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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Magnuson Bill Has Full FCC Blessing

Offending B'dcasters Face Penalties Up to 90-Day Suspension; 1G Fines

By MILDRED HALL

WASHINGTON — Broadcasters who violate any section of the Federal Communications Act, such as the sponsorship identification Sec. 317, or make false statements in answer to FCC inquiries, or persistently fail to live up to public interest license standards, will face penalties of license suspension up to 90 days, and fines up to \$1,000, under legislation introduced by Sen. Warren Magnuson last week.

Magnuson, who is chairman of the powerful Senate Interstate and Foreign Commerce Committee, introduced the bill (S. 3528) at the request of the Federal Communications Commission, which wants penalties short of revocation of license.

The bill also gives the FCC injunctive cease and desist powers over broadcasters, similar to those of the Federal Trade Commission, also the agency can halt violations or practices not in the public interest, pending a final determination. The same penalties of fine and suspension can apply to broadcasters who disobey the cease and desist orders, which the FCC will be empowered to seek in Federal District Courts.

Similar legislation has been under consideration by the Communications Subcommittee of the full House Commerce Committee, of which Rep. Owen Harris is chairman, as he is of the Legislative Oversight Subcommittee investigating deception and payola in broadcasting.

The broad language of the Magnuson legislation gives the FCC power to make a quick pounce on the offending licensee, or habitually indifferent one, without revoking his license. The broadcaster has 30 days in which to argue his case against the threatened action, and should hearings be found necessary, the burden of proof is on the Commission.

The programming factor could

be drawn into the picture, since the Magnuson amendment to the Communications Act notes among punishable factors: "Conditions coming to the attention of the Commission which would warrant it in refusing to grant a license or permit an original application; willful or repeated failure to operate substantially as set forth in the license." Conceivably, under these terms, the FCC could do something about a broadcaster who has devoted 99 per cent of his time to commercials and self-serving programming, of whatever type, which is clearly at the expense of the public interest, and which uses the license as a purely commercial tool, in violation of promises made to observe the spirit of the Act.

In the matter of music programming, the FCC has so far refused to be pushed into the role of music censor, or arbiter of musical taste, for its licensees, or the locales they service. Altho blasting of the top-type programming has been heavy at the recent Harris payola hearings, the FCC has refrained from anything official by way of agreement, in its appearances before the Subcommittee. Admission was made, under prodding, by Comr. Robert Lee that a station programming only all-freebie, pop tunes, was not acting in the public interest. Individually, commissioners have steered clear of entanglement in the music taste area.

In the general area of radio and television programming, the FCC recently called for a report to be submitted on its lengthy hearings of last winter, exploring its authority and duty to consider programming as a factor in over-all consideration of licensee grants and renewals. The hearings grew out

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CONNIE DREAMS OF A WIENER SCHNITZEL

By JIMMY JUNGERMANN

VIENNA — A convoy of 11 cars hustled thru Vienna early this afternoon. This splendid combination of an American highway patrolman and Viennese charmer called "Wachmann," led the convoy 15 miles from the Schwechat airport to the Rosenhugel film and TV studios. There was no "gemutlichkeit" in the streets at this hour. The convoy arrived just in time to start with the shooting of a recorded Peter Kraus TV show. Guest star: Connie Francis.

Lovely Connie was invited by Gerhard Mendelson, producer of Polydor, German representative for the M-G-M label. At noon a crowd of some 100 fans, newsmen, TV and newsreel people waited at the airport. Said one official: "Ach, what's going on here. Who is coming? A VIP of political fame, or a king?" He didn't see a crowd like this for a long time.

When Connie arrived, teenager idol Peter Kraus was pretty nervous. He nearly forgot the big bunch of flowers for Connie. She answered with a kiss. Billboard's welcome was a Munich beer jug full of delicious and refreshing Vienna beer. Connie and Peter emptied the jug within a short time. Connie was really thirsty after the long flight from London via Copenhagen to Vienna. When I asked her: "Say, Connie, I know you like good food. How about Viennese food?" She answered, "How about a Wiener Schnitzel?" But Herr Mendelson said, "No, not now."

At Rosenhugel Connie attended a trade show of a TV

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Distrib Conclaves Add Stimulus to MOA Convention

Transshipping, One-Stops, 33 Speed Single Get Limelight

By REN GREVATT

CHICAGO — Heavy disk industry participation, including a special panel discussion involving disk manufacturer representatives, highlighted the 1960 Music Operators of America convention which took place here in the Hotel Morrison last Monday thru Wednesday (9-11).

A sizable number of distributors, too, were in evidence, many of whom appeared more concerned than ever with such problems as transshipping, discount stores, one-stops and the so-called "summitting" of the finest distributors from Chicago, Milwaukee, Detroit, Cleveland, Indianapolis, Cincinnati and St. Louis was held behind closed doors during the convention. Problems of mutual interest, hinging on the above topics were discussed with considerable vigor for over an hour with no clear cut solutions arrived at. The meeting broke up with the chant, "See you at ARMADA," a reference to the upcoming convention next month in Atlantic City of the Association of Record Manufacturers and Distributors of America.

High Points

Among the principal points made at the meeting was the thought that one-stops should return once again to the function for which they originally got started, that is, serving juke operators with records. Another point made was that unless transshipping is stopped, "We'll all be out of business."

An interesting aspect of the con-

vention was a special forum, consisting of diskery representatives, juke manufacturers and one-stops. The idea of this meeting was to give operators an opportunity to toss questions at the panel from the floor, regarding their problems and pet peeves.

There was considerable discussion, as was to be expected, on the subject of stereo singles and their availability for juke use. Operators complained that it was virtually impossible to obtain 45 stereo singles and there were charges that manufacturers, distributors and one-stops were passing the buck on responsibility for getting or not getting the stereo material to operators.

33 Singles

Stereo 33 singles also came in for extensive discussion. At the original behest of Seeburg, which has actively promoted the idea of 33 speed stereo singles on jukes, Columbia brought out its first disk of this type late last fall. Since then, a number of others have been issued by Columbia and its subsidiary, Epic. Only recently, Capitol announced forthcoming release of a set of stereo 33's, which are to be made available in a pack of five, taken from a given album, together with the album cover reproduction, which will be placed in a special panel of the new Seeburg juke box, as the album selection of the week.

During the discussion, Decca's

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Disk Artists Spark Finale

CHICAGO—A colorful extravaganza topped off the 1960 annual Music Operators Convention here Wednesday (11), as the operators gathered in the Terrace Casino Room of the Hotel Morrison, convention headquarters, for the annual, wind-up banquet and floor show.

The bash was emceed by Chicago deejay king, Howard Miller, who introduced the long parade of recording artists. These included Joni James and Mark Dinning, M-G-M; the Browns, RCA Victor; the Tri-Lites, Embee; Jackie Wilson, Brunswick; Brenda Lee, Decca; Jimmy Wakely, Shasta; Jeanne Black, Capitol; Diana Trask, Columbia; Barbara McNair, Signature; the Mulcays, Red Robin; Billy and Don Hart, Roulette; Andy Washington, Christy; Ray Pappa, Amy; Frankie Masters Band, Mercury; and L'il Wally and the Harmony Boys, Jay Jay. Dot offered a preview of "The Rat Race."

NEWS OF THE WEEK

French Honor Victor Disks

NEW YORK—"Cavalleria Rusticana" and "La Voix Humaine," both RCA Victor Red Seal recordings, have copped grand awards from the Academie Du Disque Lyrique of France this past week.

The stereo version of the two-record set of "Cavalleria Rusticana," which stars Jussi Bjoerling and Renata Tebaldi, received the Prix Toscanini for the best recording of an opera outside France. The Prix Fanny Heldy was awarded to soprano Denise Duval for her performance of the Poulenc opera. The Orchestra of the Theater National of l'Opera Comique accompanied.

ARMADA Plans Call for Washington Spokesman: All-Industry Confab

The Association of Record Manufacturers and Distributors of America has noted an intention of holding an annual, all-industry disk convention. ARMADA prexy, Ewart Abner, also has stated that the organization will establish a permanent spokesman for the industry on the Washington legislative front. Page 2

Bootlegged and Stolen LP's Noted: Disk Industry Execs Voice Concern

A new menace to the disk business, counterfeiting and bootlegging of LP's, has cropped up in various parts of the country. The problem of this and warehouse thievery were prime topics of discussion among record execs and distributors at last week's Music Operators Convention in Chicago. Page 2

Col. Appoints 4 New Vicepres: Greenspon Exits to Revlon

Columbia Records has named four new vice-

pees, and announced the resignation of executive vice-president Herb Greenspon, who has left the diskery to become operations vicepres of Revlon. Columbia's four new officers are Bill Bachman, Bill Gallagher, Debbie Ishlon and Ken Glancy. Page 2

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Album Bootlegging Menace Alarms MOA Convention

Influx May Stem From Theft But 'Hot' LP Wax Poses Problem

By REN GREVATT

CHICAGO — A new menace to the disk industry—counterfeiting and bootlegging of LP's—became a prime topic of conversation among distributors and record manufacturers in off-the-record conversations at the Music Operators convention here this week. The talk came in the wake of revelations last week in The Billboard regarding unbelievably low prices on albums being offered Windy City dealers by certain distributing interests.

"There's only one way you can explain prices like these," remarked a sales exec of one large diskery. "It has to be either stolen or bootlegged merchandise." The spokesman added that on five separate occasions during the first two days of the convention, hints of such shenanigans had been dropped to him by various distributors and other disk industry personnel.

It's no secret that for years, the problem of counterfeiting of singles has plagued the industry. This is the first time, however, that such

open discussion has developed regarding the same headache in the LP field. It was noted, for example, the increased problem that would be faced in getting a counterfeit album on the market. This, necessarily, would involve the cutting in, not only of a pressing plant, but an album cover production plant as well.

Leaks Possible

"But what's the big problem, really?" asked one of the irritated diskery men. "You know that album product is normally a lot longer in the planning stage than

a single. And the longer it takes to plan and execute a product the more opportunity there is for a leak somewhere along the line."

Tho some observers quickly pointed the finger at an Ohio city as the source of some of the hot merchandise, there were reports of evidences of the counterfeit albums showing up on both the East and West Coast.

It was noted, for example, that in California when a distributor salesman called on an account to tell the dealer about a series of

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Columbia Appoints Four New Veepees

Bachman, Gallagher, Glancy, Ishlon To Key Exec Posts; Greenspon Exits

NEW YORK — Columbia Records this week came thru with the largest appointment of veepees in its history, with the naming of four key execs of the diskery to officers' posts. The new organization of officers, which was announced by Columbia prexy Goddard Lieber-son, includes Bill Bachman, Bill Gallagher, Ken Glancy, and Debbie Ishlon. At the same time Lieber-son expressed Columbia's regret at losing executive veepee Herb Greenspon, who left the disk-

ery to join Revlon, the cosmetic concern, as vice prexy of operations there.

The new vice-president's positions cover the areas of operations at Columbia, including engineering, sales, and creative services. Bachman, veepee, research and development, is in charge of directing the development of new techniques in recording, engineering and manufacturing. Gallagher is veepee and director of sales for the Columbia label. Glancy is the veepee and general manager of Columbia Records Distributors, representing the firms' 11 wholly owned distribution branches. Debbie Ishlon is veepee, creative services, directing the advertising, sales promotion, design and packaging, literary and information services.

In his statement about the promotions, Lieber-son said: "The appointment of these new officers reflects the extraordinary growth of our company and grounds even more firmly these major areas of activity within the Columbia organization."

In speaking of the departing Greenspon, Lieber-son said: "Our

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Mixed Opinion On ASCAP Voting Change

NEW YORK — Mixed reactions greeted the Pinky Herman resolution for the amendment to the Articles of Association of ASCAP, concerning voting procedures of the Society as contained in an ASCAP letter and ballot mailed out to members last week (7). The amendment to Article XXI, Sub-division (c) proposes that "(a) in determining an amendment has been carried by a two-thirds vote, it shall be necessary to have the affirmative vote of two-thirds of the votes actually cast, rather than two-thirds of the potential votes, as at the present time; and (b)

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Capitol Ups Curly Walter To A.&R. Exec

HOLLYWOOD — Capitol Records last week elevated Curly Walter to the rank of artist & repertoire producer. Walter, a 15-year vet with the label, was promoted from the associate producer level. Recently, Walter had shared co-producer credit with exec producer Dave Cavanaugh on several albums including Jonah Jones' "Hit Me Again" and Jack Marshall's "The Marshall Swings," currently released, and still unreleased packages featuring Charlie Barnet and the De Castro Sisters.

In his new post, Walter will produce disks with Barnet, Elmer Bernstein, the De Castros, Jonah Jones, Jack Marshall and comic Don Rickles. He will report to Cavanaugh. Since joining the firm's recording department in 1945, he has served it in several capacities. These include assistant studio manager, tape editor and special assistant to a.&r. administration director Francis Scott. His most recent promotion came last February when he was named an associate producer.

STARR BUYS 7,500 SHARES OF WB STOCK

WASHINGTON — Herman Starr, board member of the American Society of Composers, Authors and Publishers, has bought 7,500 shares of Warner Bros. common stock, it was reported in the Securities and Exchange Commission summary for April. Purchase was made in March, the summary indicates, and on exercise of option.

Merc Mulls Record Club Hook-Up

NEW YORK — The possibility that Mercury Records would soon market some or all of its album product thru the RCA Victor or the Columbia Record Club became stronger this week with the disclosure that Mercury has sent letters out to artists' managers asking an okay for a contract amendment to cover club sales.

The Mercury letter, dated May 3, was sent to key Mercury artists' representatives, and asked for an okay on three paragraphs to be added to the current contracts which would cut royalties on all records sold thru a club operation to 50 per cent of the contract rate,

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Victor Club To Offer Two WB LP's

HOLLYWOOD — For the first time in the RCA Victor Record Club's history, it will offer albums produced and sold by other labels, according to terms of a contract concluded between the Club and Si Rady, head of Bing Crosby's Project Records. The Club will handle two albums produced by Rady and released under the Warner Bros. label: "Join Bing and Sing Along" and "Rodgers and Hammerstein's 'Sound of Music' as Performed by the Trapp Family Singers."

Both packages were issued in February by Warners. RCA Victor Club is scheduling them for late

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Abner Outlines ARMADA Plans

CHICAGO — Important plans including the setting up of permanent representation in Washington and an annual disk industry convention, wherein all member companies would present their fall package product plans to their distributors during the same three-day period, are in store for the Association of Record Manufacturers and Distributors of America (ARMADA), according to Ewart G. Abner, prexy of the Association.

In a brief interview on the floor of the Music Operators convention here, Abner told The Billboard that plans are already well advanced for this year's ARMADA convention, to be held in Atlantic City June 12 thru 14.

"We'll reserve Sunday the 12th for the record companies to con-

duct their private business with their distributors. I'm sure that in some cases this will involve outlining fall album problems," Abner said. "We hope this will become a pattern. The distributors we've talked to about it, feel it's a great idea because it would eliminate a lot of separate trips for them which always cut into their business."

On Monday and Tuesday, we've planned a nice tight program, with guest speakers and forum discussions. We have 118 distributors and 170 record firms in the organization now and with all of them present, we look forward to a terrific convention. What we want to develop is a real record industry convention. Next year we would like to have the af-

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20% DISCOUNT

Special May Stereo Deal By Roulette

NEW YORK—Roulette Records will offer dealers a 20 per cent discount on all stereo albums purchased in May thru June 25, marking the first time the label has concentrated on an all-stereo sales plan.

The discount applies to Roulette's new May-June stereo releases, plus all stereo LP catalogs of Roulette and its subsidiary labels—Roost, Tico and Gee, but excluding its low-priced classical and pop division, Forum Records. Combined catalogs give dealers a choice of more than 150 stereo packages.

Roulette's new May-June album release is highlighted by Sarah Vaughan's first release "Dreamy" (with Jimmy Jones' ork) on the label. She signed with Roulette some time ago, but her contract with Mercury didn't officially terminate until this month. The canary's first single disk for Roulette will be released this week.

Also featured in the May-June album release are Roulette pack-

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Editors

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Herb Doffen Show News, Chicago
Aaron Sternfield Coin Mach., Chicago
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Offices

Cincinnati 22, 2160 Patterson St.
L. W. Gatto
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Midred Hall, Chief, News Bureau
Phone: NATional 8-4749

Advertising Managers

Music Adv. Sales Dir. Dan Collins, N. Y.
Music Adv. and Prom. Andrew Csida, N. Y.
Show News-Mdse. Robert Kendall, Chicago
Coin Machine Hilmer Stark, Chicago
Music-Western Robert McCluskey, L. A.

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CHALLENGES STATEMENTS

Committee Hearing Unfair, Says Carlson

CINCINNATI — The overwhelming promotional costs involved in developing a hit single were spotlighted last week when Harry Carlson, president of Fraternity Records here, challenged statements made against him during the Harris Subcommittee hearings in Washington last month, and protested what he considered "unfair" treatment by the probers.

Backing his charges with canceled checks, royalty statements and correspondence carbons, Carlson specifically took issue with statements — alleging Fraternity held back royalty payments — by Orville Lunsford and Bill Parsons re the latter's "ghosted" waxing of Fraternity's hit single "All-American Boy."

"This is a situation," said Carlson — referring to the hearings — "where you are asked questions

and you can answer only those questions. If there is false witness against you, there is no way to say it is false. I didn't have a chance to tell the full story. And I was allowed no rebuttal after Bill Parsons lied. Is this fair?"

Carlson has produced a copy of a contract he says was signed with Lunsford and Parsons on November 5, 1958, wherein a clause read: "It is understood that the two of you (Lunsford and Parsons) have written and own the song 'The All-American Boy,' and 'Rubber Doll' and that the tapes embody the performance of Mr. Parsons' rendering

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Crewe-Slay Leave BMI For ASCAP

NEW YORK — Bob Crewe and Frank Slay together with their Conley Music firm, moved from Broadcast Music, Inc. (BMI) to the American Society of Composers, Authors and Publishers (ASCAP). The two writer-owners said that the switch was made under amicable conditions and was made only because Crewe and Slay felt that the ASCAP procedure of paying writers and publishers strictly on a current performance basis, if they so elect, would produce more revenue for them.

The combine has also set up a new BMI firm named Cannon Music, Inc., which will take care of any tunes placed by BMI affiliated writers.

Crewe and Slay, who have authored such hits as "Silhouettes," "Bells, Bells, Bells," "Okefenokee," and "Lucky Ladybug," have also hit upon a plan, put into operation thru their Conley Music firm, which they hope will hypo sheet music sales. Nicknamed the "Twofer," it packages two hit songs by the two composers in a single seven-page song sheet for 75 cents, the price of most individual song sheets. The first such two-for-one deal combines two Freddy Cannon hits, "Jump Over" and "The Urge."

MIAMI OUTLET

Dot Opens Another Co.-Owned Branch

HOLLYWOOD — Dot Records last week opened a company-owned branch in Miami, the sixth in a fast growing chain of distribution subsids. Pan-American Distributing Corporation had handled the Dot line in the Miami area.

Dot has wholly owned distribution outlets in New Orleans, Memphis, Houston, Dallas and Oklahoma City. Five of the six branches had been opened during the past year. The New Orleans Dot-owned branch as World-Wide Distributing Corporation handled a number of different lines, but since the first of this year has devoted itself exclusively to its parent firm's product. Similarly, the other Dot-owned branches are restricting themselves to selling Dot exclusively.

Dot prexy Randy Wood told The Billboard he has no intention of building a company-owned distribution network. Wherever possible, he said, he prefers to operate via indie distributors. How-

NO COOKIES ALLOWED HERE

HOLLYWOOD — Signs of the Times Department: Vet publicist - deejay promotion man Barney McDevitt, affectionately known as "Mother McDevitt," last week attempted to present deejays with his traditional Mother's Day remembrance, a sack of "Mother's Cookies" (local brand name), price 49 cents. Spinners shrank back in horror for fear they'd be accused of accepting "Cookie-ola."

Gene Autry Buys 4-Star

HOLLYWOOD — Gene Autry last week purchased Bill McCall's Four-Star Music Publishing Company for a reported \$150,000. BMI catalog includes such copyrights as "Don't Let the Stars Get in Your Eyes," "Lonely Street," "Am I That Easy to Forget?" in addition to several country standards. Current chart riders include "Hot-Rod Lincoln."

Acquisition of the Four-Star catalog gives Autry his third publishing firm. Others are Golden West and Western.

At press time, Autry had not as yet appointed a professional manager for the newly acquired company.

Seeco Sues Fox; Claims Conspiracy

NEW YORK — Seeco Records filed suit against Harry Fox and 12 music publishers this week (10), charging the defendants have conspired to drive the record company out of business. Firm filed suit in Southern District Court of New York.

In making the announcement, Sidney Siegel, president of Seeco, stated that Fox, along with Peer International, Joy Music, Inc., Hawthorne Music, Edward B. Marks Music, Edwin H. Morris and Company, Crestview Music, Mayfair Music, Paramount Music, Famous Music, Shapiro-Bernstein, Mills Music and Southern Music,

have attempted to drive the diskery out of business by refusing to issue mechanical recording licenses, on the same terms as they grant to most, if not all, other manufacturers.

Seeco alleges that the defendants have violated the Sherman and Clayton Acts by delegating to Fox the power to act for them in their licensing relationships with record manufacturers and that Fox, with the knowledge and consent of the publishers, has used this power to attempt to coerce, intimidate and discriminate against the waxing firm.

Specifically the complaint charges the defendants with "(1) insisting that Seeco is liable for royalties on the basis of records manufactured while allowing others to account on the basis of records sold; (2) starting financially insignificant law suits in order to

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Talent for Newport's Jazz, Folk Fiesta Set

NEW YORK — The talent line-up for the sixth annual Newport Jazz Festival has been just about completed by producer George Wein. And the cast for the second annual Newport Folk Festival is just about set, too, by folk impresario Al Grossman. The jazz clambake will run from June 30 thru July 4, the folk shindig will be presented on June 24, 25 and 26.

The 1960 jazz festival will open with a modern jazz program on Thursday night, June 30. No names have yet been set. On Friday night, July 1, Louis Armstrong and his All Stars will head the bill, along with Gerry Mulligan and his trio, and the Dizzy Gillespie Quintet. On Saturday night, July 2, Dave Brubeck, Sarah Vaughan, Oscar Peterson, Lambert Hendricks and Ross, Stan Getz and Cannonball Adderly will be among the stars. On Sunday night, July 3, stars will include Dinah Washington, Jonah Jones, Horace Silver, Shorty Rogers, and Red Allen. Monday night, July 4, is a swinging night, with Count Basie, Ray Bryant, Nina Simone, Jimmy Rushing, Anita O'Day, Earl Warren, Buck Clayton and Buddy Tate, among the stars.

There will be three special afternoon concerts. On Saturday, July 2, Rudi Blesh will narrate at a session of stride pianists, and

Dom Cerulli will narrate at the concert of the Newport Youth Band with Marshall Brown. On Saturday afternoon, Langston Hughes will be the narrator at the blues forum. And on Monday afternoon Gunther Schuller will be the narrator while the Ornette Coleman Quartet, Bill Evans, John Coltrane and Dave Baker blow.

The coming folk festival, which the Newport board expects to become as big if not bigger than the yearly jazz bash, appears to be sticking mainly to folk singers from the country field, blues singers and spiritual and gospel singers and choruses. There are a few pop-country singers, too, such as the Brothers Four, on the program.

On Friday night, June 24, the talent line-up consists of the Lime-lighters, Joan Baez, the Clancey Brothers, the Gison-Child Trio, the Brothers Four, Will Holt, Robert Pete Williams, Jesse Fuller and the Gateway Singers. The Saturday night, June 25, cast includes Ed McCurdy, Fleming Brown, John Lee Hooker, Earl Scruggs, Lester Flatt, the Foggy Mountain Boys, Bud and Travis, the Bob DeCormier Chorus, the Weavers, and Mahalia Jackson.

On Sunday night, June 26, the acts are the Abyssinian Baptist Gospel Chorus directed by Professor Alex Bradford, the New Lost City Ramblers, John Jacob Niles, Odetta, Theodore Bikel, Martha Schlamme, Leon Bibb and Frank Warner. There will be a Sunday afternoon program on June 26, but the talent lineup has not been completed for this date as yet.

UA Staff on Wide Dealer Wooing Trek

NEW YORK — In a move to concentrate more and better promotion at the dealer level, United Artists Records' entire promotion and sales staff has embarked on a four-week cross-country tour covering 30 key record markets.

In addition to working on UA's current singles releases, the execs will confer with distributors and dealers on present and future promotion and sales policies. Specifically, the UA men will try to find out how effective various products, promotions, display materials have been at the dealer level in the past, and what they can do to be more helpful to retailers in the future—set up more personal appearances in stores, devise special display items, etc.

UA's national sales manager Andy Miele is covering the Southwest, Midwest and West Coast. National promotion manager Don Ovens is traveling thru the Mid-

(Continued on page 46)

M-G-M Skeds 8 May Sets

NEW YORK—M-G-M Records has set eight albums, seven on the parent label and one on Metrojazz, for May release. Lead items include "I'm in the Mood for Love," with 100 Strings and Joni James; "I'm in the Mood for Swing," with Ray Ellis; and "Opening Night Overtures," with Ormandy and the Starlight Symphony.

Other sets include a double-fold package, "The Musical World of Rodgers and Hammerstein"; "The Big Big Voice of Lovelace Watkins"; "Earl's Pearls," with Earl Hines and his quartet, and Leroy Holmes' "Sophisticated Strings." The Metrojazz set features the Santos Brothers in "Jazz for Two Trumpets."

A heavy trade and consumer promotion program has been set in motion to push the release. There'll be point of purchase displays and a station programming drive.

Beltone to Bow Label

NEW YORK — The Beltone Recording Corporation here has received the FCC's okay to float a stock issue to the public. The total subscription will be used by Beltone chief Les Cahan to finance a new record label.

Beltone has operated as a key recording studio here for the past 14 years, but this will be its first venture into manufacturing its own disks. Cahan said the new label — name as yet unselected — will maintain a general diversified catalog, including both albums and singles, and will be launched on a sizable scale in the fall.

Complete details on the new label, including names of personnel and artists, will be announced shortly. The new diskery will headquarter at Beltone Studios. The stock issue—which applies to the over-all company as well as the new label—is underwritten by H. A. Gabriel Company.

Epic Issues 10 May Sets

NEW YORK — The Epic Records LP release for May includes five popular and five classical sets. Among the pop sets is an album "The 12 Greatest Hits From the 1960 San Remo Festival," as well as albums of "Oklahoma," "Carousel," and "The King and I." There is a debut album by a Harvard University vocal group, the Raunch Hands. Classical albums include a set by pianist Leon Fleisher, another by the Concertgebouw Orchestra of Amsterdam, and an LP by the Vienna Symphony Orchestra with pianist Ingrid Heebler.

DOWN UNDER INVASION

Col. Buys Major Aussie Disk Firm

NEW YORK — Columbia Records has wrapped up its purchase of the Australian Record Company, (ARC), and its subsidiaries, including Coronet Records Pty Ltd., and Coronet Records (Victoria) Pty Ltd. ARC is the largest record company in Australia, and over the past 12 years had built up a sizable business down under. The firm employs a total of 167 employees, and the facilities of ARC embrace studios, recording laboratories and administration offices, a new pressing plant and warehouses and storage accommodations in both Melbourne and Sydney. The main offices of the firm are located in Sydney.

Columbia has been issuing much of its domestic product on the Coronet label over the past few years. Negotiations for ARC started about a year ago, and visits were exchanged between the U. S. and Australia by both ARC and Columbia over the past six months.

With the take-over of ARC by Columbia, ARC managing director Dudley Fegan resigned and A. W. T. Smith took over in the post.

Meanwhile, in a report by CBS of its first quarter earnings in 1960, which was issued last week (11), it was noted that CBS had suffered a drop in net income as against the first quarter of 1959. Net income came to \$6,829,367 for the first quarter of 1960, as against \$7,032,686 for the same period, 1959. William B. Paley, chairman of the CBS Board, stated that the decrease in net income, in spite of an increase in net sales, resulted "primarily from the cost of an unusual and intensive drive by the Columbia Record Club to secure new members." He said that "As a result of this campaign, the membership of the club—already the world's largest record club—is at the highest level in its history."

Munich NEWSNOTES:

By JIMMY JUNGERMANN
Producer, Bayerischer Rundfunk, Munich

Former Ufa film star, Marlene Dietrich, visited the new Ufa the first time after 30 years. There she met, among other old friends, William Dieterle, who directs his second German pic after 35 years. . . . Kurt Collien will handle the three concerts in Germany when Frank Sinatra will tour Europe in the months of October and November this year. Supervisor is Norman Granz.

Germany and Austria have found their own version of Perry Como. His name is Peter Weck. A star on the Philips and Polydor labels already, he has started a monthly TV show titled "Let's Make Music." For a climax in his newest show, bandleader Johannes Fehring arranged a 10-minute medley from "Pal Joey," with Peter Weck and Lolita singing the German lyrics by Gerhard Bronner. . . . German and Austrian TV had two Perry Como Shows (featuring the original Perry) within 50 hours; German TV put the Perry Como-Bing Crosby spectacular on the air, and Austrian TV followed with the brand new Perry Como in England.

Charles Chaplin's "Smile" from "Modern Times," is the first single of new Munich disk company, Stellina. Frank Forster sings the German lyrics by Ralph Maria Siegel. . . . Erwin Lehn has asked Manny Albam, Gil Evans, Johnny Richards and Dave Hildinger to write arrangements for his big band, the Sudfunk Dance Ork.

M-G-M's "Bathing Beauty" (1944) is doing excellent b.o. in a new showing in German cinemas. Esther Williams, who visited Berlin last year, is still very popular among German fans; Red Skelton and Ethel Smith, Harry James and

NEW YORK — Mickey Scopp, general manager of the Big Three (Robbins-Feist-Miller), left for Europe last week for confabs with Francis-Day & Hunter. He discussed policy and matters involving Affiliated Music Publishers, Ltd., the firm the Big Three operates with the Day interests. Scopp also conferred with executives of Robbins Music, Ltd., and with Paddy Crookshank, the firm's European representative. Scopp will visit Big Three affiliates and agents on the Continent this week.

Xavier Cugat are special favorites of German moviegoers. . . . The Munich Folk High School has started a jazz course for the first time. Joe Viera is the teacher. The subject is so big here that the jazz room in the high school is overcrowded; Viera had to move to a bigger room with his students.

The German version of "El Paso," sung by the Western Trio, and Paul Anka's original "Adam and Eve," are two hits from the States to reach the top around here. At the moment, Johnny and the Hurricanes and their "Red River Rock" still are tops.

Trinity Sets Europe Bases

NEW YORK — Trinity Music (Ed Burton) and its subsidiary publishing firms is setting up offices in London and Hamburg, Germany, in association with Jean and Julian Aberbach, Hill & Range Music, Inc.

In England, the firm — with Stanley J. Rubenstein as general manager — will be titled Burton Music, Ltd. The Hamburg offices, headed by Alfred K. Schacht, as general manager, will be titled Trinity Musikverlag. Professional managers for each office will be appointed at a later date.

Burton Music, Ltd., will handle Trinity thruout the entire British Commonwealth, with the exception of Canada, Australia, New Zealand and the South African countries. Trinity Musikverlag will cover Germany, Austria and Switzerland. However, Trinity has a prior deal with Peter Meisel in these countries, so until the expiration of that pact in October, Meisel will continue to handle some of Trinity's material.

Heretofore Trinity has placed each tune individually abroad, and the firm will continue to deal independently in all other countries but the ones named above. Burton, who also operates Burton Management, Inc., noted that many of the artists he handles — Santo and Johnny, Skip and Flip, Johnny Restivo, Jamey Coe, etc.— appear in shows abroad, and his new offices in England and Germany will provide them with headquarters while execs there will also perform a management function. Trinity's subsidiary labels in-

Best Selling Pop Records in BRITAIN

Week Ending May 13, 1960
(Courtesy New Musical Express)

This Week	Last Week	Title	Artist
1	1	CATHY'S CLOWN	Everly Brothers (Warner Bros.)
2	1	SOMEONE ELSE'S BABY	Adam Faith (Parlophone)
3	3	DO YOU MIND?	Anthony Newley (Decca)
4	4	HANDY MAN	Jimmy Jones (M-G-M)
5	5	SHAZAM	Duane Eddy (London)
6	6	SWEET NOTHING'S	Brenda Lee (Brunswick)
7	7	FALL IN LOVE WITH YOU	Cliff Richard (Columbia)
8	8	CRADLE OF LOVE	Johnny Preston (Mercury)
9	9	STANDING ON THE CORNER	King Brothers (Parlophone)
10	10	STUCK ON YOU	Elvis Presley (RCA)
11	11	FOOTSTEPS	Steve Lawrence (HMV)
12	12	THEME FROM A SUMMER PLACE	Percy Faith (Philips)
13	13	THREE STEPS TO HEAVEN	Eddie Cochran (London)
14	14	HEART OF A TEENAGE GIRL	Craig Douglas (Top Rank)
15	15	FINGS AINT WOT THEY USED T'BE	Max Bygraves (Decca)
16	16	BEATNIK FLY	Johnny and the Hurricanes (London)
17	17	STAIRWAY TO HEAVEN	Neil Sedaka (RCA)
18	18	TEASE ME	Keith Kelly (Parlophone)
19	19	MY OLD MAN'S A DUST-MAN	Lonnie Donegan (Pye)
20	20	SIXTEEN REASONS	Connie Stevens (Warner Bros.)
21	21	WILD ONE	Bobby Rydell (Columbia)
22	22	KOOKIE, KOOKIE, LEND ME YOUR COMB	Edd Byrnes and Connie Stevens (Warner Bros.)
23	23	WHAT IN THE WORLD'S COME OVER YOU?	Jack Scott (Top Rank)
24	24	OH-HA-LA-LA	Keith Kelly (Parlophone)
25	25	MACK THE KNIFE	Ella Fitzgerald (HMV)
26	26	STANDING ON THE CORNER	Four Lads (Philips)
27	27	LET THE LITTLE GIRL DANCE	Bobby Bland (London)
28	28	I LOVE THE WAY YOU LOVE	Marv Johnson (London)
29	29	TOM PILLIBI	Jacqueline Boyer (Columbia)
30	30	HELL HAVE TO GO	Jim Reeves (RCA)

Best Selling Pop Records in ITALY

Week ending May 13, 1960
(Courtesy Musica E Dischi, Milan)

Last Week	This Week	Title	Artist
1	1	MARINA	Rocco Granata (Bluebell)
2	2	PERSONALITA	Caterina Valente (Decca)
3	3	MORGEN	Eddie Calvert (Columbia)
4	4	SCANDALO AL SOLE	Percy Faith (Philips)
5	5	IT'S TIME TO CRY	Paul Anka (Columbia)
6	6	DANNY BOY	Conway Twitty (M-G-M)
7	7	KRIMINAL TANGO	Piero Trombetta (Columbia)
8	8	BELIEVE ME	Royal Teens (Capitol)
9	9	TILL	Caterina Valente (Decca)
10	10	LONELY BLUE BOY	Conway Twitty (M-G-M)
11	11	WHY	Frankie Avalon (Chancellor)
12	12	ENCHANTED SEA	Islanders (Top Rank)
13	13	EL PASO	Marty Robbins (Fontana)
14	14	MR. BLUE	Fleetwoods (Top Rank)
15	15	PRETTY BLUE EYES	Craig Douglas (Top Rank)
16	16	WORDS	Pat Boone (London)
17	17	ROMANTICA	Tony Dallara (Music)
18	18	NIKITA ROCK	Adriano Celentano (Jolly)
19	19	QUANDO VIEN LA SERA	Joe Sentieri (Juke-Box)
20	20	E'VERO	Mina (Italdisc)

clude Towne, Edgar and Adaris, which holds exclusive publishing rights to all material written and recorded by Bobby Darin. The first tunes—in Adaris—handled by the new European firms will be both sides of Darin's next single, which will be released in the U. S. shortly.

Trinity publishes all tunes written by Santo and Johnny (including their best-sellers, "Sleepwalk" and "Tear Drop") and all material penned by Skip and Flip, currently on the chart with "Cherry Pie" (not a Trinity song).

London NEWSNOTES:

By DON WEDGE
News Editor, New Musical Express

For the first time, the Royal Variety Performance is going to be televised. Today's (16) event will be filmed by ATV and shown virtually in full as a two-and-one-half-hour program on Sunday.

Four American artists have been officially invited to take part. Nat King Cole, Sammy Davis and Liberace were here for other commitments, but Robert Horton flew over specially, altho he will do extra television dates during his stay.

Horton was here in December largely on his "Wagon Train" fame. He scored a big success as a singer in ATV's "Sunday Night at the London Palladium," his act being issued by Pye as an EP which became a best-seller.

Davis' name was omitted from ATV's list of artists being seen in the filmed show. He was arriving Sunday (15) for a season at the Pigalle Restaurant and his contract with the club is understood to completely bar all television. However, ABC-TV here has reached an agreement with Davis to telerecord a show for screening after his return. Much of it will be shot on location in different parts of the capital.

Liberace, now in the middle of a season at the Palladium, is the only American to have appeared before British royalty before. He was in the Manchester Royal show last summer. There will only be one house at the Palladium tonight so that he can take part in the Royal show, which is being staged by the ex-bandleader-turned-impresario, Jack Hylton, at the Victoria Palace.

Well over half the artists taking part are pop singers or instrumentalists, with young recording artists very prominent. BBC radio will, as usual, broadcast a one-hour edited recording of the show.

Audio Fidelity is celebrating its first year as a British operation this month. Here for the recent London Audio Fair, president Sydney Frey emphasized that they were the first American label to be successfully launched independently of the British majors.

"The mere fact that we are still here is a minor miracle," said Frey. "You have no idea of the difficulties—if I used long words I would say vicissitudes—involved in breaking into the record market in this country. We even had to develop wholly new distributing channels for our records, and that was but one of our problems.

"On the other hand, our First Component Series of classical records, which were actually recorded at Walthamstow, benefited by your excellent facilities and the use of your first-class musicians. Also, the printing of our covers, which cost us more than was anticipated, turned out to be a really top-notch job. Now we are really under way here, and you can quote me as saying that we are here to stay." In May of last year, Audio Fidelity issued 10 monaural and four stereo disks—and the parent American company was surprised at the big British reaction to "La Zambra" and "The Brave Bulls" in particular, with the American favorites, "The Dukes of Dixieland" coming in a close third. In October, 14 further records were released, and of these the best-seller was their demonstration record.

Top Rank is changing its LP and EP release policy. In the future, they will be issued once every two or three months instead of monthly, as is usual here. Next releases in the low-price "Buy" series are set for June and include LP's by Steve Lawrence and Dee Clark. There will also be eight important jazz LP's including John Hammond's "Spirituals to Swing" (Vols.

1 and 2), "Newport Folk Festival" (Vols. 1, 2 and 3), "Art Tatum Discoveries" (Vol. 1), Bernard Peiffer (Vol. 1) and a Cisco Houston album, "The Cisco Special." Rank's May EP and "King Size 45" program includes names like Freddy Cannon, Bobby Rydell, Sandy Nelson, the Bechet-Spanier Big Four, Edmond Hall and Pete Seeger.

Philips has given its May sales drive the title "Zip." Two new EP series have been launched—ballet disks on Fontana (using Degas paintings for the sleeves), and the "Philips Jazz Gallery" on the main label. Early releases on the latter include tracks by Duke Ellington, Erroll Garner, Billie Holiday and Louis Armstrong. Goddard Lieber-son, president of U. S. Columbia-Philips affiliate, was here for talks at the end of last month.

"Don't Shoot, We're English!" an off-beat revue, presented by Edward Kassner and Howard Bourgein, opens at the Cambridge Theater May 26. . . . Glenn Wallchies in for routine discussions with EMI Board. . . . "South Pacific" movie now in its third year in both London and Manchester.

A much more mature Connie Francis made a big impact on her Palladium slot (8), which also introduced her new single "Robot Man" which M-G-M is plugging instead of her U. S. hit, "Mama," its coupling. EMI gave a reception jointly for her and Conway Twitty. They were the first artists to visit the group's new Manchester Square offices. . . . Nat Cole was similarly honored last Thursday (12). Arthur Muxlow, EMI's general promotion manager, reported the biggest demand for invitations he had ever known.

U. S. songwriter Buddy Kaye and his British publisher partner Jeff Kruger are on the Continent and picked up English-speaking rights to a German hit, "Banjo Boy." . . . Carmen Dragon, here for TV dates, intends to settle in England eventually. He wants his younger children to have a European education. . . . U. S. film producer Milton Subotsky planning a British musical, "Teen Beat," using local artists and perhaps a visiting American.

Big change in touring plans after decision for Johnny Preston to return to America June 1, three weeks earlier than expected. Freddy Cannon, who was to have toured with him for the period now switches to the Gene Vincent-Jerry Keller package. Cannon did an excellent interview slot on "Saturday Club," top pop radio show, May 7—the eve of his first one-nighter.

Among the guests at the annual Variety Club of Great Britain "Golden Disk Luncheon" May 11 were Connie Francis and Liberace. . . . Two American blues singers, Memphis Slim and Little Brother Montgomery, will be among top British talent at the annual Beau-lieu Jazz Festival in Lord Monagu's Hampshire home July 30 thru August 1. . . . "A Date With Shirley Jones and Jack Cassidy," a series taped last summer by ATV duo, is set for weekly screening from August 11.

There was a strong chart entry this week by the late Eddie Cochran. His Liberty slicing, "Three Steps to Heaven," entered at No. 13—in its first week! It is the disk Cochran was returning to Hollywood to launch when he was killed in a road smash April 17.

Warner Bros. launching here is proving phenomenally successful. The Everly Brothers' "Cathy's Clown," retains No. 1 spot, and "Sixteen Reasons" by Connie Stevens, who is virtually unknown here and has strong competition on the number from British thrushes, is at No. 20. Her "Kookie, Kookie" U. S. hit with Edd Byrnes is likely to make the top 20 next week.

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FCC Action Spur to FM Stereo Prospects

WASHINGTON — FM stereo moved a step nearer reality with the recent invitation by the Federal Communications Commission for comment on eight systems it is considering. Comments, due July 29, are requested on technical aspects, cost and relative simplicity of sending and receiving equipment, for use in the agency's rule-making procedures. Comments previously filed in the stereo rule-making procedure need not be filed again, FCC says.

At the same time, the Electronics Industries Association has announced that it has set a target date for initiating field testing of stereophonic radio - broadcasting equipment. Tests start the week of Sunday, June 5, and results will be submitted to the FCC, as requested, for final decisions on transmission standards for FM stereo broadcasting. Announcement was made by James D. Secrest, on the eve of the 36th EIA convention, which opens Tuesday, (17) at the Pick-Congress Hotel in Chicago.

The EIA set up a National Stereophonic Radio Committee to help establish stereo broadcast standards, but terminated its studies of all but the FM band, in December, when the FCC declined to form a government - sponsored committee to complete the studies. EIA says that altho the FM tests

will be stereophonic, they may be heard on monophonic receivers. A number of receiver manufacturers are beginning to produce stereo sets, EIA points out. One FM test site chosen will be the famous pioneer - station, KDKA in Pittsburgh. Tentative additional sites being considered are WCRB-FM and WBZ-FM, both of Boston.

In related action in the FM field, the Federal Communications Commission has also announced that effective this week (May 16), it will permit FM multiplex sub-channel uses to extend to broadcast material for business, professional, educational, religious, trade or other groups engaged in lawful activities. Also permitted are remote or relay broadcasts directly connected with the operation of FM stations.

Davis Adds Thorne as Sales Head

DENVER—Bill Davis, veteran indie label distrib chief here, this week announced a major expansion in his operation, with the unveiling of a modern \$125,000 one-story 10,000-cubic-foot warehouse and addition of a new general sales manager for the firm. Don Thorne, Mercury records' travelling sales representative and for over 10 years with Decca before joining Mercury five years ago, will head up the Davis operation saleswise. Davis is splitting his lines into two separate sales forces with resident salesmen in Albuquerque, Denver and Salt Lake City. Morrie Catalan will head up the Webcor phonograph division for Davis, working with Thorne.

Thorne recently announced his engagement to Bernie Lewis.

HOT 100 ADDS 8

NEW YORK—The "Hot 100" chart added eight new sides this week. They are:

- 71. **Always It's You** (Acuff-Rose, BMI) — Everly Brothers, Warner Bros.
- 77. **Ebb Tide** (Robbins, ASCAP) — Platters, Mercury
- 78. **The Urge** (Conley, ASCAP) — Freddy Cannon, Swan
- 80. **National City** (Saracen-Music Please-Little Darlin', BMI) — Joiner Arkansas Jr. High School Band, Liberty
- 81. **Finger Poppin' Time** (Wisto, BMI) — Hank Ballard & the Midnighters, King
- 92. **La Montana** (Hollis, BMI) — Frank De Vol, Columbia
- 98. **Exclusively Yours** (Rumbalero, BMI) — Carl Dobkins Jr., Decca
- 99. **Clap Your Hands** (Westbury, BMI) — Beau Marks, Shad

NARAS to Stage Cover Art Show

NEW YORK — The New York Chapter of the National Academy of Recording Arts and Sciences will stage a two-week display of

the "most arresting, artistic and provocative" record album covers starting June 3 at the Mead's Library of Ideas, here.

Some 150 covers will be on view and will include the work of non-members as well as members of the Academy.

3M Sets Up Stock Split; Ups Dividend

NEW YORK — A three-for-one split of the company's common stock was approved by stockholders of Minnesota Mining & Manufacturing Company, plus an increase in the quarterly dividend, at the company's annual meeting here.

The split increases the number of authorized shares from 25,000,000 to 75,000,000, and the outstanding shares from about 17,000,000 to about 51,000,000.

The firm is currently carrying out a \$5,000,000 expansion program, calling for the construction of new plants in New Jersey, West Virginia, South Carolina, and Alabama, and expansions in Minnesota and Indiana. Overseas, new plant programs are under way in Italy, Spain and Japan.

Dr. Peter C. Goldmark, prexy of CBS Laboratories, was present to demonstrate 3M's new tape cartridge system (for the home recorded music market) for which research was conducted by CBS Labs, under contract from 3M. The new equipment will be available commercially sometime in 1961.

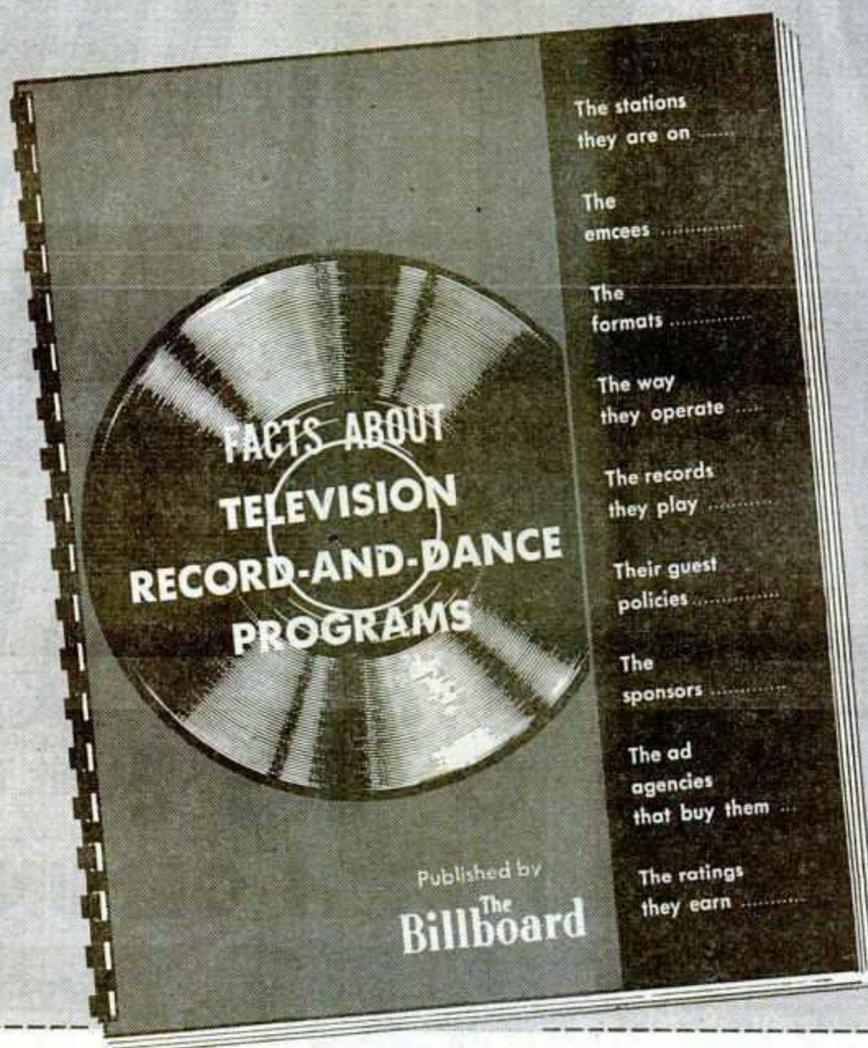
Commenting on Minnesota Mining's recent acquisition of the Mutual Broadcasting System, 3M President Herbert P. Buetow said: "The addition of new major advertisers and new affiliated stations to the web in recent weeks appears to support 3M's faith that Mutual will return a profit to 3M." The exec said: "There is no truth to speculations that 3M acquired Mutual with plans to promote its product thru heavy advertising on the network."

Jan.-June, '59, Copyr't Catalog

WASHINGTON — The Library of Congress has announced that its catalog of music copyright entries for January-June, 1959, is now on sale by the Register of Copyrights, Washington 25, D. C., at \$3.50 a copy, or \$7 a year.

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RE-ISSUES

Cap Unveils 'Star Line' Pop Albums

HOLLYWOOD — Capitol unveils its new "Star Line" of pop albums with its May release, bringing the month's LP offering to a total of 35 packages. New "Star Line" series is comprised of previously released singles offered in LP form or a re-issue of catalog albums under the new banner. Gold label is being used on the disks bearing the new "Star Line" insignia plus the Capitol trademark.

Kick-off release consists of 15 monaural only LP's in the "Star Line" series. Artists include Les Baxter, Tennessee Ernie Ford, Jonah Jones, Peggy Lee, Kay Starr, Glen Gray, Stan Kenton, Les Brown, Benny Goodman, Woody Herman, Harry James, Ferlin Husky, Wanda Jackson, the Louvin Brothers and Merle Travis.

Regular May release also consists of six pop LP's, featuring Tommy Sands, Fred Waring, three "Let's Dance" albums covering cha-cha, waltz and merengue, and a package of rock and roll best sellers. Three albums are issued from the Capitol - of - the - World roster including packages recorded in France, Mexico City and England.

May LP line-up is rounded out with four Capitol classics and seven Angel albums. Angel product includes a double LP boxed album containing the complete Gilbert & Sullivan "Iolanthe." First several thousand purchasers will get as a bonus a "piggy-back" LP sampler of excerpts from other Gilbert & Sullivan operettas previously issued by Angel. Other Angel packages feature baritone Dietrich Fischer - Dieskau, lieder singer Hans Hotter, pianist Annie Fischer, conductor Alceo Galliera and conductor Paul Kletski.

UST to Sell Am-Par Tapes

HOLLYWOOD — ABC-Paramount last week signed a three-year contract with United Stereo Tapes, the Ampex Audio subsid, whereby UST will duplicate and distribute Am-Par recordings in four-track stereo tape form. Initial Am-Par tape release is scheduled for August and will include 10 open-reel quarter-track stereo tape versions of LP's featuring Eydie Gorme, Paul Anka, Lloyd Price, George Melachrino and Alfred Apaka.

Deal was concluded between Herb Brown, Ampex veepee and head of its UST wing, and Am-Par veepee Harry Levine, following negotiations between Brown and Am-Par prexy Sam Clark. In line with its new policy of making tape product available to the disk distributers that handle the various labels in its roster, UST will sell Am-Par tapes to that label's regular record distributors for amplified coverage of record dealers. UST's own distribution efforts will be concentrated on the camera, appliance and audio shop facets of the tape market.

Acquisition of the Am-Par line gives UST approximately 20 labels which have come aboard the four-track 7 1/2 i.p.s. stereo tape bandwagon.

Soma Label To Expand

MINNEAPOLIS — Amos Heilicher, longtime distrib chief here and more recently owner of two distrib points in Miami, Fla., intends to expand greatly on his Soma record label, following the quick action on the Soma record of "Mule Skinner Blues" by the Fendermen. Disk, originally cut on Cuca label, Sauk City, Wis., diskery, was purchased four weeks ago by Heilicher who re-cut the side and released it on Soma. Disk has been covered by Rusty Draper on Mercury. Heilicher currently is lining up a sales manager for the label and also is seeking a competent a. and r. exec. Label, which previously has confined itself to Dixieland jazz and international catalog, will go heavier into the pop single and LP field.

WMCA NOD FOR ELLA'S 'MACK'

NEW YORK — Altho WMCA refused to play Bobby Darin's best-selling Atco version of "Mack the Knife," the station is spinning Ella Fitzgerald's current Verve waxing of the same tune.

The canary's version, recorded during an actual performance on a German goodwill tour, features a first chorus exactly as written, but the second chorus was improvised by the singer when she forgot the words.

Station execs said they objected to Darin's reference to "bloodshed, murder and knife fighting," but claim Ella's new lyric version avoids such subjects.

Top Priority Items on ARD Meet Agenda

NEW YORK — The forthcoming meet of the Associated Record Dealers of New York at the Henry Hudson Hotel in this city on the evening of May 17 looks like the most important one of the year. On the agenda are such important items as: The refusal of the local Columbia Records distributor to credit dealers with a 5 per cent return on single records if the dealer single record purchases are under \$100 for six months; the increasing tendency on the part of record manufacturers to contact the consumer directly via cards and mailing pieces inside album sleeves;

SHUTTERING NO BAR TO ALBUM

NEW YORK — Altho Maureen O'Hara's musical "Christine" closed last Saturday (7), Columbia Records still plans to bring out its original - cast album of the show.

a full report on the dealer co-op buying plan and plans for putting it into effect; and finally, the introduction of a new dealer co-operative advertising plan.

The meeting marks the start of the organization's second year, according to prexy Si Bondi. The New York ARD now has 473 members, claims Bondi, from the New York and New Jersey areas. Refreshments will be served.

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1960

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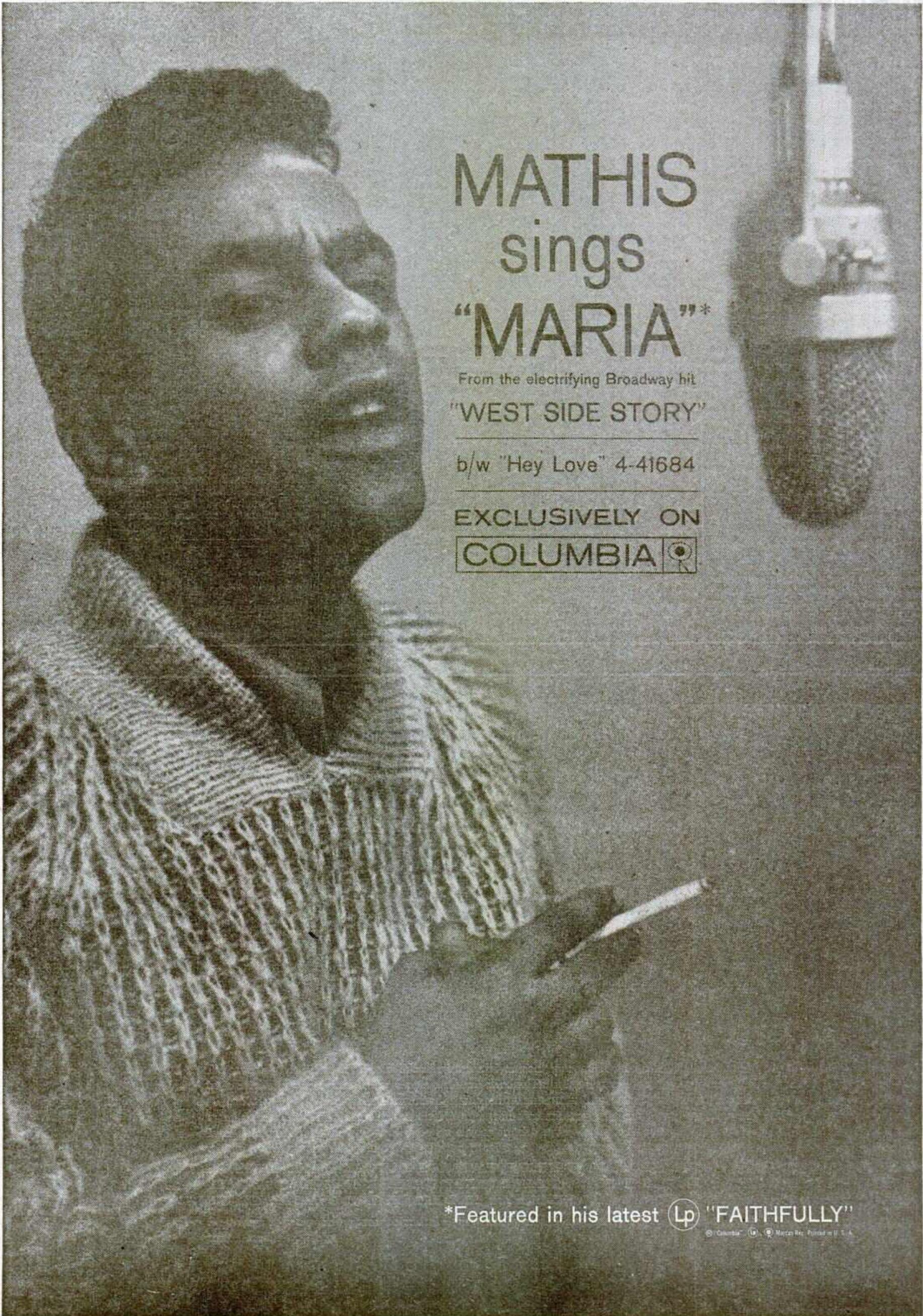
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The Billboard

RECORD INDUSTRY

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& DIRECTORY ISSUE

REVISIONS OF APRIL 25, 1960, ISSUE

The following data should be clipped and entered in your Source Book to keep it up to date pending the next edition. We invite submission of all corrections and additions as they occur. Please address The Billboard Source Book, 1564 Broadway, New York 36.

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DEALER DISPLAYS & BROWSER BOXES

Freedman Aircraft Record Display Fixtures
Charlevoix, Mich.

Lawrence Set To Tour S. A.

WASHINGTON — Robert Lawrence, associate conductor of the American Opera Society and commentator on the Metropolitan Opera broadcasts, will visit Latin America for three months starting May 20, State Department announced last week (9). Visit will be under the auspices of the cultural exchange program of State Department.

Lawrence will give a series of

Crosley First With Color Night Baseball

CINCINNATI — The Crosley Broadcasting Corporation will make an important program and engineering contribution to the television industry Monday night (16) when it televises the night baseball game between the Cincinnati Redlegs and the San Francisco Giants from Crosley Field in color.

This will be the nation's first colorcast of a night event under normal light conditions, either on a local or network level. A special pre-game show will get under way before the color cameras at 7:30 followed by the game at 8. George Bryson and Frank McCormick will handle the play-by-play and pre-game festivities which will be seen over WLW-TV, Cincinnati; WLW-D, Dayton, O.; WSAZ-TV, Huntington, W. Va., and WLEX-TV, Lexington, Ky.

The breakthrough to colorcasting indoor and outdoor events, daytime and nighttime, under existing light was achieved by the Crosley firm last fall following the development of a new, high-sensitive color tube after many months of experimental tests. The tests were conducted by WLW-TV's chief engineer, Howard Lepple.

lectures on music in the U. S., and appear as guest conductor with symphony orchestras in Argentina, Peru, Costa Rica and Guatemala. He will consult with musicians, educators, students and music lovers with the objective of promoting greater communication and mutual understanding between the people of this country and those in Latin America.

Lawrence was in Ankara from 1957 to 1959 as Music Director of the Presidential Symphony of Turkey.

CONCERT REVIEW

Dessoff Choir Reading Disappoints

The Dessoff Choir's excellent rendition of Handel's "Israel in Egypt," issued a few months ago by Vox, was the result of a recording made at a Carnegie Hall concert. Their concert this week of Bach's B Minor Mass is not apt to be issued as a recording, first because Vox already has a stereo version of the Mass in distribution, and second, because the version delivered at Carnegie Hall on Tuesday night (10), while frequently moving, was not up to the finest work of this group, as indicated in its recordings.

Conductor Paul Boepple obviously has a grand conception of the Bach masterpiece, one which calls for long, sweeping lines and a somewhat less dramatic approach than, for example, used in the Handel. Execution of such an approach, however, requires a building process which can come only from far more rehearsal time than an amateur organization usually can provide. The result was that the performance of the Mass was spotty; altho the emotions usually were conveyed, the clarity of contrapuntal line so essential to Bach was not always present.

The soloists were generally of high quality, including soprano Martina Arroyo, contralto Betty Allen, tenor John McCollum and basso John Reardon. Albert Fuller on harpsichord and Stuart Gardner on organ likewise were assets. The Symphony of the Air, however, seemed ragged and relatively unrehearsed, and on occasion seemed at loggerheads with Boepple on matters of tempo as well as interpretation.

The Dessoff Choirs have done admirable work in the past and one looks ahead to their interpretation of Monteverdi music early in 1961 as warranting new recordings. Only a collection of madrigals by that composer is currently available in stereo.

Sam Chase.

Capitol Signs Robert Irving

HOLLYWOOD — Robert Irving, New York City Center Ballet conductor, last week was signed to a long-term exclusive Capitol contract. He was formerly Sadler's Wells principal conductor. Capitol's New York exec producer Dick Jones will handle Irving's dinking sessions.

The trade magazines agree—
IT'S A HIT!
A Terrific Song!
A Terrific Artist!

"CITY LIGHTS" Debbie Reynolds

DOT-16071

Published by

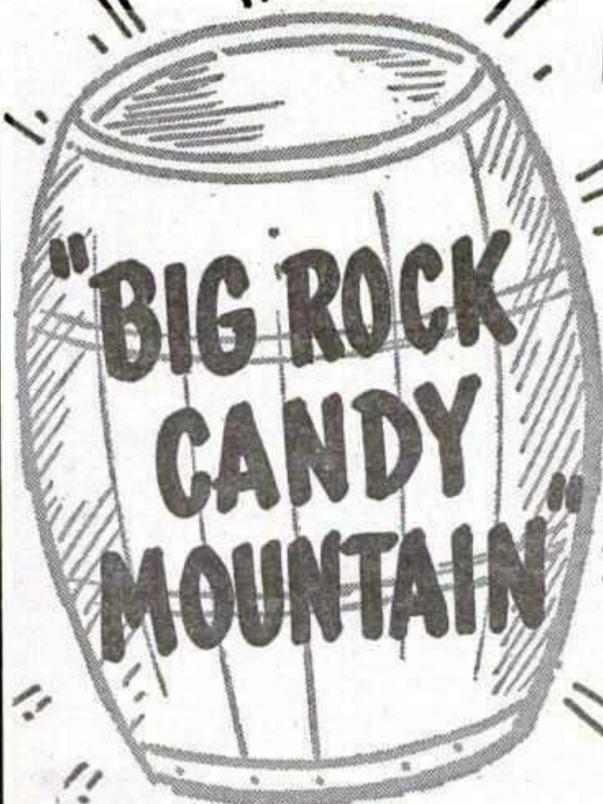
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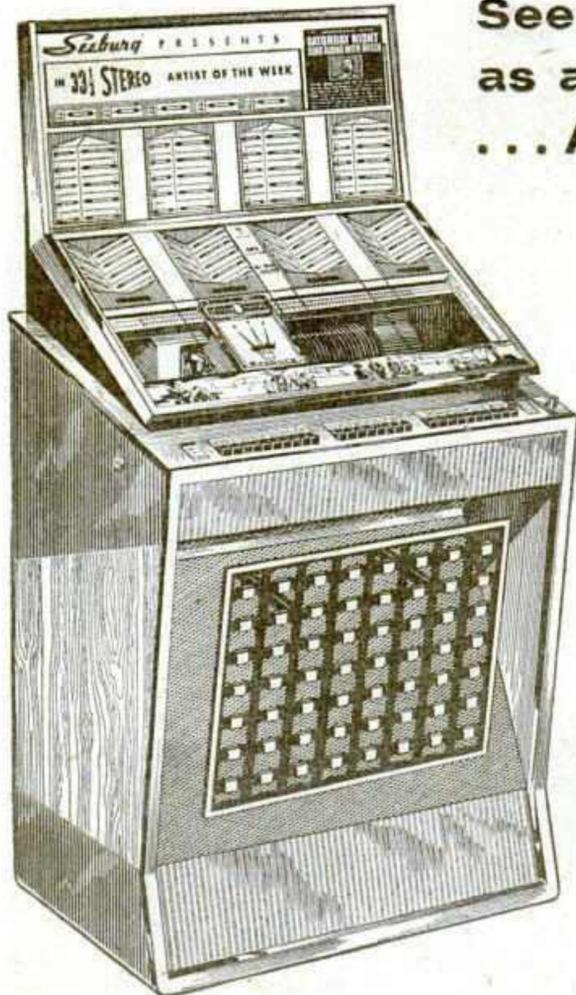
IN 33 $\frac{1}{3}$ STEREO ARTIST O

L8	MEET ME TONIGHT IN DREAMLAND	N8	THAT OLD GANG OF HIRE	Q8	HOW IS THE HOUR	S8	BABY FA
M8	33 $\frac{1}{3}$ MITCH MILLER STEREO I'LL TAKE YOU HOME AGAIN, KATHLEEN	P8	33 $\frac{1}{3}$ MITCH MILLER STEREO DOWN BY THE OLD MILL STREAM	R8	33 $\frac{1}{3}$ MITCH MILLER STEREO I'M LOOKING OVER A FOUR LEAF CLOVER	T8	33 $\frac{1}{3}$ MITCH M

SEEBURG SALUTES THESE...

33 $\frac{1}{3}$ STEREO RECORD

Seeburg Pioneers the 33 $\frac{1}{3}$ Single as a New Industry Standard ... ANOTHER SEEBURG FIRST!



Across the top of these two pages you see the "ARTIST of the WEEK" display panel of the sensational new Seeburg Model "Q" Stereo Phonographs.

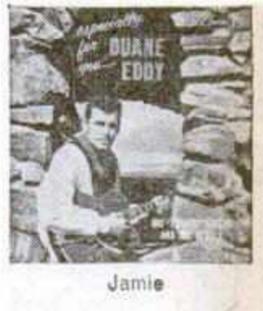
This is far more than just a new phonograph—it's a dynamic merchandising plan to increase record sales, to increase location earnings, to introduce stereo on 33 $\frac{1}{3}$ singles to the music-loving public.

Only Seeburg could put the new 33 $\frac{1}{3}$ Stereo "Seven" to such dramatic use. Because only Seeburg Model "Q" can play both 45 and 33 $\frac{1}{3}$ RPM records automatically regardless of where they are placed in the record magazine.

Today, many leading record manufacturers have released selected hits from top-selling albums on 33 $\frac{1}{3}$ Stereo singles. Seeburg salutes them for making it possible to launch the soundest merchandising plan in the history of the coin-operated music industry.



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E N T S

F THE WEEK

U8
V8

JUANITA
MITCH MILLER
SWEET GENEVIEVE

STEREO COLUMBIA

SATURDAY NIGHT SING ALONG WITH MITCH



MITCH MILLER & THE GANG: BABY FACE BYE BYE BLACKBIRD
SILVER MOON DANCING WITH TEARS IN MY EYES
POOR BUTTERFLY I WONDER WHAT'S BECOME OF SALLY?
THAT'S AN IRISH LULLABY MOTHER MACHREE SING ALONG
I'M LOOKING OVER A FOUR LEAF CLOVER LITTLE BROWN JUG
THE MAN ON THE FLYING TRAPEZE TA-RA-RA-BOOM-DE-EE
AIN'T SHE SWEET AFTER THE BALL NOW IS THE HOUR

“ARTIST of the WEEK”

MANUFACTURERS



Everest



Verve



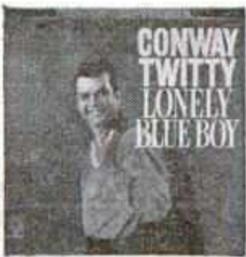
ABC Paramount



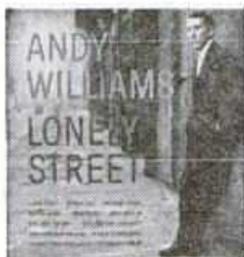
Capitol



Brunswick



MGM



Cadence



Laurie



Epic



Guyden



King



Roulette



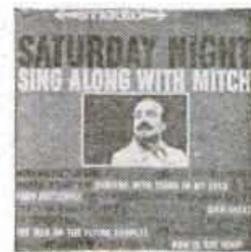
Coral



Liberty



Decca



Columbia

DISTRIB HUDDLES ADD LIFT TO MOA MEET

• Continued from page 1

Claude Brennan announced that his firm would also introduce a series of these shortly, to tie in with the Seeburg idea.

Bill Gallagher, newly named Columbia Records veepee (see separate story) spoke at some length about his company's view on stereo singles. "We have never issued 45 stereo singles and we don't expect to," Gallagher said. "We are a consumer oriented company and we believe that if singles in any form are to come back from the slump they've been in, we'll have to make it convenient for the consumer to play them. That means at the same speed as LP's, and

where they don't have to use a different spindle for their singles. We expect to go with the stereo 33 single all the way."

Sol Peruggi, speaking for RCA Victor, told the operators his company releases all singles simultaneously in stereo and mono form in 45 versions now. He added that the company was studying the 33 speed single idea and would release such a record "if we become convinced it can go." Other diskery reps on the panel were Max Callison, Capitol; Charlie Hasin, M-G-M; Kenny Meyers, Mercury; and Don Bohanon, Liberty.

References to the perennial "ASCAP situation" were restrained in tone this year. The only official reminder of the matter came in a speech to the operators by George Miller, MOA prexy, in which he paid his compliments to "our legal counsel in Washington on copyright legislation." Miller added: "We have stopped ASCAP on many occasions. If the music industry and manufacturers continue to fight this monopolistic organization, we can continue to win this vital fight."

Disk manufacturers represented with exhibits at the convention included M-G-M, Mercury, Columbia, Capitol, Decca, RCA Victor, Dot, Westminster, Shasta, Jay Jay and Red Robin Records. Of these, one of the most popular rendezvous spots for the trade appeared to be the M-G-M booth, where three attractively but briefly clad young misses held sway.

Prexy George Miller, who said attendance considerably surpassed that of the 1959 clambake, noted that next year's convention will take place in Miami Beach. This revelation caused some raised eyebrows, as tradesters recalled a colorful disk industry get-together there in May, 1959. It will mark the first departure of the annual MOA confab from Chicago.

CONNIE DREAMS OF A WIENER SCHNITZEL

• Continued from page 1

featurette, "15 Minutes With Peter Kraus." She applauded and said, "Peter, this is a wonderful show. I sure like to work with you." When we left the movie room I noticed two good friends going side by side: Connie and Peter.

I asked Herr Mendelson again, "Let's go to the canteen for a Wiener Schnitzel!" All he said was, "No. Not now." The shooting schedule was two hours overtime. No more waste of time was allowed. Poor Connie had to start work. Rehearsals. And rehearsals again. You know the work in a studio. Connie sang "Among My Souvenirs" over and over again. She forgot the Wiener Schnitzel. She worked hard.

In a pause, Connie told me, "Tomorrow morning I leave Vienna and return to London to record three new LP's for M-G-M, a Spanish one, a Jewish one, and an Italian one. Later this evening I have a talk with Herr Mendelson. I'm going to record duets with Peter Kraus here in Vienna. Then I should stay for a week or so in this wonderful city to see all these fine buildings, to visit these magnificent churches and to be all alone in one of them for a while! I should like to visit good old Anton Karas in his "Third Man Pub" and all the other places in Grinzing, famous for wine and gaiety, and to order one Wiener Schnitzel a day without hurry, but with all the gemütlichkeit!"

Connie returned to the TV stage to continue her work with Peter Kraus. When I left for the airport, Herr Mendelson told me, "Here's important news for you and Billboard. You're the first one to hear the news. Tonight I will invite Connie to play and sing in a German movie. Her partner will be Peter Kraus."

Connie Francis was still working. From far behind in the studio I heard her say "Good Bye, Jimmy!" On the way to Schwechat the studio assistant said, "What a girl, what a girl! We sure got a new standard for film and TV work this afternoon. Connie Francis seems to have one thing only in her mind: Work and work again."

That's right. But sometimes she's dreaming of a Wiener Schnitzel.

MAGNUSON PAYOLA BILL SPOTS FCC BLESSING

• Continued from page 1

of the TV network packaged quiz scandals, payola, and general public protest, as well as the FCC's own study of network operation. Report will be drawn up by attorney Ashbrook Bryant, of the network study office, who guided the hearings, assisted by James Tierney.

The report is expected to confirm leanings expressed by the commissioners during the hearings: That the agency should take programming into consideration of "over-all" operation, but never to interfere in individual programming. FCC Chairman Ford would like to have narrative reports on programming substituted for the present "percentages" spelled out in present licensee applications. Ford believes narrative type report would also indicate how the licensee's actual programming lived up to the estimate of local needs at the issuance of the license. However, some of the commissioners would like to keep out of programming entirely, because it smacks of "censorship," while others want to see even more detailed reports on percentage of

programming geared to public service, education, religion, et al.

Should networks be put under FCC regulation, as proposed in the Harris Omnibus Reform Bill to amend the Communications Act, network programming, and related package - programming activities could conceivably get far closer scrutiny in plugola, payola, and other aspects than heretofore, since direct violation of federal law would be involved.

Onlookers here believe that anti-payola bills proposed by Harris, and by the FCC itself, stand a chance of reaching the voting stage, even in this rapidly closing session. However, regulation of networks is another matter—the agency itself doesn't want responsibility for direct "licensing" of net but would prefer a more general regulatory power. Nets will put up a strong battle, and they will have allies among the Senate and House Commerce Committee members themselves, who are opposed to network regulation, and to other aspects of the current reform bills.

FROM THE NEW MUSICAL "CHRISTINE"

COLUMBIA RECORD

CHRISTINE

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I NEVER MEANT TO FALL IN LOVE

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I'M JUST A LITTLE SPARROW

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Victor Club

• Continued from page 2

summer or early fall presentation. According to terms of the deal, the Club will issue them to members under the RCA Victor label despite the fact that they had been nationally advertised and released under the WB banner. Rady and Project will have production credits.

To date, the RCA Victor club has restricted its wares to product made and sold by its parent diskery despite recurring rumors that it would "go outside" for additional disks. The Columbia Record Club, on the other hand, has made several outside deals, offering its members selections from the Caedmon and Verve catalogs. In offering the outside product, Columbia has retained the label identity of the originating firms, even plugging the labels in its ads.

currently **"HOT"** on all the charts
"NIGHT" and **"DOGGIN' AROUND"**

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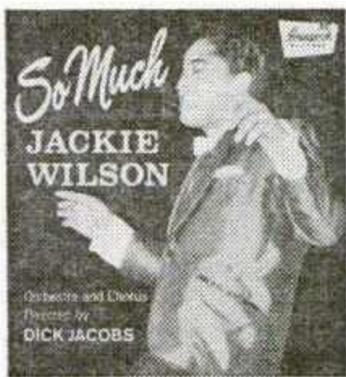


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his new big one

"FOUND LOVE"  "Where Can You Be?"

JIMMY
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"A LONELY SOLDIER"

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VeeJay Abner Records

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(WE 9-3970)

UST Issues 70 Tapes

HOLLYWOOD — Highlight of United Stereo Tape's 70 package release is its debut of the low-priced Richmond line which places stereo tape product on a price par with disks. In addition to Richmond, release contains four-track 7½ i.p.s. versions of recordings from 10 other labels. UST's Richmond packages will list at \$4.95, thus marking the first time that open reel four-track has been offered at so low a price.

Total of 70 title releases include new product from Decca (three albums), Everest (eight), GNP (two), Kapp (three), Livingston (nine), London (12), SMS (three), Verve (four), Warner Bros. (four) and Westminster (11), in addition to 10 albums from Richmond. UST's new offering includes 26 classical packages, 37 pop and seven jazz items.

Of particular note on the classical side of the release is the complete opera, "Aida," recorded by London Records and Westminster's Handel "Messiah." The opera, in disk form, covers three LP's but fills only two tape reels selling for \$21.95, complete with libretto. The "Messiah" used four LP's but needs only two tape reels and lists at \$23.95 in four-track form.

Pop wares include the Decca "Glenn Miller Story" soundtrack, plus new recordings by Roger Williams and GNP's Francis Faye album, among others. Jazz line-up features Louis Armstrong, Duke Ellington, Charlie Barnet, Paul Smith, and others.

See Progress For Revised Copyright Act

WASHINGTON — Copyright revision continues to make slow but sure progress. Revision of the 50-year-old Copyright Act of 1909 will be the subject of a symposium to be held at the American Bar Association's annual convention in Washington, in August, the Library of Congress has announced.

A report and accompanying recommendations drawn up by the Bar Association's special committee on copyright revision, in April, will be presented at the convention. A. A. Goldman, chief of research of the Copyright Office participated in writing the report.

In another copyright field, the area of "Neighboring Rights," of recording, performing and broadcasting, U. S. Register of Copyrights Arthur Fisher will participate in the panel discussions now in progress at The Hague. Fisher is chairman of a panel of copyright experts who are meeting under sponsorship of the international labor organization, UNESCO, and the Bureau of the Berne Union. Arpad Bogsch, attorney advisor of the Copyright Office, accompanied Fisher, for the meetings, which cover two weeks, May 9 to May 21.

Tommy Sands LP Contest

HOLLYWOOD — Capitol has tied in with a Canada Dry national contest whereby Tommy Sands albums will be awarded to fifth-prize winners in the bottler's "Sweepstakes" competition. Five album packs will be given to the 600 contestants who come in fifth in the contest. As a result of the tie-in, Capitol and Sands will reap a harvest of plugs in Canada Dry's ad campaign in consumer mags, radio, TV and point-of-sale displays on more than 100,000 outlets handling the drinks.

D.J. ON ALCAN 'PROTEST WALK'

ANCHORAGE — Record promotion men continue to fret over what they term "shutouts" by various radio stations across the country in wake of the FCC directive on free records.

However, Hill Mathis of Igloo Records, Anchorage, is the first to take direct action. Last week he commenced a "walk of protest" down Alcan Highway, because of refusals by stations to accept mail containing his latest single release.

Alan Freed Joins KDAY As R.&B. Jock

HOLLYWOOD — Deejay Alan Freed starts his six-day-a-week spinner chores on the local daytime indie station KDAY today (16) to become the station's latest Eastern import. Freed was freed from his WABC (New York) berth in the wake of the payola probe. Station's pact calls for his exclusive radio services and guarantees him a reported \$25,000 per year. Contract also includes a clause pinpointing the jockey's adherence to the Federal Communications Commission's "clarification" on selection of disks to be aired, according to station manager Irving Phillips. This, the latter said, is the station's standard procedure in signing spinners since the Commission's crack-down on payola.

According to Phillips, KDAY hired Freed because it feels "he's a dynamic radio personality and any problems he may have had are a thing of the past. We did not do this to flaunt the Commission. Freed has full knowledge of the way we operate and will abide by our restrictions."

Since the station has banned rock and roll, Freed will concentrate his talents on exposing rhythm and blues disks, the station manager said. Other KDAY eastern imports include Mel Leeds, former WINS-New York program director; Bruce Wendell, ex-WINS librarian, and Jay Michaels, of Philadelphia.

Smash Hit!

"SINK THE
BISMARCK"

JOHNNY HORTON

Columbia 4-1568

CAJUN PUBLISHING CO.

Shreveport, La.

Mills
HIT REMINDERS

ST. JAMES INFIRMARY

Hal Walters—Colpix CP146
Dean Jones—88 Brand #801
Frankie Lane—Columbia #4-41613

THAT'S MY DESIRE

Chris Connor—Atlantic #2053
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SAY YOU SAW IT IN
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BAILLEY

Arranged and Conducted by Bobby Scott



AND

I'LL BE THERE

Arranged and Conducted by Richard Wess

BOBBY DARIN

ATCO 6167

ATCO

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O'Mahoney Exit Saddens Cleffers Constituency

WASHINGTON — Songwriters who have cheered Sen. Joseph C. O'Mahoney in his fight to secure performance royalty on juke box play, were saddened last week to learn that he has retired. O'Ma-

honey, who was active in antitrust legislation, as well as chairman of the Judiciary Subcommittee on Patents, Trade-Marks and Copyrights, was lauded by fellow senators last week.

O'Mahoney suffered a stroke last August, but remained actively interested in government affairs. He would have been a candidate for re-election this year.

Gleason to Head AFM Band Contest

NEW YORK — Jackie Gleason will serve as honorary chairman of the American Federation of Musicians' second annual international dance band competition to select the "Best New Dance Band of 1960."

Gleason—who records with his own ork for Capitol—said he accepted the chairmanship because his ambition, like that of the AFM, is to build a national band circuit to enable the big bands to make a comeback. He added he would especially like to see such a program succeed as a "lasting tribute" to his long-time friend, the late Tommy Dorsey.

The new contest will follow a pattern similar to last year's competition. Local and regional contests will be held during the late summer months, sponsored by committees set up by some 700 AFM locals in the U. S. and Canada, with semi-finals and finals being held in the fall. Competing bands must not exceed 15 men, and established orks that customarily travel coast-to-coast are excluded. AFM members and any amateur who is not a member of any musicians' union may participate.

AFM Treasurer George V. Clancy of Detroit, was named project director this year at a planning session in New York last week. Claude Gordon's 15-piece Los Angeles Band was the winner in 1959 (over 173 orks) in a four-band play-off at Roseland Dance City. Gordon was picked by a judges' panel of 10 name-band leaders.

TUNELESS AIR FORMAT BOWS

SAN FRANCISCO — The record industry usually roots for new radio stations to succeed, but the disk business frankly frowns on the format of new outlet KFAX here, billed as "the nation's first newsradio station."

Station KFAX (formerly KJBS) will not program any recorded or live music. Instead, the outlet will spotlight an all-news format, featuring a 15-minute newscast on the hour, and a five-minute summary on the half-hour, with news analysis commentary, editorial and features scheduled in between.

Batoneer Org Wins Round in 802 Dispute

NEW YORK — An association called the Orchestra Leaders of Greater New York has gotten a preliminary injunction against the New York Local 802, AFM, to prevent the union from enforcing a portion of the "Regulations for Local 802 Single Engagement Welfare Fund."

The "Regulations," which appeared in the January, 1960, issue of "Allegro" (the 802 publication), state that \$1.00 per engagement per member (including the leader), must be paid as a surcharge by the purchaser of the music thru the leader. The "Regulation," which became effective April 1, also stipulates that in case payment is not forthcoming from the purchaser, the leader is to be held responsible for payment.

Joseph Carroll, Charles Peterson and Charles Turecamo, as representatives of the leaders' organization, claim that any attempt to enforce the "Regulation" on them as leaders would be a violation of Section 302 (a) of the Labor Management Act because they are, in actuality, employers.

New York Judge Edward J. Dimonk granted the plaintiff's motion for a preliminary injunction and the union's cross motion for dismissal was denied.

Local 802 had argued that the court should refrain from acting in the action because the plaintiffs have lodged a complaint with the National Labor Relations Board in the same dispute. The court said "I know of no rule which would warrant my staying this action pending a determination by the Board."

Summer Stock For 'Meet Me In St. Louis'

NEW YORK — More than a dozen stage musical productions of "Meet Me in St. Louis" are skedded for this summer in the United States. The musical score of the M-G-M hit film has been expanded for stage purposes by the original writers, Hugh Martin and Ralph Blaine. The musical will go summer stock starting with the 10-day presentation by the Municipal Theater of St. Louis starting June 9.

The new stage vehicle includes nine new tunes which have been published by Feist, original publisher of the score. Tams-Witmark Music Library is the licensing agent for the forthcoming productions. The musical is already booked for music fairs and major summer stock theaters.

high fidelity

THE MAGAZINE FOR MUSIC LISTENERS

ADVANCE

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TRADE

NEWS

4 HOT SINGLES

EVEREST #19352

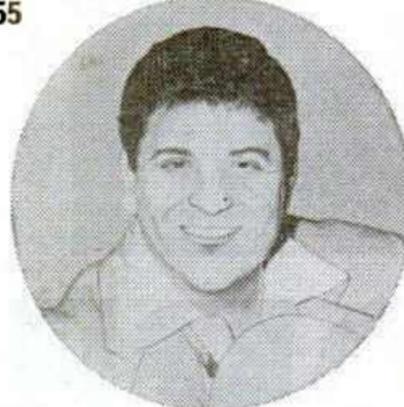


GISELE MacKENZIE

"YOU DREAM OF ME"

c/w "In Milano"

EVEREST #19355



COSIMO GILE

"TINTARELLA DI LUNA"

c/w "Guarda Che Luna"

Victor Tape Service Offer Irks Dealers

NEW YORK — The announcement last week by RCA Victor that the firm was setting up a Consumer Tape Cartridge Service has caused some muttering in dealer circles.

The dealer gripe stems from the fact that in the past RCA instituted special record deals (like the Victor Record Club) which, the retailers feel, took sales away from them. They feel that the company should be satisfied to make tapes and playing equipment, and leave the selling to authorized dealers.

In rebuttal RCA says that it is not encroaching upon dealer rights. They stipulate that they are selling cartridge machines and are only including the controversial mention of a consumer cartridge service, by which the machine purchaser can order the new cartridge direct from the company, as a stop-gap measure.

The RCA statement reads: "Every tape cartridge machine being sold will carry an announcement and order form to the consumer for the RCA Consumer's Tape Cartridge Service. The announcement bears the following message: 'Many dealers are already set up to service your order for this new type of recorded music, but in the event your dealer cannot fill your immediate demands for any of the selections listed in the catalog, you can order them by using our Consumer's Tape Cartridge Service.'

"The order form itself carries the following headline: 'If your dealer is not yet set up to service your order, use this handy form to order your favorite RCA Victor tape cartridge.'"

L. of C. Offers Folk Song Wax

WASHINGTON — The Library of Congress will put on sale three new titles in its series of folk-music recordings reproduced from its archive of folk song, on May 23. Recordings cover folk music of Wisconsin, ballads of Michigan lumberjacks, and ballads traditional in the U. S. A. All are 33 1/3 r.p.m., 12-inch disks, with accompanying explanatory pamphlets and words to the songs. They are available for \$4.50 each, plus 10 per cent excise tax and shipping costs, from the Recording Laboratory, Library of Congress, Washington 25, D. C.

Order blanks will be mailed free on request to the Recording Laboratory.

Koenig Named All State Exec V.-P.

NEW YORK — Melvin Koenig has been made executive vice-president of All State New York and All State Distributors, Inc. The new position puts Koenig at the head of sales and mechanizing of all lines carried by the distributor companies in the Greater New York and Metropolitan area. Among the products distributed by the All State outfits are Webcor hi-fi products, Bonder-Tongue radios, Audion electric organs. A third company, All State New Jersey, distributes Mercury, London, Kapp, M-G-M, and United Artists Records in the New Jersey area only.

CBS to Tape Foreign Music Fiesta Series

NEW YORK — James Fassett, CBS music director and producer and commentator of CBS Radio's "World Music Festival," left here last week for Europe where he will tape-record the eighth annual series of these broadcasts in major festival centers abroad.

In addition to taping five pre-"World Music Festivals," Fassett is producing 15 music festival broadcasts, which will be aired over CBS this summer on Saturdays, starting June 25. The pre-Festivals will be heard on Saturdays

from May 21 thru June 18, 8:30 p.m. While abroad, Fassett will also tape a "first"—a concert at Split, Yugoslavia—which will be aired by CBS, September 3.

CBS's broadcasting schedule of Fassett's taped 1960 "World Music Festivals" is as follows: Stagi-one Sinfonica of Radio Italiana, June 25, July 2, August 6; Bergen, Norway, Festival of Music Drama and Folklore, July 9, 16; Sibelius Festival, Helsinki, Finland, (with Sir Thomas Beecham as guest conductor of Helsinki City Symphony Orch.) July 23, 30; Gian-Carlo Menotti's night at Festival of Two Worlds, Spoleto, Italy, August 13; Holland Festival, Amsterdam, and the Hague, August 20, 27; Salzburg Festival, Salzburg, Austria, September 10, 17; Bayreuth Wagnerian Festival, Bayreuth, Germany, September 24.

THE ORIGINAL **THE BEST SELLER**

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HOLLYWOOD ARGYLES

ALL THE WAY

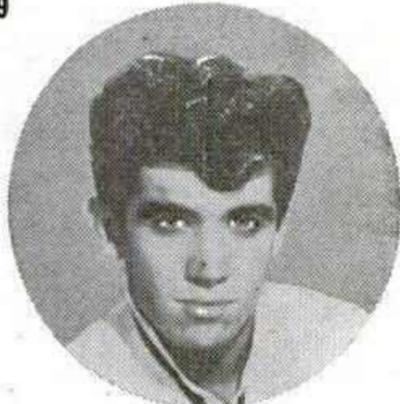
"ALLEY-OOP"

PUT YOUR MONEY on LUTE #5905 **THE ORIGINAL**

FROM EVEREST

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EVEREST #19359



RANDY LEE

"SOLITARY CONFINEMENT"

c/w **"YOU AIN'T SWINGIN' WITH ME"**

EVEREST #19353



BILLY GRAMMER

"UNKNOWN SOLDIER"

c/w **"PRINCESS OF PERSIA"**

No dog days with BEL CANTO tapes!



BEL CANTO tapes are already hot-movers in electronic supply shops, photographic supply stores and radio parts houses . . . and they could mean cool-ossal profits for record retailers, too! It's a bright new market with a vast potential and it's about time record retailers got their share of this important business!

These are just some of the top name recording artists featured exclusively on Bel Canto Tapes:

Louis & Keely	Julie London
Pat Boone	Larry Fortine
Danny Kaye	Billy Vaughn
Louis Armstrong	Jack Smith
Lawrence Welk	101 Strings
Martin Denny	London Philharmonic

All record releases of Dot, Liberty and Stereo Fidelity and many others are taped exclusively by Bel Canto!

Bel Canto tapes are available in 2 track, 4 track and cartridges

For more information, write...wire...or call



FREE!

With every purchase of 20 new Bel Canto tape releases you receive a beautiful, full-color floor display browser box absolutely free! It's the smart way to show-off these fabulous tape albums and create eye-catching, point-of-purchase excitement!



bel canto STEREOPHONIC RECORDINGS

A Subsidiary of Thompson Ramo Wooldridge, Inc.
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THE FUTURE OF HOME ENTERTAINMENT IS MAGNETIC TAPE

NEW AUDIO PRODUCTS

New Stereo Cartridge Series

The ESL C99 (pictured here) and P99 Micro Flex stereo cartridges form the two latest additions to the Electro-Sonic Laboratories series of hi-fi cartridges. Electro-Sonic has its headquarters in Long Island City, N. Y.

The company claims that the two new units are easy on record wear and will minimize noise characteristics and distortion at high frequencies. The C99 sells for \$49.95 and fits most standard record changers or arms while the P99 sells for \$54.50 and can only be used with the ESL

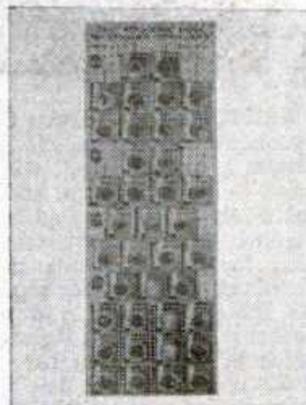


S310 professional tone arm series made by the same company.

Knob Replacements for Phonos

The Knob Corporation of America has marketed a new 36 unit line of replacement knobs for American and European record players. The company claims that the extensive assortment should take care of 90 per cent of the demand for all replacements. The KCA knobs fit 11 different changers in more than 40 different major brand record players.

The line can be shown in a master display (as pictured here) and in four smaller units. The new marketing approach will allow dealers to order a wide variety of knobs without having to make time-consuming single orders. In-

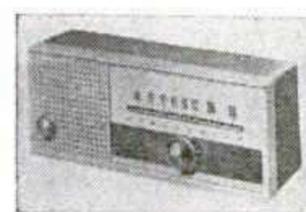


formation on KCA is available thru the TV development Corporation, Mineola, N. Y.

6 Table Radios Bow

A new line of six table model radios has been introduced by Arvin Industries of Columbus, Ind. One of the leaders of the new group is the low-priced FM set which has six tubes and sells for \$29.95 pictured here.

Matched seven and four-inch speakers spotlight the 30R58 model, the leader in the new line. This set operates on both FM and AM band and has drift-proof reception.



Included, too, is a push-button type clock radio model 50R65 which carries five tubes and automatic alarm repeating qualities.

450 Needles Pin-Point Requests

Four hundred fifty different types of needles make up the new Astatic line of phonograph replacement styli. Each of the units is mounted in a 2 by 2 1/2-inch package which contains separate markings for easy recognition and filing. Diamond needles are contained in maroon and gold cases and the sapphire and metal units in grey and red. Each package, too, is numbered and lettered to specify model



numbers and original cartridge designation. Needle tip data and list prices are also included.

Low-Priced Needle Line Shown

Jensen Industries of Forest Park, Ill., has come up with a series of Perfectone diamond and sapphire styli display cards. Each member of the new line is mounted on its own card and comes in three display combinations. The sapphire display cards cover needles from \$2.50 and \$3.50. The diamond display (pictured here) has a choice of 10 items, give monaural and five stereo. The new budget priced Perfectones of which there are some 800 individual types, carrying the same designation as the par-



ent company's except that the letter P prefixes the parts number.

Ray Pepe Heads S. Calif. Hi-Fi Group

HOLLYWOOD — Southern California High Fidelity Components Industry Co-Ordinating Committee was formed here for the purpose of providing means for a closer working relationship between the various facets of the hi-fi industry. Similar groups are being formed in other key markets.

Proposal for the creation of these all-industry committees was made earlier this year at a meeting of the Institute of High Fidelity Manufacturers when the need for a more cohesive relationship between manufacturers, reps and dealers was stressed. Committees would serve as an idea sounding board between these sectors of the industry and will also allow industry members to study problems peculiar to the respective market areas.

Southern California group is headed by Ray Pepe, veepee of James B. Lansing Sound and prexy of the IHFM. Committee members elected are Norm Marshank and Mark Markman representing the manufacturers' reps; on the dealers side, Jerry Johnson of Sight & Sound and Jim Trego, Crenshaw Hi-Fi; Bill Tait, American Electronics, and Jack Benevise of Barzillay, will represent manufacturers, with Lee Zhito (The Billboard, Hollywood), serving as press rep.

Rented Tape Set 'Demonstrators'

Expert Salesmen-Operators Build Recorder Sales for Miss. Dealer

By JEANETTE FORMBY

GREENVILLE, Miss. — Sending a salesman along as a "demonstrator" to make certain that the rented recorder shows itself to best advantage is an unusual procedure which sells upwards of 150 tape recorders per year for the Photo and Hi-Fi Center of Greenville, Miss.

Many sound retailers have found that renting tape recorders is the surest way to their sales, simply because most people will not invest the amount of money involved in a tape recorder without an opportunity to test the machine out for themselves, and are too busy to go thru lengthy demonstrations in the store. Rentals are the only answer, according to Mrs. Given Scott of the Greenville store. "We rent tape recorders because we can count on selling the majority of them," she said. "This is particularly true where the rental price applies on the purchase. Almost anyone who owns an automobile has found it necessary to rent a battery at some time or another, and finds that the rental charges already incurred can be averted by going ahead and buying the rented battery, particularly where the old

one turns out to be no good. We use exactly the same sort of selling technique in renting tape recorders. The man who has rented a recorder for several days already has a considerable investment in it, and is usually much more inclined to go ahead with the sales contract because this is true."

When the Mississippi store first went into tape recorder merchandising, it was decided that the rental department should be able to "stand on its own feet," from an income standpoint, even if its major purpose was sales. That's the reason why there is a minimum rental charge of \$7.50 made on all recorders which leave the store. The rental charge applies on the purchase for a certain number of days, different according to the sales price of the recorder, and other factors. There is a day by day reduction in the rental charge where the tape recorder has been checked out for use at a large business meeting, at a convention, or at other usage which may extend over a period of several days.

The most unusual element in the tape recorder sales program which has been worked out by this Mississippi firm is the fact that an "operator" is sent along with each rental recorder, to help the renter make use of it at no extra charge.

(Continued on page 24)

New 3-Channel Stereo Line Debuted by Arvin

COLUMBUS, Ind.—The swing toward "three - channel" stereo, with mid-range to bass speaker in center unit and satellite speakers carrying right and left treble channels continued with the introduction of the Arvin "3-D Frequency Separator" as feature of the firm's 1960-'61 line this week. Arvin, previously only a maker of portables, raised its high end to \$159.95 for its first wooden cabinet lowboy. All higher priced models in the new line feature stowaway or winged speakers for greater separation if desired.

The Model 90P58, at \$159.95, is a five-tube 12-watt hand-rubbed walnut instrument, which features stowaway speakers which can be permanently kept in a space inside the lowboy or can be used with ten-foot cables for separation. The eight-inch center speaker and two five-inch satellite speaker job features a four-speed Collaro changer and stereo balance, bass, treble and volume controls. The 90P41 in gold or 90P47 in white has optional screw-in legs with an eight-watt peak thru six-inch woofer in

(Continued on page 23)

LA-SF Make Peace On Hi-Fi Show Front

By LEE ZHITO

HOLLYWOOD — All is quiet on hi-fi's western front as a peaceful atmosphere has replaced the strife which split the industry's ranks last year and threatened to flare out into the open with competitive hi-fi shows in San Francisco and Los Angeles. So imminent was the rival show prospect that San Francisco show promoter-producer Jim Logan had invaded the Los Angeles area and leased the Pan-Pacific Auditorium to stage a show that would oppose the Institute of High Fidelity Manufacturers' annual event booked for the Shrine Auditorium. (Move was provoked by the fact that the IHFM dismissed Logan from his long standing position with its San Francisco show.)

When earlier this year, an 11th-hour truce brought the warring factions together, Logan agreed to surrender his Pan-Pacific lease to the IHFM, to retreat from the LA

market and to share equally in the Institute's \$8,000 deposit for the Shrine Auditorium which would go unused.

Fact that the Pacific Coast is pacific again was evidenced last week in the IHFM's settlement with the Shrine. IHFM prexy Ray Pepe in negotiating with the Shrine, agreed to pay the Auditorium \$5,000 instead of the original \$8,000. Logan refused to accept his share of the \$3,000 saving and instead contributed it to the IHFM "for the good of the industry."

According to present indications, IHFM will co-sponsor the San Francisco show next year with the Magnetic Recording Industry Association, thus bringing IHFM back into the Frisco show picture. Last year, MRIA sponsored the audio show there with Logan serving as producer. IHFM has surrendered the SF market in return for Logan's agreement to back out of the Los Angeles area.

Peak Year For Hammond

CHICAGO — Hammond Organ Company, in announcing a peak year in earnings and sales for the year ended March 31, 1960, disclosed that the organ reverberation device introduced last year, will be made available for use in stereo phonographs soon. Stanley M. Sorenson, president of the organ manufacturing firm, said that the device will be introduced by a "major producer of stereo players" this month. It was learned that it will be an Eastern-based maker. It's understood that the device is compact and small and could be put into today's cabinetry of phonos without causing any change in design. While its price could not be obtained, it was learned that it will be much lower than a type of reverberation device produced by Radio Craftsman, a Coast hi-fi playback maker about three years ago and which retailed for three figures.

It's understood that when this device is jacked into a normal stereo playback unit, it delays the resultant playback by milliseconds so that an echo effect is achieved, thus it's claimed more fully duplicating the "you-are-there" effect of a live concert hall performance.

3M Sets Up Nippon Subsidiary

NEW YORK — The Minnesota Mining Corporation, makers of Scotch Brand magnetic tape and one of the co-sponsors of the new 1 1/2" cartridge tape player, has confirmed reports that it has set up a Japanese subsidiary. The Nipponese affiliate is reported to be setting up to produce magnetic tape and other products, but company spokesmen say this is purely conjecture.

Sunbeam Adds Cleffers for Show Scores

NEW YORK — In a move to develop an important coterie of young writers, Sunbeam Music, which has the score of the current smash, "Fiorello," has hired three new cleffers. Bill Goldman, Jim Goldman and John Kander. The three have already begun work on a book and score for a legit musical for opening next fall.

Meanwhile, Sunbeam was basking in the success of "Fiorello," which this week was named winner of the 1960 Pulitzer drama prize. Only two other musicals, "South Pacific," and "Of Thee I Sing," have ever been accorded the Pulitzer honor. "Fiorello" previously had scored with the Drama Critics Circle Award and the Antoinette Perry (Tony) Award. It also marks the first hit Broadway score published by a BMI firm.

The firm also has the score to the off-Broadway musical, "Little Mary Sunshine," which soon will take to the road both here and abroad under the aegis of Sol-Hurok. "Fiorello" also will take to the road, via a touring company starting on August 24. "Fiorello" writers Jerry Bock and Sheldon Harnick, along with the other members of the production team, are now putting the finishing touches on "Tenderloin," a new musical due for September opening.



**MEN WHO READ
BUSINESS PAPERS
MEAN BUSINESS**

AFM to Aid Gala Concert

WASHINGTON — The American Federation of Musicians, thru its Performance Trust Fund, will underwrite a concert by the National Symphony Orchestra, for a gala evening to raise funds for the National Cultural Center here. The center's national capital committee is presenting a "performing arts" evening, which will also include dancing by Jose Greco, singing by the Howard University Chorus, and other performances, plus a dinner, as its first public fund-raising function in the nation's capital.

M. Robert Rogers, program chairman for the dinner, and L. Corrin Strong, executive vice-chairman of the Board of Trustees, said the action of the musician's union, in providing the concert under the baton of Howard Mitchell, is typical of the co-operation they are sure will be forthcoming from unions across the country, in support of the National Cultural Center.

The dinner and entertainment will be held in the Hotel Statler, here, May 25. Over half the available 615 tickets have already been sold, it was announced.

NASHVILLE — Ott Devine, WSM-Radio and "Grand Ole Opry" program director, announces the launching of a new Monday-through-Friday radio show, "The Sound of Nashville," to begin over the 50,000-watt station Monday (16).

Devine said the record show, which will be handled by deejay T. Tommy Cutrer and heard at 7:05-7:30 a.m., will feature only those pop recordings which have been made in Nashville studios. He said every emphasis will be placed on coming up with a new and different program of Nashville re-

'Celebrity' Interviews

WASHINGTON — Broadcasters were warned last week that "celebrity" interviews will have to be cleared of casual plugs for commercial products, musical or otherwise, which are not given sponsorship identification. The Federal Communications Commission not only cracked down on the "hidden commercials," but said the free interview itself constitutes a "valuable consideration," and the provider would have to be identified.

The agency says it refers specifically to the free, taped celebrity interview, in which one or more plugs are planted, without identification of the one who ultimately pays for it. Providers are generally public relations interests, who pay producers for the taped interview on the basis of broadcast coverage. Generally, neither the producers' nor the suppliers' names are mentioned, nor is any sponsorship identification made, the FCC points out.

Broadcasters who have knowingly or unknowingly used such interview recordings are reminded that Sec. 317 on sponsorship identification applies here. FCC says it feels that the free interview is not innocent, but an "attempt to circumvent" the law. The agency expects licensees to use "more than ordinary diligence" in preventing use of their stations for hidden commercials.

corded songs every day.

Songs will, in many instances, be those penned by local writers, published locally and sung by local artists as well as recorded here. Cutrer will also conduct informal chats with persons from all phases of the local music scene.

Dick Blase Named UST Eastern Rep

HOLLYWOOD — Dick Blase was named Eastern district sales manager for United Stereo Tapes, the Ampex Audio, Inc., four-track stereo tape subsid. He will headquarter at UST's Bloomfield (N. J.) depot and will report to Bill Muster, UST marketing manager, based at the firm's Sunnyvale (Calif.) home office.

Blase was manager of London's Felsted-Dale-Colonial division in New York for the past two years, moving up to that post after serving for a short period as the firm's Southern district sales manager out of Memphis. Prior to joining the London sales organization, Blase was with Capitol for eight years, first as a salesman in Cleveland and subsequently as branch sales manager in Memphis.

Congress to Put Caesar 'Pledge' In Public Domain

WASHINGTON — Irving Caesar's musical composition "Pledge of Allegiance to the Flag," will be placed in public domain, and arrangements of it will be made for non-professional performances by voice, band or orchestra, to be printed at Government expense, with 100 copies available for each member of Congress. A House resolution by Rep. Rabaut has been introduced to free the tune from copyright, and make copies of arrangements available at the Government Printing Office at a price to cover only printing cost.

Copyright on the tune, composed

Re-Use Pay AFM Goal

NEW YORK — The American Federation of Musicians will make re-use payments for musicians a primary goal in enforcing contractual rights of "prior consent" to the sale for the TV showing of motion pictures musicians have played for or appeared in between 1948 and February 19, 1958.

AFM prexy Herman Kenin made this plain last Wednesday (11) when he noted that the union had formally reminded Samuel Goldwyn of the "prior consent" clause contained in basic labor agreements with major producers covering the 10-year period. Columbia Pictures was the first to be served with formal notification.

At the same time, Kenin reported that: "International agreements among unions of musicians have thwarted another attempt to extend usage of cut-rate, foreign-made soundtrack in American industrial and documentary films."

Most recent example, said Kenin, took place when the Johnsen Film Service Company of Arcata, Calif., was turned down by the European musicians union, Zurich, Switzerland, when they (Johnsen) wrote seeking contacts with a "low cost labor force" to score original compositions. The European union replied that agreements between unions of musicians in 23 countries bind each "not to score any films which were not made in this country."

by Caesar in 1955, has already been signed over to the Congressman, who, in turn, has made assignment to the Congress itself, thru the Copyright Office. Putting it into public domain will permit performance without cost.

ONE IN A SERIES OF INDUSTRY PERSONALITY STATEMENTS

FERLIN HUSKY

Capitol Records artist and entertainer, says:

"Billboard is very important to me..."

The weekly edition of The Billboard means much to me: It is an invaluable help to me in my professional work. Billboard provides all the news and information concerning the Amusement Industry that I am dependent on. Without the charts and industry information that The Billboard puts out, I would be at a loss in the music field as to what's going on in all parts of the United States.

TO ME, THE \$15 THAT I PAY FOR MY SUBSCRIPTION EACH YEAR IS THE BEST INVESTMENT THAT I CAN MAKE FOR THE BETTERMENT AND CONTINUATION OF MY CAREER.

Billboard is very important to me and my work, and I can truly say that I think it's tops.



The **Billboard** / THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

REPUTATION 'EXPERT'

Stereo Lectures Bring Home Bacon

By ROBERT LATIMER

BETHLEHEM, Pa. — All of the newspaper advertising the dealer can buy is not worth as much as building a widespread, accepted reputation as a "practising expert" in stereo installations, according to R. E. Wagner, of the Audio Workshop, here.

Wagner has earned the soubriquet of "Mr. Stereo" in Pennsylvania's Lehigh Valley area, to the point that he constantly receives telephone calls from customers who simply tell him "I want a good stereo system installed in my home," without asking the price, or bringing up any of the usual financial factors. In fact, Wagner is actually making more installations on this "blank check" basis than any other point.

Such agreeable, profitable business stems, of course, from the fact that whenever the subject of stereo music comes up, the chances are that someone will mention Wagner's name, or at least that of the Audio Workshop. Developing a name of this proportion wasn't a matter of accident. Instead, it was the result of a carefully planned program designed to draw attention to both the store, and to Wagner as a person, which operates at a surprisingly low cost.

A series of lectures, which Wagner develops thru any service organization, women's group, children's or teen-ager clubs, men's fraternal groups, or merely groups of people interested in good music is the secret. For more than five years, Wagner has been constantly on call as a guest lecturer, bringing along with him some \$3,500 worth of equipment which tells the entire story of stereo operation, a slide projector, color transparencies of typical installations he has made, and many clever "gimmicks" guaranteed to make the lecture program an interesting one.

Wagner calls his lecture series topic "Living Music," and insists that whenever he agrees to put on the program, that it will be billed in newspapers, on invitations, etc., under that title. The program consists of a capsulized history of stereo and high-fidelity music, beginning with the first points of recording up to present four-channel track tape, perfectly balanced sound reproduction systems, and, of course, most important from Wagner's standpoint, how to recognize good stereo, what the customer should pay for it, how it should be installed, with actual examples.

A colorful, entertaining speaker, Wagner goes back to the old wax cylinder recording machines which developed into the first popular Edison phonograph and then, after tracing thru developments to modern tape recorders and phonographs, goes into the multiple-track system of recording, with actual examples. He uses an elaborate console which he built himself, to demonstrate the differences between straight monophonic and autophonic and three-track, and four-track sounds, shows how it is done, and best of all, makes certain that everyone understands each step.

While lecturing on what the customer should buy for himself, the Pennsylvania stereo dealer uses some 50 color slides, some of which he shot himself, showing typical examples in customers' homes, at different price levels. The color slides range all the way from simple monaural systems which have been installed in Bethlehem homes, to huge, highly expensive combinations of FM and AM radios, phonographs, stereo tape recorders, multiple amplifiers, pre-amplifiers,

fiers, and speakers. All of this information is brought forth in a simple enough manner that the average potential customer can understand it, and get an idea of what he must spend to effect the sort of results he wants.

Wagner, who requires a good sized truck to haul his equipment, and the help of one or two people in setting it up, charges nothing for his services as a lecturer, but gets excellent co-operation in the matter of "help on hand" to help

Reichmann Named Motorola Exec

CHICAGO — Motorola, Inc., has named J. Phillip Reichmann Jr. assistant to the firm's manager of Consumer Products, David H. Kutner. Reichmann takes over much of the responsibility for the company's convention doings, and will co-operate with his chief on sales activities. He served with the company from 1954-'58 in the Motorola's public relations department.

him with the setting up and striking his stage demonstrations. His real compensation comes from the fact that every person who attends one of the lectures leaves well sold on the Audio Workshop and its methods, and remembers Wagner's name whenever a stereo installation of any kind is planned.

New 3-Channel Stereo

• Continued from page 21

the center and two four-inch stow-away speakers at \$119.95. The 90P39, at \$99.95, is similar in appearance to last year's winged satellite speaker job, except that it too features the six-inch center speaker and twin four-inch speakers in charcoal.

The 80P78 at \$69.95 is a two-channel unit, featuring a new cabinet design in portables, with the two five-inch winged speakers mounted on the front, which, when taken off, open up the changer area for use. It's the first portable on the market where it isn't necessary to lift the top to gain access to the player area. At \$49.95, the 80P23 is a monaural four-speed portable with tone and volume

control and a 45 r.p.m. spindle coming in two different two-tone combinations.

Arvin has a new four-speed manually changed stereo portable in the 2094 at \$39.95. About the size of an overnight bag, it has twin four-inch speakers with oversize baffles and comes in white and gray. Its monaural counterpart, the 80P13 retails at \$29.95.

Arvin has reduced the price of its 45 r.p.m.-only portable, the 8092, by \$10 to \$59.95. The copper tan and gold unit features storage space for records and an automatic changer with one speaker in the master unit and a stowaway satellite speaker.

Now you can be a

combo all by yourself!

Flip a switch...

and there's a full rhythm section

at your side!



The NEW Wurlitzer Side Man

- completely electronic
- dial any rhythm you want
- completely portable
- completely automatic
- 36 to 195 beats per minute
- 10 instruments in 1

You set the Side Man, vary it, control it completely. Waltz, fox trot, tango, march and many more—with cymbals, brush, blocks, drums, and other instrumental sounds.

Whether you play the piano, organ or any other instrument, professionally or for your own enjoyment, the Wurlitzer Side Man provides perfect rhythm accompaniment. You can set it to any rhythm pattern you want. With the turn of a knob, it's automatic! Or play on the push-button panel... there's no limit to the variety of patterns you can produce manually. The Side Man uses no tapes or recordings. Changing speed does not change the sound or alter the pattern—and it plays for any length of time you desire. There is even a foot switch for syncopation!

Versatile, compact, you'll find your beautiful new Wurlitzer Side Man indispensable. And, it's priced at only \$395.00 in mahogany!

Also available in walnut, cherry, blond oak and ebony. Self-contained, with three high fidelity speakers and amplifier. 26" x 25" x 11 1/2" over-all size.

The Wurlitzer Company, Dept. B-560, DeKalb, Illinois

Send me the complete story on the remarkable new Wurlitzer SIDE MAN at once!

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WURLITZER

World's Largest Builder of Pianos and Organs

DeKalb, Illinois

NEW AUDIO PRODUCTS

Two-Speaker Bonnet

The Guild Radio and Television Company of Inglewood, Calif., is bringing out a stereo version of its Bonnet Box Early American hi-fi instrument which originally debuted in a single-amplified form.

The Bonnet Box is a self-contained stereo set with three-channel amplifier, two separate tuners, for radio stereo in either AM or FM, contains five speakers and a four-speed changer.

The Bonnets are finished in either cherry or mahogany with tape and LP storage area.

5-Pound Tape Unit

The New York World Trade Fair will be the scene for the unveiling of a new battery-operated all-transistor portable tape recorder made by the Victor Company of Japan and marketed under the Hi-Delity banner. Distributor in this country is the Petely Sales Company of New York.

The new unit is the Model TR 403 which operates at either 1 7/8 or 3 3/4 inches per second speeds and weighs 5 pounds. The tape unit will retail at \$169.95.

In addition the Petely Company will also show 12 new radios made by the Japanese company.

Tape Deck in Teak

Latest in the Tandberg line of three-speed stereo tape decks to be marketed in this country is the Model 6 which comes in 1 7/8, 3 3/4 and 7 1/2 inches-per-second speeds.

The unit comes in a teak-finished table-top cabinet and features push button controls along with a newly designed pulsating eye-level indicator.

The Model 6 will be available in the latter part of June or the early part of July and will retail at \$498 with a two-tone carrying case available for \$24.50.

Stereo-Compact Tape

Viking of Minneapolis, as exclusively reported six weeks ago in The Billboard, is producing a "Stereo-Compact" deck, which can be installed either horizontally or vertically, at a suggested list of \$289.50. The reel-to-reel seven and one-half or three and three-quarter inches per second instrument, which uses reels up to seven-inch diameter, is especially designed for use with an existing stereo playback system and is new in the Viking line. The "S-C" provides VU-meter level indicators, hot spot erase and record bias peaking adjustments; front-of-panel stereo selection control; monaural or sound-on-sound recording modes and individual recording gain controls for each channel. The unit comes in two versions: RMQ, a quarter-track recording model with exclusive wide-gap recording head and short-gap play heads; or ESQ, half-track erase and recording heads and short-gap quarter-track play heads.

AES to Discuss FM Stereo Tests

NEW YORK — A discussion of simple stereo FM transmission will be held here by the Audio Engineering Society May 18 at the organization's technical meeting.

Principal speaker at the conclave will be W. H. Beaubien,

manager of engineering, and Antal Csicsatka, project engineer, both of whom work for General Electric. They will elaborate on the results achieved with the system field-tested in Schenectady on WGFM.

The meeting will be held at 7:30 p.m. in the Basement Auditorium of the General Electric Building here.

AUDIO NEWS BRIEFS

The Motorola Corporation is expanding its radio plant at Quincy, Ill. . . . New national sales manager for Roland Radio, a division of Harvey, is Joseph M. Silver. . . . General Electric marketing manager is William B. Clemmens. . . . The Audio Engineering Society has sent out an invitation for papers dealing with audio subjects to be presented at their 1960 convention to be held at the Hotel New Yorker October 11 thru 14. Titles and all 25 to 50 word abstracts should be sent to Dr. Harry F. Olson, executive vice-president at RCA Laboratories, Princeton, N. Y. . . . George C. Tanty has been named to the post of regional manager for the Midwest by the Capehart Corporation. . . . The Commercial Electronics division of Admiral Sales has moved its headquarters from Newark, N. J., to Chicago. . . . Bell Sound has taken an option on a new plant site at Worthington, O. New plant will be the result of the company's concerted effort in the stereo parts and console field.

Scope Electronics has appointed seven new sales representatives to handle its Symphonic line of hi-fi components. These are made by the British company, Electric and Music Industries, Ltd. Bach Sales of Bethpage, L. I., will cover the metropolitan area; Chicago will be the operational base for the Midwest with Loren F. Green Associates as representatives; Simonite—Arizona and lower Nevada; Logan Hill of San Francisco, Northern California. The Philadelphia area will be handled by Wilfred Graham of Wynnewood, Pa.; while Dahl Mack of Scranton has Eastern Pennsylvania; and the Wyborny Sales Company in Dallas has the Southwest territory. . . . Capitol Records Distributing has realigned its phonograph sales force. In the new set-up George J. Hamilton has become the new manager, Gene Sapak is L. A. branch manager and Grant Mehren is assistant to national field manager Bert Teggart.

Arthur L. Reese, who is vice-president of Communications division of the Motorola Corporation has been elected to the board of directors of that firm. . . . New distributor for the Granco FM manu-

Rented Tape 'Demonstrators'

Continued from page 21

This is an offer which is seldom refused; inasmuch as many people regard a tape recorder as a complex bit of electronic machinery which they are likely to damage thru unfamiliarity. They are particularly delighted that the \$7.50 rental fee "pays the salary of the operator as well." Since many of the recorders are rented to fraternities, sororities, church groups, business associations, lodge meetings, for teen-age dances, the chances that a person thoroly unfamiliar with the recorder may damage it are rife. By sending the "operator" along to adjust the tape recorder, re-wind it, stop it, to insure that the recording level and clarity are good where the machine is being used as a recorder, the Mississippi store actually has a salesman on the spot who is sure to see to it that everyone using the recorder gets a full appreciation of its usefulness. The "operator" is simply detached from regular store service during the time when the recorder is going to be used most, which may be only an hour, or several hours

as the case may be. On the spot, however, and in immediate contact with the people who have the authority to sign the contract for the purchase of the recorder, he invariably makes the sale.

Conspicuous on the books of the Photo and Hi-Fi Center is the number of such sales of recorders which have been made in the \$200 to \$300 bracket. Almost none of the recorders sold have been financed, simply because the average purchaser is a group which has enough money in the treasury to write a check for the machine after it has been decided to make the purchase. There are a variety of financing systems available to the customer who wants to use time payment, but there has been surprisingly little request for this. Recorders are displayed along the entire right side of the Greenville store, on a knee-high Formica-top shelf, which shows models from five manufacturers, including monophonic and stereo types, all ready for demonstration. Without the rental program, and its steady returns, the store would probably sell less than half as many recorders, according to Mrs. Scott.

Webcor to Hold 3 Distrib Meets

CHICAGO — Webcor Corporation, in an effort to get the fullest possible representation of distributors' salesmen at the annual product debut, this week announced that for the first time the firm will hold three regional meetings instead of just one national confab. George Simkowski, advertising and sales promo chief, would not comment, but it was learned that a wide program of diversification of product would be disclosed. The recent unveiling of the Webcor Citation transistor portable radios was a prelude to this expansion (The Billboard, May 2).

Trio of meets tees off at the Conrad Hilton, Chicago, June 11-12; Claridge, Atlantic City, 20-21; and the Desert Inn, Las Vegas, 20-21.

facturers is John W. Walters, who will handle the metropolitan New York area for the company. . . . General Telephone and Electronics has formed a special division to handle all manufacturing, marketing and engineering outside the limits of the United States.



on 20th FOX

ALL YOU HEAR IS BEAUTY

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! 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.

REEVES **SOUNDCRAFT** CORP.

ORDER SOUNDCRAFT HI-FI TAPES FROM YOUR SOUNDCRAFT DISTRIBUTOR, TODAY!

Great Pasture Rd., Danbury, Conn. • Chicago: 28 E. Jackson Blvd. • Los Angeles: 342 N. LaBrea • Toronto: 700 Weston Rd.

*roulette records announces with great pride
the first single release by*

sarah vaughan

OOH!

WHAT A DAY!

and

MY DEAR LITTLE SWEETHEART

with JOE REISMAN'S ORCHESTRA & CHORUS

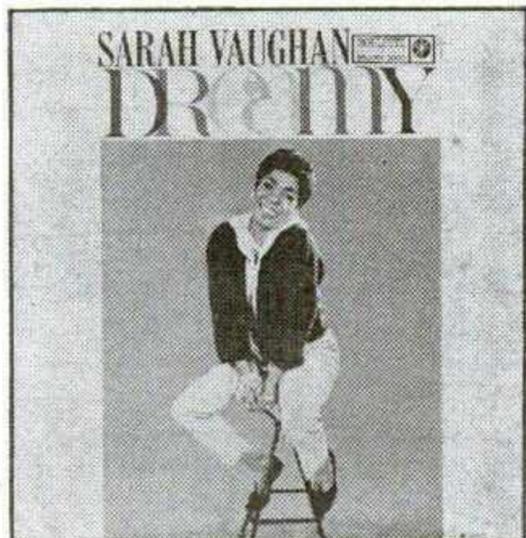
R-4256



and her
first great
album

"DREAMY"

Produced by:
TEDDY REIG



(S) R-52046



ROULETTE

VOX JOX

By JUNE BUNDY

MORE TROUBLE: The FCC's new warning on taped "celebrity" interviews (see page one short in this issue) poses still another problem for deejays and music and news stations. If a jock lands a taped interview with an artist of any stature there's bound to be one or more plugs involved—the star's current disk, of course, his latest picture, local nitery date, etc. Also, the FCC doesn't make it clear whether or not the directive applies to public service-type musical shows produced by the U. S. Marine Service, various charity drives—the Heart Fund, etc.

KILT'S CANTEENS: Station KILT, Houston, has started its third year co-sponsorship (with the Civitan Civic clubs) of Saturday Night Canteens, their word for rec-hops. KILT deejays and visiting disk artists conduct Canteens at four different locations thruout the city each Saturday night on a 52-week basis. Participating in the Canteens promotion are KILT program director Red Jones and jocks Joel Spivak, Rod McLeod, Bob Presley, Dennis James and Jay Rogers. Jones reports: "In a recent survey and investigation, the Houston Grand Jury found these Canteens to be an excellent weapon in the fight against juvenile delinquency and endorsed them with high praise."

WALKOUT CRISIS: Station KCKN, Kansas City, Kan., made the AP wire services and page one of The Kansas City Star recently when all-night deejay Phil Brown — irked at being given a two-week termination notice — walked out of the studios at 1:15 a.m., leaving the station off the air nearly three hours. Program director Ron Elz finally put the outlet back on the air at 4 a.m., after an unidentified listener called him at home about 3:15 a.m. and said the 24-hour station wasn't broadcasting. Station manager Dal Stallard said Brown was given notice because he allegedly played objectionable "party" records on his show.

THIS 'N' THAT: A new weekly publication, tagged "DJ Magazine and retailing at 10 cents, is published by DJ Publications, of Tacoma, Wash., with Herb Adams as editor. The mag advertises local and high school hops gratis as long as they are non-profit affairs. . . . Bill Bradley (known as Bill Silbert when he jockeyed in New York), KDAY, Los Angeles, recently chalked up a No. 2 deejay Nielsen and Pulse ratings in the greater L. A. market. Interesting aspect is that Bradley's Saturday show spotlights only 15-minute segs featuring big bands — with and without vocals — as compared to KDAY's usual Top 40 programming format.

PAYOLA SPOOFS: Cathy Furniss, disk exploitation girl in San Francisco, writes: "Just returned from a recent record promotion trip to find the radio air is full of disclaimers. Many jockeys have chosen to look on the humorous side of the great payola pother with such satirical disclaimers as KRAK's (Sacramento) hourly announcements which run 'this is Julie Liverpool. Thank you thank you dear KRAK for NOT making my recording "Build Me a Swamp" a hit.' or 'This is Frankie Catalina. My heartfelt appreciation, fellas, for completely ignoring my "Ave Maria Rock.'"

Miss Furniss continues: "Eschewing evil even further, another station KIDO, Boise, Idaho, deadpans 'All coffeecups used by KIDO jockeys are washed by the deejays themselves and this action in no way indicates an endorsement, either for compensation or gratis, for any soap, water company.' You just can't be too careful these days."

CHANGE OF THEME: Bob Ritter, formerly with WBIA, Augusta, Ga., has joined WESN, same city. The jock notes that there are now eight radio stations in Augusta, and another due to go on the air. . . . New station relations director at WRIT, Milwaukee, is Larry Clark. He will continue his daily 9 a.m. to 1 p.m. show on WRIT. . . . Herbert Golombeck, ex-manager of KMEQ, Omaha, appointed veepee-general manager of WPLO, Atlanta.

Station WALA, Mobile, Ala., has undergone a complete reshuffle of personnel, and has acquired a new manager, sales manager, program director and deejay roster. New line-up is as follows: Frank Zalnosi, ex-WHSY, Hattiesburg, Miss., general manager; Chuck Gardener, ex-WAPX, Montgomery, Ala., sales manager; Don MacGregor, ex-KONO, San Antonio, program director. New WALA deejays include Don Herbert, ex-WSGN, Birmingham, also promotion-publicity director for WLA; Clay Daniels, ex-WHEP, Foley, Ala.; Robert Q. Hunter, ex-WHHM, Memphis; Jim Mack, ex-WRBC, Jackson, Miss.

New manager of WOW, Omaha, is William O. Wiseman, who will also continue as sales manager of the outlet. . . . Bob Messenger, ex-WORL, Boston, has taken his long-time jazz disk show to WTAO, same city, where it will be aired—under the title "Adventures in Jazz"—on Sundays from 5 p.m. to sign-off. . . . Also new at WTAO is Christopher Towne in the outlet's morning spot, 5:30-9 a.m., Monday thru Saturday.

GAVIN EXPLAINS: Bill Gavin, free-lance record promoter and secretary of the Disk Jockey Association writes: "Over 50 record companies subscribe to the Bill Gavin Record Reports. They pay \$30 per quarter for the Friday 'Weekly Summary.' It seems hardly necessary to remind readers that the listing of my name (in tradepaper stories) as having received \$30 from Jamie Records applies to such a three months' payment. Even so, it is embarrassing to find one's name publicly listed along with some admitted 'takers.'"

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Sedaka Scores Again Via 'Stairway to Heaven'

Neil Sedaka was born in Brooklyn, N. Y. on March 13, 1939.

He spent most of his 21 years studying piano and composition, intending to be a classical concert artist. But his talents as a composer of pop music became evident when he penned the hit song "Stupid Cupid," with lyrics by fellow classmate Howard Greenfield.

Soon after, the young singer had two of his songs with Greenfield recorded, "Stupid Cupid" and "Fallin'." Al Nevins and Don Kirshner of Victor heard and liked a demo record of Sedaka's and brought him to the attention of Steve Sholes, pop a.&r. chief, who signed him to a recording contract. Sedaka's songwriting hobby had turned into his profession.

Sedaka's first disk for Victor, "The Diary," was a solid hit, followed by two other song successes, "I Go Ape," and "Oh, Carol." Currently Sedaka is swinging solid on the "Hot 100" with "Stairway to Heaven."



Rich Rides Chart Via 'Lonely Weekends'

An athletic 6' 2" frame and prematurely grey hair distinguish this 24-year-old artist from Arkansas.

In addition to Charlie Rich's singing talents, the versatile young man is also a fine pianist; proficient at jazz, blues and rock and roll. He is featured at a favorite Memphis night spot as singer and pianist.

Rich is a regular at Phillips International Records where he plays on sessions, arranges for recordings, and writes tunes. He's written material for Johnny Cash, Ray Smith, Jerry Lee Lewis and others.

The vocalist's favorite hobbies are fishing and hunting. Charlie Rich is currently riding high on the "Hot 100" with "Lonely Weekends," on the Phillips label.

YESTERYEAR'S TOPS—

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

MAY 21, 1955

1. Unchained Melody
2. Ballad of Davy Crockett
3. Cherry Pink and Apple Blossom White
4. Dance With Me Henry
5. Melody of Love
6. Whatever Lola Wants
7. How Important Can It Be
8. Tweedle Dee
9. Play Me Hearts and Flowers
10. Open Up Your Heart

MAY 20, 1950

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

MUSIC AS WRITTEN

New York

Pat Boone has been named chairman of the Teens Against Multiple Sclerosis for the 1960 MS Hope Chest campaign, which will run thru Father's Day, June 19. . . . The Independent Record Manufacturer's Association (IRMA) held its monthly meeting at Rosoff's Restaurant in New York last week (10). . . . Dick Linke is resigning as treasurer of the Conference of Personal Managers, East, due to his forthcoming move to the West Coast. Bobby Bernard and Allan Bregman have been nominated to replace Linke as treasurer, with elections skedded for June 7. . . . The Skyliners were in an auto accident while en route to Hartford, Conn., to do a TV show last week. Janet suffered a fractured nose, but otherwise the group was bruised but unhurt, according to manager Joe Rock. . . . Lou Monte is on the road plugging his first record for the Roulette label, a new version of "Darktown Strutters' Ball." . . . The Cumberland Three, Roulette's folk-singing combo, are now appearing in Buffalo after a long road trek visiting deejays in the East and Midwest.

Jack Mills arrived in London last week on a combined business-pleasure trip. He will stop in Madrid, Paris and Milan on his month-long tour. . . . International Talent Associates (ITA), the new booking firm of Larry Bennett and Bert Block, are now handling the Kingston Trio. Other acts being booked by ITA include the Cumberland Three, the Brothers Four, Barbara Carroll, Cy Coleman and Tyree Glenn. . . . Abbe Lane and Xavier Cugat and his ork are now touring South America. They are playing at the Opera House in Buenos Aires, after which they head for Rio de Janeiro, Brasilia, and Santiago. . . . Paul Evans racked up solid box office grosses at the Shell House on Long Island, New York in his recent engagement there, according to manager Milt Schnappf.

Erroll Garner opens at the Fairmont Hotel in San Francisco on May 19. This is his first hotel booking. Garner's tune "Dreamy" which now has a lyric by Syd Shaw, has been cut by Sarah Vaughan for Roulette Records. . . . Balladeer Bill Clauson has signed with Capitol Records. . . . Fred Strauss and Phil Bisch of Chicago have formed a new management company, Universal Artist Management. New York office will be manned by Walter Gould. . . . Leon Bibb returns to the Hungry i in San Francisco after finishing his current stint at the Ashgrove Club in Los Angeles. . . . Don Pierce, Starday prexy, is recuperating at home after two weeks in the hospital due to a severe case of jaundice. He hopes to return to work in June. . . . Don Elliott has signed with Columbia Records. Another jazz name has also signed with Columbia, guitarist Kenny Burrell. . . . Circle Artists is booking Ben E. King, former lead singer with the Drifters, who now records for Atco Records. . . . Bill Baker, former lead singer of the Five Satins, is out promoting his single on Coral, "Wonderful Girl."

Bob Rolontz

Chicago

Al Bennett, sales manager of Liberty records, dealing with owners of Moses Melody Shop, Hot Springs, Ark., to sell his interest in Record Sales, the Memphis distributorship. . . . Marv Browdy, formerly manager of Sterling Dist., Cleveland, has opened his own operation, Trans-American Dist., Cleveland. Carl Maduri, veteran dj contactman with Mercury's Cleveland branch, is working for Browdy. . . . W. E. Binkley, veteran distributor with offices at one time in both Jacksonville and Miami, Fla., is leaving that end of the business to start a Southern manufacturers' rep business, dealing primarily in records and accessories. . . . Jerry Blaine has opened a Cosnat branch in Pittsburgh with Tim Tormey, once owner of his own distributorship there as branch manager, Blaine reportedly eying Chicago as his next distributor point within 45 days. . . . Music City, the Milwaukee one-stop (The Billboard May 9) closed its \$2.22 special on \$3.98 list LP's this week. . . . KayBank Recording, Minneapolis, installing complete stereo recording and pressing facilities. . . . American Record Pressing, Owosso, Mich., is now pressing monaural LP's and is girding for stereo production also. . . . John Kaplan, JayKay Dist., Detroit, has been awarded the "best snorer among distributors" award. . . . Berry Gordy Jr., the Detroit songwriter and publisher who has produced many hit singles, is readying his own record labels. . . . Howard Miller, the Chicago dj, about ready to announce his second radio station purchase. He already owns WFO, Milwaukee. . . . Buster Williams, owner of Plastic Products, Memphis, and Coldwater (Miss.) industries, both pressing operations, readying a branch warehouse in Chicago, to which he'll dropship via a three-truck shuttle system for faster delivery. Agnes Mackie, formerly in Portland, Ore., retail records and last with the Northwest Tempo distrib point in Seattle, has taken over as general manager of Zero records, the Vancouver diskery.

A.C.T.

Hollywood

Capitol has renewed contracts with two of its fem vocalists, Judy Garland and Dakota Staton. Former joined the Cap roster five years ago. The latter, a Dave Cavanaugh discovery, was signed in 1957. Miss Garland's first package under her new pact will be an album arranged and conducted by Andre Previn. Previn, recently signed to an exclusive Columbia pact, still has commitments outstanding at Contemporary in addition to the Garland grooving.

Arnold Maxin, M-G-M Records prexy, here for a week's confabs with the label's Coast veepee Jesse Key, discussing new product and promotions. . . . Axel Stordahl entered his Saga II in the annual International Newport to Ensenada Yacht Race. Seamen aboard, in addition to Stordahl, publisher Mickey Goldsen and Bob McCluskey of The Billboard's Hollywood staff.

Columbia's Coast chief Irv Townsend completed a jazz album featuring trombonist George Roberts prior to leaving for New York where he will combine label exec meetings with recording activi-

(Continued on page 28)

WE HAD TO SIT RIGHT DOWN AND WRITE THIS LETTER!


Chancellor
RECORDS, Inc.

1501 BROADWAY • NEW YORK 36, N. Y. • CHickering 3-4190
PHILADELPHIA OFFICE • 1320 VINE ST • PHILA. 7, PA. • LOcust 8-8333

May 12, 1960

Fabian
Box 900
20th Century-Fox Film Corp. Studios
Beverly Hills, California

Dear Fabe:

While you are on the Coast, involved in the filming of your next two motion pictures, we realize that you may not be aware of the fantastic reception your latest CHANCELLOR recording has received from everyone.

Immediately upon release of "I'm Gonna' Sit Right Down and Write Myself a Letter," there was a burst of enthusiasm from disc jockeys, juke box operators, one-stops and dealers that far overshadowed any of your past record successes. It really looks like this will be your top-selling record to date! In the first two days, the sales on this #C-1051 have exceeded 200,000, and the folks up at Am-Par Record Corp. have told us that they have all their plants working on a "crash" pressing schedule to fill the orders that keep pouring in. We all agree that it will hit number one.

Congratulations on another great, talented record performance which should be your best chart-topper--until the next one!

Incidentally, from all reports, we understand that your new featured role in "Go North" with John Wayne for 20th Century Fox will be as explosively successful as your role in "High Time" with Bing Crosby. We're truly proud that you've been able to work on both pictures at the same time without missing a step or a beat--and even prouder to have a talent such as yours on the CHANCELLOR label.

Just thought you should know how well you're doing!

Proudly,

Bob Marcucci
Bob Marcucci

Peter DeAngelis
Pete DeAngelis

P.s.: Because of your busy schedule, we're taking the liberty of thanking all the members of the MOA for selecting your talent as the most promising new male vocalist for the year.

DISTRIBUTED BY AM-PAR RECORD CORP. • 1501 BROADWAY • NEW YORK 36, N. Y. • LOngacre 3-4222

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.

PAUL ANKA: It's been but a little over two years since Paul made his entry into the music business with his Diana. Still in his teens (he will be 19 in July), he now occupies a unique and enviable position in the entertainment field as both a singer and songwriter of astounding consistency. ABC-Paramount Records has collected his biggest hits in an album titled Paul Anka Sings His Big 15. Paul may have another big entry to add to the list in his new single, My Home Town b-w Something Happened. Paul opens at the Holiday House, Monroeville, Pa., tonight (16) for a week's engagement. Following that he plays the Steel Pier, Atlantic City, N. J., May 28-30, the Three Rivers Inn, Clay, N. Y., June 3 for 10 days, and, he makes his N. Y. C. cafe debut at the Copa on June 23.

BROOK BENTON, Mercury Records' singer, has developed, all within the last 16 months, into one of the hottest personalities on the record and night club scene. Benton has come up with over 20 straight hits that include the following which he penned: It's Just A Matter Of Time, Endlessly, Thank You, Pretty Baby, Hurtin' Inside, So Close, and The Ties That Bind. Having scored with Baby (You've Got What It Takes) in which he shares the vocal honors with Dinah Washington, Mercury has released another single by the swingin' duet, A Rockin' Good Way b-w I Believe.

The BROTHERS FOUR, Mike Kirkland, Dick Foley, John Paine and Bob Flick, who achieved a unique sound with their Greenfields, offer a collection of folk tunes in their Columbia album Brothers Four—a climber on The Billboard's Top LP's Chart. The "fun-singing" Brothers are a product of a local fraternity at the University of Washington.

BIRTHDAYS OF THE WEEK: May 16, Woody Herman. May 18, Perry Como, Ezio Pinza (deceased). May 21, Dennis Day, "Fats" Waller.

GARY CANE is a new name on the scene with two bright novelty tunes, The Yen Yet Song, based on a pun game, and I'll Walk the Earth—both Picked by Billboard. Gary 17, and a student at Brooklyn College, is joined on the disk by a chorus of 16 youngsters. Yen Yet was written by Lou Stallman and Sid Jacobson, who have accounted for several hit tunes, among them Perry Como's Round and Round. Shell Records is the label.

DUANE EDDY, the young man from Phoenix, Ariz., has another infectious guitar solo disk on Rebel Walk and the flip side, Because They're Young. The latter is a colorful string-augmented arrangement of title theme of Dick Clark's new movie, in which Eddy appears.

The EVERLY BROTHERS, Don and Phil, returned yesterday from a very successful week's tour of Australia. Their first album for their new label affiliation, Warner Bros., is out and aptly titled It's Everly Time, a Billboard Album Pick. The album is done in the usual, effective, hit style that put their single, Cathy's Clown, in the No. 2 position on the Hot 100 this week. The boys have another tune going for them, Always It's You, a Star Performer on the Hot 100 this week.

The FLAMINGOS' swingin' recording of Nobody Loves Me Like You is a song clefted by singer Sam Cooke. The boys give a sock delivery to the ballad. The End Records' artists have an album out titled Flamingo Serenade.

The FLEETWOODS, Barbara Ellis, Gretchen Christopher and Gary Tixel, who hit the million-seller mark with Come Softly To Me, are in The Billboard Spotlight with their newest on Dolton, Runaround b-w Truly Do.

SUNNY GALE: Tiny, green-eyed blonde, Sunny revives Church Bells May Ring, in a first rate style. Flip is a fine oldie, My Foolish Heart, on Warwick. Born in Clayton, N. J., Sunny's family moved to Philadelphia when she was four, and she and Eddie Fisher were raised in the same block.

JONI JAMES, whose hit recordings Have You Heard?, How Important Can It Be, Why Don't You Believe Me? and Your Cheating Heart sold over a million copies each, is on the scene with a new M-G-M album, 100 Strings And Joni—I'm In The Mood For Love. Joni will appear at Lakewood Park, Mahanoy City, Pa., May 28.

JOHNNY & THE HURRICANES make their debut for their new label, Big Top, with a swingin' rendition of the oldie Down Yonder. Flip is Sheba. The combo is anxiously looking forward to their European tour scheduled from June 5 thru July 31.

KINGSTON TRIO, now one of the hottest acts on wax, have become a top night club and concert attraction. On June 17 they will begin a two-week engagement at the Coconut Grove in L. A. The booking is the Trio's second date at that club. Prior to the Grove, the boys are set for four concerts in Calif.: Sacramento, May 20; Fresno, May 21; National Orange Show, San Bernardino, May 27; and Santa Barbara, May 28. Their latest on the album scene is Here We Go, on Capitol.

BRENDA LEE is in The Billboard Spotlight with her newest on Decca, I'm Sorry b-w That's All You Gotta Do. Born in Atlanta, Brenda made her first public appearance at the tender age of five in an amateur contest. She later became a regular on the Ozark Jubilee, where she made a lasting impression with her vivacious personality.

WEBB PIERCE: With many hit songs to his credit and several Billboard Awards for Outstanding Achievement in C.&W. Music, Webb Pierce has become a standard in that field both as a singer and songwriter. Born on a farm near West Monroe, La., Webb

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

has recorded the following albums for Decca: Webb With A Beat, Webb!, Bound For The Kingdom, Just Imagination, The Wondering Boy and Webb Pierce.

DELLA REESE will guest on Perry Como's TV show May 18, and appear at Blinstrub's, Boston, for one week beginning June 13. During these appearances, she will perform her latest RCA Victor single, Everyday b-w There's No Two Ways About It. Since signing with RCA, and under the guidance of Hugo & Luigi, she has scored with Don't You Know, Not One Minute More, and two albums, Della and Della By Starlight.

BOBBY RYDELL, who just returned from a tour of Australia, is a Star Performer this week on the Hot 100 for his fast climbing Cameo release, Ding-A-Ling. The 17-year-old Philadelphian used to be a regular on Paul Whiteman's TV show several years ago. In fact, it was Whiteman who gave him his stage name Bobby Rydell.

PROMOTION DAYS AND WEEKS: May 16 begins National Cotton Week. May 19 starts National Pickle Week. May 20 is National Defense Transportation Day, Lafayette Day in Mass., National Good Car-Keeping Week and 36th Annual Foot Health Week. May 21 is Armed Forces Day and the beginning of V.F.W. Buddy Poppy Sale. May 22 is National Maritime Day, American Merchant Marine Book Week and National Salvation Army Week.

See you in seven spinnin' days.

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

- HAPPY-GO-LUCKY ME—Paul Evans Guaranteed
- HIGH-TIDE BOOGIE—Ray Kappa Amy
- I CAN'T HELP IT—Adam Wade Coed
- I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER—Fabian Chancellor
- MARIA—Johnny Mathis Columbia
- MULE-SKINNER BLUES—Rusty Draper Mercury
- OOH! WHAT A DAY—Sarah Vaughan Roulette
- OUR LADY OF FATIMA—The Four Lads Columbia
- WON'T YOU COME HOME, BILL BAILEY—Bobby Darin Atco

ALBUMS

- FIORIELLO—Original Cast Capitol

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!

MUSIC AS WRITTEN

Continued from page 26

ties. Latter includes sessions for a Lambert, Hendricks and Ross album of Duke Ellington originals.

Mickey Goldsen's Criterion Music Corporation was appointed selling agent for "Duane Eddy's Twangy Guitar Lucky Eleven Hits" folio of guitar solos with piano accompaniment. Gregmark Music, the Lester Sil and Lee Hazlewood firm, is the publisher. . . . Joe Zerga, who recently resigned as veepee and general manager of the Capitol music firms Ardmore and Beechwood, to become the international manager of EMI's publishing activities, was saluted with a farewell Brown Derby shindig. He will report to his EMI post in England in June following a month's vacation.

Alan Roberts' "You Are My Lucky Star" single on Omega is being spotlighted by Coast deejays to give the indie label its strongest bid to date in the singles field. He's a former band vocalist with the Tommy Dorsey, Tex Beneke and Shep Fields aggregations. . . . Anita Steiman, recently resigned head of the Lew Chudd music firms, leaves for a three-month European vacation.

Rendezvous label prexy Rod Pierce, seeking the "big band sound," used a 40-piece ork in recording batoner Ernie Fields' single "Things Ain't What They Used to Be" b-w "Begin the Beguine." . . . Renewed interest in big bands has brought Johnny Catron out of retirement and he is building his new aggregation around Glenn Miller alumni. Lee Zhitto.

Cincinnati

Allan Wolk, working on sales and promotion for Verve Records out of Miami, was in town last week on a swing of the Midwest and South to promote Ella Fitzgerald's version of "Mack the Knife," which he reports catching on big in his territory. According to Wolk, La Fitzgerald's "Mack" proves there is no set pattern in the record business. Ella's version runs four and a half minutes, was cut live and impromptu, and employs an entirely new set of lyrics. Wolk infos that Mel Torme's new Verve release due out soon has him velvet-fogging the title tune from the movie, "Walk Like a Dragon." Verve also has a hot set of new albums coming up soon, Wolk says.

Tony Wilde, who several years ago gave up his policeman's job in suburban Mariemont to try his luck in pictures and niteries on the Coast, stopped off here last week, en route from Hollywood to New York, to plug his new Gardena Records release, "Funny Bone." While here he appeared on Bob Smith's platter show on WCPO, on the Wild Child's disk seg on WCKY, and Bob Braun's record show on radio. He also made several film appearances for Braun's Sunday afternoon TV hop. Tony also spent time with local distributor Ike Klayman, of A.&I. Wilde leaves town Tuesday (17) for New York, where Gardena's Eastern promotion manager, Joe Ossoe, has him set on a string of promotion dates.

Ed Weston, former manager of WCPO here under Mort Watters and more recently part owner of WZIP, with headquarters in the Vernon Manor Hotel here, heads a group which last week acquired part of the spacious Alms & Doepke Building here, now vacant, to launch an Exhibitors Showcase for manufacturers of building materials and allied products. Opening is planned for next fall. . . . Comedian Clarence Loos, new artist on the Fraternity label with "Somebody Else Is Taking My Place," left here Saturday (7) for Fort Lauderdale, Fla., for a two-week niter date. . . . George Palmer, WKRC-TV newscaster, was relieved of his duties Friday (6). He was with WKRC 11 years. Named to replace him is Nicholas J. Basso, newscaster with WSAZ-TV and radio, Huntington-Charleston, W. Va. WKRC general manager, J. W. McGough, said the move was made as the first step in the reorganization of WKRC-TV's news set-up. Bill Sachs

Nashville

Country Music Association's meeting here Friday and Saturday (13-14) brought RCA Victor's Steve Sholes, Bob York, Ben Rosner and Darol Rice into town last week, along with Capitol's Ken Nelson and M-G-M's Jim Vienneau, Merle Travis and others. RCA Victor heads will also hold their own meeting while in Nashville. . . . Eddy Arnold is pinch-hitting for Red Foley on "Jubilee, U.S.A.," until Red is released from the hospital. . . . Little Dippers' follow-up to "Forever" has been released by University. New sides are "Be Sincere" and "Tonight." . . . Town is talking hit lingo about Bill Anderson's latest Decca release, "Tip of My Fingers." Song was penned by the artist.

Lucky Moeller, of the Jim Denny Artist Bureau, infos that Brenda Lee, now busy with winding up the current school term, will make p.a.'s in Huntington, W. Va., May 29-30. Brenda also headlines a package that swings thru Texas, Utah and Colorado for two weeks beginning June 10. Also on the show are Stonewall Jackson, Justin Tubb and Red Sovine, booked by the Jim Denny office. . . . RCA Victor's Del Wood missed a recording session at the local studio last week, when a motorist smashed into her auto as she drove to the session. The pianist sustained cuts and bruises in the crash. . . . Chet Atkins has cut a new single release due to be shipped right away. . . . RCA Victor's Don Gibson and Eddy Arnold are skedded to start albums pronto. . . . Skeeter Davis cut an RCA Victor session at the local studio Friday (13), and Johnny and Jack recorded for the label last week also. . . . RCA Victor spokesmen say that Hank Locklin's latest release, "Please Help Me, I'm Falling," is a leading seller for the label in the pop field. . . . Jeannie Johnson comes in from Florence, Ala., soon to record a session for RCA Victor.

Pat Twitty

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.

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by

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OUR LADY
OF
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FOR THE WEEK ENDING MAY 20, 1960

The Billboard TOP LP'S

BEST SELLING MONOPHONIC 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		3. THEME FROM A SUMMER PLACE 9 Billy Vaughn Dot DLP 3276	
2		1. SOLD OUT 4 Kingston Trio Capitol T 1352	
3		2. THE SOUND OF MUSIC 22 Original Cast Columbia KOL 5450	
4		35. ELVIS IS BACK 2 Elvis Presley RCA Victor LPM 2231	
5		4. SIXTY YEARS OF MUSIC AMERICA LOVES BEST . 25 Assorted Artists RCA Victor LM 6074	
6		14. BEN HUR 4 Rome Symphony Orch./Savina M-G-M IEI	
7		6. MR. LUCKY 8 Henry Mancini RCA Victor LPM 2198	
8		5. ITALIAN FAVORITES 15 Connie Francis M-G-M E 3791	
9		7. ENCORES OF GOLDEN HITS 10 Platters Mercury MG 20472	
10		9. THIS IS DARIN 11 Bobby Darin Atco LP 33-115	
11		16. LATIN A LA LEE 6 Peggy Lee Capitol T 1290	
12		10. HERE WE GO AGAIN 28 Kingston Trio Capitol T 1258	
13		18. CAN CAN 3 Sound Track Capitol W 1301	
14		15. HEAVENLY 35 Johnny Mathis Columbia CL 1351	
15		11. THAT'S ALL 33 Bobby Darin Atco LP 33-104	
16		21. SATURDAY NIGHT SING ALONG WITH MITCH . 7 Mitch Miller Columbia CL 1414	
17		13. BELAFONTE AT CARNEGIE HALL 28 Harry Belafonte RCA Victor LOC 6006	
18		8. FAITHFULLY 18 Johnny Mathis Columbia CL 1422	
19		12. OUTSIDE SHELLEY BERMAN 25 Verve MGV 15007	
20		22. FOR THE FIRST TIME 28 Mario Lanza RCA Victor LM 2338	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		19. BROTHERS FOUR 5 Columbia CL 1402	
22		17. WOODY WOODBURY LOOKS AT LOVE AND LIFE 11 Stereoddities MW 1	
23		23. CONCERT IN RHYTHM, VOL. II 11 Ray Conniff Columbia CL 1415	
24		— SING A HYMN WITH ME 2 Tennessee Ernie Ford Capitol TAO 1332	
25		25. OLDIES BUT GOODIES 35 Assorted Artists Original Sound 5-001	
26		26. ANNETTE SINGS ANKA 9 Vista BV 3302	
27		27. GENIUS OF RAY CHARLES 13 Atlantic LP 1312	
28		— BUTTON-DOWN MIND OF BOB NEWHART . . . 1 Warner Bros. W 1379	
29		28. PERSUASIVE PERCUSSION 5 Terry Snyder and the All Stars Command LP 800	
30		38. ONE STEP BEYOND 2 Harry Lubin Decca DL 8970	
31		33. SANTO AND JOHNNY 18 Canadian-American CA 1001	
32		20. STUDENT PRINCE 9 Mario Lanza RCA Victor LM 2339	
33		24. GUNFIGHTER BALLADS AND TRAIL SONGS . 21 Marty Robbins Columbia CL 1349	
34		37. NEARER THE CROSS 12 Tennessee Ernie Ford Capitol T 1005	
35		— WHAT A DIFFERENCE A DAY MAKES . . . 8 Dinah Washington Mercury MG 20479	
36		29. ALWAYS 7 Roger Williams Kapp KL 1172	
37		30. LET'S ALL SING WITH THE CHIPMUNKS . . . 25 Liberty LRP 3432	
38		32. WONDERFUL WORLD OF JONATHAN WINTERS . 12 Verve MGV 15009	
39		31. PETE FOUNTAIN DAY 2 Pete Fountain Coral CRL 57313	
40		40. FIRESIDE SING ALONG WITH MITCH . . . 21 Mitch Miller Columbia CL 1389	

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 56	
2		4. MY FAIR LADY , Original Cast, Columbia OL 5090 215	
3		2. SING ALONG WITH MITCH , Mitch Miller, Columbia CL 1160 . 97	
4		3. FROM THE HUNGRY I , Kingston Trio, Capitol T 1107 66	
5		5. GIGI , Sound Track, M-G-M E 3641 ST 98	
6		6. KINGSTON TRIO . . . Capitol T 996 48	
7		7. THE MUSIC MAN , Original Cast, Capitol WAO 990 116	
8		8. JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1133 107	
9		11. SOUTH PACIFIC , Original Cast, Columbia OL 4180 311	
10		16. PORGY AND BESS , Sound Track, Columbia OL 5410 44	
11		14. KING AND I , Sound Track, Capitol W 740 185	
12		10. BUT NOT FOR ME , Ahmad Jamal, Argo LP 628 70	
13		12. SOUTH PACIFIC , Sound Track, RCA Victor LOC 1032 112	
14		15. PETER GUNN , Henry Mancini, RCA Victor LPM 1956 65	
15		20. ONLY THE LONELY , Frank Sinatra, Capitol W 1053 70	
16		17. HYMNS , Tennessee Ernie Ford, Capitol T 756 149	
17		24. TCHAIKOVSKY: PIANO CONCERTO NO. I , Van Cliburn, RCA Victor LM 2252 72	
18		21. FLOWER DRUM SONG , Original Cast, Columbia OL 5350 . . . 60	
19		9. COME DANCE WITH ME , Frank Sinatra, Capitol T 1069 . . . 63	
20		18. MORE JOHNNY'S GREATEST HITS , Johnny Mathis, Columbia CL 1344 43	
21		22. GEMS FOREVER , Mantovani, London LL 3032 64	
22		— RODGERS: VICTORY AT SEA, VOL. II , RCA Symphony Orch. (Bennett), RCA Victor LM 1226 52	
23		23. HAVE TWANGY GUITAR, WILL TRAVEL , Duane Eddy, Jamie JLP 3000 60	
24		25. WARM , Johnny Mathis, Columbia CL 1078 68	
25		13. KINGSTON TRIO AT LARGE . . . Capitol T 1199 48	

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 17 Terry Snyder and the All Stars Command S 800	
2		1. THE SOUND OF MUSIC 19 Original Cast Columbia KOS 2020	
3		4. THEME FROM A SUMMER PLACE 7 Billy Vaughn Dot DLP 25276	
4		6. SOLD OUT 3 Kingston Trio Capitol T 1352	
5		3. MR. LUCKY 8 Henry Mancini RCA Victor LSP 2198	
6		5. PROVOCATIVE PERCUSSION 17 Enoch Light and the Light Brigade Command S 806	
7		8. FAITHFULLY 15 Johnny Mathis Columbia CS 8219	
8		25. AMERICAN SHOWCASE 14 Mantovani London PSA 3203	
9		9. OPEN FIRE, TWO GUITARS 15 Johnny Mathis Columbia CS 8056	
10		7. SAIL ALONG SILVERY MOON 18 Billy Vaughn Dot DLP 25100	
11		12. AMERICAN SCENE 8 Mantovani London PS 182	
12		13. FLOWER DRUM SONG 19 Original Cast Columbia OS 2009	
13		— LANZA SINGS CARUSO 1 Mario Lanza-Enrico Caruso RCA Victor LSC 2393	
14		11. RACHMANINOFF: PIANO CONCERTO NO. 3 . . . 15 Van Cliburn RCA Victor LSC 2355	
15		23. FIORELLO! 19 Original Cast Capitol SWAO 1321	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		16. GUNFIGHTER BALLADS AND TRAIL SONGS . . 14 Marty Robbins Columbia CS 8158	
17		15. MUSIC FOR BANG, BAA-ROOM AND HARP . . 10 Dick Schory RCA Victor LSP 1866	
18		24. BOUQUET 10 Percy Faith Columbia CS 8124	
19		14. KINGSTON TRIO 13 Capitol ST 996	
20		22. LET'S ALL SING WITH THE CHIPMUNKS . . . 18 Liberty LST 7132	
21		21. MUSIC FOR READING 9 George Melachrino Strings RCA Victor LSP 1002	
22		27. NEW ORLEANS 12 Pete Fountain Coral CRL 7-57282	
23		28. MORE SING ALONG WITH MITCH 15 Mitch Miller Columbia CS 8043	
24		17. BILLY VAUGHN PLAYS MILLION SELLERS . . . 14 Dot DLP 25119	
25		26. MUSIC FOR DINING 12 George Melachrino Strings RCA Victor LSP 1000	
26		29. LET'S DANCE AGAIN 19 David Carroll Mercury SR 60152	
27		20. IT'S THE TALK OF THE TOWN 14 Ray Conniff Columbia CS 8143	
28		— 'S AWFUL NICE 12 Ray Conniff Columbia CS 8001	
29		— THIS IS DARIN 5 Bobby Darin Atco SD 115	
30		— THE EDDY DUCHIN STORY 6 Sound Track Decca DL 7-8289	

ESSENTIAL INVENTORY (STEREO ALBUMS)

on the charts 20 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOUTH PACIFIC , Sound Track, RCA Victor LSO 1032 52	
2		2. BELAFONTE AT CARNEGIE HALL , Harry Belafonte, RCA Victor LSO 6006 26	
3		3. MY FAIR LADY , Original Cast, Columbia OS 2015 52	
4		7. GIGI , Sound Track, M-G-M SE 3461 ST 52	
5		4. HERE WE GO AGAIN , Kingston Trio, Capitol ST 1258 28	
6		10. RODGERS: VICTORY AT SEA, VOL. II , RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226 50	
7		17. GEMS FOREVER , Mantovani, London PS 106 40	
8		9. TCHAIKOVSKY: PIANO CONCERTO NO. I , Van Cliburn, RCA Victor LSC 2252 47	
9		5. COME DANCE WITH ME , Frank Sinatra, Capitol SW 1069 . . . 52	
10		8. FOR THE FIRST TIME , Mario Lanza, RCA Victor LSC 2338 . . . 29	
11		11. KING AND I , Sound Track, Capitol SW 740 40	
12		6. PETER GUNN THEME , Henry Mancini, RCA Victor LSP 1956 . . 50	
13		12. STRAUSS WALTZES , Mantovani, London PS 118 36	
14		— ONLY THE LONELY , Frank Sinatra, Capitol SW 1053 25	
15		14. QUIET VILLAGE , Martin Denny, Liberty LST 7122 26	
16		— GYPSY , Original Cast, Columbia OS 2017 26	
17		16. HEAVENLY , Johnny Mathis, Columbia CS 8152 34	
18		— NEARER THE CROSS , Tennessee Ernie Ford, Capitol ST 1005 . 20	
19		20. NO ONE CARES , Frank Sinatra, Capitol SW 1221 31	
20		18. PORGY AND BESS , Sound Track, Columbia OS 2016 25	

BEST SELLING STEREOPHONIC LP'S

BASED ON SALES

IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
- LANZA SINGS CARUSO—Caruso Favorites**
Mario Lanza-Enrico Caruso, RCA Victor LM 2393
- SIXTY YEARS OF MUSIC AMERICA LOVES BEST**
Assorted Artists, RCA Victor LM 6074
- THE LORD'S PRAYER** . . . The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- GERSHWIN: RHAPSODY IN BLUE**
Leonard Pennario, Hollywood Bowl Symphony (Slatkin), Capitol P-8343
- 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
- RAVEL: BOLERO** . . . Boston Symphony Orchestra (Munch), RCA Victor LM 1984
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
- GROFE: GRAND CANYON SUITE**
The Philadelphia Orchestra (Ormandy), Columbia ML 5286

STEREOPHONIC CLASSICAL ALBUMS

- THE LORD'S PRAYER** . . . The Mormon Tabernacle Choir, (Condie), Columbia MS 6068
- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**
Minneapolis Symphony Orchestra, (Dorati), Mercury SR 90054
- LANZA SINGS CARUSO—Caruso Favorites**
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
- TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO**
Morton Gould Orchestra, RCA Victor LSC 2345
- OFFENBACH: GAITE PARISIENNE; KHATCHATURIAN: GAYNE BALLETT SUITE**
Boston Pops (Fiedler), RCA Victor LSC 2267
- TCHAIKOVSKY: PIANO CONCERTO NO. 1**
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
- GROFE: GRAND CANYON SUITE**
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
- RODGERS: VICTORY AT SEA, VOL. 1**
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
- RODGERS: VICTORY AT SEA, VOL. 2**
RCA Victor Symphony Orchestra, (Bennett), RCA Victor LSC 2226
- RACHMANINOFF: PIANO CONCERTO NO. 3**
Van Cliburn Symphony of the Air (Kondrashin), RCA Victor LSC 2355

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

MONOPHONIC

- Soul of Spain, Vol. 1**
101 Strings . . . Somerset P 6600
- Perry Como Sings Just for You**
RCA Camden CAL 440
- Soul of Spain, Vol. 2**
101 Strings . . . Somerset P 9900
- 101 Strings Plays the Blues**
Somerset P 5800
- Good Housekeeping Reducing Off the Record**
Harmony HL 7143
- Huckleberry Hound**
Daws Butler and Don Messick . . . Coldpix CP 202
- John McCormick Sings Irish Songs**
RCA Camden CAL 407
- Sound of Music**
Norman Paris Quartet . . . Harmony HL-7235
- Around the World in 80 Days**
Music From the Film . . . Somerset P 2800
- Hawaii in Hi-Fi**
Leo Addeo Orchestra . . . 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
- Concerto Under the Stars**
101 Strings . . . Stereo Fidelity SF 6700
- Backbeat Symphony**
101 Strings . . . Stereo Fidelity SF 11500
- 101 Strings Play the Blues**
Stereo Fidelity SF 5800
- Symphony for Lovers**
101 Strings . . . Stereo Fidelity SF 4500
- The Music Man**
Various Artists . . . Lion SL 70091
- Holiday in Mexico**
101 Strings . . . Stereo Fidelity SF 10700
- Hawaii in Stereo**
Leo Addeo Ork . . . RCA Camden CAS 510
- East of Suez**
101 Strings . . . Stereo Fidelity SF 11200

BEST SELLING POP EP'S

- Party Sing Along With Mitch**
Mitch Miller . . . Columbia EPB 13311
- Gunfighter Ballads and Trail Songs**
Marty Robbins . . . Columbia EPB 13491
- He'll Have to Go**
Jim Reeves . . . RCA Victor EPA 4357
- Hymns**
Tennessee Ernie Ford . . . Capitol EAP 1-1818
- Faithfully**
Johnny Mathis . . . Columbia EPB 14221
- 'S Wonderful**
Ray Conniff . . . Columbia EPB 9251
- Heavenly**
Johnny Mathis . . . Columbia EPB 13511
- Come Dance With Me**
Frank Sinatra . . . Capitol EAP I-1069
- Open Fire, Two Guitars**
Johnny Mathis . . . Columbia EPB 12701
- This Is Darla**
Bobby Darin . . . Atco EP 4508

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

I'M IN THE MOOD FOR LOVE



Joni James, M-G-M E 3837 — The canary contributes her usual expressive vocal job on a group of Jimmy McHugh tunes. She spotlighted McHugh songs in her recent Metropolitan Opera concert with 50 voices and 100 strings. A solid commercial package which should equal the thrush's recent "100 Strings and Joni."

SIXTEEN TONS



Tennessee Ernie Ford, Capitol T 1380 — Tennessee Ernie's country boy personality, sometimes played straight and at others with a wink, is shown to good advantage in this collection. It includes his famed version of the title song, as well as his early "Shot Gun Boogie" and "Smoky Mountain Boogie," his lusty "Wild Goose" and "Mule Train," and such novelties as "Milk 'Em in the Mornin' Blues," "Philadelphia Lawyer," and "Bright Lights and Blonde-Haired Women."

ALL AGLOW AGAIN



Peggy Lee, Capitol T 1366 — Peggy Lee is "All Aglow Again" and so will be her many, many fans when they hear this fine collection of sides by the thrush. The recordings include her big single hits "Fever" and "Hallelujah, I Love Him So," "Manana," "Whee Baby" and "My Man." Solid wax with a sharp cover of the gal, too.

EDDIE COCHRAN



Liberty LRP 3172 — The late Eddie Cochran, who was killed recently in a London auto accident, is featured here on a collection of country and r.&r. items, including five of his own tunes—"Sittin' in the Balcony," etc. The memorial album should do well sales-wise with his fans.

SING AGAIN WITH THE CHIPMUNKS



David Seville, Liberty LST 7159. (Stereo & Monaural) — The electronic stars have another sock sales package. Solidly established as characters in their own right, the boys and mouthpiece Seville utilize their familiar tricks (Alvin's "okay!" etc.) to hilarious effect on a group of their old single hits and community sing-type standards—"Witch Doctor," "Row Your Boat," "Swanee River," "Coming 'Round the Mountain," (their current single), etc. Displayable cover.

HIT ME AGAIN



Jonah Jones, Capitol T 1375—Another top-flight collection of familiar standards and show tunes, all played persuasively by Jonah Jones and his quartet. The sides include "Blueberry Hill," (on which Jonah takes a vocal), "Gentleman Jimmy," (from "Fiorello"), "The Surrey With the Fringe on Top," and "High Hopes." Very pleasant listening, and an album that should be another big seller for Jonah.

CLASSICAL

WOLF: FROM THE SPANISH SONG BOOK



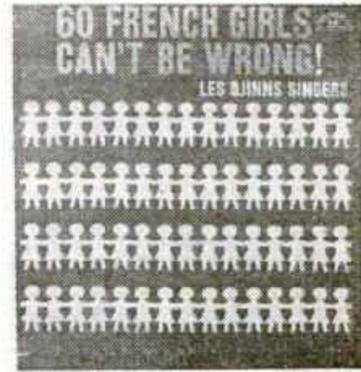
Fisher-Dieskau, soloist; Moore, piano, Angel S 35838. (Stereo & Monaural) — These wonderful little songs by a master composer of the genre are sung marvelously by the premiere lieder singer of our day. Fischer-Dieskau combines strength and sensuousness in his readings. Gerald Moore's accompaniment brings out every nuance that makes the piano an integral partner in these compositions of faith, love, torment and tenderness.

(Continued on page 32)

ALBUM COVERS OF THE WEEK



APHRO-GYPSIA—Various artists, Artia ALP 120. Dark-haired beauty on cover of coral, black and white provides for distinctive display item.



60 FRENCH GIRLS CAN'T BE WRONG!—Les Djinns Singers, ABC-Paramount ABC-327. White paper dolls on red and blue background. Zoro Calabrese, designer.

1ST
FOR THE TIME

70011
TIME RECORDS, INC.

SING A LONG OPERA Favorites

MARTHA M'Appari	PAGLIACCI Vestri La Grubba	CARMEN Toreador Song March of the Toreadors
RIGOLETTO La Donna E Mobile Questa O Quella	EVERYBODY SINGS	FAUST Soldiers' Chorus Avant de Quitter
AIDA Celeste Aida	IL TROVATORE Anvil Chorus Al Nostr! Monti	CAVALLERIA RUSTICANA Bridal

Here are 12 favorite, familiar selections from 8 opera greats . . . in an album with whole-family appeal. Bathtub baritones, teenage tenors, kitchen sopranos, the neighbors, all join in. Plus tremendous party appeal with lyrics right on the liner. **T/70011**. Also available in Stereo.

AND MORE SINGALONG MAGIC

SING-A-LONG **ROCK 'N ROLL**

Everybody Sings

High-Fidelity

The all-time Rock 'n Roll favorites that sold more than 30 million records, in one BIG BEAT album that's an action magnet for every teenager. With the great CHEVRONS. **T/10008**

All the happy-nostalgic Italian songs the whole world loves assembled for the first time in a big prize package. With the famous SAN REMO SINGERS. **T/70013**

38 all-time favorites in gay party mood, all lovin' and laughin', by the fine Johnny Rollins Singers. *Come On-A My House, C'est Si Bon, Dry Bones, Music! Music! Music!* **T/10005**

These four sing-a-long albums — with their ENORMOUS market appeal — are included in **TIME'S SPECIAL OFFER**

2 ALBUMS FREE
with every 10 you buy!

NOW IS THE TIME TO BUY
TIME RECORDS, INC. ■ 2 West 45 Street ■ New York, N. Y.

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.

Continued from page 31

POP

GUITARS, GUITARS, GUITARS

Al Caiola. United Artists UAL 3077. (Stereo & Monaural) — A very unusual disk, using adaptations of the original arrangements dating to the swing era of classics from that time as played by such bands as Benny Goodman, Glenn Miller, Jan Savitt, Artie Shaw, Stan Kenton and Count Basie. But the instruments used here, except for rhythm section, are six electric guitars, adjusted in various ways to provide the proper effect for various instruments, then overdubbed. The result is a striking collection with a most unique and original sound. Especially interesting deejay programming fare.

INTERNATIONAL

XOCHIMILCO

Raul Diaz Ork. Capitol ST 10239. (Stereo & Monaural)—One of the most charming International entries in many moons. The music has the authentic sound heard at Mexico's famed floating gardens. Zithers, marimbas, accordions, bass guitar and Spanish guitars blend in giving the quaint and traditional Mexican-folk music a sound that is highly individual and will excite those who look for something different.

★★★★
VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ **SANDS AT THE SANDS**

Tommy Sands. Capitol ST 1364. (Stereo & Monaural) — Recorded during Sands' recent appearance at the Las Vegas' Sands Hotel (no relation), this package spotlights the ex-rock and roller in a more mature vocal mood. He provides a varied line-up of standards, special material and current show tunes, plus a tongue-in-cheek medley of old r.&r. hits. A showmanly performance with considerable spin-appeal.

★★★★ **BAXTER'S BEST**

Les Baxter. Capitol T 1388 — Baxter's biggest single hits are included in this package of old sides covering a period from 1951 thru 1956. Selections—all prime jockey wax—include "Poor People of Paris," "April in Portugal," "Wake the Town and Tell the People," etc.

★★★★ **POW**

Billy May. Capitol T 1377 — May serves up an exciting big-band package of swiny instrumental wax. Selections—covering a wide range of tune-types and periods—include "Huguette Waltz," "The Man With the Golden Arm," "Lean Baby," "The March of the Toys," etc. A sock deejay collection.

★★★★ **THE MUSICAL WORLD OF RODGERS & HAMMERSTEIN**

Starlight Symphony Ork. M-G-M E 3817 —Some of the best-loved music from the most popular Rodgers and Hammerstein shows is given a popular symphonic treatment which seems very much in character. Few other contemporary Broadway composers have written scores that lend themselves so felicitously to this treatment. The music comes from "South Pacific," "Oklahoma!" "King and I," "Carousel," "Flower Drum Song" and "Sound of Music." The disk is handsomely packaged.

★★★★ **I'M IN THE MOOD TO SWING**

Ray Ellis Ork. M-G-M E 3820 — Ray Ellis, an arranger of talent, here fronts a band playing bright and sparkling versions of standards such as "Cheek to Cheek," "The Continental," "Gypsy in My Soul," "Heat Wave" and "Button Up Your Overcoat." Ellis gets a pleasing sound from orchestra and chorus. Jockeys will find some attractive programming here.

★★★★ **KAY STARR — ONE MORE TIME**

Capitol T 1358 — Miss Starr is in fine, vibrant vocal form on a group of nostalgic standards and oldies. Selections—all first-rate jockey material—reflecting a flock of varying moods, include "Side By Side," "Changing Partners," "I'm the Lonesomest Gal in Town," "Kay's Lament," etc.

★★★★ **SOPHISTICATED STRINGS**

Leroy Holmes. M-G-M E 3833 — In a melodic mood, Holmes wraps up a group of oldies, standards, show tunes in lush sentimental instrumental arrangements. Deejays will find them eminently spinnable. Songs include "There's a Small Hotel," "What Is This Thing Called Love," "Blue Moon," "Sophisticated Lady," etc.

★★★★ **SWING AGAIN**

Les Brown, Benny Goodman, Glen Gray, Woody Herman, Harry James, Stan Kenton Orks. Capitol T 1386—This is a collection of sides waxed for the label over the past 10 years or so by some of the top bands

including Glen Gray, Les Brown, Woody Herman, Harry James, Stan Kenton and Benny Goodman. The top sides are Brown's "I've Got My Love to Keep Me Warm," James' "Two o'Clock Jump," Goodman's "Jumpin' at the Woodside," Herman's "Keeper of the Flame," Kenton's "Intermission Riff," and Gray's "No Name Jive." For swing fans.

★★★★ **CARMEN DRAGON CONDUCTS AMERICANA**

Capitol SP 8523. (Stereo & Monaural) — Familiarity and nostalgia are blended in the nine selections given special symphonic arrangements by Carmen Dragon. They are in turn stirring, dramatic, proud and pensive, but always colorful. The music includes "Dixie," "Stars and Stripes Forever," "Aura Lee," "On the Trail," "Battle Hymn of the Republic," "Hoe Down," "Home on the Range" and "Pavanne." Display can help move this fine collection of Americana in the coming period preceding Independence Day.

★★★★ **THE TUNETOPPERS AT THE MADISON DANCE PARTY**

Amy A-1. (Stereo & Monaural) — Nine track set features tunes styled in the dance step that is currently popular with teens. The musicians are the Tunetoppers, and the instructions are called by Al Brown. Brown and His Tunetoppers currently have a hot single going, and that might focus attention to the set.

JAZZ ★★★★★

★★★★ **EARL'S PEARLS**

Earl (Fatha) Hines. M-G-M E 3832 — "Fatha" Hines — playing better than ever — is his usual effective self on a group of oldies—"Tea for Two," "Loye Me or Leave Me," "St. Louis Blues Boogie," etc. Excellent backing by William English, drums; Carl Pruitt, bass, and Calvin Newborn, guitar. Fine programming for jazz jocks and hip pop spinners.

★★★★ **JAZZ**

Herb Pilhofer Trio, Argo 657 — The Herb Pilhofer Trio is an interesting musical aggregation, with no one member of the group featured more than another. Group consists of Pilhofer (pianist from Germany), Stuart Anderson on bass and Dale Olinger on guitar. Their work together is warm and unified, and modern and imaginative enough to interest many jazz fans. Tunes include originals penned by Bill Russo, Sonny Rollins, etc. and standards such as "Isn't It Romantic," and "My Ship."

★★★★ **MEET THE JAZZTET**

Argo 664 — The Jazztet is a new musical organization that has been creating a lot of excitement in the East. The group (Art Farmer, Benny Golson, Curtis Fuller, McCoy Tyner, pianist, Addison Farmer and Lex Humphries) gives each man a chance to be heard and the charts by Benny Golson are much above the average jazz arrangements. Group's debut here is impressive. Tunes include standards, "Avalon," "Serenata," and Golson's "I Remember Clifford," and "Blues March." Strong wax.

★★★★ **BIG BAND BLAST**

Francis Bay Ork. Omega OSI-58. (Stereo & Monaural) — Very attractive tributes here to the bands of the swing era by the Francis Bay crew. The bands saluted include Glenn Miller, Benny Goodman,

Tommy Dorsey, Stan Kenton, Les Brown, Artie Shaw, Harry James, Duke Ellington, Count Basie and Ted Heath. Tunes include "Take the A Train," "Begin the Beguine," "Jersey Bounce," "One o'Clock Jump" and "Lullaby of Birdland."

CLASSICAL ★★★★★

★★★★ **MAHLER: SYMPHONY NO. 4**

Emmy Loose, Soprano; Philharmonia Orchestra (Kletzki). Angel S 35570. (Stereo & Monaural) — This album has been released in honor of the Mahler Year, the 100th anniversary of the composer-conductor's birth. It is a strong tribute to Mahler, since the Philharmonia Orchestra, under the baton of Paul Kletzki, performs the sunny Fourth Symphony very capably, and the stereo sound is first-rate. The featured soprano here, Emmy Loose, is one of the stars of the Vienna Staatsoper.

COUNTRY & WESTERN ★★★★★

★★★★ **GONE**

Ferlin Husky. Capitol T 1383 — Ferlin Husky has become an artist with strong sales appeal, due at least in part to his country-styled approach to music. This LP is a collection of some of his best singles, of which the title number was the initial example. The disk also includes "Missing Persons," "I Feel That Old Heartache Again," "Make Me Live Again" and "A Fallen Star."

★★★★ **MY BABY'S GONE**

Louvin Brothers. Capitol T 1385 — Here's a strong c.&w. package with potent play appeal for jocks. The Brothers warble with plaintive effectiveness on a group of pure country ditties — "My Baby's Gone," "Blue From Now On," "She Didn't Even Know I Was Gone."

★★★★ **A NIGHT AT THE LOUISIANA HAYRIDE**

Assorted Artists. Wing MGW-12200 — A flock of the label's top c.&w. talent is featured in this set which includes standard c.&w. material, done in traditional style and also some sacred items. Some of the artists are George Jones, James O'Gwynn, Margie Singleton and the Louisiana Hayride Gang. There's lots to appeal to devotees of this sort in the set.

INTERNATIONAL ★★★★★

★★★★ **I REMEMBER GERMANY, Volume 5**

Various Artists. Fiesta FLP 1270 — The fifth volume in this successful series, features authentic, pleasant vocal and instrumental treatments of German folk songs. A solid item for the market. Selections include "Das Einsame Haus in Der Heide," "Glocklein Drun't Im Tal," etc.

SPECIALTY ★★★★★

★★★★ **DUEL**

Brasilia National Band. Musidisc M 6010. (Stereo & Monaural) — Here's an exciting (Continued on page 36)

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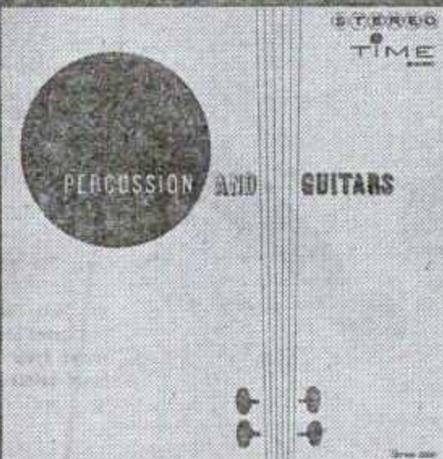
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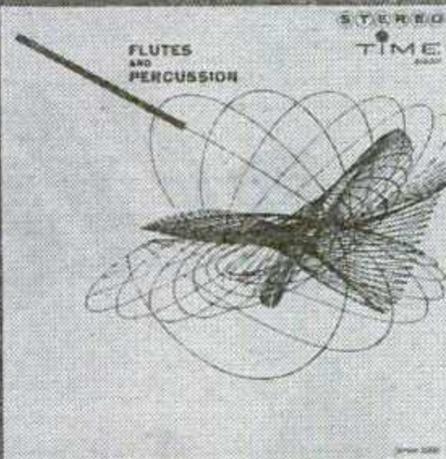
THE
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HAS COME
FOR SOUND
NEVER ACHIEVED
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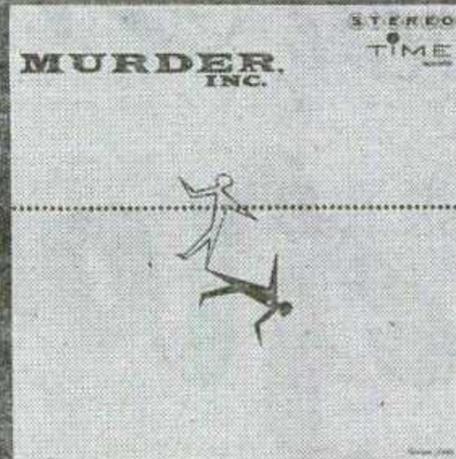
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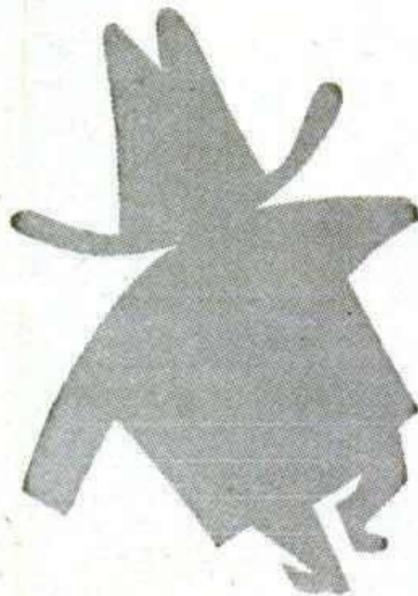
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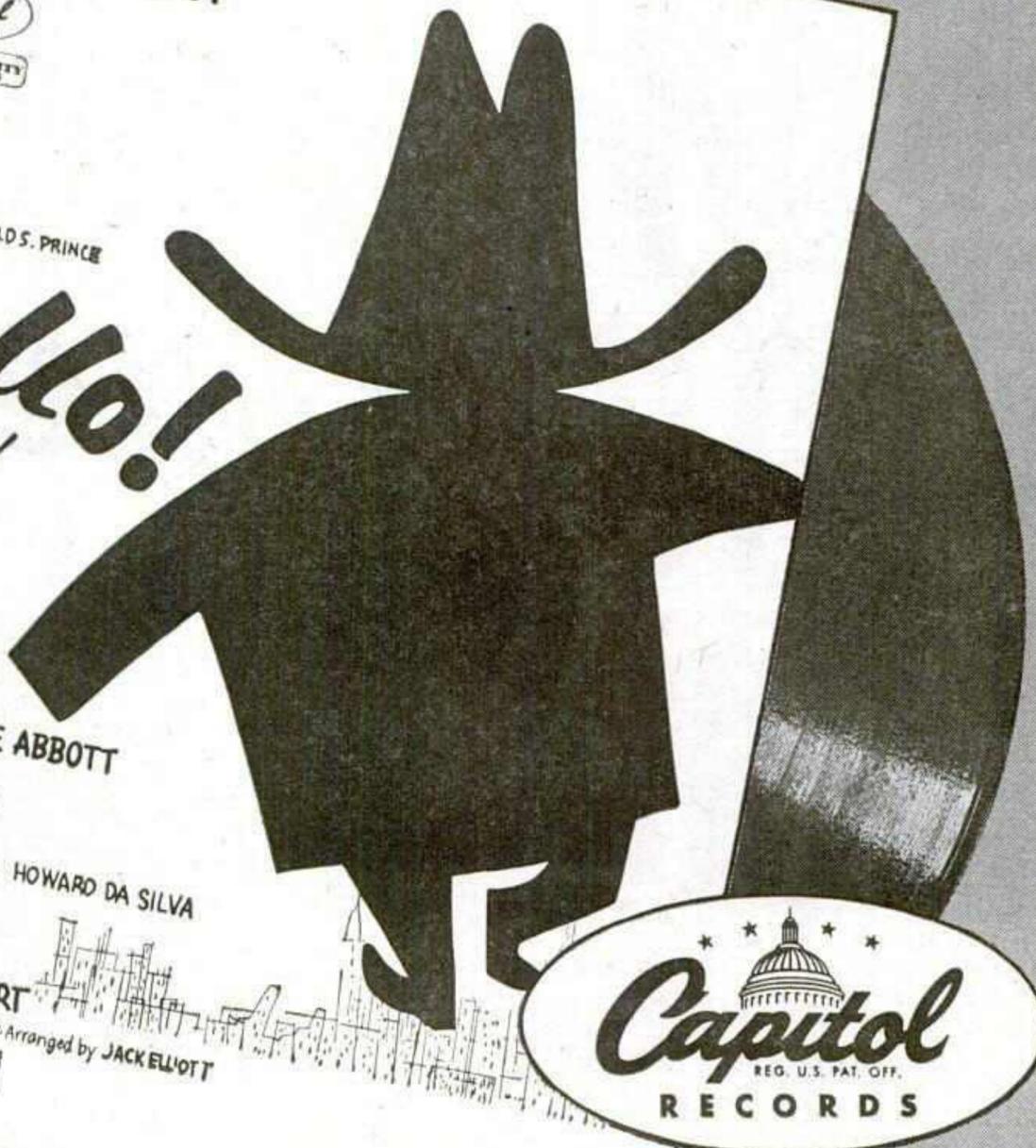
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Reviews and Ratings of New Albums

Continued from page 32

new album that should appeal to both hi-fi bugs and those who enjoy the thrilling music of the Bullfight. The tunes range from the opening "Toque De Quadrilla," when the bull is led into the ring, and songs to convey the color and the feeling of the Corrida. The sound is excellent in stereo.

★ ★ ★
GOOD SALES POTENTIAL

POPULAR ★ ★ ★

★ ★ ★ **THOSE GOOD OLD MEMORIES**
Various Artists. Capitol T 1414 — Capitol has packaged a group of rock and roll releases featuring a number of artists who attained various degrees of prominence in the past few seasons. The contents feature such items as Ed Townsend's "For Your Love," the Royal Teens' "Believe Me," Nat King Cole's "Send for Me," Tommy Sands' "Teen Age Crush," and Johnny Otis' "Willie and the Hand Jive." Teenagers and those just out of that age group would seem to offer the greatest potential.

★ ★ ★ **WITH MY LOVE**
Ernest Maxim. Top Rank RM 321 — Maxim provides lushly stringed instrumental treatments of romantic standards keyed to a flower theme — "Blue Orchids," "Moonlight and Roses," "Honeysuckle Rose," etc. Attractive cover gives package display value.

★ ★ ★ **LET'S DANCE**
WALTZ—Hilton White Ork. Capitol ST 1347
MERENGUE — Pete Balboa Ork. Capitol ST 1349

★ ★ ★ **CHA CHA** — Harry Ortega Ork. Capitol ST 1350. (Stereo & Monaural) — Each of these three LP's has, on the back side of its jacket, a clear and excellent "how to" diagram showing the basic maneuvers involved in each step. The orchestras involved also provide clear, rhythmic renditions, well and crisply performed. Virtually every selection on each disk falls into the category of "familiar favorite," some being of recent origin, while others are derived from the classics. As dance recordings, these rank among the best whether for learners or experts.

★ ★ ★ **FRENCH WINE DRINKING MUSIC**
Frank Pourcel. Capitol ST 10229. (Stereo & Monaural) — The French maestro utilizes his corps of violins, violas and cellos to advantage on a group of richly arranged originals. Each tune depicts a different wine — "Champagne," "Chablis," "Sauternes," etc. Fine mood music.

★ ★ ★ **THE BIG BIG VOICE OF LOVELACE WATKINS**
M-G-M E 3831 — Lovelace Watkins, a strong new voice on the pop scene, handles a group of show tunes well here, over imaginative support by the Ray Ellis Ork. Tunes include "Hello Young Lovers," "Summertime," "Where or When" and "But Not for Me."

★ ★ ★ **ROCKIN' VIOLINS**
Eric Jupp Ork. Capitol ST 10240. (Stereo & Monaural) — Listenable collection of standards here played by Eric Jupp and his orchestra with strings featured over a rockin' beat. The tunes include "Autumn Leaves," "Red Sails in the Sunset," "We'll Meet Again," and "Goodnight Sweetheart." Jupp is the well-known English arranger and ork leader.

LOW-PRICED POPULAR ★ ★ ★

★ ★ ★ **BIGGER AND BETTER THAN EVER SOPHIE TICKER**
Wing MGW-12176 — Here's a Sophie Tucker album containing a lot of material originally released on the parent label Mercury. On the set Sophie gives out with some homey philosophy on life on one side, and some rather bold advice on love on the other. For Sophie Tucker fans.

JAZZ ★ ★ ★

★ ★ ★ **BURNIN'**
Sonny Stitt. Argo 661 — Sonny Stitt, accompanied by Barrie Harris on piano, Bill Austin on bass and Frank Gent on drums, really cooks here, and he is blowing better than he has in a long time. The tunes range from Charlie Parker's "Ko Ko," to "Lover Man," and "How High the Moon," plus a number of originals by Stitt himself. He handles them with his usual excitement plus a refinement that is most attractive. Stitt plays both alto and tenor here. Album cover is eye catching.

CLASSICAL ★ ★ ★

★ ★ ★ **GREAT GERMAN SONGS**
Hans Hotter. Angel S 35583. (Stereo & Monaural) — Hans Hotter has been one of the most eloquent exponents of dramatic German songs for some years. This collection of nine songs by Schubert, five by Schumann and two by Strauss includes such

masterpieces as Schubert's "Serenade," "Abscheid" and "Der Linderbaum," and Schumann's "Two Grenadiers." If Hotter's baritone is not always as powerful as it was, it nevertheless provides readings as moving and expressive as can be found.

★ ★ ★ **PIANO RUSSE**
Leah and Shirley Effenbach. Omega OSL-42. (Stereo & Monaural) — Themes by Rachmaninoff and Arensky are effectively styled by the duo piano team of Leah and Shirley Effenbach. Their adaptations are interesting, and the artists display feeling and show technique in their renditions. Stereo sound is good.

RELIGIOUS ★ ★ ★

★ ★ ★ **REJOICE**
Bison Glee Club. Word WST 8041. (Stereo & Monaural) — Effective choral work by the Bison Glee Club of Oklahoma Baptist University is enhanced by excellent arrangements and good stereo sound. Most of the selections are spirituals or hymns, including such old favorites as "Joshua Fit the Battle," "Rock-a My Soul," and "The Old Ark's A-Moverin'." plus several originals. For those who prefer a choral treatment of religious music.

★ ★ ★ **WE WANT TO SING**
Palmero Brothers. Word WST 8046. (Stereo & Monaural) — The Palermo Brothers have long been affiliated with Youth for Christ International and they have sung their praises to the Lord in country to country throuout the world for the past dozen years. On this album, accompanied by their wives and the Nathalie

Haag Choir, they sing a group of religious tunes with feeling. Titles include "Let Me Live Close to Thee," "I'll Never Be Lonely," "Sing Praise to His Name," and "The Army of the Lord."

COUNTRY & WESTERN ★ ★ ★

★ ★ ★ **ROCKIN' WITH WANDA**
Wanda Jackson. Capitol T 1384 — Wanda Jackson comes thru with sock readings here of a group of rockers originally released as singles, that made a lot of noise in the country field. Sides include "Fujiyama Mama," "Hot Dog! That Made Him Mad," "Rock Your Baby" and "Cool Love." The lass sells them mighty well and the album should appeal to her fans.

★ ★ ★ **WALKING THE STRINGS**
Merle Travis. Capitol T 1391 — Merle Travis, in addition to being a writer of hit songs, ("Sixteen Tons," "Smoke Smoke Smoke"), is a fine guitarist and singer, too. On this new album, Travis plays a group of standards and his own compositions in his original guitar style, occasionally lifting his voice in song. Titles include "Walkin' the Strings," "Canebrake Blues," "Blue Smoke," "Take My Hand, Precious Lord," "On a Bicycle Built for Two" and "Little Davis Play on Your Harp."

RHYTHM & BLUES ★ ★ ★

★ ★ ★ **PERSON TO PERSON EDDIE (LOCKJAW) DAVIS SHOWCASES MILDRED ANDERSON**
Prestige Bluesville BVLP 1004 — Mildred Anderson is a young lady who can sing the blues and sing the blues she does here, backed by Eddie (Lockjaw) Davis and Shirley Scott. The thrush turns in swinging readings of some traditional blues, with her own lyric changes. Best sides are "Connections," "I'm Free" and "Hello Little Boy." Davis and Miss Scott back her neatly.

(Continued on page 47)

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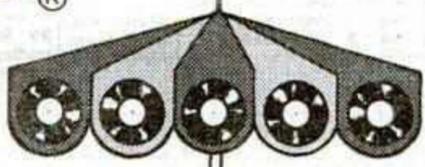
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TRADE MARK REG.

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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.

Last Week	This Week	Tune	Composer-Publisher	Weeks on Chart
1	1	STUCK ON YOU	By Aaron Schroeder-J. Leslie McFarland—Published by Gladys (ASCAP)	6
2	7	CATHY'S CLOWN	By Don and Phil Everly—Published by Acuff-Rose (BMI)	3
3	2	GREENFIELDS	By Terry Gilkyson-R. Dehr-F. Miller—Published by Montclare (BMI)	9
4	3	SIXTEEN REASONS	By Bill and Doree Post—Published by American (BMI)	9
5	5	NIGHT	By Johnny Lehman and Herb Miller—Published by Pearl (BMI)	5
6	8	SINK THE BISMARCK	By J. Horton and T. Franks—Published by Cajun (BMI)	9
7	6	THE OLD LAMPLIGHTER	By Charles Tobias-Nat Simon—Published by Shapiro-Bernstein (ASCAP)	7
8	22	GOOD TIMIN'	By Tobias-Ballard—Published by Sequence (ASCAP)	2
9	9	LET THE LITTLE GIRL DANCE	By H. Glover—Published by Glover (BMI)	6
10	12	CRADLE OF LOVE	By Fautheree-Gray—Published by Big Bopper-Tree (ASCAP)	6
11	19	HE'LL HAVE TO STAY	By Charlie Grean-J. and A. Allison—Published by Central Songs (BMI)	2
12	13	STAIRWAY TO HEAVEN	By Neil Sedaka and Howard Greenfield—Published by Aldon (BMI)	5
13	10	WHITE SILVER SANDS	By C. G. Mathews and G. Reinhart—Published by Sharina (BMI)	8
14	4	THEME FROM A SUMMER PLACE	By Steiner-Max Discant—Published by Witmark (ASCAP)	17
15	23	PAPER ROSES	By Spielman-Torre—Published by Pambill (ASCAP)	2
16	26	LOVE YOU SO	By Holden—Published by Maravilla (BMI)	2
17	14	SWEET NOTHIN'S	By Ronnie Self—Published by Champion (BMI)	13
18	17	MR. LUCKY	By Henry Mancini—Published by Southdale (ASCAP)	4
19	16	STEP BY STEP	By Ollie Jones and Billy Dawn Smith—Published by Winneton (BMI)	6
20	11	HE'LL HAVE TO GO	By J. Allison-A. Allison—Published by Central Songs (BMI)	19
21	18	FOOTSTEPS	By B. Mann-H. Hunter—Published by Aldon (BMI)	8
22	—	MADISON	By Brown—Published by Aim (BMI)	2
23	21	CHERRY PIE	By Josea-Phillips—Published by Modern (BMI)	3
24	—	BURNING BRIDGES	By Scott—Published by Sage & Sand (SESAC)	1
25	25	FAME AND FORTUNE	By Ben Wiseman and Fred Wise—Published by Gladys (ASCAP)	4
26	15	I LOVE THE WAY YOU LOVE	By Gordy Mikaljon—Published by Jobette (BMI)	8
27	27	LONELY WEEKENDS	By Rice—Published by Knox (BMI)	3
28	—	MADISON TIME	By Bryant—Published by Ludlow (BMI)	1
29	—	MOUNTAIN OF LOVE	By Dorman—Published by Baughn (BMI)	1
30	—	YOUNG EMOTIONS	By David-Livingston—Published by Nelson (ASCAP)	1

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NIGHT CLUB REVIEW

Torme Style Needs Shot in Arm

Mel Torme, who opened at the Roundtable in New York last Tuesday night (10), has problems. The worst is the way he squanders his talents as a stylist by continually gaging up songs with asides and comments that break the mood he is trying to create as a performer. And the second is that when he actually sings a song, his style—once hip—now has the old-fashioned flavor of the 1940's.

An indication of the first problem is the mess he made of "Mack the Knife," a song that's pretty hard to dent, with unnecessary interpolations. And his version of "Mountain Greenery" at the end of his act, had only a nostalgic air. Singing styles have changed a lot since Torme became known as the Velvet Fog, but the singer could still have an act that impressed if he'd sock over his material as he did his opener, "All I Need Is the Girl," from "Gypsy." This was the chanter's first major singing engagement in New York in years, but it was disappointing.

Not so the Pete Fountain Quintet. The bearded clarinetist, playing his first date at the Roundtable, came over in sock fashion with his combo, swinging the standards until the audience at the club was tapping its collective feet and clapping for more. Fountain and his group, consisting of piano, vibes, drums, and bass, sounds like a mighty close approximation of the old Benny Goodman Quartet and Quintet of the 1940 era, with the pianist even making some of the Teddy Wilson-type runs. Fountain isn't Benny, but he's very good nonetheless, and he led his combo thru a flock of standards with much spirit and much good work on clarinet. The tunes ranged from "After You've Gone" to "Poor Butterfly" and "You Brought a New Kind of Love to Me," with a fine version of "Just a Closer Walk With Thee," thrown in for good measure. Fountain should draw well on his three-week stand at the East Side boite.

Alternating with Torme and Fountain at the Roundtable is the Tyree Glenn combo, featuring Joe Jones on drums. Glenn and the combo do their usual capable job, with the leader featured on vibes and trombone.

Bob Rolontz.

* * *

LEGIT REVIEW

O'Hara Glows; 'Christine' Creeps

If the new Broadway musical "Christine" were as entertaining as its star Maureen O'Hara is beautiful the show might run forever. Unfortunately, tho, the book is dull and unbelievable, in spite of its impressive co-author—Nobel Prize winner Pearl Buck (with Charles K. Peck Jr.).

Woefully miscast as mother-in-law to a recently widowed Indian doctor (Morely Meredith) Miss O'Hara is radiantly lovely to look at, a poised actress and the possessor of a thoro professional, pleasant singing voice. It's difficult to understand how Hollywood overlooked her obvious suitability for technicolor musical comedy stardom.

In a vain effort to be all things to all audiences, the show emerges an unhappy mish-mash of incongruous styles. Dancer Bhaskar—the musical's standout performer—stops the show and projects an authentic East Indian flavor with his superb Cobra Ritual Dance, only to have the mood abruptly shattered with a Minsky-type production number, "The Lovely Girls of Akbarabad," etc.

Musically, "Christine's" score (by Sammy Fain and Paul Francis Webster) is pleasant, but undistinguished. Most effective numbers are Miss O'Hara's sprightly duet with young Leslye Hunter on "We're Just a Pair of Sparrows," and her lyrical blendwork with Meredith on "I Never Meant to Fall in Love."

Columbia has already recorded the original-cast album, and Maureen O'Hara's glowing personal notices (as opposed to a unanimous turndown by critics on the show itself) could keep the musical running a while.

Singles available on the score—all on Columbia—include Leslie Uggams' "I'm Just a Little Sparrow," Vic Damone's "Christine," Johnny Desmond's "I Never Meant to Fall in Love," and Jo Stafford's "Happy Is the World," which has since been cut from the show.

June Bundy.

* * *

TV REVIEW

Elvis Projection Needs Face-Lift

Frank Sinatra and Elvis Presley had their long-awaited TV get-together this week (Thursday (12) ABC-TV). The expected dynamite was, to put it politely, a bit overrated.

For his reported \$125,000 fee, the Memphis rocker offered two tunes, "Stuck on You," and "Fame and Fortune," the two sides of his current disk. Beyond this, he engaged in a bit of repartee and a duet with Sinatra. In this bit, Presley sang "Witchcraft," and Sinatra sang "Love Me Tender." The latter came off better here as Presley had difficulty with the melody of the Sinatra hit. The harmony between the pair on "Love Me Tender" came off in good style.

The impression lingers, however, that Presley has much to learn before he can work in the same league with pros like Sinatra, Joey Bishop and especially Sammy Davis Jr., who just about broke up the show with his chanting and impressions. Presley had a disturbing tendency to swing his arms back and forth, a distracting habit which gives the impression he's never at ease. Let nobody touch his singing. That's fine as is. What he needs is a lot of coaching on how to stand and how to talk.

Another feature of the show was Sinatra's daughter, Nancy, who displayed charm, poise, pleasant singing voice and an ability to dance.

A viewer got the feeling that production values were allowed to slide because of the appeal value of Presley, but the chanter was not strong enough to make up the difference. The real winner was probably the Fontainebleau Hotel, where the show was taped last March. The hostelry got a terrific publicity break.

Ren Grevatt.

HOW
DO YOU
SPOT
A HIT?



... at the Shell House, Long Island, N. Y., Saturday nite, April 23, PAUL EVANS made his first nite-club appearance. PAUL did very nicely and after six numbers he swung into HAPPY-GO-LUCKY-ME... whereupon the entire audience cheered and sang along with virtually every word and lick.

... when a record, at that time exposed to radio plays for only one week, engenders such response and recognition, we think

we have *spotted* a hit! And when the record, two weeks later, starts to appear on the national charts and re-orders flow in ... then, we're pretty sure we've *spotted* a hit!

... considering that PAUL is fresh off two hits in a row (Seven Little Girls and Midnite Special) we're kinda certain our hit-making boy hasn't changed his spots.

OUR
SUGGESTION TO ALL
HIT-SPOTTERS IS...
GO WITH

HAPPY-GO-LUCKY-
ME / PAUL EVANS



see and hear PAUL EVANS on the DICK CLARK Show
Friday, May 20, and Saturday, June 11.

FOR WEEK ENDING MAY 22

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	1	1	1	STUCK ON YOU	Elvis Presley, RCA Victor 7740		S	7
2	3	15	74	CATHY'S CLOWN	Everly Brothers, Warner Bros. 5151		S	5
3	2	2	2	GREENFIELDS	Brothers Four, Columbia 41571		A	13
4	4	6	13	NIGHT	Jackie Wilson, Brunswick 55166			9
5	13	42	48	GOOD TIMIN'	Jimmie Jones, Cub 9076			5
6	5	3	6	SIXTEEN REASONS	Connie Stevens, Warner Bros. 5137			16
7	10	8	18	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town 1076			14
8	8	7	12	CRADLE OF LOVE	Johnny Preston, Mercury 71598			8
9	6	4	3	SINK THE BISMARCK	Johnny Horton, Columbia 41568		A	11
10	21	37	—	HE'LL HAVE TO STAY	Jeanne Black, Capitol 4368			3
11	7	5	8	THE OLD LAMPLIGHTER	The Browns, RCA Victor 7700		S	10
12	23	34	57	PAPER ROSES	Anita Bryant, Carlton 528		S	6
13	9	11	19	STAIRWAY TO HEAVEN	Neil Sedaka, RCA Victor 7709		S	8
14	11	14	9	WHITE SILVER SANDS	Bill Black's Combo, HI 2021			11
15	22	19	35	CHERRY PIE	Skip and Flip, Brent 7010			7
16	27	33	39	LOVE YOU SO	Rod Holden, Donna 1315			7
17	30	59	88	BURNING BRIDGES	Jack Scott, Top Rank 2041			5
18	14	17	17	STEP BY STEP	The Crests, Coed 525			12
19	12	13	11	I LOVE THE WAY YOU LOVE	Mary Johnson, United Artists 208			11
20	17	20	20	FAME AND FORTUNE	Elvis Presley, RCA Victor 7740		S	6
21	16	10	10	SWEET NOTHIN'S	Brenda Lee, Decca 30967			22
22	33	57	98	YOUNG EMOTIONS	Ricky Nelson, Imperial 5663			4
23	32	30	44	MADISON	Al Brown's Tunecappers, Amy 804			7
24	28	21	22	MR. LUCKY	Henry Mancini, RCA Victor 7705		S	7
25	25	25	41	LONELY WEEKENDS	Charlie Rich, Phillips International 3552			10
26	26	36	40	MOUNTAIN OF LOVE	Harold Dorman, Rita 1003			12
27	19	18	14	FOOTSTEPS	Steve Lawrence, ABC-Paramount 10085			11
28	15	35	26	DOGGIN' AROUND	Jackie Wilson, Brunswick 55166			7
29	31	51	83	BARBARA	Temptations, Goldisc 3001			5
30	38	53	55	MADISON TIME	Ray Bryant, Columbia 41628			6
31	56	71	85	WHEN YOU WISH UPON A STAR	Dion and the Belmonts, Laurie 3052			4
32	48	77	84	GOT A GIRL	Four Preps, Capitol 4362			5
33	34	41	64	OOH POO PAH DOO (Part 2)	Jessie Hill, Minit 607			8

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	20	12	5	HE'LL HAVE TO GO	Jim Reeves, RCA Victor 7643		S	21
35	18	9	4	THEME FROM A SUMMER PLACE	Percy Faith, Columbia 41490		A	19
36	44	31	29	APPLE GREEN	June Valli, Mercury 71588			11
37	54	—	—	DING-A-LING	Bobby Rydell, Cameo 175			2
38	29	26	36	WHAT AM I LIVING FOR	Conway Twitty, M-G-M 12886			8
39	52	—	—	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis, M-G-M 12899			2
40	24	16	7	PUPPY LOVE	Paul Anka, ABC-Paramount 10082		S	13
41	71	—	—	SWINGING SCHOOL	Bobby Rydell, Cameo 175			2
42	36	28	25	MONEY	Barrett Strong, Anna 1111			16
43	51	55	—	FOR LOVE	Lloyd Price, ABC-Paramount 10102			3
44	35	22	15	MAMA	Connie Francis, M-G-M 12878		S	13
45	39	24	21	CLEMENTINE	Bobby Darin, Atco 6161			9
46	37	45	66	TIES THAT BIND	Brook Benton, Mercury 71566		S	6
47	41	27	28	ANGELA JONES	Johnny Ferguson, M-G-M 12885			13
48	40	38	45	FANNIE MAE	Buster Brown, Fire 1008			16
49	49	62	71	NOBODY LOVES ME LIKE YOU	Flamingos, End 1068			5
50	63	88	70	WAY OF A CLOWN	Teddy Randazzo, ABC-Paramount 10088			5
51	59	96	89	TELL ME THAT YOU LOVE ME	Fats Domino, Imperial 5660			4
52	65	94	—	MACK THE KNIFE	Ella Fitzgerald, Verve 10209		S	3
53	61	97	—	THINK	James Brown and Famous Flames, Federal 12370			3
54	55	64	95	ANOTHER SLEEPLESS NIGHT	Jimmy Clanton, Ace 585			4
55	43	32	30	BIG IRON	Marty Robbins, Columbia 41589		A	10
56	97	—	—	WONDERFUL WORLD	Sam Cooke, Keen 82112			2
57	58	61	63	EARTH ANGEL	Johnny Tillotson, Cadence 1377			6
58	60	63	78	HITHER, THITHER AND YON	Brook Benton, Mercury 71566		S	5
59	45	48	49	YOU DON'T KNOW ME	Lennie Welch, Cadence 1373			12
60	—	95	—	CITY LIGHTS	Debbie Reynolds, Dot 16071			2
61	42	29	23	DON'T THROW AWAY ALL THOSE TEARDROPS	Frankie Avalon, Chancellor 1048			10
62	80	80	—	ALL I COULD DO WAS CRY	Etta James, Argo 5359			3
63	64	76	75	PLEDGING MY LOVE	Johnny Tillotson, Cadence 1377			6
64	47	23	16	WILD ONE	Bobby Rydell, Cameo 171			16
65	68	72	100	DUTCHMAN'S GOLD	Walter Brennan, Dot 16066			4
66	46	39	31	JUST ONE TIME	Don Gibson, RCA Victor 7690		S	11
67	86	—	—	JUMP OVER	Freddy Cannon, Swan 4053			2

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	78	86	—	OH, LITTLE ONE	Jack Scott, Top Rank 2041			3
69	75	68	87	A STAR IS BORN (A LOVE HAS DIED)	Mark Dinning, M-G-M 12888			5
70	76	89	—	BESAME MUCHO	Coasters, Atco 6163			3
71	—	—	—	ALWAYS IT'S YOU	Everly Brothers, Warner Bros. 5151		S	1
72	—	83	—	RIGHT BY MY SIDE	Ricky Nelson, Imperial 5663			2
73	90	99	—	HAPPY-GO-LUCKY ME	Paul Evans, Guaranteed 208		S	2
74	62	44	52	JUST A CLOSER WALK WITH THEE	Jimmie Rodgers, Roulette 4234			6
75	79	87	93	NO IF'S—NO AND'S	Lloyd Price, ABC-Paramount 10102			4
76	85	—	—	THEME FOR YOUNG LOVERS	Percy Faith, Columbia 41655			2
77	—	—	—	EBB TIDE	Platters, Mercury 71624			1
78	—	—	—	THE URGE	Freddy Cannon, Swan 4053			1
79	69	75	—	IS IT WRONG (FOR LOVING YOU)	Webb Pierce, Decca 31058			3
80	—	—	—	NATIONAL CITY	Joiner, Arkansas Jr. High School Band, Liberty 55244			1
81	—	—	—	FINGER POPPIN' TIME	Hank Ballard and the Midnighters, King 5341			1
82	82	—	—	PINK CHIFFON	Mitchell Torok, Guyden 2034			2
83	87	100	—	WHEEL OF FORTUNE	LaVern Baker, Atlantic 2059			3
84	93	—	—	BEFORE I GROW TOO OLD	Fats Domino, Imperial 5660			2
85	—	94	—	LAST CHANCE	Collay and His Satellites, Sho-Biz 1002			2
86	95	—	—	COTTAGE FOR SALE	Little Willie John, King 5342			2
87	94	—	—	HOT ROD LINCOLN	Charlie Ryan, Four Star 1733			2
88	70	91	92	EASY LOVIN'	Wade Flemons, Vee Jay 344			4
89	92	—	99	BEAUTIFUL OBSESSION	Sir Chauncey, Warner Bros. 5150			3
90	67	73	81	JENNY LOU	Sonny James, NRC 050			6
91	91	—	—	PUT YOUR ARMS AROUND ME, HONEY	Ray Smith, Judd 1017			2
92	—	—	—	LA MONTANA	Frank De Vol, Columbia 41620			1
93	72	82	90	BABY, WHAT DO YOU WANT ME TO DO	Jimmy Reed, Vee Jay 333			14
94	99	—	—	I'LL BE SEEING YOU	Five Satins, Ember 1061			2
95	81	74	—	THEME FROM THE UNFORGIVEN	Don Costa, United Artists 221			3
96	100	—	—	PENNIES FROM HEAVEN	Skyliners, Calico 117			2
97	—	91	—	SOMEONE LOVES YOU, JOE	The Singing Belles, Madison 126			3
98	—	—	—	EXCLUSIVELY YOURS	Carl Dobkins Jr., Decca 31088			1
99	—	—	—	CLAP YOUR HANDS	Beau-Marks, Shad 5017			1
100	—	—	—	MOJO WORKOUT	Larry Bright, Tide 006			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

*MACK THE KNIFE Ella Fitzgerald
(Harms, ASCAP) Verve 10209

WONDERFUL WORLD Sam Cooke
(Kags, BMI) Keen 82112

*CITY LIGHTS Debbie Reynolds
(TNT, BMI) Dot 16071

ALL I COULD DO WAS CRY Ella James
(Ro Gor, BMI) Argo 5359

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. SHADOWS OF LOVE LaVern Baker, Atlantic
2. PLEASE DON'T EAT THE DAISIES Doris Day, Columbia
3. MY HOME TOWN Paul Anka, ABC-Paramount
4. WALKIN' THE FLOOR OVER YOU Pat Boone, Def
5. JOHN HENRY Buster Brown, Fire
6. I REALLY DON'T WANT TO KNOW Tommy Edwards, M-G-M
7. COMIN' DOWN WITH LOVE Mel Gibson, Big Top
8. DOWN THE AISLE Ike Clanton, Ace
9. MY LITTLE HONEYDRIPPER Joe Turner, Atlantic
10. HOLY ONE Freddie Fender, Imperial
11. RUNAROUND Fleetwoods, Dolton
12. BIOLOGY Sue Raney, Capitol
13. BECAUSE THEY'RE YOUNG Duane Eddy, Jamlo
14. BIOLOGY Danny Valentine, M-G-M
15. A ROCKIN' GOOD WAY Dinah Washington & Brook Benton, Mercury

HOT 100: A TO Z

A Star Is Born (A Love Has Died)	69
All I Could Do Was Cry	62
Always It's You	71
Angela Jones	47
Another Sleepless Night	54
Apple Green	36
Baby, What Do You Want Me to Do	93
Barbara	29
Beautiful Obsession	89
Before I Grow Too Old	84
Besame Mucho	70
Big Iron	55
Burning Bridges	17
Cathy's Clown	2
Cherry Pie	15
City Lights	60
Clap Your Hands	99
Clementine	45
Cottage for Sale	84
Cradle of Love	8
Ding-A-Ling	37
Doggin' Around	28
Don't Throw Away All Those Teardrops	61
Dutchman's Gold	45
Earth Angel	57
Easy Lovin'	88
Ebb Tide	77
Everybody's Somebody's Fool	39
Exclusively Yours	98
Fame and Fortune	20
Fannie Mae	48
Finger Poppin' Time	81
Footsteps	27
For Love	43
Good Timin'	5
Got a Girl	32
Greenfields	3
Happy-Go-Lucky Me	73
He'll Have to Go	34
He'll Have to Stay	10
Hither, Thither and Yon	58
Hot Rod Lincoln	87
I Love the Way You Love	19
I'll Be Seeing You	94
Is It Wrong (For Loving You)	79
Jenny Lou	90
Jump Over	67
Just a Closer Walk With Thee	74
Just One Time	66
La Montana	92
Last Chance	85
Let the Little Girl Dance	7
Lonely Weekends	25
Love You So	16
Mack the Knife	52
Madison	23
Madison Time	30
Mama	44
Mr. Lucky	24
Mojo Workout	100
Money	42
Mountain of Love	26
National City	80
Night	4
No If's—No And's	73
Nobody Loves Me Like You	49
Oh, Little One	68
Old Lampighter, The	11
Ooh Poo Pah Doo (Part 2)	33
Paper Roses	12
Pennies From Heaven	96
Pink Chiffon	82
Pledging My Love	63
Puppy Love	40
Put Your Arms Around Me, Honey	91
Right by My Side	72
Sink the Bismarck	9
Sixteen Reasons	6
Someone Loves You, Joe	97
Stairway to Heaven	13
Step by Step	18
Stuck on You	1
Sweet Nothin's	21
Swinging School	41
Tell Me That You Love Me	51
Theme for Young Lovers	76
Theme From a Summer Place	25
Theme From the Unforgiven	95
Think	53
Ties That Bind	46
Urge, The	78
Way of a Clown	50
What Am I Living For	38
Wheel of Fortune	83
When You Wish Upon a Star	31
White Silver Sands	14
Wild One	64
Wonderful World	56
You Don't Know Me	69

REVIEWS OF THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

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

BOBBY DARIN



WON'T YOU COME HOME BILL BAILEY (Adaris, BMI) (2:05) — Another winning side for Bobby Darin, featuring a great vocal by the lad over smart backing by the Bobby Scott Trio. Flip side is "I'll Be There," (Adaris, BMI) (2:09). . . . Atco 6167

JOHNNY MATHIS



MARIA (G. Schirmer, ASCAP) (3:45) — HEY LOVE (Cathryl, ASCAP) (2:26) — Two strong sides by Mathis here. Top side is the pretty ballad from "West Side Story" and flip is a swinging thing. . . . Columbia 41684

ANDRE PREVIN



LIKE LOVE (Andor, ASCAP) (3:00) — LOVE ME OR LEAVE ME (Bregman, Vocco & Conn, ASCAP) (2:24) — The pianist bows on the label with two strong performances. Top side is a pretty item on the order of "Like Young," with Previn sparkling on piano. Second side is the standard, with more fine piano work. . . . Columbia 41683

DAVE (BABY) CORTEZ



CAT NIP (Lowell, BMI) (2:15) — A bright swinging side by Baby Cortez on organ that features a lot of warm sounds over a swinging beat. Flip features a vocal and is called "Talk Is Cheap," (Lowell, BMI) (2:25). . . . Clock 1024

BO DIDDLEY



WALKIN' AND TALKIN' (Arc, BMI) (2:35) — CRAW-DAD (Arc, BMI) (2:20) — Bo Diddley contributes a strong reading on two catchy r.&b. ditties with dual market appeal. Watch them. . . . Checker 951

PATTI PAGE



ONE OF US (WILL WEEP TONIGHT) (Sequence, ASCAP) (2:30) — WHAT WILL MY FUTURE BE (Egap, ASCAP) (2:22) — "One of Us" is a heartfelt folk-flavored ditty with a feelingful reading by the thrush. Flip spotlights a tasteful vocal and ork treatment of a smart ballad. . . . Mercury 71639

LUCIEN FARRAR



I WANT THE WORLD TO KNOW (MacWright-Queensbury, BMI) (2:04) — The warbler exhibits a solid showmanly style on a bouncy gospel-styled theme. Dual market side. Flip is "Something Wonderful Happens," (Johnstone-Monteil, BMI) (2:25). . . . Roulette 4242

BRENDA LEE



THAT'S ALL YOU GOTTA DO (Lowery, BMI) (2:27) — I'M SORRY (Champion, BMI) (2:40) — The little lass with the big voice comes thru with a sock reading of a rhythm tune on the top side, and then sells a ballad with wistful tenderness. . . . Decca 31093

RONNIE HEIGHT



THE ONE FINGER SYMPHONY (Fairlane, ASCAP) (2:10) — MEM'RIES AND HABITS (Bamboo, BMI) (2:03) — Ronnie Height turns in two good readings here, the first of a pretty novelty item, and the second side a pretty ballad which he sells with feeling. . . . Era 3017

TY HUNTER



ORPHAN BOY (Ro-Gar, BMI) (2:40) — Chanter sells with solid emotional impact on a moving saga with a good beat. Strong dual-market that has a real chance for the big time. Flip is "Everything About You," (Ro-Gar, BMI) (2:48). . . . Aana 1114

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

MANTOVANI

JAMAICA FAREWELL (Shari, ASCAP) (3:10) — TENDERLY (Morris, ASCAP) (3:55) — Mantovani's multi-stringed crew contributes lush, warmly romantic instrumental treatments on the lovely folk item "Jamaica Farewell," and the poignant standard on the flip side. Spinnable. . . . London 1919

(Continued on page 43)

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By BILL SACHS

Around the Horn

Smilin' Jerry Jericho is currently on tour in Texas, Louisiana and Arizona to plug his latest Allstar release, "Since I Lost You." . . . Country music promoter Doris E. Cooney is presenting a package featuring Grandpa Jones, a group of blue grass favorites from WWVA, Wheeling, W. Va.; Jimmy Martin and the Sunny Mountain Boys and Bob Scoles and the Country Troubadours in two performances at the Sons of Norway Center Eighth Avenue and 60th Street, Brooklyn, Sunday, May 22. . . . Claude Gray was in Houston recently for a session at the Gold Star Studio, with his new "D" Records release, topped by "Leave Alone," due out late this month. . . . Appearing as guests with Jim and Jesse and the Virginia Boys on several gospel sings in South Georgia recently were Carl Story and His Rambling Mountainers and the Masters Family, of Knoxville.

The Louvin Brothers will occupy the guest slot on Carlton Haney's "New Dominion Barn Dance" at the WRVA Theater, Richmond, Va., May 21, with Ernest Tubb set for May 28; Lester Flatt and Earl Scruggs, June 11, and Jimmie Skinner and Connie Hall, June 16. Haney is using the guest acts at his newly reopened Ed's Park, near Harrisonburg, Va., the Sunday following their appearances in Richmond. . . . "New Dominion Barn Dance" makes its first road appearance at Sunset Park, West Grove, Pa., May 22. Date was set by Jim Gemmill in co-operation with the Cooke & Rose Agency, Lancaster, Pa. On the bill will be Jerry Cope and the Trailblazers, Rusty Adams, Barbara Allen, Dewey Ritter, Gene Boggs, the Cripple Creek Boys and Koko the Hobo.

Ernest Tubb and the Texas Troubadours, Hawkshaw Hawkins and Jean Shepard have returned to Nashville following a Canadian tour. Tubb and his lads play Harry and Elenore Smythe's Buck Lake Ranch, Angola, Ind., May 23. . . . Ray Price and His Cherokee Cowboys wind up a Texas-Oklahoma trek at Wichita Falls, Tex., Monday (16). . . . Ray Sanders, who recently signed a five-year recording pact with Liberty Records, cut his first session for the label recently in Nashville under the guidance of Joe Allison, Liberty a.&r. chief.

Upcoming bookings on "Grand Ole Opry" talent include Margie Bowes, Chattanooga, Tenn., May 22; Bill Carlisle, Springfield, Mass., May 18; Portsmouth, N. H., 19; Plattsburg, N. Y., 20; New York City, 21-23; Rome, N. Y., 27, and Newburgh, N. Y., 28; Wilma Lee and Stoney Cooper, Rochester, N. Y., May 21; Billy Grammer, Aurora, Ill., May 18; Elgin, Ill., 19; Rockford, Ill., 20, and Chattanooga, Tenn., 22; Johnny and Jack and Kitty Wells, Lima, O., May 22; Hank Snow, Aurora, Ill., 18; Elgin, Ill., 19, and Rockford, Ill., 20.

Shirley Collie (Caddell), wife of deejay Biff Collie, who recently kicked off his new disk show on KFOX, Long Beach, Calif., appears on the Groucho Marx TV show Thursday night (19). The episode was filmed in January. Shirley recently cut her initial release for Liberty Records.

A c.&w. package comprising Yodeling Tex Ryan and his performing horse, Pocono Pete, and Jim Reynolds and the Pine Mountain Clan, with fiddler Homer

Clark, have begun their third season of playing sponsored dates out of East Stroudsburg, Pa. The Cooke & Rose Agency, Lancaster, Pa., has the unit set for a string of fair dates later in the season. Tommy Cannon, electric guitarist, seriously injured in an auto crash last September, is slated to rejoin the unit soon. . . . "D" Records, Houston, has just released its first record by Carl Sauceman and the Green Valley Boys, "Never Say Bye-Bye" b.w. "Covin Hill Rag." Deejay copies are available by writing to Gabe Tucker, Dee Music Company, 314 East 11th, Houston 8.

With the Jockeys

Biff Collie last week joined the staff of KFOX, Long Beach, Calif., replacing Joe Allison, who recently resigned to administer the new c.&w. department at Liberty Records. Ironically, Biff and Joe started in radio together back in 1943 at KMAC, San Antonio. Collie will be on the air daily from 1:30-5 p.m. "I challenge anybody, anywhere, to compare their operation with ours countrywise, writes Collie. "We've got just about the finest staff of country deejays I've ever seen gathered in one place." Others spinning country music on the station are Charley Williams, 6-10 a.m.; Tom Brennan, 10 a.m.-1:30 p.m.; Carl (Squeakin' Deacon) Moore, the dean of California country jocks; Hugh Cherry, 8 p.m.-12 midnight, and Jack Morris, longtime c.&w. fave on the West Coast.

Floyd Tillman, deejay, artist and writer of such c.&w. hits as "I Love You So Much It Hurts" and "Slippin' Around," among others, has joined KCUL, exclusive c.&w. music station at Fort Worth, as a full-time deejay. He'll be heard each afternoon, and each Saturday at noon-will team with his old friend, Lawton Williams, KCUL program director, on a show of their own. Williams will also serve as manager for Tillman on personals. . . . Don Pierce, of Starday Records, Box 115, Madison, Tenn., has on hand a supply of Jimmie Skinner's "Lonesome-Road Blues" b.w. "Two Squares Away;" George Jones' "Accidentally on Purpose," and James O'Gwynn's "Someone Sweet to Love," all on Mercury, which he'll mail to deejays who'll write in. The two last-named songs were penned by Jones.

Deejays may obtain a copy of the new EP by Charles Dennis and the Gospel Voices by writing to Dennis Publications, Blue Ridge, Ga. . . . Happy Wilson, of WBHP, Huntsville, Ala., typewrites: "Heard a dub on Marion Worth's recent Guyden session and it sounds as tho it could be big in both pop and country. Suggest that jocks watch out for this one." . . . Ray Hobbs, of WDOD, Chattanooga, has expanded his "Tennessee Saturday Night" seg from three to three and a half hours, and recently inaugurated his "WDOD Hayride," heard 11-12 p.m., Monday thru Friday. These are the first country night-time shows in Chattanooga in several years.

"Country music is coming back slowly but surely in Southeastern Louisiana," pens Rube Edward Rogers, currently spinning 41 hours of c.&w. music a week on WFPR, Hammond, La. He is the station's only c.&w. deejay. "We are not receiving any chart service at present," Rogers continues. "Our Top 10 is compiled from requests, record sales, juke box plays and surveys."

The **Billboard**
HOT C & W SIDES

FOR WEEK ENDING MAY 15

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	2	2	2	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	11
2	1	1	1	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	24
3	3	3	3	JUST ONE TIME, Don Gibson, RCA Victor 7690	11
4	5	7	6	ABOVE AND BEYOND, Buck Owens, Capitol 4347	11
5	4	4	4	ANOTHER, Roy Drusky, Decca 31024	18
6	6	5	5	BIG IRON, Marty Robbins, Columbia 41589	9
7	8	8	11	ONE MORE TIME, Ray Price, Columbia 41590	7
8	9	9	9	WHY I'M WALKIN', Stonewall Jackson, Columbia 41591	7
9	7	6	7	SINK THE BISMARCK, Johnny Horton, Columbia 41568	8
10	10	11	15	A SIX PACK TO GO, Hank Thompson, Capitol 4334	9
11	11	13	20	LEFT TO RIGHT, Kitty Wells, Decca 31065	5
12	18	25	24	SEASONS OF MY HEART, Johnny Cash, Columbia 41518	4
13	13	16	21	YOUR OLD USED TO BE, Faron Young, Capitol 4351	6
14	12	17	16	FAMILY BIBLE, Claud Gray, D 1118	9
15	14	14	14	PINBALL MACHINE, Lonnie Irving, Starday 486	10
16	15	21	19	LIFE OF A POOR BOY, Stonewall Jackson, Columbia 41591	4
17	19	18	22	(DOIN' THE) LOVER'S LEAP, Webb Pierce, Decca 31058	6
18	20	—	—	SMILING BILL McCALL, Johnny Cash, Columbia 41618	2
19	17	12	8	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	19
20	24	24	17	HOW FAR TO LITTLE ROCK, Stanley Brothers, King 5306	7
21	16	10	10	WISHFUL THINKING, Wynn Stewart, Challenge 59061	21
22	22	20	26	THE OLD LAMPLIGHTER, Browns, RCA Victor 7700	6
23	21	19	25	ACCIDENTALLY ON PURPOSE, George Jones, Mercury 71583	6
24	23	30	—	KEYS IN THE MAILBOX, Freddie Hart, Columbia 41597	3
25	—	—	—	WHO'LL BUY THE WINE, Charlie Walker, Columbia 41633	1
26	—	—	—	JOHNNY MY LOVE, Wilma Lee & Stoney Cooper, Hickory 1118	1
27	—	—	—	LONESOME ROAD BLUES, Jimmie Skinner, Mercury 71606	1
28	25	—	—	JENNY LOU, Sonny James, NRC 050	2
29	26	28	—	HE'LL HAVE TO STAY, Jeanne Black, Capitol 4368	3
30	29	—	—	TIMBROOK, Lewis Prull, Decca 31038	21

Roy Acuff
"DON'T KNOW WHY"
HICKORY 1113

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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 41

NINA SIMONE
PLAIN GOLD RING (Hank Snow, BMI) (3:25)—**YOU'LL NEVER WALK ALONE** (Harms, ASCAP) (3:10) — The thrush wraps up the feelingful "Plain Gold Ring" in a sultry vocal stint. Flip spotlights her expressive piano solo work on the moving Rodgers and Hammerstein standard. Both sides are strong deejay items. Bethlehem 11088

POP TALENT

IVY LEAGUE TRIO
WATCHA (Northern, ASCAP) (1:54) — **SAILORS' WOMEN** (Northern, ASCAP) (2:36) — A new group, on the order of the Kingston Trio and the Brothers Four, bows on the label with two strong renditions of folkish-styled tunes. The group has a sound and a style. Coral 62204

VERY STRONG SALES POTENTIAL

ERNE FIELDS
★★★★ **Begin the Beguine** — RENDEZ-VOUS 122 — Here's a wild version of "Begin the Beguine" by the Ernie Fields crew. It rocks and so will the kids that hear it. Good wax. (Harms, ASCAP) (2:29)

★★★★ **Things Ain't What They Used to Be** — This Ernie Fields version of the Ellington standard is performed solidly by the crew on this strong instrumental waxing. Two strong sides. (Leeds, ASCAP) (2:35)

THE FOUR LADS
★★★★ **Our Lady of Fatima** — COLUMBIA 41682 — Sincere narration by one of the Lads on religious theme, with inspiring choral work by group and chorus. Strong item for sacred market with pop appeal as well. (Robbins, ASCAP) (2:42)

★★★★ **Our Lady of Fatima** — Reverent warbling stint by Lads on same moving theme with inspirational-type lyrics. Both sides have a real chance. (Robbins, ASCAP) (2:42)

STEVE LAWRENCE
★★★★ **You're Everything Wonderful** — ABC PARAMOUNT 10113 — Steve Lawrence sells this warm ballad with a lot of feeling over a very attractive backing. Good wax here. (Maxana, ASCAP) (2:38)

★★★★ **Why, Why, Why** — Interesting new ditty is performed well by Steve Lawrence over good support. Flip counts more. (Almino, BMI) (2:31)

JERRY VALE
★★★★ **If** — COLUMBIA 41681 — Expressive vocal by Vale on melodic oldie. Merits spins, and has a chance to pull a lot of coins. (Shapiro-Bernstein, ASCAP) (2:25)

★★★★ **The Dawn of Love (L'edera)** — Romantic theme is wrapped up in rich reading by Vale. Another good jockey side, and a good one for his fans. (Cromwell, ASCAP) (2:30)

JOHNNY NASH
★★★★ **Let the Rest of the World Go By** — ABC PARAMOUNT 10112 — A fine, up-to-date version of the familiar tune by Johnny Nash over most attractive support by the Sid Feller crew. (Witmark, ASCAP) (2:23)

★★★★ **Music of Love** — A very pretty ballad receives a tender performance by the chanter aided well by the ork backing. A first-rate side. (J & E, ASCAP) (2:59)

SOMETHING SMITH AND THE RED HEADS
★★★★ **It's a Sin to Tell a Lie** — EPIC 9389 — This re-issue of Smith's exuberant old hit should pull renewed play from jocks, and jukes. A bright, happy treatment of the standard. (Bregman, Vocco & Conn, ASCAP)

★★★★ **Ballin' the Jack** — Same comment.

THE APPLEJACKS
★★★★ **Memories Are Made of This** — CAMEO 177 — The hit of a few years ago is handed a mighty attractive instru-

mental reading by the Applejacks here on this danceable instrumental waxing. (Montclare, BMI) (2:15)

★★★★ **The Untouchables** — Theme from the TV seg receives a potent instrumental performance from the combo helped by a solid beat. A strong side. (Desilu, ASCAP) (2:12)

THE CLOVERS
★★★★ **I'm Confessin' That I Love You** — UNITED ARTISTS 227 — Strong lead warbling stint on the poignant oldie. Solid side with dual market appeal. (Bourne, ASCAP) (1:58)

★★★★ **Easy Lovin'** — Lead singer packs solid emotional impact on expressive rockaballad. (Roosevelt, BMI) (2:03)

LOU MONTE
★★★★ **Dark Town Strutter's Ball** — ROULETTE 4253 — Monte has covered his old Victor hit wrapping up the oldie again in an English-Italian lyric. Showmanly deejay wax. (Leo Feist, ASCAP) (2:22)

★★★★ **Half a Love** — Romantic warbling stint on plaintive Neapolitan-type theme. Monte's first Roulette waxing should get deejay play. (Queensbury-Romance, BMI) (2:22)

VALERIE CARR
★★★★ **You Belong in Someone Else's Arms** — ROULETTE 4254 — Effective arrangement of dramatic theme with strong thrashing job by gal. Nice jockey side. (Shapiro-Bernstein, ASCAP) (2:20)

★★★★ **Oh, Gee** — Bouncy rhythm-novelty is chanted in sprightly vocal fashion by thrush and group. Another spinnable side. (Sito, BMI) (2:21)

THE PLAYMATES
★★★★ **Parade of Pretty Girls** — ROULETTE 4252 — Jaunty march-type ditty is accorded catchy chanting by group and fem chorus. Could happen. (Kahl, BMI) (2:20)

★★★★ **Our Wedding Day** — Nostalgic-styled theme with mildly r.&r. tempo on backing, is warbled with feeling and sincerity by group and fem chorus. Strong wax. (Kahl-Wanessa, BMI) (2:27)

DANTE AND THE EVERGREENS
★★★★ **Alley-Oop** — MADISON 130 — Another cover of the clever novelty tune. Good performance, but disk faces strong competition for play. (Kavelin-Mayerick, BMI) (2:39)

★★★ **The Right Time** — Dante packs plenty of emotion into strong gospel-flavored tune. (Alpert & Adler, BMI) (2:00)

THE VI COUNTS
★★★★ **Three Months of Rains** — ACE 587 — Snappy instrumental effort is handed a solid reading by the group in the manner of Johnny and the Hurricanes. It could grab those juke coins. (Longhorn, BMI) (2:15)

★★★ **The Looser** — The Vi Counts sell this attractive rockaballad smartly over simple backing. Good side that can make it. (Longhorn, BMI) (2:20)

CARL COTNER
★★★★ **Do You Know the Way** — CHALLENGE 598-9 — This listenable instrumental is in the groove of "Theme From a Summer Place," and the ork handles it smartly. Side has a chance if exposed. (Anthony, ASCAP) (2:54)

★★★ **Bright Star** — The Cotner ork comes thru with a strong performance of a fine instrumental effort that has a warm sound. Good jock wax, but flip is stronger. (Anthony, ASCAP) (2:23)

GOOD SALES POTENTIAL

GEENE STERLING
★★★★ **If You've Got the Money, I've Got the Time** — LIBERTY 55247 — The old Lefty Frizzell hit is sung in strident fashion by the chick here. (Peer, BMI) (1:55)

★★★ **Mama Don't Tell Me** — Attractive weeper is sold with warmth by the lass over tender string backing. (Central, BMI) (2:53)

MIKE ALDAY
★★★★ **Eighth Wonder of the World** — FELSTED 8601 — Mike Alday, a youngster with a good voice, sells this pretty ballad warmly over lush string backing. (Studio-Hut, BMI) (2:04)

★★★ **You Stopped Loving Me** — Tender ballad receives another first-rate reading from the chanter over strong support. Two sides that could move. (Studio-Hi Lo, BMI) (2:09)

JIMMY MOSBY
★★★★ **The Story of My Life** — KAPP 334 — Jimmy Mosby bows on the label with a warm reading of an attractive new ditty. Lad has a style and he can get attention with this disking. (Empress, ASCAP) (2:10)

★★★ **We Know** — Mosby sells this rockaballad with a lot of style over listenable backing by the Elliot Lawrence ork. Two good sides by the new lad. (Empress, ASCAP) (2:12)

BOBBY SYKES
★★★★ **Having Myself a Ball** — EPIC 9386 — Heartfelt reading by Sykes on effective up-tempo country weeper, with mildly r.&r.-type backing. Dual market item. (Moss-Rode, BMI) (3:00)

★★★ **Slowly** — Pretty ballad is handed pleasant vocal stint by Sykes and chorus. (Cedarwood, BMI) (2:32)

JOHNNY DAVID
★★★★ **I Met a Girl** — DOT 16078 — Wistful country-styled performance by David on appealing folk-flavored theme. (Gil, BMI) (2:07)

★★★ **Race With the Devil** — Solid chanting stint by David on interesting tune with catchy tempo. (Gil, BMI) (2:20)

THE THREE G'S
★★★★ **Love Call** — COLUMBIA 41678 — Interesting arrangement highlights this catchy tune with effective performance by group. (Camarillo, BMI) (1:58)

★★★ **Let's Go Steady for the Summer** — Sentimental tune with soon-to-be seasonal lyric is warbled pleasantly by group. (Ridgeway, BMI) (2:03)

SOLOMON BURKE
★★★★ **This Little Ring** — SINGULAR 1812 — On this side Burke sells a pretty ballad with much feeling here and the side has a chance for the big time. Burke handles a tune with style. (Singular, BMI) (2:31)

★★★ **I'm Not Afraid** — Solomon Burke bows on the label with a warm and touching reading of an inspirational ditty over simple and attractive group support. Deserves spins. (Singular, BMI) (2:25)

DICK HYMAN
★★★★ **Symphony** — EVEREST 19356 — Familiar standard is handed a big symphonic-like reading by the ork, with the Hyman piano out in front in a Roger Williams style. A strong side. (Chappell, ASCAP) (2:14)

★★★ **The Glow-Worm** — The oldie receives a rocking reading from Dick Hyman on the pianist's first slicing for the label. A side that rates a lot of deejay play. Sides are from his new album. (Marks, ASCAP) (2:26)

RONNIE MITCHELL
★★★★ **Anniversary Song** — ATLANTIC 2061 — The familiar oldie is sung smartly here by Mitchell on his first waxing for

the label. The backing has a touch of rock and roll which aids the singer. Mitchell has a sound. (Mood, ASCAP) (2:30)

★★★ **Still Waters** — Ronnie Mitchell shows off a warm, full voice on his debut cutting for the label. The backing is simple and solidly in the pop groove. Good wax. (Frank, ASCAP) (2:42)

SPIKE JONES
★★★★ **Ah 1, Ah 2, Ahe Sunset Strip (Parts I & II)** — LIBERTY 55253 — This is a take-off on "Sunset Strip" by the Spike Jones crew, and it's a bright disking. The Private Eye explains how he doesn't have a good show, but it's musically No. 1. Lots of jocks should have fun with this. Side is from the album "Omnibust." (Morella, ASCAP) (3:55 & 3:25)

CLYDE OTIS
★★★★ **Theme From the Unforgiven** — MERCURY 71628 — Theme from the flick "The Unforgiven" receives a warm reading from the Otis crew. The competition, however, will be rough since the Don Costa record on UA is already breaking. (Hecht & Buzzell, ASCAP) (2:40)

★★★ **It's Too Much Fun** — Pretty tune clefied by Brook Benton is performed neatly here by the Otis Ork. It has a chance for a lot of spins. (Eden, BMI) (2:03)

THE OMEGAS
★★★★ **Study Hall** — DECCA 31094 — The boys tell about the fun they have in Study Hall, as they study love instead of studyin' learnin'. A cute side with a chance. (Acuff-Rose, BMI) (2:29)

★★★ **So How Come** — The Omegas come thru with a plaintive reading of a bright rocker weeper, as they ask where their love can be. (Acuff-Rose, BMI) (2:20)

MILT BRUCKNER
★★★★ **After Hours** — ARGO 5361 — Effective organ solo treatment of the infectious blues. Nice juke item. (Popular, ASCAP) (2:18)

★★★ **Two Flights Up** — Swing theme is wrapped up in solid organ solo work. Same comment on potential. Both sides from LP. (Arc, BMI) (2:10)

MURRAY McEACHERN
★★★★ **Have You Met Miss Jones** — SIGNATURE 12036 — Melodic instrumental handling of the memorable Rodgers-Hart. Fine jockey side. (Chappell, ASCAP) (2:40)

★★★ **This Could Be the Start of Something** — Strong jazz-flavored instrumental interpretation of Steve Allen's smart swingy tune. Nice jockey side for hip deejays. (Rosemeadow, ASCAP) (2:33)

FAY SIMMONS
★★★★ **Ella Weaver** — JORDAN 120 — Exuberant vocalizing by canary on bluesy theme with infectious tempo. Side is a dual market item. Watch it. (G & H, BMI) (2:43)

★★★ **Secret Love** — Vervel rhythm and blues vocal treatment of the old Doris Day hit. Two good sides. (Remick, ASCAP) (2:45)

BOBBY SWANSON
★★★★ **Ballad of an Angel** — IGLOO 803-4 — Bobby Swanson bows on the Alaskan label with a good reading of a rockaballad about a girl who died, but whom he still thinks about all of the time. Has a chance. (Igloo, BMI) (2:12)

★★★ **Willow** — The young chanter sells this tune about a pretty lass named "Willow" with feeling over good backing. Lad has a style. (Igloo, BMI) (3:15)

RONNY SMITH
★★★★ **Long Time No Love** — IMPERIAL 5667 — Ronny Smith turns in a bright performance of a pop novelty effort penned by Ray Orbison, helped by first-rate backing by the ork and chorus. Side could grab coins. (Acuff-Rose, BMI) (2:21)

★★★ **It Hurt Me So** — A good side by the lad, of a tender rockaballad, which he chants with feeling. Two good sides. (Dun-dee, BMI) (2:20)

JOHNNY ARAGON
★★★★ **Someone** — 20TH FOX 198 — Johnny Aragon bows on the label with an attractive performance of a listenable ballad, helped by good sounds from a fem group. Worth spins. (Aut-Tuk, ASCAP) (2:12)

★★★ **There Was a Girl** — Another good side by the singer, this time of a warm ballad, helped again by the fem group and combo in the backing. (Deejay-Airlok, BMI) (2:13)

MASTERTONES
★★★★ **Crazy Little Ol' Feelin'** — BAND BOX 226 — Feelingful reading by lead singer (J. D. Scott) on fervent r.&r. ditty, with churchy flavor.

★★★ **Fannie Mae** — Bouncy rhythm item is wrapped up in showmanly vocal by Scott and group.

BOB KAMES
★★★★ **Lili Marlene** — KING 5348 — The soldier's song of World War II is played neatly here by the organist, and it could get jock exposure. (PD) (2:31)

★★★ **Liechtensteiner Polka** — Same comment. Both sides are good as roller skating or ice skating disks. (Burlington, ASCAP) (1:32)

LES BROWN
★★★★ **This Could Be the Start of Something** — SIGNATURE 12043 — Sock ork treatment of Steve Allen's swingy rhythm theme. Fine deejay side. (Rosemeadow, ASCAP) (1:30)

★★ **Playing the Field** — Tasteful big band instrumental treatment of swingy theme. (Rosemeadow, ASCAP) (2:38)

VICO TORRIANI
★★★★ **Stay-Don't Leave** — RICHMOND 4732 — Emotional performance of a rockaballad is performed here by the chanter, over exciting support by the ork and chorus. (Robbins, ASCAP) (2:25)

★★ **From Grenada to Seville** — Vico Torriani sells this Mediterranean-type ditty strongly over pleasant backing. (Southern, ASCAP) (3:30)

DAVID DEE
★★★★ **Mr. D** — DOT 16085 — A slight rocker is handled in nice instrumental fashion by the combo here. It deserves exposure. (Conmar, BMI) (2:18)

★★ **Queen of Bermuda** — Listenable instrumental is performed smoothly by David Dee and the Dons on this new release. (Conmar, BMI) (2:29)

PAUL ACKERMAN
★★★★ **Beer Barrel Polka** — SCARLET 4003 — Ackerman (no relation to The Billboard's P. A.) serves up a lively blend of polka and rock and roll instrumental wax with strong sax solo. Unusual juke wax. (Shapiro-Bernstein, ASCAP) (2:13)

★★ **Over the Rainbow** — Sultry sax solo work on the nostalgic oldie. (Leo Feist, ASCAP) (2:10)

THE EMERALDS
★★★★ **The Web** — YALE 232 — The Emeralds have a good instrumental item here and they handle it with spirit. (Clover) (2:29)

★★ **Trapped** — Same comment. (Clover) (2:18)

MODERATE SALES POTENTIAL

MARINO MARINI
★★ **I Sing Ammore** — LONDON 1921 — Romantic chanting (in Italian) by Marini on pleasant Latin-styled theme. (Peter Maurice, ASCAP) (2:36)

★★ **Kriminal Tango** — Okay vocal by Marini on catchy Latin-styled ditty. (Musical, ASCAP) (2:42)

LAURIE LOMAN
★★ **Love Is a Gypsy** — ABC PARAMOUNT 10108 — Throaty thrashing stint on romantic theme. (Iris-Trojan, BMI) (2:37)

★★ **Johnny Angel** — Pleasant interpretation by gal on attractive tune. (Sequence, ASCAP) (2:18)

MARILYNN LOVELL
★★ **Take My Hand** — DECCA 31096 — Attractive ballad is handled well here by the thrush, who sells it in straight singing style. The backing by the ork and chorus is rich. (Leeds, ASCAP) (2:50)

★★ **It Sounds So Sweet** — Happy rocker receives a good go by the thrush over a modified rock and roll arrangement. (Roosevelt, BMI) (2:57)

JESS DAVIS
★★ **There Is No Greater Love** — BOB-O-LINK 102 — Feelingful interpretation by Davis and chorus of oldie, with r.&r. backing. (World, ASCAP) (2:25)

★★ **Do You Love Me** — Pretty theme is handed quietly effective vocal by Davis and chorus. (Lyrical Miracles, ASCAP) (2:11)

(Continued on page 45)

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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	14
2.	HE'LL HAVE TO GO (Central Songs)	3	12
3.	GREENFIELDS (Montclare)	2	8
4.	THE SOUND OF MUSIC (Williamson)	4	15
5.	CLIMB EV'RY MOUNTAIN (Williamson)	11	19
6.	THE OLD LAMPLIGHTER (Shapiro-Bernstein)	5	3
7.	SIXTEEN REASONS (American)	9	2
8.	BEYOND THE SEA (Harms)	7	12
9.	MR. LUCKY (Southgate)	10	4
10.	DO-RE-MI (Williamson)	6	21
11.	HARBOR LIGHTS (Chappell)	8	10
12.	TEEN ANGEL (Acuff-Rose)	13	16
13.	NIGHT (Pearl)	—	1
14.	MISTY (Octave)	15	3
15.	AMONG MY SOUVENIRS (De Sylva-Brown-Henderson)	14	19

Best Selling Sheet Music in Britain

(For week ending May 7)

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.

Standing on the Corner—Frank (Frank)	Someone Else's Baby—B. F. Wood (—)
Looking High, High, High—Robbins (Robbins)	Royal Event—Noel Gay (—)
Fings Ain't Wot They Used T'Be—World Wide (—)	Clementine—Southern (Tweed)
Do You Mind—Macmelodies (—)	Stuck on You—Belinda (Gladys)
My Old Man's a Dustman—Cromwell (Richmond)	Tom Pillibi—Sterling (—)
A Summer Place—Blossom (Witmark)	Why—Debmar (Debmar)
Fall in Love With You—Kalith (—)	Footsteps—Nevins-Kirschner (Aldon)
Cathy's Clown—Acuff-Rose (Acuff-Rose)	Handy Man—Sheldon (Sheldon)
Delaware—Leeds (Roncom)	Running Bear—Southern (Glad-Big Bopper)
	Beyond the Sea—Chappell (Harms)
	Love Is Like a Violin—Keith Prowse (—)

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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WLOS' One-Man Electronic Band

ASHEVILLE, N. C. — Station WLOS-TV here is doing its part to "bring back the bands," via the presentation of an electronic one-man band act, Bill Norwood.
Norwood — playing melody on piano or accordion — works with Wurlitzer's new device, tagged

"The Sideman," which reproduces a complete rhythm section sound. The unit features a rhythm selector knob, which has a variety of different tempos—fox trot, rumba, conga, etc. Desired tempo is locked in by a metronome scale.
Special percussion sounds may be reproduced by touching various buttons. Volume can be pre-set and entire "section" started by a remote switch or foot control.

The **Billboard**
HOT R & B SIDES

FOR WEEK ENDING MAY 15

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	1	5	—	WHITE SILVER SANDS, Bill Black's Combo, Hi 2021	8
2	2	3	2	DOGGIN' AROUND, Jackie Wilson, Brunswick 55166	7
3	5	9	7	NIGHT, Jackie Wilson, Brunswick 55166	6
4	11	14	—	OOH POO PAH DOO (Part 2), Jessie Hill, Minit 607	3
5	3	5	4	FANNIE MAE, Buster Brown, Fire 1008	24
6	8	7	11	MADISON TIME, Ray Bryant, Columbia 41628	6
7	13	—	14	MOUNTAINS OF LOVE, Harold Dorman, Rita 1003	5
8	7	11	—	ALL I COULD DO WAS CRY, Etta James, Argo 5359	3
9	23	—	—	CATHY'S CLOWN, Everly Brothers, Warner Brothers 5151	2
10	18	15	16	SIXTEEN REASONS, Connie Stevens, Warner Bros. 5137	6
11	10	12	—	STUCK ON YOU, Elvis Presley, RCA Victor 7740	3
12	20	29	17	LET THE LITTLE GIRL DANCE, Billy Bland, Old Town 1076	8
13	22	16	21	SWEET NOTHIN'S, Brenda Lee, Decca 30967	8
14	24	17	10	THEME FROM A SUMMER PLACE, Percy Faith, Columbia 41490	14
15	9	4	6	I LOVE THE WAY YOU LOVE, Marv Johnson, United Artists 208	11
16	14	21	—	THE MADISON, Al Brown & Tunetoppers, Amy 804	3
17	21	—	—	THE OLD LAMPLIGHTER, Browns, RCA Victor 7700	2
18	—	—	—	LOVE YOU SO, Ron Holden, Donna 1315	1
19	4	2	3	MONEY, Barrett Strong, Anna 1111	17
20	6	6	8	JUST A LITTLE BIT, Roscoe Gordon, Vee Jay 332	16
21	15	22	—	SKY IS CRYING, Elmo James, Fire 1016	3
22	27	—	15	TIES THAT BIND, Brook Benton, Mercury 71566	4
23	16	18	—	NO IF'S, NO AND'S, Lloyd Price, ABC-Paramount 10102	3
24	28	—	—	DON'T MESS WITH MY MAN, Irma Thomas, Ron 328	2
25	—	—	—	THIS MAGIC MOMENT, Drifters, Atlantic 2050	11
26	—	—	—	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7642	1
27	29	25	21	COFFEE GRIND, Hank Ballard & The Midnighters, King 5312	7
28	25	26	—	CRADLE OF LOVE, Johnny Preston, Mercury 71598	3
29	12	10	—	EASY LOVIN', Wade Flemons, Vee Jay 344	3
30	19	8	5	BABY, Brook Benton & Dinah Washington, Mercury 71565	17

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• **Reviews of New Pop Records**

• Continued from page 43

★★★
MODERATE SALES POTENTIAL

SUSIE SINGER

★★ **High Hopes** — CORAL 62202 — Gimmicky-type vocalizing by doll-voiced chick and Sammy Saxophone's Toy Band offer cute kiddie-appeal treatment of Sinatra hit. (Maraville, ASCAP) (2:41)

★★ **Swinging on a Star** — Another film tune is accorded similar treatment. (Burke & Van Heusen, ASCAP) (2:02)

EDDIE CURTIS

★ **Kiss Me Again (Hold Me Close My Love)** — BEAR CAT 703 — Okay vocal by Curtis on catchy theme with Latin-r.&r. tempo. (Weiss & Barry, BMI) (2:08)

★★ **My Cool Baby** — So-so reading by Curtis on bouncy r.&r. ditty. (Weiss & Barry, BMI) (2:28)

HAZY OSTERWALD SEXTET

★★ **Sechs Musikanten** — DECCA 31097 — The German sextet comes thru with a vocal in German on a slight Dixieland march novelty. Could get spins. (BIEM) (3:48)

★★ **Kriminal Tango** — The boys sell this listenable tango well, again handing it a listenable German vocal. (BIEM) (2:32)

BILL BRISCOE

★★ **All the Colors of the Rainbow** — HANOVER 4548 — Pretty ballad with celestial-styled choral backing is handed okay vocal rendition. (Leo Feist, ASCAP) (2:04)

★★ **Lucky Star** — Pleasant reading and whistling solo work by Briscoe on gentle ballad. (Rojan, ASCAP) (2:17)

VAN STRICKLAND

★★ **Awkward Age** — PALETTE 5050 — Van Strickland sells this rockaballad in fair fashion over simple support. (Zodiac, BMI) (2:05)

★★ **Green and White** — Listenable rockaballad is sung with feeling by the chanter here. (Zodiac, BMI) (2:38)

TINY TIP

★★ **I Found My Love** — SCARLET 4129 — Tiny Tip is a 14-year-old singer with a voice range that is tremendous. He sells this ballad in tremulous fashion. (Scarlet, BMI) (2:10)

★★ **I Said a Prayer** — An interesting side by the 14-year-old singer. He comes thru with another wide-ranged reading here of a Latinish effort. (Star-Ber, BMI) (2:36)

BILL ERWIN

★★ **Too Young to Be Blue** — PEL 501 — Attractive teen-styled tune is sung personally by Erwin and chorus. (Bayou State, BMI) (2:18)

★★ **High School Days** — Same comment. (LaDee, BMI) (2:15)

THE NOBLEMEN

★★ **Turtledove** — GOLDEN GATE 301 — Plaintive reading on wistful tune, with gentle solo work by lead singer. (Altadena, BMI) (2:51)

★★ **Tengaleo** — Exotic up-tempo theme is warbled in okay fashion by group. (Altadena, BMI) (1:28)

THE ROBINS

★★ **Zombie** — TEXAS FILM 1 — The Robins come thru with a happy instrumental effort here that has a beat and a bounce. (Slim Willet, BMI)

★★ **Nancy Gene** — Tender-voiced lead sells this slow ballad neatly over scant backing. (Slim Willet, BMI)

RAY RAPPA

★★ **High Tide** — AMY 805 — Okay vocal by Rappa on attractive tune based on Kater's waltz. Best thing about side is Richard Wess' backing. (Scherer, BMI) (2:44)

★ **Let's Face It** — Pleasing ballad is wrapped up in competent vocal treatment. (Barry Parker, BMI) (2:35)

EASY DEAL WILSON

★★ **Gotta Have You** — SIMS 112 — Jaunty r.&r. ditty is sung with verve by Wilson and chorus. (R&R, BMI) (1:55)

★ **I Do Like Girls** — Country-styled talk-chanting on novelty. (R&R, BMI) (2:35)

PAUL HAMPTON

★★ **Creams** — DOT 16084 — Bright little instrumental is played smartly here by the rockety-tick group while Paul Hampton talks the story of a selfish girl who is selfish. (Famous, ASCAP) (1:50)

★ **Two Hour Honeymoon** — Morbid tale of death on a honeymoon. May be felt by many jocks to be in poor taste. (Famous, ASCAP) (3:10)

Country & Western

★★★

BILLY THOMPSON

★★★ **I Should Have Told You** — WINSTON 1048 — A country weeper receives a strong warble by chanter Billy Thompson on this listenable waxing. Good country wax. (Slim Willet, BMI) (2:14)

★★★ **A Beautiful Thought** — Same comment. (Slim Willet, BMI) (2:45)

LONNIE ALLEN

★★★ **Fast and Suddenly** — VAL-HILL 1002 — A happy reading of a novelty country effort, featuring a good vocal by Allen and first-rate piano work on the accompaniment. (McClendon, BMI)

★★ **Make Up Your Mind** — Lonnie Allen sells this country weeper pleasantly over typical country support. (McClendon, BMI)

LEWIS FRUIT

★★★ **Softly and Tenderly** — DECCA 31095 — The chanter sells a country-pop effort with style over a good beat by the combo. (Yonah, BMI) (2:33)

★★ **Riches and Gold** — Do you want riches or love?, asks the singer on this country-styled ditty. (Champion, BMI) (2:23)

LINK DAVIS

★★★ **Little People** — ALLSTAR 7203 — Heartfelt chanting by Davis on plaintive country ditty with effective backing. (Western, BMI) (2:20)

★★ **Tee Mamou** — Okay reading by Davis on pleasant folksy item. (Western, BMI) (2:10)

DICK MILLER

★★★ **Cold Hearted Stranger** — AGGIE 1007 — Heartfelt warbling by Miller on moving weeper. (Les Kandes, BMI) (2:04)

★★ **New Tennessee Baby** — Plaintive reading on wistful country ditty. (Les Kandes, BMI) (2:18)

★★★

DEE STONE

★★ **After the Dance** — EASTERN 12460 — Dee Stone performs this country instrumental effort in good, but old-fashioned style. (2:30)

★★ **Oceans of Dreams** — Dee Stone turns in a pleasant vocal on this bouncy item. (2:30)

ONIE WHEELER

★★ **Too Hot to Handle** — K-ARK 606 — The singer sells this country novelty with spirit over cute support. (Jmac, BMI) (2:05)

★★ **I Need to Go Home** — Okay vocal on a country weeper by the chanter. (Jmac, BMI) (2:00)

Polka

★★★

L'L WALLY

★★★★ **Old Grey Mare** — JAY JAY 219 — L'l Wally and Singing Rabbits come thru with a good polka reading of the familiar song. Will please his fans.

★★★ **Baby Doll** — Same comment.

Rhythm & Blues

★★★

RON WILLIS

★★★ **Don't Come Too Late** — ACE 588 — The chanter sells this rockaballad with a touch of country, helped by a vocal group and combo. Could get spins. (Clipper, BMI) (2:15)

★★★ **Some Day You'll Want Me to Want You** — The oldie is handed a bright vocal by the chanter over interesting support. (Duchess, BMI) (2:20)

Sacred

★★★

GREEN VALLEY QUARTET

★★★ **There's Rest Just Ahead** — KING 5349 — Gospel tune is sung with emotion by the Quartet, as they tell of fighting the Devil by putting their trust in the Lord. (Lois, BMI) (2:52)

(Continued on page 47)

"CRAWDAD"

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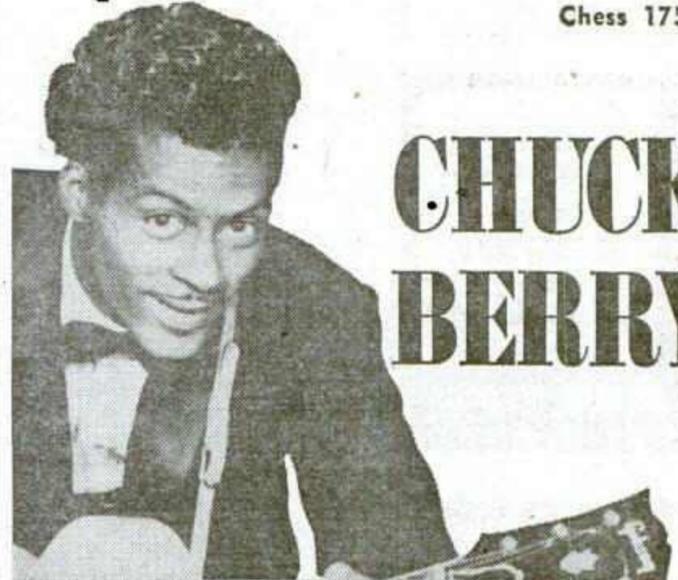
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ARMADA Plans Outlined

• Continued from page 2

fair run as long as six days."

Referring to the Record Industry Association of America, Abner noted, "I would say that the RIAA serves an important function in the engineering field. I see their designations on equipment, tape machines and on records. If they can help standardize engineering procedures, that's good and we can all benefit and learn something. But ARMADA we see as the overall record industry association."

On the matter of the Washington scene, Abner asserted, "We don't want a czar as such, but we hope to have a prominent person there on a permanent basis, who would be a sort of spokesman for the record industry in government circles. At the same time, this man would keep us informed on all pending legislation that could in any way affect us. He can also bring an air of propriety to our business."

Those recently named to the ARMADA board of directors are

20% Discount

• Continued from page 2

ages by Joe Reisman ork, Ronnie Hawkins, the Cumberland Three, Jack Teagarden, and Jack Ross and the Dick Lane Quartet. New Birdland Series albums features Phineas Newborn Trio, Bill Russo ork, and John Handy III.

Tico has one new package, "Cole Porter in Latin America" by the Pete Terrace ork. Roost will release "The Sound of Memory," wherein pianist Bonnemere salutes "Gaslight Revue," a record show on WPAT, Paterson, N. J. Forum has added two new releases to its new low-priced pop series "Let's Dance With Johnny Long," and "Joe Bonomo's Famous Hollywood Reducing Plan."

An extensive advertising and promotional program is planned for Roulette's new May-June releases and stereo sales program, highlighted by special four-color Sarah Vaughan hangers for windows or in-store point-of-sale displays.

Columbia VP's

• Continued from page 2

regret on Mr. Greenspon's departure after many years of invaluable service to Columbia is equaled only by our certainty that he will find new horizons for his enormous capabilities. Our new organization of officers as well as other appointments will re-assign his duties among other top executives."

In another development at Columbia, a new advertising agency has been assigned the Columbia Records and the Epic Records account. New agency is Wunderman, Ricotta & Kline, which also handles the Columbia Records Club advertising. Former agency for Columbia was Benton & Bowles.

the following: Lou Chudd, Imperial; Al Bennett, Liberty; Johnny Beinstock, Big Top; Roy Freeman, 20th Fox; Leonard Chess, Chess-Checker; Morty Craft, United Telefilm; Ahmet Ertegun, Atlantic; Harold Friedman, Record Associates; George Goldner, Gone; Joe Kolsky, Roulette; Herman Lubinsky, Savoy; Jules Malamed, Miller Int'l; Sam Phillips, Sun; Bobby Shad, Time; Al Silver, Herald-Ember; Alan Sussel, Laurie; Johnny Thompson, Challenge, and Len Levy, Rank.

Distributors on the board include: Harry Apostoleris, Alpha; Joe Banashak, A-1; Jerry Blaine, Cosnat; Marv Browdy, Trans-American; Bill Caldwell, Oklahoma Record and Supply; Bob Chatton, Chatton; Joe Cohen, Essex; Abe Diamond, Diamond; Bill Emerson, Big State; Ian McLemore, Music Sales; Bert Fleischman, Jake Friedman, Dixie; Ben Herman, Standard; John Kaplan, Jay Kay; Ernie Leaner, United; Harry Levin, Cadet; Steve Poncio, United; T. Prager, New Sound; Milt Salstone, M&S; Herb Sandel, Sandel; Harry Schwartz, Schwartz Brothers; Bob Stern, Record Merchandising; N. Verbit, Marnel.

Mercury Mulls

• Continued from page 2

and with a provision for no royalties on all records given away free by the club operation as membership solicitation or as "bonus" disks.

The three-paragraph clause about records sold thru a club operation was the same wordage as that currently used by Columbia Records in its artists' pacts, concerning club sales.

Reports have been rife for many weeks that Mercury would sign with either the RCA Victor or the Columbia Record club, and it is known that both clubs have been wooing the label. It is not known whether all of the firm's LP's would be sold via club arrangements or only the hot names in the pop and classical fields.

If Mercury decides to go with RCA Victor, it would mark a new policy for the Victor Club, which up to now has not taken on any outside lines; Columbia, however, has carried outside labels, and right now is distributing Verve LP's via the club operation. As the pressure mounts for strong club product every month, it can be expected that the Victor, Columbia and Capitol clubs may become more and more apt to make arrangements to distribute outside labels.

Mixed Opinion

• Continued from page 2

that an amendment shall not be deemed to have been carried unless 80 per cent of the total number of votes that could have been cast by each group (composer-author group and publisher group) shall have actually been cast."

The letter sent to ASCAP members contained a ballot on the resolution and an explanation by ASCAP prexy Stanley Adams, noting that the ballot must be returned by May 27. The letter also contained a memo from Adams stating that "The members of the board of directors unanimously favor the proposed amendment."

But in opposition to the board's favor were many members of the dissident ASCAP group. They claimed that if the amendment passed, then the board of directors of ASCAP would have stronger control and the membership itself less, than it does now. It will take a two-thirds vote of all potential votes to pass the Herman amendment.

Hearings Unfair, Says Carlson

• Continued from page 3

these two songs." The pact called for Carlson to acquire the tapes and publishing rights (for Carlson's Buckeye Music, Inc.) to the tune "The All-American Boy" for \$500 advance against future royalties.

Subsequently it developed that U. S. Private Bobby Bare — not Parsons — had actually recorded "The All-American Boy" and had agreed to let his friend put his name on the disk. Altho Lunsford told the Subcommittee he had written the tune, Bare — in a notarized statement, May 4, 1960, declares: "I (Bobby Bare) composed, arranged and performed the vocal on the hit recording 'All-American Boy,' for the sole purpose of helping my friend Bill Parsons. So far, to date, I have received no royalties for my efforts."

Carlson claims he knew nothing about the masquerade until Lunsford confessed some time later. In support of this statement he avers that he was mystified when — during a follow-up recording session with Parsons, "engineers, singers and musicians kept asking me why is that we can't get the same sound from Bill Parsons as you have on 'All-American Boy.'"

In rebuttal of Parsons' charge that he was short-changed in royalties and ended up owing Fraternity more than \$6,000, Carlson exhibited copies of royalty statements and canceled checks which he said proved he paid Lunsford \$12,918.20 as "co-writer" of the song, and made cash advances of \$5,547.21 to Parsons. Carlson said he also arranged for Parsons to make a GAC tour, for which he was paid \$3,000 directly by the talent agency.

Here Carlson pinpointed the staggering promotional costs involved in making a hit single, since, in effect, Parsons did end up owing the label more than \$5,000 (charged off against future royalties) and failed to collect any substantial amount of actual cash money on the hit.

In making an all-out promotion effort to build "The All-American Boy" into a hit, Carlson shelled out several thousands of dollars, charging — as customary — half

Seeco Sues

• Continued from page 3

embarrass Seeco; (3) attempting to induce other publishers to refuse to license and to begin suits against Seeco; (4) attempting to destroy Seeco's good will by making knowingly false and exaggerated statements to the record industry."

The record company is seeking relief by asking the Court declare void all contracts between the publishers and Fox, which empower Fox to discriminate against Seeco collectively; further that the publishers be required to license Seeco on the same terms as they license other manufacturers, and that the publishers be enjoined from commencing discriminatory law suits; and finally, that Seeco be awarded treble such damages as it will prove, together with counsel fees.

A long-pending suit involving mechanical royalties brought by Southern Music against Seeco Records, took another turn this week in a decision returned by U. S. District Court Judge Thomas F. Murphy. In the decision one defense undertaken by the defendant was ruled insufficient in law, while on another point, plaintiff's petition for partial summary judgment was granted.

The first part of the decision involved a plea by the defendant which held that even tho the Copyright Act holds that mechanical royalties under the compulsory license provision are to be paid on the basis of records manufactured,

of many of these costs to Parsons.

Parsons' share for transportation, press parties, etc. — plus recording costs — amounted to \$12,412.55, against total royalties — on a disk which sold more than 500,000 — of \$12,918.21. Parsons was also charged recording costs — again as is customary in the trade — on subsequent dates amounting to about \$250.

Altho cash advances made to Parsons totaled \$5,547.21, many of them were paid out to cover specific transportation or hotel bills. Thus Parsons ended up with relatively little spendable cash, again as is often customary for new disk artists making all-out pushes to break out a first record as a hit.

Carlson said Parsons was originally charged half of promotion men's costs in several cities on his royalty statement, but that Fraternity has since given him a corrected statement whereby the label absorbed the entire amount.

Bobbie Bare, now serving with the Army at Fort Ord, Calif., last week inked a recording pact with Fraternity. His initial release for the label, due out this week, couples "More Than a Poor Boy Can Give" and "Sweet Singin' Sam," both from Bare's pen. Tunes are published by Harry-Bare Music, new publishing firm recently formed by Bare and Carlson.

Peer Sued Over 'Sands'

NASHVILLE—A suit filed in Federal District Court here Tuesday (10) seeks \$200,000 in damages and profits from the sale of the song, "White Silver Sands."

The suit was brought by George E. Paullus, of Sharina Music Company, against Peer International Corporation of New York, claiming the song was written before March 1, 1957, by C. G. Matthews and Gladys Reinhart.

Paullus said rights were assigned to him and that Matthews later copyrighted the song under the name of W. E. Fellows and entered into a contract with Peer International.

He seeks to have Peer enjoined from using or publishing the song, in addition to payment of damages.

UA Staff

• Continued from page 3

Atlantic States. Jerry Raker, district sales and promotion manager, touring record markets along the Eastern Seaboard, and Harry Goldstein, West Coast sales-promotion manager, is hitting West Coast areas.

At the same time singer Jimmy Curtiss—who cut one of UA's current singles — is pushing his new release, via a swing thru six key cities, starting in Pittsburgh. Other current UA singles benefiting from the drive include sides by Don Costa, Marv Johnson, and Rosemary June.

the custom in the industry has been to pay on the basis of copies sold. The Judge held that no custom could alter a definitive statute.

On the second count, the defendant held that plaintiff should be granted no relief since it was alleged that the plaintiff was carrying out the present action only to harass and coerce the defendant in connection with other pending actions, and to destroy the defendant's good name and good will. The Judge concluded: "Plaintiff's action for partial judgment on the issue of liability is granted."

Julian T. Abeles is counsel for the plaintiff while Henry Cohen represented the defendant.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Tommie Summers and His Cameron Valley Boys, comprising Eddie Nesbitt, Lonnie Lynne, Roy Hunt, Don Miller and Clyde Bennett, with Summers on vocals, have launched a new Sunday show on WKCW, Warrenton, Va., new all-country-music station.

Harry Fenster's tune, "You Knew Me When You Were Lonely," in the Peer-International catalog, has been recorded by Eddie Zack on the Columbia label. . . . Hickory Records has just released its first LP under the Hickory banner. Waxed by Wilma Lee and Stoney Cooper, it's titled "The Big Wheel." Nearing completion at Hickory are LP's by Roy Acuff and the McCormick Brothers. . . . Members of Johnny Moseby's ag-

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gregation are reported to have lost all their instruments in the fire which recently destroyed Jubilee Ballroom, Baldwin Park, Calif. . . . Little Phyllis Hamilton is the feature with "Ohio State Country Round-Up," aired each Saturday, 11-12 p.m., over WMNI, from the Fairgrounds in Columbus, O. Slated for early guest spots on the show are the Country Gentlemen and Don Reno and Red Smiley.

The Bains, Buddy and Kay, have signed with Tune Records, of Florence, Ala., with their first release due out soon. . . . The gospel-singing Blackwood Brothers Quartet is routed as follows: London, Ky., May 17; Charleston, W. Va., 18; Columbus, O., 19; Grand Rapids, Mich., 20; London, Ont., 21; Rome, Ga., 24; Columbus, Ga., 26; Panama City, Fla., 27; Albany, Ga., 28, and Montgomery, Ala., 29.

With the Jockeys

Sonny Davis, of the Davis Twins, conducts a c.&w. platter show five days a week over WKLC, St. Albans, W. Va. . . . Sleepy Jeffrey, better known as Sillie Willie, is the country deejay at WTIP, Charleston, W. Va. . . . Cowboy Phil, c.&w. deejay at WHJB, Greensburg, Pa., is back in Monsour Hospital, Jeanette, Pa., for treatment of his ailing knee. His "Country Music Time" enjoys the biggest mail pull at the station. . . . Balin'-Wire Bob Strack infoes that he's still spinning the country wax at KOAM, Pittsburg, Kan., and making a few personals in the area as time permits. He asks that artists and record companies direct their deejay samples to his home address, 711 West Ninth, Pittsburg. . . . The Austin Brothers, presently working out of East St. Louis, Ill., have a new release on the K-Ark label titled "I Can't Count That Far," published by Moss Rose Publications: Samples are available by writing to Hubert Long, 616 Exchange Building, Nashville.

Al Urban, now spinning 20 hours of c.&w. music a week over KCTI, Gonzales, Tex., has out a new release on the Sarg label, "Street of Memories" b.w. "The Last Heartache." Deejays may obtain a copy by writing to Urban at the station or to Sarg Records, 311 E. Davis Street, Luling, Tex. . . . Bill Blough typewrites that he is slated to inaugurate a new country platter show on WKKD, new station in Aurora, Ill., about August 15. Station will offer at least 12 hours of country music a week, Blough says. He asks to be put on the mailing lists for sample platters. This will be Blough's first attempt at deejaying, altho he has been playing and singing country music since he was 13.

Deejays desiring a copy of Ernest Ashworth's new Decca release, "Each Moment Spent With You" b.w. "Night Time Is Cry Time," may obtain same by writing to his manager, Ernest Tucker, Box 25, Fayetteville, Tenn. . . . Whirling the country wax at KTYM, Inglewood, Calif., are Tommy D, Pat Paige, Smiley Monroe, Cactus John, Side-Saddle Sam and Frank Simons. Monroe continues to keep busy with personals in the area, along with his TV appearances on "Town Hall Party" each Saturday night. . . . "I Don't Mean a Thing to You," new tune penned by Nora Delawter, has been waxed by Bill Springer on the Cowtown label. Deejay samples are available by writing to Miss Delawter at 938-109 By-Pass, Anderson, Ind.

Smoky Rogers, Billy Guitar, Al Gordon and Lee

Harris man the turntables at XEGM, new all-country music station at El Cajon, Calif. XEGM operates 3-10 p.m., seven days a week, featuring country music exclusively, with no news other than that pertaining to country artists. The station bills itself as the Town and Country Music Hall. . . . Bill Gates has joined the staff of KAGT, Anacortes, Wash., to spin two hours of country music daily, 4-6 a.m. Continuing on the same station with "Kagit Corral" 6-8 p.m. daily, is Lonnie Bell. The latter, incidentally, is retiring from the U. S. Navy July 6 after serving 20 years. "I've been doing country deejay work on the side for the last 10 years to supplement my income," typewrites Lonnie. "I've worked in country music all over the world and enjoyed every minute of it, but now find myself longing for the hills of West Virginia. I would like very much to relocate somewhere back East."

Tommy Trent, who spins three hours of country music daily on KTHS, Little Rock, Ark., is just out with a new release on the All-star label, "Love Me" b.w. "A Mile to the Mail Box." Smilin' Jerry Jericho and Larry Butler recently cut sessions for the same label, with release due any day now. . . . Charlie Gore, who spins the c.&w. wax at WVOV, Logan, W. Va., scribbles that his new release, "Black Diamond," is going like mad in his area. . . . If you're interested in receiving a sample of the new release by Leon Beaver and the Little Beavers, "Darling, I Will" b.w. "Georgia Waltz," on the Yonah label, drop a card to Reba Carringer, Box 178, Blue Ridge, Ga.

Richard D. Glosser, PD at WFHD, Augusta, Ga., is holding mail for W. E. Hale sent to the station in error. Glosser asks that Hale send him his address so that the mail may be forwarded. . . . Ray Guyce has moved his "Western Jamboree" platter show from WPCO, Mount Vernon, Ind., where he has been the last four years, to Station WVMC, Mount Carmel, Ill., where he presents two one-hour shows, one at 5 a.m. and the other at 11 a.m. Guyce says he's in need of country and gospel labels from all labels. Guyce also has a new release on the Brite Star label, "Please Read My Letters" b.w. "Slippin' Round on Me," both from his own pen. He'll be happy to send out samples to jockeys who'll write in. Glenna Dene Case, who helped Guyce on the "Slippin' Round" side, has also been signed to a Brite Star pact, with her initial release due out soon.

"Things are moving right along with our Town and Country Music Club," typewrites Bob Scott, program director at KHLY, El Paso, Tex. "Membership now totals in the thousands. Fact is, since we formed the club, we have jumped from a measly last place in this nine-station market to a strong second. Country music, if I may quote cousin Simon Crum, is here to stay. KHEY is now putting on weekly c.&w. dances to develop new talent and further the cause of country music in the Southwest. Town and Country Music Club members are admitted to the dances at half price. Local record labels have been more than co-operative, even supplying occasional guests. Country music is proving as commercially feasible in this area as pop, if not more so, and we look forward to continued growth. Thanks for printing our pleas for records. We reiterate same."

Beverly Mae Wilson is appearing as a regular on Billy Guitar's Sunday sessions at Smokey Rogers' ballroom in El Cajon, Calif. . . . Buck

Reviews and Ratings of New Albums

SACRED ★★★

★★★ OLD TIME RELIGION — 16 SACRED SONGS
Wayne Raney & Raney Family, Carl Story, Stanley Brothers, Frankie Miller, Margie Singleton & Other Various Artists, Starday SLP 116 — This collection of gospel and sacred songs by such artists as the Stanely Brothers, Wayne Raney, Carl Story, and Margie Singleton, among others should have strong appeal to the country trade and the Bible Belt. Tunes include "That Old Time Religion," "Doctor in the Sky," "Lilac Bouquet," and "Sunshine Land."

SPIRITUAL ★★★

★★★ SISTER ROSETTA THARPE
Omega OSL-31, (Stereo & Monaural) — Sister Rosetta Tharpe shows off her meaningful way with a gospel lyric on this exciting new spiritual set. Her interpretation of "Lily of the Valley" is remarkable, and her readings of "Nothing Between," "God, Lead Us Along" and "I Saw the Light," among others are very well handled. Sister Rosetta is helped by a chorus, who also feel the spirit.

FOLK ★★

★★ FOLK SONGS AND DANCES OF IRA — RECORDED IN IRAN
Folkways FW 8856 — It is doubtful if this album will have much appeal except to dyed-in-the-wool folk fans, even tho the recording is most interesting. Tunes are all native melodies played by folk groups, and some of them dealing with folk groups from various regions of Iran, including Kurdistan, Ghuchan, Shiraz, etc.

INTERNATIONAL ★★

★★ BAHAMA BASH
Little G. Top Rank RM 316 — Little G is the working name of Harold McNair, a Jamaican lad who is one of the popular entertainers at Nassau in the Bahamas. This LP gives a sampling of his abilities singing pop ballads such as "Summertime," and "Blue Skies," as well as to turn some jazz phrases both vocally and with his alto sax. He also sings a group of island specialties including the novelty, "Naughty Little Flea"; the calypso, "Digby"; and the tender "Bahama Lullaby."

SPOKEN WORD ★★

★★ ANTON PAWLOWITSCH CHEKHOV READ IN RUSSIAN BY KARP KOROLENKO
Folkways FL 9953 — Five of the famed

Yorke Named Victor Veepe

NEW YORK—Bob Yorke has been appointed division veepee, of the commercial records creation department at RCA Victor Records. The appointment was made by George Marek, vice-president and general manager of the record division. Yorke was manager of West Coast operations of RCA Victor until the end of 1959, and in early 1960 he moved to the East Coast to take on his new post in charge of the commercial records creations department. Yorke reports to Norman Racusin, division veepee and operations manager at RCA Victor.

Benson, one of Pennsylvania's busiest deejays, with daily shows on WLBR, Lebanon; WGAL, Lancaster, and WORK, York, began operation of Himmelreich's Grove, Womelsdorf, Pa., May 1. Headlining his first show was Tex Ritter.

More Folk Talent and Tunes on Page 42

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playwright's short stories are read in Russian by Karp Korolenko. The packaging includes a booklet which gives a capsule content of each selection and the significance (political and social) of each of the stories. Sound is good, and Korolenko's voice is highly suitable and expressive. Appeal will most likely be limited, however.

Reviews of New Pop Records

Continued from page 45

★★★ Singing With the Angels — Up-tempo sacred effort receives a strong vocal from the quartet over a hoe-down styled backing. (Lois BMI) (2:05)

EVAY & GENE TRAVIS
★★ Loved Ones Are Waiting in Heaven — RAZORBACK 015-6—Evay and Gene Travis sing this gospel effort with feeling over guitar and fiddle backing. (Razorback, BMI) (2:23)

★★ The Kings Highway — Same comment. (Razorback, BMI) (2:15)

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IMPROVEMENTS, ADDITIONS MARK SEDLMAYR MIDWAY

Star Flyer Rocket Show, Western Show Are Major New Attractions

By HERB DOTTE

MEMPHIS—Mightier than ever, the Royal American Shows opened its long season tour here Saturday (7) at the Memphis Cotton Carnival to the accompaniment of cold, high winds and the lavish praise of veteran showmen over the many improvements to what long has been acknowledged the monarch of the midway.

In appearance, earning power, facilities and equipment, the 1960 edition surpasses those which have preceded it. Continued plow-back of profits—the established policy of Owner Carl Sedlmayr—is mirrored in the scores of improvements and new additions.

Chief among the new units in the attraction line-up are a Star Flyer Rocket Ship, the first such combination ride and show made; two new rides, a Paratrooper and a Flying Coaster, and a new Western show, "Blazing Six Guns," which offers talent which has been featured at Disneyland and is so billed.

The Star Flyer Rocket Ship is a product of the U. S. Amusement Company, a subsidiary of Champion Industries, Mineola, N. Y. The device is 70 feet long, has a diameter of 7 feet, and is mounted on a 40-foot trailer. It has 32 individual seats and gives patrons a simulated flight to outer space and back. In operation the rocket raises to an angle of 23 degrees and the seats placed in rows on either side of an aisle, move forward and backward, as a reverse viewing film, shown at the front end, creates the illusion of flying thru space.

Only Three Built

Thus far, only three Star Flyers have been manufactured, both for fixed locations. One of these will operate at Palisades Park, N. J., and the other at Agawam, Mass., this season.

Winnepesaukah Opens Strong; 4 Rides Added

CHATTANOOGA, Tenn.—Lake Winnepesaukah had its biggest pre-season weekend April 23-24, with crowds so thick that county patrolmen were called in to help direct traffic. Mrs. Adrienne Norton, secretary, attributed the attendance to the first break in weather following a severe winter.

There are four new rides on which to peg advertising, more concentrated this year than last. The lake's grand opening was held April 30 and May 1. Free "Grand Ole Opry" shows have been set for every Sunday.

The spot's 21 rides have been led in early grossing by the Mad Mouse, Mrs. Norton reported, followed in order by the Kiddie Roadway. Lake Winnepesaukah's 16 billboards feature the Mouse unit. Also new are a Scrambler and one of the B. A. Schiff Tower Slides.

The Disneyland - talent show, "Blazing Six Guns," features Lucky Laredo, a fast-drawing expert; Billy Hammond, Comic Burt Henry and two Can-Can girls. Presented behind a flashy new front, this show is expected to do excellent business, particularly on kids' days, over the route.

Again featured on the Royal is Leon Claxton's Harlem in Havana Show, a perennial favorite. The Claxton unit opened here and was anticipating especially good business at its next stand, where the all-Negro revue will reap the benefits of playing in the heart of a densely populated Negro area.

The Royal's regular girl revue, produced yearly by Leon Miller, did not open here, nor will it at St. Louis, but will bow June 8 at Davenport, the Royal's third and last stand before it heads for Can-

ada and the start of its fair route.

Restrooms Please

Notable on the Royal's midway here were a brace of huge toilet wagons—trailers actually—one for women, one for men. These, an innovation with the show, made a hit with Cotton Carnival patrons. The two toilet wagons will be provided free both to the fairs and to the patrons the Royal serves and are certain to prove a boon at many engagements.

No charge of any kind is made in the well-equipped toilets, but Sedlmayr believes the investment and cost of staffing and carrying them will be more than offset in extending patrons' stays on the midway and in heightening the show's already high public relations.

As usual, much of the profits (Continued on page 60)

9,500,000 VISITORS

4 Years Reviewed By N. Y. Coliseum

NEW YORK — With 139 major events being housed and 9,500,000 visitors attending over a four-year span, the New York Coliseum's operators are pointing to it as the world's leading exposition center.

Arthur Smadbeck, president of the Coliseum Exhibition Corporation, said the building outdistances all of the country's other exposition centers, both in average annual occupancy and attendance records for individual shows.

The Coliseum's floor days — the number of days multiplied by the number of floors leased, totaled 1,169 for the period of April, 1959, to April, 1960. This was an increase of 49 per cent over the previous year's total, 786.

Smadbeck's anniversary report cited an estimated \$1,625,191,500 spent in the city during the first four years of operation. This was divided among hotels, which got \$709,396,090, restaurants, shops and department stores, theaters, night clubs, sightseeing and miscellaneous expenditures.

Seattle Expo Names Rockey To PR Post

SEATTLE—Jay Rockey, manager of the New York public relations offices of the Aluminum Company of America and a former Washington State newspaper man, has been named director of public information for Century 21 Exposition.

Rockey is a native of Olympia, Wash., and a graduate of Washington State University. He formerly was editor of The Olympia News and a legislative reporter and Seattle night bureau manager for United Press International.

Howard Sloane, managing director of the Coliseum, reported: "The Coliseum has effectively reversed the long-established trend of the September-to-May exposition season, making it now a year-round business. Shows in the air-conditioned center now find the summer prior desirable."

He pointed out that last summer the Soviet Exhibition drew a record attendance of over 1,000,000 visitors and that the American Hospital Association exposition and NAACP convention were equally successful. Pride was expressed in the United States World Trade Fair as the only international exposition in North America to be unanimously elected to membership in the Union of International Fairs.

Soft Drink Sales Hit Record Peak

WASHINGTON—All-time records for sales and per capita consumption of soft drinks were established during 1959, according to the American Bottlers of Carbonated Beverages.

The 1959 figures reveal that the industry experienced a 9.2 per cent volume increase over 1958 in a record-selling year. Combined with a general movement in price adjustments, this increase placed the dollar value of '59 sales at a wholesale level of \$1.6 billion.

Total case sales were 1,484 million compared with 1,349 million the preceding year. The total includes sales thru pre-mix vendors, converted to case equivalents.

Per capita consumption of soft drinks in 1959 reached an all-time high of 199.8 bottles.

MEMPHIS FAIR WILL UNVEIL PLANT PLANS

MEMPHIS — The Mid-South Fair will unveil its 10-year master development plan for a new and permanent fairgrounds and community center here May 28.

The invitations read: "The Mid-South Fair presents... Art Linkletter in 'People Are Planning'." Linkletter and Clyde Vandenburg head up the organization that has created the master plan.

The unveiling will take place in the ballroom of the Memphis Country Club.

Philly Riverview Bows Weekends

PHILADELPHIA — Riverview Amusement Park at nearby Pennsville, N. J., opened for weekends or Saturday (14) as a prelude to the regular summer season.

The 65-acre amusement mecca has undergone an extensive renovation program. Among the improvements were the enlarging of parking facilities and an overhauling of the picnic groves. In addition to amusements for both youngsters and adults, baseball diamonds and athletic fields are available at no charge. Other features include a swimming pool, boating lake and miniature golf course.

The Riverview Lines will run boat service to the park from its Chestnut Street pier. Daily excursion trips on the S. S. State of Pennsylvania will begin with the opening of the season, May 28.

Cash Bingo Okayed by R. I. Solons

PROVIDENCE — Cash bingo prizes were authorized in a bill passed last week by the Rhode Island General Assembly. It covers awarding up to \$100 per game, with a maximum of \$1.00 per session, whereas the present law restricts prizes to merchandise. Governor Del Sesto vetoed a similar measure last year.

South Bend Withdraws Plan to Buy Playland

SOUTH BEND, Ind.—An attempt to use Playland Park as the site for a low-rent housing project failed last week.

At the request of Mayor Edward F. Voorde, the South Bend Housing Authority withdrew the plan for the acquisition of the Playland property at a stormy meeting of the South Bend city council Monday (9).

Almost 800 supporters and demonstrators filled the council chamber when Mayor Voorde rose to ask the authority to withdraw its resolution.

Playland is an open site, Mayor Voorde said, and the authority should clear and redevelop blighted areas instead.

Barnes Inks Ionia, Mich., Fair Revue

CHICAGO — Barnes-Carruthers Theatrical Enterprises has signed to again produce the night grandstand show at the Ionia (Mich.) Free Fair, August 8-13, Sam J. Levy Sr., president announced.

Barnes will put in a revue with acts and a band for all six nights of the fair. Earlier the fair had signed with the Roy Rogers troupe to play the run before the Western star canceled out his fair appearance for the season.

Levy also disclosed that the Barnes office again will produce the grandstand show at the Saginaw (Mich.) Fair, which this year will run September 11-17.

Dancing Waters On Rooftop for St. Paul Club

ST. PAUL, Minn.—A Dancing Waters display is being set up atop the eight-story Minnesota Mutual Life Insurance Company building here and is scheduled to begin operation May 23. It will continue for at least four months.

The show is intended to be viewed from the new Summit room atop the St. Paul Athletic club, which is opening this month. It also will be visible from some street locations and from upper stories of several office buildings in the downtown area.

The attraction was leased from Dancing Waters, Inc., with the costs shared by eight firms here.

Erecting the show on the roof created a number of special problems. To carry the weight, it was necessary to construct a 50 by 75-foot platform. And because of the high winds, the waters will dance inside a 17-foot-high, 36-foot-wide plastic bubble.

Music will be piped into the Athletic club with the nine-minute shows put on every half hour from dusk to about 1 a.m.

Earlier last week the board of governors of Michigan Watershed, Inc., proposed the purchase of Playland by the city and its maintenance as a public recreational facility. The Watershed move, admittedly made to forestall the conversion of the property to housing, may be abandoned now that the Authority had given up the project.

Earl J. Redden Sr., owner of Playland, was quoted by Rose as saying that the land is potentially commercial property.

"There is pressing need for recreational facilities in this area," Rose said. "The Playland property is ideal for a public park. It is the only substantial parcel of land that can be developed without expensive removal of existing buildings."

N. Y. Garden Loses Kilpatrick, Moore

NEW YORK — John Reed Kilpatrick, honorary chairman of Madison Square Garden, and Frank Moore, its venerable rodeo manager, died less than a day apart last week. Both were leading personalities, known thruout the country. Kilpatrick, who passed away Saturday (7), was 70; Moore, 71, died Sunday. Both succumbed to cancer. Kilpatrick was the building's president from 1933-35. He held a youthful exuberance for sports thruout his lifetime, and was cred-

N. Y. RODEO, FRANK MOORE GO TOGETHER

NEW YORK—The death of Frank Moore, veteran rodeo manager for Madison Square Garden, was of macabre significance to followers of the sport. Moore had been hospitalized for the past month, and only two weeks ago confided to friends that the building had cancelled its World's Championship Rodeo this year, after a long string of declining annual grosses. It was reported that Boston Garden had followed the lead of Madison Square Garden, and also cancelled out. Both big-time rodeo and Frank Moore, by coincidence, were lost to New York City at the same time.

J. Ed Brown Dies Following Long Career

LOS ANGELES—J. Ed Brown, 72, former carnival and concessions manager and circus adjuster, died here Friday (6). Funeral services were conducted Wednesday (11). Brown had been retired here for a number of years following the failure of his eyesight. He was active in the Pacific Coast Showmen's Association.

A native of Chicago, Brown's family name was James Edward Buck. He acquired his show name in 1900 when he was a cookhouse boy on the Cole Younger & Frank James Wild West Show. In the years that followed he was with Buckskin Bill's, John Robinson, Sparks, Sells-Floto, Arlington & Beckman, Youg Buffalo, Howes Great London, Barton & Bailey, and Hugo Bros. circuses and wild west shows.

Then he was with Rice & Wortham and C. A. Wortham carnivals and Rice Water Show. He was manager of the John T. Wortham Carnival and then manager of Rubin and Cherry Shows. In 1936 he was manager of the concessions at the San Diego Exposition, after which he was associated with the San Diego County Fair at Del Mar. He also was manager of concessions at the San Francisco World's Fair and builder of an amusement park at Long Beach, Calif., before retiring.

Wonder Gets Open

SAN FRANCISCO — Wonder Bros.' Circus has opened but early-season accidents put a crimp in things. The show is owned by Sam Bochlich and Frank and Janet Burger. Business has been okay. But a trained dog was hurt, the guanaco died, and Mary Burger, who worked several turns, broke a leg.

ited with providing the spark and knowledge that pulled the Garden from financial straits.

He won control of the building in 1935 in a proxy struggle with John S. Hammond. During his reign it thrived on a steady diet of sports programs. His devotion to his business was interrupted during World War II when he served as a brigadier general.

Born in New York City on June 15, 1889, he was the son of a wealthy realtor and turned to sports at a young age. At Yale he made All-American in football and was a track star. World War I saw him advancing from enlisted rank to a colonelcy at the age of 30. The years after the war were spent in the construction business, until his victory at the Garden.

Services were held in St. Bartholomew's Church on Tuesday (10), with burial in Monmouth, N. J. He is survived by a daughter, Mrs. William W. Field. Mrs. Kilpatrick, the former Stephanie Raymond, passed away in 1956.

Moore's Life in Rodeo
Frank Moore led a colorful life in rodeo for more than 40 years. A native of Bedford, Ind., he was solidly built, blunt in speech and usually entrenched behind a cigar. Moore's association with Madison Square Garden started 30 years ago in 1930, after he played New York with rodeos of Tex Austin and the late W. T. Johnson.

His first New York effort was accompanied by a fire-snorting ASPCA agent, he recalled, incensed over the listed bulldogging event. "We won't let you put those bulldogs in there with those steers," he said the agent complained.

Raised on a dairy farm in the Midwest, Moore shifted to California in his teens. He was a railroad baggageman, auto race promoter, and livery barn operator. The promotion job got him connected with Austin, a pioneer rodeo showman. Moore had meandered into Tucumcari, N. M., and was peddling postcard pictures at the 1919 rodeo, an Austin promotion. The pair teamed up and ran rodeos in Chicago, El Paso, Oklahoma City and Manhattan.

After the ASPCA objections Moore and Austin sought an injunction against the ASPCA and a befuddled judge ruled he'd have to see the performance first. The publicity packed the place. After 10 years with Austin, including a lush 19-day promotion in Wembley Stadium, England, Moore went with Johnson. A successful date in the Garden was followed by the building's decision to set up its own rodeo department, with Moore at the helm. Thousands of contestants, stock suppliers and performers admired and loved the gravel-voiced rodeo boss. A couple of years ago his illness cost him the loss of an eye but he soon resumed his life's work. Services were held Wednesday (11) at the Walter B. Cook Funeral Home, with burial in Indiana. He is survived by his widow, Mary.

New Track Surface For Minneapolis

MINNEAPOLIS—A newly surfaced track greeted competitors recently for the opening of night auto racing at Raceway park at nearby Shakopee, Minn., south of this city. A special asphalt preparation has been applied to both turns of the one-third mile track.

The opener featured an eight-event double header stock car bill with events for both early and late model modified cars. A spectators race also was on the agenda with \$50 to the winner.

RINGLING DUE ON TV MAY 27

GREENSBORO, N. C.—CBS-TV will broadcast on May 27 the video tape it made of the Ringling circus during that show's earlier run in the Greensboro War Memorial Auditorium-Coliseum. The hour-long show will be seen during the evening on the television network. It is called "Thrills of the 1960 Circus." The scenes not only cover parts of the Ringling performance but also give several views of the new building, it is reported.

EXHIBIT TIPS

East & West Mass. Groups Set Events

BOSTON — Both the Eastern and Western Massachusetts Agricultural Fairs Association have coming events listed. Today (16) the Western group holds its 31st annual meeting, at the Hampden County Improvement League, West Springfield. Program includes dinner, roll call, question period, elections and speakers.

A principal address will be given by John C. MacFarlane, who has recently returned from a tour including Israel, Greece and North Africa. He will discuss the Heifer Project and agriculture in the Near East and Africa. President of the association is Russell B. Pomeroy of Westfield. Last year's attendance was 122 persons from 15 fairs in Hampshire, Hampden, Franklin and Berkshire Counties.

The Eastern group's special meeting on exhibit education is scheduled for June 29 at 7 p.m. at Weymouth Grange Hall, Route 128, South Weymouth. Earle S. Carpenter, extension communications specialist from the University of Massachusetts, will show colored slides and discuss pointers and pitfalls in exhibits.

Kelly-Miller's Staff, Boss, Performer Roster Listed

HUGO, Okla.—Personnel of the Al G. Kelly & Miller Bros.' Circus was announced recently. Names of staff people, department bosses and superintendents as well as performers are included.

Staff: Obert O. Miller, president and general manager; D. R. Miller, manager; Glenn J. Jarnes, assistant manager; Jack S. Smith, chief auditor and red wagon; Sid A. Stevenson, ticket auditor and white wagon; Col. Harry L. Thomas, equestrian director; Chester L. Clayton, 24-hour and special agent; Claude Smith, general superintendent; Frank F. Ellis, legal adjuster.

Advance Department: Advertising Car. No. 1: Edward Riley, manager; Doris Riley, secretary; David A. Exler, Philip Marcus and Kenneth Burns, lithographers; E. C. Merritt, Kenneth Palmer, Douglas Spicer and Howard Marshman, billposters.

Press Department: Edward Howe, press agent; Robert T. Bullock and B. Stanfield, contracting agents.

Superintendents: David Jenner, tractors; Dallas O. Snow, Side Show boss canvasman; Herman Littlejohn, big show boss canvasman; Joseph K. Pressly, general utility and seat wagons; Thomas F. Spence, water and fire department; Ione Stevens, concessions; A. D.

Allan Herschell Buying New Plant

Will Move From North Tonawanda To Buffalo Atomic Energy Building

NORTH TONAWANDA, N. Y.—The U. S. government has accepted a bid by Allan Herschell Company, Inc., on a surplus factory in Buffalo. The ride manufacturing concern expects to move from here to the new location. Herschell offered \$312,000 for the building, which formerly was used by the Atomic Energy Commission. The bid was received and accepted by the General Services Administration, Washington. Land leased from the Pennsylvania Railroad has an option price of \$120,000.

Acquisition of this 113,000-square-foot concrete block building will enable the ride maker to concentrate all of its operations under one roof. In North Tonawanda it uses several factory buildings, some of them occupied by the company since 1880. One of the old buildings was built especially to house Merry-Go-Rounds.

The Atomic Energy building was built in 1954 and used only three years. It is free of supporting columns and has overhead cranes to serve the entire production area. The railroad siding and truck accessibility are added advantages. It is near an exit on the New York Thruway.

Lyndon Wilson, president of Allan Herschell Company, Inc., said, "It is fitting and fortunate that we are able to celebrate our 80th year in the amusement ride manufacturing business by consolidating our several factory locations into one building."

"To commit the Allan Herschell Company for such a large expenditure represents a tremendous vote of confidence in our employees and the future of the amusement ride business. The new modern facilities will enable Allan Herschell Company to offer the best of working conditions for our people, excellent production and shipping areas and another forward step which will enable us to maintain our reputation as the world's larg-

est manufacturer of outdoor amusement rides and equipment."

Before any of the present Herschell plants are moved it is necessary to construct a new entrance to the building, new power supply must be brought in and a legal closing of title with the General Services Administration will be made. The Payne Avenue plant of Allan Herschell in North Tonawanda will be the first to move, with the Geneva and Oliver Street factories following late in the summer. Both the North Tonawanda Geneva and Oliver Street factories will be offered for sale after the move is completed.

The new Herschell plant and facilities will be located in Buffalo at Clinton and Babcock Streets.

'Moon' Dome a Walk-Thru at Willow Grove

Max Hankin Mgr.; Eerie Moon Visit Featured by Unit

WILLOW GROVE, Pa. — Only major development at Willow Grove Park this year is a big one, a novel "Moon" dome building which houses an eerie walk-thru that has earned considerable local attention.

Management this year is by Max Hankin, one of the Hankin family who assumed ownership of Willow Grove last year. He succeeds C. B. Hurd. Other owners are brothers Moe Henry, Perch and Dr. Samuel Hankin, and brother-in-law Ben Schankin.

Bulk of pre-season expenditures have been devoted to improvement of facilities. A Commando Guns units has also been added.

The Moon has its exterior treated with pock-mark crater and valley effects. Inside there are imaginary space creatures, caverns and other terrestrial material. Sound effects and animation add to the illusion. Highest point of the structure is about 80 feet, Max Hankin noted.

Free acts and dancing will again be part of the operation altho details are not announced as yet. Advertising and publicity are heavily beamed at Philadelphia newspaper and radio media. Idea of disk jockey broadcasts from the Moon has won acceptance by those stations contacted.

Troupe, Estela Rojas Cantu, the Esqueda Troupe, Victor M. Obscura, Estrada Troupe and the Padillo Troupe.

Clowns: Lou Walton, producing clown; Roy Thomas, Joy Thomas, Shorty Sylvester, Peggy Sylvester.

Wild West and Concert: Oklahoma Shorty Shearer, Chief Yellow Eyes and Family.

Side Show: Glenn J. Jarnes, manager; Jane Campbell, ticket taker.

Menagerie and Animal Department: John Narfski, superintendent, and James Wilkinson. Fred C. Logan, superintendent of elephants; John Carroll, Robert Cline.

Ringstock Department: Otis R. Hill, superintendent; George Voyles, assistant superintendent.

Electrical Department: Howard Campbell, assistant superintendent.

TALENT ON THE ROAD

Billings, Mont., Fair Inks Thrush Alice Lon

Alice Lon, former Champagne Lady vocalist with Lawrence Welk, will be the grandstand headliner at the Midland Empire Fair, Billings, Mont., for three nights. Rex Allen will be in for three matinees and evenings, and the Four Step Brothers will be in for the full run. . . . Latest addition to the name bill at the Indiana State Fair is thrush Jane Morgan who'll help to liven up the horse show September 4-9. Jan Garber's ork will cut the show. . . . Names set to go straw-hat theater this summer at Chicago's Tenthouse and Music theaters include Hugh (Wyatt Earp) O'Brien, Guy (Wild Bill Hickok) Madison, Louie Nye, Imogene Coca, Paulette Goddard, Joey Bishop, Dorothy Collins, Gloria De Haven, Eddie Bracken and Patrice Munsel.

The Brandywine Music Box, Concordville, Pa., has lined up its talent for the season, much of it of the jazz variety. Louis Armstrong will kick off the lid, July 5-10, followed in order by Maynard Ferguson and Chris Connor, July 11-16; Glen Miller and Modernaires, July 18-23; Dukes of Dixieland, July 25-30; Count Basie, August 1-6; Les Brown, August 8-13, and Sarah Vaughn, August 15-20. . . . Harold G. Thorp, manager of the Mountain Music Boys, and Bill Edd, reports they all recently visited in Nashville where they cut up touches with Hal Smith, Ernest Tubbs, Wilma Lee and Stony Cooper, Lovern Bros., Patsy Clain, Bill Monroe. Then to Roanoke, Va., to see Don Rino, Red Smiley, Carlton Haney and appeared on WDBJ-TV.

TV SHOWCASE: Upcoming Jack Paar guests include Wally Cox, May 17; Betty Johnson, May 18; Peggy Cass and Orson Bean, May 19. . . . Bobby Darin, Jack Benny, Polly Bergen and Betty Grable visit George Burns on June 7. . . . Frankie Vaughn guests on the May 19 Tennessee Ernie Ford half hour. . . . Edith Adams, Ray Walton, Della Reese, Jose Greco ditto on the May 18 Perry Como segment. . . . Gene (Bat Masterson) Barry will go legit, playing a role in the St. Louis Municipal Opera Company's presentation of "Kismet" starting June 20. *Charlie Byrnes, Chicago*

Montreal Ballet Tour Posed; H. S. Cele Signs Top Names

Les Grands Ballets Canadiens de Montreal makes its first American tour starting in October. Andre Mertens of Columbia Artists Management will direct the tour. . . . Atlantic City is opening spot for the New York Philharmonic's summer tour under musical director Leonard Bernstein. It substitutes for Cleveland, originally named as the opener, which will be played later. . . . Vocalist Carmen Michelle's recent performance before the New York Press Photographers, Philadelphia Headliners Club and Society of the Silurians, were all sponsored by Schaefer Beer.

Huckleberry Hound and Yogi Bear, kid TV cartoon favorites, will appear at the Brockton (Mass.) Fair on July 10. Ed Alberian handles the appearances. . . . May 22 "Parade of Stars" for the 40th anniversary of Salesian High, New Rochelle, N. Y., will feature Frankie Avalon, Carmel Quinn, Betty Johnson, Lillian Briggs and the Tony Pastor orchestra, Rev. Emil Fardellone, director, announces. Show will hold forth in the gymnasium. . . . Latest news on "Once Upon a Mattress," the Broadway musical, is that it will field two national companies while still running in New York, a theatrical rarity. *Irwin Kirby.*

Ontario Park Brings TV Kingdom to Actuality

WINDSOR, Ont. — Boofland, developed from a popular local television show, has been opened as the first theme park in this area. Larry Sands, Jerry Booth and Bernard Kahn are owners.

Booth is known as Jingles, the count jester of "Jingles in Boofland," a top children's TV show on CKLW-TV. Sands is the voice of the puppets used in the show, while Kahn is a Detroit attorney.

Allan Herschell's Al Everett III After Heart Attack

NORTH TONAWANDA, N. Y. — Al Everett, ride erection supervisor of the Allan Herschell Company for many years, sustained a heart attack Sunday (8) and is recuperating at DeGraff Hospital here. He has been with Herschell and its predecessor firms for 23 years. For many years he was in charge of setting up rides at parks. In recent years he has been a foreman in the assembly department.

The TV show is based on a fictitious kingdom and the park will be the embodiment of the imaginary kingdom.

Boofland park features lanes and structures along the Canard River, with large fiberglass and plastic figures and scenes from nursery book fiction, a small animal farm and playground and picnic ground. There are three snack shops and a gift shop. Booth appears in person in costume to entertain visitors, while Sands does the voice for two of the show characters.

Sands said total investment is about \$100,000. The park aims at a family-type operation, catering particularly to local repeat business, as well as to tourists. General admission for either adults or children is 25 cents. The park is currently operating Saturdays and Sunday until sunset and will open additional days following the close of school.

There are six rides—Roller Coaster, Merry-Go-Round, Kiddie Motorcycles, Rocket Ship, Train and boats. Two additional units are to be installed. The park also has a swimming pool, wading pool and a tennis court.

CIRCUSES OF CHINA, U. S. S. R. HERE? NYET

NEW YORK — For a while last winter it seemed Gotham, and the nation, were in for an onslaught of foreign circuses. The Hurok office released plans to bring the Moscow State Circus on an American tour, opening in Madison Square Garden. And Savoy Enterprises reported similar intentions (except that its show would be under canvas, not in arenas) for a Nationalist China "Circus of the Orient."

But now conditions have changed. Ringling's renewed contract with the Garden prohibits it from staging any other circus, depriving Hurok of the traditional big-money U. S. debut location. And Savoy, which has experienced a couple of recent setbacks, is shelving its Oriental circus plan. It was to debut at Palisades (N. J.) Amusement Park. The two circuses would have run day-and-date this fall.

Charleston Urged To Fix Auditorium, Link With New One

CHARLESTON, W. Va. — A citizens committee here told Mayor John Shanklin that the 22-year-old Municipal Auditorium should be "spruced up, promoted and put under the management of the new Charleston Civic Center."

What to do about the 3,517-seat facility long has been a subject of debate. On occasion, city officials have referred to the auditorium as "a financial white elephant." Last year it ran \$18,848 in the red.

A spokesman for the five-member advisory committee said \$43,985 would go a long way toward curing the auditorium's ills. That was the estimate it gave for an inside-and-out paint job and other renovations which would supposedly remove any suggestion of it being poorly-kept eyesore.

Because of the related nature of the work, management of the Municipal Auditorium could be handled by present Civic Center management personnel, the report continued.

The committee was critical of the city's spending only \$50,777 of \$80,590 budgeted for auditorium upkeep over the past five and one-half years.

Name Architects For Indianapolis Auditorium Plans

INDIANAPOLIS — Architects for preliminary studies of the projected \$16,000,000 civic auditorium were employed last week in the midst of mounting opposition to the project.

Under a law enacted to make the construction of the center possible, initial expenses were to be covered by a \$70,000 appropriation, half of which was to be contributed by the city, the other half by the county. The statute also created the Indianapolis-Marion County Building Authority under whose auspices the center was to be built.

Indianapolis has complied with the law and its share of the appropriation has been made available to the authority. At the same time, the \$35,000 allocation approved somewhat belatedly and with some reluctance by the county has been frozen by Marion County auditor Clem Smith. He contends there is doubt about the legality of the expenditure and that the money will be withheld until the attorney general assures him of the validity of the law.

ARENA, AUDITORIUM NEWSLETTER

Phoenix Survey

By TOM PARKINSON

PHOENIX, ARIZ., LAST week was hearing the auditorium-arena plans evolved for it by the Stanford Research Institute. The study organization, whose representatives have been contacting building managers and others thru the business in the past year, suggested a multi-purpose building that will cost about \$5,500,000 for actual construction and an over-all total of about \$8,200,000. The plan is part of a larger program outlined for Maricopa County. The building Stanford Research envisions is an arena which would have about 6,000 permanent and 3,000 temporary seats, a 110x212 floor and portable stage. It also would have an exhibition hall of 35,000 square feet and a separate theater with 2,500 seats and full stage. Parking area under the auditorium would accommodate 2,000 cars.

Further, Stanford estimates the facilities would be used 237 days a year, with 535,000 persons entering. This figure would include 129,000 at sports events, 123,000 for walk-around shows, 116,000 for entertainment shows, 52,500 for conventions and the others in local events. The report says \$118.61 is spent by the average convention delegate and that this would give the area more than \$6,000,000 in "new money." Stanford doesn't say the building will be self-supporting. Instead it states that revenue from rentals will almost pay for the operation, that in something more than two years income will be within \$6,000 of annual costs. The county would make up the rest. Still ahead at Phoenix is the long route of bond issues, planning and construction of the proposed building. In November the voters will consider the bond issue.

Moore Reaches Baltimore, Revises Preliminary Plans

BENJAMIN MOORE, newly appointed manager for the proposed new building at Baltimore, arrived at his new post early in May. He has been busy redesigning the proposed building to create a multi-purpose building capable of handling all types of events. He said he anticipates putting hockey into Baltimore's building, among many other things. Moore, formerly manager of the Spokane Coliseum, said that his revised plans for Baltimore's facilities will be ready about May 19 to be submitted to the board for discussion. He recalled that this is the fifth time he has been thru the process of designing, building and opening a new auditorium-arena.

Des Moines Foresees Profit As 1st Quarter Looks Good

DES MOINES VETERANS' Memorial Auditorium reported for the first quarter this year that its income was \$17,000 ahead of expenses. This compared to a first-quarter deficit of \$14,000 last year. Manager Horace S. Strong said he expected to be in the black for the full year. Last year the building was \$22,000 in the red. In the first quarter this year income increased to \$93,600, compared to \$75,200 last year. And the building's expenses in this year's first quarter were \$75,900, compared to \$89,700 in the comparable period last year.

PNE Auditorium in Black; New York Approves Stadium

PACIFIC NATIONAL Exposition at Vancouver, B. C., reports that this year's figures show the 21-year-old PNE Garden Auditorium in the black for the first time in many years. . . . New York City has approved a \$15,000,000 stadium to be built for the proposed new third major baseball league. It provides for a \$450,000 city appropriation. The stadium is to be built for opening in 1962. It would be built by the city and leased to the baseball team. . . . At Yuma, Ariz., a section of the roof collapsed at Joe Hunt's Sports Arena. It was believed to have been weakened by recent windstorms. Debris fell into the arena as it was being readied for wrestling and boxing. . . . Cincinnati's Music Hall this month has several school events and a three-phase music festival. Charles Bauer Jr. is manager. . . . W. Ray Scheuering, manager of the New Orleans Municipal Auditorium, had TV's "Wyatt Earp" Sunday (15) for two shows promoted by Rufus Jones. Home Show will be May 21-29. There are numerous school events as well. . . . Omaha Civic Auditorium, managed by Charles Mancuso, will have the Wayne King Show Monday (16), under Knights of Columbus auspices. Broadway Productions will bring Carl Channing in "Show Business Review" for May 20-21. . . . The Kingston, N. Y., Jaycees will sponsor the Miss New York State Pageant in July.

Shows Start Advance Work; New Building Plans Revealed

FIRST PUBLICITY FOR the Grand National Horse Show at the Cow Palace went out from San Francisco recently. The event will be October 21-30. . . . Eau Claire-Chippewa Falls Home Show at the fairgrounds drew 35,000 Iowans, according to Fred C. Boltman, show manager. . . . Andy Mulligan, manager of the Toledo Sports Arena, says he is anticipating a "bigger and better" Food Show for September 13-18. Toledo appliance dealers are joining in with the numerous other participants and sponsors. . . . Dartmouth College is talking about a new Field House. . . . Yale University is to build an auditorium. . . . A Mayfield Heights, O., shopping center will construct a sports arena. . . . New York State Teachers College has proposed a new gym. . . . Brown University at Providence, R. I., will build a new rink and auditorium. . . . There will be a new sports center at Drummondville, Que. . . . A silicone water repellent will be used for the seats and walks at the new Indiana University football stadium.

AMUSEMENT PARK OPERATION

Rebound Craze Extending to N. Y.; Tips in New Booklet

NEW YORK—Trampoline centers are finally denting New York City and the foreign market, on the strength of the terrific impetus built up during the past year. London will get the first European operation in two weeks and suburban Yonkers, N. Y., will debut its center this Sunday (22) on Central Avenue. The latter is operated by Phil Sanders, who will use it as a showcase in his role as Eastern distributor for Nissen Trampoline Company equipment. A 24-unit operation, it will be decorated at the opening by Judy Carroll, Nissen's "Miss Rebound Tumbler."

Nissen this month has come out with a 16-page brochure on setting up and operating a rebound center. Profusely illustrated, it covers such vital points as site choice, permits, insurance, leases, layout plans, construction details, costs and operating expenses and income. Eddie Cole of Cedar Rapids, the factory's home town, will head an operators' group now in formation.

Promotions, Picnics, Acts In News as Season Opens

EXCELSIOR AMUSEMENT Park near Minneapolis started its season this month with weekend operation. New among the features is a German Hot Rod. On Mother's Day the park gave orchids to the first 1,000 mothers to enter the park, and the promotion was termed a success despite cold weather. Both WCCO-TV and KSTP-TV covered the event with film clips on the evening news shows. Ray Colihan is promotion director at the park. . . . New York Times recently carried a four-column photo and news story about Freedomland. . . . At Holyoke, Mass., the Mountain Park has resumed Friday night record hops for teen-agers. . . . Seaside Park, Virginia Beach, Va., is to open May 20. Dancing will be free for the first three nights and is scheduled for seven nights weekly during the summer. TV personalities and circus acts fill be used. First fireworks show will be Decoration Day (30). Picnic area has been enlarged and equipped with new benches and striped awnings. Its neighbor park, Ocean View at Norfolk, will mark Navy Hospital Day May 21 when patients and their families and the staff at a new navy hospital will be given strip tickets for the afternoon. LeSourdsville Lake Park will start its regular full-time summer schedule Saturday (21). Attractions then will include the Crew Cuts. Miami Valley Boat Show will be in the park the same weekend. . . . At Monticello, N. Y., the Cimarron City theme park is under direction of Bill Leland, former rodeo cowboy. The spot opens May 28. *Tom Parkinson*

Disneyland Buys Into Arrow; Pennsylvania Parks Active

ADMIRAL JOSEPH FOWLER, vice-president and chairman of the executive committee at Disneyland, was a Chicago visitor Tuesday (10) and conferred during the forenoon with NAAPPB Executive Secretary John S. Bowman at the association's national offices. Fowler brought several items of general interest. Disneyland has acquired a substantial minority stockholder interest in Arrow Development Company, which has built a number of the Disneyland rides and will in the future encourage other parkmen to purchase some of these rides. Among the equipment to be offered at the outset will be their double-deck dark ride. For the first time in its limited history, Disneyland operated in the black during the five-day week winter season. Fowler said they achieved this by imposing the most rigid economies in all departments. "Everyone thought the other departments should do the cutting, but we worked it out," Fowler laughed. . . . Send a get-well card to Henry Bowen, NAAPPB past president, now a surgery patient at Burbank Hospital in Fitchburg, Mass. Henry is president of Whalom Park at Fitchburg and also vice-chairman of the NAAPPB government relations committee. . . . Frank J. Mencuri, formerly with Exhibit Supply Company, now sales manager at Southland Engineering Company, of Santa Monica, Calif., reports that Pacific Ocean Park's low-cost package price is drawing big crowds and resulting in waiting lines at all rides—a tribute to the ingenuity of POP's operating chief, Ben O'Diorisio. . . . Last year, POP suffered a dismal season, with its higher admission prices and the lure of the new Disneyland attractions proving too big a competitive stumbling block. Mencuri was an exhibitor at the Chicago MOA show, along with such other NAAPPB figures as Joe Munves, Alan Hawes and Sam Goldstein. Here for the nearby restaurant show was Myrt L. Westering, who operates the Swift Market House at Disneyland.

Ben Sterling, who opened Rocky Glen's 75th season at Moosic, Pa., May 1, is featuring Vanguard Racers and a new German Carrousel, equipped with helicopters, motorcycles and fire engines, as his latest attractions. Ben confided to fellow parkmen at the Pennsylvania meeting that he's seeking a manager to relieve him of heavy administration duties so that he and wife, Mae, can enjoy more leisurely living. They came to the park in 1928 as concessionaires in the Penny Arcade. . . . Bill de L'Horbe, National Amusement Device, of Dayton, had high praise for Chief Terrell's Kiddie Ball which had its 1960 performance at Silver Beach Amusement Park at St. Joseph, Mich., last weekend (7). . . . Max Tubis, manager of Million Dollar Pier at Atlantic City, is directing extensive improvements at the seashore funspot, including the remodeling of the old pier theater, to include an indoor miniature golf course and a games casino. . . . Torg Nelson, manager of Waldameer Park, Erie, Pa., is receiving warm plaudits from visiting parkmen for the ambitious renovation and improvement program he is guiding at "Pennsylvania's Seashore." Outstanding are the new refreshment stands which are of functional design and attractively trimmed with green Fiberglas. Also a major improvement is the blacktopping of their west parking lot which will offer a lighted area for 1,500 cars just opposite the ballroom. Alex Moeller, Waldameer chief, is feeling somewhat better following a stay in St. Vincent's Hospital.

John S. Bowman, NAAPPB Secretary

Atlantic City Gamesmen Seek City Licenses

ATLANTIC CITY—Less than 24 hours after the City Commission took final action on an ordinance permitting operation of amusement games on the Boardwalk, applications for such licenses were made at City Hall. Francis D. Kelly, supervisor of mercantile licenses, said three applications were filed and several other application forms had been obtained by intended operators but had not yet been returned.

The applications were filed for the Boardwalk Amusement Corporation headed by Herman Rapp, seeking a Fascination license at 925-27 Boardwalk; Irving Fishelberg, operating Arcade at 2137 Boardwalk, and the McDonald Amusement Service Company, headed by James W. McDonald, for an Arcade at 809 Boardwalk. The fee for Fascination and other group games is \$1,000. The Penny Arcade license fee is \$500.

Kelly said applications also had been obtained by Joseph and Margaret Reddy for a Penny Arcade at Central Pier, Myer Wolf for a Penny Arcade at 539 Boardwalk, and the operators of the Steeplechase and Million Dollar Piers.

Under the regulations set up by the State director, all licensees and their employees must file a questionnaire and be fingerprinted. Persons convicted within the previous five years are not permitted to be associated in the operation. The City Commission will award the licenses by resolution. While the City Commission may suspend or revoke the licenses following a hearing, appeal may be made to the State director.

3rd Helicopter for Gooding



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I can highly recommend the Helicopter Ride as a very profitable investment. The Allan Herschell Company has made another fine contribution to the Outdoor Amusement Industry.

Sincerely yours,
GOODING AMUSEMENT CO., INC.
F. E. Gooding, President

Patent No.
2,922,648

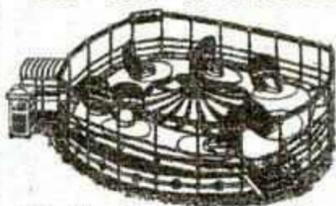


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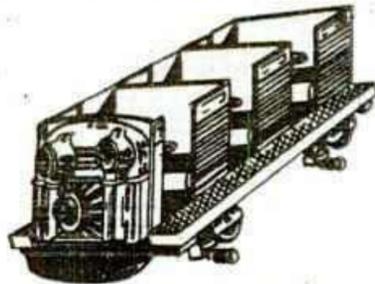
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ALLAN HERSCHELL CO.,
MINIATURE TRAIN DIV., North Tonawanda, N. Y.

Ringling-Barnum Press Plan Outlined; Boston Run Opens

BOSTON — Ringling Bros. & Barnum & Bailey Circus was set for its opening tomorrow (17) at the 13,909-seat Boston Garden for a six-day stand, bolstered by a new press set-up and advertising schedule laid out by legit press agents in a new move to garner more business.

The Boston budget for ads, radio and promotion was \$30,000. Joe Shea, press agent, was in ahead of the show with a big display of color stories. Boston marked the beginning of the new circus approach to newspaper publicity which will be followed in all major cities.

The layout included six different types of ads, three types of radio transcripts, two television featurettes, two spots on film, plus regular spots and color transparencies for Sunday supplements. This is the set-up for the major cities.

Smaller cities will run proportionately less.

Each local sponsor of the circus gets a set of feature stories, scene mats and mats in various column widths. In addition they receive 25 stills. Over all, Shea said, the circus has an \$800,000 advertising promotion campaign going. In some cities the circus gives the ads to an ad agency; in others, the arena, stadium or local sponsor uses an ad agency. In Boston, Les Stout, Garden public relations chief, set up the ads and promotion material with the Garden's ad agency.

Extensive billposting started in Boston three weeks ahead of the Garden date. Fifty 24-sheets were used in and around Boston. One-sheets, two's, four and eight-sheets were distributed, but no three-sheets were posted. Thousands of mailing brochures were sent out.

Featured in the circus art this season are clowns, elephants and tigers drawn by noted circus artists in six different types of show art. In addition to the other promotion, Earl Shipley was bicycled between radio and TV stations for interviews.

Chief Keys Dies in Okla.; On Many Shows

FORT TOWSON, Okla.—Clarence Keys, known thruout circus business as Chief Keys, died at the Indian hospital at Talihina, Okla., May 3, and funeral services were conducted at Hugo, Okla., May 6, with burial at Fort Towson.

He had been with circuses for about 40 years and trouped with Kelly-Miller, Cole & Walters, Bud E. Anderson, Hagenbeck-Wallace, Wallace Bros., M. L. Clark, Cole & Rogers and many more. In 1948 he operated Towson Bros.' Circus. Survivors include his widow, Tillie Keys, and a daughter, Mrs. Mary Thorn, both active in circus business.

Auspices Politics May Have Slowed Advance for King

HENDERSONVILLE, N. C.—A political stand taken recently by the organization that sponsored King Bros. Circus here may have had an effect on the show's business. Junior Chamber of Commerce in February had initiated a local option move which ultimately approved sale of beer and wine. Dry forces now are taking the issue to court. Local sources believe that this conflict may have had the effect of reducing advance ticket sales for the circus.

CIRCUS TROUPEING

By TOM PARKINSON

TRADING STAMPS HAVE come to the circus. When Polack Bros. Circus played Oklahoma City for the Shrine (4-7), S & H Green Stamps were given to Shrine members for each book of tickets sold. It was the promotion of Henry Barrett, who worked with George Sirback of the Sperry & Hutchinson company. Ticket sales were the largest in the 17-year history of the date, it was reported. They gave out 1,115,000 stamps. Increase in the sale was attributed to the use of the stamps, support of groups which pooled stamps, and the change to a 7 p.m. start for night shows. In the past the show has made wide use of merchandise prizes in boosting ticket sales, but the stamp idea worked so well in Oklahoma City it is said that Polack is considering use of the same idea in other locations as well.

At Winnipeg, Man., the annual Shrine Circus set a new high for its opening day (April 30) with turnaway crowds for three performances. A total attendance was about 30,000, according to Alex Turk, of the Shrine. Orrin Davenport Circus produced the show. Featured this time was Chuck Connors, of the televised "Rifleman" show. Last year the show first departed from its pure circus format and had TV's "Wyatt Earp" for the second half. This year's show started with an advance sale that was 15 per cent ahead of last year's for the nine-day stand.

Wallis and Harney Circus will be a small unit playing Eastern territory, explains owner Charles J. Meyer. One of the first dates will be on Nantucket Island and Meyer believes he will be the first show there. Meyer invented the air-conditioning units that Hunt Bros. Circus used 20 years ago and he also was with the James M. Cole Circus. He has been operating a troupe of racing donkeys. . . . On the Carson & Barnes Circus, Joe Sullivan and his wife, Betty, together with Henry and Billie Filbright, have the ad banners, and they operate a 20x40 tent on the midway that houses commercial displays. . . . More members of the Wallace & Clark Circus staff are Harlan DeWitt, adjuster; David Murphy, red wagon; Vernon Colbert, announcer, and Loretta LaPearl, clown and outside calliope. Troupers who visited included Mark Smith, Hap Henry, Bob Tabver, Harry Phillips, Mulie Wilson, Frank Chicarella, and the John Strong family.

★ ★ ★

British circus sources say Ringling-Barnum might find opposition to its coming to Britain, if that should be in the show's European plans. . . . Veteran agent Clarence Auskings just closed as agent on the C. A. Vernon carnival and now will be ahead of the King Bros. carnival out West. . . . Jimmy Hurtt, who has been playing circus cornet since 1916 on the Mighty Haag Show, is recuperating from an operation and would enjoy mail at 620 Pecan, Charlotte, N. C. . . . Earl Tegge, Chicago clown and CFA, will be on the Ben Alexander TV show, "About Faces," on the ABC network. He went to California recently to make the taped show.

On the Clyde Beatty-Cole Bros. advance are Floyd King, general agent; Neil Burke, contracting agent; Frank Braden, general press agent; Walter Nealand and Howard Y. Bary, story men; Charles Schuler, radio-TV; Art Bitters, contracting press; Steve Kuzmiz, car manager; and Bobby Johnson, Allyn Pierson, Bobby Doan, Bobby Wideman, Tony Fordi, James Marshall, Charles Evans and Johnny Fulghum, billers. . . . Bob Reynolds Beatty lay-out superintendent, travels a day ahead of the show.

CFA members at Hagerstown, Md., gave their "showmen of the year" awards to Walter Kernan, Frank McClosky and Clyde Beatty when the Beatty show played there recently. . . . M-Sgt. Burt Carter, once on Cole Bros. and later on carnivals, is recuperating from a serious operation at his base hospital and would enjoy mail to Box 5785, Pittsburgh, 58, Pa. . . . Bob Tomer, who worked with the late Willie Carr on Ringling for three seasons, now is assistant edi-

tor on the John Hancock insurance company's weekly paper. He has a circus article in the issue of May 5.

Georgie and Floyd Lake caught Hamid-Morton in Pittsburgh. Georgie will clown parks this summer and Floyd is still under medical care. . . . William S. Dykes will have a display of circus historical material and miniatures at a festival in Selbyville, Del., June 17-18. . . . Paul Van Pool caught the Herb Walters show. . . . Fred McKenna, formerly on the Ringling auditing staff, was a Chicago visitor recently and attended the Atwell Luncheon Club. Another recent visitor was L. Wilson Poarch, CFA president. . . . CFA's photo exhibit in Grand Central Terminal, New York, extends thru May 22. It is in thru arrangement with Eastman Kodak. . . . Buster Todd and Sylvia Thompson have completed winter dates in the South with their Tom Thumb Trained Animal and Variety Show. In Birmingham they worked as part of the Birmingham News show which also had TV's "Johnny Ringo". . . . Joe King, Denver, is booking his recently purchased elephant at shopping centers.

Neil Burke was in Detroit recently in an effort to find a lot and date suitable to the sponsor. . . . Byron Gosh visited the Adams-Sells Circus at Springfield, Mo., and visited with Johnson and Johnson. Tommy Whiteside, Eddie O'Dowell, Billy Sheets, Don Floyd, Don Gillette and others. He also caught the Choates on the Bisbee Comedians show in Wayne City, Ill., and visited Paul and Naomi McDowell at Nashville, Ill. . . . King Bros. Circus will be at Hammond, Ind., May 25. . . . Photographer Larry Epstein caught Hamid-Morton at Altoona, Pa., and expects to see Ringling and Beatty soon. . . . Emmett Kelly made the first day of the Washington Shrine Circus and a substitute appeared the rest of the run. . . . Animaland USA, with Eddie Billetti and John L. Sullivan, has been playing Virginia. . . . At Arlington, Va., the Beatty-Cole cut the afternoon show short because of high winds. . . . Don Marcks visited Ring Bros. Circus three days at a Richmond, Calif., shopping center. . . . Tex and Helen Wilson visited Billy Orwell Rodgers on Cristian. Orwell's mother and brother also visited.

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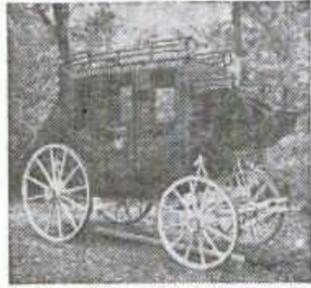
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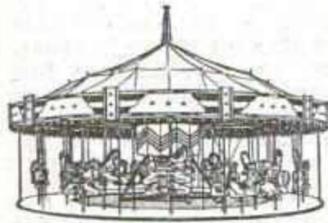
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Washington Up; Sign Dobritch For Next Year

WASHINGTON—The Washington Shrine Circus topped all but the prosperous war years as it grossed well above the totals of the past four or five years, Potentate J. Benton Webb said last week.

At the same time, Webb announced that the 1961 show-producing contract has been awarded to Al Dobritch, who had it also for the run just ended. The show next year is to be April 12-16, it was decided.

Webb said that the Shrine was pleased with this year's show performance and that the Shrine had learned several ways to improve its own participation next season.

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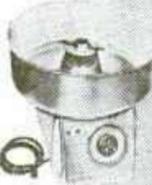
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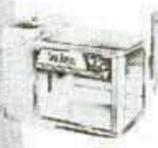


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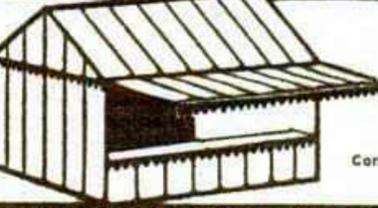
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Robert Harris, Indiana Fair Exec, Dies

KOKOMO, Ind.—Funeral services were held here Wednesday (11) for Robert D. Harris, 64, a member of the Indiana Fair Board since 1954. A three-time member of the Indiana House of Representatives, Harris died Monday (9) at his home.
Harris became a board member in 1954 by appointment by Gov. George N. Craig, who chose him again in 1956. Gov. Harold W. Handley, Craig's successor, reappointed Harris in 1958.
The deceased is survived by his widow, two sons and a brother.

Wis. State Fair To Use Pinkerton

MILWAUKEE—The Wisconsin State Fair this year will use Pinkerton men for the first time as ticket takers at both the outside gates and at the grandstand and also as ushers in the grandstand, Willard (Bill) Masterson, fair manager, announced. About 90 Pinkerton men in all will be used, Masterson said.

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FAIR EXHIBITION MANAGEMENT

Dallas Cotton Bowl Faces Busiest Season

DALLAS—The Cotton Bowl stadium, which is owned and operated by the State Fair of Texas, will have one of the busiest strips of gridiron turf in the nation next season.
The bowl will be the site of 22 major college and professional football games, and the full schedule including junior high and high school games lists a total of 1 grid tilts.
The whopping-big schedule was brought about thru the unusual circumstance of Dallas having the prospect of two professional football clubs in operation this year. The stadium is also the home grounds for Southern Methodist University of the Southwest Conference.

One of the new pro teams is the Dallas "Texans" of the new American Football League and the other is the Dallas "Cowboys" of the National Football League.

Both are bankrolled by folks with plenty of the long green stuff. The "Texans" are owned by Lamar Hunt, who was instrumental in organizing the new American League.

The "Cowboys" are the property of Bedford Wynne and Clint Murchison Jr., who brought the National League franchise to Dallas after the American League had been organized.

The Cotton Bowl schedule probably gives the big saucer, which seats 75,504, more football games this season than any other stadium in the country, with the probable exception of the Los Angeles Coliseum.

The schedule gets under way August 5 with the Texas All-Star High School game. Both the "Cowboys" and the "Texans" will play exhibition games before the regular season starts, and between them will play 13 regular season league games.

SMU will play four Southwest Conference games in the Cotton Bowl and the traditional Texas-Oklahoma game and the Cotton Bowl Football Classic on January 2 round out the list of major games.

Three college games, two pro games and eight junior high and high school games are scheduled during the 1960 State Fair of Texas, October 8-23. The big Texas-Oklahoma game is set on the opening afternoon, SMU will play Rice in a Southwest Conference tilt, and Prairie View plays Wiley College in a Negro College game. The "Texans" will play the Oakland "Raiders" on the first Sunday, and the "Cowboys" will play the Cleveland "Browns" on the second. There will be four junior high and high school games on one day during the fair.

The Cotton Bowl is located right in the middle of the fairgrounds here. The stadium was built in 1930, seating only about 46,000 at that time.

TROY HILLS, N. J. — A rectangular-shaped "Autorama" new-car display area is charted for this year's Morris Country Fair. New cars have been shown in numbers for several years, but displays have been scattered thruout the grounds. Three seasons ago the fair also started to sponsor New Jersey Sports Car Championships, with competition cars piloted thru gymkhana events for six nights, among the longest continuous competitive grinds in the country.

This season the tent complex will have its own entranceway, an open foyer area and a Sports Car Plaza where the events will be run nightly. "Autorama" will also have display space for auto products and accessories. Both foreign and domestic cars will be on display.

There will be no charge for the competitive events. The new section will not only house units to the best advantage, but will take them off the busy Fourth Street of the fairgrounds, manager Swante Swenson states.

FOLLY BEACH, CHARLESTON, S. C.
The Million Dollar Ocean Front Park-Resort
Nine Miles from the City of Charleston
This Amusement Enterprise being handled by citizens of Charleston. All under New Management. Opening on or about June 1.

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THE FINAL CURTAIN

BAYLOR, Christine,
78, veteran pitchwoman, May 3 in Long Beach, Calif. Services May 9 at the Mottell & Peek mortuary, Long Beach.

BROWN—J. Ed.,
72, former carnival manager and circus adjuster, at Los Angeles May 6. (Details elsewhere in this section.)

GROSS—Nate,
53, veteran newspaperman and columnist for The Chicago American, May 12 in his Chicago

hotel suite. Well known in the entertainment business, he had worked for the old Chicago Journal, the original Times and at the American since 1933. A bachelor, he left two sisters.

HARRIS—Robert D.,
64, long-time member of the board of the Indiana State Fair, May 11 in Kokomo, Ind. (Details elsewhere.)

KEYS—Chief Clarence,
Indian chief with circuses for 40 years, at Talihina, Okla., May 3. Details elsewhere in this section.

KILPATRICK—John Reed,
70, long-time head of Madison Square Garden, in New York City on May 7. (Details elsewhere in this section.)

LAYMAN—Fred C.,
60, former owner of Ed's Park, near Harrisonburg, Va., and more recently owner of Layman's 2 in Winchester Memorial Hospital in Harrisonburg, May pit of a heart ailment. He was well known to pitchmen and carnival and circus folks. Survived by his widow, three daughters and a son. Services May 4 and burial in Woodbine Cemetery, Harrisonburg.

MAYHEW—Kenneth M.,
54, editor and vice-president of The Yorkton (Sask.) Enterprise, May 1 in Yorkton. Known by many indoor and outdoor performers, he kept close tab on show business. To promote the three-day Yorkton Exhibition he issued a special edition each summer with generous space devoted to the midway and grandstand attractions. Survived by his widow.

McCARTHY (BOYLAN)—C. J.,
veteran circus and carnival man, April 18 of a heart ailment at the Pittsburgh home of a sister-in-law, Mrs. Margaret Bacon.

MOORE—Frank,
71, 30-year manager of the World's Championship Rodeo in Madison Square Garden, in New York City on May 8. (Details elsewhere in this section.)

NAEOLE—David,
59, for 13 years leader of the Hawaiian show on the Ringling-Barnum circus, May 9. He was born in Hawaii and was a member of Local 427, American Federation of Musicians, St. Petersburg, Fla. Survived by his widow, Aloia, St. Petersburg.

SMITH—H. Vernon,
vice-president of the McDougall-Butler paint company, Buffalo, N. Y., of a heart attack while in Florida, May 5. He was quite active in the amusement park business and in the American Recreational Equipment Association.

WARD—Ed C.,
former owner of the Princess Stock Company, a once-prominent repertoire company in Missouri, April 22 in Windsor, Mo. In later years he had trouped with tent shows, a more recent connection being with Brunk's Comedians. Survived by a daughter, Wanda, Eldorado Springs, Mo. He was a member F&AM, Mammoth Spring, Ark.

MARRIAGES

GOREE-HAVINS—
John Lee Goree and Dikki Sue Havins, members of the No. 2 West Coast Shows, April 29 in Lordsburg, N. M.

ROLLER RUMBLINGS

By AL SCHNEIDER

TWENTY-TWO operators, representing 14 rinks, have been added to the membership rolls of the Roller Skating Rink Operators' Association of America, it was announced last week at RSROA headquarters in Detroit by C. E. Cahill, secretary-treasurer. The operators and the rinks they represent are Frank Ricigliano and Manuel Gomez, Happy Hour, LaPuente, Calif.; Robert R. and Thomas H. Block, Tor Roller Drome, Torrance, Calif., taken over from Mr. and Mrs. George Anderson; Lloyd S. Scott, Lowe's Rink, Augusta, Ga.; Roscoe and Goffs Falls, Manchester, N. C., and Mrs. David McCalmant, Hilland Rink, Kennewick, Wash. The addition of three operators to current memberships was also announced. They are Clayton and Kooney Briggs, to the membership of George and Helene Hammond, Rollerama, Bakersfield, Calif., and Mrs. Ollie A. Roberts, to the membership of Ollie Roberts, Spinning Wheels Rink, Chico, Calif.

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"The Flying Coaster has safety, thrills, capacity, and will be among the top money grossers on any location."

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"The ride has great appeal to all ages. Fast, courteous service at the factory."

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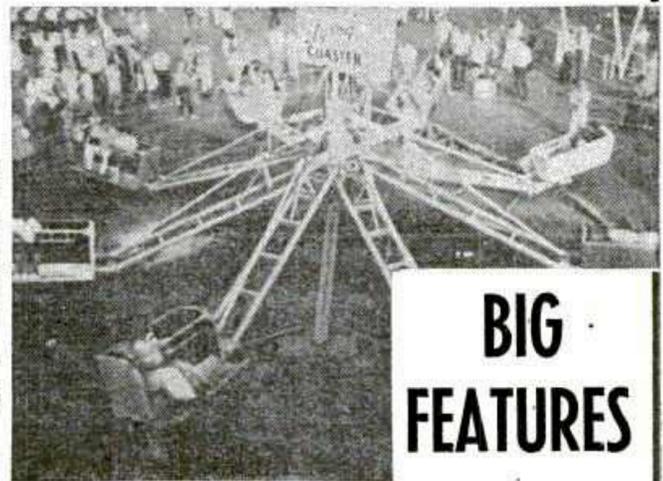
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B & K Am. Co.: New Miami, O.
Baker's United: *L. F. Tyra; Crawfordsville, Ind.
Belle City: *Joe Henke; (S. 27th & W. Morgan) Milwaukee, Wis., 17-24.
Big State: *Joseph Sima; Lampasas, Tex.; Bishop 28-June 4.
Brodbeck-Schrader: *B. Smitt; Garden City, Kan.; Wichita 21.
Brown, Al: Sioux City, Ia., 16-22.
Buck, O. C.: *William L. Hurst; Menands, N. Y.

(Continued on page 63)

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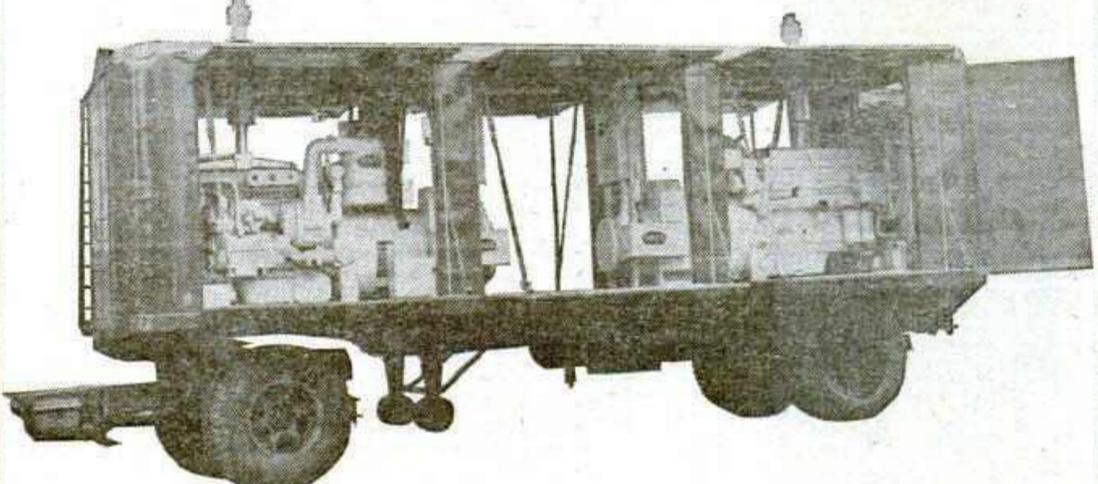
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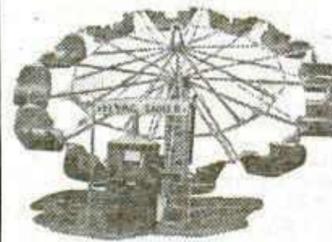


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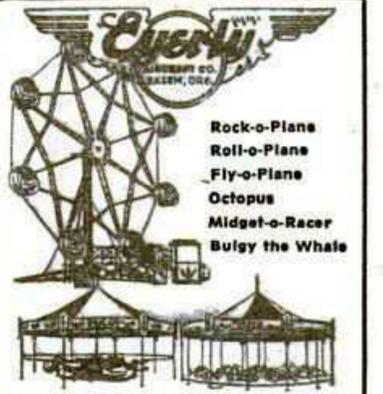
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GROSCURTH INKS CANNON ACT FOR ENTIRE '60 TOUR

TAMPA—Blue Grass Shows will feature Vittoria Zacchini in a cannon act for the entire '60 season, including still dates, celebrations and fairs. C. C. (Specks) Groscurth, owner-manager, announced here at his winter home.

Zacchini will be shot over two Ferris Wheels and will open at the show's base in Owensboro, Ky., on June 9. Groscurth also disclosed that he has an option on the act for next season.

Special paper has been ordered and all advertising will feature the act with Zacchini billed as the "Human Satellite Man."

Show has already started moving its equipment from Largo, Fla., to Owensboro with most of it already refurbished for the bow. Staff, in addition to Groscurth and Mrs. Groscurth, includes J. B. (Whitey) Richards, secretary; W. O. Perrot, manager; Harry Schreiber, business manager; Stanley Warwick, lot man; Russell Groscurth, diesel engineer; Jack Atkinson, ride superintendent, and Gene Arvis, mechanic.

Delaware Weather Smiles on Strates

WILMINGTON, Del. — After several years of waiting, the James E. Strates Shows pulled some decent weather in Wilmington, and a two-week engagement which opened Monday (2) had all the earmarks of a big winner. Thru midway of the date the gross was far ahead of last year, which had produced a disappointing stand because of rain.

Washington, D. C., was excellent for a Northern opener. Over-all gross was a shade behind the all-time record established in 1959. In recent moves the loading and

moving times have been trimmed and peak efficiency has been achieved in the departments concerned.

Closing night in Washington was Saturday (30), the only day on which the show could take advantage of a government payday. Spending was excellent, topping that of the first Saturday. Week's top money on the back end was won by the Broadway to Hollywood Revue presided over by Jack and Bonnie Norman. It had rained Tuesday (26) but the show opened nonetheless.

Painting continues on the flatcars and stock and baggage cars. The six Strates elephants closed at the Shrine Circus in Atlanta and opened last week at the Washington (D. C.) Shrine Circus, both dates produced by Al Dobritch.

Wilmington business has been good. Coolness prevailed the first two nights; it turned mild Wednesday (4) to the benefit of all along the midway. A new set of ride ticket boxes is under construction.

Continental's Debut OK in Winsted, Conn.

KINGSTON, N. Y. — This city was the season's second date for Continental Shows, operating under family management since the death last winter of Roland Champagne. Son-in-law Fred Fritz holds the title of manager, with the rest of the staff consisting of Doris Fritz, secretary, Mrs. Julia Champagne, assistant manager, and Paul La Cross, general agent.

Opening was in Winsted, Conn., played by the show for the first time in about five years. The booking proved to be a sound one, earning about 15 per cent more than the 1959 opening spot. Debut was Thursday, April 28.

Nights were chilly but rain held off, permitting pretty fair action every night. Both weekends drew brisk spending. The two matinees went a long way in building the gross. Line-up has seven rides.

Shorters Set May 26 Bow at Waverly, Ia.

WATERLOO, Ia. — Shorter's Greater Shows will kick off its season May 26 at Waverly, Ia., and winter quarters here are humming in preparation for the opening.

Rides and rolling stock have been overhauled and repainted. Trailers are white pulled by red tractors. A new Tilt-a-Whirl and Ferris Wheel have been delivered bringing to 11 the number of office-owned rides.

Routes will include Iowa, Minnesota, Nebraska, South Dakota, Wisconsin, Illinois and Missouri. Shows close early in October.

TINSLEY NOT LEASED; ON ROAD IN S. C.

Drop Scheme for Carson & Bistany To Operate Show

GREENVILLE, S. C. — The Carson-Bistany combine has abandoned plans to lease Johnny T. Tinsley Shows for this season (The Billboard, April 4). It is announced by Tinsley that he is taking the show out as usual, with the opening spot this week in Anderson, S. C., Monday thru Saturday (16-21).

Tommy Carson and Leo Bistany had arranged to operate the equipment, with Tinsley going along in an advisory capacity. Carson has since become seriously ill in Miami and this, coupled with other difficulties, compelled the idea to be dropped.

First three weeks for the show are Anderson, Belton and Greenwood, S. C., Tinsley reported. He said work has been intense lately in preparation for the season, and a satisfactory route of promotions and fairs has been assembled. He is going out with 10 rides and three shows plus concessions. His Mouse ride and Caterpillar are stationed at Ocean Drive, S. C. for the beach season, and will be added for fairs.

Tinsley's wife, Mayo, will be in the office and he will oversee the front-end himself, he stated. Electrician is Jimmy Miller and lot man is Ben Cheek. Mike Roman is providing the food operation.

Wolfe Midway Heads North, Denby Returns

GAFFNEY, S. C. — Wolfe Amusements has another three weeks scheduled in South Carolina before heading northward. Plans will send it into Virginia and Eastern North Carolina, where hopes are high for the July Fourth date, Bellhaven.

Buck Denby has recovered and is back in action on the front end. Owner Ben Wolfe has two weeks set on the Eastern shore, Salisbury and the Tasley Fair, and will concentrate much of his fair season in Georgia in October-November.

Business the first weeks has been fair. Spring weather has not been favorable on Saturdays, spurring optimism that a couple of good paydays are overdue.

CARNIVAL CONFAB

MOST SHOWMEN have left Los Angeles to join their respective aggregations. Leaving for Frank Robinson's Western Shows were Harry Shreve, John Skie, Charles Crouse, Max Hillman, Max Miller, Charles Eckfeldt and Vic Davis. Among those joining Andy Anderson's Rainier Shows were John and Sam Snobar, Jack Shaffer, Jockey Moore and Harry Goodman. Louie Wald, Ronnie Wald, Francis Wald, C. Venten, Bob Vaughn and Bob and Sport Matthews are on Sutton's Pacific Coast Shows. . . . Jimmy Smith has been named night manager at Pacific Ocean Park. . . . PCSA members on Crafts Shows include, in addition to O. N. Crafts, Jimmy Lantz, Roger Warren, Sam Steffin, Jack Kent, Jim Kelley, George DeGhionno, Irving Seiff, Tony Gregg, Harry Sandler, Larry Ferris, Joe Duran, A. J. Whalen, Bill Tuttle, Blackie Stein, Ralph Christensen, Sam Silver, Al Musante and Bob Banard. . . . Ed and Bert Lang, who have the Mom's Aid at fairs, entertained Ed's brother, John, who flew out from Pennsylvania. It was their first reunion in 19 years.

Charley Hale, who works with Tom Hughes, has moved his home from Phoenix, Ariz., to San Bernardino, Calif. . . . Ralph Christensen and Jimmy Lantz are negotiating for a Fun-house. . . . Madaline Ragan has joined the California unit of West Coast Shows. . . . Members of the San Francisco Show Folks were saddened by the death of J. J. (Morgie) Morgenthal, who passed on at 76. He was in the novelty business for many years. . . . Charlotte Porter is in St. Francis Hospital for surgery. . . . Margaret Frammer is in Providence Hospital, Oakland, Calif. . . . Ceil Martin is on the mend. . . . Lola Cox is suffering from a back injury. . . . Sam and Lucille Dolman marked their 30th wedding anniversary May 8. Sammy is with the No. 1 unit of West Coast Shows.

Orange Show Notes: Freedman Novelties had the concessions for the second year. Ed Lang again held the Mom's Aid contract for baby strollers and wheel chairs. Harold Foote operated several batteries of Auto Photo machines. . . . In the food end of the business, Catherine McAfee operated her new stand, the Patio, for the first time. Margaret Griebler again had her stand, which she has operated at the Orange show since 1948. Warren and Flora McMenus had two sit-down eat stands as well as peanuts. Cashiers for the enting stands were Irene McSweyn and Dee Coleman. Gil and Della Whitmore operated the main peanut stand. Harry Flax was in front of the Industrial building with his Humatunes and Dave Barham reported strong business from lemonade and hot-dog-on-a-stick. . . . One of the outstanding displays on the fair midway was the Gingerbread House, operated by Bob and Betty Chapman. They use a 21-foot A frame trailer, which is air-conditioned. Pastries and gingerbread are prepared. Bally is with a dummy, Lester, with Bob Chapman handling the vent work. George Charbonneau had six candied apples and snow cone stands.

Sam Abbott

* * *

Pearls from Royal American: Johnny Hess now operating the two dining cars. . . . Tom and Jean Blackwell back with the backyard cookhouse. . . . Evelyn Long, now managing a Clearwater, Fla., motel, spent her spring vacation visiting on the show. . . . Mrs. L. B. Denny up and around after painful injuries to her left hand in Tampa. . . . Bob and William Hasson sporting a renovated custard wagon. . . . Charles McDougall, who recently had a leg operation, is remaining in San Antonio for the season. . . . Mr. and Mrs. Ray Westman have the grabs this season. . . . Johnny Mansat back on the job after being released from a Tampa hospital. . . . Trainmaster Wallace Cobb in a Memphis hospital for a check-up but expected to be out for the move.

More Pearls: Willie and Lollie Shulman had a bear pitch in Memphis awaiting the Blue Grass opening. . . . Don Pierson, Andy Kasin and Jack Flynn had a string at Memphis. . . . Much visiting between RAS and Farrow Amusement Company personnel. . . . Nancy Morgan, bally girl on Royal's "Blazing Six Guns" show, doubling as a can-can dancer. . . . Janet Howard helping Ann Skie on the ball game. . . . Harry Julius back after attending the funeral of his father in Chicago. . . . Addition of Jack Leopard to Walter Devoyne's staff bring it to a total of four, including Vernon Khorn and Guy Gardner. . . . Lorraine and Verne Dickinson back after a few year's absence. . . . Joe and Molly Straus back after attending funerals in Miami and New York. . . . Tony

Williams back with it after a bout with pleurisy. . . . Visitors included Clif Wilson and Phil Cook. . . . Bidding the show train goodbye at Tampa included Tex Moonyhan, Fred Burd, Tony and Monica Bares, William and Bertie Perrott, Pop Dailey, Pete Thompson, Gypsy Gase, Mr. and Mrs. C. C. (Specks) Groscurth, Bill Clain and William Stophel.

Frank and Patty Conklin are back at their Ontario homes after attending the Kentucky Derby in Louisville. . . . Charles Owens is back in Chicago after a Florida sojourn. . . . Morris Haft, chairman of the cemetery committee of the Showmen's League of America, will supervise the decoration of graves at the League's cemetery plot in time for Memorial Day. . . . Hank Shelby, SLA secretary, is back home after attending the funeral of Mrs. Lou Dufour in St. Louis.

Charlie Byrnes

A large number of showfolk turned out for the St. Louis funeral of Mrs. Lou (Ada) Dufour, Saturday (7), including Hank Shelby, secretary of the Showmen's League of America. A total of over 80 floral pieces were sent plus countless wires and letters. . . . Roy (Pepsi-Cola) Jones spent several days in St. Louis recently lining up the giveaway of two miniature race cars during the May 18-June 5 stand of Royal American Shows. Ducats are being distributed thru supermarkets and chain stores in the city and surrounding areas. . . . Dollie Young, long-time show exec. (Continued on page 63)

* * *

FLASHBACKS: 10 Years Ago—Royal American Shows opened its season at the Memphis Cotton Carnival with Wee Bonnie Baker heading its featured back-end show. . . . Henry Meyerhoff sold his Crescent Canadian Shows to Frank Cosentine and announced he and Mrs. Meyerhoff were off to visit Australia. Included in the transaction were 11 rides, 3 shows, 22 concessions, light plants and railroad equipment and cars. . . . Despite a railroad strike, Cavalcade of Amusements was able to make the move successfully over an alternate route from Tuscaloosa, Ala., to Gadsden, Ala. . . . Wallace & Murray Shows signed the Zacchini cannon act as a free attraction for its Narrows, Va., firemen's celebration.

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ONCE IN A LIFETIME! SPACE AVAILABLE FOR CONCESSIONS RIGHT IN THE HEART OF CONEY ISLAND . . . 100% LOCATION!

Announcing the New World's Fair Amusement Building, with choice street-front and other desirable locations. Get your share of Coney Island's annual 50,000,000 visitors! No rain! No mud! No up and down! One spot all summer!

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NOTICE
ALL MIDWAY CONCESSIONAIRES!
THE GREAT BROCKTON FAIR

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Acres of Buildings, Exhibits, Free Act, Horse Racing, center locations lineup, space limited.

So if you wish to play the BIGGEST JULY 4 DATE in the East, RESERVE YOUR SPACE EARLY.

Want Hanky Panks, Pitches, Ball Games, etc. Paved midway, no mud. Write now

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 c/o Brockton Fairgrounds Brockton, Massachusetts
 Write only. Give address where you can be reached.

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GOODING AMUSEMENT CO.

Can place Hanky Panks and some Direct Sales (no Eats, Sno, Corn, Apples, Floss) as follows:

May 30-June 4, Salem, Ohio, Jaycees Festival
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 May 30-June 4, Salem, Ohio, Jaycees Festival
 July 4-9, Newton Falls, Ohio, 4th of July Celebration
 July 7-9, Hudson, Mich., Grange Fair

R. G. CASHNER, Conc. Mgr.
 3200 VALLEYVIEW DRIVE COLUMBUS 4, OHIO

Morris Hannum Shows
 Pringle, Pa., May 23-28

Want Shows. Any family-type shows with own equipment. Will book one Girl Show.

CONCESSIONS: All Games open except Bingo. Opening for first-class Cookhouse.

HELP: Can place experienced Ride Men who drive. Bob Rawlins wants Smokey to come on. All replies to **MORRIS HANNUM** Casey Hotel, Scranton, Pa.

WM. T. COLLINS SHOWS

WANT WANT WANT

Foremen for Twin Wheels, Rock-o-Plane, Tilt-a-Whirl and Roll-o-Plane. Can place Ride Superintendent who understands all rides and can handle same. Want Second Men who have chauffeur's licenses and drive semis. Want Man to handle Front Arch and Light Towers.

Winter Quarters now open — Show opens 1st of June.
 All replies: **WM. T. COLLINS, 801 E. 78th St., Minneapolis, Minn.**

DRAGO AMUSEMENTS #2

Want Concessions, especially Six Cats, Jewelry, Novelties, Basketball, Coke Bottles, Ball Games, Bumper, String, Darts, Long and Short Ranges, Cork, Scales or other Hankies. SHOWS: Will book any family-type Shows. Contact:

JEFF PIERCE
 Alexandria, Ind., this week; Kokomo, Ind., next week.

WANTED TO BOOK

20-30 CLUB FAIR, JUNE 23-24-25, MASSILLON, OHIO.

Wanted: French Fries, Apples, Caramel Corn, Custard, Waffles. Wanted for St. Rocco Celebration, Aug. 15 thru 20, at Wellsville, Ohio: Popcorn, Sno-Cones, Apples, French Fries, legitimate Concessions of all kind. This is a big one. Free fireworks, 10,000 people Saturday night. Ride Help needed. Want Wheel Foreman, Kiddie Ride Foreman, Second Men. We open May 18, Akron, Ohio. Report to winter quarters in Massillon, Ohio. We will pay good wages to good men. Rides for Sale: King trailer-mounted Jr. Wheel, Rocket Swing Ride. Write or wire **P&J AMUSEMENTS, P.O. Box 45, Massillon, Ohio.**

DEL FLORE AMUSEMENTS
 Opening Hubbard, Ohio, June 1

Can use Long and Short Range Gallery, Novelties, Ball Games, Balloon Dart or any legitimate Concession.

ADDRESS: 1955 SHAW AVE., YOUNGSTOWN, OHIO.

REID'S GOLDEN STAR SHOWS
 Want for Clarksville, Ga., May 17-23, and North Carolina route.

CONCESSIONS: Want Mug Joint, Pan Game, Ball Game, Long and Short Range Shooting Galleries and Hanky Panks not conflicting. SHOWS: Need one White and one Colored Girl Show with two or more girls or any family-type show. HELP WANTED: Foremen for Merry-Go-Round and Chairplane. Must drive semi. RIDES: Will book, buy or lease Octopus. Will book set of Kiddie Rides. Jimmy Bennet wants Pin Store Agents. Red Carter and Geo. Shelly, get in touch. **ELMER REID.**

Royal American Lists Personnel

MEMPHIS—Staff and personnel of the Royal American Shows, as announced at the season's opener, the Memphis Cotton Carnival, follows:

Staff
 Carl J. Sedlmayr, general manager; C. J. Sedlmayr, assistant manager; Walter De-Voyne, secretary-business manager; Guy Gardner, Jack Leppard, assistants; Robert Hasson, assistant to C. J. Sedlmayr; J. C. (Tommy) Thomas, general agent; Frank Morrissey, publicity director; Joe Pearl, mailman and agent for The Billboard; Vera Pollett, office ticket box.

Rides
 Merry-Go-Round, George Tolleson, foreman; Guy Smith, Robert Weber, J. C. Bennette, and Theima Erickson, tickets. Hot Rods, Bill Boyd, owner; Richard Curtis, Douglas J. Baldwin, and Mildred Chase, tickets. Tilt-a-Whirl, Clifford Erickson, foreman; Robert Smith and Rose Danielson, tickets. Round-Up, Forrest Mitchell, foreman; Bill Page, Richard Newkirk, and Katherine Niehoff, tickets. Flying Coaster, Archie Feathers, foreman; Edwin Thomas, Albert T. White, and Jean Jackson, tickets. Star Flyer, W. J. Mulgrew, manager; James Pool, and Ollie Bell, tickets.

Ghost Trail, Wenzl Keller, manager; George McCarthy, foreman; Charles Miller, Leroy Price, and Ann Yeley, tickets. Looper, George Hamilton, foreman; Robert Walker, Charles Harrison, and Betty Mercer, tickets. Ye Old Mill, Wenzl Keller, manager; Benny Samiento, William Gibson, David Edmonds, and Marion Flickinger, tickets. Octopus, John Mercer, foreman; Jesse Harris, J. B. Hunicutt, and Pauline Harrison, tickets. Scrambler, Bud Ferris, foreman; Ray Jennings, Albert Smithson, and Peggy Forrest, tickets. Paratrooper, Frank Stubbfield, foreman; Horace Deese, Tom Marshall, Red Richardson, and Ruth Grimsell, tickets. Caterpillar, Roy (Red) DeFoor, foreman; Nelson Cooper, James L. Paul, James R. Kelly, and Iris Cook, tickets. Twister, Chet Fowler, foreman; Ralph Caldwell, John Wyble, and Emma Ludwig, tickets.

Fly-o-Plane, James Owens, foreman; Milton Blood, Aaron Lewis, William G. Mathis, Edward Pickering, and Lucille Terflinger, tickets. Roll-o-Plane, Darrell Danielson, foreman; John Forrest, William Wolf, Solomon Ring, and Lucille Weber, tickets. Jet Comet, Frank Lemon, foreman; Phillip Gahagan, Walter Woods, and Theima Jackson, tickets. Ferris Wheels, Johnny Jackson, foreman; Lester Yeley, William Sargent, Gerald Bernard, James Crawford, Eugene Murphy, and Esther Holliday, tickets. Dodgem, George (Tex) Grimsell, foreman; Tam Carver, William Milligan, James Davis, Darold Stringfellow, Clyde Coldtrain, and Marguerette Milton, tickets.

Wild Mouse, Carl Miller, owner; Cliff Brewer, manager; Dolores Brewer, auditor; Bert Hall, Curly Cornett, Jack Johnson, John Thomas, Bobby Sullivan, Hector Bouvia, Walter Hibbard, Wilbur Sedwick, and Judy Wild, tickets. Roller Coaster, Carl Miller, owner; Cliff Brewer, manager; Dolores Brewer, auditor; Charles Pogle, Rod McLaughlin, Gene Haygood, Edward Grissam, and Myrtle Gail, tickets. Ponties, Larry Davis, co-owner and manager; John M. Williams and Jack D. Johnson.

Kiddieland, Harold Brocres, manager; William A. Ludwig, assistant manager. Toy Auto, Charles Cohen, Peter Lavatge, Helicopter, Redmond M. Watt, Herman O. Cline, Jack W. Moore, Jolly Cat, Robert H. Wilson, Thomas E. Irby, Baby Wheel, Joseph P. O'Berhelm, Ocho Choo, Edward G. Grodvan, Edward F. Stafford, Boats, Edward P. O'Neill, Henry W. Mathews, Tanks, Kermit R. Perkins, John A. Nell, Sky Fighter, Nathan J. McMillian, Irvin I. Myers, and Nellie Peatis, tickets. Streamliner, Clarence M. Morton, Calvin V. Adams, and Bette Carver, tickets. Other ride and Kiddieland personnel, James B. Boyd and Billy S. Davenport, relief; Joe C. Powell, maintenance; A. L. Crescio, organ; T. T. Punkte, co-ordinator; Shirley Fowler and Mrs. R. Walker, tickets.

Shows
 Harlem in Havana—Acts: The Kit Kats (Milton and Hermina Lovetti), Clay Tyson, Quartet, John Thomas Parker, Jonathan Rolle, Bernard Woods, Johnny McKinny, Curtis Allen, Chortus girls, Geraldine Gray, Margaret Anderson, Sandra Barry, Eunice Gilbert, Patricia Miles, Wilhemina Scarborough, Janet Patterson, Chorus boys, George Patterson, Seymour Dixon. Feature: bally girl wardrobe—Pave (Nadrena) Lawrence. Band, Bernard T. Scott, Jerome Clark, Bernell Magnosa, William G. Harvey, Robert E. Fuller, George Washington, Fred Butler Jr. and Edward L. Miller. Working crew, Arthur Russell, Billy Grant Moore, Curtis Holmes, Leon Coleman, Willie Wilson and Jack Jackson. Front, Steve Loweny, Don Pool, Cook, Lottie Brooks, Porter, Isaac Johnson. Concessions, George Dugan, manager; Eli Jackson, assistant; Tony Paradise, talker, front manager. Secretary, Gwendolyn Claxton. Manager, Leon Claxton.

Circuit, Side Show, Dick Best, owner; William Cain, manager; Bob Stiles and Billy London, talkers; Terry Holt, Betty Moore, Willie True, bally; Doc Crosby, Mickey Gee, Tommy Blackman and David Kincaid, tickets; Louis Osenbaugh, inside manager; Esther Blackman, alligator girl; Manueltto, acrobatics; Jose De Leon, armless boy; Prince Arthur, midjet; Cain Family, glass blowers; Mona Osenbaugh, sword box; Floyd Duck, half boy; Billy Fitch, torture; Freddie Harris, magician; ventriloquist; Louis Kaupp, rubber man; Tiny Miller, fat boy, and Jack Farrington and Charles Milner, canvas.

Blazing Six Guns, Billy Hammond general manager; Lou Dufour, business manager; Lucky Laredo, fast draw marshal; Hank Post, bad man; Dale Wilson, bad man and sound; Burt Henry, comic medicine man; Bobbie Liles and Marie Korda, can-can girls; Nancy Morgan, Joan Brockhahn and Patty Jean Shaw, bally girls; J. M. Barber, canvas superintendent; Elmer Cullin and Jack Dow, assistants; William Walker, George Terflinger, tickets; Lou Joos, talker.

Motordrome, William Kemp and George Murray, co-managers; Lefty Johnson, trick and fancy riding; Danny Dartran, speed and wall test; Joe Farris, dynamite ride; Ted Flickner and Speedy Wilson, criss-cross riders; Dottie Malone, racing auto; Lew Maha, talker; Pappy Coleman and Tommie Thompson, tickets.

Club Lido, Leon Miller, producer; Thomas D. Hart and J. Patrick Dignan, talkers; Verne Dickerson, tickets; James Orchard, tickets; Carl Goss, boss canvas man; Fred Weston and William Holdridge, assistants; Carl Goss Jr., stake and chain; William Goss, layout. (Cast to join at Davenport.)

Sportland Arcade, Harry Julius, owner-manager, Funhouse, Hal Hall, manager; Edward Clark, Frank Barron, Midget Horse, Tom Rathburn, owner; John Bodak, and Rosemary Rathburn, tickets. Glass House, Cliff Wilson, owner; Don Kingsbury, manager; Vance Williams, Garland Stewart, Freak Animals, Lou Dufour and Earl Tauber, co-owners; Irving Cloud, George Brown, James Conroy and Wilfred MacFarlane, Woman, Lou Dufour and Mel Smith, co-owners; William Pitzer, inside manager; John White, canvas; Joe Grant, tickets.

Snake Show, Dick Best, owner; Bill Thompson, manager; Elizabeth Mahs, inside; John Hazy, tickets. Fat Show, Dick Best, owner; Cliff Karn, manager; Baby Flo, and Al Denny, tickets. Relief ticket sellers, Ollie DeFour, Marie Feathers, Ruby Hall and Lorraine Dickerson.

Concessions
 Staff, O. J. (Whitey) Weiss, manager; L. B. (Hot Shot) De May, assistant; J. O. Cook and H. Burke, stock clerks; L. F. Ferrell and W. R. Patterson, watchmen; H. Jacobson, secretary.

Pin Store, W. L. (Whitey) Owens, head; F. D. Nellman, B. Vivona, W. A. Nichols, R. Henley, Blower, E. Summerlin, head; R. Sugar, R. J. Caughey, J. D. Noland, W. J. Bailey, Bowling Alley, T. M. Deemer, head; J. Nardini, N. Shabas, Al Kaye, L. Coplins, Cigarette Block, E. O. Belew, head; L. D. Jennetta, M. Strauss, S. Riley, Pin Store, H. Denike, head; P. Andrews, R. Tuer, R. K. Burns, Hoppers, J. Strauss, head; A. A. Krantz, J. G. Hale, L. Adams, Doll Bucket, S. Aldrich, head; B. McElin, R. J. Lincoln, J. W. Phillips, J. E. Miller.

Mouse Game, L. Santalone, head; J. Hale, Percentage, E. E. Wenzik, M. E. Wenzik, R. L. Boburn, J. H. Bates, R. F. Houghton, Punk Rack, B. S. Zeiman, head; J. R. Wilhoit, P. Phillips, E. C. Brandt, Razzle, J. J. Glampontone, head; T. Mestrangeio, D. Mann, Roll Down, M. Eilman, P. Thompson, R. D. Leavitt, Six Cat, E. L. Maddox, A. C. Price, J. C. Stelzer, A. Kirson, L. R. Cordell, L. J. R. Inglehart, Small Roll Down, R. M. Crawford, head; J. G. Dacles, A. W. Resias, A. D. Miroo, Bushel Basket, J. Mauzat, head; H. B. Manzat, Roman Target, H. Julius, head; D. M. Goss, W. M. Price, J. M. Connolly, Balloon Darts, Hazel M. Maddox, head; W. E. Jones, M. R. Allen, R. F. Cullinan, Lead Galleries, C. C. Portner, M. Jenkins, G. Inglehart, J. J. Brandt, D. Fortner, Fish Pond, E. D. Crawford, head; A. M. Burns, Pan Game, T. P. Kelly, head; H. W. Labelle, W. C. Tette, A. Liard, Chip Board, Phil Knight, head; J. E. Russell, M. Walker, S. McDade, W. R. Barnes, Ball Game, Anna Slide, head; H. Jordan, J. Howard, L. Thompson, Bear Pitch, Tony Diaz, manager; B. R. Owens, B. Gingles, M. M. Ellis, G. E. Phillips, J. W. Hicks, R. D. Leavitt, Spot Pitch, Mary Jane Diaz, manager; D. M. Coker, J. D. Munson, R. G. Boulay, H. C. Brooks, P.C. Basketball, M. F. Schreiner, D. L. Ricco, T. A. Griffin, L. C. Dodd, W. Krosney, Bingo, Guy Markley, Mary Markley, Buddy Markley, Basketball Game (No. 1 and 3), Dorothy Cohn, manager; Ben Cohn, L. McDade, H. Hutchinson, E. Silva, Walter Canon, M. Lawrence, R. Berrus, L. Lube, Mr. and Mrs. Guy Smith, R. Birdsall.

Basketball Games (No. 2 and 4), John P. Miller, head; N. Seryngour, W. Loebel, R. Searer, P. Grim, P. Mathews, E. O. Harlan, Mr. and Mrs. V. Brunner, B. Melton, Scale and Age, H. K. Stroud, B. Taylor, H. Alquist, P. M. Walsh, Diggers, Dudley and Betty Hampton Dudley Jr., manager; D. Diaz, D. Bondurant, H. Kelly, Photos, Ruth Wicks, M. Seabrooke, Jewelry, Henry D. Tumlin, manager; J. Hess, H. Hess and J. Marston, Cookhouse, Tom Blackwell, R. Overton, H. Ellis, C. Meggett, F. Seern, E. Henderson, R. E. Brand, T. Watson, T. Ozello, J. L. Luller, L. Roc, B. Gross, F. Johnson, W. Merrill, A. Anderson, B. Neunl, Pie Car, Johnnie Hess, manager; A. McTaggart, H. C. Hicks, B. Conners, A. H. Turley, O. Turley, P. LePage, J. Costello, G. Singletery, J. Barnett, Frozen Delight, William T. Hasson, owner; Fabian Sincok, Judy Barron, Mrs. L. Whitman, Delaney's Catering, Mary and Sam Delaney, F. Beron, B. Moore, T. Bratton, K. Gross, P. O'Brien, F. Morris.

Operations
 Train Department, Wallace Cobb, trainmaster; Ray Milton, assistant trainmaster; O. C. Tyrone, Victor Larson, James Gall, Herbert Karshner, Maynard Knox, John Mohr, William Niehoff, Louis Julius, Huey Voisene, Perry Howard, Merl Cramer, Alex Wiclyhyn, Walter Broslawski, Thomas Hickey, Kenneth Blunt and Edward Sullivan.

Tractor Department, R. A. (Wagon) Garner, superintendent; Linwood Drost, Jacob Kramer, Daniel Sowards, Duke Hawkinson, James Tyrell, Richard Carlson, Alvin O. Woods, Luther Coe.

Electrical Department, Tom Adams, superintendent; Jack W. Hughes, Harold L. Bingham, Norman L. Smith, Edward F. Jones, Steve Harkins, John T. Meyers, N. B. Russell, Bob Hensley, Charles Kennedy, Bill Gansman and William Henshaw.

Blacksmith Shop, Leonard (Pop) Whitman, Emmitt Holliday, Carpenter, John (Slim) Mercer.

Train Porters, Willis Tolliver, head porter; Bessie Mae Lewis, private car; Isabelle Tolliver, Milton Anderson, Henry Cooper, James Burgess, Nathaniel Williams, Glen Jones, Zannie Terry, Clarence Edwards, Garfield Chambers, Joseph Malcolm, Arthur Ford, Ike Johnson, Carson Moore, Calvin Pitts and Herbert Butler.

HIDE 'N' SEEK PAYS OFF ON FOREST LOT

NEW YORK — Shows have played in mud, clay and dust, and last week on Long Island's south shore, a midway had to tolerate a forest. More than two dozen towering trees with trunks two feet wide presented a lot man's nightmare for L. & N. Shows. But they got on okay and had a terrific week, aided by a teachers' convention, which emptied the schools.

Examples: End of the Roller Coaster ramp was completely plugged by a tree trunk. Entry platform for the Spinaroo was flush against a huge oak. Concessions were jammed among trees and telephone poles. From atop the Ferris Wheel the midway view was completely obscured by leaves. And the crowning glory was a slot roll-down whose tables and bally cloth concealed a massive tree stump, fully four feet wide.

Reithoffer & How-Reit Set Tours in L. I.

NEW YORK — Both the Reithoffer and How-Reit Shows have Long Island tours planned. Reithoffer, with Pat Reithoffer Jr. in attendance, got rolling last Wednesday (4) in East Meadow. The lot had been played during Easter Week by L. and N. Amusements.

How-Reit opens May 27 in Elmont and will confine its still-dating to Long Island and lower New York City.

Al Howard reported the arrival of How-Reit's new Frolic ride and also a Funhouse from the King factory. The unit will field 10 major rides and a set of kiddie units. Mineola Fair, whose midway agreement was in negotiation for several weeks, was officially added to the route last week, Howard confirmed.

The East Meadow lot held 10 rides and two shows, plus about 15 concessions. Included were the Helicopter, Ferris Wheel, Tilt-a-Whirl, Scooter, Roll-o-Plane, Octopus, pony ride and three kiddie rides. Also the Funhouse and Laughland, a new distortion mirror show. Charley Davenport was present with his concessions, and Joe Uknis was on hand with custard.

Ontario Buys Ferris Wheel

OSWEGO, N. Y. — Ontario Amusements of Oswego has purchased a 36-foot Ferris Wheel from the Lewis H. Garbrick Manufacturing Company. According to Harold E. Morley, show agent and general manager, the ride will be delivered May 18 at Fort Ontario here, where the show opens its season.

Morley was accompanied by the Centre Hall, Pa., plant of Garbrick by lot Superintendents Harold T. Morley and George Wallace. Harold E. Morley said that the show is solidly booked for firemen's field days and celebrations from opening date until late September. All rides and rolling stock have been overhauled and painted in preparation for the season's bow.

Crafts Orange Show \$\$ Match 1959 Figures

SAN BERNARDINO, Calif.—Crafts Shows combined its Exposition, 20 Big and Fiesta units to set up two colorful midways at the National Orange Show here which closed its 11-day run Sunday (8). Despite threatening weather and some rain, spending was reported on a par with 1959 when the event pulled a total attendance of 270,177, second largest year.

Crafts Exposition unit was the featured midway with 20 Big and Fiesta equipment being used in another area. The second midway featured kid rides.

Crafts Shows, which has been on the road for several weeks, pulled its key men here for the date, the biggest of the early season.

O. N. Crafts was here for the run, as were Roger Warren, Exposition manager; Larry Ferris, 20 Big manager; Jimmy Lantz, concession manager, and Blanche Henderson and Etta Kotarakos, secretaries.

Crafts was host to the Pacific Coast Showmen's Association and

its Ladies' Auxiliary on the annual Showmen's Day Tuesday (3). On Wednesday he and Mrs. Crafts were host to the exposition's directors and managerial staff.

The ride complement for the run was 52 major and kid devices. Of this total, 8 majors and 12 kid devices were on the second midway. In addition to the rides, there were 89 concessions, most of them on the main midway, and 8 shows.

Shows were Funhouse, Pygmy Horses, Glasshouse and Snakes, Blash & Hilligoss; Crime Show and Siamese Twins, Thomas E. Hughes; Snake Show, Red White; Funhouse, Lee Turnbough, and Elmer the Three-Eyed Bull.

Of the concessions, Cecchini & Levaggi had 14; Blash & Hilligoss, 10; Christensen & Lantz, 11; Wally O'Connor, 3; Sam Silver, 3; Allaco and Cattone, 2; Del Vecchio, 2, and Jack and Betty Kearney, 2. Other concessionaires included Elden Short, Jack Kent, W. Sandefur, Jim Wheeler, Harold Pelant, Edna Dauer, Patsy Duran, Edna Rex, Sam Wexler, William Marcus, Bal Zalle, Earl Doffin, Roy Leefe, Sol Breetwor, Sam Coomas, Ed Kennedy, Bob Banard, F. Foster, Albert Lucchesi, Bill Hall, Ken Thorsness, John Lopez, Joe Wallace, William Marcus, Nick Davido, Alex Freedman, Leroy Glazer and Bill Hunter.

Midwest Club Holds Final Social Event

MINNEAPOLIS—There was a strong turnout for the final social event of the year of the Midwest Showmen's Association.

A buffet supper, featuring fried chicken, was served and entertainment and dancing was supervised by Buzz Barton and Margaret Maupin.

Among those attending were Mr. and Mrs. E. W. (Slim) Wells, Mr. and Mrs. Jim Hirschberg, Mr. and Mrs. Charles Carroll, Mr. and Mrs. William T. Collins, Margaret Maupin, Mr. and Mrs. Robert Waters, Harold Tuerk, Donna Pauley, Dick Rhinehardt, Helen Dahlstrom, Jake Bozony, Mac Walsh, Mr. and Mrs. Art Forcier, Barbara Belivia, Mr. and Mrs. Jack Thompson, Irv Adams, Mr. and Mrs. Chet Junkin, Dorothy Reiter, Mayor and Mrs. Gordon Micklethum, Bloomington, Minn.

Also C. L. Erickson, George (Buzz) Barton, Mr. and Mrs. Lyndon Erickson, Vera Wells, Joe Mandrick, Elizabeth Anderson, Mary Dean, Mr. and Mrs. Frank Winkley, Angie Conray, Arlene Helgeson, Mr. and Mrs. Nelby Hauff, Margaret Schroeder, Dolores Gomez, Joseph R. Stanley, Mary Phifer, Kathy O'Neil, Mike Whyde, Mr. and Mrs. Russ Brown, James Fanelli, Joyce Kraulik, Nick Kakos, Neva Lanke, Bob Bengston, Whitey Berbom, Bill Stanley, John Stanley, Emerson Bennett, Mr. and Mrs. Les Hinson, Bob Crumley and Henry Gordien.

C&W Hums; Change Of Route Charted

PETERSBURG, Va. — Cetlin & Wilson Shows staff continues to grow with arrival of pre-season crews. Barney Corey, co-owner has come in from Chicago and has actively pitched into winter quarters work. Martin Arthur, general agent, has arrived after winding up the still-date routing thru new territory.

Arthur has 10 spots charted, taking the show thru Tennessee, Kentucky, Illinois and Indiana prior to the opening Ionia (Mich.) Free Fair. The show jumps right into that territory following the May 28-June 4 debut here, being scheduled to show Bristol, Tenn., June 6-11. This move is 330 miles but all others are much shorter. For years C&W had headed westward in leisurely stages thru Pennsylvania.

July Fourth spot is Owensboro, Ky. Date immediately preceding the first fair is Elkhart, Ind., August 1-6. Several promising dates in major cities are on the route.

A new mechanical department has been created under supervision of Jerry Exum. It takes in all tractors, mules, caterpillars and ride motors, and extensive overhauling is under way. Clyde Mulligan chief electrician and diesel

man, is also well along on his projects. Various ride foremen are on hand including Marvin Johnson, Harold Stombaugh, Paul Kaude, Chuck Frock, William Riley and others. Junior Walters is overhauling the Merry-Go-Round horses.

Dick Hodges, who has the cookhouse on the show this year, is set up and feeding winter quarters help, doing a good job of it, reports say. George Goodman is overseeing renovation of his bingo. Bob Edwards is putting men to work on his equipment. That of B. A. Slover will be prepared in Tampa before arrival here.

HELP WANTED

For Apples, Floss and Snow, also Second Man for Scrambler who can sell tickets.

V. E. JAMESON
THOMAS JOYLAND SHOWS
Gary, W. Va.

WANT

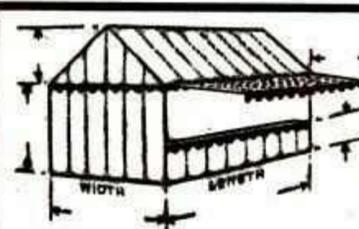
Two capable, clean Salesmen for advertising in year book. Strong sponsor; three months' work; daily collections. No collect calls, please.

MR. HARRIS
Phone: RI 4-6505 Charleston, W. Va.

GIRLS

Needs Girls for two Girl Shows. Good salary, wardrobe and transportation furnished. No experience necessary if you are young and attractive. Also need one more Canvasser. Good salary and ticket box. Write or wire. No collects.

HAROLD WETHERBEE
c/o O. C. Buck Shows, Menands, N. Y.



Largest Manufacturer of Tents in the East

Powers Tents are made from best quality 12.63 oz. Vivotex treated army duck reinforced at all points of strain. All corners are reinforced with leather. Shipment within 5 days after receipt of order.

Phone: Saratoga 7-3500.

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5929 Woodland Ave., Philadelphia 43, Pa.

STOCK TICKETS	
1 Roll	1.50
5 Rolls	4.50
10 Rolls	8.25
25 Rolls	18.75
50 Rolls	24.00
100 Rolls	44.00
Rolls 2,000 EACH	
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THE TOLEDO TICKET CO.
Toledo 12, Ohio
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6,000	10.10	Double Coupons
8,000	11.45	Double Coupons
10,000	12.80	Double Coupons
50,000	24.00	Double Coupons
100,000	38.00	Double Coupons
500,000	150.00	Double Coupons
1,000,000	290.00	Double Coupons

Mdse. Assn. Starts Credit Reporting

DETROIT—Distribution of the first nationwide credit report in the carnival supply industry was started Monday by Wayne Brownlee, executive secretary of the National Wholesale Distributors Association, at Tipp City, O. This follows the distribution of new membership cards to the member supply firms, according to Fred Silber of Detroit, association president.

POPCORN--COTTON CANDY--SNO-KONES--APPLES
WE HAVE EVERYTHING YOU NEED
WRITE NOW FOR OUR 120-PAGE CATALOG
GO "GOLD MEDAL" ALL THE WAY
GOLD MEDAL PRODUCTS CO.
World's Largest Manufacturer of Concession Equipment and Supplies
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AMERICA'S FINEST SHOW TENTS
O. Henry Tent & Awning Co.
• CONCESSION TOPS • SHOW TENTS
• RIDE CANVAS • BANNERS
BERNIE MENDELSON
Field Representative: G. C. "MITCH" MITCHELL
4862 N. Clark St., Chicago 40, Ill. Phone: Ardmore 1-1300

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of Acts and Attractions

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The Amusement Industry's Foremost Booking Guide

LOCAL ★ NATIONAL ★ INTERNATIONAL

12 Big Talent Buying Issues only \$8.00 each

★ ★ ★ ★ ★ SEND YOUR LISTING TODAY ★ ★ ★ ★ ★

SOL'S GREATER SHOWS

Want for Four Annual Celebrations. Point Pleasant, W. Va., May 16-21; Wellston, Ohio, May 23-28; Lima, Ohio, May 30-June 4; Lawrence, Ind., June 6-11.

CONCESSIONS—COOKHOUSE AND SIT-DOWN GRAB. Jewelry, Six Cats—must have two Hanky Panks; Ball Games of all kinds, Fish Pond, Set Joint. Sell EX on Bear Pitch and Glass Pitch, Cigarette Block and Pan Game. All Merchandise Concessions only—no Flats or Mitt Camps. Shows of all kinds—committee money only.

JEFF HARRIS ENTERPRISES

AUG. 5-6-7, NEW BEDFORD, MASS., FEAST OF THE BLESSED SACRAMENT—BIGGEST PORTUGUESE FEAST IN THE EAST

Fry Playground, Lynn, Mass., June 6-11 (first time ever played). Now booking Rides and legitimate Hanky Panks, French Fries, Popcorn, Snow Cones, Candy Apples, Guess Your Age and Novelties. Restricted to 33 Concessions as space is limited. This event plays to 125,000 persons over weekend. Also booking same items for Sons of Italy Aquarama Show, on Club Grounds in Brockton, Mass., May 29 to June 4, including three matinees. 20,000 tickets sold in advance. Located on Club Grounds. Answer:

JEFF HARRIS

103 WALNUT AVE., REVERE, MASS. ATLANTIC 4-3525.
Watch future ads for couple of surprise dates on the fire.

WORLD OF PLEASURE SHOWS

Want for Kalamazoo, Mich., opening May 18

Followed by the gigantic Memorial Day Celebration, Muskogon, Mich., May 24-31, and for balance of season.

Want Hanky Pank Concessions of all kinds. Also place Family-Type Shows. Cal Hamilton wants Hanky Pank Agents. All Shows contracted for season, please confirm. Contact:

ROD LINK, Burdick Hotel, Kalamazoo, Mich.

QUEEN CITY RIDES

Opening May 28

WANT RIDE HELP—Merry-Go-Round Foreman, Man for Paratrooper, Second Men on all rides. Must be sober and have license to drive. Top wages plus bonus.

CONCESSIONS—Jewelry, Novelties, Mug Joint. Can use good Grab Stand. Telephone: Hampden, Maine, No. 75, Ring 13, or write P. O. Box 138.

JOHNNY T. TINSLEY SHOWS

PLAYING ALL DOWNTOWN LOCATIONS AND SHOPPING CENTERS. WANT FOR ANDERSON, S. C., TWO SHOPPING CENTER LOCATIONS; SOUTH MAIN, MAY 16-21; NORTH MAIN, MAY 23-28. ALSO BEST JULY 4 CELEBRATION IN SOUTH.

CONCESSIONS: Custard, Nut Bar, French Fries, Ball Games, High Striker, Long and Short Range Galleries, Cork Gallery, Photos, Jewelry, Grab Bag, Fish Pond, Pitches, Swinger and Alibis. RIDES: Live Ponies. SHOWS: Any family-type Show. AGENTS: Mayo Tinsley wants Man and Woman for Pan Game; also Pea Pool and Ball Game Agents. RIDE HELP: Foremen on Fly-O-Plane, Caterpillar and Kiddie Rides. Second Men on all Rides. LEO BISTANY IS NO LONGER CONNECTED WITH SHOW. All replies to

MAYO or JOHNNY TINSLEY, Anderson, S. C.

AMERICAN BEAUTY SHOWS

WANT FOR BIG 7-DAY CELEBRATION, TWO BIG KID DAYS.

Can place Hanky Panks of all kinds. Will book 2 neatly framed Shows. Want Agents for Pan Game and Novelties. All replies:

H. W. BARTHOLOMEW or JOE SHARP, Ottumwa, Iowa, this week.
P.S.: Have three Dodgem Cars for sale.

PALMETTO EXPOSITION SHOWS

Want Ride Help. Can use Octopus, Tilt and Paratrooper Men and Second Men who drive, also need two settled or retired Ride Men for park location at Lake Lure, N. C. All replies to

MILTON McNEACE, Thomasville, N. C., this week; then Salisbury, N. C., for the next two weeks, May 23 to June 4.

P.S.: BUCK HARRISON would like to buy a set of Woolensak Photo Lenses. Write, giving size and price.

FIREMEN'S CELEBRATION

ELKHORN CITY, KY., MAY 23-28.

With a long and complete list of first-class fairs starting August 1 and ending Armistice week.

Want Concessions of all kinds, no exclusive. Will book any kind of Concessions, come on. Have space for 8 to 10 Concessions now. HELP: Can place first-class Merry-Go-Round Foreman and Second Men. Semi drivers preferred. Contact AL WALLACE, Wheelwright, Ky., this week; Elkhorn City, Ky., next week.

BIG STATE SHOWS

Golden Anniversary Celebration, Bishop, Texas, May 28-June 4; watermelon spots follow; then Texas Fish Festival, full week; July 4th at Port Lavaca; then cotton spots, also fairs at Mico, De Leon, Beeville, Fredericksburg, Boerne, Bryan, Sequin, La Grange, New Braunfels and Port Lavaca, all Texas.

Will book Cookhouse, Bingo, set of Diggers, nearly all kinds of Hanky Panks, Pony Ride, Fun House, Snake Show, or what have you? Can place Six Cat Agents. Will be in Bishop May 26 and on.

Wire ANNA MOORE, this week, at Lampasas, Texas.

COOK AMUSEMENT CO.

Inkster, Michigan (Beach Daly & Michigan Ave.), May 24-30
Rotary Club Spring Carnival

WANT Concessions of all kinds. Need Hanky Pank Agents and Alibis. Write or wire c/o Eavey's Supermarket, Fort Wayne, Ind.

Farrow Opens With Top Earning Power

Adds Helicopter, Flying Coaster, Rolling Stock, New Office Wagon

MEMPHIS — The Farrow Amusement Company, titled until recently the Wallace Bros. Shows, had its traditional full-scaled opening on the Negro lot here during the Memphis Cotton Carnival. Show opened Saturday (7) for eight days and uncovered more show-owned office power than at any time in the history of the 27-year-old organization.

Ernie Farrow, show owner-manager, uncovered a Helicopter, Flying Coaster, and boat ride, all purchased since last year. He also worked a new live pony set-up, now show-owned and, in addition, put into use a new power generating unit. Among other new additions are six Chevrolet tractors and an office wagon, the latter built at

the show's Jackson, Miss., winter quarters.

Farrow has been working rides at shopping centers until the full-scaled opening here. He will revert to operating rides at such centers following the Saturday (15) Cotton Carnival here until July 4, when he again will bring out the complete show for the Madison, Wis., July 4 celebration. Two other Wisconsin festivals, Delavan and Lafayette, will follow, after which the show will move into a succession of fairs in that State. These are Burlington, Janesville, Wausau, Jefferson, Manitowoc, Elkhorn, Beaver Dam, Stoughton, and Baraboo.

After playing the Wisconsin fairs the show will swing south to play in succession at Monticello, El Dorado, Pine Bluff, all in Arkansas; Indianola, Miss.; Winnsboro, La.; Eunice, La., and Byrum, Miss., closing at the Hinds County Fair, Jackson, Miss.

Personnel here was as follows: Staff: E. E. Farrow, general manager; Leroy Finley, assistant manager; Gene Cain, business manager; Dorothy Cain, secretary; Jeanette Farrow, treasurer; Henry Bush, ride superintendent; Clarence Walters, mail and The Billboard; Ed Riecken, mechanic-electrician; Pete Locke, assistant electrician.

Rides: Merry-Go-Round — Jack Vanik, Ken Kneemiller; kid rides—Hobson Reagan, Walter Johnson; Ferris Wheel — Frank Thomas, Charles Gordon; Tilt-a-Whirl — Bob Tutor, Bill Hill, B. Estey; Rock-o-Plane — Bob McGinnis, Hank Bush; Bill Nunn; Scrambler —Harvey Stevenson, Charles Warwick; Octopus — Richard Roach, Huckbody; Ponies — Jim Thompson; Round-up — Richard Cain, Tom Muth; Flying Coaster—Newell Taylor; Mad Mouse—Charles Sims, Bill Duncan; Pretzel—L. K. Neill.

Shows: Funhouse — John McKee; Snake Show—Harry Jones; Siamese Twins — Bill Galyon; Penny Arcade—Can L. Jeter.

Concessions — Thomas Maurzey 1, Clarence Walters 2, C. E. Miller 1, G. F. Bostwick 6, Don Pierson 3, Leonard Neil 5, Lena Riecken 1, N. C. Taylor 2, Warren Hamm 3, Robert Switzer 2, Willie Murphy 1, Gene Cain 10, Lee Moss 2, George Topp 4, John McKee 2, C. J. Cyr 5, E. H. Bowers 2, Ep Glosser 6, W. Clendening 1, Joe Titus 1.

Funland Bows; Signs Omaha July 4 Cele

SPRINGFIELD, Mo.—Funland Shows has increased its money-making potential thru the addition of new rides for its '60 tour that will take it into new Northern territory.

R. E. Thomas, Funland owner, has purchased two new Octopus rides, one a 12-tub and the other with eight tubs. This will bring the total line-up to 19 major and eight kid rides.

Show opened May 15 and will play a number of new stands. One of the biggest of the new ones is the Omaha July 4 celebration sponsored by the American Legion. The three-day event will be held at Municipal Stadium and will include fireworks, entertainment, bands, contests, sporting events and performing animals.

Eddie Kelly, Funland's general agent, recently signed the event and announced there would be 45 concessions, 19 major rides and several kid rides.

Further attractions at Omaha will include performances by city recreation and YMCA athletes. Sponsors are shooting for a total turnout of close to 60,000.

Royal Bows Improved Midway

Continued from page 48

plowed back into the show during the winter is not readily discernible to midway customers. But such money is reflected in the show's new equipment for speedier, safer set-ups and tear-downs, stepped-up ability to move in and out of towns on schedule, and in its increased power capacity.

Further, the program of standardizing equipment, providing standardized parts for similar units, was pressed further at winter quarters. And this is shown by the increased number of wagons, all equipped with such things as interchangeable tongues, wheels, axles, etc.

Truck Lineup

On the road, the Royal carries nine trucks, including one new International Diesel 200, cab-over-engine, a new sanitary truck, an International Station Wagon, and a Jeep, plus six D-4 Caterpillars, three of them new this year; three D-6 Cats, one D-6 doughnut-tired Cat, and 6 rubber tired mules.

The Royal now has a power generating capacity of 1,425 kws., and this embraces only the units on the lot, not the six used on the show train. Before another month has passed, the capacity on the lot will be upped to 1,550 kws., as a new 225-kw. Caterpillar will be added at Davenport to displace a 100-kw. unit.

C. J. Sedlmayr, the engineering-minded son of and assistant to Carl Sedlmayr, directed the many winter quarters projects of the show. Of the many innovations which came out of quarters in a specially equipped trailer used to transport the Flying Coaster. An overhead track, with a switch, holds all of the seats overhead. The track extends beyond the end of the trailer and the use of a crane and a winch enables all of the dismantled ride to be unloaded and placed in position and, in turn, reloaded with the use of a minimum of manpower, the greatest of safety and in extremely short time.

FEATURED THIS WEEK

GAUCHO PULL-UP SLAT PUNKS
\$306.00 for 12 Ft.
\$357.00 for 14 Ft.

WRITE FOR FREE CATALOG

RAY OAKES & SONS

P. O. Box 4344 Day Ph.: Re 69774
Tampa 7, Fla. Nights: Re 65467

CAN USE A FEW MORE HANKIES

Strings, Pitches, Hi-Striker, Scales and Age or what have you?

Have no Shows. Will book one or two of merit with own transportation. Need Girl Show for Burke Co. Fair, Flaxton, No. Dak., July 14-15-16. All equipment must be good.

Can use two Agents for Alibis. Contact per route.

JOHN MURPHY
MURPHY'S NORTHERN STATE SHOWS

CAN PLACE

Useful Sideshow People for long season, 3 County Fairs and 3 State Fairs. Good Tattoo Man who can stand prosperity and not let money go to his head. (Stan Allen and John Starkey, answer.) Also Fire Eater and Sword Swallower. (Stan the Sword Swallower, who worked for me last fall at Houston Shrine Festival, contact me at once.) Very important. No impersonators and must be sober. Carman Del Rio and Benny Bates no longer here. Can also place reliable Foreman for new Paratrooper. Good salary and P. C. if you stay the season. Contact KITTY KELLY, c/o Fiesta Shows, Ft. Worth, Tex. or 3419 E. Belknap, Ft. Worth, Tex.

WANTED

Ride Superintendent, also Ride Men for all rides.

McGinnis Blue Ribbon Amusements
7834 Pearl Rd., Middleburg Hts.
Cleveland, Ohio

WACO, OHIO, HOMECOMING

June 22-23-24-25 incl.

Want Educational Show, Photo Gallery, High Striker, Waffles, Novelties, Jewelry, Arcade and Concessions for Merchandise; also Demonstrators. Silence a polite negative.

GEORGE MARLOW
911 Payne Ct., N.E., Canton 8, Ohio.

RIDE HELP WANTED

Top Pay. Start West Chicago, Illinois, May 23.

Write or phone

JOHN ROSE

Midwest Amusements
644 Chester Ave., Elgin, Ill. SH 2-6106.

THIESS UNITED SHOWS

WANT CONCESSIONS

Former Concessionaires, write or contact. Ride Help on all Rides. Must be sober and reliable. Contact us at 356 Montgomery Rd., Aurora, Ill., until May 22; then Ingalls Park, Athletic Club, Joliet. Opening May 25-30. Cortland, June 1-4; Aurora, June 10-12; all Illinois.

WANTED

One or two major Rides to augment unit at lucrative 5-day Fourth of July spot N.W. of Chicago. Write

GEORGE STANGE

116 W. Robertson • Palatine, Illinois

HELP WANTED

Bingo Counterman and Relief Caller, also other Concession Help. Must be sober and clean. Good wages and treatment. Opening May 30, Cumberland, Md. Contact

H. L. ANDERSON

1440 Keene Rd., Clearwater, Fla.

Phone 31-4966, or report to lot on May 26.

ROCK-O-PLANE FOREMAN

(No Second Man)

for Kiddie Land Park, Birmingham. Guarantee top park salary plus nice bonus for top, sober, fast operator. If unhappy in Park, don't answer.

Hurry reply.

MADRID SPARKS

220 Pinewood Ave., Midfield, Ala.

Phone: BT 7-6406, Birmingham

HELP WANTED

First and Second Men on Eli #5 and new 7-tub Tilt. Opening 5601 South Washington, Amarillo, Texas, May 9; Borger, Texas, May 17.

S. B. RHODES

1701 Harrison Amarillo, Texas
Phone: DRake 2-5763

HELP WANTED

**Wheel Foreman
Merry-Go-Round Foreman
Tilt Foreman
Second Men on all rides**

Top wages to sober, reliable Help.
A. J. SUNNY AMUSEMENTS
13422 Prospect Road, Strongsville, Ohio
Phone: CEnter 8-6256

MECHANIC

Want top-notch Mechanic with own tools to assist in maintaining a large fleet of trucks. Must be absolutely capable and sober or stay where you are. I want someone for the season. Good job, good salary, and you get it every week.

AL KUNZ, HETH SHOWS
P. O. Box 5515, North Birmingham, Ala., or wire c/o Western Union, Birmingham, Ala. Phone: WO 1-5921, 9 a.m. only.
No collect calls.

MEMORIAL DAY CELEBRATION

PHILLIPS PARK, AURORA, ILL.
Can place Agents for Six Cats, Picture Frame, Spot Pitch, Cork Gun, One Ball and Plose. All celebrations to follow. Johnnie Rogers and Robert Lee, contact.

VIRGIE WATERS
Burkhardt Shows, Virden, Ill., this week; then Aurora.
P.S.: Robert Popert, contact Shorty Jones. Carl Burkhardt needs Ride Help.

RIDES WANTED

FOR AMUSEMENT PARK
Will book Train, Coaster, Tilt-A-Whirl, Chairplane or any thrill ride, also 22 Gallery and Novelties. Nearest park to Syracuse, N. Y., on water. Contact at once.

PAUL MATTLE
Phoenix, N. Y.

WANTED

Carnival and Concessions for week of August 15 thru 20 for White County Colored Fair at Sparta, Tenn.

Contact: **HERMAN (POP) TURNER**
Booking Agent
Sparta, Tenn.

HELP WANTED

Want Foremen for Rolloplane, Schiff Hi-Boy Roller Coaster and Kid Rides; Second Men on all rides. Chilton, Md., 5706 Sargent Rd., until May 31; Riverdale, Md., 5700 St. Bernard Drive, May 23-June 4. Address all mail and wires to R. M. McSPADEN, JR.

WANTED

CARNIVAL FOR 14th ANNUAL 4th OF JULY CELEBRATION
FREE GATE
Or will also consider independent Rides, Concessions, etc. Contact:
MRS. DEE LOSEY
Evansville, Wisconsin

\$25.00 REWARD

For the whereabouts of **FRED SCIFERS**
Call collect.
JIMMIE O'NEILL
(Phone: PErsing 1-3862)
St. Louis, Mo.

WANT

Stock Concessions, couple for office-owned Cook House. For Sale: Car converted to one trailer ride, \$2,500. Address Waupaca, Wis., Open Plainfield, Wis., May 20-22.

TIP TOP SHOWS

FOR SALE

Allan Herschell Roller Coaster, like new, refinished, set up now for inspection. Also 10-car A. H. Auto Ride, 6-12 Train or Long Range Gallery on semi trailer.
JOE FREDERICK
2243 Newton Detroit 17, Mich.

WANTED—WANTED

Hanky Pank Agents, Cork Gallery, Pitch-Tilt-You-Win; man and wife preferred who drive truck. Must be sober at all times. Opening May 17, Love's Park, Rockford, Ill. This show carries only one of a kind. Good spots to follow till November. Contact
C. M. MCGINNIS
8003 W. 32nd St. Cicero, Ill.

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1960 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

West Coast Oregon Unit Opens Season

SAN JOSE, Calif.—Oregon unit of West Coast Shows kicked off its 1960 season here where it played a six-day stand ending Sunday (1) under auspices. The California unit played day and date at the "It's May Day in Los Banos" on the fairgrounds in that city.

The Oregon unit, managed by Ed Hellwig, opened with 10 major and eight kid rides. The California unit, managed by Al Rodin, had a similar complement at the Los Banos event, which it has played for several years.

Executive members of the organization include Mike Krekos, president; Harry Myers, general manager; Louis Leos, secretary-treasurer; Bobby Cohn, general representative; E. W. Coe, business manager, and Glenn Loomis, bill poster.

On the Oregon unit, Barbara Hellwig is secretary with Bill Stathos, security officer. Other staffers include Adam Gevas, mechanic; Harry Baker, electrician, Paul Herron, assistant and searchlights; Speed Mullins, lot superintendent; Jerry Foster, lot man; Bill Mercer, first man, front gate, Ben Cabbell, second, and Virginia Herron, front gate tickets.

Ride help include: Ferris Wheel No. 1, Robert Couillard, foreman, John Lucy, second; No. 2—Cotton Smith, foreman, and Lawrence Andarada, second. Merry-Go-Round—Arnold Coates, foreman; Dick Shirk, second, Willie Smith, third. Tilt-a-Whirl—Carter Jones, foreman, Jim Taylor, second. Roll-o-Plane—Harold Benjamin, foreman, J. C. Herron, second. Dipper—James LeValley, foreman, Joe Silva, second. Rock-o-Plane—James Glore, foreman. Fly-o-Plane—Bill Hopper, foreman; Jack Archer, second, and Bruce Crowell third. Paratrooper—Wayne Williams, foreman; George Palez, second. Scrambler—Charles Fisher, foreman; John Staymate, second, and Andy Anderson. Kid Rides—Steve Fisher, foreman; Bill Stal-naker, second, and Bill Strange, third.

Shows: Funhouse, Daniel Donaldson; Snake Show, Dee Mullins, owner-operator; Temple of Benare, Daniel Donaldson, Bill Tierney.

Concessions: Cookhouse and grab—John Miller; Ronnie Toothman, grab; Gus Anders, chef; Ted Kozacki, grill; Ken Stuck; Virgil Weaver, headwaiter; Mary Morgan, waitress; Steve Williams, waiter and Alice Miller, cashier. Games and Concessions: Cecchini & Levaggi 8, managed by Hy Korenblatt; glass pitch, Jane Desmond, Chuck Glover, and Korenblatt; bean pitch, Bill Desmond; punk rack, George Hensley; spot pitch, Marianne Ross; ball game, Olin Pankratz; ball game, Jack Ross; shuffleboard, Harry Fields, and add pans, Rose Absher.

Jewelry, Mary Ragan and Dick

Kanthe; Don Haffner, 6—short range, Jack Jackson; cork gallery, Faye Haffner; basketball, Brack Jackson, David Ray; ring-a-bell, J. R. Millham; shooting gallery, S. C. Ellis, and fish pond, Joann Cox. William Davis, 4—pan game Ernest Hoblitt; bull's-eye, Frieda Brown; fish bowl, Don MacLeod, and duck game, Shorty Crowell. Art Anderson 2, hoopla, Anderson, Frank Nay, Tommy Herron; toy stand, Hank Coleman and Harry Sandler. Six cat, Wesley (Bucket Brownie) Brown, Ross Baxter, Lloyd Thieves, Floyd Farrar, Leslie Boss, and Raymond Barron. Slum spindle and dart store, Tommy and Eloise Syester. Jewelry wheel, George and Lorraine James. Short range, Kenneth Williams, Steve Fisher; hoopla, Rosalie Williams; coke game, Dean LeDoux. Clothes pins, Hunter Farmer, owner-manager; Walter Pearl, Red Henderson; balloons, Farmer, Al Cook. Grocery wheel, Vaughn Lang, Michael Mosca. Bubble balls, Sam Shaffer, Marshall Brown, Barry Kahn. Fortune, Frank and Marilyn Marks. Hoopla and toy wheel, Charles and Mabel Peck. Toy stand and balloon game, Sam Dolman, owner-operator, and John Andrews. Derby, Roy Hoaglund, Bob Chaney. Skyfighter, R. O. (Brownie) Smith. Toy wheel, Margaret Farmer, owner-operator; Wayne Navolt, Richie Mason. Candy apples, popcorn, Jack and Hazel Christensen, Klonn Grubb, Virginia Grubb, Gale Stites, and Marion Anderson. Restrooms, John Franco. Ticket seller, Ferris Wheels, Ruth Staymate.

Coleman Wins Good Week in Middletown

NORWICH, Conn. — Opening spot for the Coleman Bros. Shows produced pleasing business, the weather being cool but grosses managing to exceed those of last year. Show always debuts on its home grounds in Middletown.

Friday Middletown Press devoted a complete back-page spread of midway pictures, seven photos in all.

At Ocean Beach Park, New London, where Coleman is a participant in C. and F. Amusements, a Mite Mouse will be received from Herschell on May 16, Coleman said. When the park officially opens May 22, C. and F. will then have 15 rides operating.

World-Pleasure Opens Okay at Meridian, Miss.

KALAMAZOO, Mich. — World of Pleasure Shows were due to open here Wednesday (18) after a long jump from Meridian, Miss., where business was strong, according to Bud Davis, manager.

Weather in Meridian was favorable with the exception of a shower on one afternoon. Being set up on downtown streets, the rain failed to cut any business. In addition to the fun zone, which had 15 rides, features included parades, fireworks and a queen contest.

Rod Link, show owner, visited at Meridian but then came to Kalamazoo to handle details for the opening here.

JIMMIE CHANOS SHOWS

Want for Anderson, Ind., Amvets Annual Celebration, May 23-30

Legitimate Concessions of all kinds. This is open spot, everyone is working. No Cookhouse, no Popcorn. Want family-type Shows with own outfits. All replies to

JIMMIE CHANOS Portland, Indiana

PARKERSBURG, W. VA., CITY PARK FESTIVAL

MAY 23 THRU 30

Annual Decoration Week Celebration

CONCESSIONS—Bingo, Arcade, Grab, Hats, Novelties, Photos, Long and Short Range, Pitches, Age & Scale, Hi Striker, Basketball and Hankies of all kinds. SHOWS—Side Show, Fun House, Snake, Monkey, etc. HELP—Foreman for Wheel, Tilt, Rock-o-Plane and Kid Rides, also Second Men for all rides.

NOLAN AMUSEMENT CO., FRED NOLAN, Route 2, So. Zanesville, Ohio

WANT AGENTS

For beautiful Celeron Park, on Lake Chautauqua, at Jamestown, New York, opening May 28 thru Sept. 10.

Agents for Balloon Darts, Fish Pond, Block Pitch, Glass Pitch and Six Cats. General Concession Help of all kinds for Popcorn, Candy Apples, French Fries, Lunch Stand (outside and in ballroom), Griddle Man or Woman. Only sober, reliable help that can stay 15 weeks in a park, with the best of conditions and pay. All answer to

DOLLY YOUNG, Concession Manager, Celeron Park, Jamestown, New York.

Wanted--S. & W. SHOWS--Wanted

CONCESSIONS: Can place a few Hanky Panks and Center Pitches. Buddy Stain wants Agents for Slum Blower, Hanky Panks and Allibi Joints.
SHOWS: Any family-type Show, Fun House and Girl Show with several girls. Buzzy Miller, come on.
RIDE HELP: Foreman for Scrambler and Foreman for Kiddieland, Second Men on all rides. Must be licensed drivers. No cars.

J. STANLEY or LYLE WELLS, Rodgers, Ark., May 11-21.

BAKER'S UNITED SHOWS

CONCESSIONS: Can place all types of legitimate Concessions for proven spring route. Want Short Range, Glass Pitch, Cork Gallery, Fishpond, etc. ALSO CAN PLACE SAME TYPE OF CONCESSIONS FOR SHERIDAN, IND., CENTENNIAL, INCLUDING BINGO. RIDE HELP: Want Foremen for #12 Ferris Wheel, Scrambler and Kid Rides, Second Men in all departments. Must drive and have licenses. SHOWS: Glass and Funhouse or any family-type Shows. Want first-class Electrician. No chasers or cars wanted. All replies to

ERNIE ALLEN, Crawfordville, Ind., this week.



HELP: Can place several Second Men. Must be sober, single, licensed semi drivers, without cars. CONCESSIONS: Buckets and Six Cats, each with Hanky Panks. Also Photos, Custard, Age and Weight, Short Range, Ice Cream, Pitch-Tilt-You-Win, Coke Ring, Roman Targets, Ball Games, Milk Bottles, Dip, Punk Racks, Whiskey Bottles, Slats, Basket Ball, Fish and Duck Ponds, High Striker. SHOWS: Side Show, Grind Shows. (NO DINGS.) Address: Shenandoah, Iowa, this week; Fort Dodge, Iowa, next.
P.S.: Curley Sewell wants Cookhouse Help.

FOR SALE

New '60 model Schiff Hi-Coaster. All latest improvements, with or without transportation. Cash or terms.
'59 model Tilt; two trailers and tractors, loaded and ready to go. Calumet Coach, Popcorn, Snow and Floss, glassed in and screened in, first class. Cash, terms or trade.
FORREST C. SWISHER Box 125 Caney, Kansas

TRUCKS

Having quit the automobile transport business, I have for sale a fleet of 2-ton, six and eight cylinder Dodge Trucks. These units are in good condition. All equipped with good 8.25x20, 10-ply tires, fifth wheel, saddle tank, vacuum brakes and trailer connections. All will pass ICC inspection. Priced from \$550.00 up. Anyone interested in a good used Tractor that is ready to go to work, check with me.

ART HANERHOFF

1104 W. Camp St., East Peoria, Ill. Phone: 4-4423

OPENING MENA, ARKANSAS, MAY 20

Annual Firemen's Carnival—2 Weekends Here

WANTED: Ride Help, Agents for Stock Concessions. Will book Short or Long Range Lead Gallery, Glass Pitch, Scales, Hi Striker, Novelties and Hoop-La. Want Cook for trailer-built Cookhouse.

RAINES AMUSEMENTS, Mena, Arkansas. Phone 303.

GIRLS WANTED

For Rock and Roll Girl Show. With or without experience. Good salary. Write or wire collect.

DORIS MILLER

511 Tate St. High Point, N. C.

CONCESSIONS WANTED

High Striker, Age and Weight, Basket Ball, Hanky Panks. No flats or gypsies. Have a good route of celebrations and fairs. Open May 28 at Buckley, Ill. All replies to

ALFRED WALL AMUSEMENT

Route 4, Box 257 Watseka, Ill.

STEPHENS SHOWS

Want Merry-Go-Round Foreman and Second Man. Must have chauffeur licenses. Must be sober. Must know a Parker 32-ft. Jenny. Top salary. Open May 23 W. Q. open. Wire, write at once.

OTTO STEPHENS, Queen City, Mo.

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.

WORLD'S LARGEST MOTORIZED MIDWAY

Al Kunz

HETH SHOWS

Official Opening Memorial Day, May 30, TRI-CITIES, Sheffield, Ala.

ALL PEOPLE CONTRACTED FOR THE 1960 SEASON, ACKNOWLEDGE

CONCESSIONS

Photos, Short & Long Range, Derby, Basketball, Long Range Buckets, Ball Games, Jewelry and all Hanky Panks. Wayne Kunz wants Agents for Six Cats and Scales. Percentage Agent for Saucer Concession, girl or man.

SHOWMEN

Nat Mercy wants Grinders, Ticket Sellers and Canvasmen for several Shows. Dorothy Mercy wants Girls for office Revue.

HELP

Working Men on all Rides who have driver's license, can drive large semis and absolutely sober. Painter who can do both lettering and pictorial.

AL KUNZ, Owner and Manager

P. O. Box 5515, North Birmingham, Alabama. Western Union, Birmingham, Alabama.

Phone: WO 1-5021, 9-10 A.M. only, or FA 3-2631, 4:30-5 P.M. only.

BLUE GRASS SHOWS

Featuring the Great Victor Zucchini, the Human Space Man, Shot From Atomic Cannon Over Two Ferris Wheels Nightly.

OPENING 1960 SEASON OWENSBORO, KY., THURSDAY, JUNE 9—TEN BIG NIGHTS—TWO SPECIAL CHILDREN'S DAYS. FOLLOWED BY TWO WELL-PROMOTED STILL DATES IN LARGE INDUSTRIAL CITIES—KEOKUK, IOWA, FOURTH OF JULY WEEK—LONG STREET CELEBRATION.

HELP—Foremen and Second Men for all rides. Foremen for No. 5 Dual Wheels, 12-car Scooter, Paratrooper, Fly-o-Plane, Rock-o-Plane, Kiddie rides and Roller Coaster. Good pay and bonus and winter's work to all who qualify. All must be licensed semi drivers. Also general Carnival Help in all departments.

CONCESSIONS—Hanky Pank Prize-Every-Time Games, Short Range, Hi-Striker, Age and Scales, Derby, Photo, Basketball, Glass Pitch, etc.

SHOWS—Will book any good non-conflicting Grind or Bally Show that caters to family trade; liberal percentage.

All wire C. C. GROSCURTH, Gen. Mgr., c/o Hotel Thomas, Gainesville, Fla., until May 18; then all wires and correspondence to Owensboro, Ky.

AMUSEMENTS OF AMERICA

NOW BOOKING FOR THE GREAT BROCKTON FAIR, BROCKTON, MASS.

Opening Saturday, 10:00 A.M., July 2 thru July 10—2 Saturdays and 2 Sundays. First Major Eastern Fair.

Free Thrill Show on Midway. Free Acts Daily and Gigantic Fireworks Display.

Kiddie T. V. Stars. Continuous Activity Day and Night. 15 Bona Fide Fairs to Follow.

RIDES: Paratrooper, Scrambler, Tilt, Wild Mouse or Mad Mouse, Frolic, Helicopter or any new or novel ride.

SHOWS: Any Grind or Family-Type Shows with own equipment. Monkey Drome, Glass House, Wildlife and Mechanical. Jerry Turner and Bob and Kathy contact Tony Mason IMMEDIATELY. Have show completed and booked.

CONCESSIONS: Any legitimate Concessions that work for merchandise only.

JOHN VIVONA, Feltonville, Pa., this week.

MORRIS VIVONA, 103 North 21st St., Irvington, N. J. Phone: ESsex 3-9112.

SHORTER'S GREATER SHOWS

11 RIDES — FIRST CALL — FIRST CALL — 11 RIDES
CONCESSIONS: Want Ball Games of all kinds, High Striker, Cork Gallery, Basketball, Roman Targets, Jewelry, Novelties, Photos, Pitches of all kinds, Long and Short Range, Fish Pond, Buckets, Watch-La, Bumper, String Game, or what have you? No gypsies.
RIDE HELP: Want working Wheel Foreman. Also Tilt and Merry-Go-Round Foremen. Second Men on all rides. Must drive and have licenses. Must be sober. Wives can work ticket boxes or concessions.
SHOW HELP: Need Girl for Single-O Show. Also Fun House Man. WANT BINGO CALLER WHO CAN GET IT UP AND DOWN AND OVER THE ROAD. FORMER CONCESSION PEOPLE. ANSWER—Jack Miller, Bob and Penny, Roger Young, Paul Davis, Whitey, Willie Bush, contact immediately.
Show opens May 26 through 30, Waverly, Iowa. Playing 2 and 3 spots a week in Iowa, Minnesota, Nebraska, South Dakota, Wisconsin, Illinois and Missouri.
FLOYD AND SHELDON SHORTER, OWNERS-MANAGERS
Phone: Colfax 4-6907 or Colfax 4-6749, Cedar Falls, Iowa. (No collect calls.)

MOTOR STATE SHOWS

Want for Celebrations and Fairs—Oxford, Mich., May 17-22; then the big one, Melvindale, May 25-30. Parades, give-aways, etc., and continuous route of Celebrations until Fair time.

Want Hanky Panks only—Hi Striker, Novelties, Ice Cream, Long and Short Range, etc. Help—Wheel Foreman, Octopus and Merry-Go-Round; also Second Men that drive. Top wages, bonus, Howard Rayburn, come on. No phone calls. Come to Oxford, will place you. Pete Kelly wants Hanky Agents and Cookhouse Help.

All replies:

JOE FREDERICK

Oxford, Michigan

WILLIAM A. GRIFFITHS SHOWS

Opening May 30, Stoney Creek Station, Reading, Pa.

Help: Foremen on #5 Ell Wheel, Merry-Go-Round. Top wages plus bonus. Second Men all rides. All old ride help. Winterquarters now open. Come into Reading, then phone Spruce 7-4489. Can place Short Range, Hi-Striker, Ball Games, any non-conflicting leg. Games. All replies:
WM. A. GRIFFITHS, Box 296, Rt. 1, Reading, Pa.

FLASHY SIDE SHOW FOR SALE

Fully Equipped With Truck and Trailer. Booked for 1960 Season on Class A Carnival With Best Route in West.

A proven, paying investment. Can be seen in operation. Reason for selling, ill health. For particulars address:

EARL LEONARD

57 Taylor St., San Francisco, Calif.
Phone: Graystone 4-2881

Thank You

MR. & MRS. MORRIS FRIEDENHEIM
Concessionaires, Amusements of America,

For your new Yellowstone Mobile Home purchase.

"Save Money With Johnny"

JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

HANKY PANK AGENTS

Wanted for bona fide permanent Amusement Park with weekly attendance of 180,000. Must have good reference.

BEN KAYE

193 Kelton St. Allston, Massachusetts
Phone: BEacon 2-5863

HOW-REIT SHOWS

OPENING MAY 27 IN ELMONT, N. Y. (Hempstead Turnpike & Grand Ave.)

Want Merry-Go-Round Foreman, Tilt-A-Whirl Foreman; also Ride Foreman—good proposition for the right man!

Get a full season's work around New York City, including top fairs!

Contact AL HOWARD
1818 Newkirk Ave. Brooklyn, N. Y.
ULster 9-1686

Wanted

Rides—Rides—Rides

Any major Rides except Ferris Wheel. Guaranteed to play all the biggest Shopping Centers in Florida starting Thursday, May 19, to 28, at the Byrd Shopping Center, Cocoa, Fla., with 50,000 tickets being put out by the merchants. Plenty of prizes and big promotion. This unit will not close until Christmas Day, then reopen New Year's Day, then the Florida winter fairs will start. Want useful Ride Men, good salary and bonus; must drive truck. All spots good for two to four weeks, as big prizes are given away weekly. All contact

BILL HOLT, Cocoa, Fla.

FOR SALE

Have custom-built all-aluminum Show Front, built on house trailer frame with four-wheel brakes, 40-ft. front, aluminum deck plate platform and steps, ticket box, lights, amplifier. Ready to go. Set-up is for midjet horse. Will sell below cost, \$3,500; cash only.

TEO ZACCHINI

1208 N. Orange Ave. Sarasota, Fla.

LUEHRS' IDEAL RIDES

Want Ride Help for Schiff Coaster and 2 Kid Rides. Must drive and have licenses. No cars. Concessions locate Sunday, May 29 at Veedersburg, Ind.

Contact HUB LUEHRS
Wilshire Village Shopping Center
East Alton, Ill., until May 22; then Montclair Shopping Center, Edwardsville, Ill., May 24-28.

WANTED

ELEPHANT ACT, ANIMALS AND FREE ACT

Write BOX 416, c/o Billboard Pub. Co.
390 Arcade Bldg., St. Louis 1, Mo.

GIRLS WANTED FOR GIRL SHOW

Good working conditions. Sure pay. Young and attractive girls for two shows. Long season. Fairs start in July.

CARROLL GREEN

Jimmie Chanos Shows, Portland, Ind.

BRAND NEW

1960 CHEVROLET

One Ton Panels, \$2,295

Full Price—Full Warranty

"Save Money With Johnny"

JOHNNY CANOLE

Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

Playtime Gets Away to Big N. H. Opening

LYNN, Mass. — Playtime Amusement Corporation moved here after a strong opening at Manchester, N. H., where grosses were reported by Manager Edward Burr as being 30 per cent over previous years.

The ride line-up is stronger thru the addition of a Paratrooper and Helicopter, owned by Billie Burr. Show has two new lowboy trailers, one for the light plant, the other for the Merry-Go-Round. Bill Jacques is sporting a new concession trailer and a new Funhouse has been booked on for the tour.

Staff, in addition to Edward Burr, has John Burr as secretary; William Burr, treasurer; Phillip De Raps, electrician; Fred Jordan, transportation supervisor; Bernie, mailman; John A. Corcoran, agent for The Billboard; George Harris, light towers. Tony Alfano is starting his 17th consecutive year with the show. He has been in charge of winter quarters for the past half dozen years, is lithographer and advance man and handles the legal adjuster chores.

Ride crews include — Ferris Wheel, Edward La Fava, R. Haddock; Octopus, Bernie, Vinnie Fera; Roller Coaster, Snuffy; Chairplane, Peter Burr. Harry Reese; Merry-Go-Round, Tony Alfano, Fred Johnson.

Along concession row are Mr. and Mrs. Merrill, cookhouse; Patty Burr, jewelry; Carmine De Raps, zingo; Mrs. Harry Reese, spot joint; Harry Reese, duck pond; Chet and Bobby Mason, add-em-up darts; Rita De Raps, shoot till you win; Neil De Groot, long range; Billie De Groot, ball game; R. De Groot, high striker; Joe Mahan, bowling; Whitey Johnson, 3; Yvonne Latrandes, pitch-till-U-win and balloon darts; John Burr, popcorn, apples, floss; Bill Jacques, basket game; Mrs. Bill Jacques, candy game; Yvonne, string game; Louis Childs, cigarette store; Emma, novelties; Danny Feras, age and scales; Mr. and Mrs. Sylvia, cat rack; Mr. and Mrs. Van Pelt, basketball and Roman targets; S. Hannigan, aerial bowling; Tommy and Sissy, one ball.

NSA Retains Special Gifts For Sponsors

NEW YORK — Final meeting of the National Showmen's Association season was held April 27 with Max Tubis, president, presiding. Greetings were extended to Jack Stern and Charley Rubenstein, both of whom underwent operations recently.

It was decided to continue the special giveaway for membership sponsors, instituted last year. A member receives a free ticket for each new member he recruits. Contributions to the fund came from Morris Brown, Max Tubis and Joe McKee, Simon Hadji, Al McKee, Dave Brown and Paul Goldfarb.

Summer clubroom hours are in effect. The building is locked at 1 a.m. Mondays thru Saturdays, and remains closed all Sundays. On the dais at the last meeting were Tubis, Rubenstein, Frank Rappaport, Leo Willens, Dr. Herman Cohen, and executive secretary Ethel Weinberg.

CARNIVAL ROUTES

• Continued from page 56

Buckeye State: Alliance, O.; Wooster 23-28.
Burkhart, Carl: *G. W. Cain; Virden, Ill.; Aurora 25-30.
Byers Bros.: *James L. Reed; Benton, Ark.
 Capell Bros. (Camelback Road) Phoenix, Ariz., 18-22; Shiprock, N. M., 25-30.
Capital City: *C. C. Miller; Dayton, Tenn.
 Carl, A. J.: Fruitport, Mich., 17-22.

How-Reit: Elmont, N. Y., 27-June 4.
 Hunt Am. Co.: (Broadview Shopping Plaza) Atlanta, Ga.
 Imperial: Fairbury, Ill., 19-21; Alton 31-June 4.
 Inland Empire: Granger, Wash.; Lewiston, Idaho, 24-28.
Key City: *Loretta Smith; (East Town Shopping Center) Dayton, O., 16-June 4.
 King Bros.: Monte Vista, Colo.

Smiley's Ams.: *J. R. Fasolas; Jeannette, Pa., 20-28; Crabtree 30-June 4.
Sol's Greater: *Mrs. Sol Rosenfeld; Point Pleasant, W. Va.; Wellston, O., 23-28.
 Stanley, William D.: Fargo, N. D., 21-28; East Grand Forks, Minn., 29-June 5.
Steele's Ams.: Ladd, Ill., 19-22; Valparaiso, Ind., 24-30.
Strates, James E.: *John Asel; S. Plainfield, N. J.
Sugar State: *Ted Dion; (Fair) Lockport, La., 21-22.
Sunset Am. Co.: *Daniel Dunning; Shenandoah, Ia.; Fort Dodge 23-28.

CARNIVAL CONFAB

• Continued from page 57

is in charge of concessions at Harry Illions' Celeron Park, Jamestown, N. Y. Spot opens May 28 and runs thru September 10.
Frank Joerling

Claude Sechrest is readying his concessions at Cetlin & Wilson quarters. Also at work is Raynell Golden, who has foreman Johnny Arroya and a crew overhauling the revue front. Bert Slover will be in shortly from Tampa, where he does refurbishing on his own equipment. . . . Art Stadtmiller is framing a new back-end unit to accompany his muscle-building concession with C&W. . . . Pat Reithoffer has his Flying Coaster working at Myrtle Beach, S. C., for the summer. . . . Paul Goldfarb is still-dating on Long Island with novelties until fairs start. . . . Danny Michaels looking to get connected with his auction truck. . . . Seven more debenture bonds are ready for redemption at the New York club. Holders of \$100 ones are Sam Weissner, Phil Cook, Jack and Sylvia Stern, Catherine Anderson and Leonard Grauso or grandson; \$250 ones are held by Eli Guralsky and Dorothy Packman Goldberg.
Irwin Kirby

left Strates after the Washington stand to join Dick Hilburn's Side Show on Amusements of America as front talker.

C. O. Auskings closed with C. A. Vernon's United Exposition Shows May 14 at Shively, Ky., and left for Denver where he takes over general agent duties for Joe King's King Bros.' Shows. . . . Paul Gordon, fire-eater and magician, is slated to join Lisa Del Mar's Side Show on the Gentsch Shows in Pascagoula, Miss.
Al Schneider

NOTICE

Boldface type indicates shows with Billboard Sales Agents—including name of agent.

Exclusive Billboard sales privilege available on shows in lightface type.

Write or wire Circulation Director

BILLBOARD
 Cincinnati 22, Ohio

Carpenter Bros.: *Jim Stevenson; Fremont, O., 17-22.
Carroll's Greater: *Betty Carroll; Spring Lake Park, Minn., 16-22; Brooklyn Center 23-30; Osseo 31-June 2.
Cetlin & Wilson: *Tony Lewis; Petersburg, Va., 28-June 4.
Chanos, Jimmie: *Chas. French; Portland, Ind.
Cherokee Am. Co.: *J. W. Mahaffey; Broken Arrow, Okla., 20-21; Ada 23-28.
Colbert's Fiesta: Milford, Mass.; Clinton 23-28.
Coleman Bros.: *John Reseck; New London, Conn.
Cook Am. Co.: Fort Wayne, Ind.; Inkster, Mich., 24-30.
Crafts Expo.: *V. Kuropatwa; Las Vegas, Nev., 18-22.
Crafts 20 Big: Placentia, Calif., 18-22.
Drago Ams., No. 2: Alexandria, Ind.; Kokomo 23-28.
Drew, James H.: Marion, Va.; Oak Hill, W. Va., 23-28.
Dudley, D. S.: Wichita Falls, Tex.
Eddie's Expo.: *Eddie Dietz; Donora, Pa.
Fera Bros.: Franklin, Mass.; Stoughton 23-28.
Foley & Burk Comb.: Santa Rosa, Calif.
G. & B.: *Beulah Broas; (East View) Clarksburg, W. Va.
Gala Expo.: *Carolyn Miller; Batesville, Ark.
Garden State: McAdoo, Pa., 21-28; Taylor 30-June 4.
Gentsch, J. A.: *Fay Curtis; Pascagoula, Miss.
Georgia Am. Co.: *Horace Williams; Dahlonaga, Ga.
Gladstone Expo.: *Betty Jolley; S. Fulton, Tenn.; Bonne Terre, Mo., 23-28.
Gold Bond: North Pekin, Ill.; Ottawa 23-30.
Gold Medal, No. 2: *Jerry Wallace; Wheelright, Ky.
Golden Gate: *A. R. Sistrunk; Lodi, Calif.
Grand American: *L. O. Weaver; Newton, Ia.
Green Tree: *John M. Huls; Nicholasville, Ky.
Hammontree's Ride & Circus Bazaar: (Hill Bros. Shopping Center-East Ridge) Chattanooga, Tenn.
Hannah Ams.: *I. Lange; Smock, Pa.
Hannum, Morris: Scranton (Greenwood), Pa.; Pringle 23-28.
Happyland: *Russ Stager; Royal Oak, Mich., 16-18.
Heart of America: *Jack Wilson; Kansas City, Kan., 16-28.
Holiday Am. Co.: *Mrs. Kenneth McComak; Shawnee, Kan.; Mission 23-28.

L & L: *Bryan Carter; Portland, Tenn., 16-28.
Lagasse Am. Co., No. 1: *Roland Poor; Hudson, Mass.
Lagasse Am. Co., No. 2: Northboro, Mass.
Lagasse Am. Co., No. 3: Wellesly Hills, Mass.
Lajoie Ams.: (Shopping Center) New Bedford, Mass.
Lee Am. Co.: Thomasville, Ala.; Sylacauga 23-28.
Leeright's Midway: *Ralph C. Bowers; Richmond, Utah, 18-24.
Lindle, Jack: Beardstown, Ill.; Pearl 23-28; Divernon 30-June 4.
Luehrs' Ideal Rides: (Wilshire Village Shopping Center) East Alton, Ill., 16-22.
Manning, Ross: *Nelson Wilkins; Poughkeepsie, N. Y., 17-22.
McSpadden Rides: Chillum, Md.; Riverdale 23-June 4.
Merriam's Midway: Boone, Ia.; Tama 23-28.
Midway of Mirth: *Frank X. Lavell; Jacksonville, Ill.
Monarch Expo.: *Earl W. Carpenter; Columbia, Mo.; Moberly 23-28.
Moore's Modern: *Jack Moore; Hobart, Okla.
Motor State: *J. J. Frederick; Oxford, Mich.; Melvindale 23-28.
Mound City: (Fair) University City (St. Louis), Mo.; Pacific 27-29.
Murphy's Northern State: Gering, Neb., 16-18; Martin, S. D., 20-22; Winner 23-26; Pierre 28-30.
New England Am. Co.: Fitchburg, Mass.
Northern Expo.: *C. Dallas Egan; Fort Pierre, S. D.
Northern State: *Mrs. H. V. McMahan; Scotts Bluff, Neb.
Norton's United: *Stan Reed; Niles City, Mont., 16.
Novelty Expo.: Lee's Summit, Mo.; Ottawa, Kan., 23-28.
Oklahoma Expo.: *Dee Robert Price; Holdenville, Okla.
Page Comb.: *Blackey Jones; Mt. Sterling, Ky.
Palmetto Expo.: *Milton McNeace; Thomasville, N. C.
Penn Premier: *R. L. Gilman; Falls Church, Va., 16-19.
Peter Paul Ams.: Humboldt, Tenn.
Playtime Am. Co.: *John A. Corcoran; Walpole, Mass.
Powelson Ams., No. 1: *Happy Powelson; Niles, O.; Saybrook 23-28.
Powelson Ams., No. 2: *Happy Powelson; Barnesville, O.; Newcomerstown 23-28.
Raines Ams.: Mena, Ark., 20-28.
Reed Am. Co.: Lexington, Ky.
Reid's Golden Star: Clarksville, Ga.
Reid, King: Newport, Vt., 23-28.
Rock City: *Mrs. George Isenhower; East St. Louis, Ill., 16-30.
Rohr's Modern Midway: *Jeannett Waters; St. Anne, Ill., 18-22; Wilmington 25-30.
Rose City Rides: *Dutch Schrader; Owensville, Mo.; Hermann 22; Jonesburg 25-28.
Royal American: *Joe Pearl; St. Louis, Mo., 18-June 5.
Royal United: Welcome, Minn., 20-28; Vermillion, S. D., 23-25; Springfield, Neb., 27-28; Burke, S. D., 29-30.
Russell's Ams.: Loves Park, Ill.; Roselle 25-30.
S. & W.: *Tex McCrary; Rogers, Ark.
Siebrand Bros.: *Don Hanna; Santa Fe, N. M., 16-22.

Sutton's Pacific Coast: Huntington Park, Calif., 16-22; LaVerne 23-30.
Thomas, Art B.: *Johnnie Wildeboer; Hastings, Neb.
Thomas Joyland: *Chas. C. Jacobs; Gary, W. Va.
Tinsley, Johnny: *Mayo Tinsley; Anderson, S. C., 16-28.
Tip Top: *Mrs. E. Larkee; Plainfield, Wis., 20-22.
Uncle Joe's Ams.: *Joe Seaboalt; Gonzales, Tex.
Venditto Bros.: (Olneyville) Providence, R. I., 16-28.
Victory: *Alvin Vandike; Santa Rosa, N. M., 19-22; Albuquerque 25-29.
Virginia Greater: *George Gillespie; Middletown, Del.; Milford 23-28.
Wallace, Al: Wheelright, Ky.; Elkhorn City 23-28.
West Coast, No. 1: *John Franco; Chico, Calif.; Redding 23-29.
West Coast, No. 2: *William Snelson; (Fair) Chowchilla, Calif., 16-22.
Western, No. 1: *Jack Dwyer; Port Townsend, Wash.
Whitey's Ams.: Davison, Mich., 19-22; Unionville 27-30.
Wilson Famous: *Mrs. Ray Wilson; Canton, Ill.; Galva 23-28.
Wolfe Ams.: *S. R. Holt; Rutherfordton, N. C.
World of Mirth: Plainfield, N. J., 27-June 4.
World's Finest: *George Sellmer; Toronto, Ont.

CLUB ACTIVITIES

National Showmen's Association Ladies' Auxiliary

NEW YORK — Winter meeting season for the club ended April 27. Several new members were announced. Virginia Leonard, membership chairman, has proposed Louis N. Lemond, Barbara M. Aloft, Mrs. Josephine L. Pelland and Mrs. Franzio Paaluh. Also going for a gold card this year are Florence Thompson and Marie Vivona. Ann Rosenberg will be given a gold card at banquet time.

Anita Goldie Pineapple attended her first meeting in years, bringing a new member along, and got an ovation. Her husband, Johnny Pineapple, is appearing with his group at the Hawaiian Room of the Hotel Lexington.

Irma Bernard, corresponding secretary, has gotten a certificate of appreciation from the March of Dimes. Helen Mansfield attended her first meeting in quite a while. A letter from Bess Hamid was read, inviting her fellow members to visit her at any time, whether it be Maine, New Jersey or Florida. She and Margaret McKee got a rising vote of thanks for their club work. Jane Tubis, president, extended wishes to all for a healthy and prosperous season.

Circus Routes

Adams-Sells: Gibson City, Ill., 16; Ottawa 17; Oregon 18; Elgin 19; Villa Park 20; Chicago 21; Brookfield 22.
Beers-Barnes: Tazewell, Va., 16; Narrows 17; Alderson, W. Va., 18; White Sulphur Springs 19; Marlinton, Va., 20; Franklin 21; McCoole, Md., 23; Cumberland 24; Frostburg 25.
Clyde Beatty-Cole Bros.: *Buster Odle; Levittown, N. Y., 16; Amityville 17; Farmingdale 18; Asbury Park, N. J., 19; Long Branch 20; New Brunswick 21; (Front & Erie) Philadelphia, Pa., 22-30.
Cole, Geo. W.: *H. Walters; Leavenworth, Kan., 18.
Cristiani Bros.: *L. O. (Hoot) Black; Wilmington, Del., 16; Havre de Grace, Md., 17; Silver Springs 18-19; Bridgeport, Pa., 20; Pottstown 21.
Hagen Bros.: *Buck Leahy; Gettysburg, Pa., 16; Chambersburg 17; Mechanicsburg 18; Middletown 19; Northumberland 20; Shamokin 21; Ashland 23; Danville 24; Lewisburg 25; Tamaqua 26; Scranton 27; Carbondale 28.
Hamid - Morton: *Mike Malko; Montreal, Que., 21-28; Quebec City 29-31.
Hunt Bros.: *Jim Conley; Palisade, N. J., 16-22.
King Bros.: *Eva Hinckley; Newark, O., 16; Mount Vernon 17; Findley 18; Angola, Ind., 19; East Chicago 20; Valparaiso 21; Schererville 22; Gary 23.
Mills Bros.: *Joseph Stefan; Niles, Mich., 16; Mishawaka, Ind., 17; Hobart 18; Schererville 19; South Chicago Heights, Ill., 20; Lincolnwood 21; Milmette 23; West-

Swazette, annex attraction, attended the recent funeral of his 84-year-old mother in Niagara Falls, N. Y. . . . W. E. West, former owner of W. E. West Shows, is in Veterans' Hospital, East New Orleans, and would like mail from friends. . . . Monte Navarro, in his third week with Gladstone Exposition Shows, reports business spotty. His agents are Earle Betts and Mac Stafford, with Rocky Sparrow still to join. . . . Katy Robertson underwent surgery in Bay-to-Bay Hospital, Tampa, April 26, according to Hattie Hoyt.

W. C. Gerbig is in Florida State Tuberculosis Hospital, Tampa, and asks for mail. . . . Big Joe San Fratello is in Barranquilla, Colombia, booking rides and shows on a nine-week tour. . . . After four years with a Charles H. Hodges Side Show, Lavern Martin, bearded lady, has joined Slim Kelly's show on the Strates Shows. Also joining in Washington were Alfred Hennessee, ticket seller. Claude E. Bentley

Legitimate Shows

Look Homeward, Angel: (Strand) Shreveport, La., 16-17; (Robinson Memorial) Little Rock, Ark., 18-19; (H. S. Aud.) Topeka, Kan., 24; (Miller) Wichita 25-26.

Arena Routes

Georgian State Dance Co.: (Forum) Montreal, Que., 16-18; (Capitol) Washington, D. C., 24-26.

Miscellaneous

Lone Star Supply: Barger, Tex., 16-21; Amarillo 23-June 4.
chester 24; Evergreen Park 25; Itasca 26; Lansing 27; Elburn 28; Pontiac 30.
Polack Bros.: (College of Puget Sound Fieldhouse) Tacoma, Wash., 20-22; (Aud.) Sacramento, Calif., 25-31.
Rex Bros.: (Arena) Leamington, Ont., 16; (Arena) Windsor 17-18.
Ringling Bros. and Barnum & Bailey: (Garden) Boston, Mass., 17-22; (Arena) New Haven, Conn., 23-25; (Sports Arena) Hershey, Pa., 27-30.

AGENTS WANTED

For Six Cats, Buckets, Balloon Darts, 1-Ball and Duck Pond.

ROY DUFFY
 c/o SUNSET AMUSEMENT CO.
 Shenandoah, Iowa, this week;
 Fort Dodge, Iowa, next week.

RIDE MEN

HOLIDAY AMUSEMENT COMPANY

Can use Foremen on Wheel and Octopus, also Second Men who drive.

FIELDING GRAHAM
 Shawnee, Kansas

WILL BOOK

PARATROOPER RIDE

Or what have you for bona fide permanent Amusement Park with weekly attendance of 125,000. Excellent opportunity for good operator.

AMUSEMENT ENTERPRISES
 469 Ocean Ave. Revere 51, Mass.
 Phone: Atlantic 4-7300
 Ask for MILTON

MIDWAY OF MIRTH SHOWS

WANT

Short and Long Range, Pitches of all kinds, Hanky Pank Concessions, Punk Rack, High Striker. Want Second Men on Rides, must drive and have licenses.

Address: Jacksonville, Ill., this week; Winchester, Ill. (Celebration), next.

NEED CARNIVAL

For County Fair,

August 26th, 27th and 28th.

Flagstaff, Arizona.
 P. O. Box 1120

BEST MERCHANDISE BUYS

64

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

MAY 16, 1960

Latest Men's & Women's Styles!

Nationally Advertised
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 Watches

SPECIAL
 6 for \$39.50
 Complete with expansion band!
 (Sample \$8.95)

All new, modern style for men—ladies' smart rhinestone cases—all makes. All rebuilt for dependable service.

CHOICE LOT
 6 for \$49
 New cases! All Makes!
 (Sample \$9.95)

They look like new—rebuilt to run like new. Complete with new style expansion bands!

Buy Direct from
WEINMAN'S
 182 S. Main St. Memphis, Tennessee

25% cash with order, balance C.O.D.

WATCH 'em Go Like
CRAZY!



Wire! Phone! Write! TODAY!

WATCHES
\$2.99

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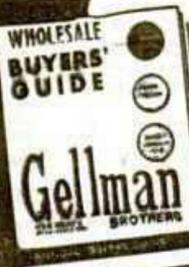
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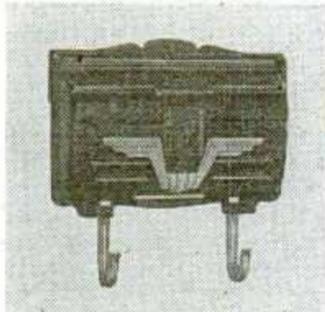
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO: Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

WELCOME LIGHT



Line of revolving, four-color beacons has been redesigned and repriced. Now incorporates a translucent, fluted light cylinder that holds each of its four lenses (red, amber, green and blue) in a side of its own color. New price is \$19.95.—Tripp Manufacturing Company, 133 North Jefferson, Chicago 6.

MAIL BOX



Cast aluminum ranch mail box. Made of pressure die-cast, rust-proof aluminum with lifetime weatherproof finish. Raised brass ornament gleams against the background. Comes in black, white, gold. Each packaged in two-color display box.—Remington Hardware Company, 100 Greenwich, New York 6.

DRINK CUPS

Poly cups with built-in straws. Come in four-color displays that contain three dozen units. Cups, with built-in straws, retail at 29 cents. They can be boiled and sterilized.—Sippit Cups, Inc., 65 South 11th, Brooklyn.

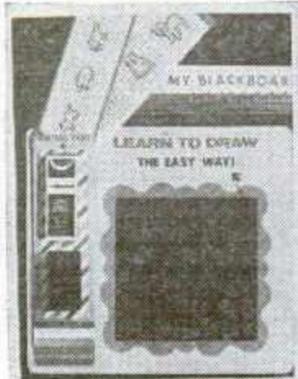
TOOL CADDY

Household tool assortment includes 15 tools. Included are various size wrenches and screw drivers, claw hammer, pliers, hack saw, putty knife, etc. Retail at \$9.95.—Walker-Wall, Inc., 53 Warren, New York 7.

CAMERA

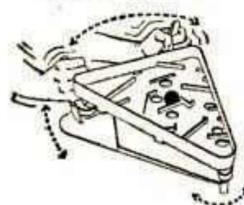
A Japanese imported camera that uses American film. Full size and takes 16 shots on regular 120 film. Individually packed on display cards with new tamper-proof, clear plastic covering. Guaranteed. Retail for \$9.60 per dozen.—Ace Toy Manufacturing Company, 536 Broadway, New York 12.

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Combination copying board and blackboard. Board is 10 by 11 inches and has 20 drawing subjects with 20 screens on seven swivel tabs, attached so each tab can easily swivel and rest on a stop at the upper part of the board for easy copying. Board, chalk and eraser in a plastic bag. Retail for \$1.—Ajak Products Company, 139 North Clark, Chicago.

NEW GAME



Called Skil-A-Rol, game is played by raising or lowering the hand levers that start the ball rolling toward Numbers 1 to 10. There are many obstacles on the way. Packed in counter display box to retail at \$2.—Smith-Benny Sales, 11 West 42d, New York 36.

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Poly laundry basket has easy-grip handles; deep, solid bottom for drip-free carrying. No snags. Won't chip, peel or crack. Measures 25 by 15 by 10 1/2 inches. Comes in yellow, white, pink and turquoise. Retail for \$3.49.—Idealware, Inc., 184 Jamaica, Hollis, N. Y.

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California

Hollister—San Benito Co. Saddle Horse Show, June 24-26. J. M. Leonard, 616 San Benito St.
 Los Angeles—Do-It-Yourself Show (Great Western Exhibit Bldg.), June 16-26. Ted Bentley.
 North Highlands—Sacramento Riding Club Horse Show, June 11. Curtis Nelson.
 Ross—Marin Art & Garden Show, June 30-July 4. Marcelle B. McCoy, P. O. Box 437.
 San Francisco—San Francisco Home Show (Cow Palace), July 22-31. James Logan.
 Santa Barbara—Santa Barbara Nat'l Horse Show & Flower Show, July 8-16. Allen Ross, P. O. Box 3006.
 Santa Monica—Better Homes Exposition (Civic Aud.), June 22-26. Patrick J. O'Toole.

Colorado

Dolores—Centennial, May 27-30.
 Pagosa Springs—Celebration, July 4.

Connecticut

Bridgeport—Barnum Festival, July 1-9.

Idaho

Blackfoot—Snake River Valley Horse Show (Fairgrounds), July 7-9. Dess Lauder, Route 1, St. Anthony.
 Boise—Ada Co. Sheriff's Mounted Posse (Fairgrounds), June 11-12. Carl H. Smith, Box 1774.
 Boise—Western Riding Clubs Association Field & Race Meet (Fairgrounds), June 19. Grace Rambo, Route 1, Meridian.
 Emmett—Emmett Cherry Festival, June 20-25. Melvin Chandler, A. L. Comdr., Box 132.
 Meridian—Meridian Dairy & Stock Show, June 2-4. Herald J. Cox, Box 836.

Illinois

Carbon Hill—Homecoming, July 13-17.
 Chicago—Celebration (Soldier Field), July 4.
 Chicago—Chicago Intl. Trade Fair (Navy Pier), June 20-July 5. Richard Revnes.
 East Dubuque—Spring Celebration, May 20-22.
 Evanston—Celebration, July 4.
 Ladd—Street Celebration, May 19-21.

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Lovington—Celebration, July 14-16. W. J. Dahm.
 Rock City—Frontier Days, June 8-11.
 Rockford—Businessmen's Celebration, June 14-19.
 Shawneetown—Sesquicentennial, July 1-4. A. Keith Phillips.
 South Beloit—Lions Club Celebration, June 21-26.
 Streator—Celebration, July 4.
 Wilmington—Celebration, May 30.
 Woodhull—Firemen's Celebration, May 30.

Indiana

East Gary—Celebration, June 1-5.
 Huntington—VFW Street Fair, July 18-23. W. O. Randol, Markle.
 North Webster—Mermaid Festival, June 27-July 2. George H. Prough, 2327 Home-wood Ave., Mishawaka, Ind.
 Odon—Annual Old Settlers' Meeting, Aug. 17-20. J. Harold Flynn.
 Remington—100th Anniversary Celebration, June 22-25. Harry Bahler.
 Rosedale—Centennial, July 27-30. C. Mickey Walker, Box 404.
 Sheridan—Centennial, July 2-9.
 St. Paul—Fair-O-Rama, July 20-23. Harry Case, Box 148.
 Veedsburg—Street Fair, May 30-June 4.

Iowa

Creston—Crestonian Club Celebration, July 1-4.
 Keokuk—Street Celebration, July 4-9.

Kansas

Florence—Celebration, Sept. 5. Jess Rosiere, Chamber of Commerce.

Kentucky

Anchorage—St. Luke's Horse Show, June 4. T. H. Pike Jr., Route 2.
 Fordsville—Fordsville Lions Club Horse Show, June 24-25. Charles R. Mason, Box 55.
 Henderson—Sesquicentennial & July 4 Celebration, June 27-July 4.
 Irvington—Irvington Saddle Horse & Pony Show, July 2. H. P. Mitchell.
 Lawrenceburg—Lawrenceburg Horse Show, July 19-23. Billy Goodlet, 565 S. Main St.
 Lewisport—Lewisport Lions Club Charity Horse Show, June 11. O. T. Young.
 Louisville—Rock Creek Horse Show, June 9-11. Herman R. Miles, 568 Garden Drive.
 Owensboro—Celebration, July 4.
 Owingsville—Lions Club Horse Show, July 8-4. Joe R. Thompson.

Louisiana

Lake Providence—Miss Louisiana Pageant, June 30-July 2. Leonard Kennedy.
 New Orleans—Pan American Regatta, June 11-12. Roy L. Wilson Jr., 4518 Magazine St.

Michigan

Detroit-Windsor—International Freedom Festival, June 25-July 4.
 Hillsdale—Hillsdale Celebration (Fairgrounds), July 2-4. W. K. Farquharson, 9 Union St.
 Menominee—Menominee Dairy Show, July 30. Gail E. Bowers.
 St. Charles—Centennial, June 16-18. J. L. (Whitey) Bedard.

Minnesota

Edgerton—Edgerton Dutch Festival & Flying Dutchman State Champ Jubilee, July 13-14. Clifford H. Peterson.

Missouri

Bollivar—Kiwans Jr. Livestock Show, June 15-16. Robert Houk.
 Gerald—Franklin Co. 4-H Livestock & Home Economics Show, July 2-3. Herbert Grannemann.
 Hermitage—Hickory Co. Jr. Livestock Show, June 12. Dorothy Bybee.
 Maitland—Beauty Pageant & Blue Grass Festival, June 22-25. Dale A. Marlon, American Legion.
 Marcelline—Jaycees Celebration, July 2-4. Jerry Clark.
 Maryville—Nodaway Co. 4-H Fat Lamb Show, June 7. Kenneth Walkup.
 Purdin—Linn Co. 4-H Fat Lamb Show, June 3. Eugene Thurlio.
 St. Joseph—Buchanan Co. Dairy Show, July 23. Webb Embrey.
 St. Joseph—Independence Jr. Dairy Show, July 29. Webb Embrey.
 Warrensburg—Johnson Co. Jr. Livestock Show, July 13. Jack Jennings.

Nebraska

Omaha—Celebration (Municipal Stadium), July 2-4. L. M. Baker, American Legion Post No. 1.
 Omaha—Old-Fashioned Family Fair (Municipal Stadium), July 2-4. Tony La Puzza.
 Superior—Celebration, July 3-4. Chamber of Commerce.

Nevada

Las Vegas—Hellorado, May 19-22. Gordon L. Shelton, P. O. Box 872.
 Reno—Reno Home Show (Civic Aud.), June 8-10. Patrick J. O'Toole, c/o Civic Aud., Santa Monica, Calif.

New York

Lackawanna—Eric Co. Legion Convention & Field Days, June 22-26. Edward Aldrich, 646 Ridge Road.
 New York—British Exhibition (Coliseum), June 10-26.
 New York—New York Health Show (Coliseum), July 15-24.
 Syracuse—Empire State Rabbit Show (Fairgrounds), May 22.
 Syracuse—N. Y. S. Horse Breeders Assn. & Lions Club Horse Show (Fairgrounds), June 2-5.

North Carolina

Beaufort—251st Anniversary Celebration, July 3-10.
 Chadbourn—Strawberry Festival, May 18-20.
 Charlotte—Charity Horse Show (Coliseum), June 9-11.
 Kernersville—Fourth of July Horse Show & Parade, July 4.
 Waynesville—N. C. Dogwood Blossom Festival, May 26-29.

Ohio

Dayton—Sport Car & Compact Car Show (Fairgrounds) May 28. M. Benner, University of Dayton.
 Defiance—Northwestern Volunteer Firemen's Assn. Convention, June 13-18.
 Parma—Parma's Fun on the Fourth, July 4. L. Robert Parker, 5815 Haverhill Ave.
 Portsmouth—Portsmouth Charity Horse Show, June 23-26. William H. Harsha.

PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

MANY FRIENDS... turned out for the May 4 funeral of Fred C. Layman, 60, former park operator and well known to pitchmen and circus and carnival troupers, who died May 2 in Winchester (Va.) Memorial Hospital of a heart ailment, writes Jack (Bottles) Stover. Layman was stricken while en route from Martinsburg, W. Va., to Harrisonburg, Va. He formerly owned and operated Ed's Park, about 10 miles west of Harrisonburg, and in more recent years operated a Harrisonburg restaurant which became a mecca for troupers. Services were held in EUB Church, Harrisonburg, with interment in Woodbine Cemetery. Surviving are his widow, three daughters and a son.

JACK FLOWERS... pipes in from Wentzville, Mo., to say that he and the frau, Irene, are still making sales in the Show Me State, while Jack Jr. is in Minneapolis. Jack sends a hello to Tyler and Marie Ward, Jack and Ruth

Salineville—Firemen's Homecoming, June 6-11.
 Tuscarawas—Tuscarawas Celebration, July 4. Chamber of Commerce.
 Waco—Waco Homecoming, June 22-24. Marlow, 911 Payne Ct., N.E., Canton 5.

Oregon

Portland—Rose Festival, June 7-12.
 The Dalles—Mid-Columbia Livestock Show, June 5-8. Eimer Lierman.
 Union—Eastern Ore. Livestock Show, June 2-4. Ray C. Baum.

Pennsylvania

Dupont—Northeastern Firemen's Federation Parades, June 27-July 2.
 Great Bend—Great Bend Twp. & Baras Centennial, July 17-23. E. E. Empeck.
 Newfoundland—American Legion Celebration, July 4.
 Taylor—Lions Club Celebration, May 30-June 4.
 Vandling—Northeastern Firemen's Federation Parades, June 13-18.

South Dakota

Custer—Gold Discovery Days, July 22-24.
 Dupree—50th Anniversary Celebration, June 17-18.
 Elkton—Harvest Festival, July 11-12.
 Lake Andes—Fish Day Celebration, June 11-12.
 Presho—Progress Celebration, June 3-4.
 Tabor—Czech Days, June 26-28.
 Wakonda—75th Anniversary Celebration, June 17-18.
 Woonsocket—Celebration, July 4.

Tennessee

Maryville—Maryville Celebration, July 17-21. John L. Clark, 1612 Jenkins.
 Portland—Strawberry Festival, May 16-28.

Texas

Burkburnett—Boomtown Celebration, June 16-18. Marjorie Hofack.
 Cuero—Pioneer Days Celebration, May 16-22.
 Fredericksburg—Fourth of July Races & Horse Show, July 2-4. Mrs. Bill Petmeyer.
 Fort Worth—Pioneer Days Rodeo & Celebration (North Side Coliseum), May 18-21.
 N. Fort Worth—Pioneer Days Celebration & Rodeo, May 16-22.
 Odessa—Independence Festival (Ector Co. Coliseum), July 2-4.
 Yoakum—Yoakum Tom Tom, June 11-14. Walter Coldehade, Box 591.

Utah

Kamas—Kamas Valley Livestock Show, June 17-18. Demont Lott.

Virginia

Appalachia—Legion Celebration, June 25-July 4.
 Marion—American Legion Festival, May 16-21.

West Virginia

Buckhannon—W. Va. Strawberry Festival, June 2-4. Mrs. C. E. Pretwell.
 East Radcliffe—Celebration, July 4.
 Oak Hill—Spring Festival, May 23-28.
 Ripley—Celebration, July 4.

Wisconsin

Appleton—Civic Celebration, July 1-4. Jr. Chamber of Commerce.
 Brodhead—Legion Celebration, June 17-19.
 Brookfield—Lions Club Celebration, May 25-30. A. W. Strehlow, P. O. Box 1, Waukesha.
 Fort Atkinson—Firemen's Celebration, July 6-10.
 Madison—Celebration, July 4.
 Plymouth—Cheese Derby Days, June 24-26. Edward J. Shields.
 Prairie du Chien—Chamber of Commerce Celebration, May 27-30.
 Reedsburg—Chamber of Commerce Celebration, July 4. Paul Foss.
 Superior—Celebration, July 2-4. Junior Chamber of Commerce.
 Thiensville—Lions Club Celebration, July 29-31. A. W. Strehlow, P. O. Box 1, Waukesha.
 Waukesha—Legion Celebration, June 28-July 4.

Wyoming

Fort Bridger—Pony Express Celebration, July 23.
 Greybull—Days of '49, June 11-12.
 Lander—Pioneer Days, July 3-4.
 Laramie—Laramie Jubilee Days, July 6-10.

CANADA

Ontario
 St. Thomas—St. Thomas Old Home Week, London.
 July 18-23. Tom Ringler, P. O. Box 582.
 Walkerton—Walkerton Old Boys' Reunion, July 1-4. Tom Ringler, P. O. Box 582.

Anthony, Herb and Rose Casper and Mary Ragan, urging them to pipe in to the column. "Where is Murl Webster?" he queries.

"WE HAVE BEEN... running an Indian store in Chickasha, Okla., for the past eight years, but still get itchy feet and miss the old-timers," write Mr. and Mrs. John R. Matthews (Bubbles and Ramona). "Where is everybody?" they inquire. "We'd like to read a few pipes."

RAY C. HERBERS... has closed as contracting agent for the Tommy Scott Ozark Country Show to join the No. 2 West Coast Shows, along with his wife, Madeline Ragan.

Five Years Ago In Pitchdom

Emmet Smith was working in Tampa and Fort Myers, Fla. . . . Curly Miller forsook his med show for a post with King Bros.' Circus. . . . Byron Beaver infoed from Tampa that he was planning to take the wraps off his med show. . . . Al Gates was working Central Florida, while Texas Jim Mitchell was operating his snake farm in Sarasota, Fla.

Jack Dillon, who formerly pitched health books and snake oil, was named deputy sheriff in a desert town on the California-Arizona border. . . . Kid Carrigan, a well-known book worker, was retired and living in Los Angeles. . . . Robert (Red) Hallie, horoscope worker, was working as a bank employee in Los Angeles.

Mrs. Irene Harrigan had a jewelry concession in a Newberry store in Hollywood. . . . Jack Elliott had a gift store in Long Beach, Calif. . . . Texas Doc Harlan Hass, who formerly operated a med show, was working as an auctioneer out of Los Angeles. . . . Larry Betenger left the road to open a radio store in Seattle.

PCSA Gets \$1,000 From Crafts Party

SAN BERNARDINO, Calif. — Approximately \$1,000 was raised by the Pacific Coast Showmen's Association and its Ladies' Auxiliary at the Showmen's Day Tuesday (3) hosted by Orville N. Crafts at the National Orange Show here. Altho rain fell during the day, the crowd exceeded expectations.

The event was attended by Steve Vaughn, PCSA president, and Elsie Kennedy, Auxiliary president. Chairmen for the event were Jack Kent, Jimmy Lantz and Sam Steffin.

The show for which talent was donated included the Frank Wheeler Marimba Trio; Cliftons, trampoliners, and Mike Foster, unicyclist. Serving food were J. B. (Red) Dauer, Sam Landesman, Sam Steffin, Ed Kennedy, Betty Kent, Peggy Forstall, Edna Dauer, Emilie Bailey, Lucille Dolman, Sally Flint, Berta Harris, Ruth Wood, Stella Shaphron and Madison Hopes. Big top and chairs were contributed by United Tent & Awning.

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 Manufacturers and Distributors Since 1930
 1227 W. Girard Ave., Philadelphia 23, Pa.
 Phone: PO 3-3706

MEDICINE MEN!

Write today for wholesale prices on our complete line of Tonics, Liniments, Ointments, Salve, Foot Preparations, Vitamins, also a complete line of Cosmetics and other fast-selling and big-profit items.

CELTONA MEDICINE CO.
 Dept. BB 1016 Central Ave.
 Cincinnati 2, Ohio

GUITARS

\$36.00 Doz.
 Two Styles
 Single Sample, \$4.00.
 Both Styles, \$7.50 p.p.

Rock and Roll or Western. Over 30" long. Ideal for Games, Auctioneers, Premium Users.

PREMIER CREATIONS
 Box A-1, Russell's Point, Ohio
 Phone: TH 3-3112

LOW FACTORY PRICES

SALES BOARDS

FINEST ASSORTMENT MADE ORIGINAL

HOROSCOPE TICKETS

AND

HOROSCOPE MACHINES

PEERLESS PRODUCTS, INC.
 633 S. PLYMOUTH CT. Phone: HARRISON 7-2971 CHICAGO 5, ILL.

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get 500 worth of Gagfiles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N.Y. my30

THE ENTERTAINER — TOPICAL GAGS, original one liners, stories, risque jokes, sample copy, \$2. Published monthly; year's subscription, \$12; 12 back issues, \$6. (1,800 gags.) Eddie Gay, 242 W. 72d St., New York 23, N.Y. my30

\$5,000 PROFESSIONAL COMEDY LINES! Routines, Sight-Bits, Parodies. Monthly topical gag service, too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N.Y. je20

Agents, Distributors Items

BARGAINS GALORE

Extra Fancy Beaded Ropes\$9.00 Dz.
Scarab Pendant, Fine Chain 3.00 Dz.
Simulated Pearls, Rhine, Clasps .. 2.00 Dz.
Cultured Pearl Charm Bracelets .. 2.50 Dz.
Asst. Harolds 3.00 Dz.
25% deposit with order, balance C.O.D.

ALL STATE JEWELRY

1818 Westminster St. Providence, R. I.

BEAUTIFUL EARRINGS, FILLIGREE, Pearls, Magna, Rhinestones, gross \$30. Three dozen samples, \$8 postpaid. Free catalog. Jacobs, 1715 E. Mercer, Seattle 2, Washington. my30

BE SURE

you make the

BIG SUMMER SPECIAL

With a

CLASSIFIED OR DISPLAY CLASSIFIED AD.
Issue dated June 13.
Deadline WEDNESDAY, June 8.

BALL POINT PENS, GROSS \$6.50; 100, \$4.75 f.o.b.; 10 samples and 5 extra refills, \$1. Tates, 1255 Arlington, Plainfield, N. J.

CARNIVAL BARGAINS

Double Heart Pins E/G\$1.50 Dz.
Asst. Rings in Display 1.25 Dz.
Tie Bars, Carded 3.60 Gr.
Asst. Clip Pins 7.20 Gr.
Cameo Sets, Boxed 3.00 Dz.
Send 20% deposit with order, balance C.O.D.

FAIRGROUNDS SUPPLIES

1816 Westminster St. Providence, R. I.

EDUCATIONAL 50 STARS — U. S. FLAG printed on coated paper, 13 1/4" x 18". Three samples, \$1. Algee, 4414 Tenth, Brooklyn 19, N.Y. je6

FAMOUS MFR. CLOSEOUTS

ANNIVERSARY SALE FREE!

\$10.00 worth of any item listed below with the regular purchase of \$25.00 in merchandise. This offer for a limited time only.

Asst. Earrings\$1.75 & \$3.00 Dz.
Pierced Earrings, Asst.\$1.25 & \$1.75 Dz.
Charm Bracelets, Asst.\$1.50 & \$2.50 Dz.
Tie & Cufflinks Sets, Asst.\$3.75 & \$5.00 Dz.
Cultured Pearl Tie Slides, Carded\$ 2.00 Dz.
Asst. Boxed Sets\$4.50 to \$ 6.00 Dz.
Boxed Sets, Asst.\$9.00 & \$18.00 Dz.
Eng. Pearl Sets, Boxed\$4.50 Dz.
Cultured Pearl Pendants, Boxed \$3.50 Dz.
Rosary Beads, Boxed,\$6.00 & \$9.00 Dz.
Children's Neckties, Boxed\$3.00 Dz.
Pins, Asst.\$1.75 & \$3.00 Dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

HOSIERY—LOW PRICES LADIES', MEN'S, Children's, Ladies' Nylons packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 5-1741), 1248 Market St., Chattanooga, Tenn. my30

MAGAZINE SUBSCRIPTION HEADQUARTERS for Crew Managers and Salesmen. Best commissions on trades, newsstands, farm magazines. National, Box 26, Overland Park, Kan. my23

JEWELRY CLOSEOUTS

FREE CATALOG

R16—Asst. Girls' Stone Rings, Gr. \$ 6.00
E102—Asst. E/rags, Gr. 6.00
201—Plastic Wallets, asst. Gr. 10.80
E5—Stone E/rags, etc., asst. Gr. 12.00
E1—Tailored E/rags, asst. Gr. 18.00
E2—Stone & Pearl E/rags, asst. Gr. 21.00
E130—Rhinestone E/rags, asst. Gr. 30.00
O1—Odd Lot Brace & Neckls. Gr. 15.00

Samples Regular Price
25% Deposit, Balance C.O.D.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT
START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Protectors. Samples of either \$50 with your name, address and Social Security number. Catalog free.

GENERAL PRODUCTS
Dept. B-121, 188 State St. Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

• DISPLAY CLASSIFIED ADS •

Attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of one inch or more.

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

MEXICO IMPORTS — COMPETITIVE prices! Gift & Fruit Baskets, Hats, Child's Chairs, Novelties, Invest 20¢ stamps for catalog. Discount first order. Ramirez Importing Co., P. O. Box 1482, Laredo, Tex. my30

MR. BASKET CHANGES TO 100 SHAPES with 100 uses. Multi-colored. Cost 43¢. Only sold in gross lots, \$61.92 plus freight. Sample, \$1. Norman Distributing Co., 5917 Vine St., Cincinnati 16, O.

NEW CLOSEOUT \$1 NYLON WATCH Bands, \$4.60 dozen; 2 samples, \$1. Dale Myers Walters, 1959 Clays Mill Rd., Lexington, Ky.

SALESMEN — MAKE YOUR CUSTOMERS' Kids happy! 100 Rabbit Foot Key Chains, assorted colors, 100 \$5; 12 \$1 postpaid. Excellent door open or give-away. Brand Novelty, 154 W. 27, New York 1. ch-je6

SPECIAL PURCHASE!

MEN'S LEATHER WATCH BANDS
Asst. on Display.
WHILE THEY LAST—\$1.25 per dz.
\$12.00 per gr. lots—money-back guarantee.

FAIRGROUNDS SUPPLIES
1816 Westminster St. Providence, R. I.

Animals, Birds, Snakes

ALLIGATORS, PYTHONS, BOAS, COBRAS, Rattlers at all times. Mixed Dens, \$25; Chameleons, \$15 hundred prepaid. Live arrival guaranteed. Snake Farm, Laplace, Louisiana. my23

ATTENTION, SHOWMEN — YOUR CHOICE \$25: 2 large Green Iguanas, 2 large Tegu Lizards, 2 six-foot Brazilian Anacondas, 10 assorted Snakes, 15 assorted Turtles, large Iguana with 12 babies, 7 1/2-foot Boa Constrictors, 1 large Turtle with 100 babies of Agouti (Jungle Rat), Prehensile Porcupine, four-eyed Opossum, Crab-Eating Raccoon. One adult male Rhesus Monkey, \$50; one African False Palm Civet, \$60. This week's special: Three fat seven-foot Brazilian Anacondas, \$40. Tarpon Zoo, Tarpon Springs, Fla.

BABY CHIMPANZEES, MALES OR FEMALES, \$500 each and up; Chimpazees, full grown, 40 to 150 pounds, males or females, \$350 each and up; 1 female Chimpazee, beautiful specimen, 4 years old, wears clothes, does tricks, special, \$650. All f.o.b. N. Y. Trefflich, 228 Fulton St., New York.

BABY FEMALE INDIAN ELEPHANTS, 3 1/2 ft. to 5 ft. 3 inches. June 3 arrival, \$3,500 each. 1 Indian spotted Leopard, female, 2 yrs. old, \$500; 1 Trio Guanaco, mother, father and baby, \$900; single male Guanaco, \$350; single female Guanaco, \$475. All f.o.b. N. Y. Trefflich's, Fulton St., New York.

BE SURE

you make the

BIG SUMMER SPECIAL

With a
CLASSIFIED OR DISPLAY CLASSIFIED AD.
Issue dated June 13.
Deadline WEDNESDAY, June 8.

CALIFORNIA SEA LION CUBS, \$150, LIVE arrival guaranteed on every shipment; Regal Pythons, 12'-14". The snakes that live. A few good Diamondbacks left, \$25 dozen; Harmless Dens, \$25; Horned Toads, \$5 dozen. De Logan, 4704 Jean Ave., Fort Worth, Tex. Phone: Jefferson 42592.

CALIFORNIA OR STELLER SEA LIONS, Leopard Seals, fresh caught or trained. Snow, leased. New Northern Headquarters. Snod's Sealquarium, 3535 N. Lombard St., Portland, Ore. Butler 9-8117. Or P. O. Box 242, Custom House P. O., San Francisco, Calif. my16

CALIFORNIA SEA LIONS — ALL SIZES. Top quality only. Feeders and semi trained. Ocean Aquarium, 1115 Strand, Hermosa Beach, Calif.

LLAMAS, MALE, 1 YEAR OLD, \$375; 1 Llama, male, 4 years old, \$425; White Tailed Deer, \$150 pair; Aoudads, \$85 each; Black Bears, half and full grown, \$50 each; 1 male Himalayan Bear, \$125; 1 pair Malayan Sun Bear, \$250 pair; 1 Karakul Deep Llama, \$65; Fallow Deer, \$85 ea.; 1 Wallaroo Kangaroo, \$325; 1 Lion Cub, 1 year old, \$150. Trefflich, 228 Fulton St., New York.

RED FOX PUPS, \$12.50; PORCUPINE, \$15; Prairie Dogs, \$5; young Fox Squirrels, \$10; young Horned Owls, \$15; Vulture, \$15; other animals, birds, Charone Ranch, Box 253, Burlington, Wis.

SNAKES ARRIVING JUNE 3 — RETICU- lated Pythons, 15 to 22 ft.; King Cobras, common Cobras, poison and non-poisonous Snakes. Write for prices. Trefflich, 228 Fulton St., New York.

SPECIAL SALE ON MONKEYS — MONA Monkeys, \$45 ea.; Spot Nose, \$45 ea.; African Green, \$35 ea.; Pigtail Monkeys, \$65 ea.; Red Face Apes, \$75 ea.; Rhesus Monkeys, \$45 each and up. Write for complete animal list. Trefflich, 228 Fulton St., New York.

TAME ADULT MINIATURE CHIMP Stumptails, \$50. Request illustrated Monkey Catalog. Bronson Birds, 149 Fort George, New York 40, N. Y. Williams 2-1150. my16

WANTED — FRONT FOOT BALANCING Dog. Prefer white, not over 10 pounds, young. Price no object if right size, color, age and good worker. Send photo. Box C-12, c/o Billboard, Cincinnati 22, O.

WANTED: WELL-BROKE PERFORMING Dogs. Must be outstanding females with no faults. Ernest Pressley, 1932 East 8th St., Charlotte 4, N. C. my16

Business Opportunities

FOR SALE

Factory of manufacturing Shooting Gal- leries 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.

FOR SALE—STEAM LOCOMOTIVE. COM- plete coal fired steam engine, 15-inch gauge, tender, 3 10-passenger cars, 1,200 feet of track. Douglas Ferguson, Pigeon Forge, Tennessee. je6

FOR SALE

The world's most unusual Exhibit in Wood. Twenty-five years to find or collect. It's nature's wonder in wood.

Nothing like it anywhere in the world and cannot be duplicated. Very colorful and a masterpiece by man and nature. Hard to believe until you see it. Now on exhibit at **JOHN'S HOBBY MUSEUM** Route 22, Stroudstown, Pa. Open Sundays

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn. je6

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. je13

HOW TO MAKE MONEY WITH FAIR- grounds and Carnival Concessions. New, pocket size, illustrated. Postpaid \$1. Globe Pub. Co., Macon, Ga. my16

OUTDOOR KIDDELAND — A-1 EQUIP- ment, nearly new. On part of 10 acres, including brick residence, other buildings, on 300-ft. Broadway frontage just outside Gary, Ind. Room for expansion. Bargain, terms. R. H. Ditty, Gary, Ind. Yellowstone 8-3421.

PENNY ARCADE NEAR NAVY LANDING in Southern California. Open all year. Box C-466, c/o The Billboard, Cincinnati 22, Oh. o. my30

PORTABLE SKATING RINK, 40X100, COM- plete, like new condition; will sacrifice. J. W. Moore, Garden City, Savannah, Ga. Phone: AD 3-8317. my16

Porto-Bilt

ROLLER RINKS Complete Tent Rinks and Floors only for indoor use. W. T. Shackelford, DIXIE RINK SALES P. O. Box 415 Smyrna, Ga. HE 5-5978 (S-2183 Marietta)

WANT QUALITY IMPORTED CIGARETTE Lighters. We have them. Two samples and import price lists, \$1. Dale Walters, 1959 Clays Mill Road, Lexington, Ky.

YOUR OWN BUSINESS — WITHOUT IN- vestment! 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-50-B, Chicago 32. my25

Collectors Items

INFORMATION WANTED ON OPERATION of antique Peanut Roasting Machine Cart. Mechanism works fine. Fuel tank missing. Consider selling. Tom Mitchell, Marysville, Kansas.

Costumes, Uniforms, Wardrobes

CLOWN SUITS, WIGS, GIRL SHOW, STRIP, Bally Wardrobe. Real hair impersonators Wigs. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CAR- mel Corn equipment, Floss Machines, replacement Kettles for all Poppers, Krapp Korn, 129 S. Halsted, Chicago, Ill. my30

For Sale—Secondhand Show Property

BLEACHERS—USED, 5 - 8 - 10 - 15 - 20 ROW. Various lengths, seating 8,000 persons. Sell all or any part. Also rental. Guaranteed equal to new. Low, low prices. If interested in seats for 300 or more people, phone N. Y. C. Longacre 4-6721 collect from anywhere in the U. S. A. U. S. Seating Co., 370 7th Ave., New York 18, N. Y.

BRAND NEW ALUMINUM OUTDOOR RIG- ging for sale. 45 ft. high, complete with cables and blocks. Mrs. Sonja Reed, 231 Pleasant St., Yellow Springs, Ohio.

BUILD CONCESSIONS—COMPLETE PLANS: Shallow Joint (23 games), Four-Way (11), Ball Rack (13), African Dip, \$5 each; High Striker, \$3; all, \$20. Free Plan Catalog. Brill, Box 875, Peoria, Ill.

EXECUTION SALE

Various Trucks, Rides and other equipment of Peppers All State Shows will be sold 12 noon, May 18, Federal Building, Mobile, Alabama. Contact

James F. May

U. S. Marshall, Mobile, or B. Kilborn, Mobile, for further description.

FERRIS WHEEL, 26 FT. TEEN-AGE SIZE. Ideal for Kiddieland. Can be seen set up and in operation. Will finance over three seasons. Joe Auton, 7624 Fenkell, Detroit, Mich. my23

FLAT BLUES, SIDEWALL, IRON STAKES, full Banner Line, Cable, Ticket Boxes, Stage, other items. Lou Griner, Hampstead, Maryland.

FOR SALE — AUTO RIDE, TRAILER- mounted, newly rebuilt, excellent condition, needs new canvas, \$1,395; Jumbo Creators, new motor, \$95; Pop-a-Lot, nearly new, \$95. Wanted: Octopus, Helicopter, King Electric Train, Fun House. Funland Amusements, Rt. #2, Warren, O. TA 42853.

FOR SALE—FROZEN CUSTARD, ELECTRO Freeze Machine. Mounted on Chevrolet Truck. Will sell the equipment separate or as complete unit. Will consider trading for anything I can use. C. T. Simpson, Georgia Amusement Co., per route.

FOR SALE

New All-Aluminum Concession Trailer fully equipped with Floss, Sno-Cone and Candy Apple Equipment. Opens 3 sides, neatly framed, fluorescent lights, ice chest, fully screened in with sliding screens. All stock and new power booster goes. First \$1,000 takes all.

HARRY ZIMMERMAN

1115 17th St. W. Huntington, W. Va. Phone: HA 9-3664

FOR SALE—NO. 125 WURLITZER BAND Organ. Just been rebuilt. New reconditioned Drums. Contact: Harold Thorpe, Box 232, Hillsboro, O.

FOR SALE

Tilt-a-Whirl, 1949, and two Trailers. \$7,100 Merry-Go-Round, 1948, 35 ft., Herschell, 30 horses and 1 trailer 6,800 Kiddie Plane Ride, 1951, seats 10 900
JOHN
2616 W. 23d St. Chicago, Ill. Phone: Virginia 7-7169

FOR SALE—NO. 12 ELI WHEEL, NEW metal seats, electric motor. Permanently located at Kiddie park. Price, \$6,000. Herbert Fritz, 8349 Golf Rd., Niles 48, Ill.

FOR SALE—USED 40X100: NEW 40X100 Portable Roller Rinks. New floor built to order. Lloyd Brodie, 548 Lombard, Galesburg, Ill.

FOR SALE—6 HOT RODS, LIKE THOSE used at Riverview Park, 2 extra carriages. Used 2 yrs. Being sold by manufacturer. Steel Fabricating, Inc., 12425 W. Knoll Rd., Elm Grove, Wis. SUnset 2-5684. my16

GIANT DIPPER, GOOD CONDITION. THIS is a major ride. Mrs. Catherine Jacobs, Route 4, Box 284, Swanton, O.

LONG RANGE 2-FT. MANGELS SHOOTING Gallery; 10 ft. Duck Pond, steel slides and ceiling. Now in operation. Must vacate. Bill Jacobs, 1013 First Ave., Asbury Park, New Jersey. my16

KIDDIE RIDES — KING COMBINATION Auto Ride, \$1,800; Rotowhip, \$1,500; Mangels Speedboats, \$1,500; L-180 International Tractor and 34' Trailer already licensed to go, \$1,250. Jack Holloway, Park 25388, 5173 Davis Road, Winston-Salem, N. C. my30

KIDDIE RIDES — ONE SEASON OPERA- tion, cannot tell from new; Arrow Senior Auto Ride, Herschell basic Rodeo, Ottaway DeLuxe Steam Train with four cars, Ted Cole, 185 Essex St., Salem, Mass.

ONE GUESS-YOUR-WEIGHT TRIPOD- style Scale, like new, with sign over head, size 16"x40". Price, \$125. Harry Brown, 112 John St., Girardville, Pa. Phone: Brown 6-6531.

SANI-SERV SOFT ICE CREAM MACHINE, continuous flow. Three phase water cooled. Rex N. Van Horn, Augusta, Ill.

SCHIFF HIGH MODEL COASTER, \$5,000; King Boat Ride, \$1,500; Hobby Horse, \$1,300. Condition excellent. Allan Fach, Rose City, Mich. MU 5-2995.

TRUCK-MOUNTED LONG RANGE LEAD Gallery, ready to go. New automatics, good route. Sell or trade. LeRoy Nigg, 4104 Bowdoin, Des Moines, Iowa.

TRAINS — ALL SIZES, GAUGES, TYPES; new, used, custom-built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. je13

2-JOINT TRAILER, ELECTRIC BRAKES, 24' masonite body, fluorescent lights, sleeps 2. All set to go for this season. Will sacrifice for \$1,000. Complete and ready to go with 2 games. Bud Conrad, 208 N. Main, Mt. Pleasant, Iowa.

2 MERRY-GO-ROUNDS—32 FT. 3 KID FER- ris Wheels, Little Dipper, Airplanes. Sell or trade for Kiddie Rides. Phone M. Percele, South Williamsport, Pa. my23

6-CAR HERSCHELL ROADWAY RIDE, \$4,250; 37-ft. Merry-Go-Round, 28 horses, \$3,000; 6-car Pump-It Ride, \$1,250; Airplane Ride, \$450. 107 E. 18th, Amarillo, Tex. DR 6-6693 after six.

12-POUND PORTABLE RAILROAD TRACK. 20-inch gauge straight and curved sections. Felix Katz, 406 N. Neville St., Pittsburgh, Pennsylvania. my16

Formulas and Plans

ANY FORMULA, \$3; FORMULA CATALOG and manufacturing treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 690, Chicago 1, Ill.

Help Wanted

WANTED

Man with experience to wrestle alligators and lecture on snakes for the summer season. Will pay good salary or commission. Write or wire:

P. O. Box 501

East Bernhardt, Kentucky

Instruction and Schools

LEARN AUCTIONEERING — TERM SCHOOL. World's largest school. Big free catalog. Reich Auction School. Mason City 16, Iowa. my16

Locations Wanted

G-16 TRAIN AND SIX FACTORY RIDES, adult and kiddie, all or part. Good permanent location with people. Box 93, Murray, Kentucky.

WANTED — WEEKEND BOOKINGS FOR Weight and Age Joint in Chicago area. Contact: V. C. Miller, 411 Sadler Ave., Elgin, Illinois.

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's 336-B South High, Columbus, Ohio. my23

Miscellaneous

Cash In On

"PUFFERBELLY"

Get a

"LITTLE TOOT"

Real Steam Train

CROWN METAL PRODUCTS CO.

Wyano, Pa. West Newton 1550

FOUR NEW CATERPILLAR D-311 GEN- erators 37.5 KVA output. Also available, four 28-foot Flatbed Trailers. Write: Special Sales, Box 1548, Cedar Rapids, Iowa. ch-my23

Personals

Talent Wanted

COMBO NEEDS EXPERIENCED PIANO, Drums and Accordion. Dinner and dance music. Vacation room. May 27 to Sept. 18. Wages, room and meals furnished. Box 486, 1501 Broadway, New York City. my23

WANTED - BURIED ALIVE MAN ACT. State details as time available and cost. Write: Pocomoke Drive-In Theatre, P. O. Box 149, Pocomoke City, Md. ch-my23

Tattooing Supplies

JOIN THE INTERNATIONAL TATTOO Club. Information from all over the world. \$3 per year. Zets, 728-A Leslie, Rockford, Ill. np

Trucks, Trailers, Accessories

NEW TRAVEL-TRAILER BUILT ON CHEVROLET truck. Fully equipped. Sacrificing to settle estate. For photo-details, write Athey, Tarentum, Pa.

Wanted to Book

WANTED-RIDES FOR JUNE 20 THRU 25. Merry-Go-Round, Ferris Wheel or other major rides, Kiddie Rides, etc. Can book small Carnival. Palmyra Bi-Centennial, Inc., c/o Light and Russel Wagner, P. O. Box 228, Palmyra, Penna.

WANTED TO BOOK. SMALL CARNIVAL with minimum three adult and three child rides. August 15-20. Lions Club, Ridgeland, Illinois. my23

Wanted to Buy

WANT GOOD USED DARK RIDE. SEND full data and price. Ted Cole, 185 Essex St., Salem, Mass. my23

WANTED TO BUY-HURDY GURDY. MUST be in good condition. Reconditioned or new. Auto Museum, Princeton, Mass.

WANTED TO BUY-SMALL GRAB JOINT. O. G. Sleeth, 1439 N. Springfield Ave., Chicago, Ill. Phone: Albany 2-2406.

When answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!



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
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Salesmen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
Sound Equipment-Components
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M P Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD-20c a word. Minimum \$4
DISPLAY CLASSIFIED AD-\$1 per agate line. One inch \$14 (14 agate lines to inch)
TALENT AVAILABILITIES AD-10c a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in _____ Issue

NAME _____
ADDRESS _____ I enclose remittance of \$ _____
CITY _____ STATE _____ \$ _____

JOIN MACHINES

Help Wanted

JUKE BOX ENGINEER WANTED

If you want to work under ideal conditions in Sunny California, the oldest state-wide distributor is looking for a reliable shop man who has complete knowledge of all types phonographs and who can excellently rebuild and recondition.

Finest working conditions. Our shop has 12 years' average employment term.

Write fully about experience. Recommendations important, too.

BOX C-606
c/o The Billboard
2160 Patterson St., Cincinnati 22, Ohio

WANT EXPERIENCED MECHANIC. BELL Music, Games, Cigarettes, 728 North Hayes, Amarillo, Tex

SHOP AND SERVICE MAN-MUST BE A-1 on Seeburg phono and shuffle games. Give details, experience and reference. Permanent position. Los Angeles area. Box C-611, c/o The Billboard, Cincinnati 22, Ohio.

Parts, Supplies

CAPSULE JEWELRY - ASSORTED Earrings, 85 gross; Neck Pendants, \$7.20 gross; Solitaire Rings, \$4.75 gross; Cuff Links, \$14.40 gross; Birthstone Rings, \$9 per gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. my30

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-1tn

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
Packed one on a card 25c
5c ea in 50,000 lots \$5,000
7c ea in 25,000 lots 1,750
8c ea in 10,000 lots 800
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Miscellaneous

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HAMMOND ORGANIST WITH EXCELLENT background of fine music desires cocktail lounge booking. Write or wire Organist, Box 942, Liberts, N. Y. my16

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WANTED-5c USED CAPSULE MACHINES. State condition and price in first letter. P. O. Box 242, Olney, Ill.

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WANTED RECORD PRESSING MACHINE used. Must be guaranteed good condition. Write: Sound Songs, Box 35833, Miami, Fla.

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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

PIANIST, WELL EXPERIENCED, GOOD appearance, repertoire, desires location but will consider all offers. Write: 17 W. South Fair Port St., Chickasaw, Ala. my23

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THE INCAS, ROCK 'N' ROLL SINGING GROUP desires bookings N. Y.-N. J. area. Write: Incas, 60 Blvd., Mt. Lakes, N. J. my23

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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.

PARCEL POST

- McClain, O. C., 35c due
Adams, Mike
Adams, William P.
Anderson, Silm & Myrtle
Allen, Robert E.
Anderson Norman
Austin, Charles
Appiebaum, Sammy & Mrs.
Baldwin, Nathaniel
Bananne, Jean
Barchinger, Linn
Barlow, Wayne R.
Barnstien, Benny & Mrs.
Bell, Bonnie
Bernstien, Ben & Mrs.
Bernstine, Sam
Bie, Frank (Big Rabbit)
Bishop John
Bly, Edward
Bolenbarker, L. A.
Bona, Ray
Boston Joe
Broeffie, H. J.
Bronaugh, George (The Brunos, high act)
Browning, J.
Buckminster, Arthur
Bullock, Kenneth
Burns, Linda
Burns, W. E.
Calk, M.
Calk, Tommy
Cantrell, Fred
Cawex, W. J.
Chapman,
Chapman, Wesley & Mrs.
Cheminant, Mr. & Mrs.
Cheminant, L.
Chriswell, John W.
Clark, Cindy Lou
Clark, J.
Clark, Mrs. Jimmy
Clark, Lou
Coleman, Robert C.
Clark, Fenley
Cline, Joe J.
Collins, Rickie
Conedera, J. V.
Costa, Frank
Cooke, Bush & Ruth
Cooke, J. M. (U. S. Reptile & Jungle Circus)
Cooper, Bobby

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

PARCEL POST

- Corey, Joe E.
Cortez, Rita
Cox, L. E. (Doug Boy)
Craig, Mrs. Harry
Crawley, Bob
Curtis, Sparks
Danie Harvey A
Davis, Mary
DeCoste, Romaine
DeRosia, Roberta
Jacquette Jane
DelRio, Carmen
Demetro, Archie
Diggs, E. L.
Donnelly, Russell
Donohue, Bobbie
Dooly, Danny
Dorner, Louise Lee
Edenfield, Danny
Edwards, Jack
Emery, Jack
Evans, Johnny
Falrbanks, William
Farmer, Claude W.
Ferenzi, Jimmie
Flatok, Selmo
Fowler, Whitey
Gaddis, Glen
Gattie, Glendon R. & Helen F.
Gellar, Carl
Gardans, Freddy
Glickfield, Peter
Gibson, Johnny M.
Gish, John & Mrs.
Gonas, Rita
Gordon, John (Flash)
Gorman, John
Greene, Dan
Gwinn, George
Hagen, Benny (Buckets)
Hamby, Thomas
Hammond, Jimmy
Hampton, Jeff
Hamrick, Howard
Harris, M. S. (Son)
Hart, Fred W.
Haukins, William
Hayes, Tex & Cyse
O'Dell
Hayward, Milt
Herrington, John
Hickock, John W.
Hickok, John W.
Hill, Don
Hirsch, Mrs. Leo
Hoge, Mack Monroe
Holder, A. H. (Red)
Holdridge, Willard D.
Hopkins, Donald Lee
Hopkins, W. T.
Horowitz, Eddie
Houseman, Robert
Huber, Mrs. Betty
Hudson, Smith
Huffie, T. J. & Gerain
Hunkler, Louis
Huszek, Mickey
Jackson, Lawrence
Jaxon, Jay (Jack Bogart)
Johnson, Carroll B.
Johnson, Roy
Jones, Mrs. Helen
Keeler, Jr. C. O.
Keller, Floyd Joseph
Kennedy Jr., Allen M.
Kennedy, Tom
Kessier, Mrs. & Whittie
Kinard, Kathleen
Klein, Jerry
Klipper, Chuck
Kopcha, Frank
Kozick, Frank
Kuns, Francis Eugene
Lambert, Bob
Lamon, Harry
Lankford, Lester

- Lankford, Mrs. Suzanne
Lauther, Gloria
Lean, Clarence Lee
Lehman, Heri
Lenor, Frank C.
Lipsky, Morris & Mrs.
Liles, Tucson & Ann
Lofer, Marie P.
Lyle, Yvonne
MacDougal, H
Malone, Ernie
McLaughlin, Mary
McManus Thomas J
Magurn, Joe & Helen
Malone, Walne
Mammas, Harry
Manuso, Sam
Manning, Ennis I.
Manning, Mrs. J. F.
Marks, Frank
Marks, Miller
Marquis, Nevada or Dorothy
Marshall, Bob
Martin, Jean
Martin, Jim
Mayton, Tommie
Mellett, James
Meyer, Andrew
Michael, Bob
Miller, Harry L.
Miller, Paul A.
Mitchell, Ed
Moran, Billy
Moreno, Frank
Morris, Chick
Mulvaney, David G.
Myers, George Eugene
Naramore, Mrs. Dolly
Nettel, Mrs. Ralph
Nicholas, Mary
Novarro, Monie
O'Haver, Jack
Orlando, Cecil
Ostroske, Frances
Pace, Paula
Paige, Jim
Palmer, J. & A.
Patterson, Sonny
Pelckerson, Wald Frank
Paul, Stanley
Peterson, Bob
Pitka, A.
Pfeister, Bill
Phillips, Connie B
Phillips, Phil
(Pin Cushion)
Pitzer, Billy
Poole, Charles (Red)
Porter, Bill
Porter, Florence
Pounds, Clarence
Price, Mrs. Tina
Reene, Glen
Reynolds, Billy
Reynolds, H. R.
Rice, C. H. & Mrs.
Richardson, Arthur
Richardson, Alta
Thomas
Ringold, L. & Mrs.
Rizzo, Augie
Rose, Mark
Rucker, E. H.
Saller, Barney
Sands, Col. George L.
Sanford, Blackie
Schilling, Dutch
Schuch, Clarence
Schultz, Donald & Mrs.
Settle, Mrs. Ethel
Shaffer, Jimmie
Sheels, Bill
Simmons, Wilmet
Simons, Charles & Mrs.
Simson, James
Skellington, Henry
Skellington, James
Solomon, Sol & Mrs.
Sparks, Robert
Spears, Belle
Stevenson, Steve
Stimme, James
Stoddard, Henry
Stoddard, James
Stone, Harry (Doc)
Street, Reynolds
Strickland, Myrtle
Sumpster, Kenneth
Sunder, Jim
Sutton, Margaret
Swain, T. (Rebel)
Swan, John L.
Tandy, Edwin
Taylor, John & Onal
Terror, W. D.
Throckmorton, Paul
Tiedeman, Lester C.
Treon, Paul B.
Tuley, Jim
Van Der, Marshall
Vogt, Wm. D.
Wald, Frank
Walters, Mrs. Virgie
Watts, Doc T.
Webber, Flossie
Weitzel, Mrs. (Sabbell)
White, Robert L.
White, Robert L.
Wilks, Nelson & Mrs.
Williams, Don
Williams, M. L.
William, (Bill Sullivan)
Wilson, Dutch
Wilson, Mrs. Harvey T.
Wilson, Larry
Wilson, Tex & Helen
Wojasew, Bronislaw
Wozniak, Mrs. F. J.
Young, Curley
(Watchman)

MAIL ON HAND AT ST LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

PARCEL POST

- Pallotta, Frank J., 11c
Allen Sr., Charles
Allen, Mr. & Mrs. W. H.
Altman, Robert E.
Ard, Bert M.
Armstrong, Matt
Baake, Fred
Backer, Earl D.
Balam, Vangel
Bates, Bunny
Bealrd, E. L.
Bennett, James T.
Brown, Hubert E.
Burgess, Roy
Burton, Jack C.
Caraker, Virginia
Carpenter, Keith L.
Caruso, John J.
Case, James
Cherry, John
Choate, Billy C.
Clark, J.
Colbert's Fiesta
Cook, Jack
Cox, Francis X.
Cooper, Ray (Bobby)
Crow, Joyce
Davis, Mr. & Mrs. Charles
Davis, Jean & Bonnie
Decker, Jim
Denind, L. J.
Denind, Mrs.
Dennison, Mrs.
Diaz, Mrs. Kathy
Dorman, Mrs. T.
Drake John
Duran, Scherry
Evanon, Danny
Fondenberge, Charles L.
Geitz, Ralph & June
Gill, Milan W.
Glassford, Wayne
Gospodarski, Larry P.
Green, Gilbert
Grigs, Charles A.
Hall, Joe
Hamid, Albert J.
Harris, Sun
Harris, Kenneth C.
Houston, Melva
Hookins, Mrs. Rose
Jackson, Harry H.
James, Al
Johnson, Carroll B.
Johnson, C. B.
Jurden, Donald E.
Karr, Kitty
Kelley, Charles O.
Kestly, Red M.
Ketchum, Wm. A.
King, Manuel
Lamon, Harry W.
Lantz, John
Lemay, Peaches
Leonard, Coleman
Levitan, Maurice
Little, James A.
Luck, W. J.
McIntney, Barbara
McHenry, M. J.
Malbin, Dorothy
Walsh, Ed
Marberry, Wayne
Mellor, Lillian M.
Midwest Amusement Co.
Mofford, Mrs. James
Moore, C. W.
Moroeno, Joe
Mortensen, Arthur
Myers, Cliff
Nord, Mr. & Mrs. Mel
O'Dell, Jimmy
Oklahoma Ranch
O'Leary, Mrs. Virginia
Ollis, Paul
Owens, James H.
Peters, Mary Webb
Pilger, Bill
Qualls Mr. & Mrs. Harold
Richards, Tony
Richenberg, Mrs. Betty
Roxby, William
Schutz, Eda
Scott, Mrs. L.
Scott, Mrs. Paul
Seruags, Troy
Shelford, Mr. & Mrs. Wm. G.
Shufelt, Fred
Shickl, William
Smart, W.
Smith, Jack
Smith, Jay
Smith, Tally Ray
Snook, Albert
Steece, D. W.
Stevens, Little Bob
Stewart, Kathleen
Terry, Keith
Tip Top Shows, Inc.
Todd, Jeanie W.
Utter, Carl
Wagoner, Fred
Washburn, Mrs. Adele
Waters, Mrs. Jeanette
Watson, Oakley D.
Webster, Fred E.
West, Ralph
Johnson, McKinley
White, Claude
Wilson, Gilbert D.
World's Fair Amusement Co.
Williams, Charley
Young, Norma
Young, Roger

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36 N. Y.

- Adams, Billy
Adams, Frank
Borden, Lee
Clark, J.
Dante, DeHail
Dooley, P. J.
Geller, Irving
Hovey, Charles
Keller, Fred
McGehee, John
McNair, Joe Bob
Mandel, Mel
Maburn, Jack
Murphy, Edward
Stevens, Frank
White, W.

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

- Bacon Hill Display & F fireworks
Benesch, Frank
Cavaliero, Tony
Clark, J.
Kelsner, Harry G.
Fleming, Mrs. D.
L & L Shows
Montgomery, Mrs. Frances
Powell, Charles C.
Swayze, August
Wright, Joe
Wright, Honey

Filling Globes in Shop Cuts Op Corners

By ELTON WHISENHUNT

MEMPHIS — Jimmie Wilkie, owner of Jimmie Wilkie Company and a veteran operator, runs a successful, far-flung route with only one serviceman and himself by using a system of servicing his bulk gum and charm vending machines in his stockroom.

He uses 30 extra machines with this method, which saves time, money and overhead expense. Here is the way it works:

Wilkie has more than 800 machines in Memphis and Shelby County, Northern Mississippi and Eastern Arkansas. Memphis is in the southwest corner of the State close to the Mississippi State line and just across the Mississippi River from Arkansas.

His locations in Mississippi and

Arkansas are within about a 100-mile radius. The most distant location in Arkansas is 20 miles below Helena, 105 miles from Memphis, and in Mississippi, Tupelo, 106 miles from Memphis.

In Arkansas, he has locations also at West Helena, Forrest City, Osceola, Marvel, Jonesboro, Marianna, and others. In Mississippi, he has spots at Clarksdale, Tunica, Batesville, Oxford, Holly Springs, Sardis, Como, Senatobia and New Albany.

He uses 1-cent gum ball machines, 5-cent charm machines and gum ball machines which are combination 1-cent and 5-cent. A nickel gives the customer five turns.

30 Extras

In his stockroom behind his home, Wilkie (who is also a distributor) has machines and fill.

He fills the 30 extra machines (first washing the globes well for sanitation) and takes them out in his truck. On stops where machines are empty or almost empty, he leaves a full machine, puts the empty in the truck and moves on.

He finds this saves time and is the most efficient way to service the route. He replaces a machine on the average of about once every six weeks. He will average 40 stops a day.

On days when more than 30 machines need to be serviced, the servicing is done at the location. This is more time-consuming than doing it the way described—by filling machines in the stockroom and making a run replacing empties, he said.

Keeps Mental Notes

He keeps no record on when a machine needs servicing because he memorizes his location. He has found from experience when to service what part of his route, he said.

In using the 1-cent and 5-cent combination machine, he has found best locations for them to be supermarkets, bowling alleys, large grocery stores, bus stations and, generally, any place with heavy traffic.

He estimates these machines average an increase in collections of 10 to 15 per cent more than the 1-cent gum machine. He said his gross is about \$8 a month on the combination machines.

Moppets Best

On the 1-cent machines, Wilkie finds the best locations to be places where children are brought more frequently, such as smaller grocery stores, small drugstores, laundrettes (he said laundrettes are very good locations), and swimming pools. Service stations are only fair, he has found.

His gross on these average about \$5 a month, he said.

On the 5-cent charm machines he said the best locations are supermarkets, large drugstores and swimming pools (he said swimming pools are especially good on these).

Wilkie said he nets about 20 per cent on each machine per month. Out of his overhead comes 20 per cent commission to the location owner, cost of fill, salary for one route man, truck maintenance and other standard overhead.

Thefts Hurt

His biggest problem peculiar to his business in the past year has been vandalism and thefts. He said, for example, in 1959 he lost about \$500 in damage to machines. Some thieves break them open on the spot, others carry them off.

Wilkie said it is surprising to him, but many slugs are found in his machines, mostly the 1-cent gum machines. He surmises children are doing it. They use washers, a spark plug ring the size of a penny, play money and ice cream

spoons cut down to the size of a penny.

Sometimes, he said, a penny with a hole drilled in it with a wire attached is used. An effort is made to get the coin back by pulling the wire, but this only clogs the machine, he said.

Solution to Theft

Here is the solution he is working on to combat this problem of theft and vandalism, which he said had become worse in past year

than the 30 years he's been in the business:

He tries whenever he can to get the machines stationed inside a location. That way vandalism is almost unheard of. When he can, he gets the location owner to leave the machines outside the location during the day and set them in at night.

On acquiring new locations, Wilkie usually does not approach locations where other operators already



FOR TOP LOCATION. Jimmie Wilkie has three machines on a stand at top spots, as the one above, a busy newsstand. On the left, is a combination 1-cent and 5-cent gum machine; in center, a 5-cent charm machine, and at right, a 1-cent gum machine with charms mixed in.

BIG SAVINGS

on BALL AND VENDING GUMS

Same fine flavors. Centers and Coatings.

Direct Low Factory Prices

Bubble Ball Gum, 140-170 & 210 ct. & Giant Size27¢ lb.
 Chicle Ball Gum, 130 ct.35¢ lb.
 Chlor-o-Vend Ball Gum40¢ lb.
 Chlor-o-Vend Chicks, 320 ct.40¢ lb.
 Chicle Chicks, 320 & 500 ct.36¢ lb.
 Bubble Chicks, 320 & 520 ct.28¢ lb.
 Tab (short stick), 100 ct.38¢ box
 5-Stick Gum, 100 packs \$1.90

F.O.B. Factory 150 lb. lots.

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35 years of manufacturing experience.

4th & Mt. Pleasant • Newark 4, N. J.

NEW • Top-Loading • NEW

PENNY-NICKEL ATLAS MASTER VENDOR

9½ lb. Globe Black Lid
 11½ lb. Globe Chrome Lid

Ask about our ATLAS finance plan

The ball gum and charm vendor with the proved penny-nickel mechanism . . . one turn for a penny, five turns for a nickel. This means a 30% increase in sales because of nickel play.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

SURE-LOCK, the perfect capsule, Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

PENNY KING COMPANY

2538 Mission St. ★ Pittsburgh 3, Pa. ★ "World's largest selection of miniature charms" ★

The Vendor with the Proved Penny-Nickel Mechanism.

Time payments available on Oak machines through all distributors.

All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 1c-5c coin mechanisms.

WE HAVE

oak's HOBBY CARD VENDOR

The 5c vendor with a large capacity of 550 six card packages has a fool-proof mechanism. A four column vendor, each column holding 135 nickel packs. Machine is 25" high, 14" wide and 7" deep with four 5c slug proof coin chutes and separate coin box. Made of drawn steel in a one piece case. Machine lists at \$42.50 F.O.B. Factory.

Below are listed factory authorized dealers.

AMERICAN NUT 1061 Tremont Street Boston 20, Massachusetts	LOGAN DISTRIBUTING CO. 1850 West Division Street Chicago 22, Illinois	RAKE COIN MACHINE EXCH. 609 Spring Garden Street Philadelphia, Pennsylvania
BIRMINGHAM VENDING 540 2nd Avenue, North Birmingham 4, Alabama	SAMUEL J. PHILLIPS CO. 4372 Lindell Boulevard St. Louis 8, Missouri	JACK SCHOENBACH 715 Lincoln Place Brooklyn, New York
BUYMORE SALES #6 Bayview Avenue Lawrence, L. I., New York	OAK SALES COMPANY 2033 Fifth Avenue Pittsburgh, Pennsylvania	SOUTHERN ACORN SALES 526-30 Brunson Avenue Charlotte 8, N. C.
DALE DISTR. (B.C.) LTD. 1168 Seymour Street Vancouver 2, B.C., Canada	OAK SALES OF FLORIDA 1121 - 71st Street Miami Beach, Florida	STANDARD SPECIALTY CO. 1028 44th Avenue Oakland, California
GRAFF VENDING SUPPLY 2817 West Davis Dallas, Texas	OPERATORS VENDING 1023 South Grand Avenue Los Angeles 15, California	STAR VENDING SUPPLY CO. 6327 Calhoun Road Houston 21, Texas
H. B. HUTCHINSON CO. 1784 N. Decatur Road, N.E. Atlanta 7, Georgia	QUEBEC VENDING CO. 109 Commissioner St. West Montreal, Quebec, Canada	VEEDCO SALES 2124 Market Street Philadelphia, Pennsylvania
IMPRONTO VENDING 300 North Gay Street Baltimore 2, Maryland	OAK MANUFACTURING COMPANY, INC. 11411 Knightsbridge Ave., Culver City, California	

Complete Service for Bulk Vending

Largest selection of charms, bulk candies, nut varieties, ball gum, accessories and parts.

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Featuring: • Largest selection of charms in the U. S. • Self Service
 • Any Quantity • Domestic and Import Items

Write for complete charm list #100
 Serving the entire Delaware Valley area since 1927

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 609A Spring Garden Street Philadelphia 23, Pa.
 WALnut 5-2676

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

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 COMPANY _____
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Fill in coupon, clip and mail to:
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 540 Second Ave., North Birmingham 4, Ala.
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We handle complete line of machines, parts & supplies.

"A New OPPORTUNITY IN VENDING" . . . of CRACKER JACK

Famous for 63 years. Millions and millions sold.

Direct shipment of Cracker Jack to selected distributors of CRACKER JACK VENDING MACHINES.

Specifications: Model 50-60" high, 17" wide, 8 1/2" deep. Capacity—50 Boxes. Shipping Weight—44 lbs.

CRACKER JACK
P. O. Box 476
Rialto, California

TRAILER TRUCKS

STOP COLLECT THE WHOLE SET

MIX & MATCH CABS & TRAILERS

TRUCKS AND TRAILERS (Ea. Piece) PLASTIC

1-4M \$4.50 per Thous.
8M and Up 4.00 per Thous.

VACUUM PLATED

1-4M \$8.00 per Thous.
8M and Up 7.25 per Thous.

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Delivers more SALES

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In two-toned red and blue plastic, swinging flap and ring for key chain. Only \$12.50 per M

Vacuum plated with red flap. Only \$15.75 per M

Excellent for all types of vending. Labels available ("For Tired Letter Carriers"). Order from your distributor or:

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CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

NATIONAL 11-COL. (111)
CIGARETTE \$150.00

NATIONAL 9-M CIGARETTE, 25c & 30c 85.00

8-COLUMN CRUSADER, 25c & 30c 57.50

NATIONAL 13-COL. (113)
CIGARETTE 165.00

8-COLUMN DIPLOMAT, 25c & 30c 65.00

CONVERSIONS, 30c to 35c 7.50

8-COLUMN STONERS (post-war)
6-COLUMN STONERS (post-war)
NATIONAL 11-COL. M 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
46 Fulton St., Brooklyn 1, N. Y.
TRiangle 5-1857

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

have machines. He searches for new places opening up, and has found that one new location owner can refer him to another, and so on.

Stands Promote

To promote business at the top locations Wilkie uses stands which hold one of each of the three type machines he uses. He uses better charms at the top locations.

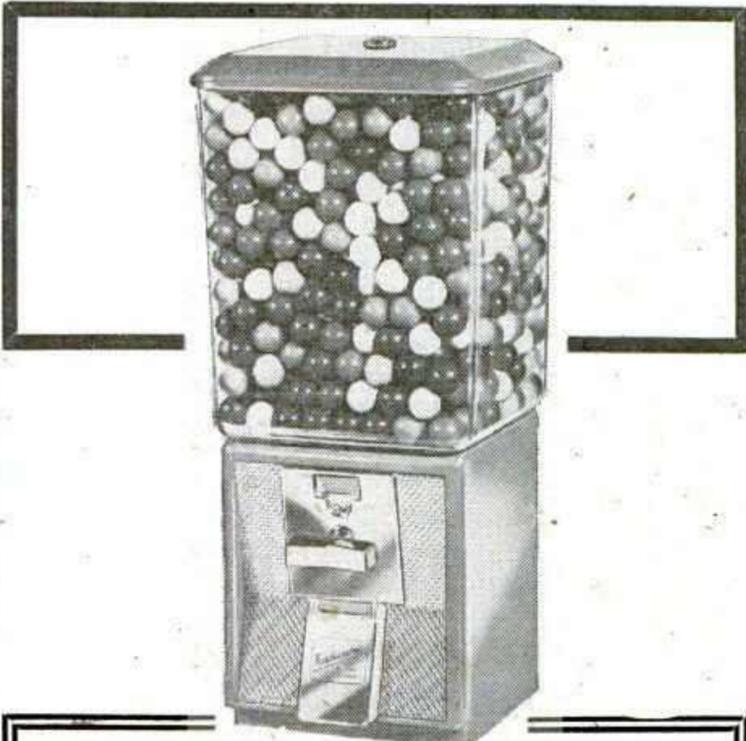
He also promotes business by adding machines at good locations

when business at that spot justifies it. All in all, Wilkie has found a successful operation formula and in recent years has bought out two small operators who became discouraged, were unsuccessful and wanted to sell out.

Wilkie and his wife returned recently from the National Vendors Association convention April 20-24 at the Grand Bahama Club, a swank resort hotel, at Grand Bahama Island, British West Indies.



STOCKROOM SERVICING. Jimmie Wilkie, veteran Memphis bulk operator, lines up a number of full gum machines to service his route. He takes 30 full ones out in his truck and brings back 30 empties, saving time and overhead expenses.



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2886 Balls 210 Count Gum
365 Regular Capsules

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Bulk Banter

The Music Operators of America convention here in Chicago last week attracted quite a few members of the bulk vending industry—some who are also in music or games—some who aren't but were just interested in looking.

Ray Greiner, Northwestern Corporation, was in town looking over the exhibits—reported plans are under way to rebuild the Northwestern plant, gutted by fire recently.

All bulk traders made a point of stopping at the booth of Logan Distributing Company, only bulk vending trader to show at the MOA convention.

Dick Boylan, who manned the booth, indicated Logan was getting more and more into overhauling of used candy and cigarette machines to augment its bulk business. Some of the used venders are going to bulk operators—some to a new clientele of cigarette and candy operators, hence Logan's interest in the MOA show.

Logan's exhibit featured Victor's new line of machines introduced recently at the National Vendors Association convention in the Bahamas.

The MOA show incidentally had a strong vending flavor with numerous major vending machine manufacturers showing their wares to a group of operators who just a few years ago confined their interest solely to music and games. . . .

Arthur Silbert, one of the featured speakers at NVA's convention, and vice-president of Standard Financial, the factoring house, also was on hand with Standard taking a booth at the show. Manning the booth was Standard's Chicago representative, **David Reinach** and Cleveland representative, **Clifford Gilfoyle**.

Jane Mason, Leaf Brands' busy executive and a hard working supporter of NVA without whom the association would be severely hurt, was on hand for a brief run thru the exhibits plus meeting with some bulk traders. . . .

Max Hurvich, Birmingham, well known to bulk operators in the South but also a sizable music and games distributor and a director of MOA was on hand as was his brother **Harry**. The pair are affectionately nicknamed the "Gold Dust Twins," by deep South operators.

Out in Detroit—Reliable Vending Company, bought recently by **Mervin S. Jacobson**, is being merged with Jacobson's other firm, Central Vending Company. Reliable used to be run by **Meyer (Red) David** and **Lewis Saperstein**. The firm has dropped its bulk vending operation altogether and now concentrates exclusively on cigarettes. . . .

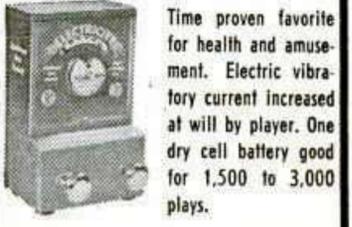
Jack T. and Betty J. Bruner, who set up the J & B Vending Company in the northeastern Macomb County town of Warren about three years ago, are expanding into Detroit territory now. They operate cigarette and bulk machines plus a few candy and drink units. Bruner is concentrating on bowling alley locations, being well known in this field as a manager and owner for 20 years. He decided to shift to vending because of excessive night work involved with the bowling alleys.

In Minneapolis, bulk vending operators report excellent business with the cool weather. They hope that with diversified products, the trend will continue thru the summer. . . .

Earl Grout, Vendall Company reports excellent reception for four and six-on-a-stand units thruout the Twin Cities, particularly in supermarkets.

Max J. Mandell is going back in the bulk vending business in Minneapolis after being out for four years. He previously sold his route to **Fred Curtis** of suburban Lake Minnetonka. . . . Talk of forming a new association of bulk vending operators in Minneapolis has been going around for some weeks, tho so far, the whole thing is still in the speculative stage.

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Time proven favorite for health and amusement. Electric vibratory current increased at will by player. One dry cell battery good for 1,500 to 3,000 plays.

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2 and up 23.50
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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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verted for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
ABT Guns	30.00
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Golden Nonpareil Almonds, 5-lb.	\$.85
vac. pack fins, per lb. \$.65
Pistachio Nuts, Jumbo Queen, Red.	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tulip	.65
Pistachio Nuts, Vendor's Mix	.61
Pistachio Nuts, Sheik	.54
Cashew Whole	.69
Cashew Butts	.61
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chick	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 Ct.	.59
Hershey-cits	.47
Rain-Bio Gum, 72 ct.	.30
Malt-ette, 100 ct., per 100	.35
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rain-Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.43
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes, assorted.	

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms Everything for the operator.
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Self Service Laundries Offer Wide-Open Mart, Says Mo. Op

JENNINGS, Mo. — There's a wide-open market for the bulk operator in the sky-rocketing success of coin-operated laundries, according to Harold Berkowitz, bulk operator in this Eastern Missouri community.

Coin-operated laundries have increased by more than 10 times in the space of the past two years, Ber-

kowitz points out, with more new plants being set up almost weekly. The fact that they operate unattended, requiring no heavy payroll expense, and because they are relatively simple to operate, many businessmen with loose funds available are investing in neighborhood plants.

The usual plant consists of anywhere from 12 to 20 machines, with from four to 10 gas-operated dryers, handling bundles at 20 cents a load, and dryer service at 10 cents for 10 minutes. Returns, tho varying sharply by neighborhood, are almost invariably good.

Since some women making use of coin-operated laundries are in the plant for as long as two or three hours, and usually bring the children along, each spot is an ideal location for penny and nickel machines. Berkowitz has installed as many as 10 machines in a single laundry, vending charms, gum, confections, jelly beans, and peanuts with excellent results.

As a rule, he is careful to use bright, shiny new machines which can be securely mounted on the walls or on bolted-down stands since there is a lot of vandalism. There are very few owners of these unattended plants who have not had bad experiences with gangs of teen-agers who deface the walls and equipment, break windows, and attempt to pry open the coin changers.

Then, of course, there is the problem of derelicts who have

taken to the laundries late at night as the ideal pleasant, warm place in which to sleep. For that reason, Berkowitz puts more care into his laundry installations than is usually the case. He also tries to concentrate on the laundry plants which have regular surveillance either from the city police department or from civilian patrolmen hired by merchants to watch their stores.

Returns are well above average, Berkowitz has found, with some 75 locations to date in the Jennings, Baden, Pine Lawn, Florissant and Ferguson areas. Women who find themselves with little to do while the washers run, usually bring magazines or newspapers along, drop a few pennies into the vending machines, and relax as their wash is handled. Noisy children, who soon tire of the long wait, can be pacified with a handful of candy, peanuts, or a ball of gum, the mothers find.

Oddly enough, Berkowitz's chief problem has been the location of the laundry owners, many of whom keep themselves deliberately disassociated with the plant, leaving only an emergency phone number, or in some cases not even that. His best bet, he has found, is to contact the manufacturers and distributors of the automatic laundry machines involved, explaining his position, and asking for the name and telephone number of the owner. In almost every case, he has been successful.

Berkowitz has almost doubled typical bulk vending spots.

MAYBE HERE'S THE ANSWER

There's never been any doubt among experienced bulk vending operators that self service laundries offer a top potential. The problem has been in keeping machines from getting smashed. Being open all night, unattended, the laundries attract hoodlums who are in turn attracted to shiny bulk machines and the easily broken glass globes. Other people however are also attracted — customers — making the laundry locations top earners for the bulk machines that do manage to stay in business. A survey of Chicago operators recently (The Billboard, April 18) showed they thought highly of laundries, but thought the breakage problem was too much and were staying away. This week, Harold Berkowitz, a Missouri operator explains how maybe he's managed to solve the problem. At any rate, he's trying and from all indications, so far, so good.

the number of machines which he operates in the last two years, primarily because of the coin-operated laundries. He has also been instrumental in preventing vandalism and malicious mischief in spots which he services during the evening hours, when they are most vulnerable to abuse by groups of restless youngsters. His location owners, needless to say, appreciate this fact, and are far more cooperative than busy owners of grocery stores, drugstores and more



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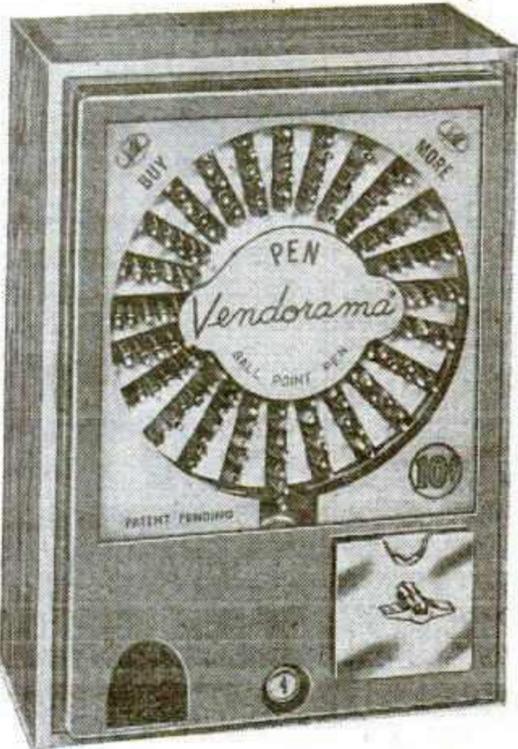
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Victor's revolutionary and unique method of selling ball point pens.

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HUmboldt 6-4870
Ill., Ind., Ohio, Wis., Mich., Ky.
- Champion Nut Co.
1194-1198 Tremont St.
Boston 20, Mass.
Highland 5-8935
Mass., Conn., R. I., N. H., Vt., Me.
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- Northwestern Sales & Service Co.
446 W. 36th St.
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LOngacre 4-6467
New York State
- Ellingworth Supply Co.
659 Adams St., N.E.
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SUNset 8-6972
Minn., N. D., Mont., S. D., Wyo.
- Parkway Machine Corp.
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EAStern 7-1021
Va., Md., W. Va., Del.
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Okla., Ark., Tex., Miss., La., N. M., Ariz.
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Amusement Exhibits Give Ops an Eyeful Public Relations Theme Plays Major Role in MOA Confab

CHICAGO—Sparked by a number of solid new attractions, the coin amusement exhibits at the Music Operators of America show here last week were the best in years. The coin game and ride models—and even the gal models at the booths—were far more interesting than usual.

Center of attraction was the new United Manufacturing Company Bowlarama coin alley game, shown to the trade for the first time here. (See description in The Billboard, May 9.) The ball bowler, longer and wider than its predecessors, features a new 10-pin arrangement. Pins, on strings, are held to the board magnetically, and are released as the ball hits them. Reception given the game appeared good.

Other machines shown for the first time included the Southland Engineering firm's Western Trails kiddie ride set-up. The set-up features a horse ride set in a large cowboy corral with a scenic backdrop. Saddle, bridles, wagon wheel and ranch sign decorate the corral. The horse moves on its own base in a rolling up-and-down fashion, and also moves as a unit along an oval track, circling within the corral. Orders were reported coming in good.

New Voice Recorder

Williams Electronic Manufacturing Company presented its new Voice-O-Graph coin-operated recording machine, also shown for (Continued on page 84)

CHICAGO—The public-relations theme largely dominated the Tuesday (10) business session of the Music Operators of America at the Morrison Hotel here.

Herbert M. Kraus, public relations counsellor for The Coin-Machine Council; Al (Senator) Bodkin, public relations chairman of the New York State Coin Machine Association, and William Blatt, veteran Miami operator and an industry PR pioneer, told operators how they could work to improve the image of the coin machine business.

Kraus outlined the goals of the CMC, which has been organized to represent the industry in PR work. He said that the organization will attempt to present a true picture of the industry to the mass media.

Kraus told how pictures of operators attending the MOA show are being taken by the CMC, and how these photos, together with press releases, are being sent to the operators' home-town newspapers.

Policy of the CMC is to prepare releases to newspapers for local publicity about individual coinmen and groups, to provide speeches about the industry for delivery by individuals to local groups, to provide business papers with material about the industry in order to gain favorable national coverage, and to give facts to consumer publications so that accurate articles about the industry may be published.

Background Material

Kraus added that background material for newspaper libraries will

be furnished by CMC, so that when a newspaper researches a story on the industry, it will get all the facts, not just those which show the industry in an unfavorable light.

He said that one of the themes of the industry's PR message will be that the coin machine industry provides wholesome, inexpensive entertainment. Another theme will be that with automation playing an increasing role in the American economy, the coin machine industry has been a pioneer in automation.

Bodkin told operators what could be accomplished by a State organization on a grass-roots level. He traced the history of the New York State Coin Machine Association's Public Relations Committee, which was established less than six months ago.

Teen-Age Dance

In that short space of time the organization threw a party for Brooklyn youngsters under the auspices of Father Smith. Some 600 juveniles attended, danced to the music of two bands, were presented with record albums donated by record companies, heard popular recording artists who appeared in person, and were provided with refreshments.

The event received favorable mention in the New York newspapers, and 2,500 families in the parish were told by Father Smith of the good works performed by coin machine people.

Other good deeds performed by the New York State organization included the donation of \$500 to a home for Jewish orphans, the presentation of a juke box to the youngsters at Creedmore State Hospital, and the donation of \$2,000 to Cardinal Spellman's fund for entertaining servicemen.

The last-named event took place at the home of Cardinal Spellman, with Msgr. Kelley, a long-time friend of the industry, making the arrangements.

(Continued on page 84)

Lively Exchanges Spark Disk Forum

CHICAGO—A lively exchange of views on stereo singles, of both 45 and 33 r.p.m. speeds, 33-speed adaptation methods for juke boxes and the role of the juke box operator in the record distribution scene, highlighted a special juke box operator-record industry panel discussion here Wednesday morning (11). The well attended meeting, which was set up by the management of the MOA to give operators a chance to toss their gripes at a panel of disk manufacturers, phonograph manufacturers and one stop, was the final forum event on the 1960 MOA convention calendar of activity.

As expected, a prime matter for extended talk was the availability of stereo singles for juke use. It took little time for one questioner from the floor to express his doubts about the general availability of stereo product. "RCA has them, but nobody else does," he noted.

M-G-M Records sales chief, Charlie Hasin, a member of the first panel group, answered this by a statement that "We've had them right along. And our warehouse is now loaded with them. We hear about operators wanting them, but nobody buys them."

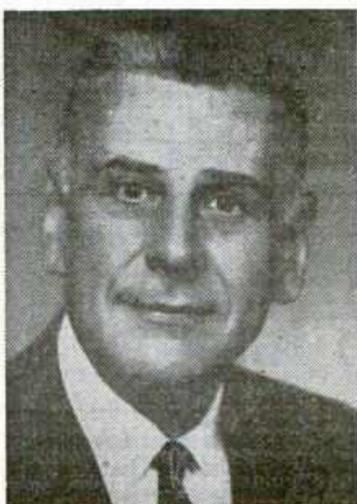
Lou Boorstein of Leslie Distributors, New York, then noted that "We had stereo right away, when they first started talking about it and we took a bath, because there were no machines around to play them on." Lou Casola, Rockford, Illinois operator, agreed that it was very bad timing when records were available before the machines.

Boorstein also noted that today there has been a problem of considerable stereo EP product available, but virtually no pop singles hits. "I ask you," Boorstein wanted to know, "Where can we find the 45 singles hits? That's what the boxes need."

Another operator complained that distributors seem reluctant to stock single stereo but prefer to push EP's. "This makes it pretty rough on a fellow like me, because 60 per cent of my units are now stereo, and believe me, we must have singles. In my opinion, EP's are not worth it on the boxes."

Caustic Comment

A West Coast one-stop, Jim McGuire, also attacked the distributor fraternity for "dragging their feet on this stereo question." Thus went the pattern, with caustic comment from the operator side against



ED RATAJACK

manufacturers, distributors and one stop alike for their failure to get the stereo to market.

Max Callison, of Capital Records, replied that in the case of a

current Capitol hit, "He'll Have to Stay," by Jeanne Black, the company took a poll "in front" to determine the degree of operator interest in a stereo version. "Gentlemen, we couldn't have bought a martini with the orders we got, Callison said.

Both Callison and Claude Brennan of Decca Records, said that their companies were co-operating with Seeburg in bringing out a series of 33 stereo single five packs, together with artist color photos for placement on the upper panel of the juke box. Sol Peruggi of RCA Victor noted that his company is releasing everything simultaneously in 45 r.p.m. mono and stereo form. He added that the company was studying the "33 single situation."

Compatible Stereo

In the second half of the discussion, a speaker noted recent developments on the so-called compatible stereo record, which some circles feel is the answer to the juke box problem. There was a (Continued on page 84)

AMI Bows Compact Models; 2 Additions to Current Line

CHICAGO — From the standpoint of new juke box equipment, AMI made the big news during last week's Music Operators of America convention with the introduction of two new phonographs, each a radical design departure from traditional juke box styling.

Called the Continental-200 and the Lyric-100, the machines are an addition to the firm's current K line. Mechanically, there is no variation. But in design, both models offer sweeping changes.

AMI is calling them the "compact additions" to the K series. Both machines are somewhat smaller than the standard AMI juke box, and both will also carry a lower price tag, tho currently AMI is not revealing a price, even to its distributor organization.

Secret

Introduction of the machines was one of the best kept industry secrets in a long time. Few people, if any, knew they were coming, especially since AMI had just introduced its K series last November.

The traditional distributor meeting which is always a signal for a new model introduction was not held. Instead AMI distributors were summoned to a special session Sunday (8) evening, just prior to the

start of the MOA show. Reaction at the meeting was said to be startling.

Along with the two new machines, AMI also introduced a background music system featuring a modified K-200 to be used both as a juke box playing 45 r.p.m.

disks and as a background music unit playing 33 r.p.m. records.

Spotlight

When the convention got under way, tho, the new Continental and Lyric phonographs were in the spot- (Continued on page 84)

Ops and 'Experts' Hash Problems of Servicing



ROY KRAEHMER

CHICAGO—Operators sat in on a fast-moving forum on juke box and game servicing Monday afternoon (9) at the MOA show here.

Five-minute speakers, who also answered operator questions fully and honestly, included Messrs.

Brown (AMI), Kraehmer (United), Calamari (Bally) and Pandy (National Rejectors).

Two points drew particular attention from the gallery: The relation of the cost factor in manufacturing to repair problems in the field and the problem of burned-out light bulbs.

Juke Amplifiers

Brown, who spoke on juke box amplifiers and remote and stereo installations, pointed out that the quality of remote speakers can make or break the juke box sound system on location. The juke box speaker, he said, is "the last place where costs should be cut" by the operator. He emphasized that juke box sound need no longer be "looked down on" by the public; that it is on the same footing with other high-quality sound reproductive instruments.

Kraehmer pointed to two sources of repair problems: Defects not caught at the factory, and defects caused by the mishandling of parts by the operator or serviceman in the field.

(Continued on page 85)

Juke Bill Sponsor O'Mahoney Retires

WASHINGTON — Senator Joseph C. O'Mahoney, noted in music circles for his fight to end juke box exemption on performance royalty in the Federal Copyright Act, has announced his retirement.

The former chairman of the copyright subcommittee of the Senate Judiciary Committee was lauded by fellow senators, Johnson (D., Tex.), Long (D., La.), Kefauver (D., Tenn.) and Keating (R., N.Y.), for his long service to government, and his fight to strengthen antitrust legislation.

Succession to the chairmanship of the subcommittee on patents, trade-marks and copyrights, which must pass on copyright legislation

before it reaches a vote in the full committee, and thence to the Senate, will not be decided until committee memberships are settled for the 87th Congress, beginning in January, 1961.

Succession

Succession could pass to ranking Democrat on the present subcommittee, Olin Johnston (D., S.C.), or it could go to Philip Hart, of Michigan, if Johnston's other subcommittee chairmanships require his first attention. Ranking Republican member on the subcommittee is Alexander Wiley, of Wisconsin.

O'Mahoney (D., Wyo.) suffered a stroke last August and was un- (Continued on page 83)

HOWARD ELLIS SAYS:

Backgr'd Music Offers Best Chance for Diversification

By NICK BIRO

OMAHA—Looking around for a way to diversify his business interests a few years ago, Howard Ellis, important Omaha music and game operator, decided background music was his answer.

He had the experience and knowledge of music plus servicing know-how to make the operation click. Now after three years of experience, he reports the move was a good one.

Ellis services about 20 background locations thruout the Omaha-Council Bluffs area but in the past few months has given this phase of his business increased attention.

"We hope to expand our background business substantially," he indicated. "We have a man who handles the department exclusively and we're starting to go after new business."

Ellis feels the juke box and game business in Omaha has leveled off and that any new business he gets will have to come either from buying routes or diversifying.

"I think diversifying into background music offers us our best potential."

So far Ellis has kept the two businesses separate and intends to keep

it that way. The only thing that overlaps is the servicing.

The locations are entirely different and so are the operational problems. Most of Ellis' background music locations are in supermarkets and steak houses with a few in auto showrooms. They offer the best potential. "As you can see, it's entirely different from a juke box or game location," he notes.

Spots are gotten by active soliciting with Ellis often using one of his current locations as an example.

The firm uses two basic background music systems—a Seeburg library record unit and a Tapethon reel tape outfit. All installations are made on a rental basis.

If the location has an amplifier and speaker setup already installed, Ellis puts in the record player for \$30 per month.

If Ellis has to install speakers and a mike, there is an additional \$1 per unit extra charge. For example, a player with three speakers and a mike would cost the location \$34 a month.

Regardless of the unit used, Ellis changes the program every month. On the record library, 25 per cent of the program is changed (every fourth record). Ellis buys his own

EP's and has developed his own background music inventory, which is rotated from location to location.

The record library is especially applicable where flexibility of program is a factor. As an example, Ellis cites the Cafe Bohemia, an old country atmosphere restaurant, where every fourth record is a Bohemian number. "Whenever the location asks for personal selections, the records fill the bill best."

Tape on the other hand is more durable. The entire reels are changed monthly and altho the cost is relatively high—about \$90—Ellis is able to rotate them from location to location and he notes, "it may be a lot of money, but I've never known one to wear out."

Altho one of only two juke box operators in Omaha to offer background music, Ellis notes a pickup in the business in general.

There seems to be a greater public interest he notes. "I think the FM stations have helped a lot. They're also trying to promote background music and the public has gotten more interested."

"We've found our knowledge of music and electricity has helped us get a foothold and we're going to give a real push for new business from here on in."



HOWARD ELLIS and his serviceman, Howard Ball, make sound adjustments on one of their Tapethon reel tape background music players. The entire tape reel is changed monthly for program



BACKBONE of Howard Ellis' operation is his juke box route. Here Ellis and Howard Ball, one of his servicemen, go over machines being overhauled in their shop.

Operator Forums on Kiddie Rides, Bowling Games Draw Top Interest

CHICAGO — Questions came thick and fast from the floor following MOA forum talks by Mort Secore, Chicago Dynamic Industries, and Paul Weinberg, Amusement Distributors, representing Bally Manufacturing Company. The panelists discussed miniature bowling and kiddie rides, respectively.

Questions posed from the gallery indicated sharp interest in both fields, but also disclosed some important problems inherent in both bowling game and ride operations.

Since the first half of the Monday (9) morning forum was devoted to vending, not all questions on bowling games and kiddie rides were fully aired. Actually, the majority of those attending the forum seemed to be there primarily to hear about the latter topics, judging by the number of questions asked each panelist.

Distributor Talks

Weinberg, a Houston, Bally Distributor, painted a glowing picture of the kiddie ride field as a part of the coin machine business that has helped the whole industry public relation-wise.

Weinberg said that the ride trade started as "a freak that just happened" some 10 years ago when the first ride was invented by one Clarence Camp. But, he said, the ride business proved to be more than just a "flash in the pan." He described it as a stable business, one that has had its ups and downs, but that the people still in it are sound businessmen.

Weinberg pointed to strict safety codes of manufacturers in the ride field and the use of the UL seal on equipment produced by leading manufacturers. He mentioned the fact that kiddie rides are now located in department store chains and all types of public locations, and that this has helped to build a favorable impression of the business in the mind of the public.

One woman (among other operators in the audience) complained, however, that it was nearly impossible for the small operator to compete with larger kiddie ride operators who, she claimed, held a "monopoly" in the field, particularly in department store chains.

Weinberg answered that the fer the locations "better service," and to "sell the home office" which puts the operator into the location.

The woman operator, however, said that altho "80 per cent of the rides placed by the bigger operators in the area are old and dilapidated, it is still hard to crack the locations. "Are kiddie ride manufacturers silent partners of national chains and not interested in small operators?" she asked.

Weinberg answered that the firm he represented (Bally) did not operate kiddie rides.

For lack of time, questions on the kiddie ride field went largely unanswered.

Penny Play

Another operator remarked that some store locations had "gone down to a penny a ride" as a promotion stunt. Weinberg commented that such promotions have been successful to the stores, and suggested that operators in such cases co-operate, but charge the location a special flat rate for the service.

Secore spoke on a relatively fresh field of operation—the new miniature bowling centers and playlands which use coin-operated bowling games. This new type operation, Secore said, has "lifted the Arcade from Skid Row, and put it in the public limelight."

Secore noted the varied types of locations for coin bowling games—including recreation centers, department store playlands and regular tavern locations. He emphasized the miniature bowling center as a promising type of amusement enterprise that bears the same relationship to actual bowling as does miniature golf to the sport of golf.

"Ninety per cent of the nation's game operators have talked about setting up miniature bowling centers," said Secore, "and many of them will go into this new field of operation in the future. But not enough of them have tried it as yet."

Promotion Needed

These miniature bowling alley establishments, Secore continued, usually "open with a bang," but he said, trade will drop off if the spot is not properly promoted. Promotion should be done before the place is opened, he suggested. In this way, such a location will show a good return for any operator, he maintained.

Questions from the floor revealed that in many areas bowling games are prohibited in taverns under liquor board regulations. Secore pointed out, tho, that most States permit tavern bowling game operations.

A Phoenix, Ariz., operator said that his city has a \$100 license fee on each coin-operated bowling game operated, while a fee of only \$12 is set for each regular bowling alley in an alley establishment. Secore suggested that the approach be educational—to show the city how the game is operated.

In answer to some queries on tax problems regarding coin-operated bowlers, Secore suggested that the games in areas discriminating against coin equipment, be set up on remote control, rather than coin-operated, thus taking them out of the coin machine-tax category. The attendant may then activate individual alleys electrically as the patrons pay to play.

Max Hurvich, Birmingham distributor, told how the mayor of one small city in his area cut the cost of the bowling game licenses when he saw the good will that had been created with the installation of a miniature bowling center in the area.

NCMDA Distribs Meet; Air Various Problems

CHICAGO—The National Coin Machine Distributors Association held its annual meeting at the Morrison Hotel here Sunday (8). The afternoon luncheon meet was preceded by a morning board of directors gathering.

Bob Slifer, NCMDA executive director, said 48 individuals attended the general meet, representing 35 firms. Pleased with the attendance, Slifer noted, however, that it would have been better but for a change in the schedule due to a time conflict with another distributor meet (AMI) and the fact that a number of members had Mother's Day commitments.

Elected at the meet was an officer slate and board of directors for the year. The officers, voted in unanimously, are Irv Blumenfeld, General Vending Sales Corporation Baltimore, president (re-elected); Joe Kline, First Coin Machine Exchange, Chicago, first vice-president; William Happel Jr., Badger Sales Company, Los Angeles, second vice-president; Jack Bess, Romano Vending Exchange, Richmond, Va., secretary; and Don Maloney, Donan Distributing Corporation, Chicago, treasurer.

1960 Directors

Ten were named to the board of directors, under a change in the by-laws from the former contingent of nine: Lou Wolcher, Advance Automatic, San Francisco; J. D. Lazar, B. D. Lazar Co., Pittsburgh; Gil Kitt, Empire Coin Machine Exchange, Chicago; Si Redd, Redd Distributing, Boston.

Dave Bond, Trimount Coin, Boston; John Bilotta, Bilotta Enter-

prises, Inc., Newark, N. Y.; Ron Rood, Southern Music Distributing, Orlando, Fla.; Ed Shaffer, Shaffer Music, Columbus, O.; Abe Witsen, Scott Crosse, Philadelphia, and Harold Lieberman, Lieberman Music Company, Minneapolis.

Among the subjects discussed at length at the luncheon meet was the coin machine public relations program. Slifer reported 86 per cent of the NCMDA membership has enlisted in the Coin Machine Council, public relations arm of the industry. Slifer noted that "when a distributor is organization-minded, he will invariably be among the first to be counted on national issues affecting the industry. This has certainly been true of the public relations issue," Slifer said. NCMDA works directly with the Coin Machine Council.

New Members

Jack Bess, chairman of the NCMDA's membership drive, is including the distributors in Canada and other countries in his efforts. Emphasis is being put on Canadian membership because of the close relationship Canadian traders have with U. S. industry affairs. The public relations activity is of special concern to Canadians, Slifer said. Eleven new or former members have been added to the NCMDA rolls.

The NCMDA committee will be appointed to look into the diversification possibilities in the vending machine field and other "new markets" will be studied. New sources for locations of coin equipment will be canvassed.

(Continued on page 81)



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

Table listing music machines such as AMI D-40 (40), 1951 for \$90, D-80 (80), 1951 for \$145, etc.

ROCK-OLA

Table listing Rock-Ola machines such as 1436 (120), 1953 for \$195, 1438 (120), 1954 for \$280, etc.

SEEBURG

Table listing Seeburg machines such as M100B (100), 1950 for \$215, M100C (100), 1952 for \$250, etc.

WURLITZER

Table listing Wurlitzer machines such as 1250 (48), 1950 for \$65, 1400 (48), 1951 for \$95, etc.

BOWLERS & SHUFFLES

Table listing bowling and shuffle machines such as Bally ABC Super-Deluxe Bowler 9/57 for \$250.

Table listing bowling machines such as ABC Bowling Lanes 12/56 for \$220, ABC Champion 9/57 for \$455, etc.

CHICAGO COIN

Table listing Chicago Coin machines such as All-Star Team Bowler 11/55 for \$150, Blinker 8/55 for \$190, etc.

Table listing shuffle machines such as Comet Shuffle Targette 10/54 for \$120, Cyclone 10/58 for \$435, etc.

PINBALLS

Table listing pinball machines such as Bally Balls-A-Poppin' 10/58 for \$70, Bally U.S.A. 7/58 for \$155, etc.

Table listing Hawaiian Beauty machines such as 5/54 for \$50, Jockey Club 4/54 for \$50, etc.

UNITED

Table listing United pinball machines such as Brazil 9/56 for \$80, Caravan 1/56 for \$60, etc.

Table listing Three Deuces 8/55 for \$90, Thunderbird 5/54 for \$50, etc.

ARCADE & NOVELTIES

Table listing arcade and novelty machines such as All-Star Baseball (Wms.) 4/54 for \$60, Aqua Duck (Coins) 2/55 for \$145, etc.

Table listing Jet Fighter (Wms) 10/54 for \$115, Jr. Auto-Test (Cap) 12/56 for \$220, etc.

KIDDIE RIDES

Table listing kiddie ride machines such as Active rides of all years are included in the following listings, AUTOS Austin Racer (Cap) for \$175, etc.

Table listing Super Pennant Baseball (Wms) 1/54 for \$70, Swami (Muto) 4/55 for \$45, etc.

BOATS

Table listing boat machines such as Bally Boat (Bally) for \$250, Meteor P.T. Boat (Meteor) for \$150, etc.

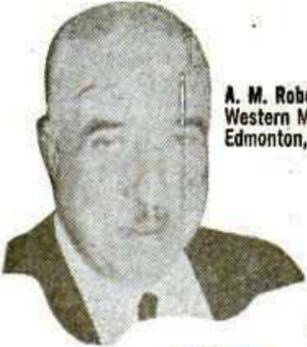
Table listing Locomotives and Ponies machines such as Locomotives Choo Choo (Bert Lane) for \$250, Ponies Big Beauty (Lee) for \$325, etc.

We're proud of

L. R. Gardner
Gardner Sales Corp.
Houston, Texas



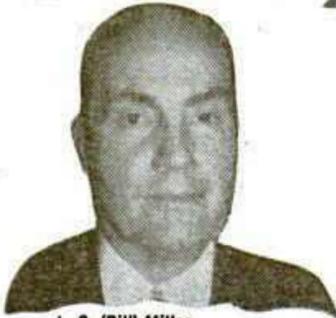
A. M. Robertson
Western Music Machine Co.
Edmonton, Alberta,



Nathan Wall
Hermitage Music Co.
Nashville, Tenn.



Louis N. Jamail
Santone Sales Co.
San Antonio, Tex.



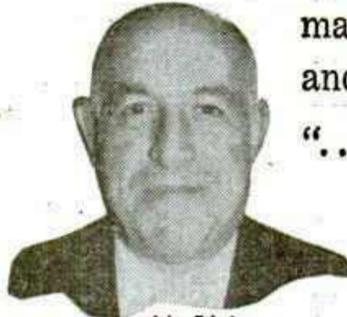
L. C. (Bill) Miller
Miller-Newmark-Distributing Co.
Grand Rapids, Mich.



Joe Duarte
Duarte International Sales Co.
Los Angeles, Calif.



David Rosen
David Rosen, Inc.
Philadelphia, Pa.



Jake Friedman
Friedman Amusement Co.
Atlanta, Ga.



George George
Monroe Coin Machine Exchange, Inc.
Cleveland, Ohio



Lou Dunis
Dunis Distributing Co.
Portland, Ore.



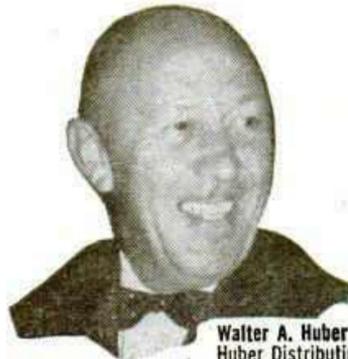
Paul Cohen
Banner Specialty Co.
Pittsburgh, Pa.



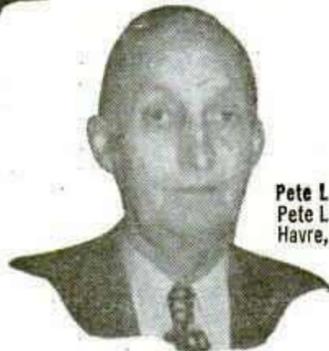
Jerry Harris
Mountain Distributors
Denver, Col.



Jack G. Bess
Roanoke Vending Exchange, Inc.
Richmond, Va.



Walter A. Huber
Huber Distributing Co.
San Francisco, Calif.



Pete L. Weyh
Pete L. Weyh Co.
Havre, Mont.



F. G. Savage
Monarch Coin Machine Co.
Winnipeg, Manitoba

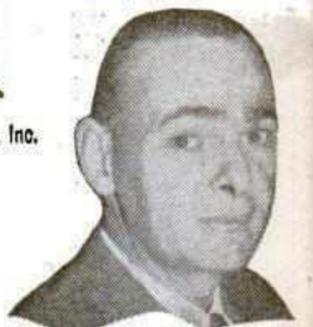


Harry A. Hurvich
Birmingham Vending Co.
Birmingham, Ala.



Max Hurvich
Birmingham Vending Co.
Birmingham, Ala.

Harlan L. Drake
Automatic Music Distributors, Inc.
Oklahoma City, Okla.



"... Proud to be associated with a manufacturer that continues to demonstrate its own pride in being part of the great coin-operated music industry.

"... Proud that, in your own words, you are always willing to 'Stand up and be Counted.'

"... Proud that you were once again conspicuous in your support of the MOA Convention in Chicago this past week.

"... Proud that you continue to participate fully in public relations programs for the benefit of the entire juke box industry.

"... Proud that in rising to first position among manufacturers you have retained your humility and eagerness to serve operators everywhere.

"... Proud that you will risk capital in the de-

the AMI distributors of

YOU, AMI

velopment of new products and services which look forward to assure the operator's continuing prosperity in the world of music.

"... Proud that the products you manufacture and we sell can be delivered to our operator customers in full confidence of their quality and of the integrity and interest which stands behind them.

"... Proud that we are AMI distributors."

This message has been sponsored and purchased by the AMI family of distributors in the United States and Canada as a tribute to the unflinching loyalty and devotion of AMI to the automatic music business and to the men and women who comprise it.



Herman Paster
Paster Distributing Co.
Milwaukee, Wis.



J. M. Browning
Coin Machine Exchange
Dallas, Texas



Donald Fielding
Toronto Trading Post, Ltd.
Toronto, Ont.



Sam Cooper
Paster Distributing Co.
Milwaukee, Wis.



Charles L. Kagels
Central Distributors, Inc.
St. Louis, Mo.



J. Harry Snodgrass
Border-Sunshine Novelty Co.
Albuquerque, N. M.



A. L. Ptacek, Jr.
Bird Music Co., Inc.
Manhattan, Kan.



Abe Green
Runyon Sales Co.
Newark, N. J.



Barnet Sugarman
Runyon Sales Co. of New York, Inc.
New York, N. Y.



William R. Happel, Jr.
Badger Sales Co., Inc.
Los Angeles, Calif.



Jean Coutu
Laniel Amusement, Inc.
Montreal, Quebec



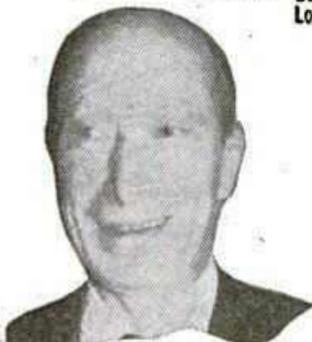
Romeo Laniel
Laniel Amusement, Inc.
Montreal, Quebec



Ron W. Rood
Southern Music Distributing Co.
Orlando, Fla.



Sam Weinberger
Southern Automatic Music Co.
Indianapolis, Ind.



Leo Weinberger
Southern Automatic Music Co.
Louisville, Ky.



Michael Spagnola
AMJ Sales Co.
Chicago, Ill.



E. W. Holyfield
Dixie Coin Machine Co.
New Orleans, La.



Joe Weinberger
Southern Automatic Music Co.
Cincinnati, Ohio



Dan the Music Man
Pocatello, Idaho

Garrison Sales Co.
Phoenix, Ariz.

Globe Automatic Vending Co.
Boston, Mass.

International Traders, Ltd.
Honolulu, Hawaii

Sheffield Music
Odessa, Texas

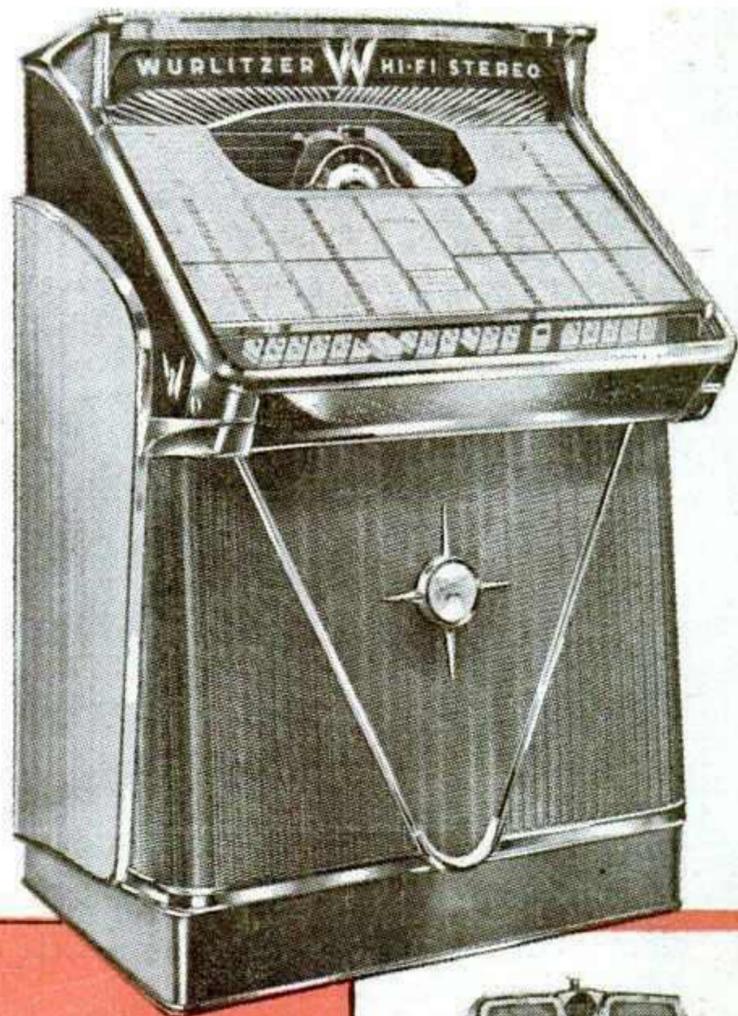
Sheldon Sales, Inc.
Buffalo, N. Y.

Southern Amusement Co.
Memphis, Tenn.

Trent Brothers Music Co.
Reidsville, N. C.

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The 2400 series of Wurlitzer Phonographs and allied auxiliary equipment constitute the World's Greatest Money-Making Music Systems. This fact has been proved by thousands of installations of Wurlitzer Stereophonic Music in locations of varied sizes, shapes and number of rooms. By any comparison — appearance, tone or mechanical excellence — it stands unsurpassed!

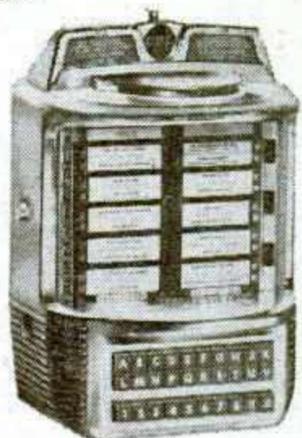
THE WURLITZER COMPANY • NORTH TONAWANDA, N. Y.

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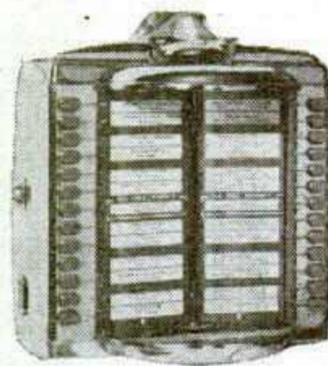
Available in 200, 104 and 100-selection models with stereo or monophonic sound.

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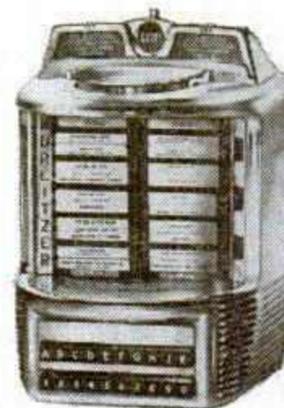
MODELS 5250 and 5200 HAVE SINGLE PRICING



MODEL 5252
200 selections with Dual Pricing feature. 5, 10, 25, 50c play.



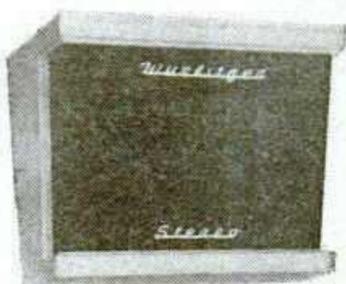
MODEL 5207
104 selections. 5, 10, 25c play. Single button selection.



MODEL 5202
100 selections. Dual Pricing. 5, 10, 25, 50c play.



MODEL 5125
Stereo Extender

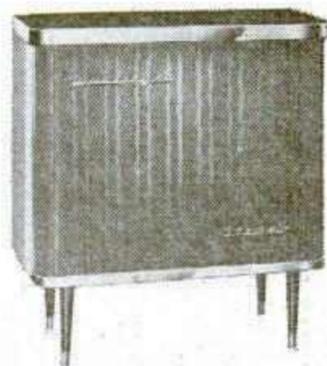


MODEL 5123
Stereo Wall

WURLITZER STEREOPHONIC SPEAKERS



MODEL 5124
Stereo Corner



MODEL 5122
Console Floor



MODEL 5126
Stereo Directional

With this full line of Stereo equipment you can custom-engineer a Wurlitzer music system for any location that will compliment the decor, fill the music needs and make more money!

Wurlitzer
SOUND SENSATION • SOUND INVESTMENT

EDITORIAL

The Syracuse Story

Two weeks ago, John Bilotta was regarded by his fellow citizens in Newark, N. Y., as one of that community's outstanding leaders. Whenever a local civic or charitable venture was launched, whenever the local ball team needed money for uniforms, whenever the town's teen-agers had a problem, John Bilotta was the man to come to.

His business interests are varied—a coin machine distributorship, the local radio station, real estate. You might say that John Bilotta is a real, solid citizen.

But this week, John, and his wife, Maxine, and their two daughters and son, are finding out who their friends really are. And John's Syracuse office manager, Jack Shawcross, is finding out the same thing.

For a recent newspaper story in a Syracuse daily—complete with blazing page 1, three-column headline and pictures—would indicate that both John Bilotta and Jack Shawcross are not legitimate businessmen, but professional gamblers.

This, of course, is utter nonsense. But here's what happened to John Bilotta, and here is what could happen to any man in our industry:

The Rex-Bilotta Amusement Corporation, of which John Bilotta is president and Jack Shawcross is secretary-treasurer, rents a warehouse in Syracuse.

The "Evidence"

Last week, police raided that warehouse. Their haul netted them some free-play units and tickets for a horoscope machine. The free-play units were in condition best described as "junk." They were inoperative, in no condition to be operative, and had been gathering dust and rust for years. The tickets for the horoscope machine may have been left by the previous owner of the Syracuse business.

In any event, there was no attempt to operate any of this equipment, nor was there any attempt to sell any of it to local operators. Nor was the equipment in any condition to be sold.

What actually may have occurred was a technical violation of local law—about as serious as the proprietor of a restaurant putting out a sign larger than that approved by the zoning code.

Normally, such a story would either be ignored by the press or it would be carried as a one-paragraph item on an inside page.

But the Syracuse paper gave the story the full treatment, adding a few flourishes of its own. Years ago, the man from whom Bilotta bought the Syracuse distributorship had a gambling conviction. What connection this has with John Bilotta escapes us. He has no association with Bilotta. Yet the newspaper made much of this conviction and attempted to link him with Bilotta, whose record, of course, is clean.

The same newspaper article also charged that "ties have been found" between Bilotta and a local operator who had been convicted of possession of illegal gambling devices. This charge has as much foundation as the other one.

Jack Shawcross, a clean-cut, college-educated and scrupulously honest coin machine executive, had his picture on Page 1.

The headline over the picture read, "Evidence of Gambling Connections Explored."

Trying Times

These are trying times for the Bilotta and Shawcross families. People who know them and their families will probably realize that John Bilotta and Jack Shawcross are the same men they were two weeks ago. People who do not know them will think—God knows what.

The purpose of all this is not to whip up sympathy for John Bilotta or Jack Shawcross. The damage has been done and sympathy won't help them or their families.

The purpose is to see that what happened to John Bilotta and Jack Shawcross does not happen to you.

Neither the reporter who wrote the story, nor the desk man who wrote the headline, nor the editor who placed the story on Page 1 knew John Bilotta or Jack Shawcross. Neither did they know the coin machine industry.

They did, what they thought was the right thing. Ignorance, not malice, was responsible for the editorial treatment. Newspaper people have been conditioned for many years to regard coinmen as illegal or semi-legal characters, and this attitude has been reflected in their work.

The industry itself must bear a measure of the blame for this condition. Until a couple of months ago, no national effort to tell the story of the coin machine industry had been made. The editorial workers of the daily press have been used to hearing one side of the story for so long that they don't realize another side exists.

It will probably take years to convince the press that the overwhelming majority of music machine and game operators and distributors are not racketeers or professional gamblers. It will take years and it will take money.

Right now every man in the coin machine industry has the opportunity to see that what happened in Syracuse does not happen in his home town.

The Answer

The opportunity exists in The Coin-Machine Council, the industry's public relations arm. The CMC has been set up to give the facts to the mass media. It has been set up to see that people in the industry get the same treatment—no better or no worse—than people in any other legitimate industry.

Whether the Coin-Machine Council succeeds or fails depends entirely on the amount of support it receives from the manufacturers, distributors, suppliers and operators who derive their living from the coin machine industry.

With the Bilotta-Shawcross incident, public relations is no longer an abstraction. It means that your wife can buy a new hat without neighbors speculating on how the money to pay for that hat was gathered. It means that your children will not be ashamed to tell their playmates that their daddy is in the music machine or amusement game business. It means that you can take your place in the community next to the doctor, lawyer, merchant and accountant without apologizing for how you make your living.

Consider these—then decide if you should join the Coin-Machine Council.

BB APOLOGIZES FOR BONER ON PHILLY STORY

PHILADELPHIA — When The Billboard pulls a boner it's a beaut. We pulled one last week in the story of the shift of Moe Bayer from the Banner Specialty Company to the Scott-Crosse Company. The story, which appeared in the May 9 issue reported that Alber M Rodstein, who is president of Banner Specialty Company, had moved over to Scott-Crosse. This statement was completely in error. Rodstein is still with Banner, he is still president, and he has no intention of going anywhere other than where he is. Moe Bayer, who had been a Banner salesman, did change jobs. We apologize to all parties concerned. The error took place because of an unusual chain of events within the internal communications of The Billboard. It was just one of those things that come up on rare occasions and we're extremely sorry that they come up at all.

SAME OLD STORY

Copyright Battle Still Ahead, Says Nick Allen

CHICAGO — Reviewing the status of copyright legislation during a Music Operators of America forum last week, Nick Allen, MOA counsel, told operators they could expect the same old battle in the next session of Congress with performance rights societies over the subject of juke box fee payments.

Allen mentioned two bills currently pending: (1) Congressman Cellar's proposal providing for a minimum fee of \$5 per machine per year; (2) Senator O'Mahoney's measure calling for a license fee of unlimited amount and a hike in the mechanical fees from the present 2 cents to 4 cents per side.

The societies, Allen pointed out, have a seemingly plausible argument: "Every other branch of the entertainment industry pays a performance fee—why not the juke box industry?"

Mechanical

What they don't mention, said Allen, is that the juke box industry

now pays approximately \$2 million in mechanical fees, based on the present structure of 4 cents per record for approximately 50 million records used by the industry per year.

Allen said the industry must expose the societies' real object—money, not principle. "They're unwilling to accept a hike in mechanical fees, because they don't get a cut—they insist on per machine assessment"

Allen also said it was against the public interest to confer unregulated taxing powers on a private organization, stating that the societies were "un-regulated monopolies. If they can tax," he said, "they should be subject to stringent regulations such as utilities now have."

He urged operators to continue the fight by contacting their congressmen, supporting MOA and the Coin Machine Council's public relations effort.

Discuss Programming of 200 and 100-Selection Juke Boxes at MOA Forum

CHICAGO—"Record programming is nothing but displaying the commodity that juke box operators have to sell," according to Ted Nichols, Fremont, Neb., operator. "But an operator can make or break himself with how he programs his machines," he added.

Nichols spoke during the Music Operators of America convention last week, discussing 100-selection machine programming at a special forum session on the subject. J. Harry Snodgrass discussed programming of 200-selection machines.

Nichols emphasized that juke box music is an impulse item. "People seldom go into a place to play a juke box. They're there to drink or eat. If the juke box attracts them, they'll play it. If not, the operator is dead."

Nichols suggested there were as many systems as operators, but that certain things seemed to follow in all cases. Generally operators added anywhere from three to five new records per machine and used varying degrees of sales promotion to call attention to the additions.

Colored plastic strips to slide over the title strips of new tunes was one system that some operators had success with. Another is a



TED NICHOLS

special card, either on the phonograph or in the booths or along the bar, listing the names of new tunes.

In discussing 200's, Snodgrass said his firm treated the machine as two separate phonographs, each playing 100 selections. "They may not be a necessity, but many operators have them," he noted, "and I believe they're a factor in the industry that will grow. As long as they're here, we should use them properly."

Citig his own firm, Snodgrass said that 25 per cent of the program on his 200's is devoted to old standards. Green title strips are used—all in one selection panel. Snodgrass used three basic standard libraries, called A, B and C, which are rotated from machine to machine, changed every four months. Snodgrass said he hoped to recapture some of the adult play he feels his firm has lost.

Another 25 per cent of the programs on his 200's is devoted to stereo, Snodgrass said. These have yellow title strips, also all in one selection panel.

The remainder of the phonograph—100 selections—is programmed like a regular 100-selection phonograph with hit tunes, rock 'n' roll, country and western and the like.

One important point, Snodgrass emphasized, is calling attention to new tunes added each week. He said his firm was using blue plastic strips to slide over the title strip. He noted, "We're the only industry to sell new merchandise and keep it a secret," referring to the average operator's three to five new record additions each week that most juke box patrons have to search for.

Kaner & Snodgrass Probe Federal, State Tax Problems at MOA Forum

CHICAGO—The latest in juke box tax information—both State and federal—was discussed in detail with J. Harry Snodgrass, Albuquerque (N. M.) distributor, and Leo Kaner, Music Operators of America tax consultant, sharing these speaking honors at an MOA forum last week.

Kaner dealt extensively with depreciation and deduction provisions of the federal income tax laws, with Snodgrass discussing the State tax situation.

Citing experience in his own State, Snodgrass cautioned operators to be careful of anything that was labeled as a "transaction tax," or some such similar wording.

Transaction

Such a tax, he noted, is not just a gross sales tax, but is in effect a



LEO KANER

tax on every single transaction that occurs. In New Mexico, for example, Snodgrass said there is a .3

per cent transaction tax that covers everything but interest and rent or where no services are rendered.

Since it covers "transactions," rather than gross receipts, the State originally interpreted it to cover not only the money coming into the juke box as one transaction but the division of money between location owner and operator as another transaction. Snodgrass said they were able to get around the problem only by drawing up partnership papers with each location.

Commenting on personal property taxes, Snodgrass said many operators made a mistake by trying to duck the tax altogether, eventually resulting in the operator getting assessed at a hopelessly high figure. He urged operators to make valuations realistic and to present their case in a business-like manner to the assessor.

(Continued on page 83)

ARCADE FOR SALE
Ideal location.
Main Street, Hartford, Conn.
Write
BOX 275
The Billboard, 1564 Broadway
New York 36, N. Y.

if it's
COIN OPERATED
we have it!
Let us know your needs

SCOTT CROSSE CO.
1423 Spring Garden St., Phila. 30, Pa.
Rifflenhause 6-7712
Exclusive Dist. for Bally in E. Pa., and
Rock-Ola in E. Pa., So. Jersey and Del.
Branch: 1101 Piffston Ave.
Scranton, Pa.

PHONOS
SEEBURG
VL-200 \$335.00
V-200 295.00
G-100 345.00
C-100 285.00
AMI
H-200 \$450.00
ROCK-OLA
1455-D \$475.00
ANGOTT
DISTRIBUTING CO.
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Who Said That?

Back in the '30's when nobody was selling any records, it was the juke box which came along and got the business off the ground.—Ed Ratajack, AMI, pointing up the importance of the juke box to the record industry at the special juke box operator-record industry MOA panel.

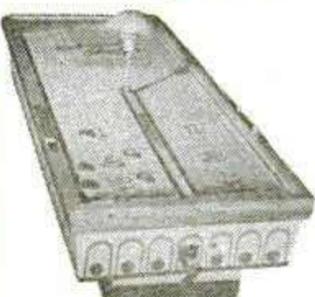
"They're unwilling to accept a hike in mechanical fees, because they don't get a cut—they insist on per machine assessment."—Nick Allen, MOA counsel, at a convention forum, who charged that the performance rights societies' real object is money, not principle.

"There are forces who want to see MOA collapse."—George Miller, president of the Music Operators of America, speaking at the MOA convention's business session.

People seldom go into a place to play a juke box. They're there to drink or eat. If the juke box attracts them, they'll play it. If not, the operator is dead.—Ted Nichols, Fremont, Neb., operator, speaking on the role of proper disk programming at an MOA convention forum.

"We're the only industry to sell new merchandise and keep it a secret."—Harry Snodgrass, Albuquerque, N. M., operator, calling for better operator promotion of new tunes on juke boxes. Snodgrass spoke at an MOA forum.

"The manufacturer must bear in mind that the operator is not interested only in a smooth-working coin machine, but is concerned with the cost of the machine, as well."—Roy Kraehmer, United Manufacturing Company, who pointed out that manufacturers must make some compromise with costs in turning out their products. Kraehmer spoke at an MOA convention servicing forum.

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1961 MOA Show Ticketed for Miami

CHICAGO—George A. Miller, president of the Music Operators of America, told MOA members that sentiment is overwhelmingly in favor of having the 1961 convention in Miami Beach, and that the convention will probably be held there in late April or early May.

Speaking at the MOA business session Tuesday (10), Miller said that registrations this year topped the 1959 figure by 200.

He urged members to support the Coin-Machine Council in its public relations effort (see separate story), promising full support from the operator group.

Insurance Plan
Miller outlined the MOA insur-

ance program, pointing out that in the two years the group plan has been in effect, more than \$200,000 in death benefits have been paid out. He added that group hospitalization and surgical policies are now available for MOA members.

In an indirect slap at non-exhibitors at MOA, Miller cited the firms who were exhibiting, coupling his remark with the statement that it behooves equipment manufacturers to visit with customers, meet potential customers and support the industry which supports them.

He asked MOA members to have faith in their leadership, adding that "there are forces who want to see MOA collapse."

Views of Pin Manufacturers Clash in Conn. Supreme Court

By ALLEN M. WIDEM
HARTFORD — Two pinball machines stood on display in the chamber of the Connecticut Supreme Court of Errors May 6 as exhibits in a case that may determine the future of such devices in this State.

The machines, manufactured by Chicago's Bally Manufacturing Company, are multiple coin-operated devices known in the trade as bingo or in-line machines.

State Police seized them about a year ago on the ground they are so constructed and operated as to be gambling devices—partly because they contain meters for recording free games won by players but not played. Police claimed meters' purpose is to record pay-offs on unplayed free games.

On Appeal
The case reached Connecticut's highest court on an appeal taken after Superior Court Judge Joseph W. Bogdanski refused to order return of the seized machines to the

owners and refused to enjoin future seizures.

Atty. William L. Hadden argued for the Bally interests that "a pinball machine is no more a slot machine used or designed for gambling and hence illegal per se than is a deck or cards, a pair of dice or a roulette wheel."

Atty. Gen. Albert L. Coles countered with the contention that "it would be erroneous to limit the statutory definition of slot machines to the 'one-armed bandit' type.

Charges Gaming
"These (Bally) machines are coin-operated devices designed for the purpose of gaming and, as such, as slot machines within the provisions of our statutes and are subject to seizure."

Atty. John P. Flanagan, representing distributors of other types of pinball machines, who entered the case "as friends of the Court," provided a third argument.

Flanagan agreed that the Bally machines are gambling devices per se, but he expressed concern that Judge Bogdanski's lengthy decision in the case be interpreted to mean that any pinball machines offering free games to skillful players be termed gambling devices as well.

Industry Cleavage
"There has long been a cleavage within the coin machine industry," he continued, "between the gambling-device manufacturers and those who manufacture bona fide amusement games.

"Products of the latter, carefully designed and generally recognized to have no gambling features, award free replays as part of the amusement value offered the player for his coin.

"This amicus curiae simply seeks to save the amusement type pinball industry from the whirlpool of disaster that faces it as the trial court memorandum now reads."

Decision was reserved.

Bayer Joins Scott Crosse

PHILADELPHIA — Morris (Moe) Bayer, a veteran of the coin machine business in this city for over 20 years, has joined the sales staff of the Scott Crosse Company here.

Abe Witsen, president of the Bally and Rock-Ola distributorship, said Bayer was added "in order to strengthen our sales organization in conjunction with extensive sales plans that are under way."

Bayer has been employed by the Banner Specialty Company for the past seven years and by Active Amusement for 14 years prior to that.

Witsen explained that the expansion of the sales force was necessary due to more emphasis which will be put on both the export and local trade once Scott Crosse moves into its new building.

The firm is expected to be in its new headquarters on north Broad Street by the end of the month.

The company president said Bayer would work with Bill Witsen, the sales manager, and Roy Rogers, sales representative. Bayer is expected to spend a good deal of his time traveling in Pennsylvania and New Jersey selling both music and games.

"He will spend two weeks on the road and then the next two in the office," Witsen said. "In addition to calling on our regular clientele, Moe will try to expand our customer list."

A big kick-off program is slated to open the firm's new quarters when it moves.

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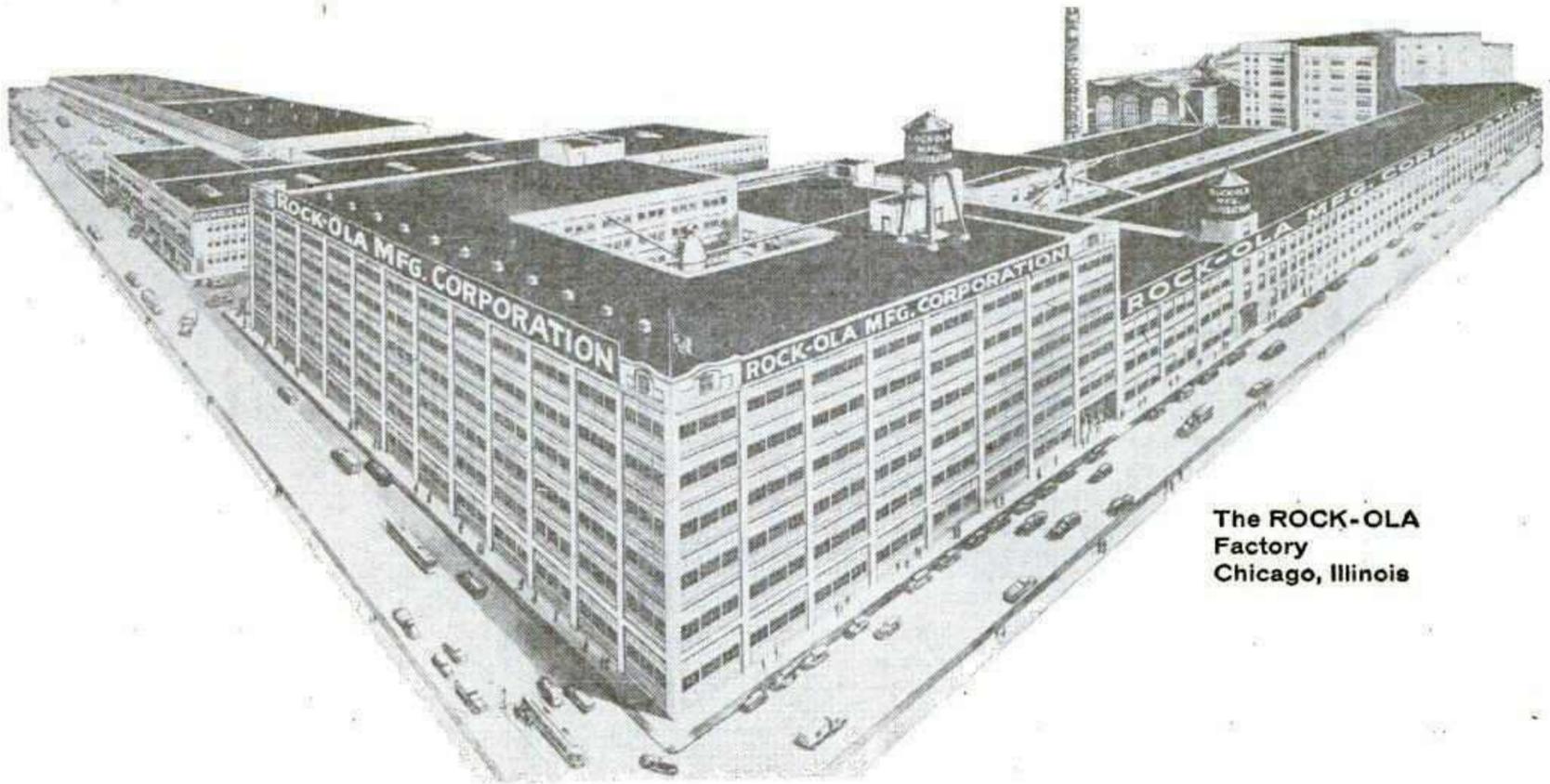
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Bally Resumes Upright Output

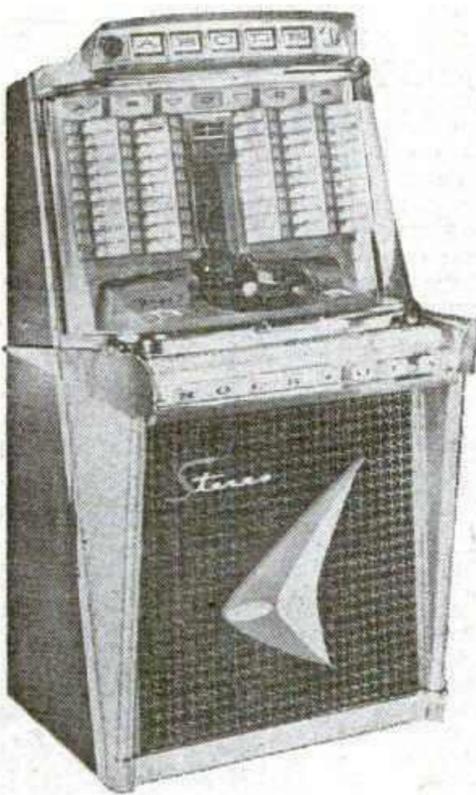
CHICAGO—Bally Manufacturing Company resumed production of upright games last week, with a rerun on its Jumbo model. The new 1960 Jumbo model retains all the features of the original, such as advancing scores and advancing lights which qualify player to score with a single lion, tiger or hippo symbol.

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South

MIAMI GRAPEVINE

Miami coinmen's hopes for continued good collections for at least another couple of weeks were washed down the drain by the continued heavy rains that have prevailed in this area. Those ops that have their equipment in the farming area of South Dade have been especially hit. One of the saddest looking guys these days is Ed Mercer, whose Orange Blossom Amusement Company operates many games and music machines in the farming area around Homestead. Ed reports a move of farm help north, with the resultant severe drop in collections. This is normal for the area, but generally doesn't come for at least another month.

Report on the sick front: **Morris Marder** back home and on the road to recovery after a serious heart operation. Still can't get over the speed of his recuping, tho he will have to take things easy for many months. . . . **Max Lebow**, Automatic Equipment Company, is almost back to normal, but impatient with the slow recovery of his eye operation. . . . **Dave Engel**, Vendors, Inc., is up and around a bit, but Dave says he will be back in the hospital for more treatments, tho the doctors say he is slowly getting better. Dave says that from now on in some-one else is going to work hard, not he.

Walter Shy, routeman for American Music Company, West Palm Beach, got out of bed after a bout with pneumonia and hurried up to Kentucky to attend his mother's funeral. Another coinman flying north to attend a funeral was **Joe Mangone**, of Mangone & Mongone, whose father died recently. . . . **Cliff Deale**, Deale Automatic Equipment Company, loaded his car down to the hub caps in prepping for a trip up Georgia way. Cliff and Mrs. Deale decided to drive Cliff's sister and brother-in-law back home after their Miami visit.



Cliff Deale

Dave Friedman, American Operating Company, Miami, is starting to price cigars in anticipation of his daughter **Joan's** blessed event, tho this won't take place until next October. The Friedmans insist they are not going to spoil their grandchild. Want to bet? . . . **Ron Shapiro**, routeman for Broward Music Company, finally had a tooth pulled after a couple of sleepless nights. Ronny is still sporting a swollen jaw after the extraction.

Bill and Gene Rogers, E. C. Rogers Music Company, Fort Myers, were in town. Bill bought a new boat a couple of trips back and was going to trailer it home this time. With all the rain since, Bill can use the boat to make collections and service calls. The Rogers report collections have fallen sharply since Easter, but hope that with a late spring crop around Lake Okeechobee that collections will hold up around that section.

Raoul Shapiro

MOA APPROVES OPENING CHICAGO BRANCH OFFICE

CHICAGO — George A. Miller, Music Operators of America president, confirmed pre-convention rumors that MOA would open a branch office here in Chicago shortly. Miller's announcement came late Friday (13) as MOA convention business was being wound up.

Miller also announced that MOA had enjoyed its best convention in years having drawn 600 more in attendance and 11 more exhibit booths than last year, despite the fact that three of five juke box manufacturers didn't show.

Plans for a Chicago office, Miller said, were approved by MOA's board of directors late Thursday, following a request by Miller that such an office be established.

Details

Altho details were not yet settled, Miller indicated the board had agreed fully with the proposal and had authorized him to go as far as he wished with the set-up.

Main purpose of the local office would be to serve as a public relations outlet for MOA and as a Midwestern liaison between the national association and local manufacturers, distributors and operators.

Also agreed to at the board of directors meeting was confirmation of MOA's next convention in Miami Beach, sometime in April or May. Convention site will probably be the Deauville Hotel, on Miami Beach's ocean front.

Citizens Band Radio Boon To Juke Op

By NICK BIRO

PEORIA, Ill.—A newcomer to the communications field—citizens band radio—is solving the problem a lot of operators have of keeping in touch with their offices while out on long service calls.

The beauty of the system is its twofold low cost and simple operation. Virtually anyone can operate a set with a federal license (at no cost) the only requisite. Price is also nominal, generally under \$200, depending upon make, and once installed, there is no added expense or maintenance.

One operator who's had a great deal of success with the system after only three months' use is Les Montooth, large music operator and a veteran of the coin machine business in Peoria, Ill.

His comment: "I don't see how any operator with a medium or larger sized route can be without one. It's saved me a lot of time, not to mention bother, and our servicing of stops has improved considerably."

Montooth says that from 500 to 6000 persons in Peoria now use the system and the number is constantly going up. Most of these are firms with some sort of delivery or transportation problem, like laundries, cleaning shops, delivery services and the like.

Basically, the citizens band radio consists of a one-piece transmitter-receiver operating of a federal licensed wave length—the 11 meter "citizens" band."

A total of 20 channels are available for use and the sets are usually preset to function on one or more of these channels. The sets have a radius of 15 miles, which also helps to avoid conflict with other people sending on the same channels.

The units function on AC-DC, 110 volt current and can be plugged into an automobile cigarette lighter outlet. When transmitting they use no more current than the car's headlights and the entire package is compact, generally only slightly larger than a workman's lunch-pail.

How do they operate? Simple, and Montooth is only too happy to illustrate. Sitting in his car, he flicks on the switch, picks up the mike (channel and volume are already set) and calls his home office.

"18W-6244, unit one calling unit two."

A pause, and his office answers, "Come in unit one."

"That's all there is to it," Montooth smiles. "Once in a while you pick up the mike and someone else is talking on your channel, but this is rare, and if it happens, you wait a minute or two and they're off."

Everything is cut short as possible so long conversations are avoided. There are even number codes for certain expressions. For example, instead of saying, "Yes, I understand your transmission and will comply," the operator simply says "10-4."

Upon getting in his car and want-
(Continued on page 81)

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COIN MACHINE PRICE INDEX

• Continued from page 73

Pony Boy (Carousel) 200	Atomic Jet (Conat) ..\$ 150	Dopey Duck (Lee) .. 160	Pets the Rabbit (Exhib)	125
Pony Express (Exhib) 150	Junior Jet (Exhib) ... 110	Elsie the Cow (Cap) 190	Reindeer (Exhib) ... 185	
Rainbow Crusader (Memphis Metal) . 325	Meteor Rocket (Meteor) 150	Fire Engine or Puffer Wagon (Bert Lane) 375	See Saw (Lane Marvey) 125	
Range Rider (Range Rider) ... 275	Rocket (Nylco) 200	Fire Fighter (Bert Lane) 350	Twin Rabbit (Exhib) 150	
Rawhide (Exhib) ... 275	Space Patrol (Exhib) 150	Flying Saucer (Conat) 150	Twin Zoo (Bert Lane) 200	
Royal (Royal) 300	Space Ranger (Daco) 250	Mother Goose (Meteor) 125	Western Express (Bally) 475	
Thunderbolt (Thunderbolt) 300	Space Ship (Bally).. 200	Motorcycle (Bally) .. 350	Wells Fargo (All Tech) 450	
Twin Pony (Deco) ... 250	Super Jet (Chi Coin). 215			
SPACE SHIPS	VARIETY			
	B & R Dog (B & R)..\$ 125			
	Bull Ride (Lee) 150			

MRS. MARJORIE FETTER:

Lady Operator Is One of the Boys To Her Male Juke Box Colleagues

By **GEORGE METZGER**

SUNBURY, Pa. — Location owners in the Sunbury, Pa., area have a pleasure not experienced by many others around the country. It is doing business with a woman operator.

Mrs. Marjorie Fetter and her husband, Robert C., are partners in Fetter's Commercial Music Company here. They have only been in the coin machine field since September, 1958, but their routes are growing all the time.

Does Mrs. Fetter find being a woman a liability in the business? "No," she replied firmly. "In fact, it helps sometimes when there



Mrs. Marjorie Fetter

looks as tho they have beaten the challenge in less than two years.

They have one type of machine on location that not many other operators do. It is pay television at motels.

"We first started out with the quarter-meter system," Mrs. Fetter said, "but now we have a set-up whereby the customer pays the motel manager \$1 a day and they can watch TV all day. The motel man turns it on with a key."

The Fetters' regular games and music route covers a radius of about 35 miles in this area.

Mrs. Fetter said that she handles the books and such while her husband, Bob, is more of the organization man. But they both work actively at the business.

She is a member of two chambers of commerce and is also a State director of the Pennsylvania State Restaurant Association.

Mrs. Fetter feels that her background in other business has helped her tremendously in making a success in the coin machine business.

She had one interesting note to pass along in regard to the pay scale of her help:

"We employ 26 persons in our two restaurants and four in our coin operation," she said. "But the weekly salary of the four in the coin business totals more than the 26 in the restaurant field." Of course, it must be pointed out that waitresses and such get a low wage and rely on tips.

In stating that there are no detriments to being a woman in an all-man's field, Mrs. Fetter was reminded that the attorney general of Pennsylvania, who has been cracking down on some machines in the State, is a woman.

"Do you think you could talk to her?" Mrs. Fetter was asked.

"Yes," came the reply. "I would like to meet her—woman to woman, I'm sure we could work something out."

And Marjorie Fetter's male colleagues go along with this statement 100 per cent. To them, she is "one of the boys."

is a woman who owns a location. Altho I can talk with members of both sexes well, I naturally talk the same language as these other women."

But judging from talking with the vivacious, 47-year-old businesswoman, she doesn't have any trouble convincing men to let her put machines in their places, either.

"We started with a few machines and now have 69 locations," Mrs. Fetter, who is State secretary of the Amusement Machine Operators' Association of Pennsylvania, explained.

"But not once in getting all those stops did we go in and solicit a place where some other operator had equipment," Mrs. Fetter exclaimed proudly. "We only hit places where they never had coin machines or where the operator pulled out."

She explained that when she and her husband got into the business in 1958 things were going bad and a lot of men were getting out of the coin industry.

"We were originally in the restaurant business," she said, "but since both our restaurants were in the way of proposed highway routes, we didn't know how long we would have them. So we looked around for something else."

"We were somewhat familiar with the coin business by the operators coming in our restaurants and servicing the machines we had," Mrs. Fetter went on, "and one day we just decided to try our hand at it."

"Besides, a lot of people were getting out and leaving a lot of locations open," she said. "It looked like a challenge and we accepted it."

The way the Fetters are going. It

Citizens Band

Continued from page 80

ing to inform his home office he's driving and can be reached, the operator picks up the mike, gives his call letters and says "10-8."

If he's going to be out of the car and can't be reached, the code is "10-7."

Montooth says the unit is excellent for getting service calls while out on the route—either in the car or in the location. The set can be unplugged from the car, taken into the location, plugged into any wall socket and the operator is ready to receive or send while he's working on a juke box or game.

Why not the telephone? Well, for one thing, says Montooth, the radio saves the bother of always stopping to phone in. For another, how many times do you phone in, start home, only to arrive and find there were a couple of calls for you while you were driving in.

Only disadvantage of citizens band is the limited range. Often an operator will work much farther

(Continued on page 82)

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MILWAUKEE MENTIONS

According to **Morrie Fuhrman**, General Novelty Company, games and music receipts are still at a low point.

New man on the United, Inc., sales staff is **Harold (Droopy) Stark**, widely known here as a musician. Stark was on the United, Inc., staff back in 1946-'47. In recent years he has been selling appliances. His new job calls for traveling thru the State plugging the Wurlitzer equipment line for United, Inc., according to bossman **Harry Jacobs Jr.**

Remodeling work has been completed at **Red's Novelty Company**, West Allis. The job adds about 1,000 square feet of new workshop and office space, according to owner **Jerome (Red) Jacomet**. . . . **Arnie Cutter**, Hilltop Coin Machine Company, is spending some time visiting relatives in Minnesota. . . . **Frank Bartnik**, Banaco Music, is polishing the propellers on his Beechcraft. He is making plans for a flight sometime in May to his hunting lodge in Canada. . . . Northern Wisconsin operators are starting to shop for good used equipment to handle the tourist rush in the months ahead, according to **Sam Hastings**, Hastings Distributing Company. His showroom visitors have included **Chet Manhardt**, Hazelhurst; **Cliff Bookmeier**, Green Bay; **Ernest Feight**, Rhineland; **Walter Blitzel**, Sturgeon Bay, and **Joe Hallada**, Green Bay.



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MOA Elects Miller, Denver, Snodgrass

CHICAGO — The Music Operators of America re-elected **George Miller** national president and voted in officers and directors for the year, at a board of directors meeting here Thursday evening (12) following the MOA convention.

Elected first vice-president was **Al Denver**, New York. **J. Harry Snodgrass**, New Mexico, is secretary-treasurer and **Tom Withrow**, Texas, is sergeant-at-arms.

Six vice-presidents are: **William Hullinger**, Ohio; **Les Montooth**, Illinois; **Howard Ellis**, Nebraska; **James Tolisano**, Florida; **John Wallace**, West Virginia, and **Lou Casola**, Illinois.

Clint Pierce, Wisconsin, was elected chairman of the 28-man board of directors: **Snodgrass**, New Mexico, is secretary; **Howard Ellis**, Nebraska; **James Tolisano**, Florida; **John Wallace**, West Virginia; **Frank Fabiano**, Michigan; **K. A. Cormney**, Kentucky; **Joe Lederman**, New Jersey; **Carl Pavesi**, New York; **Jake Friedman**, Georgia; **C. G. Silla**, California; **Herbert Tonnell**, Wisconsin; **Robert Manville**, Iowa; **Gabe Orland**, California; **Charles Tashima**, Hawaii; **William Hopkins**, Ohio; **John Fling**, Missouri; **Irv Lindholm**, Minnesota; **Tom Greco**, New York; **Leon Taksen**, Pennsylvania; **Paul Brown**, Illinois; **William Blatt**, Florida; **Lew Ptacek Jr.**, Kansas; **Max Hurvich**, Alabama; **Vic Ostergren**, Indiana; **Norman Gefke**, South Dakota; **Pete Weyh**, Montana; **Gordon Stout**, South Dakota; **Ralph Ridgeway**, Massachusetts; **Harlan Wingrave**, Kansas; **James Hutzler**, West Virginia; **Ted Nichols**, Nebraska.

Citizens Band

• Continued from page 81

than 15 miles from his office and the set becomes ineffective.

Even here, tho, the operator can call his office when he drives in and is within the 15-mile radius of his office.

Short wave, of course, would solve this, but the disadvantages here are just what makes citizens band so attractive. The short wave sets are considerably more expensive and require a strict operating license with a great deal of training.

Another juke box and game operator doing a little experimenting with the system is **Howard Ellis**, Omaha, who recently installed a couple of units connecting his shop with his service vehicle.

Ellis also showed a citizens band set at his booth during the recent Nebraska Music Guild convention in Omaha. At one point, while the set was turned on, a call was received from another juke box and game operator who also had a set and happened to be coming to the convention.

The operator asked for instructions on how to get to the hotel and was guided in by one of Ellis' servicemen.

"It's too early for us to tell how effective the units will be on our route," says Ellis. "We've only had them in use for about a month."

"However, we think there's a potential and have already had a lot of good results."

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Probe Taxes

• Continued from page 77

In discussing current federal income tax problems, Kaner suggested a 150 per cent (or 200 per cent) declining balance depreciation method as best suited to the juke box operators, needs (see tax tips in MOA Supplement, The Billboard, May 9).

There are three prime questions that come up regarding depreciation, Kaner noted: (1) Salvage; (2) Life of the juke box; (3) Sale and purchase of a route. The declining balance is best suited to handle all these, he felt, noting, however, that an operator is not committed to using the same depreciation method on all his juke boxes.

He can use a different system for each machine if he desires, Kaner said, noting, however, that this would result in very cumbersome bookkeeping practice. He suggested operators use one system and stick to it.

Salvage

On the salvage question, Kaner said, the declining balance method left an adequate salvage value after full depreciation to satisfy the government.

On life, Kaner said number of years allowed depended on the individual practices of the operator. The government considered how long the juke box is actually used—not a flat figure.

Kaner also noted that the Internal Revenue Service did not allow depreciation of phonographs sold during the year of sales when a gain resulted from the transaction. This is not law, he said, but a district ruling. It is, however, widely practiced. Operators were also cautioned not to depreciate the full price of machines on a route that they might buy, but to leave anywhere from 20 to 33 per cent for good will.

Location Expense

Kaner also cited location expenses as another thorny problem facing the juke box operator. It is the custom of the trade for operators to spend money to "promote play of their juke boxes," and this is deductible.

Kaner stressed the word "promote" as being the correct way to identify the expense and cautioned operators to keep daily records of the expense in order to substantiate it for the government.

He cautioned operators that more stringent review of deductions was ahead for 1961 and that operators should make every effort to keep complete records.

Tavern Assn. Exec Calls for Co-Operation With Coin Trade

CHICAGO—Paul E. Jorgensen, representative of the National Licensed Beverage Association, an organization of 40,000 taverns and other establishments selling alcoholic beverages by the drink to the public, called for closer co-operation between tavern owners and juke box and amusement machine operators.

Jorgensen pointed out that 95 per cent of the members of his association have juke boxes on their premises, and that the revenues from these music machines are responsible for a degree of partnership between the two groups.

He suggested that the juke box in the tavern could be sold to the

NO BED OF ROSES:

Cigarette Vending Offers Profits, Headaches for Juke Box Operator

By REN GREVATT

NEW YORK — Diversification, altho it has become in recent years the pattern for American industry both large and small, is not without its pitfalls, particularly with regard to its applications in the coin machine industry.

New York coin phonograph operators, faced with the mounting pressure of a continuing shrinkage of locations, due both to building development and action of the State Liquor Authority in refusing to grant new tavern licenses, are perhaps more prone to diversify their operations than those in any other single area.

A number of operators in this territory have turned their sights on cigarette vending as a profit builder, yet at least a portion of these men have found themselves faced with the same problems that face them in carrying on a juke box route.

If anyone thinks the eternal New York headache of loans and bonuses disappears when you get away from the juke box field, they are sadly mistaken. This, at least, is the experience of Charlie Earle, of E & S Vending, Bayshore, Long Island.

"The first question I usually get when I talk to a location about a cigarette machine, and one of my own locations at that, is 'How much money will you give me?'" says Earle. "It seems sometimes as tho the operator is Santa Claus giving out money rather than the man who is supposed to collect the money. The money you have to hand out in front is certainly a discouraging factor when you're thinking about expanding."

Earle, who has been in business since 1938, wishes he had grabbed

O'Mahoney Retires

• Continued from page 71

able to return to active duty in the Senate. He would have been up for re-election this year. O'Mahoney is most noted among juke box operators for his famous Bill S. 1870, to end the 1909 copyright statute's performance royalty exemption for juke box music, and to impose a doubled mechanical royalty on records for juke box use. Hearings were held on the bill in the 85th Congress, in April, 1958, and it achieved a majority vote in the copyrights subcommittee, but never received full committee action.



DIVERSIFICATION

the opportunities that existed for cigarette vending then. "Locations where we had juke boxes would ask us if we handled cigarette machines. They were crazy to get them anyway they could."

"If I had been smart and gone into it then, I'd have had 200 or 300 machines out today and they would have been making plenty for us. But what did we do? When we got a request for cigarette units we turned them over to operators who specialized in that field. They got the good locations and the profits and we got nothing. I never got a return favor from any of them."

"So today you have a terrific competitive factor. Today the location man is the boss because he can pick and choose when he wants a new box or cigarette machine till he finds the operator who will give him the best deal. We, of course, try to focus our efforts to get new locations on the places that sell cigarettes where they still don't have a machine. But those are few."

Earle has been in cigarette vending only 11 months. When he started, he set up a separate corporation for the cigarette end of his business, with the idea of simplifying his bookkeeping operations. "Then, too," Earle continued, "if I decided I wanted to get out or sell my cigarette route, it would be a lot simpler if we had a separate company. Frankly, at this stage, we might get out at that. We may eventually just stick to juke boxes and games."

Matt Bensky, of Peekskill Music, is another juke box operator who has moved into the cigarette business in recent months. Bensky, for the most part, is satisfied with his progress to date. "I have 10 locations now and we expect to open more. I steer completely clear of any location that already has equipment. Most of ours are brand-new spots."

Bensky admits that bonuses are a problem for him just as for many other operators. However, this problem has been found to vary almost directly with the distance of the operator's business from New York City. In the large Metropolitan area, the problem is most acute. Here, new building tends to eliminate old, long-standing locations for both juke boxes and cigarette machines. The further one gets from the city, the more one finds

the building of shopping centers, which in themselves provide new location potential.

Thus it is that Bensky and his newly opened cigarette business are finding the going good. "We feel we've been very successful so far, and the new line is a definite spur to our over-all business. Yes, we do plan to add new locations," Bensky added.

Other operators interviewed have noted the common misconception that one kind of vending—juke boxes—is the same as any other kind. About the only real similarity is that the machines are activated by coins," was the comment of one. "But the differences are considerable. With records in a juke box you have a perishable item. You have to program intelligently and know what kind of music people want. With cigarettes you carry the principal brands all the time and just keep refilling the chutes."

"It may take a less experienced man to handle a cigarette route. Then, too, the servicing problems are entirely different because the guts of the machines are entirely different. It takes a bit of learning and effort to become qualified to service both types. The operator should be aware of the fact that when he goes into a new line of vending, it may call for a new or partially new servicing and operating staff."

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AMI Bows Compact Models

Continued from page 71

light. Biggest of the pair both in selections (200) and size, the Continental has a vertical rectangular cabinet with a dramatic round plexiglass bubble-dome over the playing mechanism, giving a futuristic man in space effect.

Title strips are housed in a circular enclosure that somewhat resembles a music stand for sheet music such as used in a band. This projects up from the rear of the phonograph on a narrow metal stem. The entire title strip housing appears to float over the phonograph cabinet.

The cabinet is of light tan finish, trimmed in silver and gold. Music emits from the traditional grill base.

Both the Continental and Lyric are available in monaural or stereo models, both with automatic push-button selection or manual dial selection. Dual pricing and a receiver for wall boxes are optional on each.

The Lyric (100-selection model) is likewise completely different in design, both from existing phonographs and from the Continental. Cabinet is vertically rectangular with a large convex glass dome top shaped somewhat along the lines of the cabinet.

Title strips and record-playing mechanism are housed beneath the dome. From afar, the outline of the dome top almost resembles the basic contour of a modernistic chair.

Both machines show a tinge of European influence in design, altho it can't be said that there is any

resemblance to any one European model. Each shows a radical departure from traditional juke box styling.

AMI's marketing plans for the machines are still not definite. So far, the firm is planning to adopt a wait-and-see, plan-as-we-go attitude. Production on the machines is just getting under way, but AMI is currently more interested in operator reaction.

Since the machines are offered as a variation of an existing line (the K), rather than a new line introduction, the firm has the advantage of allowing sales on the machines to take their normal course. If the machines take off, well and good. If not, AMI still has its standard K models to sell.

AMI's new background music unit is called the Halfback. It consists of a modified K-200 machine that plays both 33 r.p.m. and 45 r.p.m. disks.

Half of the machine—100 selections—operates as a juke box playing 45's. The other half operates as a background music unit playing 33's.

A key-controlled switch in the rear sets the machine on either background music continuous play or juke box selective play. The machine can also be equipped with a timer that will play background music at predetermined intervals such as dinner hours and provide for juke box play at other times.

Operators can also lease RCA background music libraries thru AMI distributors.

Lively Exchanges

Continued from page 71

mild indication that some operators would like to try the compatible records on their machines.

Kenny Meyers of Mercury Records said the industry is now in a transition period and that his company would be ready to serve up product in 33, 45 and/or compatible form, wherever the demand is. To get stereo going on a planned basis, Meyers suggested that with artists "on a hit cycle, like Brook Benton, ops set up a minimal standing order system with the one-stop so we have some idea of just what the demand really is."

Columbia sales chief, Bill Gallagher, discussing the whole speed and dual-track situation, explained that his company never has and probably never will issue a 45 stereo single. "We are a consumer-oriented company," Gallagher declared, "And we just can't be convinced that the public wants a stereo 45. We feel that the stereo 33 is a step in the right direction because all the indications are that the 33 speed is taking over the business. About 83 per cent of our business is now LP's, all of which are 33 r.p.m. The public doesn't want to bother with center posts and spindles and we feel that maybe we can get the singles business back on the track—in the 33 speed."

Gallagher noted that the juke box field is a "secondary market" in terms of exploitation and exposure value to a record. "You operators are not the initial step on getting a record going. You don't gamble on a new release until it's in the hit status, and that's why we must focus on the radio still as the first line of exposure."

Ratajack Reply

Gallagher was challenged on this point by Ed Ratajack of AMI, who noted that indeed the juke box market was responsible for buying at least half of a record company's total sale on a hit single. "And you say this is a secondary market," Ratajack asked? This was greeted with thunderous applause. Gallagher then explained that he did not want to appear to be going on the defensive but that he had intended to indicate that the juke box is not the first place a record company is concerned with in kicking a disk off.

Following this exchange, Don Bohanon of Liberty Records said that his company was working on the 33 single idea and would be prepared to move on this front soon.

Ratajack then noted, on the question of record speeds, that AMI could be ready to go either way. He said, however, that a great help to the industry would be provided if the record companies would give an option of either 45 or 33 in upcoming stereo releases during a period of transition. He also noted that the juke box field should never have its importance to the record field discounted, since "Back in the '30's when nobody was selling any records, it was the juke box which came along and got the business off the ground."

Another speaker, Fred Sipiora, of Singer one-stop, noted in passing that "the single record market today stinks. What we could use is a one-speed market."

John Haddock, president of AMI, stated that he felt the question of the size of the cut-out hole in the disk was more of a problem than difference of speed in the present period of conversion. He stressed that record companies would do well to provide operators with an option of the 33 speed record with either the large hole or the small hole.

Observers noted that tho few, if any, problems were solved during the meeting, it was perhaps the healthiest exchange of views between operators and their suppliers in a long time.

Public Relations Hot Theme

Continued from page 71

And three prominent members of the public relations group—Bodkin, Carl Pavesi and Jack Wilson—were recently cited by the United Jewish Appeal for their charitable works. All three were guests of honor at a UJA dinner.

Bodkin paid special tribute to three industry leaders for getting the local PR effort off the ground. They are Meyer Parkoff, Barney Sugerman and Mrs. Millie McCarthy.

Blatt told how co-operation with the Police Athletic League is establishing a good name for the coin machine industry in the Miami area.

The Miami operator was the founder of the Miami PAL and is currently Florida State PAL coordinator. He is also an honorary member of the local Police Benevolent Association, one of the few civilians so honored.

Blatt pointed out that as most locations are in taverns, and as taverns come under police supervision, the PAL offers the operator the best opportunity to meet with police under pleasant circumstances and to foster co-operation between them.

"Public relations begin with you," explained Blatt. He cited such little things as the appearance of servicemen, the cleanliness of machines, and participation in routine affairs of the community as adding up to good public relations.

Philadelphia Trip

Blatt also encourages friendly competition among youngsters on the athletic field. Last year he took a group of Miami Little League baseball players to Philadelphia where they played a local Little League team. The year before, a Philadelphia Little League went South to play the Floridians. Co-operating with Blatt in the venture was Dave Rosen, his Philadelphia counterpart.

While in Philadelphia Blatt donated a juke box to the St. Vincent Foundling Hospital, and he arranged for servicing. He also donated an animal to the local zoo.

The first results of the industry's co-ordinated public relations effort began turning up this week in the form of newspaper clippings.

These clippings were the results of advance press releases provided by CMC for local operators. The releases identified the operators and told why they were going to Chicago.

Exhibits

Continued from page 71

the first time at the convention. The machine is the first model of its kind produced in years, and the first made by Williams, Chicago game manufacturers. The units cut a 45 r.p.m. disk and dispenses it for the customer. The firm also showed its Official Baseball game, bowed earlier in the year.

Mike Munves displayed for the first time a new Arcade unit, the Hollywood Candid Camera. It carries the billing, "Look In — See Yourself as Others See You." Patron sees himself in trick mirrors mounted in the camera's lens. The machine will be further dressed up and put into production to list at \$345, according to Joe Munves. The firm also showed its compact Grip Test unit, which has been on the market for some time.

Capitol Projectors presented its Auto Test units, currently tied up with a number of safety programs and garnering top promotion. Tusko showed its kiddie ride line which includes colorful animal units — zebra, camel, horse, baby elephant, cow-pony, and the Tusko Deep ride.

Pool Demos

Fischer and Valley showed their respective pool game lines, with professional billiard experts on hand for contests and demonstrations. Irving Kaye also presented its line of pool games.

Bally Manufacturing showed its current line of games including bowlers and baseball units.

American Shuffleboard showed its latest shuffleboard model, with the firm reporting increased interest in shuffleboard around the country.

Auto Photo showed its line of automatic photo machines.

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Ops, 'Experts' Talk Problems

Continued from page 71

Among the reasons for machine failure covered by Kraehmer were weak and burned-out coils. The wires are thinly insulated, Kraehmer said, but if they are defective one or two turns in the coil can cause a short, reducing the power of the unit and causing difficulties.

Relays

Relays, Kraehmer said, were of two types: Hermetically sealed, which guard against mishandling by the operator but which must be replaced when defective, and the open-type which are serviceable, but can be tampered with. Each type, he said, has its advantages and disadvantages.

Residual magnetism has been a big service problem, Kraehmer said. This occurs when the magnetic current in a relay (iron loop) is broken by non-magnetic material. It must be properly replaced so as not to become a magnet, damaging the mechanism.

Calamari, talking on the maintenance of amusement game mechanisms, stressed that lubrication and fast replacement of defective parts is a must. He pointed out that manufacturers supply printed material to help operators understand the operation of the mechanisms.

He said that Bally held its first service school 15 years ago, and at that time the idea of distributing printed diagrams of circuits was laughed at. But, he said, these printed aids are now considered the "bibles of coin-operated equipment" and a very practical help to the operator.

Similar Mechanisms

Games produced by the different manufacturers are very similar mechanically and electrically, he said. When a new model comes out, the operator should check the new type of operational units in the machine and learn to understand their functions. He said only 10 per cent of the machine mechanisms of the average new model is actually unfamiliar to the operator.

Pendy, of National Rejectors, spoke on coin rejectors and coin changers, and the ways manufacturers can help the operator in the field with problems on this equipment. He told operators present to "learn the basics, then troubleshoot" in repairing equipment. He said that literature, manuals and wiring diagrams from the factory will help. "Get a complete file of each mechanism and get your servicemen to study it," he urged.

"Then you can start a regular training program right in your own shop." He said operators should write to manufacturers for available literature on mechanical problems.

Operators, speaking from the floor, said that new coins—particularly nickels and quarters—are causing trouble in the coin chutes. Some of these coins, they claimed, have a wider edge on them than others, causing clogging in the mechanism. Pendy replied that usually the mechanism could be adjusted to compensate for this.

Bulbs Draw Comment

One New York operator made a big point out of the fact that bulbs used with coin games burn out quickly, and that manufacturers have never corrected this problem thru the years. Kraehmer answered that manufacturers recognize the problem, but that not much could be done without hiking costs. He said that this was one place where manufacturers cut costs. Kraehmer said that the several bulb manufacturers in the field make equally good products, but that the bulb filaments are too taut—don't give enough.

In answering other queries, Kraehmer noted that there is a variance in fuses, and that manufacturers tend to underrate fuses purposely to protect the over-all mechanism. Operators, he said, tend to replace these fuses with stronger ones.

Kraehmer pointed out that there is "a compromise with costs" made by manufacturers with certain parts—such as bulbs. Such parts are relatively easy to replace, he said. Obviously, he explained, operators are not solely interested in a smooth-working machine, but in the over-all cost of the machine as well. If all parts were made of the very best materials and were completely fool-proof, the full cost of the machine would probably be prohibitive to the operator.

CMC Active at MOA Conclave

CHICAGO—The Coin-Machine Council, public relations spokesman for the industry, swung into action during last week's MOA convention. CMA maintained a booth to sign up new members and to tell all interested operators how a public relations program could help them.

The booth was manned by Herbert M. Kraus, head of the PR agency bearing his name, and Merrill Schwartz, account executive for the CMC.

Photos of operators attending the show were taken, and they were sent, together with news releases, to the home town newspapers. Members of the CMC executive board, identified by white carnations on their lapels, roamed the convention floor and answered questions about the campaign. Pins bearing the legend, "I'm

for Public Relations, Are You?" were worn by industry PR boosters. Visitors to the CMC booth were given keys for a treasure chest. If their key opened the chest they were given record albums.

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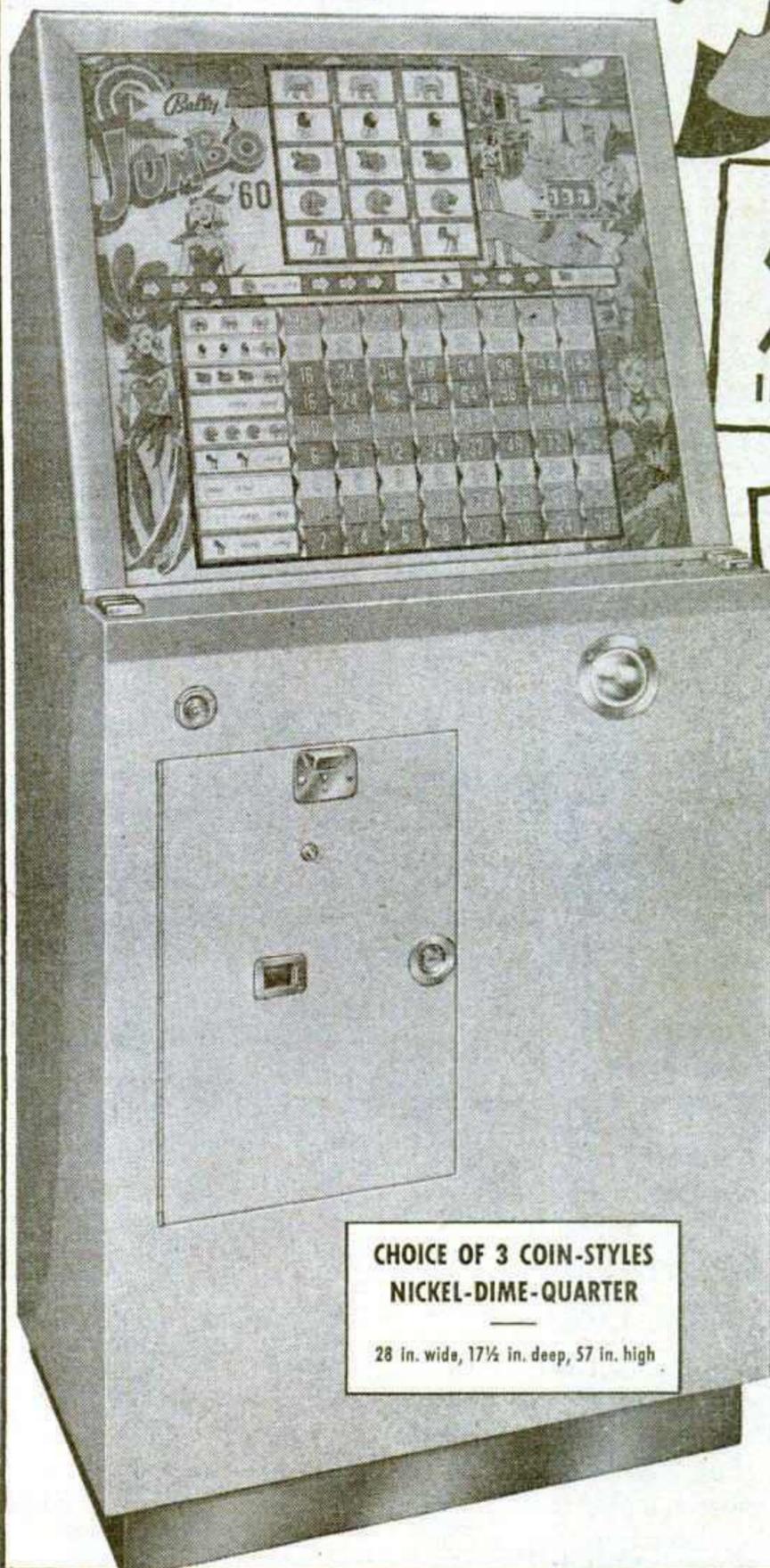
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