saucer, Mother Goose, Motorcycle, Pete the Rabbit, Reindeer, See Saw, Twin Rabbit, Twin Zoo, Western Express, Wells Fargo.

UNITED

Table listing United machines with model numbers and prices, including Brazil, Caravan, Havana, Hawaii, Manhattan, Mexico, Monaco, Nevada, Playtime, Pixies, Singapore, South Sea, Stardust, Starlet, Triple Play, Tropicana.

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**MANUFACTURERS—DISTRIBUTORS—SUPPLIERS****PUT MORE  
Sell**

into your sales effort at the time when you can reach the largest buying audience of the year. Use. . .

**The  
Billboard's****M.O.A. Convention Issue**

**Dated: May 9, 1960. Advertising Deadline: Wednesday, May 4**

**INVESTING YOUR ADVERTISING DOLLARS**

Your ad in this important M.O.A. Convention issue will take your sales message to more than 7,500 key coin machine operators who buy 95% of all juke boxes, amusement games, vending machines and supplies bought by the coin machine industry . . . and it reaches them when they are primed to buy!

Coin Machine Manufacturers, Distributors and Suppliers invest their advertising dollars, instead of just buying space, and they expect a solid return on every dollar invested. Week after week, month after month, year after year, Coin Machine Distributors continue to place more than 80% of their advertising in The Billboard and less than 20% in other trade publications. Why? RESULTS!!!

**Music Operators of America Convention  
will be held May 9-10-11 at the  
MORRISON HOTEL, Chicago**

**Start Planning Now!!!** Have your advertising sales messages ready to appear in pre-convention, convention and post-convention issues of The Billboard.

**Remember . . .** The advertising deadline is Wednesday, May 4, for The Billboard's M.O.A. Convention issue. Prepare your copy early.

**Make your reservation for advertising space today!**

**Contact your nearest Billboard office listed below for complete information and rates.**

Chicago 1, Ill.  
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Central 6-9818  
Dick Ford Jack Sloan

New York 36, N. Y.  
1564 Broadway  
PLaza 7-2800  
Dick Wilson

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1520 N. Gower  
HOLlywood 9-5831  
Sam Abbott

St. Louis 1, Mo.  
390 Arcade Bldg.  
CHestnut 1-0443  
Frank Joerling

DOLLARS BRING DIMES

# Costs and Profits of Today's Modern Amusement Arcade

By KEN KNAUF

(The fourth in a series of five articles on the modern amusement Arcade.)

CHICAGO—You give a dollar to make a dime. Then if things go as they should, there gets to be many more dimes coming in than dollars going out. That—in a not so "little acorn" type nutshell—is the story of costs and profits in the modern amusement Arcade.

The dollars go for equipment, labor, servicing and repair, rent or commission, and for everything from ballyhoo to bookwork.

The dimes come from Arcade patrons in direct proportion to the Arcade's traffic, appeal and pulling power.

A top-drawer Arcade should get most of those "gone" dollars back in one year or season and then start converting the incoming dimes to bank-book dollars. A \$300 to \$350 weekly gross (in the average 40-machine spot) is generally required to meet overhead and depreciation. Everything over \$500 is usually gravy.

For the rare but welcome Arcade entrepreneur who starts with nothing more than a fairly heavy wad of cash, profits may be longer in coming. But for the average Arcade newcomer (who more than likely already operates 40 or more amusement machines on a regular game route) profits can be expected soon enough.

The advantage held by the man with machines on hand is that by far the biggest initial cost of Arcade operation is in the equipment. This fellow may already have many machines on his route which can be put into the Arcade, and he should have a better idea of what additional machines to buy and at what price.

As to the fellow with merely determination and a wad of cash—well, we hope this article may help him get the most for his money. He, too, can turn those dollars to dimes and back again to dollars, but he'll have to be more careful and more patient.

Can the amusement machine operator just take games off his route and move them into his Arcade? Not so fast, there! Only a portion of those games on location in taverns and restaurants will do for the Arcade. He'll still have to invest in added equipment, and preferably, he should buy some new machines.

But the games on the route can form the nucleus. Ball bowlers, shuffles, gun games, amusement-type pinballs, baseball games, in some instances even coin-operated pool games, have all gone well in Arcades. But other machines not ordinarily found on the route are needed. A photo machine and/or voice recording machine, for instance, is a virtual necessity. So are beverage and snack vending machines where food and refreshment service is not at hand.

For the operator starting from scratch, at least \$25,000 can be figured as cost to equip a small-to-average-sized Arcade with from 40 to 45 machines. This would include Photomat, voice recorder, guns and bowlers, but not all the equipment—at this price—would be new.

In the medium-to-large-size Arcade (over 50 machines), from \$35,000 to \$50,000 should be set aside for equipment. The giant-sized Arcade, such as those seen at some Eastern amusement parks, may have as many as 600 machines, and as few as five to 10 machines may be seen set up in Arcade form at bowling alley locations and smaller funspots. Amusement parks feel they need at least 15 machines to make an Arcade worthwhile.

The equipment line-up in the average park Arcade building (which would usually measure 40 by 65 or 30 by 85 feet), might be something like this: Photo machine, voice recorder, eight to 10 coin-operated bowling alleys in battery formation, a dozen gun games (mostly rifles), an Auto Test or Road Test unit, some vending machines which might include a popcorn unit, beverage machine, snack

machine and maybe a capsule charm machine or two; some sport-type machines as baseball, hockey, football and some "old-fashioned" equipment as fortune teller, horoscope, quiz machines, grip testers, scales, penny card units, metal typers. A kiddie ride or two might be included for the small fry.

There are other Arcade costs to consider, but the equipment costs are foremost and must be met before any money is coming in. Other costs will include wages for mechanics, cashiers and/or attendants, cost of breakage, depreciation and, of course, the rent.

If the spot is open 15 to 16 hours a day (which is average) two shifts of cashiers will be needed. In a 24-hour spot three shifts are preferred. On the average, the cashier will earn \$1 to \$1.25 per hour.

Mechanics are usually on hand at least three days a week at three or four hours per appearance in the average 40-machine Arcade. Figure nine hours per week for mechanics at about \$5 per hour average.

Depreciation may be figured annually on the basis of at least 25 per cent of equipment investment—this rate allowed by the government for tax deduction purposes. Four years is the average life for Arcade equipment, which depreciates faster, for instance, than major ride equipment. (This is another reason park management prefers the concession arrangement for Arcades, with equipment, if owned by the park, likely to stand idle for eight months of the year.)

Rent costs paid on a flat basis will, of course, vary with the space taken up and the locale. (Concession commissions paid were discussed in the preceding article.)

One other likely cost might be figured in—this is the electric sign. Not always needed, an attractive electric sign will, in some cases, help draw trade more than anything else. It's usually considered a necessity at an on-the-street Arcade and is often used at amusement park Arcades. A good electric sign may run from \$500 to \$10,000.

We've left the cost of the Arcade building itself to last, since it's usually disguised in the form of rent or commission payments, being provided by the park or location. It would otherwise cost from \$15,000 to \$25,000 on the average.

Here's the biggest cost-profit point for the Arcade operator to keep in mind: Costs are the same for the Arcade doing a \$300 weekly gross as for the Arcade grossing \$1,000. The overhead and depreciation is the same either way.

Veteran operators figure that at a \$300 weekly gross, the Arcade could barely break even, with \$600 to \$700 considered the target bracket for the average-size Arcade. If it does \$500 to \$1,000 weekly, it's a pretty fair business. Everything over \$500 is usually clear profit.

Next week: "Do's and Don'ts in Arcade Management." Some off-the-cuff tips on locations, equipment, promotions, community and customer relations.

## Parker Henderson Operates Route of D. Highfill Estate

MEMPHIS—Parker Henderson, general manager of Southern Amusement Company, has taken over active management of Rainbow Amusement Company for the estate of the late Douglas Highfill. Highfill, who owned the route,

## European News Briefs

### Religion Popular Juke Box Theme

FLORENCE, Italy—Italian juke boxes are playing religious "top tunes" under special dispensation of church authorities.

Some current religious themes heard on Italian juke boxes include "The Heavenly Bench," the "Monk and the Poor Man" and "Charity Rains From Heaven."

The playing of religious-theme popular music has been pioneered by Father Don Giovanni Rossi of Assisi. The priest contends that church music can be "modernized" and played in popular mediums without committing sacrilege.

Father Rossi sponsors annual meetings devoted to the popularizing of church music. Thanks to his efforts, there are around 20 religious themes on the Italian 200 top-tune lists.

The priest, in campaigning for the popularizing of church music, contends that Catholics should listen to and play only juke music not offensive to the church. Once this condition is met, maintains the priest, there is no reason why church themes should not be played on juke boxes.

### Canteen Pushes Panoramic Zoo

FRANKFURT, Germany—Canteen has announced plans to improve its Tonomat series of Panoramic 200 juke boxes and to expand distribution and servicing. Every third juke box now sold in West Germany, claims the company, is now a Panoramic 200.

Panoramic sales have jumped since the Automatic Canteen Company of America purchased the Tonomat company of Neu-Isenberg, a Frankfurt suburb, last autumn. Canteen is converting its Tonomat property into a center of Canteen production for the European Common Market.

### Frankfurt Coin Fair Set

FRANKFURT, Germany—West Germany's coin machine industry will hold its first exclusively coin-operated equipment trade fair in the autumn, from September 4-8 at the Frankfurt fairgrounds.

The Germans are inviting a showing of coin equipment from all over the world. It is hoped to have exhibits from some 25 countries. The fair will encompass all branches of the coin trade—juke boxes, games and vending machines, along with accessories and subsidiary equipment.

### W. German Ops Stage Elections

STUTTGART, Germany—The Baden-Wuerttemberg Coin Machine Operators' Association has re-elected Rolf Erfurth its president. Elected to serve with Erfurth were Philip Lenz, vice-president and treasurer, and Else Helmschrott, Kurt Gaertner and Erich Vaupel, members of the board.

At Hamburg, Carl Heinz Wende has been elected president of the Association of North German Coin Machine Operators, succeeding Franz Treuten. Other officers elected are Martin Michalski, vice-president; Herman Heusser, treasurer, and Walter Woehler, Erich Schneegass and Max Walden, board members.

The Coin Machine Association of Lower Saxony has re-elected its president, Inno Tauber, and vice-president, Wolfgang Sens.

### Coin Changer Due for U. S. Sales

HEREFORD, Germany—The Max Tiarks concern of Hereford has announced plans to market its new mechanically operated coin changer in the U. S. Arrangements are still pending, but the firm said its changer, which has attracted wide attention in Germany, can be modified to take any size or combination of coins.

The German version changes a dime-sized 50-pfenning coin into five nickel-sized 10-pfenning coins and a U. S. quarter-sized one-mark coin into one 50-pfenning and five 10-pfenning coins.

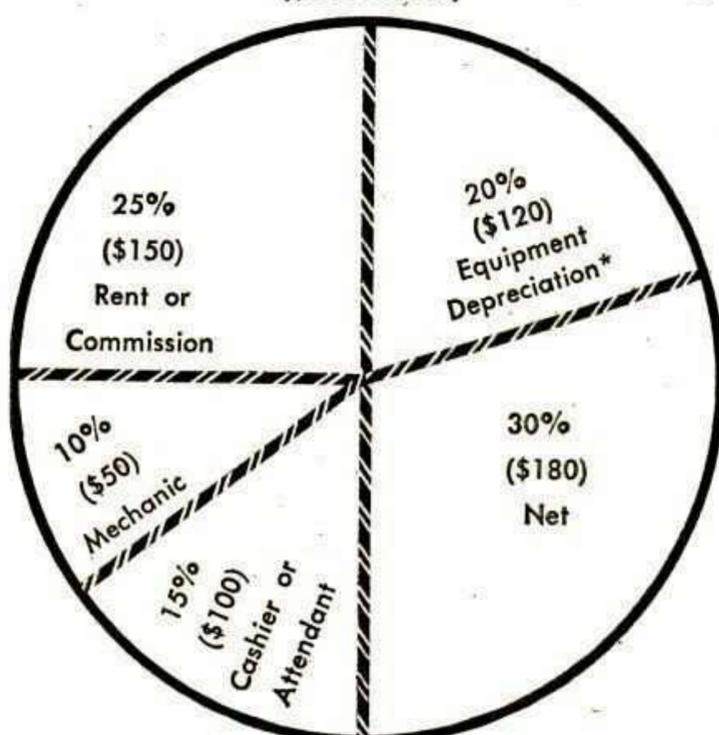
### Coin Ops, Moviemen Battle Tax

HAMBURG, Germany—West Germany's coin machine industry is making common cause with motion picture house operators in battling the amusement tax. Coinmen and movie house operators have a common case against the amusement tax: It is discriminatory in that television is exempt from the tax. Coinmen complain that cafes and other coin machine locations may provide TV for their patrons free of amusement tax, but the coin machines they install for the same purpose are subject to the tax.

In two recent decisions, the Hamburg courts have ruled there is ground for a constitutional suit against the amusement tax.

## Weekly Costs and Profits Of Average Arcade

(\$600 Gross)



\*Equipment Depreciation deductible for tax purposes. (Figured here at 25% annually on \$25,000 investment value.)

died of a heart attack last year at age 44. Before his death Henderson had an option to buy the route. He has not bought it yet, Henderson said, but is actively helping to operate it. Highfill's estate is in litigation.

Henderson said he "put up some money" for the option, but that a current rumor that he had bought the route was only a rumor.

Henderson said Rainbow Amusement Company was a "medium sized" route for Memphis. It reportedly consists of a large number

of phonographs and games, and is a lucrative operation.

Henderson has also expanded and diversified his operations recently by installing a coin-operated bowling alley in partnership with Drew Canale, owner of Canale Amusement Company, Canale National Tobacco Distributors, Inc., and other enterprises.

In addition, Henderson handles a phonograph distributorship for Clarence A. Camp, president of Southern Amusement Company, and has oil and mining interests.

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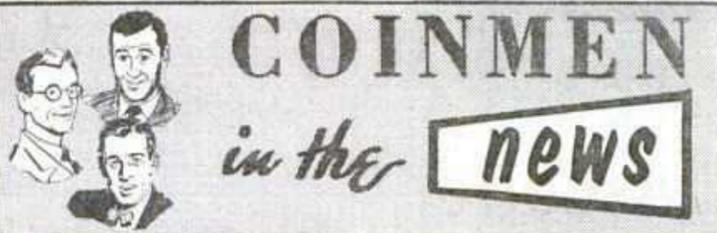
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Eastern 8 Col. .... 49.50  
Eastern 22 Col. .... 179.50

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Continued from page 182

proprietor, with Frank Bladergroen Jr., his former partner, giving up his interest to devote full time to the tool and die business which he operates. Bladergroen, incidentally, was formerly in the business himself as the Sunshine Music Company. Joy Amusement has dropped its juke box operations, to concentrate exclusively upon bowling and other types of amusement games.

Mack Johnson, formerly with a wholesale food company, is one of the newcomers in the amusement games field here, starting with a variety of games under the name of Johnson Amusement Company. Establishing his headquarters in Northeast Detroit, he is looking for new locations and studying operating conditions in the industry.

Lorie Lodico, of the Lynn Amusement Company, who took over the 40-year-old Lemke Coin Machine operation a few months ago, is busy with a steady expansion program. He now has five routemen out on the job, and devotes most of his own time to supervision from the central office. Lodico is specializing in the development of small or medium-sized Arcades. He operates two important units locally in the Fox and Broadway-Capitol theaters and is just preparing to open a new Arcade at Susterka Lake in Belleville. In addition, he will operate two other summer Arcades, Kress near Monroe and at Edison Lake, near Belleville. Lodico is also operating a small bulk vending route, primarily as an accommodation service to his regular locations for games or other machines.

John Zack and Edward Buchowski, who have operated together as Ed's Shuffleboard since 1951, have decided to reregister their business name in the same form, also they have recently disposed of all their remaining boards and gone into pool table operation. They figure the good will value of the name they have used all these years is worth something.

Carl F. Hopkins, of Hopkins Vending, cigarette operator, who has dropped his bulk vending operations, is making plans to move to suburban Plymouth and has registered the name of Plymouth Vending Company to handle some of his future operations as well. He has opened a store and headquarters in a commercial building on Grand River Avenue. Carl is the son of Frank Hopkins, Detroit operator who is still active after about four decades, now operating only scales. Frank is again in good health following a recent bout of pneumonia. Hal Reves

#### CLEVELAND NOTES

Louis Golden, president of Ace Cigarette Service Company, was among the laymen who witnessed the installation of the seven new Catholic cardinals in Rome two weeks ago. Golden, who left a law practice to enter the coin machine business in 1930, is on an extended European trip with his wife, Mary.

Lake City Amusement Company is exporting between 30 to 40 games a week, reports Joseph Abraham, president. Most of them are labeled for Great Britain. . . . Abraham, also head of Abraham Realty Company here, hints that a big real estate deal is in the works.

Helen B. Dugan, head of Dugan Music, is expecting her son, Bill Gribbons, vice-president of the firm, home from about six months in Acapulco, Mexico, this week. He worked as a professional aqua lung diver there handling salvage and rescue.

Despite declining industry exports of U. S. juke boxes and games which sunk more than \$ 1-2 million in dollar volume last year, (Continued on page 188)

## Detroit Assn. Re-Elects Slate; Mulls New Licensing Set-Up

DETROIT—The Detroit Shuffleboard Association, which includes operators of most types of amusement games permissible in this area, has re-elected its entire slate of officers, headed by Barney Burke, of Brown Amusement Company, as president. The other officers include Thomas J. Dewberry, T. J. Amusement Company, vice-president; Bob Calderwood, secretary-treasurer, and Fred Chlopan, executive secretary.

Re-elected as directors were Maurice J. Feldman, Central Coin Machine Exchange; Jim Darios; Jake Dumler, J & P Service; Everett DeWitt; Joseph Kanterman, of J. K. Amusement, and Kenneth Guinan, Lakeshore Shuffleboard.

Discussion at the April meeting of the DSA was devoted primarily to the projected new ordinance which would require licensing of all types of legal games. At present many escape licensing because of historic quirks of the law. The plan was first proposed by the DSA, and members at the meeting indicated unanimous support. Principal advantages of the plan, for both the public and the industry, include:

1. The license fee will mean ad-

ditional revenue for the governmental body. The DSA, in making its proposal, pointed out that State and local governments here are in serious need of additional funds and felt this self-sacrificing offer would help.

2. With an assigned number and operator's name required on every machine, the property tax assessors will be able to locate the owner and place the assessment where it belongs—again helping city and county revenue.

3. The license division of the police department will have knowledge of each machine and its owner, and thus be in a position to take any necessary steps in enforcement more effectively.

4. All machines will be placed upon an even competitive footing as far as the license requirement is concerned, and operators will know who their competitors are.

President Barney Burke, Executive Secretary Fred Chlopan and Director Maurice J. Feldman of the DSA met with City Councilman William Rogell, who is preparing the new ordinance for formal presentation shortly, and all expressed satisfaction with progress on the new license proposal.

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**Canadian Ops**

• Continued from page 183

us have just completed a sampling of coins collected since last week and it's not bad at all."

Baker claimed the coin machines weren't getting all the silver, tho he didn't claim to know where it was going.

**Coinage Separation**

Operators however, have the problem of separating the American coinage from the Canadian coinage.

But it's the cigarette machine operators who have taken the brunt of the attack.

Their profit is 10 per cent. This has been cut to 2 per cent as banks discount all the U. S. coinage at 8 per cent.

**Vending Machines**

Other vending machines which deliver a product also are taking a licking, as newspapers and radio advise the public to try dumping their American coins in vending machines and telephone boxes.

Coin rejectors, with adjustment, will reject American quarters, but they can't reject the nickels and dimes.

Juke box operators will find their profits cut by 8 per cent, pointed out Gauvreau.

Gauvreau claimed that as much as 75 per cent of the coins in vending machines were of U. S. origin.

**Danes Await**

• Continued from page 183

They also are interested in finding locations for juke boxes. It simply amounts to a pool which can handle almost any type of street fair or bazaar and such a pool makes it possible to select the right type and right number of such machines suited to the site on which the event is to be held.

Among the members of this group are Svend Jarlstrom, an importer and distributor, who has headquarters in Copenhagen but is also a top executive of Linanmaki, the big amusement park of Helsinki, Finland, and Erik Mathiesen, who also is an importer and distributor of coin machines and park and carnival supplies.

Judging by one street fair visited early in April non-gambling machines, such as football and hockey game machines, take in as much money as most of the pay-outs. At this event there were two big tents which held about 50 pay-outs and more than 20 of the sports machines, which were in good condition and heavily patronized.

**COINMEN**  
in the **news**

• Continued from page 187

**Morris S. Gisser**, head of Cleveland Coin Machine Company, reports good sales in this field. He reveals that the Cleveland Coin sales picture in England and Australia is bright.

**Virginia Holcomb**, secretary of Cleveland's Phonograph Merchants Association, was out sick last week. She's back at her desk now and reports a general meeting scheduled for Thursday, April 14.

**Joseph Abraham**, president of Lake City Amusement, said that servicemen **Eddie Miles**, **Tommy Sanivido** and **Eddie Griffith** are as good as any in the city. . . . Inadequate parking, a nemesis of business in nearly all large cities across the country, has plagued Lake City Amusement recently. The firms expansion plans include an enlarged parking lot for customers. Nothing will drive customers from the door more quickly than lack of enough parking, believes Abraham. "Have you ever tried to sell a customer who was just slapped with a parking ticket?" he asks.

**Larry Hornbeck**, president of Shaffer Music of Cleveland, who opened for business last December, stated that activity is good. "I'm pleased with our set-up here," he said, "we have been well received." Hornbeck was formerly the head of Shaffer's Indianapolis office.  
*Bob Sudyk.*

**East**

**PHILADELPHIA DOINGS**

**Joe Silverman**, popular business manager of the Amusement Machine Operators of Philadelphia, is back at his desk part-time following an operation. He is spending a few hours at the office each day. "I'm glad it is all over," he said. "Everything seems to be fine now." The operators called off their February and March meetings because of Joe's illness. Silverman said the group would meet in April, the last Tuesday, as usual.

**Nat Solow**, Eastern Music executive who will now take charge of the new operation in Baltimore, Eastern Distributors, in the big Seeburg shift, will stay in the Maryland city during the week but return to his Philadelphia home on the weekends. This is the schedule for the time being, anyway.

Word coming up from the New Jersey seashore resorts has it that the Arcade men and operators there are tickled pink over the State's new amusement game law.

**Bill Witsen**, of Scott Crosse, who was burned while doing some handyman chores around his house, is back at his desk. "The whole thing was pretty painful," he said. "I'd rather just forget the whole thing. I'm lucky there was some snow on the ground outside or I don't know what I would have done."

**Alvin Snyder**, 31, a serviceman for the Berlo Vending Company, was injured recently when he was pinned to the rear of his truck by a driverless bus. Snyder had just pulled up in front of a stop to service a machine. He went to the back of his truck as the bus started rolling after the driver got out so another one could take over. Snyder was taken to St. Agnes' Hospital with injuries of the lower abdomen and left elbow.  
*George Metzger*

**West**

**COLORADO ROUND-UP**

Colorado Springs phonograph operator **B. I. Smith** is chortling over a new addition to the family, a fourth child, born 12 years after the Smiths had considered the family complete. The latest, a girl, brings the total to four. . . . **Blanche Jones**, active feminine partner in Modern Music Company, Colorado Springs, has found her efficiency hampered a bit on the routes with one arm in a cast. Icy weather brought a fall on the street and a broken arm. . . . **Barbara Ayres**, majordomo at Modern Music Company, is fast becoming one of the city's most able bowlers. Bowling in both leagues with her husband and in an all-feminine league, she has consistently stayed in the top 10. . . . **Pete Vandenberg**, of Modern Music Company, Colorado Springs phonograph and game operator, recently escaped the sub-zero cold and snowstorms which gripped Colorado thru the later winter by taking a cruise to the Bahamas from Florida.

**Charlie Whale**, veteran Colorado Springs phonograph operator, has taken on an unusual sideline. Whale recently contracted for the food service concession in Colorado Springs' plush Albert Pick Motel. Whale will divide his time between the motel's Sirloin Room and his extensive phonograph, pin game and vending machine routes. . . . **Bob Rothberg**, head of Continental Music Company, Denver, has departed on an extensive vacation trip to Puerto Rico.

Altho his firm is only several months old, **Louis Barbero**, operating a free-lance phonograph and amusement machine repair service from a North Denver headquarters, reports he is swamped with work. . . . **Jim Haefner**, Pueblo, has been leading the Southern Colorado industry in the number of stereo locations successfully installed. He has a dozen in Pueblo and its suburbs.

**Sonny Samuels**, Granby, has routes in the town of Frazer, which holds the distinction of being the coldest spot in the country most days of the year. One of his juke boxes has provided entertainment for President Eisenhower, who enjoys a brief vacation each summer on the Aksel Nielsen Ranch in Frazer. . . . Another operator, **Chuck Morrison**, Leadville, can lay claim to the title of "the nation's highest juke box operator." Leadville has the highest altitude of all incorporated towns in the U. S., and most of Morrison's locations are well above the timber line.  
*Bob Latimer*

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- Bally DeLuxe A B C Shuffle Bowler 245
- Bally Rebound Shuffle..... 65
- United Bowling Alley, 14'..... 195
- United DeLuxe 11th Frame Shuffle, 9'..... 95
- Chicago Coin Rocket Shuffle (2-pl.) 145
- Bally Heavy Hitter, 10-3-25. 325
- Bally Big Inning, 10-3-25... 275
- Bally Big Inning (Novelty), 10-3-25 265

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- Gottlieb Rainbow..... 145
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- Gottlieb Flagship (2-pl.)..... 150
- Gottlieb Continental Cafe (2-pl.).. 175
- Gottlieb Criss Cross..... 185
- Gottlieb Supor Circus (2-pl.)..... 225
- Gottlieb Brito Star (2-pl.)..... 225

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- AMI C-40 (conv. to 45 rpm).... 65
- AMI D-40 (conv. to 45 rpm).... 95
- AMI D-80 (45 rpm)..... 145
- Seeburg 100 A (conv. to 45 rpm) 95
- Seeburg V-200 H (conv. to VL) with speed road program holder 395
- Seeburg VL-200 with speed road. 445
- Seeburg KD-200..... 495
- Rock-Ola 1434 (45 rpm)..... 75
- Rock-Ola 1455-S (200 sel.)..... 395

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- Model C.....275
- VL.....345
- V200.....285
- K. D.....465
- Model B.....195
- 100 Sel. Chrome.....87.50

**AMI**

- H-200E.....\$495
- D-80.....145
- D-40.....85
- 120 Steppers.....89.50

**ROCK-OLA**

- 1438.....\$210
- 1446.....255
- 1455.....425

**BINGOS**

- Key West.....\$115
- Show Time.....130
- Big Time.....55
- Big Show.....75
- Carnival Queen.....395

**UPRIGHTS**

- Mormald (new).....WRITE
- Super Twin Wildcat.....WRITE
- Wild Cat.....\$365

**5 BALLS**

- Duette.....\$ 80
- Dragonette.....75
- Smoke Signal.....70
- Balls a Poppin'.....60
- Peter Pan.....75
- Easy Aces.....95
- Bally Circus.....85
- Diamond Lil.....65
- Hawaiian Beauty.....90
- Sweet Adaline.....85
- Wishing Well.....95
- Snafu.....60

**ARCADES**

- C.C. ROCKET SHUFFLE.....\$ 95
- Bally Magic Shuffle.....95
- Coon Hunt.....125

Call, Write or Cable  
Cable: LEWJO.

**Lew Jones** Distributing Co.  
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- Explorer Rocket Shuffle.... 150
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- C. C. Drop Ball (new).....Write
- C. C. Star Rocket..... 275
- C. C. Classic, 13 or 16 (Fl.).. 395
- Bally Champion..... 395
- Un. Bowling Alley, 11 or 14 (Fl.)..... 225
- Bally Bowling Lane, 11 or 14 (Fl.)..... 225
- C. C. Bowling League, 11 or 14 (Fl.)..... 225
- Bally A. B. C. S/A..... 225
- Un. Regulation S/A..... 225

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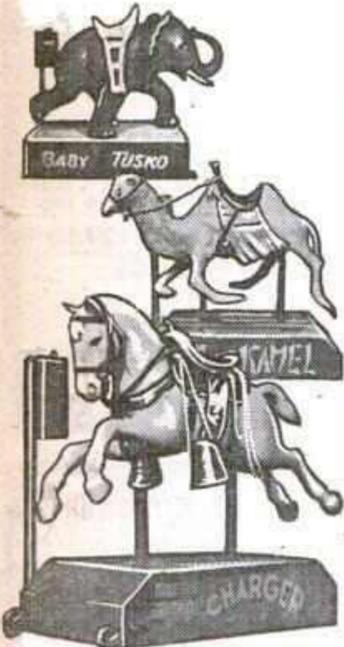
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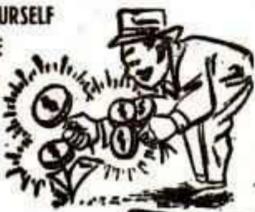
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- Use the same rides year after year — Life-like in appearance, our animals never become out of date.
- No supplies to replenish or buy — Collect once a month.



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Write, wire or phone

**TUSKO MFG. CO.**  
2177 VENTURA BLVD.  
THOUSAND OAKS, CALIFORNIA  
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More vending men in all phases of the industry are using the money-saving, money-making idea in VENDOR every month—to insure profits—to be up to date on every important development in the field.

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Address .....

City..... Zone... State.....

Occupation .....

**COINMEN in the news**

**South**

**MEMPHIS MENTIONS**

Milo Solomito, owner of Ace Amusement Company and merchant on the side, is thinking of selling his route and devoting his time to his store. He's one of the veterans here in operating. . . . George Sammons, president of Sammons-Pennington Company, distributor, happy about the beautiful, warm, sunny weather the Mid-South is enjoying. He travels the territory, calling on operators each week, and the weather makes driving a joy, he says.



George Sammons

William Forsythe, Forsythe Amusement Company, is installing a coin-operated miniature bowling alley at nearby suburb Millington, Tenn. Edward H. Newell, Ormatt, Amusement Company, is going on outings with a Boy Scout troop. He's been long active in scouting. . . . Clarence A. Camp, president of Southern Amusement Company, Music Systems, Inc., and other enterprises, taking off for his cabin on Horseshoe Lake in nearby Arkansas for weekends of boating and fishing. . . . Mrs. Rose Werner, Dixie Amusement Company, seen serving the phonograph at Greyhound bus station.

Alan Dixon, general manager of S & M Sales Company, reports a nice catch of bass on a weekend fishing trip. . . . Jack Embry, Central Amusement Company, seen revamping his route, cleaning equipment, switching, to take advantage of increased play which started with the good weather (after long months of freezing temperatures which kept folks home most of the time.)

Elton Whisenhunt

**ARKANSAS ITEMS**

The horse racing season is ended at Hot Springs, and operators there report their biggest collections in history. They are getting in shape now for the big tourist crowd. Operators reporting big increases included W. E. Lewis, Lewis Novelty Co.; J. Earl Gill, Gill Amusement Co.; R. G. Jennings, R. J. Jennings Coin Machine Co.; Van Eddinger, Van Eddinger Music Co.; Phil Marks, Phil Marks Amusement Co.; Duane Faull, Faull Amusement Co., and Wilbur Green, Spa Amusement Co.

George Sammons, president of Sammons-Pennington Company, Memphis, was on a swing thru Arkansas calling on operators and headed home after a stop at Pine Bluff. He got stopped for speeding and it turned out he and the trooper had a mutual friend, and Sammons got off with a warning. . . . Billy Bledso, Chico Amusement Company, Lake Village, reports fishermen are swarming to his town to fish at Chicot Lake, one of the best spots around, and giving his route a lot of business.

Incidentally, Grady Wallace, Wallace Amusement Company, Columbus, Miss., was seen fishing at Chicot Lake. He got a big catch of crappie. It's 200 miles from Columbus to Lake Village (across the Mississippi River from Greenville, Miss.), but Wallace says Lake Chicot is "the best place in the country" to fish and worth driving 200 miles there and 200 back. . . . Lola Woodall, secretary to C. O. Temple, Hope Amusement Company, Hope, is recovering from a recent operation. Temple is enjoying horseback riding in the good weather.

Lynn Farr, Central Music Company, Texarkana, is in the construction business on the side and is at work on a subdivision. He has 100 home sites. . . . Ernest Vathis, Twin City Amusement Company, Texarkana, reports the area will have booming business in the near future. A big paper mill is to be built soon. Servel Refrigeration Company is putting a new factory there, a new Holiday Inn is going up and a new Howard Johnson motel and restaurant is being built there, as well as a big Weingarten supermarket.

J. H. (Tex) Dickens, Arkansas Novelty Company, Magnolia, has been a city councilman for 20 years. This is election year and he is out shaking hands. He has opposition, but no one expects him to have any trouble being re-elected. He has two talented children, a daughter, Tappy, 21, senior at the University of Arkansas, and Hampton, 19, junior at Arkansas A. & M. They are a dance team and were selected to tour U. S. armed forces bases in Europe this summer with a USO show. Dickens got his nickname of Tex because he wears a 10-gallon hat and cowboy boots.



Bill Adams

Orell Bledso, Bledso Amusement Company, El Dorado, has purchased a big lot in a grove of pine trees on which to build a home. There were 100 trees, but a rain and freeze during the winter killed about half of them. Ice on the limbs broke them. . . . Charles Schubach, Helena Amusement Company, Helena, seen in Memphis recently shopping for equipment. . . . Bill Adams, Ozark Vending Company, Batesville, reports that vacationers have already started arriving in his area for the splendid fishing, camping, boating and hiking.

Elton Whisenhunt

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Carnival Queen . . . . .	285.00	Big Show . . . . .	75.00
Beach Time . . . . .	255.00	Key West . . . . .	85.00
Miss America . . . . .	120.00	Show Time . . . . .	85.00

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Balloon-O-Mat . . . . .	125	Quizzer . . . . .	95	Ex. Shooting Gallery . . . . .	150
Boomerang . . . . .	95	Lord's Prayer . . . . .	195	Ex. Sportland Gallery . . . . .	150
Midget Movies . . . . .	125	Set Shot Basketball . . . . .	195	Sky Gunner . . . . .	125
C.C. Basketball . . . . .	150	Shoe Shine Machine . . . . .	150	Nite Fifer . . . . .	125
C.C. 4-Pi. Derby . . . . .	125	Kay's Team Hockey . . . . .	215	Ex. Super Bomber . . . . .	150
C.C. Goatee . . . . .	95	Tungo . . . . .	125	Genco State Fair . . . . .	240
C.C. Twin Hockey . . . . .	225	Sidewalk Engineer . . . . .	150	C.C. Midget Skee Alley . . . . .	125
Genco 2-Pi. Basketball . . . . .	195	Williams Peppy . . . . .	195	Un. Bonus Gun . . . . .	220
Genco Gypsy Grandma . . . . .	195	Williams Ten Strike . . . . .	195	Un. Pirate Gun . . . . .	245
Genco Motorama . . . . .	350	Banorama . . . . .	150	Rifle Gallery . . . . .	165
Cap. Panoram . . . . .	325	Tungo . . . . .	150	Keeney Air Raider . . . . .	150
Mills Panoram . . . . .	350	Bally All Star Bowler . . . . .	195	Vanguard Gun . . . . .	395
Muto. Photomatic . . . . .	295	Stan. Metal Typer . . . . .	250	Jet Pilot, new . . . . .	395
Muto. Sky Fifer . . . . .	125	Jack Rabbit . . . . .	125	Red Ball . . . . .	295
		Hole in One . . . . .	195	Toboggan . . . . .	300
		ABT Gun Range . . . . .	395	Jungle Joe . . . . .	125
		Undersea Raider . . . . .	125	Gen. Horoscope . . . . .	225
		Bull's-Eye Shooting . . . . .	195	Peaks . . . . .	35
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		C.C. Pistol . . . . .	75	Heavy Hitter, Jr. . . . .	50
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10 Seeburg Model 161's **\$795**  
Exceptionally clean . . . . . each

20 Seeburg Library Units Available

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A. M. I. E-120 . . . . .	195	SEEBURG 100A . . . . .	95
WURLITZER 1400 . . . . .	75	WURLITZER 1500 . . . . .	95

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SEEBURG 800E-1 . . . . .	\$275
9-Col. DUGRENIER (Mechanical) 75	
22-Col. EASTERN MARK II . . . . .	145
12-Col. EASTERN . . . . .	115
10-Col. EASTERN . . . . .	75
9-Col. NATIONAL . . . . .	95
11-Col. NATIONAL (Slant Front) 175	
11-Col. NATIONAL (ML) . . . . .	155

**MUSIC**

SEEBURG 161 (Half Dollar) . . . . .	\$825
SEEBURG VL HIDEAWAY . . . . .	445
ROCK-OLA 1448 . . . . .	375
ROCK-OLA 1438 . . . . .	325
A. M. I. G-120 . . . . .	395
A. M. I. F-120 . . . . .	375
WURLITZER 2150 . . . . .	495
WURLITZER 2000 . . . . .	395

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1/3 Dep., Bal. C.O.D. or Sight Draft

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- Fischer Pools
- Chicago Coin
- Pony Express
- Shoot the Clown
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- Queen Bowlers
- Bull's-Eye Drop Ball
- American Shuffleboards
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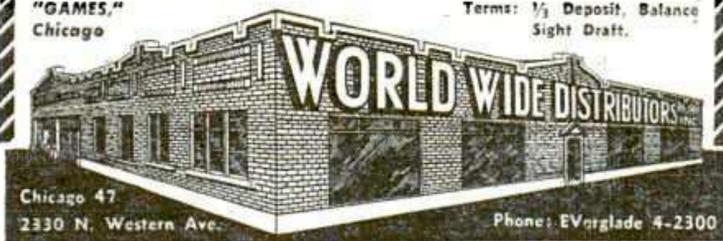
**WORLD WIDE—More for Your Dollar in PHONOGRAPHS!**

200 Selections	100-200 Selections
SEEBURG KSH-200 .....	WURLITZER 2204-104 .....
SEEBURG VL-200 .....	SEEBURG HF-100JL .....
SEEBURG V-200 .....	ROCK-OLA 1468-120 .....
ROCK-OLA 1455 .....	SEEBURG HF-100L .....
ROCK-OLA 1465 .....	ROCK-OLA 1458-120 .....
ROCK-OLA 1475 .....	SEEBURG HF-100R .....
A.M.I. H-200 .....	ROCK-OLA 1454-120 .....
A.M.I. G-200 .....	ROCK-OLA 1448-120 .....
WURLITZER 2100 .....	SEEBURG HF-100G .....
WURLITZER 2000 .....	SEEBURG M-100W .....
A.M.I. I-200 .....	SEEBURG M-100C .....
WURLITZER 2200 .....	A.M.I. G-120 .....
SEEBURG HF-161 .....	A.M.I. F-120 .....
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Terms: 1/3 Deposit, Balance Sight Draft.



when answering ads . . . Say You Saw It in The Billboard

# Gotham UJA Drive Approaches Climax

NEW YORK — The campaign of the coin industry division of the United Jewish Appeal is moving toward a successful climax, according to reports rendered at this week's committee meeting at the Hotel Astor. The campaign will culminate in the annual banquet to be held Saturday (30) at the Hotel Commodore here.

At the meeting this week, in the absence of committee chairman Irving Holsman, Lou Boorstein, of Leslie Distributors, operated as an effective substitute. Boorstein regaled the committee members with observations gathered during his recent trip to Israel.

Boorstein, on behalf of the UJA, presented an attractive gold UJA key to Mrs. Al Bodkin as a token of thanks for her lengthy telephone efforts to raise funds for the campaign. Similar keys will be presented to Mrs. Irving Holzman and Mrs. Max Bloom for their part in the phono campaign. The inscription on Mrs. Bodkin's key reads: "This UJA key is presented to you in deep appreciation of your participation in UJA's effort to open the door to a new life for many thousands in Israel and throughout the world."

This year's honored guests at the UJA banquet will be Carl Pavesi, president of the Westchester Operators' Guild; Jack Wilson, president of the New York State Operators' Guild, and Tom Greco, president of the New York State Coin Machine Association.

The final committee meeting prior to the dinner will be held Wednesday evening (27) at the Hotel Astor.

## N. Y. Op Guild Sets Outing

POUGHKEEPSIE, N. Y.—The New York Operators' Guild monthly meeting was held Wednesday (20) at the Nelson House, here. Plans were discussed for the group's forthcoming outing, June 10-12, at the Roxy, Loch Sheldrake, N. Y., in the Catskill Mountains.

A number of pledges and donations were also received for the coin industry's United Jewish Appeal drive, which will be climaxed this Saturday (30) by a banquet at the Hotel Commodore. One of three guests of honor at the meeting will be New York Operators' Guild prexy, Jack Wilson.

Elections held at this week's meeting resulted in a return to office of the current officers—Jack Wilson, prexy; Mike Mulqueen, first veepee; John Nuccitelli, second veepee, and Mrs. Gertrude Browne, secretary - treasurer. The exec board slot of Tom Gobel, who is no longer in the business, was filled by Eddie Solomon.

## Hammergren To Settle on Back Tax Claim

MINNEAPOLIS — Milton C. Hammergren, former vice-president and general sales manager of the Wurlitzer Company, has agreed to accept a federal tax court claim of more than a million dollars in back taxes and penalties, it was made known here. Hammergren, now a resident of Crosslake, Minn., stipulated that the United States tax court in St. Paul may enter a \$1,235,000 decision against him, a government official confirmed.

The government claimed that Hammergren failed to meet tax obligations in the period of 1941 to 1947. Sam Taran, a former St. Paul distributor, provided part of the income Hammergren failed to declare, the government claimed.

Thomas A. Steele Jr., assistant general counsel for the Treasury signed a statement stipulating that the court may enter a decision that this amount in additional taxes and penalties should be assessed. The stipulation was filed in the United States Tax Court in Washington.

By making the stipulation, Hammergren did not imply necessarily that he owed all taxes determined against him or that a tax court trial would show that he did, Steele pointed out.

The federal attorney said Hammergren did not wish to incur further legal and other expenses in the matter because of his present financial condition.

Hammergren indicated that he will attempt to negotiate a compromise of the liability with the district director of internal revenue, based on his ability to pay. He deducted expenses for which his firm reimbursed him and claimed business deductions for personal losses on his Crosslake, Minn., resort, according to the government allegation.

The federal government also claimed that Hammergren failed to report \$35,000 income in 1946 paid by Taran in order to retain Taran's distributorship for Wurlitzer phonographs.

Hammergren also failed to report some \$367,000 in other income from persons and firms seeking to retain Wurlitzer distributorships during those years, the government contended.

Hammergren's case had been scheduled for trial in the St. Paul tax court sessions which begins May 16.

**K**

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M.O.A. CONVENTION  
MAY 9, 10, 11  
Morrison Hotel, Chicago.  
AMI Booth 6 & 7

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AUTOMATIC MUSIC INC.

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"NEW LOOK"  
and  
"FEEL"  
in Baseball Games!

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4242 W. Fillmore St., Chicago 24, Ill.

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AMI 1-200M .....	\$450.00
3 AMI G200 .....	395.00
3 AMI E80 (repainted) .....	225.00
2 AMI E120 (repainted) .....	225.00
2 AMI D80 .....	190.00
2 AMI D40-45 (repainted) .....	150.00
1 Rock-Ola 1465 (Stereo) .....	495.00
1 Rock-Ola 1455 (Stereo) .....	495.00
5 Seeburg 100-A .....	80.00
Seeburg 100-A (change over) .....	135.00

**BALLY and UNITED BINGOS**

2 Bally Beach Club (as is) .....	\$30.00
5 Bally Gayeties .....	45.00
1 Bally Gay Time .....	45.00
1 Varieties .....	45.00
2 United Brazil (as is) .....	50.00
1 United Cabana (as is) .....	35.00
3 United Caravan (as is) .....	50.00
2 United Manhattan (as is) .....	25.00
1 United Monaco (as is) .....	50.00
7 Assorted Rebound Shuffle Tables (United, Williams, Chicago Coin) .....	75.00

1 Auto-Photo (Model 9) .....

Write  
Terms: 1/3 Deposit With Order (Money Order or Cashier's Check), Balance C.O.D. or Sight Draft on Your Bank.

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Speedy	Capital
Mercury	Clipper
Mars	Empire
11th Frame	Super Bonus
Fifth Avenue	Leagues
Lightnings	Team

**BALLY**

Rocket	Magic
Gold Medal	Blue Ribbon
Jet	Jumbo
Mystic	Victory

**CHICAGO COIN**

Score-A-Line	Bonus Score
Flash	Blinker
Fireball	Feature
Triple Strike	Super Frame

Miami  
**KEENEY**

Palisades	National
Challenge	Bikini

Besides the above we can use all other type models.

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- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Sound System Tested
- Speaker Examined

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**SEEBURG**

201 .....	\$850
KD200 .....	595
KS200 .....	575
HF100R .....	495
HF100G .....	395
100W .....	375
M100C .....	350
M100B .....	275

**ROCK-OLA**

1455 .....	\$449
------------	-------

<b>AMI</b>	<b>G120 .....</b>	<b>\$395</b>
I-200 .....	F120 .....	325
I-120 .....	E120 .....	175
H-200 .....	E80 .....	175
H-120 .....	D80 .....	125
<b>WURLITZER</b>	2150 .....	\$429
2250 .....	2000 .....	349

**Cigarette Vendors: Complete and Working**

Eastern Mark II .....	\$165
Eastern Electric, 12 column .....	85
Eastern Electric, 10 column .....	60
Rowe Commander 11-column "E" .....	85
Rowe 8 Column, reconditioned, refinished .....	65

Terms: 1/3 Deposit Required

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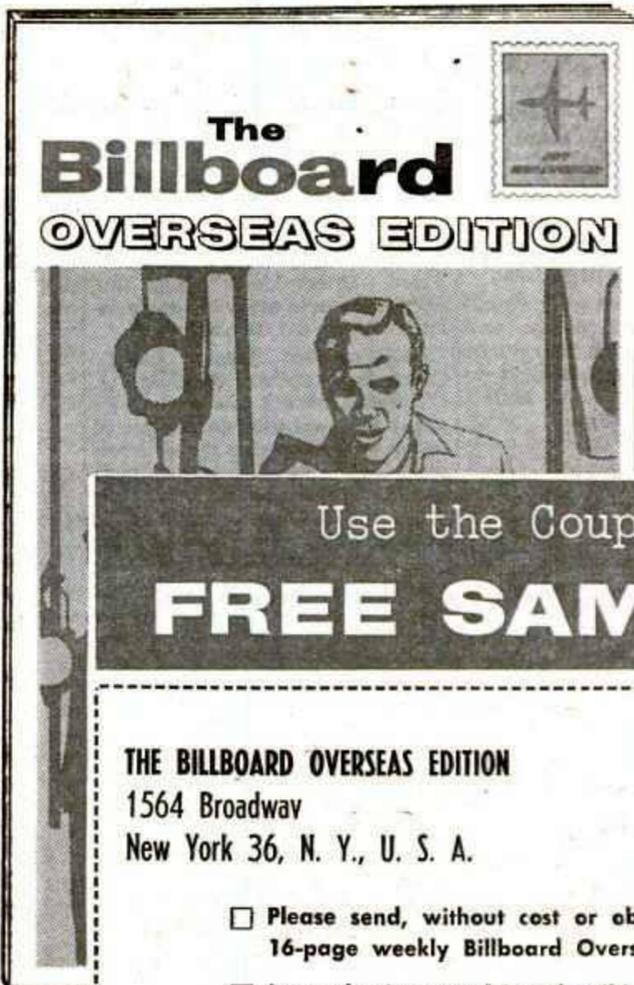
PLANNED, edited and written to serve the music, record and coin machine interests of overseas.

- RECORD DEALERS
- COIN MACHINE BUYERS
- RADIO & TV BROADCASTERS
- IMPORTERS & EXPORTERS
- RECORD MFRS.
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- AGENTS

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### FEATURING EACH WEEK:

- ... Honor Roll of Hits
- ... The Hot 100
- ... Top LP's
- ... Reviews of Singles and LP's
- ... Activities of American Artists, songs and records in key European centers
- ... Important U. S. music-record and coin machine news
- ... Used Coin Machine Price Index
- ... Reports of new U. S. coin machines
- ... Other Features



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Detroit Juke Box Ops Must Identify Phonos

DETROIT—Adequate identification of music machines on location will be the objective of a concerted drive by city authorities here, members of the Music Operators, Inc., were told at the regular April meeting. Officers of the MOI have been meeting with city officials to find ways to meet this problem, which stems from the fact that operators and others find many machines on location which do not indicate in any manner who operates them as provided by city ordinance.

According to Frank R. Fabiano, of Fabiano Sales & Service, president of the MOI, members have been given the assurance by both Inspector Maxon and Sergeant Schwartz of the Police License Bureau that future apprehension of any unidentified machines will mean preference of charges resulting in a fine for both the location and the operator. This gives a two-edged sword of re-enforcement to the program and is something long sought by MOI.

Legal Aspects

Officers of MOI also met with Larry Eaton, assistant corporation counsel, who confirmed the legal aspects of the program and told them that this step will be enforced. "This is the first time we have really received such fine co-operation," Fabiano said, indicating that individual operator complaints to

police in scattered precincts have hitherto not resulted in substantial action, apparently stemming from the absence of a central program of enforcement such as now announced.

Notices to all precincts are now being sent, and a substantial protection to the industry thru adequate enforcement of existing legislation is anticipated.

"The trouble is that somebody jumps you, and they put no card in—so you don't know whose machine it is," Fabiano said. The step is expected accordingly to mean some further rationalization of competition. Each licensed operator is being assigned a number and he must identify each machine on location with both his name and his number.

Membership Up

Increase of membership was also noted at the April meeting, with a number of new local operators admitted for the first time.

The MOI has been actively fighting a proposed new tax of \$100 per operator and \$25 per machine in the down-river suburb of Allen Park—symptomatic of the series of proposals for special taxation of juke boxes in a number of small towns in this area.

President Fabiano spoke in detail before the City Commission, and is to be called by that body again when the ordinance is to be considered in more finished form.

Wiretap Evidence Thrown Out In O'Rourke Extortion Trial

MINEOLA, N. Y.—Juke box circles were in a state of shock here this week as a result of a decision by Nassau County Judge Paul Widlitz to not admit wiretap evidence in the extortion trial of East Coast Teamster boss, John J. O'Rourke, and 15 co-defendants.

The trial has been at a virtual standstill over much of the past two weeks pending the outcome of attempts by defense attorneys in the case to obtain a ruling against wiretap evidence. Widlitz' ruling this week referred directly to a decision last week by the U. S. Court of Appeals which held that the introduction of wiretap evidence in a State court proceedings would constitute a violation of a federal criminal statute.

Legal experts observing the developments, called the Widlitz ruling "unprecedented." Nassau County District Attorney Levine declared that such action by judges

would have a "monumental and serious effect on law-enforcing agencies in this State." He added that "failure to act (by Congress) will be an outright encouragement to the crime syndicates, hoods and crooks to increase their activity." There was considerable hope that Congress would act with new legislation during the current session.

On another front, Eugene O'Rourke, brother of John J. O'Rourke, lost out this week on an effort to avoid trial on charges of trying to bribe a vice squad detective. O'Rourke is alleged to have offered \$20,000 to detective Harold Shepard to get the grand jury minutes on the juke extortion indictment against his brother. County Judge James L. Dowsey Jr., ruled that O'Rourke will face charges along with two alleged accomplices, one of whom is said to have broken down and made a full confession.

Drew Canale Buys 70-Unit Operation From M. Solomito

MEMPHIS — Drew Canale, owner of Canale Amusement Company and other coin machine operations, and J. Waldrup Brown, an inactive partner, have purchased Ace Amusement Company from Milo Solomito.

Solomito is one of the veterans in the business in Memphis, starting out in 1931. He has been an operator as long as anyone in Memphis has, probably, and longer than most.

Price was not announced, but a reported 70 pieces of equipment changed hands.

Ill Health

Solomito, 54, said the reason he sold was because several months ago he was in the hospital for some time with an ailment and he decided to cut down on his activities to have more time to relax and take care of his health.

He also owns Milo's Liquor

Store, real estate holdings and interest in other enterprises.

Jimmy Rutledge, route manager for Ace Amusement Company, will remain in the employ of the company under Canale and Brown. He has been managing the route for Solomito for many years.

Jumbo Operation

The purchase by Canale and Brown puts under Canale's operation one of the largest, if not the largest, music and game route in Memphis and Shelby County. Several years ago Canale and Brown bought out Service Amusement Company.

Canale has continued to increase and expand his music, game and cigarette vending operations. He has recently opened a coin-operated bowling alley with Parker Henderson, general manager of Southern Amusement Company. Canale also has a coin-operated laundry and other enterprises.

MOA to Offer Hospitalization Insurance Plan

CHICAGO—A national group hospitalization and surgical insurance plan will be presented to members of the Music Operators of America Tuesday, May 10, during the 10th annual MOA convention here.

The plan will be offered in conjunction with the national life insurance plan, which has been operating for nearly two years. The California Life Insurance Company underwrites both plans.

MOA members and their employees would be covered for accidental death and dismemberment, accident and sickness, major medical expenses, hospitalization and surgical costs.

The membership will determine whether the policy to be selected will be \$100, \$200 or \$300 deductible. The plan would pay up to \$10,000, with 80 per cent paid by the insurance company and 20 per cent by the member.

The president of the insurance company and some staff members will be on hand to explain the program and answer questions.

Westchester Ops Set for Banquet

WHITE PLAINS, N. Y.—Ticket reservations are coming in at a fast clip for the annual affair of the Westchester Operators Guild, according to Seymour Pollack, chairman of the affair. Pollack made his report at a meeting of the Guild Monday (18) in American Legion Hall here.

Pollack said attendance would be limited to a comfortably filled room that will assure everyone a good view of the entertainment lined up by entertainment chairman, Nat Bensky. He also noted that space in the journal is also being filled quickly and urged all space buyers to get reservations in by the deadline, May 8. The affair itself will take place Tuesday (17) at Holiday Inn, Scarsdale.

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# Gordon Stout Answers Attack Vs. Coin Trade

HURON, S. D.—Gordon Stout, former president of the South Dakota Phonograph Operators' Association and currently a board



A. DONALD ARSEM has been elected a vice-president of the Wurlitzer Company. He joined the firm two years ago as manager of engineering and research, and he continues in that capacity. Before that he had held engineering posts with the U. S. Bureau of Standards, RCA Victor, General Electric and Stewart-Warner Electronics.

## Williams Adds on Distrib Eli Ross For Miami Area

CHICAGO—Eli Ross Distributing Company, Miami, has been added as a co-distributor with Southern Music Distributing Company to handle Williams Electronic Manufacturing Company game sales in the Miami area.

Eli Ross is in partnership in the distributing firm with Morris Horwitch.

Sam Lewis, Williams vice-president, made the appointment during a recent trip to Miami. Lewis visited with Ron Rood, Southern Music Distributing Company president, and toured the firm's three offices in Jacksonville, Orlando and Miami.

Rood accompanied Lewis in conferring with Eli Ross' firm, and together they arranged for that firm to handle the Williams line in conjunction with Ross and Horwitch. Lewis said that Ross has an attractive new office and showroom, and has high hopes of expanding Williams sales in the area.

member of the Music Operators of America, took issue with an editorial in The Daily Plainsman here. The editorial, entitled "Juke Box Racketeers," was based on the McClellan Committee report.

The following is taken from Stout's letter, which was published in The Daily Plainsman:

"Perhaps I am sensitive, perhaps it was unthinking on the part of the writer, but being a juke box operator I can't help being critical (of the article).

"My criticism is the omission of the opening, all-important conclu-

sions in the committee report, namely: 'The coin machine industry of this nation is inherently a legitimate business of increasing importance and desirability,' but 'underworld infestation is threatening.'

"The Committee's fiscal report issued March 31 praised the industry for its growth which gives promise of even greater value to the economy and service to consumers. It goes on to say that 'such growth is a tribute to the skill and ingenuity of both labor and management, a great majority of whom the Committee believes to be honest, hard-working citizens.' Your feature item mentions only those unsavory elements found in it which no one attempts to deny.

"One of your city's outstanding men, Ronald Manolis, is our present president. Our association was formed for the very purpose of keeping out syndicate infiltration, policing ourselves, and presenting to the general public as the small, independent businessmen which we are, not better nor worse than the average businessman in any other line of endeavor.

"Ours is an entertainment service. We serve public places of all kinds, who, in turn, serve all kinds of people. Our service is a genuine contribution to those seeking recreation. It is therefore of benefit to those places of business we service and to the community also.

"Juke box operators build homes, pay taxes, go to church, join service clubs, contribute time

and money in community project promotion, and perform the same civic duties as does anyone else in like circumstances.

"We are 'just people' like anyone else."

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# Seeburg to Bow Disk Displays for Phonos

NEW YORK—A new development which ties juke boxes in at the exploitation level for records more closely than ever, will be unveiled by Seeburg at a series of distributor meetings to be held in May.

The idea makes possible for the

first time the display of album covers on a juke box, making juke a new and prime exposure medium for disk product, particularly albums. The idea is seen as especially provocative in view of two factors; first, the increasing dominance of the album market in the record business, and second, the growing importance of juke boxes as a promotional medium for records in view of the current uncertain promotional status of radio in view of current governmental inquiries into the payola situation.

In the case of the new Seeburg unit, which has been given the hush-hush treatment till now by factory sources, the panel above and behind the record storage will be made available for display of seven-inch-square, full color reproductions of album covers.

From the albums selected for display there will be a number of selections available on the juke box in the form of singles and/or EP's taken from the LP. It is reported that Columbia and its subsidiary label, Epic, have become the first to enter this field, by sending out disk packs to one-stops. The packs contain five records taken from a specific album, together with the color cover for box display.

It is understood that Seeburg actively solicited many diskeries to get behind the idea by providing sample disk and cover packs. It is also believed that the disks will be in the form of stereo 33 singles, another item being pushed heavily by Seeburg.

One interesting aspect of the new idea, according to a record company source here, is the matter of the selectivity which must necessarily come into play in deciding which album covers will occupy the

## NCMDA MEETING TIMES CHANGED

CHICAGO — The annual board meeting and banquet, of the National Coin Machine Distributors Association originally scheduled for the afternoon and evening of May 8, has been pushed up a few hours. The board meeting is now set for 10 a.m. that day, with the membership to attend a luncheon at noon. Both events will be in the Walnut Room of the Morrison Hotel. Reason for the switch is that AMI distributors are meeting 5 p.m. that day at the Bismarck Hotel, and many AMI distributors are also members of NCMDA.

## Talent Set for MOA Banquet

CHICAGO—Several of the nation's top recording artists will perform at the annual banquet of the Music Operators of America at the Morrison Hotel, May 11, MOA President George A. Miller announced last week.

An M-G-M Records contingent, headed by Joni James, will include Conway Twitty and Mark Dinning. Other top talent will include the Browns, RCA Victor; Brenda Lee, Decca; Jeanne Black, Capitol; the Tri Lites, Embee; Jimmy Wakeley, Shasta; Barbara McNair, Signature;

The Mulcays, Red Robin; Ann Washington, Christy, and Dian Trash, Columbia.

Howard Miller, Chicago disc jockey, will emcee the show, while the Frankie Masters ork will furnish the backing.

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## United, Inc., Opens Doors on May 1

MILWAUKEE — An Open House celebration Sunday, May 1 will mark the completion of United, Inc.'s addition to their headquarters at 1101 W. Vliet Street.

According to Harry Jacobs Jr., president of the Wurlitzer distributorship, about 75 operators and their wives, plus a number of close friends have been invited to attend.

"We have added another 1,000 square feet to our showroom area, and have also redecorated and revised our office layout," said Jacobs. "We are giving this party to show it off a little bit."

Another good reason for the party, adds Jacobs: "We're beginning our 22d year in the business."

limited space on the box set aside for this purpose. The source saw in the idea the seeds of potential payola when he noted, "I'm sure we'll have to pay to get displayed."

## Stereo 33 Single Releases Increase

NEW YORK—The much talked about stereo 33 single record, heavily encouraged by the Seeburg juke box interests, made its appearance in force this week, via a special release by Epic Records. The company released five of the new type singles each by Roy Hamilton and Buddy Greco. Others are believed on the way from both Epic and its parent firm, Columbia Records.

Earlier, Cadence Records released its first stereo 33 single, a coupling by the currently hot artist, Johnny Tillotson. The sides on the Tillotson record were "Earth Angel" and "Pledging My Love," both currently on The Billboard Hot 100 chart. The Epic releases are a part of a new series of record packs for Seeburg juke boxes soon to be introduced. The new Seeburg units will feature display space for album-covers (see separate story).

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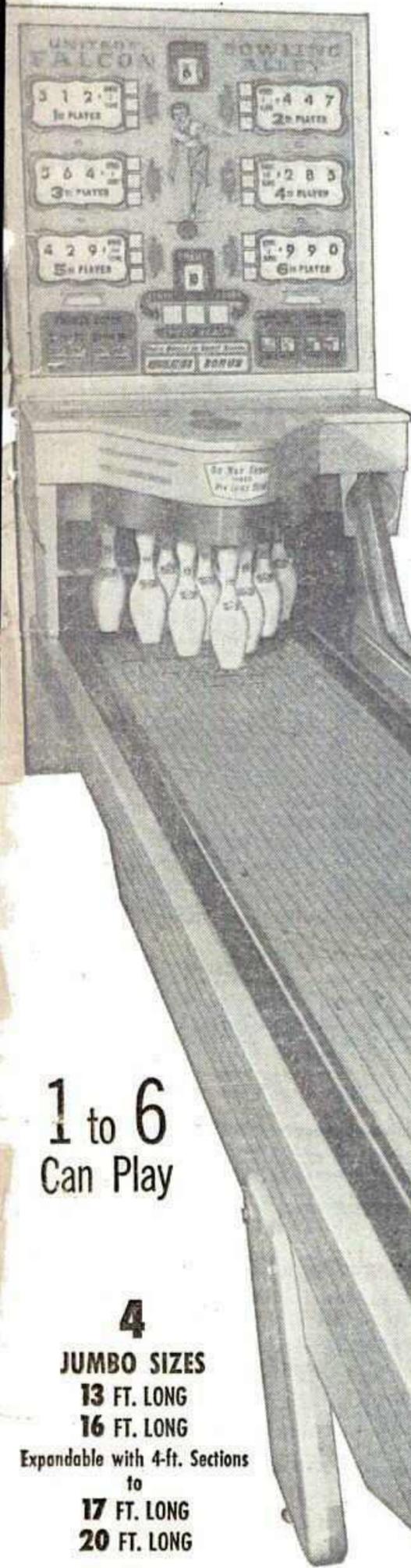
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30 <sup>X</sup>	20 <sup>/</sup>	60 <sup>X</sup>	40 <sup>/</sup>
STRIKE	SPARE	STRIKE	SPARE

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STRIKE	SPARE

bonus builds up during game  
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1 to 6  
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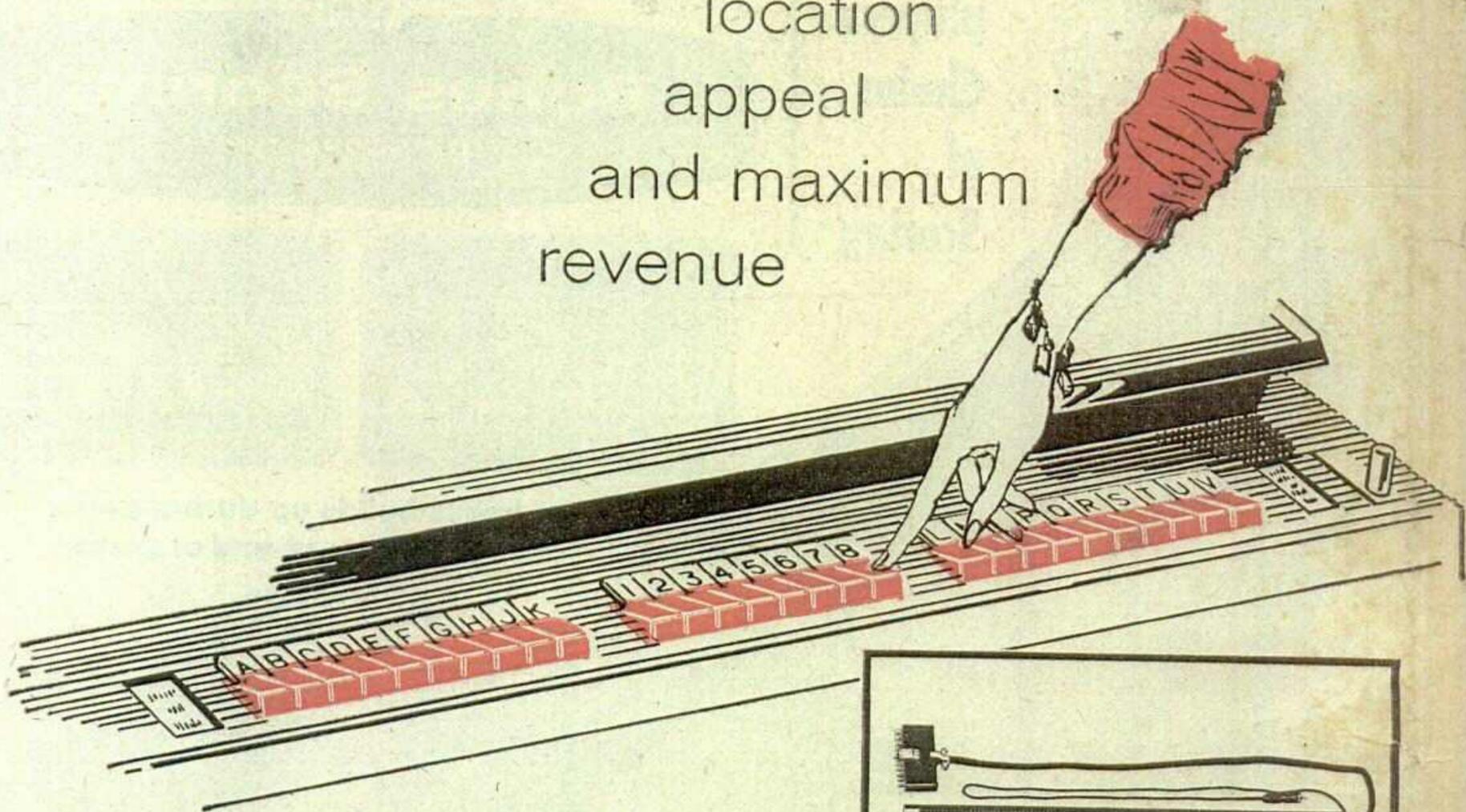


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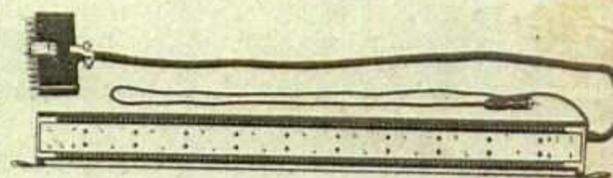
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