

# The Billboard

Special Deejay  
Spring  
Programming  
Issue

BEGINNINGS ON PAGE 13

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MARCH 24, 1958 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Beatty Challenges Dulled Tiger Claws

Big One's Arena-Stadium Policy Opens Door to Tented Circus Competition

By TOM PARKINSON

CHICAGO — Coming opposition between Ringling Bros. and Barnum & Bailey Circus and the Clyde Beatty Circus in the New York area signals a new approach to circus routing that will be apparent in many parts of the country this summer.

It is based on the fact that under-canvas circuses no longer stand in awe of the Ringling-Barnum show and title. They see Ringling's revised operation as clearing the way for new powers in tented show business.

So this summer they will be eager about tromping into towns that traditionally have been Ringling's. Other showmen have had a saying: "Stay away from the big tent," a reference to tiger posters Ringling once used in profusion. Now the tiger's claws have been dulled at least, and other shows are making exploratory sorties into its old territory.

Ringling, of course, is operating in arenas and stadiums rather than tents nowadays. This means the show has abandoned its usual route. It substitutes a new sequence of stands selected for availabilities of arenas and local promotion men, rather than for a record of revenue for tented shows.

In some cases this means Ringling skips towns it used to play. In other cases, it plays the city but at a different time of year and at a different location.

### Others Step In

The thriving tented circuses this season are stepping into a number of these affected cities heretofore Ringling territory and in-estate.

There was some of this last year, but it was tentative and with an undercurrent of disbelief. Circus men couldn't come to realize that Ringling really had quit its old territory.

But it is this summer that they are declaring open season on the Ringling route of old.

Thus, Clyde Beatty Circus, in

conjunction with the Hamid-Morton Circus name and Palisades Amusement Park, is out to make a mark on the New York area, main bastion of Ringling power. The campaign and the circus itself are geared higher and faster than was the similar last-year appearance of Hunt Bros. Circus at Palisades.

Beatty's engagement coincides with most of the Ringling run. It will feature Beatty's own rip-and-roar animal act plus such publicity naturals as Emmett Kelly. Ringling is featuring a Zacchini human cannonball act, so Beatty booked another of the Zacchini family's big guns. Whether ticket buyers will come to Palisades rather than Madison Square Garden remains to be seen, but there is no doubt but that a battle is joined.

Meanwhile, the Beatty advance department is booking a number of other cities that formerly have been classed as Ringling property. It did some of this last year and is increasing the number and size of such towns this year.

### Cristiani Acts, Too

Also coming into the league in a big way this year is the growing Cristiani Bros. Circus. It created a surprise in the business by winning the big Philadelphia engagement for this May. This used to be Ringling's private and profitable town as far as tented circus was concerned. Last year Ringling played a stadium there and at a different time of year. It drew a

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## DISK CHORES BOOST FOREIGN FLICKER STARS

NEW YORK — Brigitte Bardot, newest sex symbol of the movie industry, will make her disk debut this spring with two songs she purrs in her forthcoming pic, "The Girl in the Bikini." Two other numbers she doesn't sing are also headed for wax via Magna International Films, new foreign film distributor making its debut with "Bikini."

The appearance of four songs in a non-musical film reflects the growing Continental cinema trend to spotlight its stars as versatile. Brigitte follows the path of Silvana Mangano, Anna Magnani, Gina Lollobrigida and soon Sophia Loren in trying to crash the record barrier. The U. S. is experiencing the same result, via screen stars with dramatic credits breaking into song, but the motives are more promotional. European companies are after dollars from the record market, according to an Italian film exec.

"The minute a European actor acquires a reasonable fame in America, he'll be released on disks, you'll see from now on," says the producer. "Not that any of the records will sell much!" Miss Bardot will sing one of her efforts in Corsican, the other in French. Miss Loren's debut will tie in with her new film, "The Key," sung in Italian. Other overseas stars reported making record debuts include Jean Marais, Giulietta Massina, Vittorio de Sica, Derek Farr, Glynis Johns and Ina de la Haye.

## Charts Point High Mortality Rate For Disk Artists

Twelve-Month Check Tabs Big Majority of 'One-Shot' Clicks

NEW YORK — The commonly-posed question, "What ever happened to?" in reference to disk artists, is less a gag and more in order today than ever before, according to a study of best-selling record charts of six and 12 months ago. By the same token, the charts show that over the past year, the number of labels that share in the pop hit pie, has grown continuously.

Various elements of the trade have frequently asked: "Where are the Crosbys and the Sinatras of tomorrow, the artists who can make it year after year on anybody's best-seller charts?"

### Chart Answers

The answer comes in bold relief with a glance at The Billboard best-selling pop singles chart of six months ago, October 7, 1957. Artists represented on 11 of the top 30 disks of that date have had but sparing mention since. So the question might easily be asked, what ever happened to Debbie Reynolds, the Tune Weavers, the Bobettes, Russ Hamilton, Buddy Knox, Gene Vincent, Joe Bennett and the Sparkletones, Billy Ward and the Dominoes, the Coasters, Don Rondo and Little Joe and the Thrillers. As a matter of fact, it might be added, that according to current recollection, all but Knox, Vincent, Ward and Rondo of

this group were one-shot artists, that is, artists with only one record to their credit to hit the top 25.

By going back even further, the truth of the adage about the "one-shot business" becomes even more apparent. Take a look at The Billboard best-selling 25 pop records of March 30, 1957 and the question immediately comes to mind, what ever happened to Charlie Gracie, Tab Hunter, Terry Gilkyson, the Del Vikings, the Hilltoppers, Ferlin Huskey, Sonny James, Mickey and Sylvia, Jim Bowen, Patsy Cline, Eddie Cochran and the Tarriers at least as far as pop charts go. Fifteen out of the top 25 records on the Billboard best-selling pop chart of one year ago featured these artists. Not one of them has a disk in the top 50 records today.

### Crazy Fluidity

The crazy fluidity of the business is again dramatically illustrated with a brief look at today's best-selling pop record listing. Looking at just the top 25 disks, one can reverse the query and say, six months ago, who ever heard of the Champs, the Four Preps, the Crescendos, the Silhouettes, Jimmy McCracklin, the Royal Teens, Danny and the Juniors, Frankie Avalon and John Zacherle.

Since The Billboard best-selling pop chart has been extended to 50 positions, it becomes fair to ask the same question of other artists, including the Chantels, Dickey Doo and the Don'ts, Billy and Lillie, the Moe Koffman Quartet, the Pastels, Eddie Platt, the Playmates, the Gene All-Stars, Don Gibson, Dale Wright, Gene Allison, Robert

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## NEWS OF THE WEEK

### "Payola" Hit at BMI Inquiry; Chairman Calls for Proof . . .

Proponents of the Smathers Bill to end broadcast interests in music publishing or recording concluded testimony before the Senate Communications Subcommittee last week with a strong indictment of deejay "payola" and BMI publisher-subsidy presented by a California lawyer, Seymour Lazar. Immediate protests—asking Lazar to "name names"—were registered by several key deejays across the country. . . . Page 2

### Cristiani Sets 17-Day Chi Date, Part of Old R-B Route . . .

Cristiani Bros. Circus will appear in the Chicago lakefront for 17 days this summer in the latest move of tented shows to move on the route Ringling used to play. . . . Page 69

### ASCAP Wears Halo, Horns In Clashing House Testimony . . .

Accusations and denials clashed at last week's hearings on the ASCAP civil war. Justice Department said it is in close harmony with the House Small Business Subcommittee which is umpiring the unhappy war under Chairman James Roosevelt. Roosevelt's group heard

charges from dissident ASCAP publishers (that the Society made it impossible for younger composers and publishers to advance); while rebuttals of these charges were made by ASCAP officials and board members. . . . Page 2

### Six of Eight Take 'Fifth' At Union-Coin Hearing . . .

A Cook County, Illinois, grand jury last week called eight witnesses in the Chicago amusement games-union tie-up under investigation of local, State and federal authorities. Majority reportedly took the Fifth Amendment. . . . Page 68

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# 'Payola' Hit at BMI Inquiry; Chairman Calls for Proof

By MILDRED HALL

WASHINGTON — Proponents of the Smathers' Bill to end broadcast interests in music publishing or recording concluded testimony before the Senate Communications Subcommittee last week (19, 20), with a strong indictment of "payola" and BMI publisher-subsidy presented by a California lawyer, Seymour Lazar.

A new angle was also brought in by Songwriters' Protective Association attorney John Schulman, who said there should be a "rule of conduct" for music on the air. He suggested something similar to the "equal time" ruling for political broadcasts by rival candidates using licensee facilities, would equalize the situation on the air between BMI and the American Society of Authors, Composers and Publishers.

Subcommittee Chairman Pastore (D., R. I.) noted that merely by divesting itself of its owned publishing houses, BMI would be "out of reach" of the Smathers (D., Fla.) Bill as written. Also he asked if cutting off the "bounty" of broadcast ownership would not "sever the connection which is BMI's jocular vein. Would they not die, and the former ASCAP monopoly be repeated?"

Both Schulman and Lazar claimed ASCAP's monopoly aspects had been exaggerated. Schulman said even at the start, broadcasters had music of SESAC (European); public domain (Jeannie with that hair again); and Associated Music Publishers Catalog (serious music) to draw on, in competing with ASCAP. Lazar said ASCAP could not become a monopoly, since its

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# Sears Cuts Prices 25% on All Labels

### Advertises Move as Not Just a Sale, But a Permanent Discount Policy

By BERNIE ASBELL

CHICAGO — Sears, Roebuck & Company late last week advertised an across-the-board 25 per cent discount on all LP's of all labels. The cut price is effective in all its Chicago disk departments, numbering more than a dozen, and is now being instituted in all major cities where discounting has become an important feature of disk retailing.

While Sears officials were mum, it was learned that the chain installed the price cut in Detroit four weeks ago as an experiment and experienced a sizable rise in record traffic. Other cities understood to be slated for discounting are New York, Cleveland, Washington, Los Angeles and San Francisco.

What rocked neighborhood retailers here, most of whom compete directly with a Sears store, was the news that this is not a sale but a discount policy. The ad read: "Not just today or tomorrow, but every day." The Billboard learned, however, that the policy is to be re-evaluated in three to four weeks, with the possibility that list prices may be restored if the departments have not proved more profitable.

Under the new policy all \$3.98 LP's in stock are sold at \$2.98;

\$4.98 records for \$3.79, and \$5.98 records for \$4.59.

The price cut is apparently designed to fight competition from mail order record clubs as well as

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# Jocks, Publishers Hit 'Payola' Charge

NEW YORK — As a result of statements made by West Coast attorney Seymour Lazar during the Smathers Hearings (see story elsewhere in this issue) last week, a storm of protests was registered by deejays and publishers.

Jockeys on the West Coast were particularly incensed by Lazar's broad implication that Southern California is a hotbed of payola. Peter Potter, KLAC, Los Angeles, spoke to Congressman Jimmy Roosevelt upon learning of Lazar's testimony, and bitterly objected to the statements regarding deejays in this area.

Potter said, "It's a damn lie. Except in three isolated cases, 97 per

cent of the deejays here are honest." Potter further suggested that Lazar "name names."

In a wire to Senator John Pastore last week, veteran jock Al Jarvis, KFVB, Hollywood, said: "As America's first disk jockey and a Los Angeles deejay in particular, I very much resent statement made by Seymour Lazar at today's (20) hearing relative to payolas from BMI."

### 'Personal Affront'

Chuck Blore, KFVB's program director, also wired Pastore, in behalf of all KFVB jocks, as follows: "I have no way of knowing whether or not Seymour Lazar's

(Continued on page 8)

# ASCAP Wears Halo, Horns In Clashing House Testimony

WASHINGTON — Accusations and denials clashed at last week's hearings on the American Society of Composers, Authors and Publishers civil war (17, 18). Justice Department said it is in close harmony with the House Small Business Subcommittee which is unpeeling the unhappy war under

Chairman James Roosevelt. (See separate story.)

Roosevelt's group heard charges from dissident ASCAP publishers Guy Freedman, Ralph Peer and Fred Fox that ASCAP made it impossible for younger composers and publishers to advance under its autocratic, unpredictable and veiled administration.

Rebuttals were offered by ASCAP's revered Otto Harbach, treasurer-board member Frank Connor, and distribution maestro Richard Murray. All insisted that benevolent ASCAP board members were above any conflict of interest, and that ASCAP was structured to give "social security" to the twilight years of composers.

### Where They Differ

Comments by committee members and by witnesses on both sides, during hearings, indicated general admiration for the society's role in the songwriter and publisher's life. However, the committee showed interest in the possibility of a more democratic setup to benefit newer members; more

detailed logging of members' music, and more separation of the legislative, executive and grievance functions within ASCAP.

Specific charges by Guy Freedman were that ASCAP classification rulings killed income to the Alec Templeton music firm. Freedman said insult was added to injury when board members representing the Fischer and Chappell music firms then offered to buy the depressed Templeton catalog.

ASCAP was also charged with refusing to transfer seniority credit to the catalog of Axelrod Publishing, an established ASCAP firm, when Templeton bought out its music. On the basis of an "unpublished, unrecorded" rule, Axelrod was limited to payment only out of the 55 per cent funds allotted to current performance, Freedman said.

### 'Missing Rights'

Representative Brown said he would ask the ASCAP board what became of the lost "property rights" here. They did not stay

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## EDITORIAL

# Reason Takes Over

The hue and cry occasioned by songwriters of the American Society of Composers, Authors and Publishers in hot pursuit of BMI's scalp has not diminished; but it has been pointedly noted in the trade that much of the earlier emotional impact of the writers' charges has been vitiated. With the exception of a plaintiffs, a calmer atmosphere prevails, noticeable both in the press coverage of the Smathers hearings and in the conduct of those hearings by Sen. John Pastore. It is no secret that the adherents now feel that they are no longer in rout; that they have organized their forces.

Several developments are responsible for this calmer attitude of appraisal. One is the approach of Harold M. Kennedy, special master in the plaintiffs' \$150,000,000 suit. Kennedy recently delivered a forceful ruling pointing out that the plaintiffs must stop trying the case in the press—or face legal penalties.

Kennedy, stating this is the second time has had to urge all counsel to refrain from such a violation of good faith also noted: "I cannot help but feel that the plaintiffs owe it, not to me, to the court, to desist from this particular publicity, and again: "I have now come to the point, to descend to the parlance of baseball, where three strikes will be out—by which I mean that if this admonition is disregarded by any counsel in the case or the parties, I will, upon a fair showing, enter on my own motion any further order which I think appropriate."

Another factor contributing to the quieter, non-hysterical attitudes has been Senator Pastore's conduct of the Smathers hearings. Where charges have been made, the Senator has asked for documentary proof, and where testimony has been prepared for pay, the Senator has elicited this fact.

The tone is one of "Now let us just see"—and it is quite commendable.

# Ashburn Tops Warner A&R

HOLLYWOOD — Warner Bros. disk operation has officially gotten under way, with Jim Conkling, president of the label, last week making his first staff appointment. Conkling named Harris Ashburn co-ordinator of the firm's artist and repertoire business activities.

Ashburn most recently was business manager of Universal-International's music department, and has extensive experience as an agent, actor and free-lance writer in other facets of the entertainment business.

Conkling also named the Megs Studio here to handle the firm's album art. Label topper is presently engrossed in long-range plans for the company, which include the release of both package goods and pop singles repertoire. No artists have as yet been signed. First releases are not expected to be on the market for some months.

# LABELS GOING ORBIT-HAPPY

NEW YORK — The record industry currently has more "Orbits" spinning than the U. S. has satellites, according to Miami deejay Fred Marshall, who launched his own Orbit Record Company last November via an LP tagged "Project Moon."

In addition to Marshall's label, M-G-M's new rock and roll label is named Orbit; High Fidelity has an Orbit subsidiary, and last week a Midwest Polka label, also tagged Orbit, hit the market.

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# AUDITION

a new selling force  
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EDITORIAL

# The Clubs & Their Role

In recent weeks, The Billboard has received more than the usual amount of dealer mail. The increase is due to one thing—the entry of RCA Victor and Capitol into record club operations. And, without exception, the dealer letters protest in strong language the RCA Victor and Capitol moves.

The dealers make no bones about it. They view the clubs competition. They see bonus records and premiums for joining the clubs as a price advantage used against them by the record companies, whose merchandise they are expected to sell at full price. They see their stores being used, as one dealer put it, as "giant listening booths" for club members who will spend their money for records via direct mail with the clubs.

Are dealer fears justified? Are disk companies competing unfairly with dealers? Are they "killing the goose" that lays, if not golden egg, a valuable one?

When the Columbia club debuted, The Billboard held to the Columbia point-of-view. That is to say, we believed that the value of the advertising and promotion to be undertaken by the club would ultimately broaden the market and work to the advantage of the dealer.

Let there be no mistake about this. The dealer is the backbone of the record business. Anything that weakens him, weakens the over-all structure of the industry. It behooves Capitol and RCA Victor to examine their move carefully in this light.

Actually, no information has come to our attention to support the claims that clubs are harmful to the dealer. We have reason to believe that the Columbia club has been successful for Columbia, altho the firm has never released figures in support of that belief. We cannot know that dealers have shown profit increases during the time that the club has been in operation and that the over-all industry gross has increased substantially during that time.

And we know certainly that, compared to the record-music specialty store, a record club operation is fantastically inefficient. Every dealer has had customers enter his store with a record that was supposedly damaged or on which the needle wouldn't track. Multiply this many times to get some idea of what the clubs are up against.

And we know that some dealers who supported the Columbia club have lost much of their enthusiasm. Why? Because the club competed with them? No. Because the people they signed dropped out. Recently, we published a letter from a Canadian dealer who signed 200 members for Columbia. Fewer than 20 are still in the club. We checked a dealer in the New York area (Manhasset Music Center, Manhasset, N. Y.) who signed 400 members. This dealer told The Billboard that less than 25 per cent are still enrolled.

Here's something else to consider. While disk clubs offer bonuses and other inducements to join, they give the public no great bargains. For example, a Billboard staffer who automatically joins all clubs to know what that side of the business is doing, recently got a club shipment of four records from Columbia. He was charged \$3.98 per disk plus 35 cents per disk or (\$1.40) for postage. The actual postage on the package—it was mailed from Brooklyn—was 30 cents. He was "overcharged" \$1.10. The public that can buy a record conveniently at a local record shop will not pay \$4.33 for a disk that a dealer will sell for \$3.98. Columbia is not alone in this procedure.

Club records are pre-selected. But the dealer can point out to his customer that he carries broad inventory and can often offer the customer not only a wide selection of different items but many interpretations of a single work. He has, in other words, definite advantages over the clubs.

We must be honest to the dealers, the manufacturers and to ourselves. In the absence of reliable facts, we do not know what effect clubs have on the record dealer. We can only surmise at their effect. And we can only hope that dealers will be protected and strengthened by any new direction taken by the industry.

# Burglary Wave Strikes Chicago Disk Stores

CHICAGO — Four North Side record shops suffered substantial losses in LP stock in a wave of burglaries over a recent weekend. Hardest hit was the Langtry Record Shop with a loss of about 2,000 LP's. The criminals entered thru a rear door and systematically emptied browser boxes and wall bins, working their way forward. Their loot was comprised mainly of classics, jazz and show packages suggesting that the thieves were interested in the price of the goods more than the convenience in lifting it. These are mostly \$4.98 and \$5.98 sellers.

The same evidence was left at Recordland, where Manager Wayne Greco said the burglars took only higher priced show albums and classics. The heist here was about 1,000 LP's.

The thieves were less discriminating at Lake Shore Music Shop, where Leo Levin, owner, said that all his browser boxes were cleaned out, plus 400 albums stocked in bins underneath. The take was 825 albums in all, he said.

Whereas all these break-ins were accomplished thru back doors and the robbers proceeded with neatness, the pattern was different at Crittenton's. There, according to Larry Christie, record manager, the bandits broke the front door glass, despite the presence of a burglar alarm, dashed thru a large area of the TV department, and assembled what appeared to be a highly selective want list of jazz items. They spilled a few albums in an apparently hasty exit. Since these burglars were obviously music lovers, they are not believed to be the same as the price-conscious group that invaded the other shops.

Also, over the same weekend, the downtown headquarters of Angel Records was violated. About \$215 in cash was taken plus a quantity of LP's described by an employee as "stiff merchandise, none of the good items." Once making this reference, the employee declined to get more specific about what items he meant.

# IT HAPPENED IN CLEVELAND

NEW YORK—"There's a record breaking in Cleveland" is an old saw in the business, but last week there was a lot of noise about a record in Cleveland. The record was cut by a group of 17 high school kids named the Sainters, from St. Staislous High School in Cleveland.

The ork was under the direction of Bob Holt, who isn't from the High School. But the novel fact is that the tune which the kids sing, "Polka Re Polka Ra" was arranged by Sister Patricia, who teaches at the school. The record was issued on the—Cue label in Akron and according to reports was being negotiated for by a large diskery.

(Vik Records bought the master Friday (21).)

# Camden Sets 6-Week Record

NEW YORK—Camden Records in the first six weeks of 1958 surpassed its total sales for the entire first half of 1957, according to Frank O'Donnell, administrator of Camden Records merchandising. O'Donnell noted that February sales for the RCA Victor subsidiary label were the largest in any month since the label's inception four years ago.

Biggest selling package yet produced by the line is Perry Como's "Dream Along With Me," which was released last November and has topped 250,000. O'Donnell stated the use of four-color packaging has been an important factor in sales gain.

Camden, which until a few months ago was confined primarily to classical, pop and jazz material from Victor masters in the vaults, has embarked on policy of recording "live" talent—notable entries being "West Side of Broadway," a recently-released jazz package by Nancie Malcolm, and "Anything Goes," by swinging harpsichordist Bruce Prince-Joseph, to be issued in April.

# UA Buys Disk By Hit Group From Casino

NEW YORK — Continuing its new policy of working with independent record producers, United Artists Records last week acquired a new disk by Lee Andrews and the Hearts from Casino Records, a Philadelphia label.

Andrews and the Hearts' recent waxing of "Teardrops" on Chess was a best seller. Their new disk, which will be released on the U. A. label, was cut by Casino execs Nick Basillo and Bill Barelli.

At the same time, U. A. last (Continued on page 12)

# Kent Launches R-B Singles

HOLLYWOOD — Kent Records, subsidiary of Crown Records Corporation, made its bow here last week with the firm's artist roster including such veteran r.&b. talent as B. B. King, Etta Jones and Jesse Belvin.

New firm will deal in the pop singles business only, with album production restricted to the parent Crown low-price line.

Modern and RPM Records, formerly released by the firm, will no longer be issued. Modern label was one of the oldest indies in the business.

# Retailers Sued in Goody Case Sequel

## Warner Group Charges Big Chains With Selling Disks by Unlicensed Makers

HOLLYWOOD — In one of the first cases since the recent "Goody decision" was denied a writ of certiorari by the U. S. Supreme Court, 12 retailers last week (20) were named defendants in an action filed in U. S. District Court here, charging them with the sale of phonograph recordings produced by an unlicensed manufacturer.

Suit was filed by the Warner Bros. music publishing group (Harms, Remick, Witmark, Advanced and New World Music) against the May Company, Broadway Department Stores, J. C. Penny, W. T. Grant Company, S. H. Kress, Mayfair Markets, Vons Grocery Company, Shoppers Markets, Safeway Stores, J. J. Newberry, Shopping Basket and Save-On Drug Company, and named Tops Records Company as the alleged unlicensed manufacturer.

Action is expected to come before Federal Judge Leon R. Yankwich, who last week (The Billboard, March 17) held Tops liable in the "You and the Night and the Music" action, tho dismissing the Harms action for unfair competition.

New suit is unusual in that the plaintiff entered as evidence a list of some 2,500 Music Publishers Holding Corporation copyrights, latter published as a comprehensive list of songs from the MPHC catalog, and charges that large numbers of these compositions have been used by Tops and, except for isolated cases, Tops has manufactured recordings of the tunes without a license.

In filing the "mass" action, Warner publicity is thus attempting to avoid the necessity of separate actions against all defendants for each alleged copyright infringement. MPHC previously filed against F. W. Woolworth, Sears-Roebuck and Thrifty Drug Stores, each of whom reportedly asked Tops to be "held harmless." Tops has since agreed to indemnify these accounts, and according to a recent statement by Tops prexy, Carl Doshay, will ostensibly indemnify all of his clients.

In the pending "You and the Night and the Music" action, meanwhile, attorneys Arthur Katz and Jerry Ralston, representing plaintiff and defendant, respectively, are

reported to have agreed to stipulations allowing MPHC to audit the Tops records.

The several suits filed by the Warner group against Tops are known to have caused widespread consternation among many retailers, principally rack outlets handling low-priced record lines. Other manufacturers of \$1.49 lines told The Billboard that as a result of the Harms action against Tops, they have had to grant their accounts, chiefly supermarkets and chain stores, complete indemnity in the event of legal action because of copyright infringement.

It's pointed out, however, that (Continued on page 36)

# Decca Stresses Easter Album

NEW YORK — Decca Records has kicked off its annual "Easter Parade of Sales," highlighting key singles and package merchandise from its catalog. These will be promoted heavily via new dealer display material.

Getting the full promotion treatment will be Decca's three Fred Waring Easter albums, including "Songs of Easter," "The Holy City," and "Songs of Devotion." Singles versions of "Easter Parade" are available by Bing Crosby, Guy Lombardo, and Al Jolson. For the kiddies, there is "Peter Cottontail." Dealers have received mounted lithos, display counter cards, and full listings of Easter merchandise.

The label was also active this week on two other fronts. First, the soundtrack version of the 20th Century-Fox pic, "The Young Lions," was announced. Pic has a background score by Hugo Friedhofer, and stars Marlon Brando, Montgomery Clift and Dean Martin. New York premiere is April 2.

The Decca Accessory Division has announced a redesigned line of storage cabinets, now being shipped to dealers. The division is also sponsoring a salesmen's contest, based on sales of the Anifile carrying case line.

# U. S. Readies Ruling On ASCAP Conduct

WASHINGTON — Antitrust chief Victor Hansen says he has been "more than frank" in the detailed rundown on Justice Department's current analysis of American Society of Composers, Authors and Publishers operation which was forwarded to the Roosevelt (D., Calif.) Small Business Subcommittee during recent hearings on ASCAP member complaints (14).

The 18-page Justice Department statement says an analysis of ASCAP's sampling method of survey for logging local broadcasts, as well as its survey of networks, was completed in mid-February. The Justice study was based on "hundreds of thousands of documents" from ASCAP and BMI. Results must be kept confidential, says Justice, except for use in trial purposes.

Another Probe  
Another Justice investigation has been going on over complaints that ASCAP reduction of network sus-

taining credits from 44 for writers, and 22 for publishers, to three for each, is unfair. Move was touched off by Barney Young's desire to charge ASCAP with contempt of its decree, on behalf of his two publishing firms, Gem Music and Denton & Haskins.

Justice reports a recent survey "showed clearly that in the vast majority of instances, the sustaining programs were carried by more than three affiliated stations." Hansen said "The department is preparing its report for the court."

Justice made the survey by logging the programs listed in the nationwide newspapers carried by a Times Square newsstand.

Credits Studied  
Justice is also studying the "multipliers" which are applied to the ASCAP samples to determine credits. These "vital affect" distribution to members, says Justice.

(The 1959 decree requires an "Objective survey," with emphasis (Continued on page 8)



## THE PHILADELPHIA STORY: PART II

# From Radio Jock to Nat'l Name—How Clark Does It

By BOB ROLONTZ

PHILADELPHIA — Dick Clark succeeded Bob Horn on the local WFIL-TV Bandstand show here in July, 1956, after Horn was bounced off the show. At that time Clark was little known outside this city. Bandstand, under Horn, one of the pioneer TV deejay segs, was a very important show for the record business and Horn had maintained a strong rating on it for over two years. Before his promotion to TV Clark had been a radio jockey on WFIL since 1952, specializing in pop records.

Clark continued the format that Horn had initiated: rock and roll records that kids could dance to, guest stars miming their disks, kids dancing, and little talk. Tony Mammarella, who had produced the Bob Horn show, continued as producer when Dick Clark took over. Clark maintained the same strong ratings that Horn had built, but he was as yet no sensation.

Then, as the Dick Clark underemotional, relaxed "all-American boy" personality began to attract the kids—and the adults—possibly because it contrasted so sharply with the brashness of Horn, the local Bandstand audiences started to build. By the winter of 1956 it had surpassed Horn's ratings. In August, 1957, the local Bandstand show went network, as ABC's "The American Bandstand" for an hour and a half each day. In little over two months the American Bandstand then hitting 67 stations—scored a Trendex rating of 5.8, topping both CBS and NBC for the 4-4:30 time period.

## New Bill Asks Excise Cut on Disks, Phonos

WASHINGTON — More legislation asking that the excise tax on phonographs and records be lowered was introduced in the House last week by Rep. Richard Simpson (R., Pa.).

Simpson's bill would reduce the excise from 10 per cent to 5 per cent, effective March 1 of this year. Bill would also reduce the excise on radio and television sets to 5 per cent.

Legislation has been referred to the House Ways and Means Committee for study.

## AFM Studio Strike Spurs Petrillo Foes

Intra-Union Warfare Erupting Again; Payments to Trust Fund Called Big Issue

By BOB SPIELMAN

HOLLYWOOD — Intramural fight among pro and anti-Petrillo factions in Local 47 appears ready to erupt anew over handling of the American Federation of Musicians' strike against the major motion picture studios. Membership meeting here Monday (24) is likely to have an important effect on development of events, tho no final showdown is expected at that time.

Position of anti-Petrillo forces, headed by Cecil Read, is that the only real issue in the strike is payment to the AFM Trust Fund (the suit by dissident musicians against the trust fund is still pending in

Clark was now in the national limelight. He became of great interest to all segments of the record trade and of great importance as well. His show was carried in 85 cities. Distributors from Chicago and St. Louis, from New Orleans and Los Angeles, would tell their

## Jesse Kaye Named M-G-M V.-P. on Coast

HOLLYWOOD — Jesse Kaye, for the past 11 years the Coast head of M-G-M Records, has been named vice-president in charge of operations here. The appointment was made by Arnold Maxin, president of the company, here last week for a series of sales conferences with Irv Jerome, vicepres in charge of sales, and Sol Handwerker, public relations topper.

Kaye has been with the Loew's organization for a total of 16 years and is one of the members of the company that started at the inception of M-G-M. Prior to that he booked and produced stage shows for numerous theaters in New York.

Kaye's appointment reflects the greater importance of M-G-M's

(Continued on page 36)

manufacturers when prodded to sell a certain disk to "Get it on the Clark show." Soon the initials "D. C." stood only for the Philadelphia deejay.

Like all deejays who reach a pinnacle — as was the case with Martin Block, Ed McKenzie, Bill Randle, Alan Freed, etc. — Clark's every action today is scrutinized by the trade. The records he plays, the things he says, all these acquire a special meaning. They are the subject of knowing looks on the part of publishers, record men, distributors, et al. According to the gossip, and every hot jockey is gossiped about, Clark owns a piece of every record he plays, whether it be the artist, the copyright, the label, or even the distributor who hands him the record.

### Blanket Denial

Clark vehemently denies owning a piece of anything except one music publishing firm, which he openly states is his own. The firm is Sea Lark Music, a BMI-affiliated company, and a not very active one to date. He also owns a 50 per cent interest in the tune "At the Hop." Of this Clark says when it was first brought to him by Artie Singer, it was called "Let's All Do the Bop" and it had "old hat" lyrics.

Clark helped re-write the tune

(Continued on page 9)

## Big Diskeries in Battle Array For Sales War; 'Pacific' First

HOLLYWOOD — Competition among the major recording companies for soundtrack albums, already at a high point, is expected to become increasingly fierce on the sales level as well as at the bidding stage.

With RCA Victor and Columbia getting set to do battle for sales honors on the "South Pacific" album, the indications are that similar sales conflicts for the consumer's dollar will be waged on such pic packages as "Gigi," "St. Louis Blues" and the as yet unrecorded production of "Porgy and Bess."

To compete with the rapidly growing recorded versions of "Gigi," M-G-M Records last week announced a window display contest for dealers, offering \$700 in

prizes for the best display of the three albums from the film. Diskery and the studio have already served notice that they intend to retain rights to as many film packages as is possible, except of course in those cases where conflicting artist agreements prevent this.

Capitol and RCA Victor will have their own versions of music from the W. C. Handy bio-pic, "St. Louis Blues," on the market, Capitol's by Nat Cole and RCA's by Eartha Kitt, both of whom are in the film. RCA recorded the music from "Marjorie Morningstar" last week by Ray Heindorf, latter head of the music department of Warner Bros. Other competitive versions are expected on the market shortly.

The upcoming Goldwyn production of "Porgy and Bess" will be marled by conflicting talent pacts. Pic has Sammy Davis (Decca), Pearl Bailey (Roulette) and Dorothy Dandridge (Verve) in the musical

## C&W Co-Op Buys Allstar

HOUSTON — Folk Writers Co-Operative Association, organization of country music writers established in 1954, with members in the U. S., Canada, England, Japan and West Germany, has purchased Allstar Records, owned by Dan J. Mechura, with headquarters here.

Presently recording for Allstar are such artists as Earl Aycock, Daniel James, Red Mansel, the Gay Brothers, Ray Coyce, Glen Paul and Jimmy Jones. With the acquisition of Allstar, Mechura says a new distribution plan will be introduced, with members of the co-op org in key cities serving as deejay contact men on all the firm's releases. The organization also has its own BMI publishing firm, Allstar Music.

## STORZ BY ANY OTHER NAME . . .

CHICAGO — Todd Storz, the radio tycoon, has made more of an impression than he thinks on the nation's deejays by sponsoring the first national deejay convention.

This is evident at Mercury headquarters where the current action is on a novelty break-out disk, "The Little Train," imported from Merc's German affiliate.

Last week Mercury Veep Art Talmadge stormed into publicity director Tommy Schlesinger's office and commanded: "For Pete's sake, Tommy, get something in The Billboard to stop all these phone calls. All the deejays want to know is Erich Storz, who sings on that German record, is the same guy who paid for the disk jockey convention."

## Sherlock Gets Capitol Post

HOLLYWOOD — George Sherlock, for the past two years associated with the Mike Conner office here and before that Western promotion representative for Decca Records, has joined Capitol Records in the firm's sales promotion department.

Sherlock replaces Jim Hines, who resigned the post several weeks ago to form Rand-Hines Associates. He'll report to Richard Rising, national sales promotion manager of Capitol.

## Committee on Copyright Law Reviews Work

WASHINGTON — The copyright committee of the National Association of Broadcasters met here last week (19) to review the work of a panel of consultants who are preparing proposed revisions of the copyright law.

Arthur Fisher, register of copyrights, and A. A. Goldman, chief of research of the Copyright Office, joined the committee for a review of the work of the panel and discussed the study of various proposals in the field of international conventions dealing with copyright and related rights.

Committee members in attendance were Joseph A. McDonald, NBC, New York, chairman; Ian A. Elliot, KATL, Miles City, Mont.; Leonard H. Higgins, KTNT-TV, Tacoma, Wash.; Lee Little, KTUC, Tucson, Ariz.; James H. Moore, WLSL, Roanoke, Va.; Robert R. Ticher, WHTN, Huntington, W. Va.; and Gunnar O. Wiig, WROC-TV, Rochester, N. Y.

Association staff members attending were Harold E. Fellows, president; Thad H. Brown, vice-president for television; John F. Meagher, vice-president for radio; Vincent T. Wasilewski, manager of government relations; Douglas A. Anello, chief attorney; Walter E. Powell Jr., attorney; and Jerome McGranaghan, assistant to Mr. Wasilewski.

## Roulette Busy Here, Abroad

NEW YORK — Roulette Records last week purchased a master — featuring Joe Jones and cut by Mickey and Sylvia, the Vik duo. The platter, which will be released this week, spotlights a rock and roll version of the oldie "A Tisket, A Tasket" backed by "Every Night About Eight."

Meanwhile, Roulette vicepres Joe Kolsky is still looking for a replacement for national sales manager Don Carter, who resigned that post last week to set up his own record firm.

Distribution-wise, Kolsky made two changes last week, switching Roulette's distribution in Philadelphia from David Rosen to Chips, and in Albany, N. Y., from Seaboard to Leonard Smith.

In the foreign field, Roulette's foreign operations manager Donald Singer, recently set deals, whereby the label's disks are currently being manufactured and distributed in Canada by Compo Ltd.; Japan by Japan Sales Company, and in Mexico (distribution only) by Dimusa.

## Hill and Range Plans Major Role for Top

NEW YORK — The Hill and Range record company, Big Top Records, will be a full-fledged diskery, with albums along with single records. Altho the new labach Freres, has yet to release a single side, plans formulated to date include the eventual issue of both pop and jazz LP's along with single sides.

The first single session for Big Top is tentatively set for next week. As of this writing the artists to be cut were still unsigned, but it is understood that they include semi-names and new talent.

At this moment the Hill and Range heads are more interested in breaking thru new talent than in tunes. They will use material from their many firms that either has been turned down by other a.&r. men or is the type that only fits certain singers. They are anxious to develop new talent so that they can count on the talent on

future releases to break thru with hits. This, of course, has long been an Aberbach Bros. policy in regard to other labels, as re their music firm tie-ups with Elvis Presley, Jerry Lee Lewis and Johnny Mathis.

Also, the Big Top diskery is intended to develop into an established firm. There is no intent of making masters to sell them to other labels if they start happening. And there will be regular releases of records.

Big Top will use free-lance a.&r. men to cut records for them, a policy now being used by many larger firms. The publishing firm has already set about 10 independent distributors to handle the line and will set more when the first record is released. Initial records will be tested in a few markets, then if there is reaction they will be sent to all markets.

(Continued on page 12)



# Arnaz Rows With Mexico Over 'Lucy'

MEXICO CITY — Ex-band-leader Desi Arnaz is reportedly having a hassle with — of all things — the Mexican Government and local talent unions over "I Love Lucy." The gripe is developing over the Desilu Productions' policy of dubbing the veteran comedy series in Spain, rather than Mexico, with the government's Department of Cine complaining that the dubbed voicings on the show are "inferior."

Now Mexican authorities are reportedly "studying" the whole question of American telefilm programs which may use Madrid as a center or adding Spanish dialog or music. "Lucy," incidentally, received a banning in the local press.

HOLLYWOOD — Desilu Productions last week entered the musical big time with the signing of Johnny Green, former music director at M-G-M.

Green joins the team which will turn out the hour-long "Desilu Playhouse" next season, several of which are expected to be musicals. As well as writing the original musical scores, he'll produce at least two of them himself.

Martin Leeds, executive v.-p. of the company, said there are still no plans for Desilu to form or acquire a record label. Nor, at present, is there a musical series, such as "The Whiting Sisters," in the works.

# BBC Bidding For Borge; 1st Kid-Wax Due

NEW YORK — Victor Borge, who departs for a European stint of personal appearances and recording this summer, may repeat his one-man TV musical comedy on Britain's BBC-TV. He has been offered what he terms "a flattering amount" by British commercial video interests, but the government web has dug deep in its talent budgets and is now willing to match the commercial planners. BBC-TV has a moral advantage in that Borge performed on the web in his last London visit.

The pianist-humorist is being sought for a U. S. telemusical, this time in a fairly serious vein and showcasing serious artists, by CBS-TV, with a December slotting being discussed.

Borge is currently wrapping up his first album for the children's market at Columbia Records. He narrates an original story by France's Andre Popp, "Piccolo and Saxo," which deals in moppet terms with the theories of symphonic orchestration. He's also discussing with Columbia a Borge-Popp follow-up to the recent Popp "Delirium in Hi-Fi" waxing, to be done in Paris this summer.

# KMOX Stars Live Vocals

ST. LOUIS — KMOX-TV, which made its debut here last week as a VHF-CBS affiliate, is accenting local live music. "Town and Country," a 6:30-7 a.m. farm show, makes a standard program type unusual with music. "Good Morning, St. Louis," 7-8 a.m. strip, stars Curt Ray and Dottie Bennett in a variety format. "St. Louis Living" features the KMOX orchestra in a 4-4:30 p.m. strip.

## The Billboard Weekly Index

# RECORD SALES IN RETAIL STORES

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

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



# Sales Up a Bit—LP May Be Cause

By TOM NOONAN

Overall sales inched upward a little for the period ending March 8th. A 2 per cent increase brings the Total Unit Record Sales to a level just 4 per cent under the average weekly record sales for the period June thru November 1957. Actually, this indicates a fairly healthy state of affairs since first quarter sales are usually not equivalent to the sales racked up from June thru November of any given year.

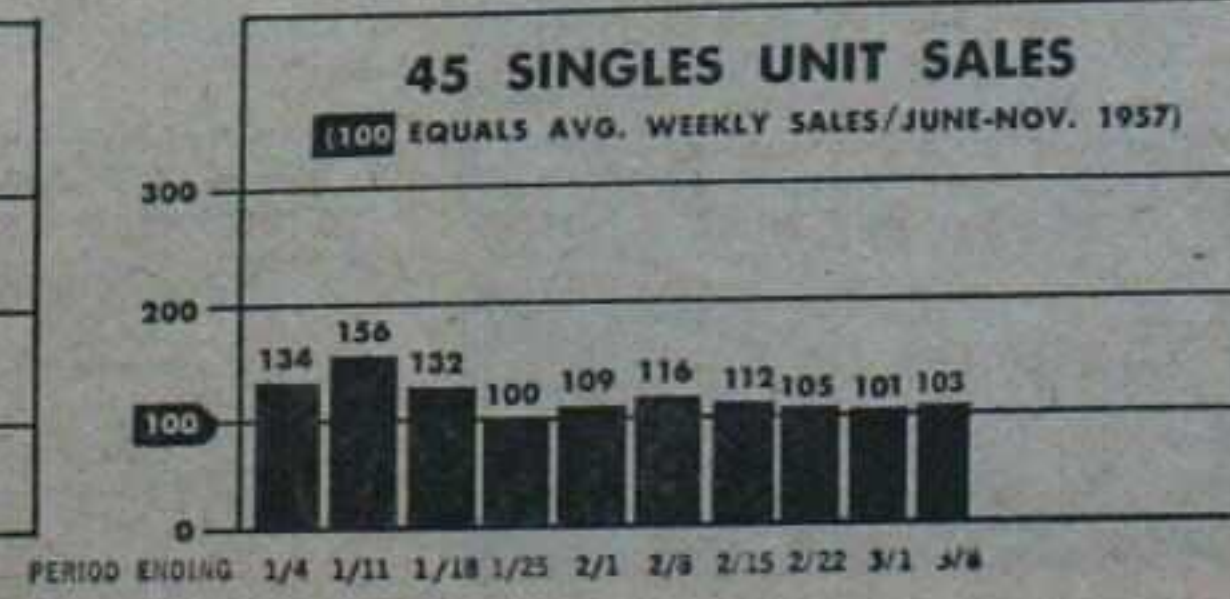
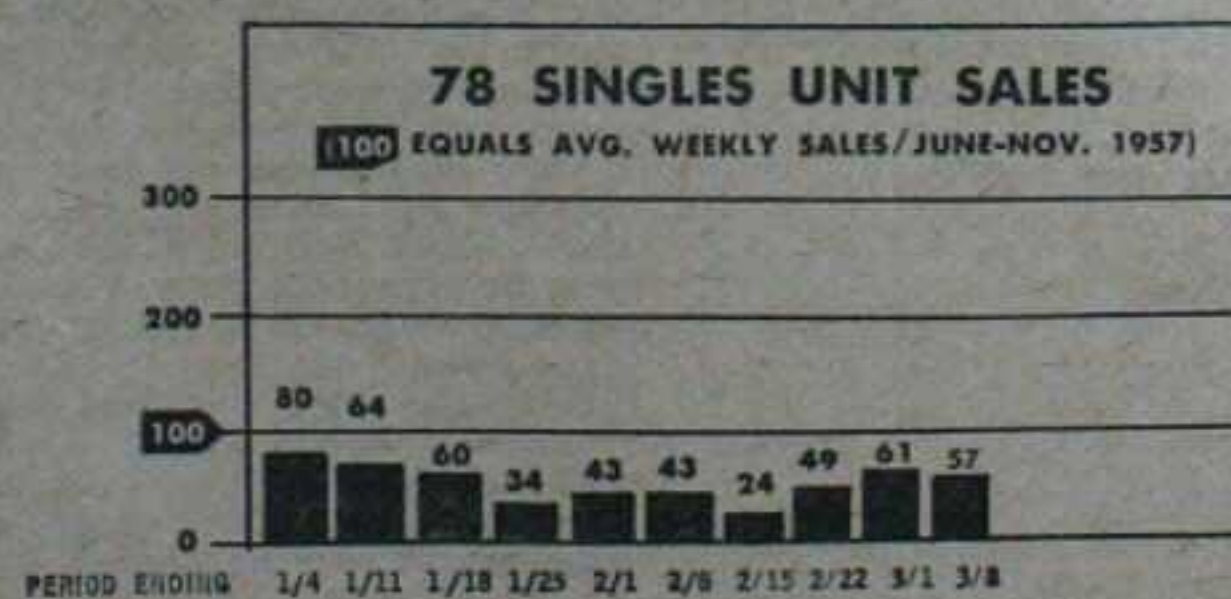
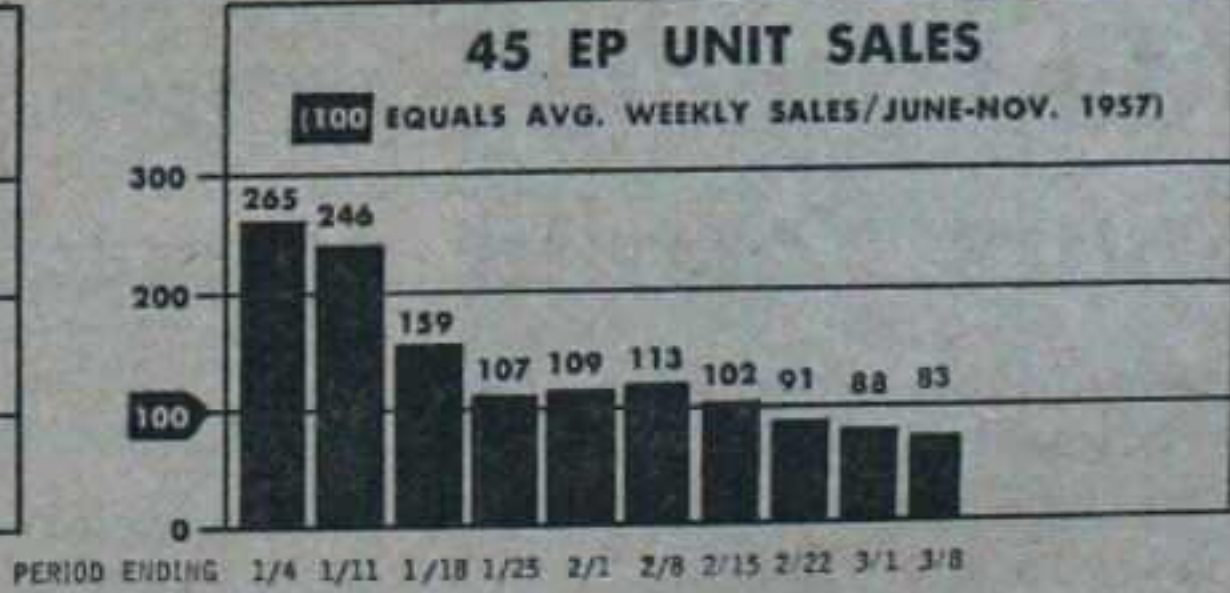
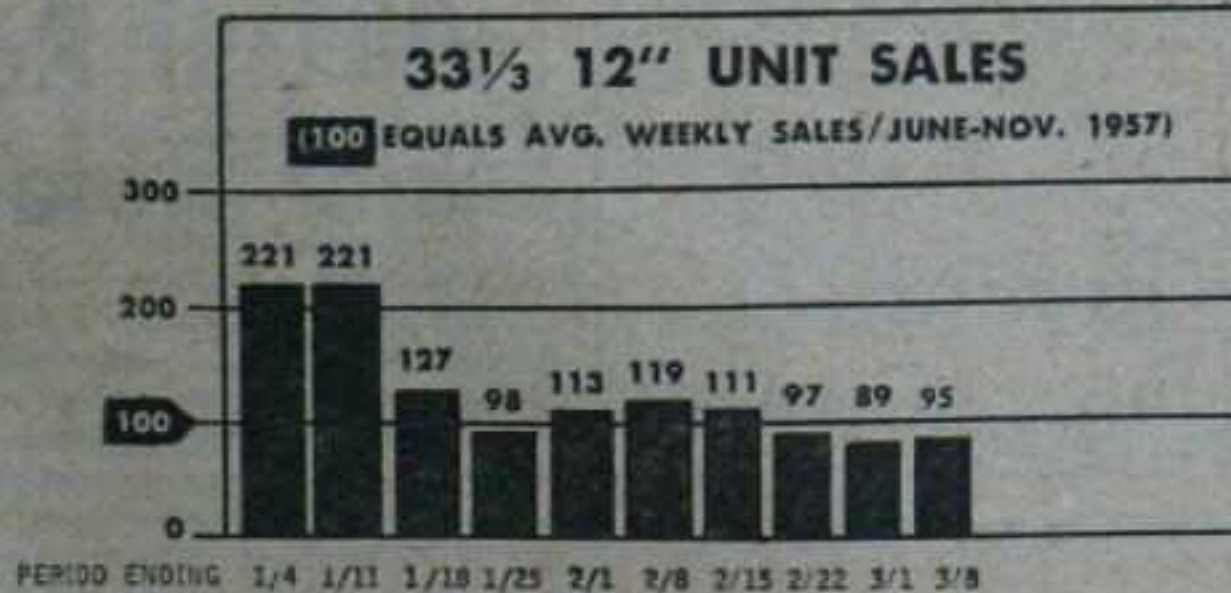
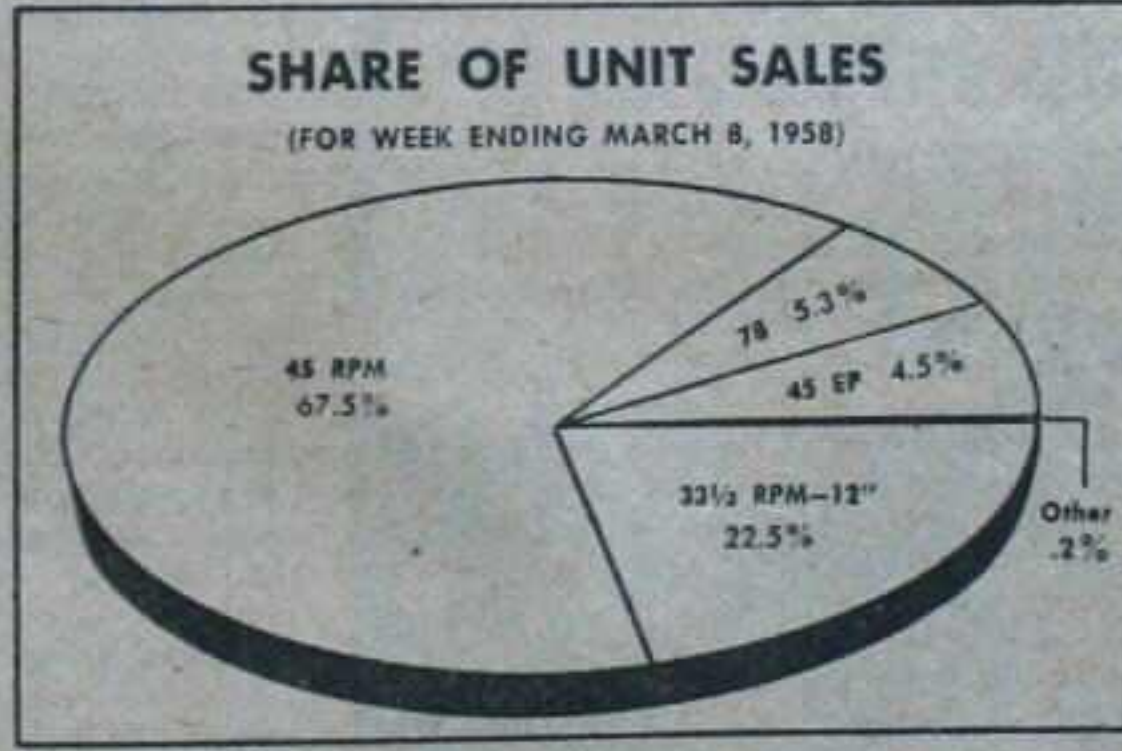
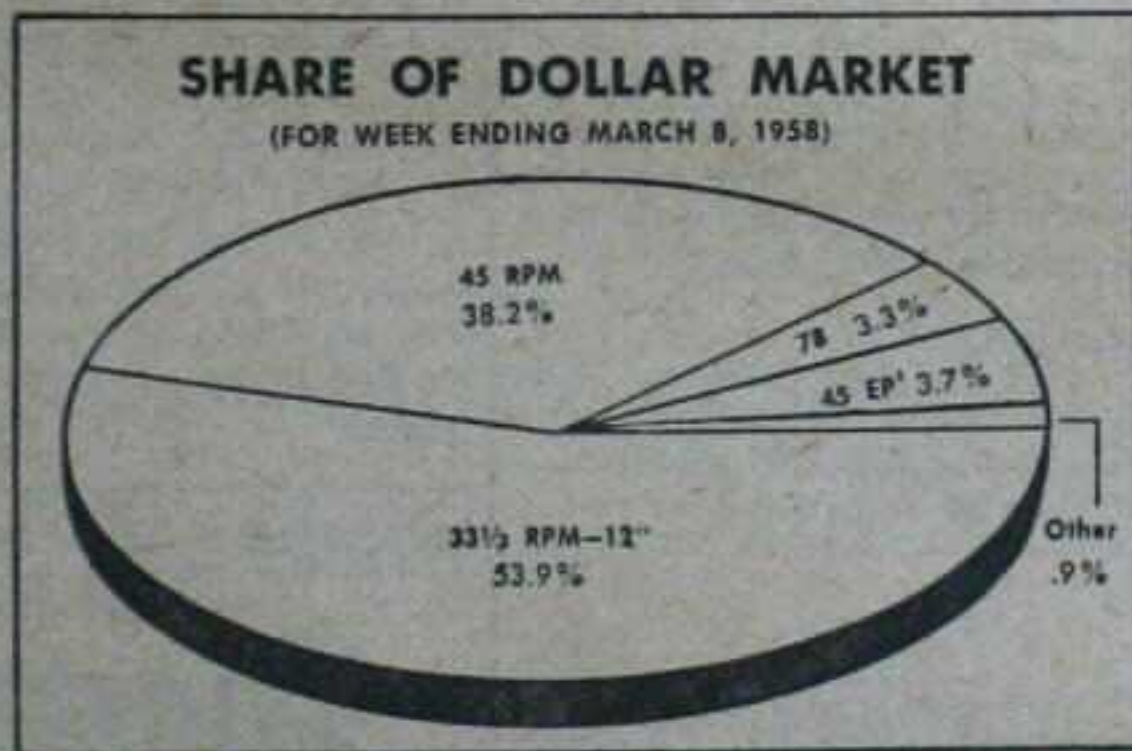
The increase may be due to the sales of 33 1/2 r.p.m.-12" records

which showed the largest gain among all speeds for the current period. 45 Singles also showed a minor increase but 78 r.p.m. and 45 EP dropped off slightly from last week. This is the fifth consecutive week that 45 EP sales have dropped and actually they have been falling consistently since the first of the year.

Of course these charts reflect unit sales without relation to various price ranges. While the long playing record went up slightly in unit sales over the previous period, the share of the dollar market pie-chart shows a smaller parallel in-

crease. This could be interpreted to indicate a slight increase in the sale of the low priced packages.

With three weeks to go in the first quarter of 1958, the overall quarterly unit sales picture will probably look bright. The tremendous cushion racked up in the first three weeks of January will undoubtedly offset the "average" business of the final 10 weeks. The last 10 weeks of the quarter, however, will probably show that the business held to same level, or very close to it, as the June thru November period of 1957.





# Live TV Packagers Planning Indie Invasion of LP Market

By CHARLES SINCLAIR

NEW YORK—Two familiar TV production credits—Talent Associates and Henry Jaffe Enterprises—may be gracing album covers this season, and a number of other indie packagers, from Barry-Enright to Sid Caesar's Shebrick Productions, are examining similar plunges into the disk field.

Initial plans for the two packagers are being built primarily around the leasing of recordings based on upcoming telemusicals, a production area in which both Dave Susskind's Talent Associates and the Jaffe operation have been prime movers this season.

Both firms admit to deals now under discussion with Columbia, RCA Victor, Decca, Capitol and other big labels, as well as with low-price album and kiddie waxeries. Both are planning to operate as "album packagers," retaining rights ownership and control of their platter packages thru production-recording stages. Then finished master tapes will be turned over to disk firms for distribution, in a pattern resembling indie motion picture production.

## 'Hansel & Gretel'

First platter operation off the mark will probably be Talent Associates' production for Rexall

sponsorship of Yasha Frank's adaptation on "Hansel & Gretel," due for NBC-TV colorcasting April 27 and starring Red Buttons and Barbara Cook.

A banded sound track album, with a special promotion version for deejays, is the primary entry, covering the Alec Wilder-William Engvick score in the TV show. At the same time, a "no name cast" platter of the tunes, plus narration, dialog and sound effects, will also be TA-waxed for the moppet trade. Low-priced albums of the music and disk singles will round out the basic picture.

Other Talent Associates musicals this year, including Richard Adler-scored "Little Women" and "Gift of the Magi" adaptations, plus an adaptation of "Hiawatha" and a musical original currently budgeted at a sky-high \$450,000, are being considered for similar treatment.

## Tie-In Campaigns

Major merchandising campaigns to tie in with the platters are being framed by TA and Associated Artists Enterprises, promotion-minded offshoot of the firm handling TV distribution of the Warner backlog and "Popeye" cartoons. AAE handled a similar promotion of TA's trial run in the platter field, the

sound track album of "Pinocchio" distributed by Columbia, earlier this season.

Much the same thing is happening at the Henry Jaffe offices, where the success of the Shirley Temple Storybook series has brought a rash of recording offers and album deals.

Columbia's Mitch Miller is said to have the inside track for the one-time moppet star's vocalizing, with a deal reportedly near to closing for Miss Temple's services on a waxing of "Dreams Are Made for Children," the program's theme.

Also rumored in the discussion stage: an album by Miss Temple of her pic oldies, slanted at nostalgic adults who remember "Little Miss Marker" as well as a new generation of kiddies.

## Package Plots

Original cast album deals are being discussed with Columbia and other top labels by Jaffe officials for upcoming music-slanted shows in the Shirley Temple "kidult" series. These would be a "series package" deal, rather than isolated one-shots.

The blockbuster in this line-up, according to program producer Alvin Cooperman, will be the Shirley Temple Christmas film

(Continued on page 9)

## TV PACKAGERS WAXING WARLIKE

NEW YORK — The two live TV packageries planning a plunge into LP albums here, Talent Associates and Henry Jaffe Enterprises (see separate story), are already on the musical warpath over the question of who's going to be first with a telemusical adaptation of "Hiawatha."

Both firms plan adaptations, with Talent Associates signing Yasha Frank to package it for Rexall sponsorship this spring and claiming a go-ahead from NBC-TV on the title.

Jaffe execs deny any knowledge of such clearance, and have scheduled a "Hiawatha" filming for the Shirley Temple hour-long series, basing it on commitments set last October.

So far, a cat named Long-fellow hasn't been heard from.

## Westinghouse Pushes School Talent Search

NEW YORK — The Westinghouse Broadcasting Company is conducting an American Youth Talent Search in areas covered by five of its stations—KYW, Cleveland; WBZ, Boston; WOWO, Fort Wayne, Ind.; KDKA, Pittsburgh, and KEX, Portland, Ore.

Contestants (vocalists only) must be in high school and may perform solo or in small groups (maximum number, five). Each station will conduct separate contests. Winners will be awarded all-expense trips to New York City to participate in the finals April 17 and 18.

Grand prize will be an RCA Victor Recording contract and a guest appearance on Patti Page's CBS-TV show "The Big Record" May 7, at which time the winner will introduce his first RCA Victor disk.

A jockey from each station will sponsor the regional winners, and will accompany them to New York and appear on the "Big Record" if their entry wins first prize. "Talent Search" jock at KYW is Wes Hopkins.

## WHERE ARE THEY?

# Charts Point Up Artist Mortality

• Continued from page 1

and Johnny and the Storey Sisters. In other words, the artists on 22 of the current top 50 records—nearly half, are on the charts with their first disk hits right now. How many of them can possibly repeat with a second click is anybody's guess.

Of the artists represented on the three sample issues selected as a basis of comparison, only two—Pat Boone and Elvis Presley—appear on the charts of all three. Buddy Knox appears on the charts of one year ago and six months ago. Meanwhile, Perry Como, Andy Williams, the Diamonds and Tommy Sands all appear on the charts of a year ago and today. On the other hand, nine artists appeared on the charts of six months ago as well as today. These include Jimmie Rodgers, the Everly Brothers, Paul Anka, Jerry Lee Lewis, the Crickets, Johnny Mathis, Little Richard, the Chordettes and Ricky Nelson. Despite these repeaters, the scope of the turnover on the

## Clooney Cuts M-G-M Album; Columbia Out

HOLLYWOOD — Chirp Rossmary Clooney has officially written finis to her recording career with Columbia Records. Singer and hubby Jose Ferrer last week completed recording an album of songs from the Broadway show "Oh Captain" for M-G-M Records.

Miss Clooney's deal with M-G-M is a one-shot only, with no plan at the present for more than the "Captain" package. It's known the Capitol Records has been dickering a deal with Clooney for some time, altho no such deal has been consummated as yet.

Miss Clooney's pact with Columbia ran out last week.

## Ford Issues 2 TV Songbooks

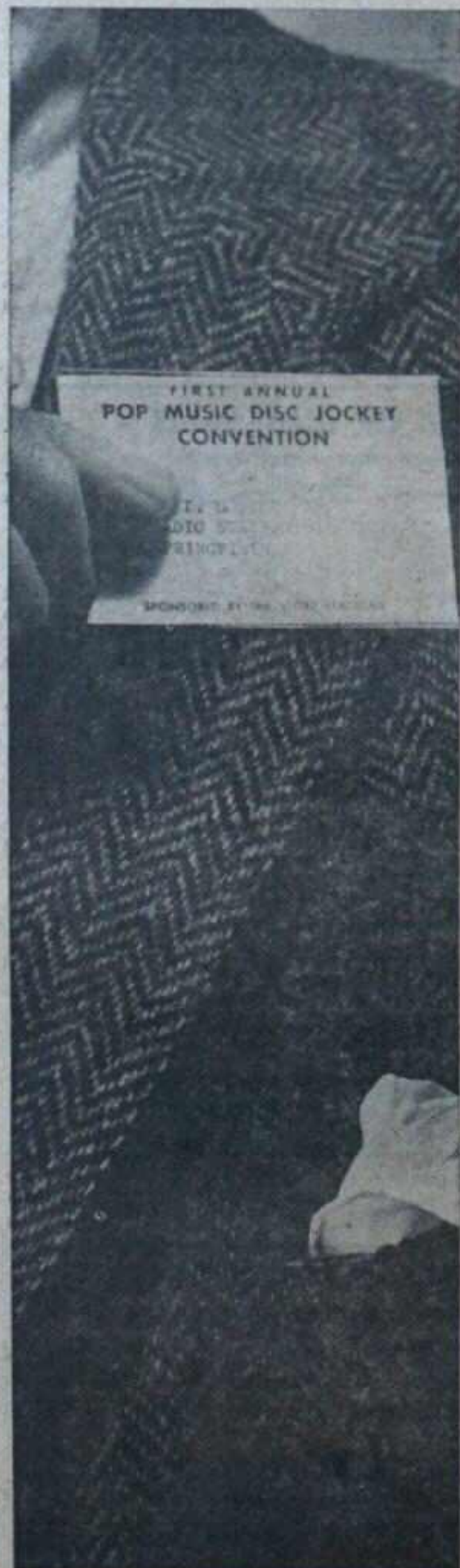
HOLLYWOOD—Based on requests for copies of the hymn spirituals and songs aired on his weekly show, Tennessee Ernie Ford, thru Highland Music Company, has released two 43-page songbooks. Folios are being distributed nationally. The "Favorite Hymns and Spirituals" folio contains 19 of the most requested songs with adaptations and arrangements by Ford and Jack Fascinato.

"The Original Songs" folio is a compilation of 15 written by Ford with the exception of "Bovin' Gambler," latter an adaptation and arrangement by Ford and Fascinato. Folios will retail at \$1.25.

## Graham Hour Shuffles ABC

NEW YORK — ABC-TV's Saturday night music schedule is in for a shakeup with the arrival in May of Billy Graham and his evangelical hour-long series. The Dick Clark show is expected to be strong enough with adults to move it from 7:30 to 8:30 p.m., immediately preceding Lawrence Welk.

"Country Music Jubilee" will be switched to another night, leaving the 7:30-8:30 hour for Graham, whose 17-week stint will originate from the Cow Palace in San Francisco.



## THANKS

to everyone who wore this badge . . . whose presence, participation and interest brought success to the FIRST ANNUAL DISC JOCKEY CONVENTION and PROGRAMMING SEMINAR.

## INVITATION

to send us comments, suggestions, criticisms which will help shape the 1959 Convention.

## ADVANCE NOTICE

to all air personalities, broadcast, record, music and advertising executives: Set aside March 5-6-7-8, 1959, for the 2nd Annual Disc Jockey Convention, sponsored by . . .

## THE STORZ STATIONS

Omaha, Nebraska

WDGY, Minneapolis-St. Paul  
WBB, Kansas City  
WTIX, New Orleans  
WQAM, Miami



LOCAL RADIO

# Landers Shows Deft Jock Touch

New York radio indie WNEW is putting plenty of consumer promotion behind its newest jock, Bob Landers, who recently replaced Bob Haymes and the Roy Fox Ork in the station's 12 noon to 2 p.m. time slot, seven days a week.

The campaign should pay off now young (28) Landers—formerly a top-rated jock at WINZ, Miami—comes over as sincere and highly versatile with a likeable personality blend of folksy charm and urban humor.

His disk intros on the show tonight (Saturday, 15) were a bit so pat, giving the impression he

**The Bob Landers Show (local)**  
Deejay-Emcee, Bob Landers. Participation sponsorship.  
(WNEW, New York, 12 noon-2 p.m., EST, March 15.)

was straining too hard to cue in his chatter with the title of each tune. However, the over-all effect was definitely on the plus side.

Landers is particularly deft with commercials, which he often brings on with one of several voice characters, most effective being a daffy drifter, tagged Jerry.

He is obviously directing both his programming and personality at the house wife, and the fact that he can hand out the old

"write me, I love people" line and sound genuine indicates a strong rapport for this market. In line with this, he shrewdly plays up the fact that he was born in New York. ("It's wonderful to be home.")

Disk selections Saturday (15) reflected WNEW's general programming preference for standards, show tunes and "pretty pops." Platters included Lena Horne's "From This Moment On," Tony Bennett's "One for My Baby," Joe Williams' "You've Got Me Crying Again," "Something's Gotta Give" by the McGuire Sisters, and his theme song, Bernie Wayne's lush "Passionata."

June Bundy.

MOTION PICTURE

# Tunes Play Minor Role in Pic

Paramount's "Teacher's Pet" isn't likely to crack the winner's circle when the year's top awards are handed out, but it's nevertheless, highly diverting entertainment. This is due mainly to a reasonably credible script by Fay and Michael Kanin, brought to life thru the tested talents of Miss Day and Messers Gable and Young. It is not due in any way to the musical aspects of the pic, tho in some advance ads, this angle was heavily played up.

The story about the tough guy, school-of-hard-knocks city editor who gets accidentally railroaded into attending a journalism class

**Teacher's Pet**  
Stars: Clark Gable, Doris Day, Gig Young, Mamie Van Doren. Written by Fay and Michael Kanin. Directed by George Seaton. Produced by William Perleberg. Reviewed at the Capitol Theater, New York, Thursday (20). Running time, 129 minutes.

in night school, taught by Doris Day (who still looks like the all-American girl), stands up well enough all by itself. Musically, the flick consists of the title tune, thrashed by Miss Day behind the credits, a mambo version of the same tune performed in a night club scene by a combo, and a and-roller, performed in the same club's floorshow by Mamie Van

Doren. Tune is called "The Girl Who Invented Rock and Roll," but neither the tune nor the gal do much for each other. Pic adds up to happy, uncomplicated fare, thanks to three top talents, with music a very minor part of the total scene. Ditto Miss Van Doren, who appears only in the night club seg.

Local kickoff got an all-day plug on opening day by local indie WINS. Station, via jockeys Jack Lacey and Irv Smith, did all its shows from the theater lobby, running contests, interviews, etc., as part of the hoopla.

Ren Grevatt.

LOCAL TV

# Sillman Lifts Broadway Curtain

Leonard Sillman, the Broadway producer who has staged various "New Faces" productions since 1934, is the latest New Yorker to be showcased by WABD in a locally produced, live show aired in a choice evening hour.

He is lively and facile, altho with a manner somewhat dilettante-ish, as he conducts viewers thru a format that is a loose mixture of vest-pocket revue, talent school and theatrical forum. He seems to enjoy every minute.

**Leonard Sillman Show**  
Star, Leonard Sillman, Broadway producer. Premieres guests: Mildred Cook, Paul Lynde, comedians. Executive producer, Milton Robertson. Music director, Art Siegal. H. Wesley Kenney, director (WABD, New York, 8:30-9 p.m., EST, March 20.)

In the premiere production, talent highlights were appearances by Mildred Cook, who pulled big laughs from the studio audience with her version of a summer-stock songstress warbling a "Maytime" favorite amidst a cloud of mosquitos, and Paul

Lynde, one of the most original "stand up" comedians around.

Sillman, who frequently invited viewers to send him questions about the theater, did a "Meet the Press"-type quiz session with a fresh-faced group from the Stage Studio Workshop. The young hopefuls tossed fairly penetrating questions, which Sillman, for the most part, ducked gracefully.

Summed up, it's an often-entertaining half-hour, and practically ideal for viewers with a yen for a backstage look at Broadway.

Charles Sinclair.

NIGHT CLUB

# Good, Hard Bop by Pepper Adams

There's a lot of driving, pounding, hard bop being played in New York these days, and much of it is coming from the Five Spot, one of the city's newer Lower East Side jazzeries. The party spots now and thru April is a wild swinging combo led by baritone man Pepper Adams and featuring trumpeter Don Byrd, pianist

Don Friedman, Alvin Jones on drums and Doug Watkins on bass.

The pace is frantic with these cats. From the opening chord they go. Pepper Adams, East for the first time in a long spell, sells his bary work with drive and determination. Don Byrd demonstrates again that he is one of the fine young talents around on trumpet. The night caught he was breaking in a new

horn and his tones were clear and ringing. Don Friedman plays a thousand notes on the piano, with either hand, and he's a young 88'er to watch. Watkins and Jones lend the group strong rhythm support. The atmosphere of the club befits hard bop, and it's lucky the walls are thick. Sunday afternoon there are poetry-jazz readings.

Bob Rolontz.

NIGHT CLUB

# Shearing Features Jam Session

Spotlight in current George Shearing stand at Sunset Strip's interlude is on Armando Perea and Afro-Cuban rhythms, somewhat of a departure from Shearing's usual norm of contemporary jazz, on Capitol Records.

The only Shearing solo, a magnificent improvisation on "It Might as Well Be Spring," was well received by the crowd, and should have been followed up. Otherwise, the piano maestro was

reduced to intimate asides to the audience, since his light-fingered touch was well nigh blotted out by the bongos, vibraphone and guitar.

Session was started with "You Came to Me From Out of Nowhere," featuring Jean Thielman on the guitar. Shearing, then Emil Richards on the vibraphone followed, plus a group rendition of "Lady Is a Tramp."

At this point Perea took over and the mood changed from quiet intimacy to that of a jam session, with "Speak Low," "Cha Cha Cha" and "Old Devil Moon" all given over to the bongo-congo rhythms. Perea, one of the top practitioners in the art, progresses gradually into a frenzy of sound, and had the audience cheering at the end.

Bob Spielman.

# 'PACIFIC' MUDDLED BY MUSICAL SCHIZOPHRENIA

By CHARLES SINCLAIR

**South Pacific**  
Stars: Rossano Brazzi, Mitzel Gaynor and John Kerr. Featured: Ray Walston, Juanita Hall, France Nuyen. Music and lyrics by Richard Rodgers and Oscar Hammerstein II. Screenplay by Paul Osborn from the play by Rodgers, Hammerstein and Joshua Logan. Producer, Buddy Alder. Director, Joshua Logan. Music director, Alfred Newman. Leon Shamroy. Filmed at 20th Century-Fox; distributed by Magna.

"South Pacific," from the standpoint of sheer production, has emerged in the vastness of Todd-AO as the most overwhelmingly sumptuous, color-drenched, stereo-voiced effort in the history of screen musicomedey.

Richard Rodgers and Oscar Hammerstein II, along with Joshua Logan have made full use of a privilege rarely accorded the creators of a Broadway musical. In filming their own property, they have pulled out all the stops in every movie-making department, and have enjoyed complete control.

The star-laden film, to which RCA Victor has hitched its huge sound-track bandwagon, is therefore doubly disappointing. To put it in its bluntest terms, "South Pacific" more often than not comes dangerously close to being a gilt-edged, ponderous bore.

In the screen version, a minor disaster has occurred in the process of blowing up music and drama elements to larger-than-life proportions.

The famous musical numbers now exist in a framework-within-a-framework. These "musical interludes," almost all "dubbed," are distinctly set apart from the running plot with the aid of shimmering Jell-O-like filters on the cameras, with faces and forms sliding gently into magentas, mauves, yellow-greens and yellow-browns on cue, as tho the whole affair was an optician's test of the audience's color perception.

Occasionally, as in the still-sprightly "Happy Talk," the Gauguin-like sunny yellows and strange jungle greens are incredibly effective. At other times, cinematographer Leon Shamroy's innovations for musical segments look as tho the color laboratory had simply goofed.

With the musical and dance sequences handled more as an "added" than "integral" component, the parallel stories of the little nurse from Little Rock who cannot reconcile herself to the previous racial intermarriage of the cultured planter she loves, and the young lieutenant from Philadelphia's "Main Line" who cannot face his snobbish parents with a Tonkinese bride, are now thrown into prominence they never had to face before. As a result, their sheer superficiality and soap-opera quality are revealed clearly.

# 'MERRY ANDREW' PROVIDES OKAY VEHICLE FOR D. KAYE

By HOWARD COOK

**Merry Andrew**  
Star, Danny Kaye. Director-Choreographer, Michael Kidd. Music, Saul Chaplin. Lyrics, Johnny Mercer. Music adaptation, Nelson Riddle. Producer, Sol C. Siegel for M-G-M. Opened Radio City Music Hall, New York, March 20. Running time, 98 minutes.

Danny Kaye's latest celluloid romp is one of his funniest. In "Merry Andrew" he is cast as a timid instructor of a boys' school where his father is headmaster. He's the only one of three sons who hasn't come up to father's expectations. In order to escape parental domination and to be in a position to marry his fiance, Kaye convinces his father to allow him to go off in pursuit of a statuette of the god Pan. Then he becomes involved with a circus that is playing on the site where he plans to dig.

The circus backdrop allows him plenty of room for antics. In one scene, Kaye is digging for the statue and tunnels his way into a cage of restless lions. In another he substitutes for the ailing ringmaster, played humorously by the Met's Baccaloni. In order to fill Baccaloni's uniform, Kaye has to don a life jacket. While he is announcing the acts, the jacket inflates, and he goes soaring to the top of the circus tent.

He also has a very funny scene on the trapeze and two amusing chase scenes.

Eight tuneful songs by Johnny Mercer and Saul Chaplin are woven into the plot, and several have Hour Roll potential. "Tickety-Boo" is one of the cutest film novelty songs to come along in some time. "Salute," a cheerful, festive theme, gets a full production treatment with Baccaloni, a singing and dancing group sharing honors with the star.

Lovlies Pier Angeli and Patricia Cutts are in pursuit of Kaye, and other supporting roles are filled effectively by Robert Coote, Noel Purcell and Rex Evans.

Capitol Records is releasing an album with Kaye doing songs from the film.

# LEE KONITZ GROUP 'A GAS' AT HALF NOTE; BAUER STRONG

The Half Note, New York's farthest downtown jazz bistro, has been drawing good crowds over the last two weeks, and for good reason. The attraction is the Lee Konitz Quartet, with Lee on alto, Billy Bauer on guitar, Peter Ind on bass and Ed Levinson on drums. As anyone who enjoys modern jazz would say this group is a gas.

Konitz, of course, one of today's outstanding altoists, with a pure tone and fluid style, is the mainstay of the group. Lee is playing today with all the warmth and feeling that have brought him to his present position. But one of the pleasant surprises of the group is the guitar work of Billy Bauer, who was one of the original members of the Woody Herman first herd back in the 1940's. Playing the guitar like a percussion instrument, Bauer shows off his strong rhythmic style and his imaginative fingering on every solo. As someone put it "when this guy plays a solo you know he'll be there." The blend of the Konitz alto and the Bauer guitar, which is used in the intros and conclusions of many tunes, is rich-sounding and ear-catching. In some respects it is similar to the old Benny Goodman-Lionel Hampton work together.



## MASTER CONTROL

BROADCAST TRENDS AND TRIFLES

By BOB BERNSTEIN

### RATING WEEK FARCE

Both stations and networks have for a long time been concentrating heaviest artillery of each month on rating week to look good in whatever rating reports are considered strongest in their particular broadcast niche. Many ad agencies have solved the problem for clients by giving their time buyers a rule of thumb like this one from BBD&O: Cut the figures by 15 per cent for web shows, 40 per cent for local shows, 50 per cent for feature films. Series with no variables are expected.

Radio seems to suffer the same confusion as TV, but a brave step was taken this month by a Rochester, N. Y., station. The president wrote his three chief competitors calling for a truce in the war of gimmicks, promotions, prizes and hypotes lest "the market fall into the undesirable category of many others at agencies." Learning that sponsor reps were discounting Buffalo Pulse and Hooper surveys because of giveaways to "falsely hypo ratings, a practice seriously frowned on by the FCC," the Rochester exec begged the other prexies not to permit "an audience war" but to "meet and agree to put such costs into public interest programming rather than buying audiences." No word from Rochester since then.

### SNOW AND STATIC

Viewing tastes in New York take a path all their own. It was Perry Como and "Person to Person" in the top ARB spots for March, with the national pick "Gunsmoke".... With its very life in danger, American Broadcasting Network came up with \$1 million in sales last week.... WABC-TV is so happy with its horror features that they've been expanded to six nights a week at the expense of un-horrible late movies.... Ithaca College has launched an educational TV outlet for viewers in upper N. Y.... WQXR, the N. Y. Times station, is offering \$500 for a chamber music composition.... Advertisers, agencies and station personnel polled by Adam Young support the rep's proposal that Pulse enlarge its survey areas to the full trading zone.... The agency trend continues unabated, with two of the South's biggest, Lindsey & Company and Liller, Neal & Battle, joining forces April 1.

### REVOLVING DOORS

David Polinger named sales account exec at WABC-TV, N. Y.... Frank King joined KTVU, San Francisco-Oakland, as national sales director.... Vic Hirsh new program director at WTOP-TV, Washington.... Telestar Films names David Savage executive vicepres.... Dick Clemmer to Kudner Agency as a TV director.... Casey Strange into promotion and publicity at WFBM, Indianapolis.... John Millar upped to commercial manager by WCAX, Burlington, Vt.... CBS-TV appointed Robert (Bud) Swats, Jr., manager of its Detroit sales office.

## WHEELING AND DEALING

TALENT TIDINGS

### BLUES AND THE BARD

Red Allen and His Dixieland All-Stars open the jazz series at the Stratford Festival, Ontario, July 23. Last year's concerts were sock box office, so the upcoming agenda has been expanded to include Dizzy Gillespie, Billy Taylor Trio, Errol Garner, Carmen McRae, Wilbur de Paris and Moe Koffman Quartet, plus folk singers Richard Dyer-Bennett, Marais and Miranda and Jacques LaBrecque. Langston Hughes will also be reading bop and Gospel poems to Allen's backing.

Originally organized as a Shakespeare festival, the Stratford roster continues to accent music with a production of "Beggar's Opera" and longhair concerts by the New York Pro Musica and the Festival Instrumental Ensemble. The music season runs thru August 16, the three Shakespeare plays thru September 13. Hughes, incidentally, won the booking via his readings at the Village Vanguard in New York Sundays.

### NATIONAL OPERA WEEK

"The growth of interest in opera as a community project is the basis for that long-dreamed-of chain of opera houses across the country," says Metopera General Manager Rudolf Bing. "There is ample evidence that everywhere people are doing something about it in their home towns." He attributes much of the impetus to "the tremendous influence the weekly Met broadcasts have exerted in developing a taste for opera across the nation." Over 600 permanent opera companies will attend the annual conference in New York of Central Opera Service, this week being designated National Opera Week thru the good offices of Sen. William Fulbright of Arkansas.

### CINEMATTERS

"St. Louis Blues," movie bio of W. C. Handy starring Nat Cole, gets its world premiere April 10 in St. Louis.... Johnny Mathis will act as well as sing the title song in 20th Century-Fox's version of Françoise Sagan's "A Certain Smile".... Production on "Five Pennies," with Danny Kaye in the role of cornetist Red Nichols, begins today in Hollywood. Louis Armstrong co-stars.... Bunny Walters, wife of musical director Johnny Green, joins the Warner Bros. pic "Home Before Dark," starring Rhonda Fleming and Jean Simmons.... Jimmy Rodgers signed to sing the theme of C. V. Whitney's "Young Land."

### HERE COMES SKIER JORDAN

Junior Jordan, dubbed "The Wild One" by Alan Freed because he played club dates in a ski suit during the New York blizzard last month, has adopted the winter wear as his permanent performance garb. Jordan meanwhile has set George Goldner's Gone Records to distribute his platter "Down Boy," but under Junior's own label, Roc.

### BROADCAST BOOKINGS

Phil Silvers will do a music comedy spectacular for CBS May 13.... Victor Borge in London adding TV to concert bookings.... KING-TV, Seattle, launched a variety series, "Thirtway Caravan," with Jimmy Wakely first guest.... Phil Anderson's bio of Lawrence Welk published this week.... The Hal March show shoots a pilot film tomorrow.

## 'Payola' Charge

Continued from page 2

statement re payola in Los Angeles is true. I do, however, resent his blatant generalizations and rise to the defense of the deejays at KFVB... who, to a man, regard an attempt at payola as a personal affront.

Jerry Marshall, WMGM, New York, said: "I've been in this business for 20 years, and I can say I've never been approached by anyone with a financial offer to play a record. I play records the way I see them. If this gentleman (Lazar) has any names, he should name them. I'm a little tired of the whole deejay fraternity having its name smeared. You can shoot buckshot anytime."

Hal Moore, program director of WNEW, New York, and an "ex-disk jockey," opined: "Any deejay who has an interest in his job and station, should resent the idea that because he plays a record, an assumption is made he was paid to do so. We pay our guys darn good incomes. They're old pros and long ago learned that you can't force anything down audience's throats."

Moore also pointed out that most song pluggers visiting WNEW represent firms which operate both ASCAP and MI music companies.

### 'Fantastic Naviete'

In reference to Lazar's statements about Trinity music, wherein he contended they "control an artist-management company which tells their performers what to perform and what songs to sing," Trinity prexy Joe Csida said Lazar's remarks "display most glaringly either a fantastic naivete and lack of knowledge concerning the music business and show business, or a deliberate attempt by vicious innuendo to read sinister motives into legitimate and standard business operations."

"Operators of music publishing firms," said Csida, "have for more than 25 years, to my knowledge, often also operated talent management firms representing one or more performers. Similarly artists themselves often own music publishing firms, both ASCAP and BMI."

"His (Lazar's) statement is as silly as saying Roncom Music is subsidized by ASCAP because it is owned by Perry Como, and that Mr. Como plugs only ASCAP music on his very popular TV show and records only ASCAP songs on his RCA Victor records."

"The artists managed by Csida-Grean Associates record and perform on radio, TV or live, at all times, those songs which are best suited to their talents, and we mu-

## MUSIC MOVE MULLED

# NTA's Fall Splurge Showcases Shirley

NEW YORK — "On the Good Ship Lollipop" continues to be a TV theme song of National Telefilm Associates, which has decided to draw on its backlog of 17 old Shirley Temple films for airing as "specials" in NTA's film network operations.

According to NTA prexy Ely Landau, the features starring the singing cine moppet were purchased from 20th Century-Fox, the original producers, for \$100,000 apiece, or a total of \$1,700,000. As with the four Temple starrers aired last season, they will be aired in a nationwide spread of over 100 markets with participations sold to national advertisers.

As a parallel promotion, NTA is also reportedly mulling a step into the record business. With Miss Temple very much in the news with her successful "Storybook" series on NBC-TV and with her film oldies pulling high ratings in their exposure, it's felt that an album of her top numbers, slanted at both the moppet trade and nostalgic adults, would be a revenue-bringer as well as a prime promotion for the film network series. No diskery deal, however, has been inked yet.

## FCC Okays Sinatra Buy

HOLLYWOOD — Purchase of three Pacific Northwest radio stations by Frank Sinatra has been approved by the FCC. The outlets are KJB, Seattle; KXL, Portland, and KNEW, Spokane, previously owned by the Mount Rainier Radio & Television Broadcasting Corporation. It marks Sinatra's first purchase of radio or TV broadcasting facilities.

actually believe will best be received by the public.

"Any analysis of the songs performed by them on records, radio, TV, etc., will bear out the fact that they perform more ASCAP than BMI material, because ASCAP has a vastly larger repertoire of highly popular standards than BMI. Csida-Grean artists are intelligent, free people and they resent the irresponsible statement by Mr. Lazar."

## NBC, Columbia, Texaco Combine to Push Disk

NEW YORK — As a promotional gimmick for the upcoming "Swing Into Spring" one-shotter, starring Benny Goodman and a star-studded guest roster, an unusual variation of the familiar "record coupon" stunt has been mapped out by the Texaco Corporation, NBC Exploitation Department and Columbia Records.

Columbia will issue a special 45 EP album with the title "Swing Into Spring," featuring the Goodman ork. Altho tabbed at the usual \$1.29, viewers will be able to get one for 50 cents by going to one of the 38,000 Texaco dealers obtaining a special coupon, and mailing it with the half dollar to Columbia Records. The record thus acts as a traffic-builder at the oil firm's consumer outlets, and will be featured in commercials on the April 9 hour-long colorcast.

As a parallel promotion, NBC video affiliates will participate in a "Swing Into Spring" letter-writing contest, with the original Goodman Carnegie Hall recital album

and other Goodman waxings given as prizes. To get further plugs for both the albums and the one-shot special show, which has been assembled by William Morris Agency and Goodman, maestro Goodman is due for guest shots on "Today," the Steve Allen and Jack Paar shows, and "Treasure Hunt," as well as NBC Radio shows.

Altho by no means the first time a major advertiser has tied up with a record firm in a special promotion (Heinz, for example, had a recent album promotion with RCA Victor), it's a first to anyone's knowledge for a leading oil firm.

The Goodman show has actually been in the works since last fall. Originally, it was being discussed as one of the specials in the now-dropped "Texaco Command Performance" series, but was more recently scheduled as a non-series "special." Talent line-up for the show includes the McGuire Sisters, Harry James, Ella Fitzgerald, Jo Stafford, Ralph Burns, Teddy Wilson, and others. Dave Garroway will emcee.

The Temple films are part of an over-all expansion of air activity at NTA, which Landau outlines as "the addition of six major program series and the expansion of the periods to include a three-hour segment in prime evening hours, four-station or more markets, the establishment of 'Big Night' format." New planning is being built around three half-hour film series, plus hour-long reruns of Warner Brothers and 20th-Fox drama shows, plus feature page-ages.

NTA's Famous Films offshoot incidentally has acquired a new package of feature films to be tabbed "Enterprise Pictures." Package includes two musicals, "On Touch of Venus" and "Fabulous Dorseys."

## Chevy Signs Boone Again

NEW YORK — Pat Boone, who has been garnering the healthiest ratings among this season's crop of video singers, has been renewed for next season by Chevrolet. Boone's weekly half-hour on ABC-TV, currently seen Thursdays 9-9:30 p.m., will be slotted elsewhere next September, with the telecasts changing their origination from New York to Hollywood.

## ASCAP Conduct

Continued from page 3

on the "current performance. ASCAP complainants say both requirements are being violated. (See separate story.)

Justice has also recently "intensified" its study of complaints that ASCAP's weighted vote, based on earnings, does not give complainants a "fair and impartial hearing." ASCAP permits one writer vote per \$20 of earnings, and one publisher vote per \$500 in earnings. New study was apparently touched off by recent Lengsfelder suit in New York.

"Approximately one month ago," justice asked ASCAP for "extensive statistical information" on the weighted vote problem. Analysis is not yet complete, Hansen says. The decree itself would have to be changed—and could be—if the currently permitted vote system is found unfair, Hansen notes.

### Station Charges

ASCAP's alleged failure to give a "true choice" in per-program versus blanket licensing to broadcasters has been the subject of "numerous complaints." Radio and TV stations have told Justice that per-program licenses involves such "onerous and burdensome conditions" that blanket choice is practically mandatory.

The problem of admission to membership in ASCAP is still in the foreground. Membership of Barnard Young was accomplished only after Justice indicated it would intervene, Hansen noted.

Principal complaints since 1950 have been that: 1. ASCAP's survey is not representative; 2. The society has failed to give proper credit to the logged music; and 3. Unfair benefits accrue to certain members at the expense of others, Justice reports.

In closing, Hansen notes that the hardest problem would be in deciding the "policy questions as to the type of relief desirable," should ASCAP be found in violation of its decree.

Hansen hopes that the Roosevelt Committee can be of great help to Justice, to ASCAP and its members, and "to the nation, by airing these matters."



# Philadelphia Story: Part II

Continued from page 4

and gave it the title of "At the Hop." But when the finished record was ready Clark didn't play it for four weeks, getting on it only after deejay Larry Brown started it in this city. "I didn't believe it would happen," Clark states. As for record firms, Clark says he will have an interest in a new label that is now in the process of formation, but is still unnamed.

What many of Clark's critics and even distant friends don't realize is that his show rarely starts a brand new record. He makes them, but doesn't break them. In fact he rarely plays a new record on his national TV show unless recorded by a hot artist.

Clark has an hour a day of local time here (2 to 2:30 p.m. and 3:30 to 4 p.m.) which he uses to test new records. He also uses his hops, which he puts on assiduously, to program new disks. If the kids react strongly to a new disk on his local TV show or at a hop then he lays on it on his national TV seg. If not, it usually doesn't make his network show. And the kids tip him vociferously on new releases that they want to hear at hops and on his local shows.

### Checks on Sales

In addition, like other jocks, Clark gets tips from distributors, manufacturers, other jockeys, etc. He checks on sales in this city, other cities, calls other jocks to check out the tips, and if possible the sales figures. A check among Philadelphians shows that they handle Clark carefully when it comes to new releases. They prefer Clark to test a record before he plays it nationally, so that if there is no reaction he doesn't waste his time. And if a disk passes the test and still doesn't take off on the national show, they tout him off the record quickly to conserve his power for the real hits. He uses the test method, plus his own judgment and that of Tony Mammarella to program on his national show.

It is this testing method that enables the Philadelphia distributors, promotion men, etc., to often estimate chances of a new release long before manufacturers themselves can. A lot rises and falls in the record business on the reaction of young Philadelphia listeners. Yet even the kids can be very wrong. The Cameo re-issue of "Shake a Hand" by the Mike Pedicin Trio, which a few years ago sold 60,000 records in this city, looked like the hottest thing since Mt. Vesuvius according to the reaction of the young Philadelphians when played on the Clark show. Orders came in for 100,000 records. Clark laid on it for two weeks but it still fizzled out like a damp squib.

Clark uses one other record test. The music must have a danceable beat for the kids on his show. If not, he won't touch the record. And the dances must be ones the kids already know, like the bop, stroll, etc. He won't teach a new dance on the show. If they develop it themselves okay, if not, no dice.

What is the significance of Dick Clark, away from his import in this city? First of all, he is the nation's first successful national TV disk jockey. He has proved that a TV deejay can make it nationally, attract and hold a national audience, and—important to the record business—that he can make records on a national basis.

He has also showed that kids do dance, like to dance, and can create their own dances. The calypso and stroll originated in this city, and youngsters also dance the bop, in various versions, everywhere. This would indicate that kids of 14 to 17 are a potential market for the right type band, with the right type music.

### Prices for Acts

In the appearance of record acts on his national Bandstand show, and on his Saturday night TV show at rarely more than scale, Clark may help bring to a head something that has long been simmering. If a hot record act will mime his disk on a Clark show for minimum dough, will other shows, like the Perry Como, Steve Allen or Ed Sullivan show continue to pay top prices? True, the latter shows don't spin records, but doesn't an appearance on these shows sell records? Time alone will answer this one.

There are things that the Clark show does not prove. Clark cannot make a record a hit just because he plays it on his TV seg. Many records he lays on do not make it. Secondly, many hits are not made by Clark, he never played "Catch a Falling Star," "Liechtensteiner Polka," "Fascination," "River Kwai" and hardly ever played "Little Blue Man" or "Sugartime." And as for rock and roll tunes Clark has been on the wrong "Tequila" for weeks. For the five or 10 hits that Clark makes, the Alan Freeds, Joe Finans, Dewey Phillips, and many other jocks throught the country make 'em too. Clark, too, has to program the hits, and he can't make a hit unless the record buyer buys the record.

The Clark show proves the TV deejay is here to stay. As for the Philadelphians, they go about their business of making, promoting and pushing records, with quiet pride in and solicitude about their own Dick Clark.

# Live TV Packagers Planning

Continued from page 6

spectacular, working-titled "Mother Goose Revue." An original, this show will be along lavish lines, featuring a line-up of top musical and record names headlined by a name singer of the rank of Perry Como, according to Cooperman.

Additionally, deals are being discussed for singles, album story records, and other platter tie-ups.

At the Barry-Enright packaging not far away, recording deals reportedly are under discussion now with RCA Victor for another type of "serious package," linked to "Dough-Be-Mi," the new B-E musical quiz series airing daily on NBC-TV. As currently blueprinted, the firm will package and then lease the rights to a series of platters with which fans can play the quiz game at home.

The show's ark, under Paul Taubman, will play the first three, then four, then five, etc., notes of familiar themes, with the correct answers accompanying the album in a rule book. Platter

would also contain the show's regular theme music, and some full-length musical items. For other home gamesters, Taubman is also discussing a waxing of the themes of Barry-Enright's "Twenty-One" and "Tic-Tac-Dough."

Also on the TV-into-Records horizon in New York is an album of comic songs by Sid Caesar and Imogene Coca, drawing on the 40-odd specialty numbers which have been used by the team during their years together and orked by Bernie Green, the show's music director.

Green himself admits the album is in the "embryo" stage, but says it is a possibility for the new ABC-Paramount label. Material includes ditties that have gassed TV audiences such as "There's No Business, So Let's Fall in Love" and "A Hot Dog Is Nothing Without Mustard."

Other Packageries with music shows, musical quizzers or variety series are eyeing the developments closely.

A symposium directed at better music programming in radio & TV

# AFTER-HOURS SESSION

## PROGRAM POSER:

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

### Third Guest Panel of a Series



Victor Borge, humorist-pianist-gentleman farmer: "You practically can't make a bad Western. A horse is a horse and a mountain is a mountain. But you can make a bad TV musical. It's easy. If you are using 'serious' artists, you make it very formal, and they all play 'Warsaw Concerto.' Otherwise, you use arrangers who all sound like Jackie Gleason, or singers who are so busy on the show they have no time to sing. Of course, music in this country is essentially an imported culture, and Westerns are brewed right here, so TV music requires imagination. Only Hurok so far has tried to present concert artists on TV."

Dinah Shore, telemusical star, NBC-TV: "A lot of shows don't have unity. They try to use comedy material to tie numbers together, but most singers don't make good comedians. On our own show, we try to have continuity from start to finish. All our guest sketches are tailor-made to fit the individual personality, and the sketches themselves have to be related to one another. Another mistake is sticking to top tunes that have made it on records. We've found that there's little relation between the record buyer and the TV viewer. The latter won't stand for a lot of the current record hits."



Alfred H. Tamarin, Executive, United Artists Records: "The TV musical show, a truly American innovation, is probably the most personal form of the dramatic arts. It gets its biggest impact from the direct, electric link between performer and audience. Anything that interferes with this lightning-like charge will hit at the heart of the show. TV musicals too often think in terms of gimmicks and gadgets, rather than in straight musical terms. The result is loss of contact with the audience. To put it another way, TV sometimes confuses the necessary electric link with a purely electronic one."

Patrice Munsel, telemusical star, ABC-TV: "Many TV musicals have been happily greeted by critics, but failed to get ratings. Perhaps one of the reasons is that many singers are still content with presenting their fare as if they were still on radio. Or, if they are conscious of production values, they gloss over them, giving little thought to creative staging. Television musicals must be done as tho each show were a spectacular to hold the audience's undivided attention and win its willingness to keep tuning in. Actually, the mortality of TV musicals is not as great as it appears."



Bud Yorkin, producer, "Tennessee Ernie Ford Show": "Most of the musical shows on TV this season have been straight musicals, and the host personalities haven't been strong enough to carry the show. If a person is going to be exposed to an audience every week, he has to have a little more than just being able to sing. Tennessee Ernie Ford, for example, is primarily a host; we never have him do more than two or three numbers. In the Emmy nominations, the program is listed as comedy. Too many musicals are trying to follow the 'Hit Parade' format, and the public has grown tired of it."



## BALANCED PROGRAMMING



PANORAMA'S PEOPLE: Staff of 11 is required to put WMBR, Jacksonville's, "Panorama" series, a blend of music-news-features, on the air. Show is termed "a return to sensible sound."

## 'Panorama' Signposts Radio Pkg. Trend

By CHARLES SINCLAIR

"Entertainment and service all wrapped up in one neat package," says Sid Beighley, general manager of Jacksonville's WMBR Radio, "is the direction in which all local radio is eventually going to be forced to turn."

The Florida outlet's "neat package" to fill this program need is a two-and-a-half-hour show called "Panorama," slotted from 9:30 p.m. to midnight, Monday-thru-Friday.

In many ways it is typical of a new brand of creative music-and-news programming that is springing up as an answer to what Beighley terms "formulas, fanfares and programming farces being foisted off on the local radio audience by a great many stations whose sole interest has been the dollar sign."

A onetime bomber pilot in the North African and European campaigns of World War II, Beighley is outspoken in his firm belief that "sensible programming, to a great extent, has become a lost art."

"Panorama," as he sees it, is "a return to sensible sound," blending neatly with the CBS Radio network shows aired by WMBR.

Altho it has no "format" as such, it is not unlike the NBC operation with "Monitor" in that it is a program series calling on a variety of sources which range from music to news to fashions to man-on-the-street interviews, and reports from the station's mobile unit at the scene of a local news story.

Equally hard to define is the program's music format, altho there are some distinct guideposts.

There is an admitted attempt to create a "live" atmosphere to the show's frequent music segments. The late-night dance remotes on the network, for example, are used as "program sources," using cut-in selections from the live network shows, or taped selections to be played at the next break.

Recorded music, of course, is the backbone of the program's musical operations, but leans to smooth combo platters, full orchestras in the "mood" vein and established vocalists. Pop singles are thus not the major music source; actually, 90 per cent or more of the "Panorama" waxings used are 12-inch album releases, with selections carefully picked by Musical Director Bryant Brosche. The usual deejay jargon is never used in lead-ins and lead-outs on the show's records.

Program host for "Panorama" is Henry Baran, a popular Jacksonville air personality. News Director William Grove provides frequent spot news bulletins, with Bill Blackburn handling special news features. The station's meteorologist and science expert, Frank Forrester, handles weather highlights, and covers outer space developments at nearby Cape Canaveral. Other staffers cover curbside interviews, local social doings, traffic reports, and even provide some live comedy touches to the king-size show.

Broadcaster Beighley sums it up this way:

"The 'Panorama' package is a major attempt on the part of WMBR to take advantage of the returning popularity of good radio."

## Ruling Bares Supplier List

CHICAGO—A development in a seemingly minor law suit in Milwaukee Federal Court last week may have fundamental repercussions in the record industry, particularly affecting discounting practices.

The suit, brought by several indie labels, charges a one-stopper, Records Unlimited, Inc., with conspiracy in allegedly representing itself as their authorized distributor. The firm admits to buying merchandise trans-shipped from other territories. It apparently does so at considerably less than usual wholesale prices since it offers merchandise at normal dealer discounts.

The significant development was a court order that Don Smith, principal of Records Unlimited, must produce his list of suppliers. Compliance with this order may bring to light what wholesalers and retailers have long been demanding to know: Where are the large discount houses getting their merchandise? Are they company branches?

(Continued on page 67)

## New Formula Tried by KBIG

HOLLYWOOD — New music programming formula, based on dividing each hour into specific segments, is being inaugurated by Station KBIG (John Poole Broadcasting Company) here.

On the air from 6 a.m. to 6 p.m., the station will have the following features on every hour:

Star of the Day, at 10 minutes after the hour, on which hit records of one outstanding vocalist will be played each day.

Yesterday's Hit Parade, at 25 minutes after the hour, based on all-time hits from one to 40 years ago.

Album of the Day, at 20 minutes before the hour, broadcasting all the numbers from one album.

Tomorrow's Hit Parade, at five minutes before the hour, utilizing a number picked as a comer.

The station will also carry two newscasts per hour, have an hourly contest and inaugurate several other new features.

New pattern is an attempt to move away from the standard music programming, while at the same time instilling audience habit into the listeners by having a regular hourly formula.

## Calif. Distrib Expands Op

HOLLYWOOD—In line with its new expansion policy, California Record Distributors last week moved its offices and showrooms to new enlarged quarters on coin row here, revising its sales policy to a complete self-service operation.

Under the direction of Jack Lewerke, firm will utilize a total of approximately 6,500 square feet, more than half of which will be devoted to the exposure of album product. Indie distrib is the only known distributing organization that was founded and continues to specialize in package goods.

Firm now has a staff of five outside salesmen in addition to resident sales personnel covering Arizona. Local office will also warehouse for the San Francisco territory, where it employs three resident salesmen. New headquarters are reported to be the largest of its kind among indie distributors in the nation.

Company handles Prestige, World-Pacific, High Fidelity, Good Time Jazz, Contemporary, Westminster, Vanguard and Cook Laboratories, among others.

## DISTRIBUTOR NEWS

By HOWARD COOK

Milton Sinsheimer, prexy of Allen Distributing Company in Richmond, reports that several items are perking. "Don't You Just Know It" by Huey Smith on Ace is among his best-moving disks. "Dizzy Man Lizzy" by Larry Williams on Specialty and "My Bucket's Got a Hole in It" by Ricky Nelson on Imperial are also hot. Sam Cooke's "That's All I Need to Know" (Specialty) is moving well—ditto "I Found a Job" by the Heartbeats and "Let's Put Our Hearts Together" by Chuck Reed, both on Roulette. "Chicken Hop" by Billy Bland on Tip Top has been around for a while, but it's starting to break, according to Sinsheimer. Most promising new platter is Paul Anka's recording, "Crazy Love," on ABC-Paramount.

At Capitol Records Distributing Corporation in Kansas City, Mo., Marge Sires lists "He's Got the Whole World in His Hands" as their top record. Dean Martin's "Return to Me" is also showing strongly. "Looking Back" by Nat King Cole has gotten a very favorable reaction. "Twenty-Six Miles" by the Four Preps is as strong as ever, Miss Sires relates. Hottest new country disk for the firm is Wanda Jackson's "Just a Queen for a Day." Tops in albums are the original cast of "The Music Man" and Nat King Cole's "St. Louis Blues." Miss Sires mentioned that a new, modern building is under construction to house the Capitol distributing operation in Kansas City and that she has recently entered her 13th year with the organization.

Ed Sheppard of Pan American Record Supply Company, Denver, names Ricky Nelson's "Believe What You Say" as his number one record. Argo's efforts, "Yea, Yea" by the Kendall Sisters and "Book of Love" by the Monotones are also hot. He's getting heavy action on "Every Night" by the Chantels on End and "Got a Job" by the Miracles, also on End. It's a toss at present between "Miss Thing" and "Headin' for the Poorhouse" by the Silhouettes on Ember with both sides moving well. "Tight Skirts and Sweater" b-w "Tila" by the Versatones on All-Star is a territorial hit. Slim Whitman's "Careless Hands" on Imperial is also doing well. Joni James' latest M-G-M waxing, "Does It Show" b-w "Nothing Will Ever Change" is also getting a lot of action. M-G-M's three "Gigi" albums are doing phenomenally well, especially the original cast. "Here's Steve Lawrence" and "Buddy Holly" are also big LP's.

Helen Fultz of Decca Distributors in Omaha reports that several Decca disks are moving. "Rock and Roll Rhapsody" by the Four Aces has been out for several weeks, but it's starting to roll. "Skiinnie Minnie" by Bill Haley looks like his biggest. Pat Shannon's "Maybelle" is a fast-moving side. "I Met Him on Sunday" by the Shirelles is their top record. Bobby Carle's "Anytime, Anyplace, Anywhere" is also a big record in Omaha. Biggest c.&w. platters are Kitty Wells' "I Can't Stop Loving You," the Wilburn Brothers' "My Baby Ain't My Baby Anymore" and Bobby Helm's "Just a Little Lonesome." Bob Acres, formerly a salesman for the firm, has been upped to branch manager of Decca Distributors in Kansas City, Mo.

BRIEFS: Congratulations to Jerry and Helen Flatto (Record Distributors, Inc. in Boston) on the new arrival, a boy. He's been named Jerry Phillip Flatto . . . Bob Heller, Chips Distributing Company, Inc., Philadelphia, writes that "Heartbreak Hill" by the Tracey Twins and "Billy" by Kathy Linden on Felsted are smashes. . . "Book of Love" by the Monotones is the number one record at Custom Distributing Company in Cleveland, according to Sandy Beck's "Custom-Airy."

DISTRIBUTOR DOINGS: Bill Lowery, president of National Recording Corporation, is highly pleased with the acceptance of NBC's new "Operation Big Three." The idea behind "Big Three" is to release only three records every 60 days, allowing both manufacturers and distributors to fully promote the disks. With the first three releases already in circulation, the new diskery won't be heard from until the first of May. Lowery explains that the plan was conceived in order for RC to work more closely with distributors.

Morty Klein, head of Melody Record Supply Company in New York, will host a big shindig on Thursday (27) to celebrate the firm's 15th anniversary. Invited guests include suppliers, dealers, deejays and recording personalities. Melody is waging a big campaign on behalf of Design's new single releases by Charlie Applewhite ("Put Your Heart Next to Mine" b-w "Saturday's Kisses") and Jett Powers ("Teen-Age Quarrel" b-w "Go, Girl, Go"). Dick Sugar, a Latin American deejay on WAAT, Newark, N. J., is handling promotion for Melody.

NEW YORK: Sammy Weiss of Superior Record Sales calls "Don't You Just Know It" by Huey Smith on Ace the hottest record going. To date, he has gone thru 25,000. "Book of Love" by the Monotones is also stepping out. "We belong Together" by Robert and Johnny on Old Town is still going strong. Weiss also reports that "I Lost You" by the Spaniels on Vee Jay is moving well. Strongest brand new records are "Little Chickee-Wah-Wah" by Huey and Jerry on Vin, a Jackson, Miss., label. "Everybody Happy" by the Adrissi Brothers on Brad looks like a big one. Weiss feels that Argo has the successor to "Swinging Shepherd Blues" with Josef Lateef's Argo waxing of "Marching Piper Blues."

Al Hirsch of Malverne Distributors writes that ABC-Paramount has two strong platters with "The Letter" by the Larktones and "Crazy Love" by Paul Anka. Jane Morgan's "I've Got Bells on My Heart" on Kapp is on the move. In the LP department at Malverne, top items are "Ella Fitzgerald Sings the Duke Ellington Song Book" on Verve, "Eydie Gorme Vamps the Roaring '20's" on ABC-Paramount and "Till" by Roger Williams on Kapp.

Clay Burdick, who was recently appointed Eastern Field Representative for ABC-Paramount, writes that he's about to take off on a Northern swing thru the territory east of the Mississippi—starting at Jather Distributing Corporation in Minneapolis. Jack Taylor, head man at Jather, reports that the top AmPar disks are "Rock and Roll Is Here to Stay" by Danny & the Juniors, "Now and For Always" by George Hamilton IV and "Tequila" by Eddie Platt. Frankie Avalon's "You Excite Me" Chancellor looks like it's headed for the Top, Taylor relates. Hottest ABC albums are "George Hamilton IV on Campus," "Heavenly Sounds" by Ferrante and Teicher and "Eydie Gorme Vamps the Roaring '20's."



## MUSIC AS WRITTEN

By BOB ROLONTZ

### MUSIC WORLD ADDS TWO LASSIES

Two daughters were born to music business families last week. Tommy and Lynn Nola, he of Nola Studios and his wife the former Lynn Gibbs, daughter of Parker and Jane Gibbs, became the parents of a girl, named (Claudia) Jane (II), and Mr. and Mrs. Jerry Simon, the Eastern representative for the Doris Day-Marty Melcher record and publishing firms, became the parents of lass named Julie.

### ANOTHER SALE FOR LARRY UTTAL

Larry Uttal, head of Monument Music, who sold "Screamin' Ball (At Dracula Hall)" to Roulette only a few weeks ago, has cut and sold another master in a fast sale. New master was sold to George Goldner of Roulette Records. Titles are "Please Buy My Record" backed with "C'mon Home." Vocalist is Addie Lee. Goldner will bring it out on the End label.

### BOB ALLEN IS THE BUSIEST CLEFFING CAT

Cleffer Bob Allen is a busy man these days. He is engaged in writing a Broadway show with Al Stillman. No info on what or for who as it is still top secret. In addition he just finished a &cr.ing a recording session for RCA Victor featuring a newly discovered tenor sax man. And of course he is busily engaged in writing pop tunes, his last being the Four Lads, "There's Only One of You."

### VICTOR HOSTS FOR MITZI GAYNOR

RCA Victor hosted a very svelte-type party for Mitzi Gaynor at New York's Essex House on Wednesday (19) to celebrate release of the "South Pacific" flick and the label's sound track LP. In addition to the Victor brass, Messrs. Rodgers and Hammerstein were also present.

### DESIGN PACTS NEW ARTISTS

Design Records, low-price LP line, has pacted several new artists. The line-up includes Connie Boswell, Lanny Ross, who will wax a 25th anniversary album for the label, the Charlie Spivak ork, Eddie Dean, Smiley Burnette, Hildegard and the Al Donahue ork. The diskery also has a one LP deal with Jerry Colonna and Dorothy Lamour.

### CAMEO BUYS TWO MASTERS

Jerry Field, Cameo Records a.&cr. man, has purchased two masters for the label. The "boughten" disks are "Candy Man" by George Divo, originally on North Star, a Minneapolis diskery, and "Don't Mess Up My Hair" by Mike Miller, cut on Starr. The latter is breaking in Cleveland, according to Field. Cameo plans to release its first LP's in the near future.

### A GIRL FOR THE BIENSTOCKS

Mr. and Mrs. Fred Bienstock became the parents of a girl last week (15). Father is an exec at Hill and Range, mother, Miriam Bienstock, is an exec at Atlantic Records.

### New York

Bill Nielsen's secretary, Judy Baron, is now officially office manager for Epic-Okeh Records. Nielsen is, of course, the national sales manager of the diskery. . . . The Rover Boys will play a weekend at the Shell House in Island Park, Long Island, on April 18 and 19. . . . The Will Lockridge ork has cut a tribute to the late Henry Busse and his ork for the Score label. . . . The Sammy Kaye ork opens at the Roosevelt Grill in New York on March 31. . . . Jerry Grant former lead of Dickie Doo and the Don'ts has left the group and is now a single. . . . Bobby Blue and his ork are now playing at the Sans Souci Hotel in Las Vegas, Nev. . . . Steve Lawrence is now playing the Shamrock Hotel in Houston. . . . Vaughn Monroe will headline at Harold's in Lake Tahoe from May 2 thru May 18.

Harold Adamson and Harry Warren have penned the title tune for the Hecht-Hill-Lancaster picture "Separate Tables." The song is called "Separate Tables." . . . Two of the five songs selected for Academy Award nominations were published by the Big Three. "April Love" and "An Affair to Remember."

### Hollywood

It's a girl for Richard Lyons, ex-M-G-M Records a.&cr. staffer and currently a producer at Regal-20th-Fox. New addition has been labeled Carolyn Ruth and was welcomed at St. Joseph's Hospital Wednesday (5). . . . Decca Records is hyping the new Burl Ives "Songs of Ireland" package via the proffering of Irish coffee for d.j.'s here and in San Francisco. . . . Hugo Winterhalter returned to New York after finish of a new Eddie Fisher album for RCA Victor last week. . . . Arrangements penned some 20 years ago by Eddie Sauter was the basis for a new Red Norvo package cut by RCA last week. . . . Count Basie has been set for a two-week run at the Crescendo beginning June 20, his first date here in two years.

Singer Ronnie Deauville etched his first rock and roll sides for Era last week. Session included the title song for Allied Artists' "Hong Kong Affair." . . . Faron Young is being scheduled for a tour of the Far East for the armed forces. . . . Ray Heindorf, head of the Warner Bros. music department, has recorded the score from "Marjorie Morningstar" for RCA Victor. . . . Leith Stevens will do the scoring for "Tunnel of Love," starring Doris Day. . . . Tony Randall will make a 16-city disk jockey tour in behalf of the Columbia "Oh, Captain" package. . . . Kenneth Patchen continues as poet laureate at the Cabaret Concert Theater with Allyn Ferguson and the Chamber Jazz Sextet. . . . Local disk jockeys saluted the Lancers to launch the group's opening at the Crescendo last week. . . . Perfection Plastics will handle the pressing needs of Faro Records. . . . Robin Records has recorded "Hand Jive," current British song and dance craze, with the Show Brothers.

## VOX JOX

By JUNE BUNDY

**LOWE "LIVE:"** Jim (Green Door) Lowe, WCBS, New York, is augmenting his five-hour "Saturday Hideaway" disk show with live jam sessions, featuring a line-up of jazz musicians. The new format kicked off last Saturday (22) with the following line-up: Mike Colicchio, piano; Buddy Saffer, flute; Pearl Chertok, harp; Arty Drelinger, sax; Sammy Feidel, bass; Specs Powell, vibes, and Hy White, guitar. Lowe, who records for Dot, will also contribute a few live vocals in between wax selections.

### DETROIT'S WJBK GIVES CLARK "NO SURRENDER" SIGN

Altho the following letter is rather lengthy, we think it is interesting and informative enough to publish in its entirety. Bob Martin, program director of WJBK, Detroit, writes, in reference to a page 1 Billboard story—"Competition Hits All-Time High in Disk Jockey Field"—which appeared in the February 10, 1958 issue:—"Your lead story

has offered us 'meat for chewing' at our weekly deejay meeting. As an indie operation with the 'music, news and sports' format, we are vitally concerned with the texture and posture of the radio industry. At this Storer station we believe that the sharp edge of competition cuts a clean pattern for us. As the new program director it is my passion to boost our ratings, improve our 'sound' and set us in front of the parade.

"Shopping around for new program ideas and promotional gimmicks," the letter continues, "has long been a constant quest of any radio station that is aware of the day-to-day changes in competition. I can see no reason in the world to 'surrender' or 'run away from' a successful format that has accentuated the public's taste in music. If the competition gets rough, then more application to your own product is required.

"We refuse to surrender to

Dick Clark. His success has been a great stimulant to every disk jockey in the country, but there is no reason in the world to drop from the competitive race because of one man's success.

"If Martin Block and Barry Kaye feel that they need to 'personalize' their shows by getting away from the 'Top 40' then they have admitted defeat by a process that has sustained them rather well. Mr. Block and Mr. Kaye are two very personable personalities, therefore I cannot see the logic in their attempt to suddenly 'personalize' the shows. Personalization is achieved by the person, not his tools. Sorry, we refuse to buy it or surrender.

"Bill Randle has obviously surrendered to the P. M. video competition by programming differently during the hours that Clark calls on America. We have set out on a campaign to polish, sharpen and improve our 'sound.' We have

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## ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Bill Doggett was leading his swinging combo thru its paces at the Apollo Theater this week, along with such star acts as the Deltones, the Pastels, Little Willie John and Lee Diamond. Between shows, there was time to get a few interesting comments from Bill on the current scene.

"Rock and roll as we've recently known it, is somewhat on the wane," Doggett told me. "All of a sudden, you don't hear Fats being played on the air. And even tho Presley is still hot on the charts, I don't think he gets the jockey play he used to get. You hear an awful lot of Sam Cooke and Johnny Mathis, however, and that's not rock and roll."

According to Doggett, rock and roll reached its zenith in the three or four years prior to the middle of last year. "Sure the kids still scream at the rock and roll shows, but I think some of them scream without knowing what they're

screaming about. They've read about their older brothers and sisters and how 'they used to carry on at shows, and they think it's the thing to do."

But of those who buy rock and roll and pop records today, Bill has another interesting thought. "Far more than just teen-agers like this stuff," he declared. "Don't think for a minute that a lot of adults don't go for it too. They listen to the records on the radio and they certainly show up to hear us at our ballroom dates. The trouble is that they're almost afraid to go out to the store and buy it, because they think there's a stigma attached. They figure, what would my neighbors say if they knew I was buying this kid stuff?"

Others incidentally, have compared adults buying rock and roll singles to the same element of the population buying detective, movie and girlie magazines. Storekeepers try to hide these away some-

times, and some record dealers, particularly in the classier areas, try to hide away the singles in like manner. The poor adult who even browses thru the singles does it furtively, because he's afraid somebody's watching him.

Doggett thinks jazz is becoming a more important commodity to the pop market. "But the trouble with jazz is," he believes, "that the jazz artist never plays the same thing twice. People who pay to hear a jazz artist in person, expect to hear him perform just the way they heard him do it on a record. But that never happens. Each time, there is a different interpretation in the solo spots. There's nothing there that they can identify. Now, 'The Swinging Shepherd Blues,' is close to jazz, but it can be identified very easily. And that's one reason it became a hit. Some of the things my group does are jazz. But we always

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## FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

Pee 'Vee King, in Washington and New York on business this week, hops into Springfield, Mo., Saturday (29) for a shot on "Country Music Jubilee" and Red Foley's Dow radio show, along with Eller Long. King follows the Springfield stand with several one-nighters in the Milwaukee area with Andy Doll and band. . . . Webb Pierce will be among those on deck for the 10th Anniversary and Homecoming Celebration of "Louisiana Hayride" in Shreveport, Saturday, April 5, when he'll feature his new Decca release, "Crying Over You" and "You'll Come Back."

Georgie Riddle is still spinning the wax six days a week over WARU, Peru, Ind., while appearing nightly with his own combo at the Rainbow Club, that city. He did a guest shot on the Audrey Williams country package at

Marion, Ind., March 15, and also guested recently on the "George Arthur Show" over WBAT, Marion. . . . The Belew Twins, Bobby and Kenny, of "Big D Jamboree," Dallas, were Saturday's (22) guests on "Red River Jamboree," Paris, Tex. . . . Bud Moore and His Hillsdale Hillbillies, who have had their own shows on WFBC-TV, Altoona, Pa., and WKBW, Buffalo, are keeping busy or show dates thru Central Pennsylvania. On Saturdays, Bud and his crew are heard over WNCC, Barnsboro, Pa., from 2-3 o'clock, and WCPA, Clearfield, Pa., 4:30-5 o'clock.

The Miller Bros. Band, under the management of Sam Gibbs, returns to its Wichita Falls, Tex., base Saturday 29, following a string of California dates. Last Saturday (22), the Miller combo appeared on "Country America" via KABC-TV, Los Angeles, following with a dance the same night at Riverside Rancho in that city. . . .

Howard Crockett and band occupied the guest slot Saturday (22) on "Louisiana Hayride," Shreveport. Howard's newest on the Dot label spots "Night Rider" as the top side.

Earl Aycock, formerly heard on Mercury, has signed with Allstar Records, Houston, with his initial release, "Magic Words" b.w. "The Love That Thrills," due out March 24. Allstar has skedded for March 31 release a new platter by Red Mansel, coupling "Angel of Love" and "Changing Heart." . . . Lou M. Ezzo, who in the past has collaborated with such c.&w. song-writers as Earl Songer, Cliff Rodgers, Russ Hull, E. C. (Mac) McCarty, Kenny Marlow and Gary Walker, is the co-writer of "Oh, What a Baby!" a rock 'n' roller which the Tonettes have cut for ABC-Paramount. The Tonettes are currently on personals in New Jersey.

Smiley Burnette, who for the last two weeks has

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## Strike Spurs Petrillo Foes

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weaken the union's position and ultimately to weaken the union itself."

Daniel sums up: "We must now decide whether we want to have a union or whether we want to follow the road of misrepresentation, led by an inept, naive, frenzied and self-interested few to what can only be an abortive attempt to form a so-called 'separate guild'."

The crucial issue, of course, is payment of residuals. The producers are determined to eliminate guild payment on post-'48 films. If they are able to sign a pact with AFM containing no residual clause, they could then use this as a lever in bargaining with other guilds.

Read thinks that the producers will never come to terms as long as the AFM demands a percentage

of the gross, but that they might sign an agreement on residuals based on the original salary (such as the Screen Actors' Guild has now).

"The whole hassle is about the trust fund," Read avers. "The musicians have been caught in the middle between Petrillo and the producers. If it weren't for that, everyone would be back on the job by now."

"If this thing goes on much longer," he continued, "the same thing will happen to motion pictures as happened to TV film; the studios will all be using canned tracks. We're being used as guinea pigs in this thing, and we're in the worst position as far as putting pressure on the studios is concerned. What Petrillo ought to do is let IATSE or SAG fight it out with the AMPP and see if producers can run overseas from them."

There is strong feeling among the musicians that the strike has not been prosecuted as strongly as it might have. Marshall Cramm calls it a "whispering strike, everyone says we're on strike, but nothing has been done to shut down the studios."

He feels that the present situation is intolerable, that either the AFM must get the backing of other unions or else bring the strike to a close on the best terms possible.

An example of the maneuvering that has rekindled the fire of mutiny in many of the musicians is the action regarding the Academy Awards presentation. According to reports, Daniel decided that the ceremony should be boycotted and no union musicians appear. He was overruled by Petrillo, however, and musicians will work the Awards presentation. (It's quite likely that, legally, the musicians could not have boycotted the telecast because of the AFM pact with the networks.)

Also it couldn't be confirmed, reliable sources report Daniel to have been conferring with Petrillo over the past weekend. John Tranchitella, vice-president of the local, said that he expects Daniel "will have something concrete to offer" at the Monday meeting, and that "the administration is hoping and praying there will be some word from the East."

The administration is reportedly making considerable efforts to ensure a majority at the meeting, but most observers expect the members to be divided almost equally. The word Daniel brings, therefore, will almost certainly have considerable bearing on the support the administration receives.

As far as the studios are concerned, if they're being pinched by the strike, they haven't shown it to date. Paramount and 20th Century-Fox have delayed the start of a few musicals, but otherwise activity has not been curtailed to any great extent. (According to Tranchitella, musicals make up less than 5 per cent of the pictures on which musicians work.)

In the meantime, altho the British Musicians' Union has decided to back the strike, no word has been heard from the European Musicians' Federation, which was expected to give word more than a week ago. Even if EMF supports the AFM, however, such countries as Austria, Holland and all of South America would still remain open to the studios.

("Vertigo," on which scoring was started in Britain, then suspended, was completed in Vienna last week.)

## 'Payola' Hit at BMI Inquiry

• Continued from page 2

rates were subject to arbitration under its consent decree.

Pastore seemed surprised at the Lazar testimony on substantial disk jockey "payola," said to run to \$300 to \$500 a week above annual five-digit salaries for top-notchers. The chairman seemed equally surprised to learn that free records were sent "in floods" to broadcasters, with 80 or 90 per cent of them allegedly BMI tunes, according to Martha Rountree, broadcast personality and president of a Warrenton, Va., radio station.

Lazar said the payola was part of the "corruption" from the overall handout of BMI money to promote its own music. Ultimate purpose, said Lazar, is to "suppress ASCAP music to keep ASCAP royalty prices down for broadcasters"—not to make profits for BMI.

Pastore asked him to bring documentary proof of these and other charges.

Lazar claimed BMI was able to send its "wandering tentacles" into every phase of the music world via subsidies to music publishers, writers and singing talent. BMI's "indiscriminate" handouts tempt every one in the music world to promote BMI music at the expense of ASCAP music, he said.

Lazar lambasted Los Angeles in particular for heavy "payola," and for heavy subsidies accepted by record firms owning BMI publishing firms. He claimed that among others, Specialty Records, Aladdin, Modern, King, Chess and Checker, all owning publishing firms, "have recorded 80 to 90 per cent of BMI music," and of this, all but a small per cent is "published by their own firms," completing the BMI "promotion cycle."

In answer to a Pastore query, Lazar admitted the big record companies do not favor BMI music, but said the "potential danger" of excluding ASCAP was there.

Lazar also claimed BMI controls artists, and thru this means exercises a control over music. He cited Trinity Music in this connection, claiming that in addition to its publishing, Trinity owned an artist management firm "which tells their performers what to perform and what songs to sing." Lazar felt that Trinity's advance from BMI was larger than what would ordinarily be the case owing to the company's artist-management tie-in.

Schulman also pointed to recording as the "bottleneck" where ASCAP tunes were held back. Even independent record companies take BMI tunes "with one eye on future performance in broadcasting," said Schulman.

Schulman quoted some figures on the predominance of BMI tunes in The Billboard's Honor Roll of Hits, BMI tunes far outnumbered ASCAP's in "outstanding" recordings for 1957 in popular, country, rhythm and blues categories, particularly in the latter two, said Schulman.

"Cashbox" was quoted to show that total weekly recordings of "single" records released in first half of 1957 gave BMI 2,407 as against 1,175 ASCAP songs.

(On the other side of the Hill, complaining ASCAP members have told Roosevelt's Small Business Subcommittee that the society discourages new, popular composers with low credit ratings which favor old-line, standards and show tunes, and that "current performances" are under-logged and underpaid. (See separate story.)

Pastore rejected claims of award-winning composer Paul Creston that rejection of one of his symphonies by four record companies constituted proof of a "shut-out" because he was not BMI connected. Creston admitted that some of his music was recorded on Capitol, London, Columbia and Westminster labels, and was "played all the time on radio."

Senator Potter warned the complainant not to "overplay" the claim that he was being "excluded" from recording because he was an ASCAP writer. "It's a matter of degree—don't call it a blacklisting. You are only giving the other side an argument that they use some of your music."

Senators present listened in chill silence to a gasper of a statement by magazine writer Booton Herndon. Herndon termed songwriters starry-eyed idealists, not interested in money, while the "very tone of voice" of BMI spokesmen indicated to him that they "looked on music only as a commodity." Pastore heard him out, waved him out of the witness chair without question or comment.

Tiny Mrs. Du Bose Heyward wondered wistfully why the Forgy and Bess songs brought only a fifth as much performance money in 1955 as they had in 1948. She "could not believe" they were in any less demand by the public, who had "stormed theaters" to hear them.

Rebuttal testimony by BMI and broadcast spokesmen and other music figures will be heard beginning April 15.

## Sears Cuts

• Continued from page 2

discounting by retailers, judging from the five-column newspaper ad which features the line: "No gimmicks, no coupons to clip, no deadlines to meet to save on records at Sears."

Arising from the price change, two other major changes took place in Sears' buying procedures here, it was learned. First, record department managers were ordered to stop purchases of packaged goods in favor of central buying. Second, efforts were started to reduce the number of LP titles in inventory to fast-moving merchandise only in order to increase the whole inventory turnover rate.

Behind the central buying move, The Billboard learned, is the current trend among distributors to allow attractive bonuses in the form of advertising allowances and "sample" merchandise to a restricted number of high-volume buyers. Sears officials are known to have noted particularly that a group of 10 comparatively small neighborhood stores in Chicago recently enjoyed such advantages by buying certain specials as a group. The Sears reaction was, in effect: "Well, what are we waiting for? If we buy centrally, we're a bigger group than any of them."

## UA Buys Disk

• Continued from page 3

week released a second "independent artist and repertoire" platter, cut by Frank Slay Jr., and Robert Crewe—"Ungava" by the Kingpins—plus platters by three new artists, Hunt Stevens, Ronnie Brent and the Hubcaps.

Meanwhile, Al Tamarin, who has served as executive assistant to U. A. Record Music Corporation proxy Max E. Youngstein since the label was formed last October, was named veepee of both firms last week.

Tamarin is currently negotiating for soundtrack album rights to Walter Wanger's new movie "The Barbara Graham Story," (a forthcoming U. A. release) starring Susan Hayward. Jazz composer-arranger John Mandel has been signed to write and conduct the picture's musical score. Mandel, formerly associated with Count Basie, will muster an all-star jazz quintet, which will be featured in the film. Score will be based on a central jazz theme.

TOP SONG FOR SEASONAL PROGRAMMING

"WHEN THE RED, RED ROBIN COMES BOB-BOB-BOBBIN' ALONG"

BOURNE—ABC MUSIC  
126 West 32 St. New York 15

To the Top Again...

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

## CREATIVE MANPOWER

Imaginative, highly successful Record Man with ten years' experience in promotion and sales wants challenging position with alert record company or music publisher in Southern California. Expert in sales, advertising, promotion, liaison, talent. Age 38, widely known and respected in industry, excellent contacts, forceful and enthusiastic. For background letter or interview write or wire

Box A-205  
The Billboard, 1520 N. Coward,  
Hollywood 28, California

## WANT TO GET OFF THE "TOP 40" KICK?

For a forward sounding station that's ready to move into a balanced DJ Show, with adult as well as teen-age appeal, I'm your man. Tremendous background and years of experience in and about music.

HAVE TAPE—will travel anywhere in U.S. or Canada. Sensible salary plus incentive. For audio resume write

Box 140, The Billboard  
1564 B'way, N. Y. 36, N. Y.

## HAVE YOU HEARD GROOVY Joe Dodo

47/20-7307

RCA VICTOR

## SONGS WANTED

Rock 'n' Roll only. No others. Send demo and lead sheet plus return postage. Quick yes or no.

Twin Peaks Music

2146 Market Street,  
San Francisco 14, Calif.

## WRITE SONGS?

Magazine for Songwriters—Established 1946.  
Contests—Song Tips—Contacts  
THE SONGWRITER'S REVIEW  
Sample 25c—\$2.50 per year  
1650 B Broadway New York 19

## COMPLETE SERVICE

Writers Supplies  
Music Plates and Printing  
Recording and Record Manufacturers  
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705 Carnegie Hall, NYC 19. JU 4-3043  
Send for free catalog

## ARRIVEDERCI, ROMA

RECORDED BY

Roger Williams ..... Kapp  
Mario Lanza ... RCA Victor  
Vic Damone .... Columbia

PUBLISHED BY

REG CONNELLY MUSIC, INC.  
1650 Broadway, New York 19, N.Y.

## "A VERY PRECIOUS LOVE"

from the Warner Bros. Production  
"MARJORIE MORNINGSTAR"

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

M. WITMARK & SONS

From the M-G-M Picture  
THE BROTHERS KARAMAZOV

Love Theme from

The Brothers Karamazov  
ROBBINS MUSIC CORPORATION

## SHE TAKES SUNBATHS Sammy Salvo

47/20-7190

RCA VICTOR

## SONGWRITERS-PUBLISHERS

Professional demo records. We produce demo records for the nation's leading writers and publishers. 7 Vocals (male, female); 9 Instruments, Ampex Tape, Sheet, B-15 disc equip. (45 or 78), top engineers, acoustic sound studios. Piano or Organ & Vocal: 1 Song, \$9.50; 2 Songs, \$16.00. Add 25¢ for all of these instruments for \$2.00 each per song: Guitar, Sax, Bass Fiddle, Steel Guitar, Violin, Clarinet, Drums.

WRITE FOR FREE INFO SHEET

DEMONSTRATION RECORD COMPANY  
BOX 4, STA. C (our fifth year of operation) LINCOLN, NEBRASKA



# The Billboard's Special Spring Programming Issue for Deejays



... featuring programming opportunities and ideas

## BLUE-CHIP OPINION

### Madison Ave. to D.J.'s: 'Get an Adult Audience'

- High ratings and "Top 40" twirling leave many admen cold, check-up among top advertising agencies reveals
- Buying trend today is toward deejays with "adult" or "family" audiences garnered by creative programming

By CHARLES SINCLAIR

Deejays whose platter sessions seem to attract everything but blue-chip advertisers may find the problem lies with what is often the most devoted segment of their audiences: teen-agers.

Teen-age dialers may boost a jockey's ratings. They may mob him at personal appearances and stagshows. They may write him sack loads of mail. They may improve his status with record companies to the point where his home resembles the appliance section of a discount house during a fire sale.

But, for the most part, Madison Avenue isn't impressed.

Here's how Dr. E. L. Deckinger, v.-p. and media director of

the Gray Agency, and an adman generally considered in the trade as one of the nation's top media strategists, puts it:

"Sure, the teen-aged audience is of great importance to those promoting and selling records. It may even be a major factor in the advertising plans of certain media users like soft drinks, candy and low-priced personal items.

"But the basic target for the average consumer goods advertiser buying radio or TV is still the adult market. Teen-agers are strictly a 'luxury' item on top of regular budgets, and any veteran in the radio or TV business knows this."

#### Musical Brickbats

Deckinger likes to illustrate the problem thusly.

Not long ago, it seems, two rival radio stations in an Eastern seaboard market were making pitches at the Gray agency for a share in the agency's sizable air spending for national clients ranging from Greyhound Bus to Mennen and RCA Victor Records.

"One of our media staffers came to me with the market data," Deckinger recalls. "The coverage and ratings were about the same for both stations. The funny part was that each station had accused the other of being a rock 'n' roll operation. We finally sent a media analyst out in the field to listen and judge for himself."

With a belt-tightening going on in the U. S. economy, advertisers are thus being increasingly careful where they spend their dollars, and are seeking maximum impact on primary buying groups, further check-ups along the same lines reveal today.

"We almost never buy radio outlets today without first looking carefully at audience composition figures as well as sheer

weight of ratings," says John W. Kucera, as assistant v.-p. and media group supervisor at Ted Bates Agency, an agency generally regarded as a bellwether in non-network spending.

"Teen-agers may have unlimited appetites for 'Top 40' tunes, but they're not much of a factor in the buying of foods, household products, drug items, and anything with a large price tag," he adds, sounding a reaction heard again and again by The Billboard when discussing deejay programming with agency-men at firms like Benton & Bowles, BBDO, J. Walter Thompson and Young & Rubicam.

#### Slide-Rule Tab

Even the latest radio research techniques are geared toward a close examination of audiences by the agencies spending the bulk of the spot radio dollars at the national level.

The Pulse, Inc., for example, is now servicing agencies—largely at their request—with a long-range data program designed to provide pin-point information about station audiences. Pulse studies now include "Audience composition by Hourly Program Periods" for an increasing list of radio markets in the top 25.

So far, this operation covers cities like New York, Washington, Birmingham and Atlanta, with others like Cleveland, Boston, Baltimore and Detroit on the way. Ultimately, it will cover 250 markets, with reports varying in frequency according to the size of the markets.

Armed with such a report, an agency time buyer can look at the audience makeup of the leading radio outlets hour-by-hour, in a check-up that may well be the deciding factor in a major spot buy.

"Often, the station with the

### C&W Jocks Decide Top Sellers Spin

- Whether the artist is a rocker or traditionalist, sales are factor in air plays
- And the country music category is more popular than ever

By HOWARD COOK

Country and western deepays are caught in the middle of a transition in c.&w. music. Merely deciding whether a record is pop or c.&w. is difficult. And programming a radio show with basic appeal for c.&w. listeners also creates problems.

Traditional fans clamor for disks by the older and more established stars, while younger c.&w. audiences insist on the new sound in c.&w. music. The result, as indicated by a recap of the c.&w. singles that have been most played by jockeys over the past few months, is that jockeys are playing mostly records that are best sellers, whether traditional or rockabilly.

#### Criteria Gone

Country and western music, once a form and type of music that was easily identifiable from the mainstream of pop music, has outgrown its former confines and has now become a dominant trend in commercial music. Tho it was once possible to classify country music by means of lyrics, material and the absence of horns and voices in the musical backing, one can no longer use these criteria. Many of the top records today fall into this class, but the volume of sales and the markets in which they sell are not limited to those areas where traditional c.&w. music once reigned supreme.

Far from losing its appeal, country music is more popular than ever. It has, however, fallen into distinct categories within itself. In addition to the traditional-styled artists, there is the rockabilly. With the newer type of c.&w. music and artists, the backing ranges from full ork and chorus to guitars and rhythm section.

#### Strong Traditionalists

Many artists have changed their style and have become equally strong in both pop and

c.&w. markets. These include Marty Robbins, Jim Reeves, Faron Young and Sonny James. Others have maintained their original styles and are still potent sellers in a more or less traditional c.&w. market. Some of these artists are Kitty Wells, Webb Pierce, Hank Locklin, Carl Smith, Ray Price, the Browns, and Johnnie and Jack. These artists are always threats, and their records seldom fail to make the best-selling chart.

The gradual change in c.&w. music and its assimilation into the broader pop market has made room for newer artists whose first disk clicks were equally successful pop and c.&w. sellers. These include Elvis Presley, Johnny Cash, Ferlin Husky, Gene Vincent, Jerry Lee Lewis, Buddy Holly and the Crickets, the Ever-

*(Continued on page 30)*

### SO HE'S STILL IN THE CELLAR

MINNEAPOLIS — "I would like to win a hi-fi so I could get my husband to come out of the basement." This was one of the many statements received in answer to WDGY's question: "Why would you like to win a hi-fi set?"

"Two years ago my husband went down to the basement to build a hi-fi set and I haven't seen him since," the woman continued.

The woman's answer was one of more than 500 that poured into the WDGY offices from Iowa, Wisconsin, the Dakotas and Minnesota. The hi-fi contest was staged in conjunction with the annual Northwest Hi-Fi Show at the Dyckman Hotel. Grand prize was a \$500 hi-fi system.

### BEAUTY FETE SHAPING UP

MANCHESTER, N. H.—

The four Good Neighbor stations in New Hampshire keep listenership strong in spring with a Prettiest Girl in School contest. Interest is sustained thru a three-month period, while nominations, eliminations and, finally, a decision is made. The queen will be crowned in April at the State Armory in Manchester in what Bill Morrissey, of WKBR, calls "the biggest radio promotion the State has ever known."

Co-operating stations are WTSN, Dover, N. H.; WTSV, Claremont, N. H.; WTSL, Hanover, N. H., in addition to the aforementioned WKBR, Manchester.

At the finals a name band will be featured and top personalities will be on hand to assist the judging.

*(Continued on page 34)*



EDITORIAL

THE DEEJAY

He's the man behind the microphone. And, lately, that means a lot of things. The microphone, in the interests of station exploitation, might be in an underwater studio. It might be perched 40 feet up on the top of a pole. It could be in a dirigible, a submarine or a street corner in sub-zero weather. Wherever it is, one thing is certain. There has to be a man behind it or it has no purpose.

He's different things to different people. To the record company without a hit, he's a necessary evil, difficult to work with, hard to convince. To the company with a hit, he's an indispensable link with the public, a giant of the entertainment world, a wonderful guy. A sweetheart, in short.

To the station's business manager, he's a voice with so-and-so many listeners. He's a rating. He's something to be sold. He's a guy who goofed a commercial once, and "for Pete's sake don't let it happen again" or stronger words to that effect.

He has to be "on" 100 per cent of the time. Try being bright and sparkling when your youngest is running a temperature of 104 and the doctor doesn't know what the trouble is and your wife calls and it's "Panicville, USA." Maybe that's extreme; that doesn't happen every day. So try being consistently bright and sparkling even tho there are no outside pressures.

To his "9-to-5" neighbors, he's a guy with a soft berth. ("You mean all you do is sit there and play records?") To his wife, he's the guy who's never home. ("You mean you have to work Saturday and Sunday again?")

To his audience, he's either the greatest or a bum. In show business there doesn't seem to be any in-between. And that audience is fickle. You never know when they'll switch the dial. It's easy to switch, and that simple action, multiplied, can turn off a man's livelihood as easily as it can turn off a station.

In the light of his responsibility and occupational hazards, the pay is often peanuts. To supplement it, he has to become a Friday night entertainer, emceeing a record hop or a benefit for 10 or 15 bucks. And sometimes the benefits don't pay anything. But he does them anyhow because the cause is worthy and he's civic-minded. Besides, he's an easy touch.

He's the man behind the microphone and his spot isn't always "the coolest." The show goes out and he doesn't know if anyone's listening besides the engineer and his wife. Still he loves it and he wouldn't want to do anything else. And, when at the end of a week, a couple of post cards come in with a boost scribbled on them, he feels like he's been given a \$5 raise. Even the raps don't hurt so much. At least, they're listening and that's what he's in business for.

He's a deejay and, no matter what his neighbor thinks, it's not the easiest spot in the world to be in.

This special section is respectfully dedicated to him with the hope that it will make his job a little bit easier in the weeks ahead.

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Pros and Cons Have Their Say on Mitch's K. C. Speech

- Some like it. Some don't. But no one's indifferent to Mitch Miller's statement
Dyed-in-the-wool rock 'n' rollers point delightedly to inconsistencies

By REN GREVATT

NEW YORK — "You carefully built yourselves into the monarchs of radio and then you went and abdicated your programming to the corner record shop to the 8 to 14-year-olds," Mitch Miller, director of pop a.&r. for Columbia Records, told the 900 jockeys and program managers of America's radio stations assembled for the recent Kansas City conclave.

Varied Reaction

Seldom has a speech had such impact on the music, record and disk jockey fraternity across the land. The consumer press, particularly Time Magazine, and many syndicated newspaper columnists have given the speech mass coverage. But the uproar has been just as pronounced within the trade with comments from jocks, program directors and disk men ranging from "Who is he kidding" to "A heroic speech that took guts to make."

It's no secret that the "Top 40" concept of radio programming has long been a subject of controversy and almost constant haranguing in various circles. The Miller speech appears to have brought the issue into sharp focus, a sort of summation for the plaintiffs in a case which has already seen voluminous discussion and testimony.

Referring to the "children's hour" of Longfellow's day, Miller said, "On much of today's radio we're lucky to get a Grown-Up Hour any time before midnight. Adults all over the land are yearning for a pause in the day's cacophony." Miller pointed to the importance of "The 75 per cent of the nation over 14 years old." This group, he said, is "buying hi-fi record players in unprecedented numbers, setting them up in the living room, shutting off the radio and creating their own home-made programming departments.

Coincidence?

"At a time when the dollar volume in record buying has risen mightily, the singles market has

actually declined," Miller said, adding "It must be more than a coincidence that single record buying went into a decline at the very time the number of stations that program 'Top 40' climbed to a new high."

Concluding, Miller pleaded, "I'm not asking you to snuff out the musical life of these kids or their followers. But I am asking you to put new life in radio; I'm asking you to take radio away from the lists and give it back to all the people. I'm asking you to give up lazy programming."

Miller's own office has had a healthy response to the speech in terms of letters, phone calls and wires. Deejay Ed MacKenzie, of WXYZ, Detroit, called it "the best speech on the music business ever made." A letter from WSPR in Springfield, Mass., offered "sincere congratulations," continuing that, "If only someone could reach the trade papers and convince them to stop the glowing reviews of the crap that's coming out, we might be able to do something."

Cleffer Harry Ruby said, "Members of all branches of the music industry are grateful to you for the brilliant and courageous speech you made." Bud Finch, program manager of WELI, New Haven, Conn., said that "Mitch hit the nail on the head."

It is also reported that Foote,

Cone & Belding plus various undisclosed ad agencies ordered reprints of the speech for distribution to clients. The Radio Advertising Bureau also was reported to have ordered copies of the speech. Miller also received congratulatory calls from publishing mahoffs, Herman Starr and Louis Bernstein. Messages of encouragement were also received from Graham Richards, of the Inter-mountain Network in Salt Lake City, Norman Wain, program director of WDOK, Cleveland, and from spokesmen for WEJL, Scranton, Pa.

Hal Moore, program director of WNEW, New York, indicated a substantial agreement with the Miller stand, pointing out that his station is in special agreement with the point made on "abd" (Continued on page 29)



"To say that you've been mishandling this great, fat money-maker—radio—would be understating the case. Some of you have made the man who killed the goose that laid golden eggs look like Bernard Baruch."

GIMMICK TIES UP PHONES

COTTAGE GROVE, Ore.—KOMB is in the shadow of five larger stations in nearby Eugene, Ore., but the little outlet takes a back seat to no one in the number of daily phone requests it gets for its "Parade of Hits," 4 to 6 p.m. every day.

Jerry Hirsch is the boy at the mike. He recently gave listeners a 10-minute period every day to phone in. The mike was left open during this period. And, since two phones were used, the listeners heard a constant ringing. No music was aired during this period. Only requests were taken and names of requesters were repeated on the air.

The formula was highly successful. First of all, a sharp increase in the number of mailed requests was noted, presumably by those who couldn't reach Hirsch during the 10-minute period. The only problem was this: 95 per cent of all phones in Cottage Grove were tied up during that period. This, the telephone company explained, could be embarrassing to the station in event of an emergency.

Now, instead of a 10-minute period at a definite time, KOMB uses two five-minute periods at irregular times. Still, response has continued strong.

Hirsch has only one beef. Many diskeries don't send new releases. Since 73 per cent of families in his area listen regularly (according to a recent survey), he finds the record companies' attitude a little hard to understand.



"Adults all over the land are yearning for a pause in the day's cacophony. I, too, believe that youth must be served, but how about some music for the rest of us?"



"You used to play a record because you liked it; it was part of the personality of your show. Now you play it for Sam, Joe, Flo, Sal, Mickey and Joyce loves Shorty, and will he please meet her after three at the sweet shop, second booth from the rear."

Storz Plans DJ Meet

NEW YORK — The Second Annual Pop Disk Jockey Convention will be held next March 6, 7 and 8, under the auspices of the Storz Radio Stations, which sponsored the first conclave—a resounding success—in Kansas City this month (March 7, 8 and 9).

All signs indicate that the 1959 convention will be considerably larger than the first, with record firms pulling out all stops on promotion and attendance estimates running as high as 5,000. In line with this, Storz prexy Todd Storz plans to survey deejays across the country for opinions on prospective sites. Under consideration are New York, Miami, Chicago, Los Angeles, and Washington, D. C., with the last named considered a particularly likely spot.

The Kansas City convention has been covered thoroly by The Billboard in previous issues, but since this is a deejay special, we would again like to point out that broadcasters and the record industry regarded it as an exceptionally smooth, well-run affair.



# YESTERYEAR'S HITS... '47-'57

A list of the 10 hits of each of the next four months, April, May, June and July, for the years 1947 thru 1957. Source for these listings is The Billboard's Honor Roll of Hits chart.

1947

APRIL	MAY	JUNE	JULY
<ol style="list-style-type: none"> <li>Heartaches</li> <li>Anniversary Song</li> <li>Linda</li> <li>How Are Things in Glocca Morra?</li> <li>Managua, Nicaragua</li> <li>Guilty</li> <li>My Adobe Hacienda</li> <li>Mam'selle</li> <li>I'll Close My Eyes</li> <li>For Sentimental Reasons</li> </ol>	<ol style="list-style-type: none"> <li>Mam'selle</li> <li>Heartaches</li> <li>Linda</li> <li>My Adobe Hacienda</li> <li>Anniversary Song</li> <li>April Showers</li> <li>Managua, Nicaragua</li> <li>How Are Things in Glocca Morra?</li> <li>That's My Desire</li> <li>I Wonder, I Wonder, I Wonder</li> </ol>	<ol style="list-style-type: none"> <li>Mam'selle</li> <li>Linda</li> <li>My Adobe Hacienda</li> <li>I Wonder, I Wonder, I Wonder</li> <li>Peg o' My Heart</li> <li>That's My Desire</li> <li>Heartaches</li> <li>Chi-Baba, Chi-Baba</li> <li>Across the Alley From the Alamo</li> <li>Anniversary Song</li> </ol>	<ol style="list-style-type: none"> <li>Peg o' My Heart</li> <li>I Wonder, I Wonder, I Wonder</li> <li>Chi-Baba, Chi-Baba</li> <li>Mam'selle</li> <li>That's My Desire</li> <li>Across the Alley From the Alamo</li> <li>Linda</li> <li>My Adobe Hacienda</li> <li>Midnight Masquerade</li> <li>Ask Anyone Who Knows</li> </ol>

1948

<ol style="list-style-type: none"> <li>Now Is the Hour</li> <li>Manana</li> <li>I'm Looking Over a Four Leaf Clover</li> <li>Beg Your Pardon</li> <li>But Beautiful</li> <li>Baby Face</li> <li>Sabre Dance</li> <li>The Dickey-Bird Song</li> <li>Toolie Oolie Doolie (The Yodel Polka)</li> <li>Ballerina</li> </ol>	<ol style="list-style-type: none"> <li>Now Is the Hour</li> <li>You Can't Be True Dear</li> <li>Nature Boy</li> <li>Manana</li> <li>Baby Face</li> <li>Toolie Oolie Doolie (The Yodel Polka)</li> <li>The Dickey-Bird Song</li> <li>Sabre Dance</li> <li>Little White Lies</li> <li>I'm Looking Over a Four Leaf Clover</li> </ol>	<ol style="list-style-type: none"> <li>Nature Boy</li> <li>You Can't Be True Dear</li> <li>Little White Lies</li> <li>Toolie Oolie Doolie (The Yodel Polka)</li> <li>My Happiness</li> <li>Now Is the Hour</li> <li>Woody Woodpecker</li> <li>Baby Face</li> <li>The Dickey-Bird Song</li> <li>Tell Me a Story</li> </ol>	<ol style="list-style-type: none"> <li>Woody Woodpecker</li> <li>You Can't Be True Dear</li> <li>My Happiness</li> <li>Little White Lies</li> <li>Nature Boy</li> <li>Toolie Oolie Doolie (The Yodel Polka)</li> <li>You Call Everybody Darlin'</li> <li>Now Is the Hour</li> <li>Love Somebody</li> <li>A Tree in the Meadow</li> </ol>
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1949

<ol style="list-style-type: none"> <li>Cruising Down the River</li> <li>Red Roses for a Blue Lady</li> <li>Far Away Places</li> <li>Forever and Ever</li> <li>Sunflower</li> <li>Careless Hands</li> <li>Galway Bay</li> <li>Powder Your Face With Sunshine</li> <li>So Tired</li> <li>A-You're Adorable</li> </ol>	<ol style="list-style-type: none"> <li>Forever and Ever</li> <li>Cruising Down the River</li> <li>A-You're Adorable</li> <li>Riders in the Sky</li> <li>Again</li> <li>Careless Hands</li> <li>Red Roses for a Blue Lady</li> <li>Sunflower</li> <li>Some Enchanted Evening</li> <li>I Don't See Me in Your Eyes Anymore</li> </ol>	<ol style="list-style-type: none"> <li>Riders in the Sky</li> <li>Again</li> <li>Forever and Ever</li> <li>Some Enchanted Evening</li> <li>A-You're Adorable</li> <li>Cruising Down the River</li> <li>Careless Hands</li> <li>Bah Ha'i</li> <li>Baby, It's Cold Outside</li> <li>I Don't See Me in Your Eyes Anymore</li> </ol>	<ol style="list-style-type: none"> <li>Riders in the Sky</li> <li>Some Enchanted Evening</li> <li>Again</li> <li>Forever and Ever</li> <li>Baby, It's Cold Outside</li> <li>Bah Ha'i</li> <li>I Don't See Me in Your Eyes Anymore</li> <li>A-You're Adorable</li> <li>Room Full of Roses</li> <li>A Wonderful Guy</li> </ol>
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1950

<ol style="list-style-type: none"> <li>If I Knew You Were Coming I'd've Baked a Cake</li> <li>Music, Music, Music</li> <li>It Isn't Fair</li> <li>Chattanooga Shoe Shine Boy</li> <li>Third Man Theme</li> <li>Dearie</li> <li>Daddy's Little Girl</li> <li>Peter Cottontail</li> <li>My Foolish Heart</li> <li>There's No Tomorrow</li> </ol>	<ol style="list-style-type: none"> <li>Third Man Theme</li> <li>My Foolish Heart</li> <li>If I Knew You Were Coming I'd've Baked a Cake</li> <li>It Isn't Fair</li> <li>Sentimental Me</li> <li>Bewitched</li> <li>Dearie</li> <li>Hoop-Dee-Do</li> <li>Music, Music, Music</li> <li>Daddy's Little Girl</li> </ol>	<ol style="list-style-type: none"> <li>Third Man Theme</li> <li>Bewitched</li> <li>My Foolish Heart</li> <li>Hoop-Dee-Do</li> <li>Sentimental Me</li> <li>It Isn't Fair</li> <li>I Wanna Be Loved</li> <li>The Old Piano Roll Blues</li> <li>If I Knew You Were Coming I'd've Baked a Cake</li> <li>Dearie</li> </ol>	<ol style="list-style-type: none"> <li>Bewitched</li> <li>Third Man Theme</li> <li>I Wanna Be Loved</li> <li>Mona Lisa</li> <li>Hoop-Dee-Do</li> <li>Sentimental Me</li> <li>My Foolish Heart</li> <li>Count Every Star</li> <li>The Old Piano Roll Blues</li> <li>Tzena, Tzena, Tzena</li> </ol>
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1951

<ol style="list-style-type: none"> <li>Mockin' Bird Hill</li> <li>If</li> <li>Aba Daba Honeymoon</li> <li>Be My Love</li> <li>Would I Love You?</li> <li>Sparrow in the Tree Top</li> <li>How High the Moon</li> <li>Tennessee Waltz</li> <li>On Top of Old Smoky</li> <li>My Heart Cries for You</li> </ol>	<ol style="list-style-type: none"> <li>Mockin' Bird Hill</li> <li>How High the Moon</li> <li>On Top of Old Smoky</li> <li>If</li> <li>Be My Love</li> <li>Too Young</li> <li>Would I Love You?</li> <li>I Apologize</li> <li>Sparrow in the Tree Top</li> <li>Sound Off</li> </ol>	<ol style="list-style-type: none"> <li>How High the Moon</li> <li>Too Young</li> <li>On Top of Old Smoky</li> <li>Mockin' Bird Hill</li> <li>Jezebel</li> <li>Sound Off</li> <li>Rose, Rose I Love You</li> <li>My Truly, Truly Fair</li> <li>The Loveliest Night of the Year</li> <li>Mister and Mississippi</li> </ol>	<ol style="list-style-type: none"> <li>Too Young</li> <li>My Truly, Truly Fair</li> <li>How High the Moon</li> <li>On Top of Old Smoky</li> <li>Jezebel</li> <li>The Loveliest Night of the Year</li> <li>Come On-a My House</li> <li>Mister and Mississippi</li> <li>Mockin' Bird Hill</li> <li>Rose, Rose I Love You</li> </ol>
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1952

<ol style="list-style-type: none"> <li>Wheel of Fortune</li> <li>Blue Tango</li> <li>Any Time</li> <li>Blacksmith Blues</li> <li>Cry</li> <li>Tell Me Why</li> <li>Please, Mr. Sun</li> <li>Guy Is a Guy</li> <li>Little White Cloud That Cried</li> <li>Pittsburgh, Pennsylvania</li> </ol>	<ol style="list-style-type: none"> <li>Blue Tango</li> <li>Wheel of Fortune</li> <li>Guy Is a Guy</li> <li>Kiss of Fire</li> <li>Blacksmith Blues</li> <li>I'll Walk Alone</li> <li>I'm Yours</li> <li>Any Time</li> <li>Pittsburgh, Pennsylvania</li> <li>Be Anything (But Be Mine)</li> </ol>	<ol style="list-style-type: none"> <li>Kiss of Fire</li> <li>Blue Tango</li> <li>Here in My Heart</li> <li>I'm Yours</li> <li>Guy Is a Guy</li> <li>I'll Walk Alone</li> <li>Delicado</li> <li>Wheel of Fortune</li> <li>Blacksmith Blues</li> <li>Be Anything (But Be Mine)</li> </ol>	<ol style="list-style-type: none"> <li>Kiss of Fire</li> <li>Here in My Heart</li> <li>I'm Yours</li> <li>Auf Wiederseh'n, Sweetheart</li> <li>Delicado</li> <li>Blue Tango</li> <li>Walkin' My Baby Back Home</li> <li>Half as Much</li> <li>I'll Walk Alone</li> <li>Maybe</li> <li>Botch-a-Me</li> </ol>
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# • YESTERYEAR'S HITS . . . *Continued*

	APRIL	MAY	JUNE	JULY
<b>1953</b>	<ol style="list-style-type: none"> <li>1. Doggie in the Window</li> <li>2. 'Til I Waltz Again With You</li> <li>3. Pretend</li> <li>3. I Believe</li> <li>5. Your Cheatin' Heart</li> <li>6. Tell Me You're Mine</li> <li>7. Don't Let the Stars Get in Your Eyes</li> <li>7. Side By Side</li> <li>9. Tell Me a Story</li> <li>10. Wild Horses</li> </ol>	<ol style="list-style-type: none"> <li>1. Song From Moulin Rouge</li> <li>2. Doggie in the Window</li> <li>3. I Believe</li> <li>4. April in Portugal</li> <li>5. Pretend</li> <li>6. Your Cheatin' Heart</li> <li>7. Ruby</li> <li>8. Seven Lonely Days</li> <li>9. 'Til I Waltz Again With You</li> <li>9. Say You're Mine Again</li> </ol>	<ol style="list-style-type: none"> <li>1. Song From Moulin Rouge</li> <li>2. April in Portugal</li> <li>3. I'm Walking Behind You</li> <li>4. Ruby</li> <li>5. I Believe</li> <li>6. Say You're Mine Again</li> <li>7. Pretend</li> <li>8. Seven Lonely Days</li> <li>9. Doggie in the Window</li> <li>10. Anna</li> </ol>	<ol style="list-style-type: none"> <li>1. Song From Moulin Rouge</li> <li>2. I'm Walking Behind You</li> <li>3. April in Portugal</li> <li>4. Ruby</li> <li>5. I Believe</li> <li>5. No Other Love</li> <li>7. Vaya Con Dios</li> <li>8. Say You're Mine Again</li> <li>9. Limelight</li> <li>10. P.S. I Love You</li> </ol>
<b>1954</b>	<ol style="list-style-type: none"> <li>1. Make Love to Me</li> <li>2. Wanted</li> <li>3. Secret Love</li> <li>3. Cross Over the Bridge</li> <li>5. I Get So Lonely</li> <li>6. Young at Heart</li> <li>7. Answer Me, My Love</li> <li>8. Oh, Mein Papa</li> <li>9. A Girl, a Girl</li> <li>10. From the Vine Came the Grapes</li> </ol>	<ol style="list-style-type: none"> <li>1. Wanted</li> <li>2. Cross Over the Bridge</li> <li>3. Make Love to Me</li> <li>4. Young at Heart</li> <li>5. I Get So Lonely</li> <li>6. Little Things Mean a Lot</li> <li>7. Answer Me, My Love</li> <li>8. Man With the Banjo</li> <li>9. Secret Love</li> <li>10. A Girl, a Girl</li> </ol>	<ol style="list-style-type: none"> <li>1. Little Things Mean a Lot</li> <li>2. Wanted</li> <li>2. Three Coins in the Fountain</li> <li>4. The Happy Wanderer</li> <li>5. Hernando's Hideaway</li> <li>6. Young at Heart</li> <li>7. Cross Over the Bridge</li> <li>7. If You Love Me</li> <li>9. I Get So Lonely</li> <li>10. I Understand Just How You Feel</li> </ol>	<ol style="list-style-type: none"> <li>1. Little Things Mean a Lot</li> <li>2. Three Coins in the Fountain</li> <li>3. The Happy Wanderer</li> <li>3. Hernando's Hideaway</li> <li>5. I Understand Just How You Feel</li> <li>6. Sh-Boom</li> <li>7. If You Love Me</li> <li>7. Wanted</li> <li>9. Little Shoemaker</li> <li>10. The Man Upstairs</li> </ol>
<b>1955</b>	<ol style="list-style-type: none"> <li>1. Ballad of Davy Crockett</li> <li>2. Melody of Love</li> <li>3. Sincerely</li> <li>4. Tweedle Dee</li> <li>5. How Important Can It Be?</li> <li>6. Cherry Pink and Apple Blossom White</li> <li>7. Unchained Melody</li> <li>8. Open Up Your Heart</li> <li>9. Dance With Me Henry</li> <li>10. Ko Ko Mo</li> </ol>	<ol style="list-style-type: none"> <li>1. Unchained Melody</li> <li>2. Ballad of Davy Crockett</li> <li>3. Cherry Pink and Apple Blossom White</li> <li>4. Dance With Me Henry</li> <li>5. Melody of Love</li> <li>6. Whatever Lola Wants</li> <li>7. Tweedle Dee</li> <li>7. How Important Can It Be?</li> <li>9. Play Me Hearts and Flowers</li> <li>10. Sincerely</li> </ol>	<ol style="list-style-type: none"> <li>1. Unchained Melody</li> <li>2. Cherry Pink and Apple Blossom White</li> <li>3. Ballad of Davy Crockett</li> <li>4. Dance With Me Henry</li> <li>5. Blossom Fell</li> <li>6. Whatever Lola Wants</li> <li>7. Learnin' the Blues</li> <li>8. Honey Babe</li> <li>9. Heart</li> <li>10. Melody of Love</li> </ol>	<ol style="list-style-type: none"> <li>1. Unchained Melody</li> <li>2. Rock Around the Clock</li> <li>3. Cherry Pink and Apple Blossom White</li> <li>4. Learnin' the Blues</li> <li>5. Something's Gotta Give</li> <li>6. Honey Babe</li> <li>7. Hard to Get</li> <li>8. The Ballad of Davy Crockett</li> <li>9. Dance With Me Henry</li> <li>10. Ain't It a Shame</li> </ol>
<b>1956</b>	<ol style="list-style-type: none"> <li>1. Poor People of Paris</li> <li>2. Lisbon Antigua</li> <li>3. Hot Diggity</li> <li>4. Rock and Roll Waltz</li> <li>5. Heartbreak Hotel</li> <li>5. Why Do Fools Fall in Love?</li> <li>7. Blue Suede Shoes</li> <li>8. No, Not Much</li> <li>9. I'll Be Home</li> <li>10. Theme From the Three Penny Opera</li> </ol>	<ol style="list-style-type: none"> <li>1. Heartbreak Hotel</li> <li>2. Hot Diggity</li> <li>3. Poor People of Paris</li> <li>4. Ivory Tower</li> <li>5. Blue Suede Shoes</li> <li>5. Themes From Moonglow and Picnic</li> <li>7. Why Do Fools Fall in Love?</li> <li>8. Lisbon Antigua</li> <li>9. Magic Touch</li> <li>10. Standing on the Corner</li> </ol>	<ol style="list-style-type: none"> <li>1. Themes From Moonglow and Picnic</li> <li>2. Ivory Tower</li> <li>3. Wayward Wind</li> <li>4. Heartbreak Hotel</li> <li>5. Standing on the Corner</li> <li>6. Hot Diggity</li> <li>7. On the Street Where You Live</li> <li>8. I'm in Love Again</li> <li>9. Blue Suede Shoes</li> <li>10. I Almost Lost My Mind</li> </ol>	<ol style="list-style-type: none"> <li>1. Wayward Wind</li> <li>2. I Almost Lost My Mind</li> <li>2. Themes From Moonglow and Picnic</li> <li>4. On the Street Where You Live</li> <li>5. I Want You, I Need You, I Love You</li> <li>6. Ivory Tower</li> <li>7. Standing on the Corner</li> <li>7. Allegheny Moon</li> <li>9. I'm in Love Again</li> <li>10. Whatever Will Be, Will Be (Que Sera, Sera)</li> </ol>
<b>1957</b>	<ol style="list-style-type: none"> <li>1. Butterfly</li> <li>2. Round and Round</li> <li>3. Party Doll</li> <li>4. All Shook Up</li> <li>5. Little Darlin'</li> <li>6. Marianne</li> <li>7. Young Love</li> <li>8. Why, Baby Why?</li> <li>9. I'm Walkin'</li> <li>10. Gone</li> </ol>	<ol style="list-style-type: none"> <li>1. All Shook Up</li> <li>2. Little Darlin'</li> <li>3. Round and Round</li> <li>4. Dark Moon</li> <li>5. Gone</li> <li>6. Come Go With Me</li> <li>6. Butterfly</li> <li>8. Party Doll</li> <li>8. White Sport Coat</li> <li>10. School Day</li> </ol>	<ol style="list-style-type: none"> <li>1. Love Letters in the Sand</li> <li>2. Dark Moon</li> <li>3. All Shook Up</li> <li>4. White Sport Coat</li> <li>5. So Rare</li> <li>6. Little Darlin'</li> <li>7. Bye Bye Love</li> <li>8. Round and Round</li> <li>8. School Day</li> <li>10. Valley of Tears</li> </ol>	<ol style="list-style-type: none"> <li>1. Love Letters in the Sand</li> <li>2. Bye Bye Love</li> <li>3. So Rare</li> <li>4. Teddy Bear</li> <li>5. Old Cape Cod</li> <li>6. Dark Moon</li> <li>7. White Sport Coat</li> <li>8. It's Not for Me to Say</li> <li>9. I'm Gonna Sit Right Down and Write Myself a Letter</li> <li>10. Around the World</li> </ol>

FOR YESTERYEAR'S HITS OF OTHER MONTHS OF THE YEAR

WATCH FOR FUTURE **DISK JOCKEY PROGRAMMING ISSUES**

For bigger and better programming  
ideas and coverage, read

The  
**Billboard**

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY



# EASTER PROGRAMMING

A list of tunes appropriate for Easter season programming and the records available for each.

Benny, the Magic Bunny	Kenny Roberts	Coral 60660
Bunny Round-Up Time	Mervin Shiner & Jimmy Carroll Ork.	Decca 27482
E-A-S-T-E-R	Milton Estes	M-G-M 10646
E-A-S-T-E-R/Easter Bunny Day	Rita Faye	M-G-M 12203
Easter Bunny Day	Leslie Uggams	M-G-M 11437
Easter Bunny Song	Baby Pamela Rich	Mercury 71024
Easter Lillies	Bill Brown's Chorus	Kem 2712
	Hi-Fi's	Liberty 55011
Easter Parade	Ray Charles Singers	M-G-M 12201
	Perry Como	RCA Victor 420 0-106
	Caesar Conception	Seeco 4164
	Bing Crosby	Decca 23819
	Durning String Band	Guy 1313
	Roy Eldridge	Cleff 8975
	Ken Griffin	Columbia 50092
	Harry James	Columbia 50054
	Sammy Kaye	Columbia 39186
	Kern & Sloop	Tempo 904
	Neil Lewis	Tico 245
	Liberace	Columbia 48007
	Malcolm Lockyer	Wing 12201
	Guy Lombardo	Decca 23817
	Johnny Long	Coral 60957
	Eddie (Piano) Miller	Rainbow 140
	Red Nichols	Audiophile AP 7
	Ethel Smith	Decca 24321
	Tommy Sosebee	Coral 64080
	Fred Waring	Decca 29063
	Margaret Whiting & Jimmy Wakely	Capitol 1382
	Del Wood	Republic 815
Edgar the Easter Bunny	Mitchell Torok	Abbott 156
Egbert the Easter Rabbit	Mervin Shiner	Decca 27977
Eldo the Easter Bunny	Rita Faye	M-G-M 12203
Lel's Go to Church	Red Foley & J. Martin	Decca 46235
	Margaret Whiting & Jimmy Wakely	Capitol 1382
Mister Easter Bunny	Honey Dreamers	Columbia 40668
	Derry Falligant	M-G-M 10675
	Sammy Kaye	Columbia 39186
	Guy Lombardo	Decca 24951
	Mervin Shiner	Decca 46221
	Lawrence Welk	Coral 57066
Peter Rabbit	Rusty Draper	Mercury 70300
Rummy Dumb Bunny	Ruby Wright	King 4870
Song of Easter	Fred Waring	Decca 41046
Two Easter Sunday Sweethearts	Vera Lynn	London 1434
ALBUMS		
Easter Parade	Judy Garland & Fred Astaire	M-G-M E 3118

# MILLION-SELLING RECORDS

A list of single recordings that sold a million copies or more as of March 15, 1958. All listings are in alphabetical order by the artist's last name. Research for this listing was carried out via direct contact with the record manufacturers, who have verified the eligibility of each listing.

ARTIST	TITLE	LABEL
Acuff, Roy	Wabash Cannonball	Columbia
Ames Brothers	Sentimental Me (Rag Mop)	Coral
	You, You, You	Victor
	Naughty Lady From Shady Lane	Victor
Anderson, Leroy	Blue Tango	Decca
Andrews Sisters	Rum and Coca-Cola	Decca
	I Can Dream Can't I?	Decca
	Winter Wonderland	Decca
Anka, Paul	Diana	ABC-Paramount
Arnold, Eddy	Bouquet of Roses	Victor
Austin, Gene	Ramona	Victor
Autry, Gene	Silver Haired Daddy	Columbia
	Here Comes Santa Claus	Columbia
	Rudolph the Red-Nosed Reindeer	Columbia
	Frosty the Snow Man	Columbia
	Peter Cottontail	Columbia
Barron, Blue	Cruising Down the River	M-G-M
Barton, Eileen	If I Knew You Were Comin' I'd of Baked a Cake	National
Baxter, Les	Poor People of Paris	Capitol
Belafonte, Harry	Day-O (Banana Boat)	Victor
Bennett, Tony	Because of You	Columbia
	Cold, Cold Heart	Columbia
	Rags to Riches	Columbia
Boone, Pat	Ain't That a Shame	Dot
	April Love	Dot
	I Almost Lost My Mind	Dot
	Love Letters in the Sand	Dot
	Don't Forbid Me	Dot
	Why, Baby, Why	Dot
	I'll Be Home	Dot
	Friendly Persuasion	Dot
Boyd, Jimmy	I Saw Mommy Kissing Santa Claus	Columbia
Brewer, Teresa	Till I Waltz Again With You	Coral
	Ricochet	Coral

(Continued on page 18)

# 'C&W MAN OF THE YEAR'

## Connie Gay Top C&W Man For '57, Denny 2d Again

Connie B. Gay topped the voting in The Billboard's fourth annual "Country and Western Man of the Year" poll. Jim Denny, head of his own artist's bureau, was tops among the "runners-up" for the second year in a row. Denny has previously won this award in 1955. Last year's winner was Steve Sholes, RCA Victor's manager of specialty artists and repertoire.

Since The Billboard issues awards to outstanding c.&w. talent each year, all talent are excluded from the "Man of the Year" poll which recognizes efforts in other-than-performer fields.

Connie B. Gay's list of credits is a long one and includes: sole owner and producer of "Town & Country Time," seen regularly on WMAL in Washington, D. C.; the owner of the coast-to-coast CBS package for the Jimmy Dean Show; Chairman of the Board of the Town and Country Network, which he founded, which owns outright three country music radio stations. These are KLRA, a 10,000-watt in Little Rock, Ark., WTCR, a 5,000-watt station in Ashland, Ky., and Huntington, W. Va., and the 5,000-watt station in Kinston, N. C., whose call letters are WFTC. He is also



CONNIE B. GAY

producer of the syndicated "Town & Country Time" film series seen in approximately 55 TV markets and distributed by RCA.

In addition, Gay manages George Hamilton IV, Clint Miller, Jo Davis, Mary Klick and The Country Lads.

His selection this year reflects the promotion he has given country and western music thru his

many successful shows on his own stations as well as other network shows for which he is responsible. Gay is regarded by many as the largest individual promoter of country music in the U. S.

Connie B. Gay was born in Lizard Lick, N. C., in the year 1914. From this farming community, 18 miles east of Raleigh, he went to the State College and received a B. S. in Agriculture in '35. After teaching high school agriculture, he took an official position with the U. S. Department of Agriculture. It was during this 10-year tenure that he was spokesman for the National Farm and Home Hour on the old Blue Network. For nine years he conducted a three-hour radio show "Town and Country Time" on station WARL, Arlington, Va. "Gaytime," a show he produced, ran for 27 consecutive weeks in Constitution Hall in Washington, D. C. He also promoted the country music "Moonlight Cruises" on the John Wilson steamers out of Philadelphia, Baltimore and Washington, D. C.

Other noteworthy accomplishments of the "Man of the Year" include founding and conducting the Annual Champion Country Music Contest. And he was the first impresario to go into Korea with a country music show (March, 1951). He covered Europe, the entire Pacific area and the Caribbean command. He is also the recipient of the "Certificate of Esteem" and a Gold Certificate from the Department of Defense for a "long tenure of personal appearances, tours and broadcasting activities."

### AIR EAR-APPEAL

## Radio Gets the Album Message

- Increased LP plays reach real buyers
- 'Top 40' programming sparks DJ revolt

By BOB ROLONTZ

Radio stations, both independent and network, are programming an ever increasing number of albums during both the day and evening hours. The growth of LP use by stations—including those who previously programmed only top 40—has increased so rapidly in some areas that at WNEW, New York, for example, one of the country's top popular music stations, more than half of the programming is albums rather than singles.

Even the Storz chain, one of the originators of top 40 programming, has been adding albums to its daytime shows for more than a year. Ira Cook, of Station KMPC in Los Angeles, is playing more album selections on his four-hour show each day than he has ever played before. Station WDOK in Cleveland has an all-day "Album Merry-Go-Round" on the air every day from 6 a.m. to 6 p.m. with 45 minutes of every hour devoted to album selections. The Newark, N. J., station, WPAT, has an all-evening album seg. "Gaslight Review" which has built up healthy ratings. And WOR, New York flagship of the ABC chain, has built a good audience with its evening album show, "Studio X."

These are but a few of the shows that denote the greatly increased emphasis on album programming. What are the reasons for this swing toward more album programming? They are many and varied and not the least of

the reasons is due to the revolt against top 40 formula.

### Rigid Kick

Many stations found after going on a right top 40 kick, that their programs had become so similar (other words like monotonous or unimaginative could also be used), that they lost or annoyed some of the listening audience. They found that if the same 40 or 50 records were the only one programmed thru a whole listening day, they were giving their listeners the same type of music from sunup to sundown, since the great majority of today's single disks are in the rock and roll vein. And so the use of albums began to increase.

Secondly, surveys showed that the greatest listening audience for top 40 radio programs were youngsters, usually aged about 15. Altho no one has anything against children or teen-agers, advertisers were anxious to get their message across not to children, but to adults, since adults buy all products and kids are usually limited money-wise. A pressure built up from advertisers and agencies for musical programming that would attract those over 21 as well as the youths. Again, album use spread.

One more item came to the attention of station managers, disk jockeys and time buyers via surveys on record buyers. For the past year LP sales have been greater dollar-wise than sales of single records. And this year the figures show that LP's rack up more than 60 per cent of the dollar volume of record sales. If this many people like LP's, reasoned the station brass, why shouldn't they be able to hear this same music on radio? And so

(Continued on page 36)

### David Allen



Born July 19, 1923, in Hartford, Conn., David Allen comes from a musical family. His father played the French horn and his mother was a singer. His first professional experience as a singer was during his high school days, and in 1940 he joined the Jack Teagarden band. After a hitch in the Army he joined the Van Alexander ork at Roseland, New York. He later appeared with the swinging Henry Jerome band and later at stations WHN and WNEW. He then did a short stint with the Bob Chester band. With this experience he moved to the West Coast and released two disks for the now defunct Discovery label and went into radio and club work. In 1957 he got in touch with Richard Bock, president of World Pacific and former a.&c. director at Discovery, and signed to record for them. "David Allen Sings Jerome Kern" is his initial long-playing release. Singles of tunes from the album are also on the market. With his wealth of experience as a musician, arranger and singer, David Allen's career should continue to move but at a much faster pace.



# MILLION-SELLING RECORDS

• Continued from page 17

ARTIST	TITLE	LABEL
Britt, Elton	There's a Star-Spangled Banner	Victor
	Waving Somewhere	Victor
Brown, Les	Sentimental Journey	Columbia
Buchanan & Goodman	Flying Saucer	Luniverse
Calloway, Cab	Jumpin' Jive	Columbia
Cavallaro, Carmen	Polonaise (By Chopin)	Decca
Chackfield	Ebb Tide	London
Chordettes	Mr. Sandman	Cadence
Clooney, Rosemary	Come On-A-My House	Columbia
	Half as Much	Columbia
	Hey, There	Columbia
Cole, Nat King	Nature Boy	Capitol
	Mona Lisa	Capitol
	Too Young	Capitol
Como, Perry	Temptation	Victor
	Hubba Hubba	Victor
	'Til the End of Time	Victor
	Prisoner of Love	Victor
	When You Were Sweet Sixteen	Victor
	Round and Round	Victor
	Because	Victor
	Don't Let the Stars Get in Your Eyes	Victor
	Wanted	Victor
	Papa Loves Mambo	Victor
	Hof Diggity	Victor
	Catch a Falling Star	Victor
Cooke, Sam	You Send Me	Keen
Crew Cuts, The	Sh-Boom	Mercury
Cricketts, The	That'll Be the Day	Brunswick
Crosby, Bing	Silent Night	Decca
	Sunday, Monday or Always	Decca
	I'll Be Home for Christmas	Decca
	Swinging on a Star	Decca
	Too-Ra-Loo-Ra-Loo-Ral	Decca
	I Can't Begin to Tell You	Decca
	Dear Hearts and Gentle People	Decca
	New San Antonio Rose	Decca
	MacNamara's Band	Decca
	Sweet Leilani	Decca
	White Christmas	Decca
	Now Is the Hour	Decca
	Galway Bay	Decca
With Gary Crosby	Play a Simple Melody	Decca
Crosby, Bing		
With Andrew Sisters	Pistol Packin' Mama	Decca
	Jingle Bells	Decca
	Don't Fence Me In	Decca
	South America, Take It Away	Decca
With Grace Kelly	True Love	Capitol
With Fred Waring	Whiffenpoof Song	Decca
Dalhart, Vernon	Prisoner's Song	Victor
Damone, Vic	You're Breaking My Heart	Mercury
	Again	Mercury
Danny and the Juniors	At the Hop	ABC-Paramount
Day, Doris	Secret Love	Columbia
	Whatever Will Be, Will Be	Columbia
With Clark	Confess/Love Somebody	Columbia
Del Vikings, The	Come Go With Me	Dot
Diamonds, The	Little Darlin'	Mercury
	The Stroll	Mercury
Doggett, Bill	Honky Tonk	King
Domino, Fats	Blue Monday	Imperial
	Blueberry Hill	Imperial
	I'm in Love Again	Imperial
	Boll Weevil	Imperial
	All By Myself	Imperial
	I Lived My Life	Imperial
	Goin' to the River	Imperial
	Goin' Home	Imperial
	Fat Man	Imperial
	Please Don't Leave Me	Imperial
	You Said You Love Me	Imperial
	Don't Leave Me This Way	Imperial
	Thinking of You	Imperial
	Ain't It a Shame	Imperial
	I'm Walking	Imperial
Dorsey, Jimmy	Maria Elena	Decca
	Green Eyes	Decca
	So Rare	Fraternity
	Amanola	Decca
Dorsey, Tommy	Marie	Victor
	Boogie Wongie	Victor
	There Are Such Things	Victor
Draper, Rusty	Gambler's Guitar	Mercury
Eckstine, Billy	I Anologize	M-G-M
	My Foolish Heart	M-G-M
Everly Brothers	Bye Bye Love	Cadence
	Wake Up Little Susie	Cadence
Faith, Percy	The Song From Moulin Rouge	Columbia
Fiedler, Arthur	Jalousie	Victor
Fisher, Eddie	Anytime	Victor
	I'm Walking Behind You	Victor
	Oh Mein Pa-Pa	Victor
	I Need You Now	
Fitzgerald, Ella & The Ink Spots	Into Each Life Some Rain Must Fall	Decca

(Continued on page 20)

# Longhair Spinners Foresee New Era

- Search for adult audiences spotlights classics jockey
- Audiences are loyal but need specialized approach

By BOB BERNSTEIN

Far from the madding crowds of radio's pop deejays toil the intrepid longhair platter spinners, unhonored, unsung and unpublicized. Classical music programming "gives us the willies," as one N. Y. station manager puts it, while another repeats that "it's still for such a small audience that we'd be crazy to allot time."

### Change Seen

Yet the tide seems to be turning because, as an exec from WISN, Milwaukee, says, "The potential audience is everyone over 18 and there are more of them than there are teen-agers." WISN last month banned the Top 40 because of "a deluge of listener mail" requesting "better music." The classical deejay is making headway both in ratings and in station management approval because "they've adopted the pop format, willingly deliver commercials nowadays and develop followings as fast as pop jocks do," according to a CBS veepee.

Case History No. 1: Jacques Fray, WQXR, New York, probably radio's first longhair deejay, has been on the air since 1947. He now hosts six hour-long shows in the 4-5 p.m. slot, plus two half hours a week devoted to French music fully sponsored by Air France and the French Tourist Office. On the former, he mixes light and heavy classics, does all his own programming, limits talk to a brief comment before each disk and invites occasional live guests. He has five sponsors, delivering the pitches himself in largely his own wording.

Case History No. 2: Harry Fleetwood, WRCA, New York, took over "Music Thru the Night" (12:30-6 a.m., M-F) four years ago when the program was two years old. He only does five commercials in the five-and-a-half-hour stanza. He programs 25 per cent of the material, the rest chosen by producer Lee Jones, features frequent guest interviews and a healthy slice of chatter and happily schedules such works as the uncut five-

hour recording of Wagner's "Parsifal."

### Loyal Audience

Fray and Fleetwood have ample indication of audience loyalty to themselves and their sponsors via voluminous mail, phone calls and respectable ratings. Fray finds himself in a local operation, WQXR carrying about 80 miles, with the accent on concert-going, well-versed listeners. Fleetwood's show has a radius of some 1,500 miles in good weather, however, and reaches grass roots in the Midwest, South and Canada.

"My job is to be guided by, rather than guide, the tastes of the public, unlike a pop deejay's responsibility," says Fray. "I can't very well tell them Beethoven is hot stuff, forget Brahms. The fact that I personally like Ravel and Debussy doesn't give their music more air time than Bizet." Fray audits every disk before including it, devoting nine hours a day to the "infernal acceleration of product the LP has brought us" and building his show's private library of 75,000 records.

"When I launched my series 11 years ago, serious music broadcasts relied on commentators like Deems Taylor. They analyzed, gave program notes and generally gave the impression of being experts—which of course they were. But they didn't do commercials, they didn't chat about local happenings. Those features, which correspond so closely to the pop deejay, made me a longhair deejay and kept me on the air," Fray explains.

### Three Criteria

"The station interferes in no way with my programming or comments. I choose numbers from experience that will lead into commercials with the right mood and I make sure to begin and end each broadcast with something allegro. That's good showmanship." And I include pop classics and classic pops, anything but "Music to Wash Dishes By." I have three criteria for scheduling a recording. If a familiar work, is it the best interpretation? If an old but unfamiliar work, is it worth reviving? If new, does it have universal appeal?"

The big difference between classical and pop jocks, Fray thinks, is that the former couldn't

possibly stay in the job without loving most of the music he programs. "No money would make worthwhile the chore of picking and sitting thru 12 hours a day of material unless you care." Another difference is the amount of concentration demanded from the listeners. "Because this music takes keener attention, the host must take greater pains not to disturb the atmosphere created with long-winded talk or hard sell blurbs," Fray states.

### Changing Audience

He, as well as most men doing his work, concede that this programming draws people from higher income groups and higher educational levels, "but the ratio is steadily changing," judging from literacy of letters, addresses and promotion stunts. The teenage audience is small.

Fleetwood finds he has a big show business following and has received frequent calls from everyone from Tallulah to Toscanini. He gets involved in the personal problems of many of his fans via these phone conversations, which he can accept in profusion because of the length of his recordings. His pet peeve, tho, is the listener who wants to chat forever and doesn't want to listen to the music. "Stations get away with inferior stuff because people are bad listeners and don't really hear what's coming thru the loudspeaker," says Fleetwood. Another peeve: listeners who want no talk at all, just continuous music. "I tell them to turn on their phonographs," he says.

### Quiz Gimmicks

"Music Thru the Night" has tried various gimmicks to test or increase its audience, which incidentally, is the largest in its time period, according to the latest Pulse ratings. Post cards were solicited to guess the favorite pieces of celebrities last season with great results. A Monday night quiz segment with small prizes has become a regular feature. "What do you want to hear played?" is a teaser often used. Fleetwood himself got the job thru an NBC contest asking for applicants: he was a newscaster at WPIX and WNEW prior to 1954.

"Unlike the era of 15 years ago, radio has almost no live music shows," says the 67" platter spinner. "We're the last line of resistance and fill a need that's greater than many station managers admit. Or putting it positively—"

(Continued on page 22)

## PILIN' IT HIGH IN RICHMOND

RICHMOND, Va. — What'd'ya do with snow? Turn it into a promotion stunt for your station. That's what WRVA did after a recent snowstorm, and the results were little short of tremendous.

The outlet held a Snowman Building Contest in Richmond and surrounding counties. The idea was to build the biggest snowman without using a frame. Entrants had to take a picture of the complete snowman with its builder, and the call letters WRVA had to be plainly visible on the snowman. Prizes totaling \$150 were offered.

There were 98 photographed entries in the contest. If all the snowmen were stacked one on top of the other, the big snowman would have towered 1,009 feet and 1½ inches. The average snowman was 11 feet tall. The one judged to be tallest went up 29 feet, 9 inches. It was 30 feet around the base.

And think of all the people in and around Richmond who saw those call letters.



"Can You Top This" Department: The intrepid deejay goes underwater for a WTSP broadcast. Show originated in the underwater studio behind him. Stunt garnered plenty of publicity for the outlet.



from the desk of  
**MANTOVANI**

*Thanks  
D.J.'s*

*for making this possible....>*



Franklin Delano Roosevelt, Jr., presenting a plaque to Maestro Mantovani in recognition of the conductor's unprecedented 8 gold LP records.

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**FILM ENCORES**  
My Foolish Heart; Love Is A Many Splendored Thing; Laura; High Noon; September Song; 7 others. LL 1700

**SONG HITS FROM THEATRELAND**  
If I Loved You; Hello Young Lovers; Stranger in Paradise; Bewitched; 8 others. LL 1219

**MUSIC OF ROMBERG**  
Stouthearted Men; Desert Song; One Alone; Drinking Song; When I Grow too Old to Dream; Lover, Come Back to Me; 8 others. LL 1031

**CHRISTMAS CAROLS**  
The First Noel; Hark the Herald Angels Sing; God Rest Ye Merry Gentlemen; Silent Night; O Little Town of Bethlehem; 9 others. LL 913

**MANTOVANI PLAYS THE IMMORTAL CLASSICS**  
Prelude in C# Minor (Rachmaninoff); Minuet in G (Mozart); Largo (Handel); Barcarolle (Offenbach); Ave Maria (Schubert); 7 others. LL 877

**MUSIC OF VICTOR HERBERT**  
Ah! Sweet Mystery of Life; March of the Toys; I'm Falling in Love with Someone; Kiss Me Again; Indian Summer; Habanera; 8 others. LL 746

**STRAUSS WALTZES**  
Blue Danube; Wine, Women and Song; Tales from the Vienna Woods; Emperor Waltz; Voices of Spring; 7 others. LL 455

**GREENSLEEVES**  
(A Selection of Favorite Waltzes) Mexican Rose; Love, Here Is My Heart; I Love You Truly; Dancing With Tears in My Eyes; Greensleeves; 7 others. LL 570

*P.S. ... thanks also for getting behind  
my new composition....>*

**DAVID WHITFIELD**  
sings

**CRY  
MY HEART**

1794

written by  
arranged by  
conducted by **MANTOVANI**

**LONDON**  
RECORDS



539 West 25 St., New York 1, N. Y.



# MILLION-SELLING RECORDS

• Continued from page 18

ARTIST	TITLE	LABEL
Foley, Red	Chattanooga Shoe Shine Boy	Decca
	Peace in the Valley	Decca
Fontane Sisters	Hearts of Stone	Dot
Ford, Tennessee Ernie	Sixteen Tons	Capitol
Four Aces	Tell Me Why	Decca
	Love Is a Many-Splendored Thing	Decca
	Stranger in Paradise	Decca
	Three Coins in the Fountain	Decca
Four Lads, The	Moments to Remember	Columbia
	No Not Much	Columbia
Four Tunes, The	Marie	Jubilee
	I Understand	Jubilee
Freberg, Stan	St. George and the Dragonet	Capitol
Gaylords, The	Tell Me You're Mine	Mercury
Gibbs, Georgia	Kiss of Fire	Mercury
	Tweedle Dee	Mercury
	Dance With Me Henry	Mercury
Glahe, Will	Beer Barrel Polka	Victor
Gleason, Jackie	Melancholy Serenade	Capitol
Godfrey, Arthur	Too Fat Polka	Columbia
Gordon, Barry	Nuttin' for Christmas	M-G-M
Gracie, Charlie	Butterfly	Cameo
Grant, Gogi	Wayward Wind	Era
Haley, Bill	Shake, Rattle and Roll	Decca
	Rock Around the Clock	Decca
	See You Later, Alligator	Decca
Hamilton, George	A Rose and a Baby Ruth	ABC-Paramount
Hamilton, Russ	Rainbow	Kapp
Harmoncats, The	Peg o' My Heart	Mercury
Harris, Phil	The Thing	Victor
Hayes, Bill	Davy Crockett	Cadence

(Continued on page 28)

## SIN & SALVATION

# C&W Music Still Packs Vitality

- Purists see extinction via modernistic hypes
- Most top d.j.'s keep in step with transition

By BILL SACHS

There's nothing wrong with the country and western music business! Despite the hullabaloo being raised in some circles to the effect that the switch of some country and western artists to the rockabilly and pop fields portends virtual extinction for this prominent facet of the music industry, there's still plenty of life in the old boy yet.

That's the opinion of Nelson King, of WCKY, Cincinnati, president of the Country Music Disk Jockeys Association and who for seven consecutive years was voted the nation's No. 1 c.&w. deejay in polls conducted by The Billboard among artists and deejays alike.

C.&W. Still Vital

"There's nothing wrong with the country and western music business," says King. "If anything, it's expanding by embracing other types of music, like rockabilly and pop. But c.&w. music is still here and still very much alive, and it will always remain an important part of the nation's over-all music picture."

Most of the nation's top c.&w. deejays, particularly those in the more metropolitan areas are going along with the country field's transition by placing the tunes requested by their listeners, whether they be so-called "pure" country, rockabilly or pop. A small percentage have dedicated themselves to keeping the c.&w. field cleansed of anything but the traditional or what they term "pure" country music. In most instances this minority programs the type of music it feels its listeners should hear rather than the music the listeners might prefer.

Must Keep Step

King has his own opinion on this score. "Most of the c.&w. deejays are going along with the country's field's expansion; a few are not," he says. "But those deejays who are not giving their listeners what they want by refusing to play the pop or rockabilly material waxed by country artists are hurting themselves. Their refusal to go along with the transition can only result in lower ratings for them."

The transition in the country music field from the so-called "pure" to pop can be attributed to only one thing—the demand and preference of the younger c.&w. fans for what is apparently the trend in country music. While the demand of the older country music fans for the traditional music may have waned in recent years, disk purchases by the younger element of the more modern c.&w. styling has served to more than offset any loss in prestige or dollar volume the country field may have experienced in recent years.

Jamborees Trend

Along with the nation's c.&w. jockeys, virtually all of the so-called country music jamborees shows spread all over America are going along with the trend by including in their programs the type of music the younger c.&w. fans want to hear. Quite recently, however, a group of c.&w. leaders are reported to have gathered in Nashville to discuss the type of music being played on "Grand Ole Opry." The "Opry" is one of the jamboree-type shows featuring mixed programming and is, of course, the granddaddy of all weekly country music shows.

The group is reported to have urged that the "Opry" cut out its country-pop programming in favor of "pure" country music. It is unlikely, however, that such a radical switch will be made by those who handle the destinies of "Grand Ole Opry." In a recent poll conducted among "Opry" patrons as to the type of music they prefer, the adherents of country-pop garnered virtually as many votes as those who choose "pure" country. Such a thing could never have happened a few years back.

What Is Pure?

In speaking of "pure" country music, the question frequently arises what c.&w. music can really be described as the "pure" product? Pure country and western music in our mind is that folk music sung by the inhabitants of the hill country of Kentucky, Tennessee and various other sections

## WOR SWITCH: SPOTS ON RIVALS

NEW YORK—WOR Radio has a musical variation of Man-Bites-Dog.

The General Teleradio flagship has signed to purchase a four-week schedule of spots on seven radio stations in its area to promote—what else?—WOR programs.

All of the outlets, however, are daytimers. Just prior to their 6 p.m. sign-off, they plug a switch to WOR's nighttime schedule of news, suave album programming, and sports. The non-competing stations are in New York, New Jersey and Connecticut.

of the country, or by the cowboys who roamed the plains many years ago. Much of what has passed for country and western music in recent years couldn't qualify to be listed under the "pure" c.&w. stamp as such. Much of it was a typed-up version of real country and western styling written to capture the fancy of the younger fans. In other words, the product was more pop than "pure."

Very often what side you're on is determined by the hand you're holding. Just a few years back one of our c.&w. publishing friends, who dealt exclusively in that field, condemned the trend to pop as something unholy. Quite recently he succeeded in planting a pop hit with one of the majors and overnight he changed his tune. Almost immediately country music became a thing of the past in his mind.

Hits Make Switches

The same holds true for one of the prominent c.&w. artists we know. He was among the first to make the pop field a number of years ago with what was originally intended to be a strictly country and western tune. There were no protests from any quarter at the time. Today he has become an advocate of "pure" c.&w. music, but let him come up with one that can again go both ways and watch him make the switch.

It's all a mixed-up deal, but right will always prevail. And so will country and western music as a prime facet in the over-all music picture.

Owen Bradley



Currently popping onto the charts with "Big Guitar" on the Decca label, Owen Bradley first made his record debut on the Coral label in 1949. He was born October 21, 1915, in Westmoreland, Tenn. During World War II he replaced Ted Weems as director of a service band. When discharged he was appointed musical director of Station WSM, Nashville, a position he still holds. He also leads the Owen Bradley Quintet and plays organ and piano with the group. He is, in addition, a songwriter, and has collaborated with Beasley Smith on several songs. He doesn't, however, stick strictly to the country music field as witness his recordings of Strauss waltzes, Christmas carols and Dixieland material.

Thanks for everything Dee Jays and We're happy that you're happy with . . .

# I'M HAPPY

b/w  
**ELOISE**  
C-1014

the

# FOUR DATES



## HEARD ONCE TOO OFTEN BY DEEJAYS

NEW YORK—The following really needs no introduction. Here are 10 tired cliches for deejays. You've heard them a hundred times? Well, maybe on this hundred-and-first hearing they might begin to strike you funny.

- "We haven't turned the radio on since we bought the teevee."
- "So what are you doing besides this radio bit?"
- "And so the committee has asked me to ask you to play 'Alma Mater' for his graduation party next Saturday."
- "I can do that stuff. Just tell me the difference between 33, 45 and 78 r.p.m."
- "I have a nephew, a very talented kid with a marvelous voice. Maybe if you could . . ."
- "What is this, like a hobby with you?"
- "I wanted to hear the show but we had company over and . . ."
- "Boy, I thought you were much older."
- "I mean, do you work with a script or do you just improvise as you go along?"
- "But do you really get a kick out of it? I mean, putting records on and off a turntable?"

Got any favorites of your own? Send them in to Deejay Cliche File, c/o The Billboard.

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 for all  
 those  
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current Best Seller

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c/w

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**WILL**  
**EVER**  
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DOES  
IT  
SHOW

K12627  
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78 rpm

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

**MICHAEL HALE**  
Plugged on Ed Sullivan and Climax TV shows  
**WHEN YOU LOVE**  
and  
**THANK HEAVEN FOR LITTLE GIRLS**  
(From the MGM Release "Gigi")  
K12629

**LILLIAN BROOKS**  
**PEYTON PLACE**  
and  
**SAY YOU'RE MINE**  
K12610

**THE KAYS** And The RHYTHM ROGUES  
**WHO'S GONNA TAKE**  
**YOU HOME**  
and  
**BABY**  
K12630

**BOB RILEY**  
**THE MIDNIGHT LINE**  
and  
**WANDA JEAN**  
K12612

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

**DAVID ROSE & ORCH.**  
His  
**SWINGING SHEPHERD BLUES**  
K12608 on 45 & 78 rpm

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**CYMBALOM**  
LOVE THEME FROM  
**"THE BROTHERS KARAMAZOV"**  
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K12624

**THE SERENADERS**  
**NEVER LET ME GO**  
and  
**I WROTE A LETTER**  
K12623

**FRANK SANDY** And The KING'S MEN  
**TARRENTELA ROCK**  
and  
**SOMEBODY LOVES ME**  
K12626



CALLING ALL DJ's... "launch" into this one!

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THE LIVIN' END • GOOD FOR NOTHIN'

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HIGH FIDELITY RECORDINGS INCORPORATED

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**NEW!... JUST RELEASED!**

"THE LIVIN' END" and "GOOD FOR NOTHIN'"

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† Not of record labels that have appeared on the scene during the past six months to a year.

- Abbott Record Co.  
Box 28  
Malibu, Calif.  
Ace of Florida  
Box 3353  
St. Petersburg, Fla.  
Ace Records  
227 Culbertson Ave.  
Jackson, Miss.  
ACTA Corporation  
285 Huntington Ave.  
Boston, Mass.  
Unicorn and Storyville labels  
Classical and jazz  
A-Dora Records  
351 Hudson Ave.  
Rochester 5, N. Y.  
AFS Records  
P. O. Box 66  
Miami, Fla.  
Air-Loom Records  
c/o Gail Hines  
P. O. Box 51  
Lansing, Mich.  
Allstar Records  
1908 Leeland Ave.  
Houston, Tex.  
Alta Records  
102 Claremont Ave.  
Clark Summit, Pa.  
AMP-3 Records, Inc.  
761 Seventh Ave.  
New York, N. Y.  
Anchor Record Co.  
68 15th Ave.  
Newark, N. J.  
Angel Tone Records  
271 W. 125th St.  
New York 27, N. Y.  
Apache Records  
375 Bridge St.  
Brooklyn, N. Y.  
A. P. U. Records  
1422 West Randolph St.  
San Antonio, Texas  
Athens Records  
WLAC Radio  
Nashville, Tenn.  
Aristophone Records, Inc.  
41-02 Main St.  
Flushing 55, N. Y.  
Artist's Life Records  
1211 East Mayfair Ave.  
Orange, Calif.  
Avenue Records  
1697 Broadway  
New York, N. Y.  
Bald Eagle Records  
80-32 Lafferts Blvd.  
New Gardens 15, N. Y.  
Bard Record Co.  
66 Mechanic St.  
New Rochelle, N. Y.  
Bart Recording Co.  
548 Woodward Ave.  
Detroit 26, Mich.  
Beam Records  
1726 Popular  
Abilene, Tex.  
Bee Record Co.  
19273 Warrington  
Detroit 21, Mich.  
Bee Records  
664 Schuylkill Ave.  
Reading, Pa.  
Bel Canto Tapes & Records  
2912 S. La Cienega Blvd.  
Culver City, Calif.  
Bergen Records  
110 Bergen Pike  
Little Ferry, N. J.  
Big Band Records  
Box 1121  
Stamford, Tex.  
Bingo Records  
1715 Chestnut St.  
Philadelphia, Pa.  
Blue Hen Records  
11 Center St.  
Harrington, Del.  
Bobby Records  
801 N. Rarkdale Dr.  
Tyler, Tex.  
Bow Records  
1650 Broadway  
New York, N. Y.  
Bullseye Records  
1650 Broadway  
New York, N. Y.  
Cambria Records  
156 W. 44th St.  
New York, N. Y.  
Cameo Records  
Suite 904  
Broad-Locust Bldg.  
1405 Locust St.  
Philadelphia 2, Pa.  
Campfire Records
- ASWA Music, Inc.  
5435 Hohman Ave.  
Hammond, Ind.  
Cantemos Records  
Taso, N. M.  
Canton Records  
P. O. Box 1694  
Fort Worth, Tex.  
Caprock Records  
Box 1051  
Big Springs, Tex.  
Carlton Record Co.  
157 W. 57th  
New York 19, N. Y.  
Carnation Records  
62 Teed St.  
Huntington, Long Island, N. Y.  
Carter Records  
4758 Cote Brillante  
St. Louis, Mo.  
Carter Records  
635 La Brea  
Los Angeles 36, Calif.  
Carter-Artinger Enterprises  
749 South Cloverdale Ave.  
Los Angeles 36, Calif.  
Cascade Records  
238 E. 26 St.  
New York, N. Y.  
Celestial Records  
c/o Grosvenor House Music  
4315 Evanston Ave.  
Seattle 3, Wash.  
Challenge Records  
6920 Sunset Blvd.  
Hollywood, Calif.  
Chancellor Records  
206 S. 13th St.  
Philadelphia, Pa.  
Charm Records  
1650 Broadway  
New York, N. Y.  
Chase Record Co.  
255 W. 144 St.  
New York, N. Y.  
Chock Records  
701 Seventh Ave.  
New York, N. Y.  
Choice Records, Inc.  
100 W. 42 St.  
New York, N. Y.  
Cholly Records  
2620 Dalton Ave.  
Los Angeles 18, Calif.  
Chord Records  
c/o Cherie Music  
1650 Broadway  
New York, N. Y.  
Christy Records  
15520 El Gato Lane  
Los Gatos, Calif.  
Classic Record Company  
1101 Southwestern Ave.  
Los Angeles, Calif.  
Columbus Record & Newfish  
Publishing Co.  
1701 Clinton  
Galens Park, Tex.  
Comet Records  
2905 San Jacinto  
Beaumont, Tex.  
Comet Recording Company  
Box 118  
Atlanta, Ga.  
Concord Rec. Corp.  
519 South Fifth Ave.  
Mount Vernon, N. Y.  
Continental Records  
500 Fifth Ave.  
New York, N. Y.  
Cornel Records  
1674 Broadway  
New York, N. Y.  
Corvet Recording Co.  
Box 118  
Atlanta, Ga.  
Cosmic Records  
331 W. Frankfort Ave.  
Cleveland 13, O.  
Country Picnic Records  
Hannab & Co.  
P. O. Box 11173  
E. Grand St., Dallas 23, Tex.  
Cowtown Records  
P. O. Box 1694  
Ft. Worth, Tex.  
Cullman Records  
4705 Gallatin Road  
Nashville, Tenn.  
Cummings Productions  
100 West 42 St.  
New York 36, N. Y.  
Dash Records  
8070 Lankershim Blvd.  
North Hollywood, Calif.  
Day-Z-Bel Records  
c/o Axis Music Co.  
401-B South Jake St.  
(Continued on page 28)



Thanks, D.J.'s, for putting us on top!



Perry Como - Catch a Falling Star  
47/20-7128



Elvis Presley - Don't  
47/20-7150



Lou Monte - Lazy Mary  
47/20-7160



Don Gibson - Oh Lonesome Me  
47/20-7133





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b/w

## TIGHT CAPRIS Jody Reynolds

Demon 1507

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Tom Brennen, KRKD . . .  
"Biggest response in  
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. . . and thanx, fellas  
George Brown—Promotion Dept.  
"Me too," Joe Greene—A & R Dept.

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## SPECIAL DAYS, WEEKS, MONTHS

for April, May, June and July, 1958

Compiled from U. S. Chamber of Commerce Bulletin, "Special Days, Weeks and Months 1958." (Domestic Distribution Department, Chamber of Commerce of the United States, Washington, D. C.)

### APRIL

- 1 . . . April Fool's Day (All Fool's Day)
- 1-30 . . . Cancer Control Month
- 1-30 . . . Cereal and Milk Spring Festival
- 1-30 . . . National Hobby Month
- 1-30 . . . National Ladder Month
- 1-30 . . . Paradise-in-April
- 1-30 . . . National Rug Cleaning Month
- 1-30 . . . America's Heartland Development Month

### APRIL-MAY

- 1-31 . . . Clean-Up, Paint-Up, Fix-Up Community Development Program
- 1-31 . . . Spring Festival of Gas Ranges

### APRIL

- 4 . . . Good Friday—Religious
- 5-12 . . . Let's All Play Ball Week
- 5-12 . . . National Crochet Week (Tentative)
- 5-12 . . . Passover, Religious (Jewish)
- 6 . . . Easter Sunday, Religious
- 6-12 . . . Honey for Breakfast Week
- 6-12 . . . National Noise Abatement Week
- 7 . . . Army Day
- 7-13 . . . National Boy's Club Week
- 7-14 . . . National Laugh Week
- 8-14 . . . Pan American Week
- 13 . . . Thomas Jefferson's Birthday
- 13-19 . . . Brand Names Week
- 14-18 . . . Chemical Progress Week
- 14-20 . . . National Sunday School Week
- 14-20 . . . American Comedy Week
- 15 . . . Coffee Day
- 15 . . . National Sidewalk Superintendents' Day

### APRIL-MAY

- 15 . . . Clean Oil Month

### APRIL

- 16-21 . . . National Tobacco Distribution Week
- 18 . . . National Fun Day
- 19 . . . Patriot's Day (Legal holiday in Maine and Massachusetts)
- 20 . . . National Mother-in-Law Day
- 20-26 . . . National Retail Credit Week
- 20-26 . . . Medical Education Week
- 20-26 . . . National Secretaries Week
- 20-26 . . . National YWCA Week
- 20-28 . . . Good Human Relations Week
- 21-26 . . . Bike Safety Week
- 21-27 . . . National Garden Week
- 23 . . . National Social Hygiene Day

### APRIL-MAY

- 3 . . . Hardware Week, I.r.h.a.

### APRIL

- 26 . . . Confederate Memorial Day (Legal holiday in Alabama, Florida, Georgia and Mississippi)

### APRIL-MAY

- 26-3 . . . National Baby Week (Food and Drugs)

### APRIL

- 27 . . . Summer Millinery Openings Begin

### APRIL-MAY

- 27-3 . . . National Baby Week (Dry Goods)
- 27-3 . . . United States-Canada Goodwill Week
- 27-3 . . . Mental Health Week
- 27-3 . . . National Invest-in-America Week

### MAY

- 1 . . . Child Health Day
- 1 . . . May Day
- 1 . . . National Young Republican Day
- 1-7 . . . Correct Posture Week
- 1-8 . . . American Camp Week
- 1-31 . . . Better Bedding Time
- 1-31 . . . United Cerebral Palsy Month
- 1-31 . . . National Better Hearing Month
- 1-31 . . . National Canned Hamburger Month
- 1-31 . . . National Ornamental Iron Month
- 1-31 . . . May Is Picture Month
- 1-31 . . . Plumbing, Heating, Cooling Month
- 1-31 . . . National Retirement Month
- 1-31 . . . National Tavern Month
- 1-31 . . . National Water Systems Month
- 1-31 . . . White Bread Sales Month
- 2 . . . May Fellowship Day (First Friday in May)

### MAY

- 4-10 . . . Be Kind to Animals Week
- 4 . . . Humane Sunday
- 4-10 . . . Goodwill Week
- 4-10 . . . National Home Demonstration Week
- 4-10 . . . National Radio Week
- 4-10 . . . National Rabbit Week
- 4-11 . . . National Family Week
- 9-16 . . . Fool Health Week
- 10 . . . National Insurance Women's Day
- 10-17 . . . Let's Go Fishing
- 10-17 . . . National Frozen Food Week
- 10-17 . . . National Luggage & Leather Goods Week
- 11 . . . Mother's Day (Second Sunday in May)
- 11 . . . Rural Life Sunday
- 11-17 . . . National Defense Week
- 11-17 . . . National Girls Club Week
- 11-17 . . . National Hospital Week
- 11-17 . . . National Transportation Week
- 13 . . . National Tax Freedom Holiday
- 14-20 . . . National Sunday School Week (Spring)

### MAY-JUNE

- 15-15 . . . National Mithroproofing Month

### MAY

- 16-30 . . . V.F.W. "Buddy" Poppy Week
- 17 . . . Armed Forces Day (3d Saturday in May)

### MAY

- 18-24 . . . Merchant Marine Book Week
- 18-24 . . . Letters From America Week
- 18-24 . . . National Motel Week
- 18-24 . . . National Domestic Rabbit Week
- 18-24 . . . World Trade Week (Usually the Third Week in May)
- 19-24 . . . National Cotton Week
- 21-27 . . . National Coin Week
- 21-31 . . . Good Car-Keeping Week
- 22 . . . National Maritime Day
- 22-31 . . . National Pickle Week
- 25 . . . National Youth Adoration Day
- 26-30 . . . Packaging Week
- 30 . . . Memorial Day (Decoration Day)

### JUNE

- 1 . . . International Shut-In's Day (First Sunday in June annually)
- 1-8 . . . National Homemaker's Week
- 1-30 . . . Dairy Month
- 1-30 . . . National Recreation Month
- 1-30 . . . National Ragweed Control Month
- 1-30 . . . Portable Radio Month
- 3 . . . Jefferson Davis' Birthday
- 4 . . . Old Maids' Day
- 7-14 . . . Let's Play Golf
- 8-14 . . . National Flag Week
- 9-14 . . . Fraternal Week
- 14 . . . National Expectant Fathers' Day

### JUNE

- 14 . . . Flag Day (Legal holiday in Pennsylvania)
- 15 . . . Father's Day
- 15-21 . . . National Bow Tie Week

### JUNE-AUGUST

- 15-1 . . . Ice Cream Festival

### JUNE

- 21-30 . . . National Mayonnaise and Salad Dressing Week
- 22 . . . Quarterly Temperance Sunday
- 22-28 . . . National Swim for Health Week

### JUNE-JULY

- 29-6 . . . National Safe Boating Week

### JULY

- 1-31 . . . National Hot Dog Month
- 1-31 . . . National Iced Tea Time
- 1-31 . . . Picnic Month
- 1-31 . . . Rye Bread Sales Month
- 4 . . . Independence Day (Legal holiday in all States)
- 5-12 . . . National Business Women's Week
- 14 . . . Ground Observer Corps Day
- 20-26 . . . National Farm Safety Week
- 24-31 . . . National Vegetable Week
- 25 . . . Joseph Lee Day
- 25-31 . . . Inventors Week

### AUGUST

- 1-31 . . . National Sandwich Month

### AUGUST-OCTOBER

- 1-31 . . . Old Stove Roundup

### AUGUST

- 3 . . . Friendship Day
- 7-14 . . . National Clown Week
- 8 . . . International Character Day
- 14 . . . V-J Day
- 18-23 . . . National Denim Week
- 19 . . . National Aviation Day

## AUDIENCES UP VIA CONTESTS

CHADRON, Neb.—Jockey Freeman Hover (KCBS) says he needs a new set of eyeballs. Reason is a contest he ran recently. He asked teen-age listeners to see how many times they could write the name Eddie Cochran on a 2-cent postcard. The winner managed to get the name legibly written 636 times. Freeman ran the contest to promote Cochran's new Liberty release, "Jeannie, Jeannie, Jeannie."

The Nebraska jockey runs a different contest every week. Biggest draw he had was the week he asked listeners to determine how many words could be constructed using the letters in KCSR Bandstand.

Winners of the weekly contests get subscriptions to Dig Magazine, single records and albums. Freeman says it's a great stunt to build a big following.

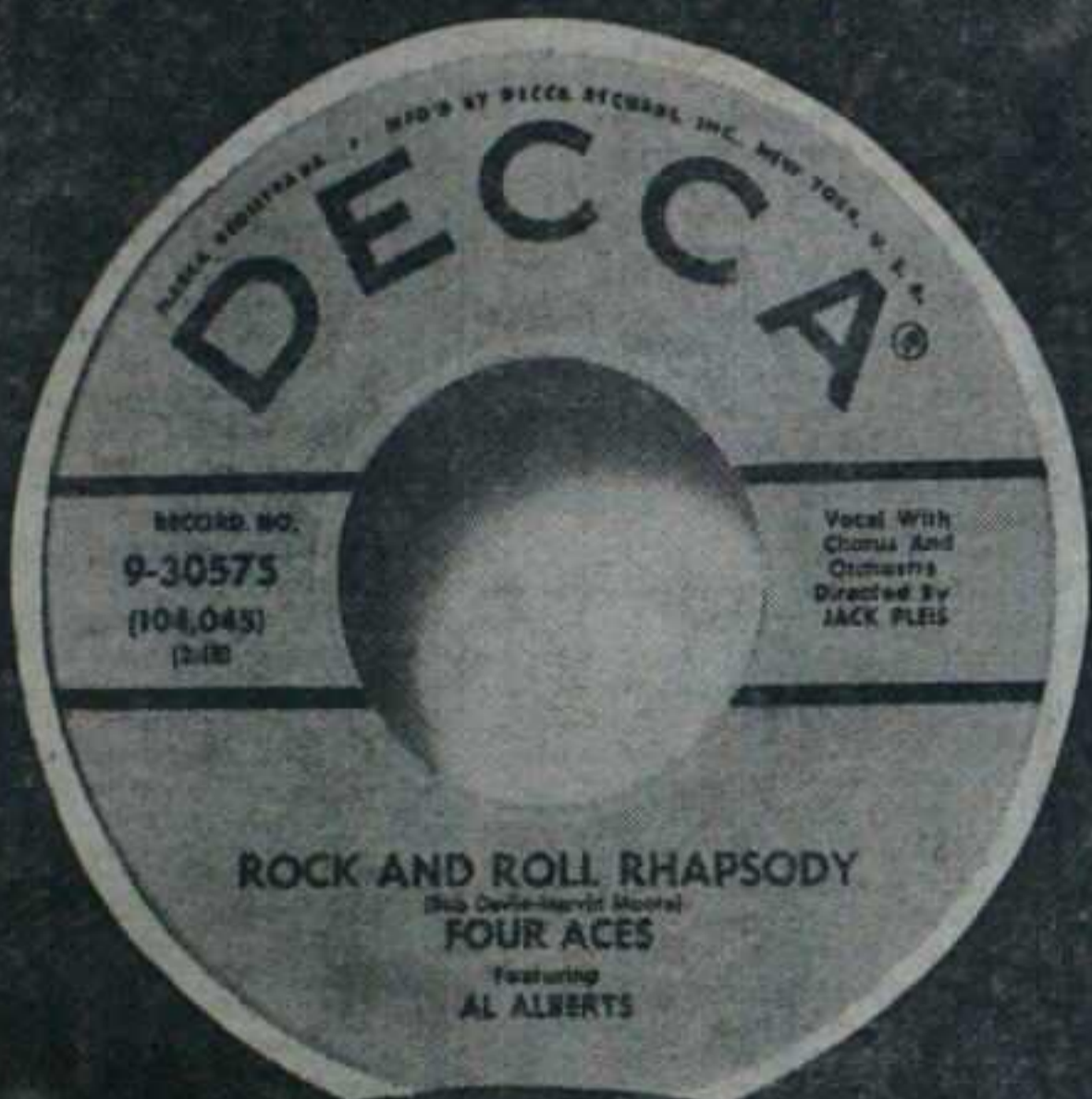
## AUDITION

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...for dealers  
...for manufacturers  
IN FULL COLOR EVERY MONTH



# ACTION! ACCEPTANCE! SALES!

AMERICAN BANDSTAND APRIL 5!



THE VERSION



AMERICAN BANDSTAND APRIL 12!



AMERICAN BANDSTAND MARCH 22!



HI FI  
**DECCA**  
RECORDS



# MILLION-SELLING RECORDS

Continued from page 20

ARTIST	TITLE	LABEL
Haymes, Dick	You'll Never Know	Decca
	Little White Lies	Decca
Heidt, Horace	Deep in the Heart of Texas	Columbia
Helms, Bobby	My Special Angel	Decca
Herman, Woody	Laura	Columbia
	Woodchopper's Ball	Decca
Holly, Buddy	Peggy Sue	Coral
Holmes, Leroy	The High and the Mighty	M-G-M
Howard, Eddy	Sin	Mercury
	To Each His Own	Mercury
Hunt, Pee Wee	12th Street Rag	Capitol
	Oh	Capitol
Hunter, Tab	Young Love	Dot
Hunter, "Ivory" Joe	Since I Met You Baby	Atlantic
Hyman, Dick	Mortal	M-G-M
Ink Spots	To Each His Own	Decca
	Gypsy	Decca
Iturbi, Jose	Clair De Lune / Liebestraum	Victor
	Polonaise in A-Flat (Chopin)	Victor
James, Harry	Ciribiribi	Columbia
	One o'Clock Jump	Columbia
	Moonlight Becomes You	Columbia
	I Had the Craziest Dream	Columbia
	You Made Me Love You	Columbia
	Easter Parade	Columbia
	I've Heard That Song Before	Columbia
James, Joni	How Important Can It Be	M-G-M
	Why Don't You Believe Me?	M-G-M
	Your Cheating Heart	M-G-M
	Have You Heard?	M-G-M
James, Sonny	Young Love	Capitol
Jenkins, Gordon	Maybe You'll Be There	Decca
With The Weavers	Goodnight, Irene	Decca
Jolson, Al	Anril Showers / Swanee	Decca
	California Here I Come / Rockabye	Decca
	Your Baby	Decca
	You Made Me Love You / Ma Blushin'	Decca
	Rosie	Decca
	Sonny Boy / My Mammy	Decca
	Anniversary Song	Decca
Jones, Spike	Rocktails for Two	Victor
	All I Want for Christmas	Victor
Jordan, Louis	Choo Choo Ch' Boogie	Decca
Kallen, Kitty	Little Things Mean a Lot	Decca
King, Pee Wee	Slow Poke	Victor
Knight, Evelyn	A Little Bird Told Me	Decca
Knox, Buddy	Party Doll	Roulette
Kyser, Kay	Three Little Fishes	Columbia
	Jingle, Jangle, Jingle	Columbia
	Praise the Lord	Columbia
	Strip Polka	Columbia
	Who Wouldn't Love You	Columbia
	Woodv Woodpecker	Columbia
	On a Slow Boat to China	Columbia
Laine, Frankie	Cry of the Wild Goose	Mercury
	That's My Desire	Mercury
	Shine	Mercury
	Mule Train	Mercury
	Lucky Old Sun	Mercury
	Jerebel	Columbia
	I Believe	Columbia
	Moonlight Gambler	Columbia
La Rosa, Julius	Fh Cumnari	Cadence
Lanza, Mario	Re My Love	Victor
	Loveliest Night of the Year	Victor
Lee, Peggy	Manana	Capitol
Lewis, Jerry	Rock-A-Bye Your Baby With a	Decca
	Dixie Melody	Decca
Lewis, Jerry Lee	Whole Lotta Shakin' Goin' On	Sun
	Great Balls of Fire	Sun
Liggins, Joe	Pink Champagne	Specialty
Lombardo, Guy	Third Man Theme	Decca
	Humoresque	Decca
	Easter Parade	Decca
With Andrews Sisters	Christmas Island	Decca
Long, Johnny	Shanty Town	Decca
Lowe, Jim	Green Door	Dot
Lund, Art	Mam'selle	M-G-M
Lyman, Frankie & The Teenagers	Why Do Fools Fall in Love	Gee
Lynn, Vera	Auf Wiedersehen	London
Maddox, Johnny	Crazy Otto	Dot
Mangano, Sylvana	Anna	M-G-M
Mantovani	Charmaine	London
Marterie, Ralph	Caravan	Mercury
	Prefend	Mercury
Martin, Dean	That's Amore	Capitol
	Memories Are Made of This	Capitol
Martin, Freddy	Piano Concerto in B-Flat	Victor
	White Christmas	Victor
Martin, Tony	To Each His Own	Mercury
Mathis, Johnny	Chances Are	Columbia
McGuire Sisters	Sincerely	Coral
Miller, Glenn	American Patrol	Victor
	In the Mood	Victor
	Little Brown Jug	Victor
	Sunrise Serenade	Victor

(Continued on page 33)

# Mitch Miller

Continued from page 14

eating to the teen-agers." "There's nothing creative about counting to 40," Moore added.

On the other hand, American Bandstand proprietor, Dick Clark, said: "Mitch has a right to his opinion. But I find it very interesting to note that Columbia has used Otis Blackwell for writing and arranging, plus other creative rock and roll talent, and that Columbia has also just started the Date label, strictly for rock and roll records."

Another industry figure, who declined the use of his name, called the Miller speech the "Gettysburg address of the music business. Miller has sounded a call which cannot be denied. The time has come to rally our forces and do something about this monster called the 'Top 40.'"

### Too Opinionated?

Miller's namesake, Howard, well known as a top network jockey operating out of Chicago, had this to say: "Mitch is one of the most articulate men in our business. He has a deft hand when it comes to making records, but I do feel he's too opinionated about this matter. You can't constantly crucify rock and roll. It's a fad and a lasting one. We had fads when we were kids, too. I don't remember anybody dictating back in 1935 that we couldn't wear those crazy buttons or paint signs on our cars. Well, those were fads, too. Sure, I think rock and roll is often overdone. But speeches like Mitch's tend to glorify and publicize it, add fuel to the controversy and make the kids all the more adamant about wanting plenty of it!"

Yet another industry spokesman, this time in the ranks of the record company men, forthrightly declared, "It was a beautiful presentation, but I don't believe a word of it."

### To the Attack

Perhaps the bitterest attack on the speech and the philosophy behind it, came from deejay, Alan Freed. It sounds like sour grapes to me. I believe Mitch knows little about rhythm and blues and native American music. He's always been classical minded and my feeling is that he's a musical snob. How can he talk out of both sides of his mouth? On one hand he's condemning rock and roll. On the other he has had such rock and rollers as Otis Blackwell, Leroy Kirkland and Jesse Stone doing writing and arranging jobs. And only a couple of weeks ago he tried to buy a couple of hot masters that another label got. Let's face it, rock and roll is bigger than all of us. And as my personal protest against Mr. Miller's speech, I'm hereby banning all Columbia and Date Records from my show."

The hue and cry has been raised, the battle joined. Where it will go from here nobody knows. But one thing seems sure. The barbs will be zooming about thicker and faster than ever, all of which will prove interesting fodder for trade and consumer columnists. And when all is said and done, the public will likely still decide what it wants, on the air, and in the stores.

## KELO Insures Vs. Rating Calamity

SIoux FALLS, S. D.—Prexy Joe Floyd has insured KELO-TV here for \$1,700,000 against business losses resulting from damage to its tower during the current Nielsen Coverage Study No. 3. During the past two NCS periods, which occur only every few years, KELO's tower blew down during storms.

The policy covers a repeat Act of God causing equipment damage, which would lead to shrunken Nielsen figures, which in turn would hurt KELO's billings.

# NEW RECORD LABELS

Continued from page 24

Burbank, Calif.	Deal Records	3942 Third Ave.
	Mayflower Music Co.	Detroit, Mich.
	359 Warren St.	Fox Records
	Flint 5, Mich.	15836 Plymouth Rd.
	De' Besth Records	Detroit 27, Mich.
	Douglas Bldg.	Fran Records
	5435 Hohman Ave.	428 Conrad St.
	Hammond, Ind.	Louisville, Ky.
	Debut Records	Fraternity Records
	331 W. 51 St.	413 Race St.
	New York, N. Y.	Cincinnati 2, O.
	Decor Records	Friendly Records
	Cleveland, O.	812 Ninth St., N.W.
	Del-Fi Records	Moultrie, Ga.
	Studio City, Calif.	Fury Records
	Del-Ray Records	271 W. 125th St.
	11 Center St.	New York, N. Y.
	Harrington, Del.	Future Records
	Demon Record Co.	6407 N. 8th St.
	2821 West View St.	Philadelphia, Pa.
	Los Angeles 16, Calif.	Future Record Company
	Derrick Records	Batesville, Ark.
	Station WOIC	Future Records
	Columbia, S. C.	1164 South Glenstone
	Disneyland Records	Springfield, Mo.
	500 South Buena Vista St.	Gale Records
	Burbank, Calif.	48 W. 48th St.
	Dixie Records	New York, N. Y.
	Post Office Box 115	Gallo Records
	Madison, Tenn.	782 Eighth Ave.
	Domme Records	New York, N. Y.
	1650 Broadway	Glory Records
	New York, N. Y.	17 Hastings St.
	Dotted Eighth Records	W. Roxbury, Mass.
	1904 East 34th St.	Glow-Hill Record Co.
	Indianapolis, Ind.	301 Academy St.
	Dove Records	Newark, N. J.
	25 Broad St.	Golden Rod Records
	New York, N. Y.	P. O. Box 115
	Dub Records	Scottsville, Ky.
	Club Road & Kavanaugh	Gulf Record Co.
	Little Rock, Ark.	1906 Leland
	Dublin Record Co.	Houston, Tex.
	4216 65th Place	Hi Recording Co.
	Woodside 77, L. I., N. Y.	306 Poplar
	Duplex Records	Memphis, Tenn.
	115 West College	Hillcrest Records
	Fayetteville, Tenn.	6309 Hillcrest
	Richard Dyer-Bennett Records	Dallas, Tex.
	Dy-Cor Corporation	Hojo Records
	P. O. Box 235	Box 268
	Woodside 77, N. Y.	Millersburg, O.
	Eagle Records	Hollywood Record Sales Company
	7407 1/2 Melrose Ave.	P. O. Box 115
	Los Angeles 46, Calif.	Madison, Tenn.
	Ebony Record Co.	Huber Musical Enterprises
	1417 South 13th St.	P. O. Box 62
	Abilene, Tex.	Cincinnati 36, O.
	Elvitree Records	Hudson Records
	1108 1/2 South 7th St.	295 Central Park West
	Wilmington, N. C.	New York, N. Y.
	Embassy Records	Hut Records
	Knotty Music, Inc.	c/o Armatan Pub. Co.
	12065 Beacon Ave.	340 Beale St.
	Seattle 88, Wash.	Memphis 3, Tenn.
	Emge Records	Iowana Records
	1674 Broadway	Savanna, Ill.
	New York, N. Y.	Island Record Company
	Enterprise Rec.	14409 Thames Ave.
	P. O. Box 511	Cleveland 10, O.
	Beaumont, Tex.	J. & S. Records
	Event Records	1075 Tiffany St.
	P. O. Box 432	Bronx 59, N. Y.
	Hudson, N. Y.	Jamie Records
	Fabar Records	1330 W. Girard Ave.
	Box 38	Philadelphia, Pa.
	Malibu, Calif.	Jan Records
	Falcon Records	271 Meadows Building
	P. O. Box 164	Dallas, Tex.
	McAllen, Tex.	Jay Records, Inc.
	Fantasy Records	82 Bradford Road
	654 Natoma St.	Watertown, Mass.
	San Francisco, Calif.	Jazztone Records
	MORE—MORE—MORE	Concert Hall Society
	Fargo Records	71 Fifth Ave.
	P. O. Box 656	New York, N. Y.
	Lindbrook, L. I., N. Y.	Jet Recording Co.
	Fargo Records	5234 E. 69th St.
	224 West 49th St.	Indianapolis, Ind.
	New York, N. Y.	Jewel Records
	Fascination Records	Springfield Road
	253 Waverly Ave.	Roanoke, Ala.
	Highland Park 3, Mich.	Jiffy Records
	Fashion Records	Radio St. KBYR
	Box 926	Anchorage, Alaska
	Clariss, N. M.	Johnson Records
	Felsted Records	111 East 4th St.
	539 West 25th St.	Cincinnati, O.
	New York, N. Y.	Jony Records
	Ficker Records	17 Hastings St.
	79 Arcadia Road	West Roxburg, Mass.
	Old Greenwich, Conn.	Jorry Records
	Fidelity Sound	17 Hastings St.
	1427 Landon Ave.	West Roxbury 32, Mass.
	Jacksonville 7, Fla.	Joy Records, Inc.
	Foremost Records, Inc.	P. O. Box 1461
	12th & Walnut St. Bldg.	Durham, N. C.
	Kansas City, Mo.	Juno Record Co.
	Fortune Records	154-02 119th Ave.
		Queens 34, N. Y.

(Continued on page 32)



*the label with a great past  
— and an even greater future!*



**consistently poppin' up with the hits!**

*Thanks DJs  
for your wonderful  
cooperation  
al Silver & Doug Moody*

current and hot

**THE SILHOUETTES**

Headin' for the  
Poorhouse

c/w  
Miss Thing  
E-1032

**LEE ALLEN**

Boppin' at the Hop  
c/w  
Strollin' With Mr. Lee  
E-1031

**THE 5 SATINS**

A Million to One  
E-1028

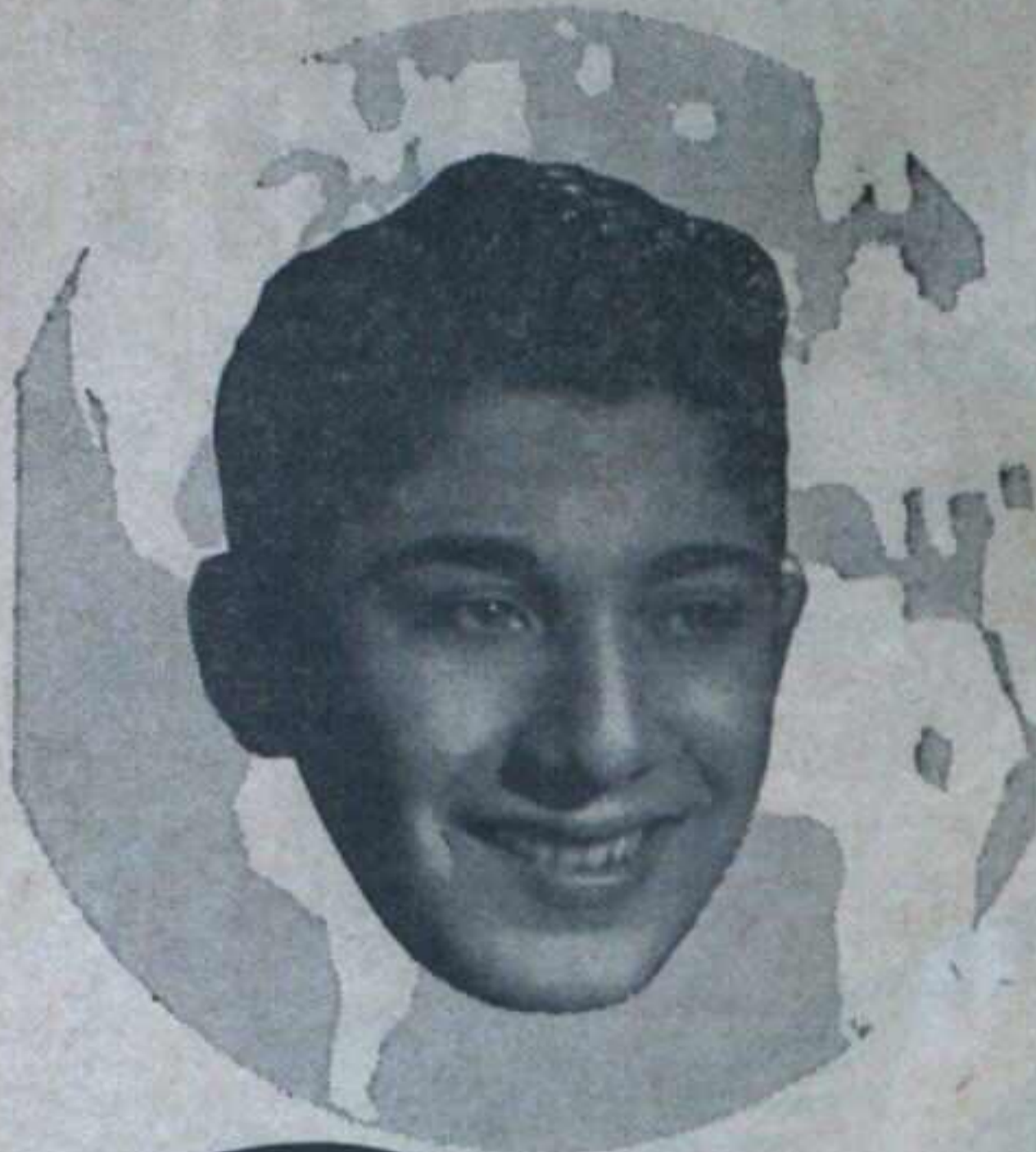
still riding high

"GET A JOB" by  
The Silhouettes

"WALKIN' WITH MR. LEE"  
by Lee Allen



# ALL OVER THE WORLD



# Paul ANKA

THE "GREAT OF '58"

Sensational Personal Appearance Tour in Australia and Hawaii. Just completed in England and Scotland second sell-out tour in three months! Featured entertainer, National Cherry Blossom Festival, Washington, D. C., March 28-30th.

*Thanks to Everyone, Everywhere...*  
-Paul

Latest Release

## CRAZY LOVE

b/w

Let the Bells Keep Ringing

ABC-Paramount 9907

Exclusively:

ABC Paramount Records

Personal Management:

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1110 7th St., N. W. Washington, D. C.

Bookings:



## C.&W. Jockeys

• Continued from page 13

ly Brothers, Buddy Knox and George Hamilton IV, among several others.

Even among the relatively newer c.&w. artists, most are rockabillys and sell in both markets. Some of the top new names are Bobby Helms, Warner Mack, Skeeter Davis, Gene Sullivan and Ronnie Self.

### Promotion Factor

The various means of introducing and promoting talent is perhaps one of the reasons for the rapid rise of the rockabilly artist. In addition to recordings and jockey exposure, some of the newer talent have become movie stars or they are showcased in rock 'n' roll films. They tour with rock 'n' roll shows and are seen more often and by larger audiences on network TV shows. Their continued appearances before the public in media more attractive to teen buyers in many cases far surpasses the relative exposure of the traditional c.&w. artist.

The outlets for traditional c.&w. artists have also increased, but not in the same proportion. "The Grand Ole Opry" is one of the top radio programs and one of the channels that most consistently places traditional artists before the public. Tho the audience for this program has more than likely been increasing, it doesn't match the power of many other shows (Ed Sullivan, Steve Allen, Dick Clark, etc.) that feature and spotlight newer c.&w. artists. The live attendance for the "Opry" is better than ever. The show will soon be available for TV and, should this happen, it could be a huge boost for the traditional talent.

### Competing Shows

There are several top-drawing and highly successful touring shows and independent promoters who sponsor programs restricted to traditional c.&w. talent. A few are Don Reno and Red Smiley's "New Dominion Barn Dance," "Louisiana Hayride," "Big D Jamboree," "Country America," "Country Music Jubilee," WLW's "Midwestern Hayride," and Don Larkin's various touring packages. It is doubtful that even these great shows can match the exposure and promotion given some of the rockabilly talent.

Regardless of the c.&w. category into which an artist falls, once he has a best-selling platter, he becomes a part of the pop music scene. He is in demand by jockeys for personal appearances, booking agencies bid for his services, TV guest shots follow, there are often movies, and the end result is that he is a pop artist—despite the instrumentation on his record.

### Universal Trend

Just as there has been gradual changes in the c.&w. field with the introduction of new talent, there has been a corresponding change in the over-all pop field. Many of the top disk names of several years ago run second to the rockabilly in current pop appeal. The record-buying public has grown, and it has changed. Today's teens find a sound or style that they like and enjoy, and they create new favorites and best-sellers.

The differences in musical tastes among teen-agers in former solid c.&w. areas probably does not appreciably vary from the preferences of kids in more urban areas. Presley and those for whom he paved the way sell well in all markets.

Attempts to maintain complete identity for c.&w. music as a separate or distinct form of music seem arbitrary as long as the artists with the top-selling disks are country-based performers. Instrumentation is too broad a means to restrict and categorize c.&w. music as a form, because

(Continued on page 38)

## STANDARD TUNES

A list of standard tunes for jockey programming and the most popular single releases available for each. Tunes are listed in alphabetical order by title.

TUNE	ARTIST	LABEL
Alexanders Ragtime Band	Andrew Sisters	Decca
	Bing Crosby	Decca
Anniversary Song	Al Jolson	Decca
April in Paris	Ella Fitzgerald	Cleff
Autumn Leaves	Roger Williams	Kapp
	Nat King Cole	Capitol
Back Home in Indiana	Dick Haymes	Decca
Begin the Beguine	Artie Shaw	RCA Victor
Birth of the Blues	Frank Sinatra	Columbia
Blue Skies	Bing Crosby	Decca
Blue Tango	Leroy Anderson	Decca
Boogie Woogie	Tommy Dorsey	RCA Victor
California Here I Come	Al Jolson	Decca
Charleston	Pee Wee Hunt	Capitol
Come Rain or Come Shine	Al Jolson	Decca
	Jerry Lewis	Decca
Frenesi	Artie Shaw	RCA Victor
Girl That I Marry, The	Frank Sinatra	Columbia
Green Eyes	Jimmy Dorsey	Decca
How High the Moon	Les Paul & Mary Ford	Capitol
	Ella Fitzgerald	Decca
I Get a Kick Out of You	Frank Sinatra	Capitol
	Ethel Merman	Decca
In the Mood	Glenn Miller	RCA Victor
It Had to Be You	Harry James	RCA Victor
Jalousie	Arthur Fiedler	RCA Victor
Just One of Those Things	Les Brown	Columbia
	Bing Crosby	Decca
Laura	Stan Kenton	Capitol
Lazy River	Mills Brothers	Decca
	Rusty Draper	Mercury
Lisbon Antigua	Nelson Riddle	Capitol
Little Brown Jug	Glenn Miller	RCA Victor
Lover	Peggy Lee	Decca
Marie	Tommy Dorsey	RCA Victor
My Blue Heaven	Gene Austin	Fraternity
	Ted Lewis	Decca
On the Sunny Side of the Street	Bing Crosby	Decca
	Tommy Dorsey	RCA Victor
Opus Number 1	Tommy Dorsey	RCA Victor
Over the Rainbow	Judy Garland	MGM & Decca
	Perry Como	RCA Victor
St. Louis Blues	Dorsey Brothers	Decca
	Jo Stafford	Columbia
Sentimental Journey	Les Brown & Doris Day	Columbia
Shanty Town	Johnny Long	Decca
September Song	Walter Houston	Decca
	Bing Crosby	Decca
Someone to Watch Over Me	Ella Fitzgerald	Decca
Star Dust	Nat King Cole	Capitol
	Artie Shaw	RCA Victor
String of Pearls	Glenn Miller	RCA Victor
Stormy Weather	Lena Horne	RCA Victor
Tea for Two	Bing Crosby & Connie Boswell	Decca
Temptation	Perry Como	RCA Victor
	Jo Stafford	Columbia
Tenderly	Rosemary Clooney	Columbia
Tiger Rag	Les Paul & Mary Ford	Capitol
Till the End of Time	Perry Como	RCA Victor
Tuxedo Junction	Glenn Miller	RCA Victor
Twelfth Street Rag	Pee Wee Hunt	Capitol
When You Were Sweet Sixteen	Perry Como	RCA Victor
	Al Jolson	Decca
Whiffenpoof Song	Bing Crosby	Decca
You'll Never Know	Dick Haymes	Decca
You Made Me Love You	Harry James	Columbia



# NEW AND AIRWORTHY



**TOMMY PRISCO**  
CHEWIN' GUM  
b/w  
O BELLA MIA  
Epic 5-9267



**JOE SHERMAN**  
Fifty Piece Orchestra and Voices  
THE MIRACULOUS MUSIC BOX  
b/w  
MAKE ME LAUGH  
Epic 5-9266



**FRANKIE VAUGHAN**  
WE'RE NOT ALONE b/w  
CAN'T GET ALONG WITHOUT YOU  
Epic 5-9263



**ERSEL HICKEY**  
BLUEBIRDS OVER THE MOUNTAIN  
Epic 5-9263



**THE FOUR COINS**  
MY LOVE LOVES ME  
b/w NEW WORLD  
Epic 5-9258



**DOC BAGBY**  
CRAZY CHEMISTRY  
b/w HAPPY FEET  
Okah 4-7098



**LITTLE JOE**  
THE THRILLER  
WHAT HAPPENED TO YOUR HALO  
b/w DON'T LEAVE ME ALONE  
Okah 4-7099



**SOMETHIN' SMITH  
AND THE REDHEADS**  
I THANK YOU, MR. MOON  
b/w SCHOOL BUS ROCK  
Epic 5-9264



**ROY HAMILTON**  
DON'T LET GO  
b/w  
THE RIGHT TO LOVE  
Epic 5-9257



**SAL MINEO**  
LITTLE PIGEON  
Epic 5-9260



the pick of the hits are on...

EPIC-OKEH a product of CBS

"EPIC," "OKEH" Marks Reg. "CBS" T.M.



# NEW RECORD LABELS

• Continued from page 28

**Kaiser Records**  
2450 N. 32d St.  
Philadelphia, Pa.

**Kay-Y Records**  
P. O. Box 43  
Chester, Pa.

**Keen Records**  
8479 Higuera St.  
Culver City, Calif.

**Kelit Rondo Records**  
721 11th Ave.  
New York, N. Y.

**King Records**  
1540 Brewster  
Cincinnati 7, O.

**Klick Record Co.**  
944 Chapel St.  
New Haven 10, Conn.

**Kobb Records**  
2nd & Porter Sts.  
Taylor, Tex.

**K-Son Records**  
Golden River Pub.  
2031 Princeton Ave.  
Birmingham, Ala.

**Lance Records**  
15 West 84th St.  
New York, N. Y.

**Lark Records**  
6708 Jackson Ave.  
Hammond, Ind.

**Las Vegas Rec.**  
1570 East 6th St.  
Stockton, Calif.

**Legend Records**  
310 Fort Hood Road  
Killeen, Tex.

**Lu Records**  
600 N. Davis St.  
Jackson, Tenn.

**Lyric Records**  
112 West Ninth St.  
Los Angeles, Calif.

**Magnolia Record Co., Inc.**  
219½ Auburn Ave.  
Atlanta, Ga.

**Mark Records, Inc.**  
700 Lafayette St.  
Utica, N. Y.

**Mar-Vel Records**  
Box 841

**Hammond, Ind.**

**Marvel Records**  
852 Elm St.  
Manchester, N. H.

**Masquerade & Counterpoint Record**  
Box 487  
Tempe, Ariz.

**Masquerade Records**  
1619 Broadway  
New York, N. Y.

**Mayflower Records**  
359 Warren St.  
Flint 5, Mich.

**Mel-O-Tone Records**  
701 Polk  
Houston, Tex.

**Mirosonic Records**  
513 E. 84th St.  
New York 28, N. Y.

**Moon Records**  
630 Fifth Ave.  
New York, N. Y.

**Monitor Records**  
350 Fifth Ave.  
New York, N. Y.

**Monogram Records**  
1650 Broadway  
New York, N. Y.

**Moviecraft**  
c/o Gerard Enterprises  
6766 Hawthorn Ave.  
Hollywood 28, Calif.

**Murray Records**  
271 W. 125th St.  
New York, N. Y.

**Music City Records**  
1035 Chestnut St.  
Philadelphia, Pa.

**Music Minus One**  
719 Tenth Ave.  
New York, N. Y.

**National Recording Corp.**  
1224 Spring St., N. W.  
Atlanta 9, Ga.

**Nina Record Co.**  
312 W. 51st St.  
New York, N. Y.

**Nocturne Records**  
368 North St.  
New Rochelle, N. Y.

**Norse Music Corp.**  
1810 Ellwood  
Berkley, Mich.

**NRC Records**  
National Recording Corp.  
P. O. Box 9687  
North Atlanta 19, Ga.

**Nu-Clear Records**  
P. O. Box 1281  
Columbus, Ga.

**OJ Records**  
1018 N. Watkins Ave.  
Memphis, Tenn.

**Oklahoma Records**  
c/o Hollis Music  
151 W. 46th St.  
New York 36, N. Y.

**Old Town Record Corp.**  
701 Seventh Ave.  
New York, N. Y.

**Opera Recordings**  
Via Livorno 14,  
Rome, Italy

**Opportunity Records**  
2854 Hudson Blvd.  
Jersey City, N. J.

**Orbit Records**  
Box 4432  
Miami Beach 41, Fla.

**Orbit Sound Co.**  
2272 Roosevelt Blvd.  
Eugene, Ore.

**Paramount Enterprises**  
383 Concord Ave.  
New York, N. Y.

**Peacock & Duke Records**  
2809 Erastus St.  
Houston 26, Tex.

**Pearl Records**  
Box 229  
Covington, Ky.

**Peek-A-Boo Records**  
13 Highland Ave.  
Newark, N. J.

**Pep Records**  
9652 Winchell St.  
Riverside, Calif.

**Pheasant Records**  
P. O. Box 73  
Veneta, Ore.

**Phillips Int'l.**  
706 Union Ave.  
Memphis, Tenn.

**Phonodisc**  
76 Church St.  
Toronto, Ont., Canada

**Platter Records**  
1689 Market St.  
Mt. Ephraim, N. J.

**Polkaland Records**  
Sheboygan, Wis.

**Pop Records**  
54 Third St.  
North Arlington, N. J.

**Pop Records, Inc.**  
2746 Country Club Rd.  
Philadelphia 31, Pa.

**Porter Records**  
4236 N. Central  
Phoenix, Ariz.

**Porter Record Co.**  
512 West Stella Lane  
Phoenix, Ariz.

**Prescott Records**  
18450 Livernois  
Detroit 21, Mich.

**President Records, Inc.**  
1619 Broadway  
New York 19, N. Y.

**PRO Records**  
2232 Vista De Mar Plaza  
Hollywood 28, Calif.

**Promenade Records**  
461 Eighth Ave.  
New York, N. Y.

**Rainbow Records**  
General Delivery  
Houston, Tex.

**Razor Back Records**  
817 Chevy Place  
Muskogee, Okla.

**Record Releasing Enterprises**  
1744 N. Berendo  
Los Angeles 27, Calif.

**Recorte Records**  
414 West 44th St.  
New York, N. Y.

**Regency Records**  
Toronto, Ont., Canada

**Request Records**  
443 W. 49th St.  
New York, N. Y.

**Rendezvous Records**  
1310 S. New Hampshire  
Los Angeles, Calif.

**Renown Records & Publications, Inc.**  
803 South Cedar St.  
Durham, N. C.

**Rim Records**  
1293 Dean St.  
Brooklyn, N. Y.

**Ring Records**  
1290 Broad St.  
Bloomfield, N. J.

**Robbins Rec.**  
319 Seventh Ave., North  
Nashville, Tenn.

**Robin Records, Inc.**  
311 Ridge Bldg.  
913 Main St.  
Kansas City, Mo.

**Robin Records, Inc.**  
5015 Irving St.  
Philadelphia 39, Pa.

**ROC Records**  
1650 Broadway  
New York, N. Y.

**Rock Records**  
1704 South 12th St.  
Waco, Tex.

**Roman Records**  
1650 Broadway  
Room 900  
New York, N. Y.

**Roost Records**  
664 10th Ave.  
New York, N. Y.

**Rose Records**  
Stillwater, Okla.

**Rose Records**  
120 W. 86th St.  
New York, N. Y.

**Will Row Records**  
402 Sumner Ave.  
Newark, N. J.

**R. S. J. Records**  
6209 West Cermak Rd.  
Berwyn, Ill.

**Ruby Records**  
Parkamo Ave.  
Hamilton, O.

**Safari Records**  
701 Seventh Ave.  
New York, N. Y.

**Saga Records**  
2016 North Berwick  
Indianapolis, Ind.

**San Records**  
Bon Aqua, Tenn.

**Sandy Records Co.**  
Station WKAB  
Mobile 7, Ala.

**Satellite Records**  
344 West 88th St.  
New York, N. Y.

Thanks DJs  
for all your help  
in 1957...  
Hope you'll  
"LOVE ME AGAIN"  
in 1958 and always  
**JODIE SANDS**

Personal Management  
**M. D. B. ENTERPRISES**  
206 South 13th St.  
Philadelphia, Pa.

Exclusively  
**CHANCELLOR RECORDS**  
Distributed by AmPar Record Corp.  
1501 Broadway, New York, N. Y.

Bookings





**Franz Schubert Music**  
425 W. Broadway  
Fort Worth 4, Tex.

**Security Records**  
1706 East 9th St.  
Mt. Pleasant, Tex.

**Silver Records**  
c/o Mike Conner Office  
292 South La Cienega Blvd.  
Beverly Hills, Calif.

**Skippy Records**  
Skippy Radio Co.  
Box 4121  
Dallas, Tex.

**Sky Castle Records**  
P. O. Box 114  
Greensboro, N. C.

**Smash Records**  
146 Seventh Ave. North  
Nashville, Tenn.

**Solid Gold Records**  
359 Burgess Ave.  
Indianapolis 19, Ind.

**Soma Record Co.**  
29 Glenwood Ave.  
Minneapolis, Minn.

**Somerset Records**  
Media, Pa.

**Sound-O-Graph Records**  
11 West 42d St.  
New York, N. Y.

**Southland Records**  
New Orleans, La.

**Spangle Records**  
301 E. Rose St.  
Springfield, O.

**Spectacular Records**  
Pittsburgh, Pa.

**Star Records**  
1615 Bennett Ave.  
Chattanooga, Tenn.

**Star X Records**  
19600 Rogge Ave.  
Detroit 34, Mich.

**Stardisc Records**  
10337 East Beach  
Bellflower, Calif.

**Stereo-Standard Recording**  
4626 East Tenth St.  
Indianapolis, Ind.

**Sue Records**  
271 W. 125th St.  
New York, N. Y.

**Suede Records**  
P. O. Box 94  
Natchez, Miss.

**Sundown Records**  
9308 E. Whittier Blvd.  
Pico, Calif.

**Sundown Records**  
9115 Union St.  
Pico, Calif.

**Sun-Nel Records**  
1409 State St.  
East St. Louis, Ill.

**Supreme Records**  
117 W. 46th St.  
New York, N. Y.

**Tara Records**  
1902 1/2 Leeland  
Houston 3, Tex.

**Target Records**  
c/o Soma Records  
1650 Broadway  
New York, N. Y.

**Teenerama Records**  
1650 Broadway  
New York, N. Y.

**Terp Production, Inc.**  
1001 Garden Hi-Way  
North Sacramento 15, Calif.

**Tiger Records**  
82 Walraven Drive  
West Inglewood, N. J.

**Tilt Record Co.**  
5019 Willow Glen Dr.  
Houston, Tex.

**Time Records**  
Box 1231  
Dallas, Tex.

**Tip Top Record Company, Inc.**  
3409 West Leigh St.  
Richmond 21, Va.

**TNT Records**  
1422 W. Poplar St.  
San Antonio, Tex.

**Todd Recording Co.**  
101 West 55 St.  
New York, N. Y.

**Top Records**  
83 Crosby St.  
New York, N. Y.

**Toreador Records**  
131 E. 23d St.  
New York, N. Y.

**Trend Records**  
119 W. 57th St.  
New York, N. Y.

**Tune Records**  
123 East Alabama St.  
Florence, Ala.

**Kathy Linden**



"Billy," as sung by this 19-year-old thrush on the Felsted label, has all the earmarks of an overnight hit record, but Kathy Linden's rise to success in this business does not have the same rate of climb. She first appeared in public as a tap and ballet dancer at the age of 5 and worked up to her current position. After the usual school plays, musicals and pageants, she appeared with several local orchestras and with an all-girl string quintet called the Singing Strings. She attended the University of New Hampshire Summer Youth Music School in 1954. She was a soprano soloist with the All-State Chorus in 1955 and also studied at the Philadelphia Conservatory of Music. Discovered by Joe Leahy last summer, she had her first release on the National label and then, with Joe, transferred to Felsted this year.

**Unicorn Records**  
790 Commonwealth Ave.  
Boston, Mass.

**Valise Records**  
Box 174  
Beckley, W. Va.

(Continued on page 34)

**MILLION-SELLING RECORDS**

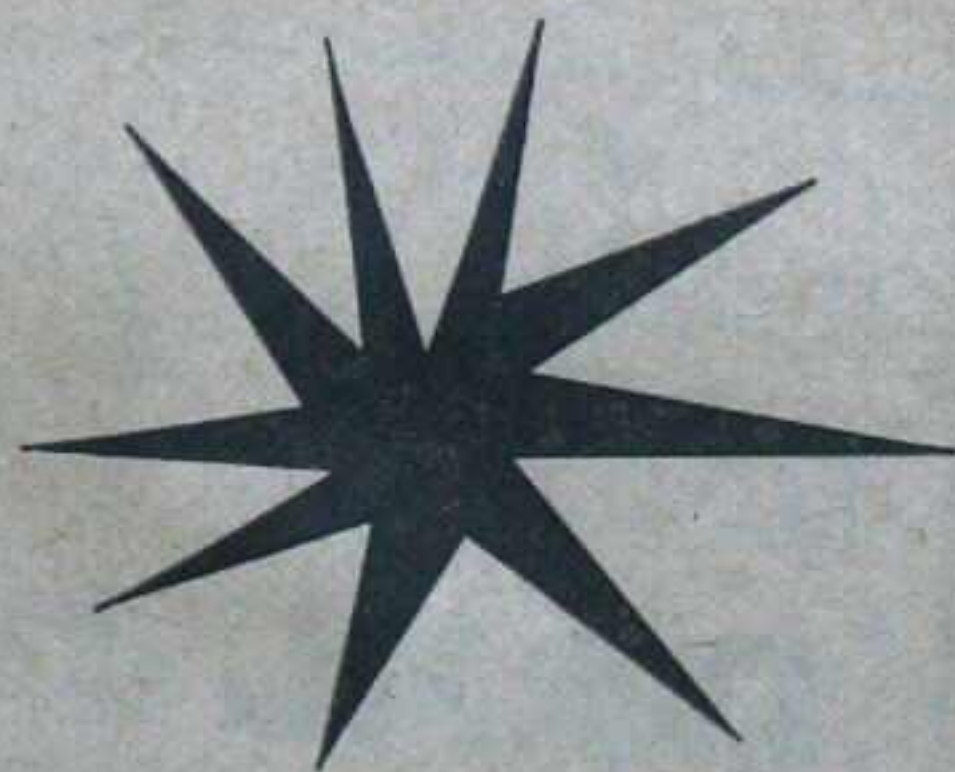
Continued from page 28

ARTIST	TITLE	LABEL
	Pennsylvania 6-5000	Victor
	Tuxedo Junction	Victor
	Chattanooga Choo Choo	Victor
	Kalamazoo	Victor
Miller, Mitch	Yellow Rose of Texas	Columbia
Mills Brothers	You Always Hurt the One You Love	Decca
	Paper Doll	Decca
	The Glow Worm	Decca
Milton, Roy	R M Blues	Specialty
Mitchell, Guy	My Heart Cries for You	Columbia
	Singing the Blues	Columbia
Monroe, Vaughan	Racing With the Moon	Victor
	There I've Said It Again	Victor
	Ballerina	Victor
	Riders in the Sky	Victor
Montovani	Charmaine	London
Mooney, Art	Four Leaf Clover	M-G-M
	Baby Face	M-G-M
	Honey Babe	M-G-M
Morgan, Jane	Fascination	Kapp
Morgan, Russ	Cruising Down the River	Decca
Morse, Ella Mae	Blacksmith Blues	Capitol
McCoy, Clyde	Sugar Blues	Decca
Nelson, Ricky	I'm Walkin'	Verve
	Stood Up	Verve
Orioles, The	Crying in the Chapel	Jubilee
Page, Patti	Tennessee Waltz	Mercury
	I Went to Your Wedding	Mercury
	Doggie in the Window	Mercury
	Changing Partners	Mercury
	Cross Over the Bridge	Mercury
Paul, Les & Mary Ford	How High the Moon	Capitol
	Mockin' Bird Hill	Capitol
	The World Is Waiting for the Sunrise	Capitol
	Vaya Con Dios	Capitol
Platters, The	Only You	Mercury
	The Great Pretender	Mercury
	My Prayer	Mercury
Prado, Perez	Cherry Pink & Apple Blossom White	Victor
Presley, Elvis	Heartbreak Hotel	Victor
	All Shook Up	Victor
	Don't Be Cruel/Hound Dog	Victor
	Jailhouse Rock	Victor

(Continued on page 34)

A new concept in programming

# repertory recordings



**WHAT THEY ARE:**

"repertory recordings" are a series of smartly packaged EP albums created particularly for the broadcaster and given free to the entire industry by SESAC.

**WHAT THEY DO FOR YOU:**

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**WHERE THEY'RE FROM:**

"repertory recordings" are samplers of the diversified SESAC Transcribed Library, the complete program service to the industry.

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- Dick Jacobs... (CORAL)
- Betty Madigan... (CORAL)
- Don Redman... (CREST)
- Coleman Hawkins... (RCA VICTOR)
- Richard Hayman (MERCURY)
- Faron Young... (CAPITOL)
- Richard Maltby... (VIK)
- Jose Melis... (SEECO)
- Bob Scobey... (RCA VICTOR)

and other prominent performers

DJ's! To receive FREE EP's



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 10 Columbus Circle, New York 19, N. Y.  
 I would like to receive free "repertory recordings."  
 NAME & TITLE \_\_\_\_\_  
 STATION \_\_\_\_\_ ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_



# NEW RECORD LABELS

Continued from page 33

**Vanity Records**  
259 21st Ave.  
Paterson, N. J.  
**Vellez Records**  
P. O. Box 248  
Lomita, Calif.  
**Vena Records**  
A Hogan & Clavd Pro.  
Madison, Ala.  
**Vim Records**  
1427 Landon Ave.  
Jacksonville 7, Fla.  
**VIP Records**  
157 West 57th St.  
New York, N. Y.

**Vista Records**  
12942 Robson St.  
Detroit, Mich.  
**Waikiki Records**  
946 Waiohiny Drive  
Honolulu, Hawaii  
**Waldorf Music Hall Records**  
16 Kingsland Ave.  
Harrison, N. J.  
**Warner Records**  
1780 Broadway  
Room 401  
New York, N. Y.  
**Warrior Records**  
Pleasanton, Tex.  
**Washington Records**  
1340 Connecticut Ave.  
Washington 6, D. C.  
**Wayside Records**  
5131 John C. Lodge St.  
Detroit, Mich.  
**Webb Records**  
155 W. 46th St.  
New York, N. Y.  
**Westmaire Records**  
1404 North Humboldt Ave.  
Milwaukee, Wis.  
**Westport Enterprises, Inc.**  
3814 Washington  
Kansas City 11, Mo.  
**WFB Productions, Inc.**  
637 East Broad St.  
Souderton, Pa.  
**White Rock Records**  
Box 7724  
Dallas, Tex.  
**Window Records, Inc.**  
Shefagan, Wis.  
**Winley Records**  
205 W. 84th St.  
New York, N. Y.  
**Word Records, Inc.**  
P. O. Box 1187  
Waco, Tex.  
**World Disc Records**  
Jerry Lynn Music Co.  
246 W. 44th St.  
New York 36, N. Y.

Don Gibson



This country artist recently returned to RCA Victor and currently has a hit, "Oh, Lonesome Me," riding for him. He started out in Shelby, N. C., and appeared on local radio stations. He then moved to Knoxville, where he worked with Lowell Blanchard on WNOX. He remained there five years and then moved to WBIR-TV, also in Knoxville. He also writes, and his current hit plus "I Can't Stop Loving You" are both his compositions.

# Adult Audience

Continued from page 13

high rating hasn't got the adult audience, or the station with adult listening isn't the rating leader," Pulse's George Sternberg points out. "This is no secret to agencies, but it may be a surprise to some stations."

### Buying Yardstick

In a few rare cases, the high percentage of teen-agers tuned to most "Top 40" operations turns out to be a plus factor for buyers.

It is behind the move, for example, by Beech-Nut to sign on the nighttime Dick Clark network deejay stanzas on ABC-TV. And, it is the reason why International Silver, in a long-range marketing play, is buying teen-age-appeal radio to reach girls who, in a few years, will be dropping hints as to what they'd like for wedding gifts.

But these are the exceptions. Madison Avenue's yardstick today in evaluating a deejay looks something like this:

(1) The primary appeal should be "family," with the teen-agers comprising no more than 12 per cent to 15 per cent of the audience.

(2) The programming strategy should be inventive enough to keep audiences listening closely, and not just using the show as "background."

(3) Spot prices should be in line with the audience delivered.

**X Tra Records**  
32 St. Nicholas Ave.  
New York, N. Y.  
**XYZ Records**  
160 East 87th St.  
New York, N. Y.  
**Zip Records**  
P. O. Box 412  
Pasadena, Tex.  
**Zodiac Record Co.**  
501 Madison Ave.  
New York, N. Y.

# MILLION-SELLING RECORDS

Continued from page 33

ARTIST	TITLE	LABEL
	I Want You, I Need You, I Love You . . .	Victor
	Love Me Tender . . . . .	Victor
	Too Much . . . . .	Victor
	Teddy Bear/Loving You . . . . .	Victor
	Don't . . . . .	Victor
Price, Lloyd . . . . .	Lawdy Miss Clawdy . . . . .	Specialty
Ray, Johnnie . . . . .	Cry . . . . .	Columbia
	Just Walking in the Rain . . . . .	Columbia
	Here I Am Broken Hearted . . . . .	Columbia
Rays, The . . . . .	Silhouettes . . . . .	Cameo
Rainwater, Marvin . . . . .	Gonna Find Me a Bluebird . . . . .	M-G-M
Reynolds, Debbie & Carleton Carpenter . . . . .	Aba Daba Honeymoon . . . . .	M-G-M
Reynolds, Debbie . . . . .	Tammy . . . . .	Coral
Richard, Little . . . . .	Long Tall Sally . . . . .	Specialty
Riddle, Nelson . . . . .	Lisbon Antigua . . . . .	Capitol
Robbins, Marty . . . . .	White Sport Coat . . . . .	Columbia
Rodgers, Jimmie . . . . .	Honeycomb . . . . .	Roulette
	Kisses Sweeter Than Wine . . . . .	Roulette
Rose, David . . . . .	Holiday for Strings . . . . .	M-G-M
	Calypso Melody . . . . .	M-G-M
Sands, Tommy . . . . .	Teenage Crush . . . . .	Capitol
Shaw, Artie . . . . .	Begin the Beguine . . . . .	Victor
	Star Dust . . . . .	Victor
	Summit Ridge Drive . . . . .	Victor
Shore, Dinah . . . . .	Buttons and Bows . . . . .	Columbia
Sinatra, Frank . . . . .	Young at Heart . . . . .	Capitol
	All or Nothing at All . . . . .	Columbia
	White Christmas . . . . .	Columbia
Smith, Kate . . . . .	Rose O'Day . . . . .	Columbia
Stafford, Jo . . . . .	Temptation . . . . .	Capitol
	Make Love to Me . . . . .	Columbia
	Early Autumn . . . . .	Columbia
Standley, Johnny . . . . .	It's in the Book . . . . .	Capitol
Starr, Kay . . . . .	Wheel of Fortune . . . . .	Capitol
	Rock and Roll Waltz . . . . .	Victor
Steel, Jon & Sandra . . . . .	My Happiness . . . . .	Coral
Stokowski, Leopold . . . . .	Blue Danube Waltz/Tales From the Vienna Woods . . . . .	Victor
Stoloff, Morris . . . . .	Moonglow & Picnic Theme . . . . .	Decca
Storm, Gale . . . . .	I Hear You Knocking . . . . .	Dot
Tucker, Orrin . . . . .	Oh, Johnny . . . . .	Columbia
Vaughan, Billy . . . . .	Sail Along Silvery Moon . . . . .	Dot
Waring, Fred . . . . .	'Twas the Night Before Christmas . . . . .	Decca
Weavers, The . . . . .	On Top of Old Smoky . . . . .	Decca

(Continued on page 36)

Thanks DJs for your wonderful reception to my latest single "DARLIN" backed with "YOU EXCITE ME" and a million thanks for "DEDE DINAH"

# FRANKIE AVALON



Current Smash  
"DEDE DINAH"  
Chancellor 1011

Exclusively  
CHANCELLOR RECORDS Distributed by  
AmPar Recording Corp.  
1201 Broadway, New York, N. Y.

Personal Management  
M.D.B. Enterprises  
206 South 13th St., Philadelphia, Pa.

Bookings  
GAC



# A SMASH!

## The original

# YOO

By the Sensational Singing Group,

## THE AQUATONES

b/w "She's The One For Me"

It's on the **FARGO** label No. F-1001

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# MILLION-SELLING RECORDS

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ARTIST	TITLE	LABEL
Weber, Joan	Let Me Go Lover	Columbia
Weems, Ted	Hearaches	Decca
Whiteman, Paul	Whispering	Victor
	Three o'Clock In the Morning	Victor
Whitfield, David	Cara Mia	London
Whiting, Maggie with Jimmie Wakely	Slipping Around	Capitol
Whitman, Slim	Indian Love Call	Imperial
	Rose Marie	Imperial
	Secret Love	Imperial
Williams, Hank	Love Sick Blues	M-G-M
	Jambalaya	M-G-M
	Cold, Cold Heart	M-G-M
Williams, Billy	I'm Gonna Sit Right Down and Write Myself a Letter	Coral
Williams, Roger	Autumn Leaves	Kapp
	Til	Kapp
Williams, Tex	Smoke, Smoke, Smoke	Capitol
Wills, Bob	San Antonio Rose	Columbia
Winterhalter, Hugo	Canadian Sunset	Victor
Yankovic, Frank	Blue Skirt Waltz	Columbia
Yorgeson, Yogi	I Yust Go 'Nuts at Christmas	Capitol

## Laurie London



This 14-year-old is following his success pattern in the States after a sensational introduction on a BBC closed-circuit TV show in England just a year ago. The new Capitol artist is fast approaching the charts with his rendition of "He's Got the Whole World (In His Hands)." He has been appearing both in person and on television in his native England for the past year. He attends the Davent Foundation School in London. His name can be added to a long list of other new artists who have never had a singing or music lesson in their lives.

## Will Glahe



Glahe's hit record of "Liechtensteiner Polka" on the London label has brought new life back to the polka field. His follow-up, "Sweet Elizabeth," is also going well. But polkas come easy to this 55-year-old German-born artist who also is a composer of some stature. He resides and performs in West Germany with his Musette Orchestra and joined the London label in 1948. His latest LP, "Beer Garden Musik," is one of the label's best sellers.

## Ersel Hickey



Ersel (Everyone Calls Me Hickey) Hickey, a former locksmith who turned to writing and then to performing in night clubs all within the space of the last four months, did not, however, come by this talent overnight. At 15 he left home to join a carnival. He later appeared on stage to impersonate Johnnie Ray and won him the top prize of \$500; then wrote his current Epic hit tune, "Bluebirds Over the Mountain." This led to two club appearances in Buffalo, one with Cab Callaway and an Epic contract.

# Radio Gets the Album Message

• Continued from page 17

again album programming on radio increased.

## Deejay Revolt

Add to this the deejay revolt against programming only the top 40 records, as was shown at the Kansas City jockey convention early this month, plus the profusion of new material of all shapes and sizes now appearing on LP, and it is easy to see why album programming keeps growing apace.

The picture that emerges on radio this year is not that everyone, or anyone for that matter, is dropping top 40 to play albums. But what appears to be happening is that stations are modifying their top 40 approach and playing more album material in addition to the top hits. The most frequent times when albums are played is in the morning to early afternoon listening hours and in the evenings. From 3 p.m. to 7 p.m. which is the prime listening time for the youngsters, top 40 dominates.

The manner in which albums are used on radio programming is one of three: integrated, full segments, or a middle way between either method. In the integrated method, stations play album selections along with the regular top 40 single sides. After a rock and roll disk, for example the jock may play a selection from the latest Frank Sinatra or Mantovani LP. Then back to rockabilly. In the full segment pattern the station may have a two-hour program of top hits and then a two-hour program of album selections, one following the other. Modifications of these ideas include Cleveland's WDOK type of programming which includes a 15-minute segment of hits after three 15-minute segments of LP material. And there are other stations which play many album selections in a row, then many single sides, in what could be called a sweet versus rock and roll competition.

Most of the album programming on radio is in the popular music vein. Jazz shows and classical shows usually play complete albums or complete selections, which run much longer than the normal three-minute pop tunes, whether rock and roll or Rodgers and Hammerstein.

Station CHUM in Toronto, which modified its top 50 format with an integrated album program, calls its service "balanced sound." This could well be correct appellation for the type of programming in using singles and

albums that will keep the ratings high, the listeners of all age groups contented and the billings up. The great increase in album programming on all types of stations indicates that balanced sound may mean a balanced budget.

# NBC Mulls Deejay Rival For Clark

NEW YORK—In the next two or three weeks, NBC-TV will make up its mind whether it does or does not want to launch teen-appealing network TV deejay to compete with ABC's Dick Clark.

That's the word from program chief Bob Lewine, who admits the web "has done a lot of thinking" about the topic. However, he stresses, no deejays have been sounded out, and no official recommendation one way or the other has been given to high brass levels. The network doesn't even have a time slot under consideration, altho Lewine states that "such a show calls for an afternoon berth, not at night."

# New Music Library Here

CHICAGO — A new transcription library of all-instrumental music, termed "Musi-Que," has been launched by Standard Radio Transcription Services. Platter library consists of over 1,600 separate instrumental tracks, ranging from "attention-getters" of a few seconds' duration to backgrounds running over two minutes.

Selections are designed for use as openers and closers for programs and commercials, backing for spots and jingles, and for use in the production of telefilm commercials. Total of 15 stations have signed so far, plus seven commercial production firms.

## Jesse Kaye

• Continued from page 4

coast operation, and coincides with the label's intensified activity relating to sound-track albums. Kaye has been responsible for much of the planning, co-ordination and recording of the bulk of the firm's movie package goods product.

Maxin, Jerome, Kaye and Handwerker hosted distributors from San Francisco, Los Angeles, El Paso, Seattle, Great Falls, and Denver in a series of meetings concerning the firm's release of "Gigi." Special showings of the film were arranged for the distributors, with the labels sales and promotion plans unveiled last week.

Jerome remained here thru the week for additional sales planning with Kaye, while Handwerker and Maxin returned to New York at mid-week.

## Retailers Sued

• Continued from page 3

such indemnification serves little or no purpose except in the case of legitimate low-price manufacturers, since others most probably would as soon go out of business rather than enter into a lengthy court battle. With volume among rack jobbers continuing to increase, tho, indemnification proceedings could conceivably cause all record manufacturers a good deal of red tape they aren't involved in now.

The effects of the "Goody decision," however, could go even further and see regular-line record dealers asking their distributors and manufacturers for indemnification.

Thanks Dee Jays—  
for spinning

"A VERY SPECIAL LOVE"

I know you'll like my new one  
Johnny

# JOHNNY NASH

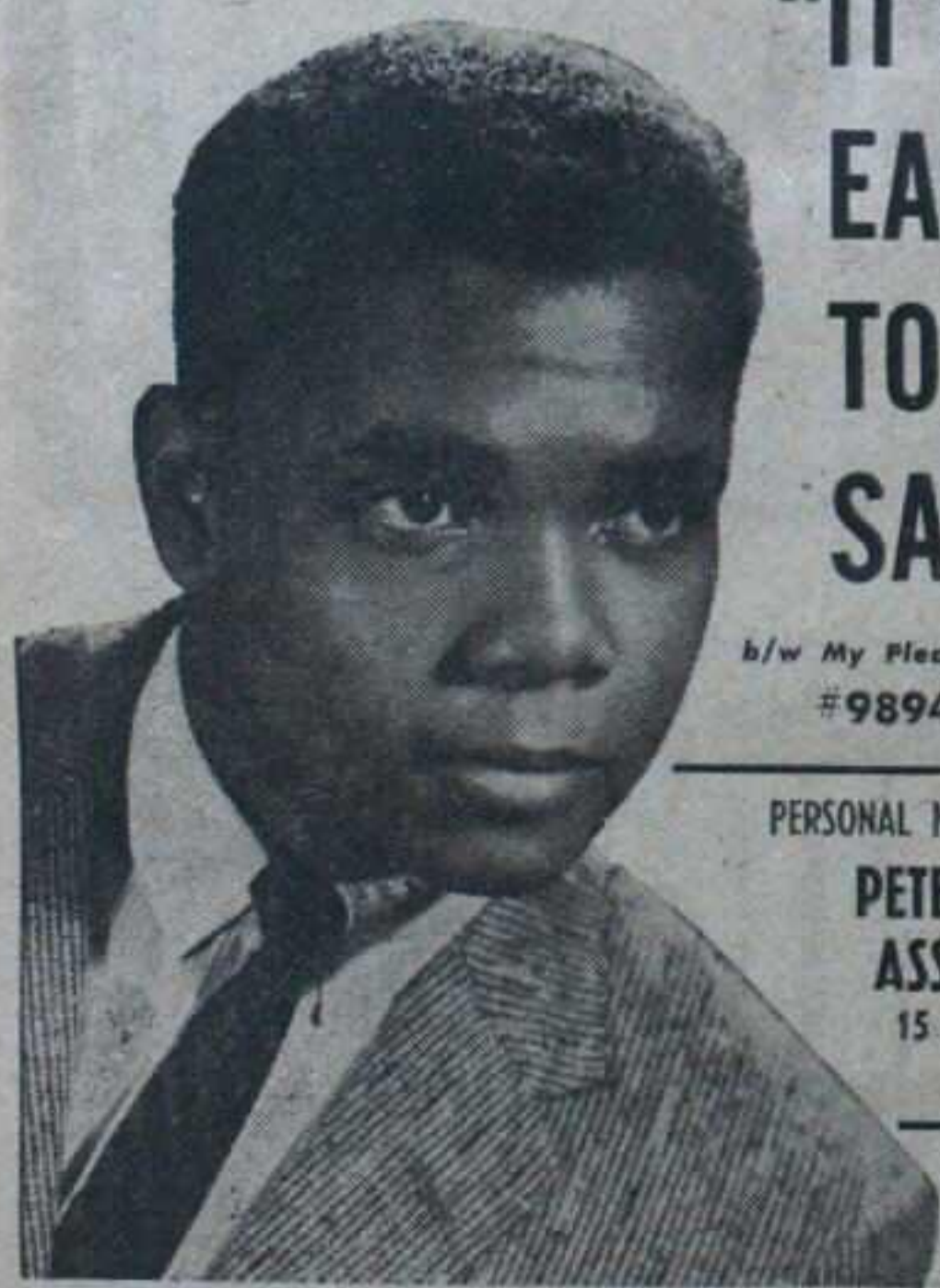
sings

"IT'S SO EASY TO SAY"

b/w My Pledge to You  
#9894

PERSONAL MANAGEMENT  
**PETER DEAN ASSOCIATES**  
15 W. 55th St.,  
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exclusively  
ABC  
PARAMOUNT



Your key to  
**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**



The great  
record  
of a  
great  
song....



# The Long, Hot Summer

From The Twentieth Century-Fox Cinemascope Production "The Long Hot Summer"  
(Alex North-Sammy Cahn)

CORAL 9-61974



**HENRY  
MANCINI**  
and his orchestra



## THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips

## Sound Off!

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

### Won't They Ever Learn?

To the Editor:

In our store we have had various funny experiences with our customers. Some come in and ask for 98 r.p.m. records, some ask for 78's with the big hole, and some of our customers have even asked for those little center disks that you put on to play 45 r.p.m. records on a 78 r.p.m. spindle. They return later and state that the record is no good—it revolves too fast and the sound is too distorted to tell what it is. Oh, these headaches of the record business! Won't they ever learn that you can only play a 45 r.p.m. record on a record player at 45 r.p.m. speed?

Joe Young Campbell  
Joe's Record Bar  
Fayette, Ala.

### Somebody Goofed!

To the Editor:

We do not need to tell you that The Billboard is the bible in Western Europe for anyone in the record business.

But surely this time the bible was all wrong! Your article in The Billboard (February 10, 1958) regarding Cado Radio shop in Brussels was very good and we agree with everything you say there except the last sentence. Who on earth has ever told you that Belgium did not seem to like Elvis Presley? Surely not an authorized person!

The writer called up Mr Becker, the dynamic owner and general manager of Cado Radio, who was just as surprised as we were. Herewith, a photostat copy of his letter received today.

We, the general distributors of RCA in Belgium, can tell you that Presley has been the American best-seller of all time during the

last winter. His latest recording, "Don't b.w. 'I Beg of You,'" has just been issued and is showing every indication of becoming a No. 1 also. The film, "Jailhouse Rock," will be issued next week, and there again we can expect things to catch fire.

P. J. Goemaere  
INELCO S. A.  
20-24 Rue De L' Hopital  
Brussels, Belgium

• Sincere apologies to Messrs. Goemaere, Becker and Presley. Ordinarily, The Billboard will check all sources on a doubtful piece of information. We don't ordinarily pick up the phone and call Europe, however. But it seems that we should have in this case.—Editor.

### No Supply Source

Maybe you or one of the record companies who advertise thru you may help me. I have a record and music store in a small town in Northern California. But we get many calls for the children's Golden Records. Do you know of a distributor in our part of the State who handles them?

I have written to New York several times, but so far haven't heard from them.

If necessary, I'll order from the East. Just so I can get some Golden Records.

Incidentally, even tho we have a fairly small store, The Billboard is considered indispensable.

William Hermann Jr.  
The Music Lounge  
Fort Bragg, Calif.

• Call Al Bercovich at Pick-A-Tune, 1281 30th Street, Oakland, Calif. If he can't help you, write directly to Golden Records, 630 Fifth Avenue, New York. Any other dealers have problems locating record company distributors? Write to The Billboard.—Editor.

## HEARD OVER THE COUNTER

A man with a thick German accent asked for "The Liechtensteiner Polka." The salesman wrapped the record and then told the man the price. The customer apparently hadn't bought a record in 20 years. He was slightly shocked at the price and said, "Dahts too much money. I tell you something. Da heck mit it."

"Do you have the Benny Goodman concert album?"

"Yes."

"I mean the Carnegie Hall concert of 1938."

"Yes, I know. We have it in stock."

"With Krupa, Hampton, Harry James and Teddy Wilson? Right?"

"Right."

"That's a high-fidelity record, of course."

"Of course."

"Do you stock those 16 r.p.m. records? The ones that don't move?"

"I'd like a record of 'The Whistlin' Blues.'"

"'Whistlin' Blues?'" "You probably mean 'The Swingin' Shepherd Blues.'"

"Let me hear it."

"Sure."

"... No. That's not the one."

"Well, maybe it's the 'Yellow Dog Blues.'"

"No, that's not it either. I heard it this morning."

"Well, I don't know a 'Whistlin' Blues.' What else can you tell me about it?"

"I heard it when I saw the movie 'Peyton Place.'"

"Well, why didn't you say so right away. That makes it easy."

"No, it doesn't. It wasn't in the movie. They played it during intermission."

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

## \$99.95 Tag On Mark XV

A portable, four-speed, new orthophonic, high-fidelity Victrola phonograph, to be nationally advertised at \$99.95, is announced by Ray Saxon, vice-president and general manager, RCA Victor Radio and Victrola Division.

The Mark XV (Model HF99) features an amplifier exactly matched to its multi-speaker system which includes a 6½-inch woofer for low and mid-range frequencies and a 3½-inch tweeter for high frequencies. The set has separate calibrated continuously-variable bass and treble controls, as well as calibrated loudness control. It has a frequency response from 80 to 20,000 cycles.

The Mark XV comes in a simulated-leather case of brown and beige, resembling higher-priced RCA Victor line—the three-speaker Mark XI (Model SHF9) and the Mark XII (Model HF45P), a 45 r.p.m. Victrola phonograph.

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

## ENFORCED BROWSING

# Eye Exploitation Ups Unit Sales

• Dealer has system for intriguing customers

• Gives hurried buyer easy disk access

By BOB LATIMER

NEW ORLEANS — Sometimes it's a mistake to classify records too sharply into separate sections, according to John E. Schofield Sr., owner of S.&S. Records here.

Operating a large, semi-suburban high-fidelity and record shop in the Louisiana metropolis the past two years, Schofield has completely done away with the policy of grouping the "Top 40" on a single display fixture, with the usual signs, point-of-sale cards and other identifying elements. Instead, he mixes up the top favorites in big, open-wall cases, which line the left side of the store so that popular standards, new hit tunes, etc., are distributed thruout the display of over a thousand record choices.

### Numbers Game

Small, inconspicuous numbers are used to rate the leading records from 1 to 40, but these are there only to help the customer who asks for a specific number, or to facilitate finding a particular record by store salespeople.

"We prefer the customer to browse thru the entire record display even tho he is looking for a top hit tune," it was pointed out. "On the simple theory that if the customer must read thru many sleeves to find a desired number, there is a strong chance that another record will appeal to him as well, increasing the unit sale."

### Buys Four

"For example, when a young rock 'n' roll fan came in the other day to look for Roy Hamilton's 'Don't Let Go,' it took her some 10 minutes to find it on an eye-level shelf opposite the cash register stand. In the process, however, she found two records by one of her favorite artists which appealed to her, and another Roy Hamilton record, which resulted in her buying four 45 r.p.m. disks instead of one."

"Convenience in running into the shop and grabbing a record in a few minutes may be important from a good-will standpoint, but it certainly will not sell the volume of records that a browsing situation will. Consequently, we make sure that the customer will have to look at quite a number of records in order to find a specifically desired one."

Maintaining a huge inventory,

Schofield, of course, has his own system for storing records where he can point them out to the customer who is genuinely in a hurry, and who might otherwise grow irked if the desired records couldn't be found at once. In addition to the small numbers which are taped on the front of the shelves on the big open-wall display fixtures used entirely around the store, he has classified sections of the wall cases into the products of various record companies so that he can quickly locate the record without delay if the customer insists upon it.

"Few people are actually in as big a hurry as they think they are," he smiled. "The more records they handle, before they find whichever selection brought them in, the greater the sales opportunity will be."

As proof of how this system works out, Schofield can simply point to the fact that his unit sale is at least twice the national average where 45 r.p.m. records are concerned and almost three times the national average where albums are the subject.

## SIMPLE TIPS FOR TAPE CARE

Care and storage of tapes are simple, yet important to prolong the life of the medium. Some tips by the experts are:

1. Best storage conditions are at 70 degrees and humidity from 40 to 60 per cent.

2. If tape dries out or becomes brittle due to poor storage conditions, subsequent storage at normal temperature and humidity will restore it to its original condition.

3. Keep permanent magnets or strong magnetic fields away from the tape. They can cause erasure.

4. Do not wind tapes tightly on the reels as humidity changes may cause it to deform.

5. After long storage, tape should be wound and re-wound thru the recorder to relieve tensions.

6. Do not use ordinary cellophane tape to splice broken tape. Special splicing tape is available.

7. It is important to clean tape heads often with a cotton swab dipped in commercial cleaner or isopropyl alcohol.



Bell & Howell's new Model 771 Stereotone binaural tape recorder (shown with companion speaker) plays both stereophonic and single-channel tapes and does monaural recording. The companion speaker has its own power cord, pre-amplifier and main amplifier. The recorder operates at 7½ and 3½ ips. The 771 sells for \$199.95, with the companion speaker priced at \$99.95.



The only nod toward regimented display is the small number as shown here on the rack. S. & S. Records finds that the number helps the salespeople more than it does the customer.



## Audio Feedback

Promotion on the Geloso tape recorder has been placed in the hands of Anderson and Cairns, Inc. The firm will handle all advertising, promotion and public relations for the Italian-made unit. The Geloso "Hi-Tone" weighs only seven and a half pounds. It is currently sold in 45 States, Canada, Alaska, Hawaii, Cuba and Puerto Rico.

Glaser-Steers, Manufacturer of the GS-77 record changer has announced its determination to enforce fair trade on the unit. The firm felt it necessary to stress this marketing policy in view of recent rejection of Fair Trade by General Electric and Sunbeam on small appliances.

Concertapes, Illinois producer of recorded tapes, has moved to larger quarters. New address of the firm is Concertapes, Inc., P. O. Box 88, Wilmette, Ill. Or, if you're in a hurry for your Concertapes shipments here's the new phone number: Alpine 6-0680.

A. Robert Baggs is the new marketing manager of the RCA Victor Radio and "Victrola" Division. Baggs, whose last post in the firm was merchandising, will supervise sales, advertising and sales promotion. Baggs has been with RCA Victor since 1947.

Motorola's annual report shows 1957 sales totaled \$226,000,000. This figure is less than 1 per cent off the record high reached by the firm in 1956. Gains, the report said, were made in sales of car radios to auto manufacturers, in phonographs and transistors.

The car radio division of Blaupunkt, West Germany manufacturer of hi-fi radios and phonos, has a new England distributor. The Listening Post, Inc. has just been given the appointment. The firm's Boston address is 161 Newbury St.

Two new distributors have been appointed by Sylvania to handle their TV radios and hi-fi phonos. In Rhode Island and the Cape Cod counties of Massachusetts, the new distributor is Choquette and Company, 1 Washington Ave., Providence, R. I. Fridel Bros., 6510-20 Page Blvd., St. Louis, will distribute for the firm in the St. Louis Market area.

A complete, up-to-date manual of audio practice and principles is resulting from the fourth lecture series of the Audio Engineering. The

series has the title, "Principles and Practices of Tape and Disk Recording." The two-volume set will cost \$7.50. The lecture series, held in New York City, began last October and will run thru May. Some of the best-known figures in Audio Circles have contributed to the series.

Dyna Music Company has appointed Livingston Audio Products of Caldwell, N. J. exclusive distributor of Dyna-Tapes. Announcement was made jointly by Jac Holzman, Dyna Music topper, and Arthur Cooper, his Livingston counterpart.

When their new plant opens at Opelika, Ala., (29), Orradio Industries will have an old-fashioned Southern barbecue for their distinguished guests. Guests of the firm include many prominent people in the electronics industry, as well as important government figures. U. S. Senator John Sparkman will speak at the dedication ceremonies.

Thirty-second erasure of sound from recorded tape is guaranteed by RCA when their new electrical eraser is used. The unit is capable of restoring up to 4,800 feet of tape for re-recording. The instrument is 48 inches long, 22 1/2 inches wide and 15 inches high.

## MGM Sets Window Display Contest

M-G-M offers \$700 in cash prizes in a national window display contest. The contest is part of the firm's over-all promotion campaign on three "Gigi" albums. In conjunction with the new M-G-M movie, the firm has released three separate albums of music from the picture. One is a sound-track album. Another is a jazz album by Dick Hyman. The third is an instrumental treatment by David Rose.

Three prizes are offered in the contest. Top money is \$400 (\$200 each to the winning dealer and movie exhibitor. Second prize is \$200 and third is \$100 (again split between dealer and exhibitor).

To make the display job easy, M-G-M provides big posters plugging the albums. One of them is a motion display in which Gigi winks her eye.

Here's how dealers can proceed. First, contact the local

## Color TV Set For Brussels

The first public demonstration in Europe of a compatible color television system will be one of the features of the American Pavilion at the 1958 Brussels World's Fair, it is announced by Howard S. Cullman, U. S. Commissioner General, and John L. Burns, president, Radio Corporation of America.

The American Pavilion at the World's Fair, which opens April 17, will feature a color television demonstration using RCA equipment in a studio designed to originate both live and filmed programs for closed circuit transmission to color receivers.

"In co-operation with RCA, the American Commission will present daily color television programs of entertainment and informative material designed to portray life in America to the fair visitors," Commissioner General Cullman said.

Another noteworthy contribution to the Fair, announced recently by Robert W. Sarnoff, president of the National Broadcasting Company, will be the World premiere of a new opera by Gian-Carlo Menotti, financed jointly by NBC and the office of the Commissioner General. The new opera, "Maria Golovin," which was commissioned by NBC will be presented for two weeks at the United States Pavilion, and later as a telecast over the NBC Television network, Sarnoff said.

movie exhibitor and solicit his co-operation. Plan and execute the window. Take a picture of it and send it to "Gigi" Window Display Contest, M-G-M Records, 701 Seventh Avenue, New York 36, N. Y. Dealers may enter the contest with as many different window arrangements as they wish. Pictures will not be returned.

Important: dealers should write their name and address on the back of each picture they submit. Contest closes December 31, 1958.

## Emerson's New Radios

An eight-transistor portable clock radio and a tiny all-transistor radio priced at \$36 are being introduced by Emerson Radio and Phonograph Corporation. At the same time, the firm announces a 21-inch 110-degree TV receiver.

The Emerson "888 Transtimer" combines an eight-transistor radio with a seven-jewel battery operated clock. The clock will run for three to five years with a single inexpensive battery. The unit is housed in a genuine top grain cowhide case and is equipped with a built-in jack for personal and under-the-pillow listening attachments. The suggested list price is \$88.

The Emerson "999 Champion" is an all-transistor portable radio, only slightly larger than a pack of cigarettes. This receiver is an all-transistor radio with sealed dynamic speaker. It utilizes a ferriloop antenna for greater sensitivity and selectivity. It is equipped with a built-in jack for the added convenience of personal and under pillow listening attachments. Model "999 Champion" has a suggested list price of \$36.

## LPL ROCK RACKS

# If You Can't Beat Them, Join Them

By RALPH FREAS

LITTLE ROCK—Two of the biggest dealers here have tried rack-jobbing. One of them, Foster Johnson's Record Shop, tried it for three months and stopped. The second, Jimmy Moses of Moses Melody Shop, is still going strong.

Foster Johnson told The Billboard that he had staked out six racks in drug stores and supermarkets. He gave these locations 20 to 25 per cent of everything they sold.

"But I had to drop the project," Foster said. "By the time I got around and serviced the racks, I found any profits had been eaten up. Unless you have 40 or more racks out in various spots, it isn't worth your time."

### Local Competition

Moses Melody Shop is the biggest record outlet in Little Rock. Moses has 16 racks around the area. Interestingly, one of them is in a drug store right across from Foster Johnson's store. The rack consists of two browsers—one for LP's and the other for singles and EP's. The merchandise is regular priced lines and it is sold at full list.

Foster Johnson estimates Moses' gross from the rack at about \$100 a month. Most of that business is done when Johnson's store isn't open.

"The drug store is open nights and all day Sunday," says Foster, "and I can't stay open to compete. Since that's the only place in the neighborhood where a record is sold at those times, he's bound to get the business."

### Discounts Ineffective

In a competitive move, Foster Johnson offers his customers a 10 per cent discount on all records.

## D. C. HI-FI

# '59 Hi-Fi Show Is Set

The 1958 edition of the Washington High-Fidelity Music Show was so well received by public and exhibitors that plans are already under way for the 1959 show, according to director M. Robert Rogers.

The three-day show, which closed last week (16), had an attendance of 16,123. Fifty rooms of the Shoreham Hotel were filled with more than 250 exhibits of high-fidelity components and packaged home hi-fi systems.

According to Rogers, "Stereo was the byword at the show, with almost everyone playing stereophonic tapes thru new dual speaker systems with twin amplifiers and pre-amplifiers." Washingtonians also had their first glimpse of stereophonic discs.

## Marantz Amp Makes Debut

NEW YORK—The Marantz Company plans to launch its brand-new 30-watt amplifier here tomorrow (25) with a press and dealer preview at the Henry Hudson Hotel. No details of the new unit, as to performance and price, were given in advance. The firm line of amplifiers, pre-amps and other equipment, and has recently been exploring developments in the stereo field.

Pretty soon, tho, he puts his price back up to full list.

"I didn't increase my business any," he told The Billboard, "and I was just losing that 10 per cent."

Johnson has an ace in the hole, however. He has founded a record company, Dub International Records, Inc., and he's hoping for a hit single. He thinks he may have one among his new releases which include "I Belong to You" and "You're Always Late" with Jimmy Williams and "Goin' Strong" and "Never Before" with Don Head.

The best way to fight losing business to racks is to have a hit record on them, Johnson figures.

## Hi-Fi Dealer Gets Plaque

The Institute of High Fidelity Manufacturers has kicked off a dealer program designed to raise the dealer in the customer's esteem. The Institute has created a plaque to certify that the dealer is a "registered" component dealer.

In the coming year, the Institute will promote the plaque in ads, articles and editorial columns of magazines. The importance of the plaque will also be stressed in the Institute's new booklet of which a quarter of a million copies will be published and distributed.

According to Ed Cornfield, executive secretary of the organization, this is what the consumer will be told about the plaque:

1. It means that the dealer who owns it has a history of business ethics.
2. He also has hi-fi components available, hooked up for demonstration.
3. He has experience, skill and technical knowledge necessary to help the consumer fulfill his needs, and.
4. He maintains proper service facilities and observes manufacturer's warranties.

In addition, all consumer inquiries received by the Institute will be referred to the registered dealer in the consumer's area.

How does the dealer qualify for the plaque? He must carry the products of eight General Members of the Institute of High Fidelity Manufacturers. On making application to the Institute, the dealer must pay a \$25 fee (this pays for the plaque and 100 copies of the Institute's booklet).

## Westrex to Get 'Oscar'

HOLLYWOOD—Westrex Corporation, the outfit which is scoring a major breakthrough in the field of stereo disks and whose techniques are shaping up as the industry standard, is in the process of receiving yet another kudo.

At the annual Awards ceremony of the Academy of Motion Picture Arts and Sciences here next Wednesday, Westrex will receive an "Oscar" along with the Todd-AO Corporation for its work in developing the wide-screen, stereophonic-voiced Todd-AO screen system.

Process has been used for such blockbuster films as "Around the World in 80 Days" and the new "South Pacific."

## Dealers Laud New Westminster Plan

The Westminster "Preview" program, introduced this month, is finding favor with dealers. The program, described earlier here, involves the use of coupons, a preview record and gives the consumer a \$1 price advantage in the purchase of records included in the plan.

The aspect of the plan that pleased dealers is the promotion of disks thru stores. The customer has to come into the dealer's store to get records at a dollar off. Typical of dealer comments is this one from Joseph Sachs, Beverly Hills, Calif., retailer: "Congratulations to Westminster. I am always in favor of any promotion that will increase sales thru regu-

lar retail channels."

A West Virginia dealer, J. Eddie's, gave the small town dealer's point of view. J. Eddie's said that 52 people had bought records under the plan. Said he: "As I see the future of this plan, it will be one of the greatest things that ever happened to the record business."

Westminster's New York office has been flooded with coupons for preview disks, according to sales topper Henry Gage.

The program is being advertised heavily to the consumer thru several national publications. Advertising schedule is heavier than for any previous Westminster promotion.



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING MARCH 15

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

Table with 3 columns: This Week, Last Week, Weeks on Chart. Lists 25 top-selling pop LPs including 'The Music Man', 'My Fair Lady', 'Come Fly With Me', etc.

Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Popular Album

NAT KING COLE SINGS SONGS FROM "ST. LOUIS BLUES" (1-12")—Nelson Riddle Ork. Capitol W 993

Cole presents songs that he sings in his forthcoming film, "St. Louis Blues," in which he portrays W. C. Handy. Orchestrations are by Nelson Riddle. True blues flavor of the selections are somewhat disguised by the lush strings, but singer's popularity and screenings of the film are sure to make this a hot pop item. Good cover shot of the artist.

Classical Album

ROSSINI: THE BARBER OF SEVILLE (3-12")—Maria Callas, Soprano; Tito Gobbi, Bass; Luigi Alva, Baritone; Philharmonia Orch. (Galliera). Angel 3559 C-L

Drawing power of Maria Callas will put this near the top of the opera list for sales appeal. Actual performances are uneven, with Callas sometimes attaining fine dramatic power and sweep at the expense of purity of tone. Gobbi is heartily professional. Recorded sound has good presence.

Chamber Music Album

BOCCHERINI: C MAJOR & D MINOR QUINTETS (1-12") — Quintetto Boccherini. Angel 45010

Here are some exquisite, if rarely performed works, that are played in just the right style by devoted chamber-music specialists, with excellent recording to match. This fifth album in the Boccherini series contains some of the composer's most successful works. Buyers of previous issues will surely want this. A strong item for chamber music enthusiasts.

Jazz Album

THE JOHN LEWIS PIANO (1-12")—Atlantic 1272

The subtle, imaginative and penetrating work of John Lewis on piano in this new set makes it a standout disk for the jazz market. On this, his first featured album, with quiet backing from guitarist B. Galbraith and J. Hall, plus bass and drum support, Lewis shows off his rare technique that has contributed so greatly to the success of the Modern Jazz Quartet. Tunes include standards and originals by Lewis. A potent package.

Special Merit Jazz Albums

HOLLYWOODWIND JAZZTET (1-12") — Arranged and Conducted by Jerry Fielding. Decca DL 8669.

Interesting jazz sound makes use of several instruments seldom heard in jazz combos—(bassoon, bass clarinet) in addition to alto sax, clarinet, flute and tenor sax. Fielding's orchestrations manage a fluid full sound on several styles, Dixie, modern and mainstream. The program includes several standards and a Dixie satire. "I Was There When the Spirit Came" has a vocal by Doris Akers. Those who go for interesting new sounds should find this to their liking.

CRITICS CHOICE (1-12")—Pepper Adams. World Pacific PJM 407

Widely hailed as one of the up and coming sax stars, this set by Pepper Adams combines the flavor of traditional and contemporary. There are distinct traces of Ben Webster-Coleman Hawkins influence on Adams' baritone. (Continued on page 42)

— Album Cover of the Week —



JURGA FLAMENCA!, Audio Fidelity AFLP 1852. Stunning, color photo by Bob Witt has excellent depth and clarity. The effect is almost three dimensional. The eye-catcher will surely boost sales.

Most Played by Jockeys

FOR SURVEY WEEK ENDING MARCH 15

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

- 1. COME FLY WITH ME Frank Sinatra . . . . .Capitol W 920
2. WARM Johnny Mathis . . . . .Columbia CL 1078
3. MUSIC MAN Original Cast . . . . .Capitol WAO 990
4. 'S MARVELOUS Ray Conniff . . . . .Columbia CL 1047
5. PAT'S GREAT HITS Pat Boone . . . . .Dot DLP 3071
6. JUST ONE OF THOSE THINGS Nat King Cole . . . . .Capitol W 903
6. PAL JOEY Sound Track . . . . .Capitol W 912
8. RICKY Ricky Nelson . . . . .Imperial IMP 9048
9. LESTER LANIN AT THE TIFFANY BALL Lester Lanin . . . . .Epic LN 3010
10. WE GET LETTERS Perry Como . . . . .Victor 1463
10. YOUNG IDEAS Ray Anthony Ork . . . . .Capitol T 866



Best Selling Pop EP's

FOR SURVEY WEEK ENDING MARCH 15

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

- 1. JAILHOUSE ROCK Elvis Presley . . . . .RCA Victor EPA 4114
2. RICKY Ricky Nelson . . . . .Imperial EP 153
3. HYMNS Tennessee Ernie Ford . . . . .Capitol EAP 1-756
4. FOUR BY PAT Pat Boone . . . . .Dot DEP 1057
5. THE EVERLY BROTHERS . . . . .Cadence DEP 105
6. JOHNNY MATHIS . . . . .Columbia EP B-8871
7. SONGS OF THE FABULOUS FIFTIES Roger Williams . . . . .Kapp KE 714
8. THE SEVEN HILLS OF ROME Mario Lanza . . . . .RCA Victor EPA 4222
9. ELVIS Elvis Presley . . . . .RCA Victor EPA 992
10. SING, BOY, SING Tommy Sands . . . . .Capitol EAP 1-929

MONEY-SAVING SUBSCRIPTION ORDER

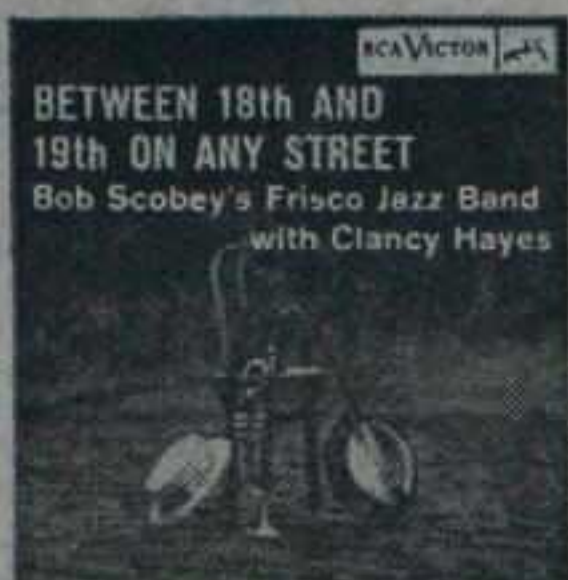
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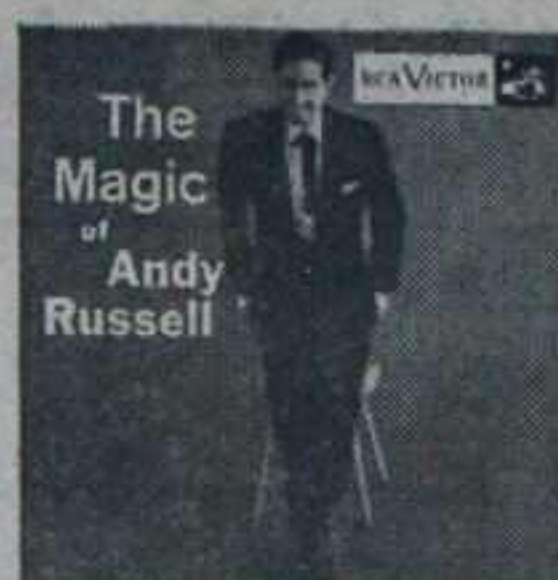
LPM-1567



LPM-1608



LPM-1612



LPM-1470



LPM-1617



LPM-1630



LPM-1638



LPM-1643



LPM-1651



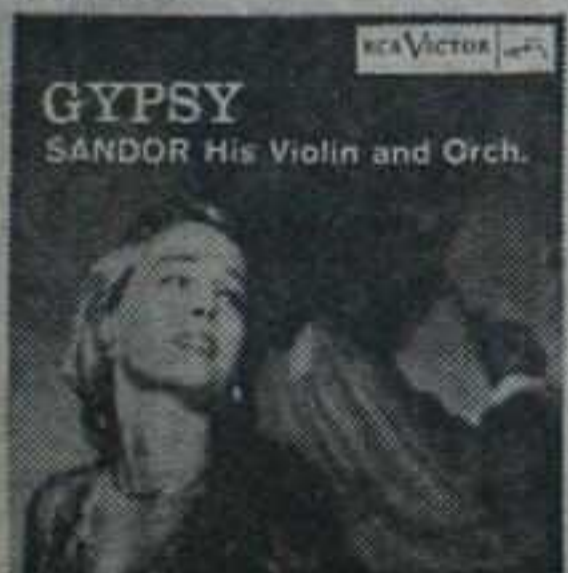
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LPM-1513



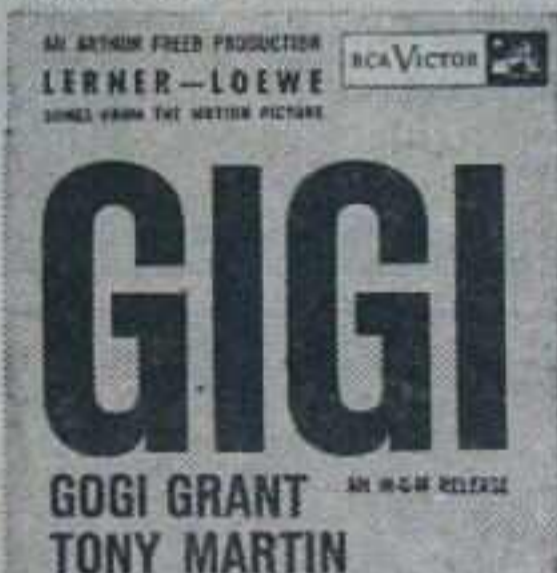
LPM-1661



LPM-1440



LPM-1707



LPM-1716

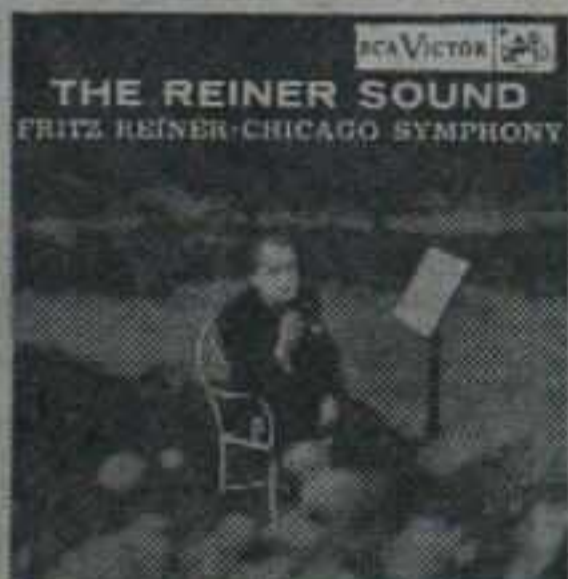


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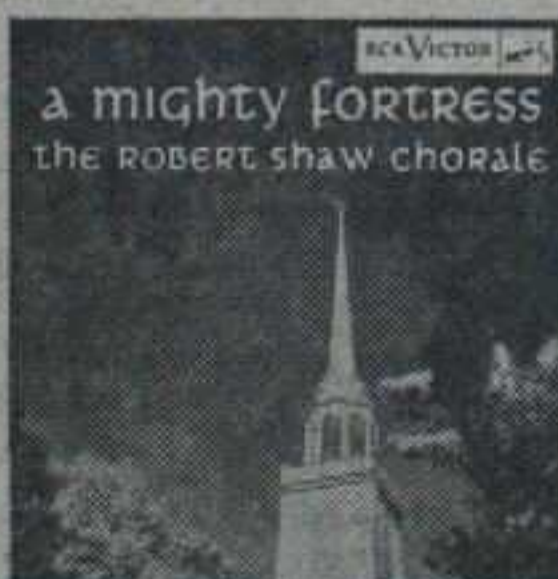
16

new RCA Victor eye-POPers

+4



LM-2183



LM-2199



LM-2188



LM-2194

new exciting Red Seal Albums

20

*terrific*

new albums from



RCA VICTOR



TRADE MARK RADIO CORPORATION OF AMERICA



# Reviews and Ratings of New Popular Albums

## POPULAR ★★★★★

**GIG!**  
David Rose Ork (1-12") M-G-M E 3640  
Rose's lush stylings of Lerner and Loewe's charming film score is a potent offering. Heaviest play will probably be centered on the original cast LP, but this agreeable, danceable, package is an excellent companion piece and one that should show strongly saleswise. Excellent cover will also spark sales.

**THE MUSIC MAN**  
Fred Waring and the Pennsylvanians (1-12") Capitol T 989  
Part of the label's exposure of the show, in addition to its cast package, this new Waring treatment of tunes from "Music Man," can garner a good share of

buying action. Cover has a scene from the show which gives it a genuine ring. Reading of the tunes, focus much on choral rather than solo renditions, the Gordon Goodman, Patti Beems, Jeanne Steel, Eleanor Forglone and Chuck Nelson get solo chances. Waring name plus the magic of the show's title, can sell this.

**NORRIE PARAMOR'S MOODS**  
(1-12") Capitol T 10130  
This is an intriguing change from run-of-the-mill mood or background music sets. Norrie Paramour, British composer, s.d.r. man and arranger, has created a new kind of sound, by using strings, woodwinds and solo female voice (Patricia Clark). Tempo is relaxed and the sound is excellent. Highly

**CORAL RECORDS**

**ALBUM SPOTLIGHT**



**Steve Serenades Spring**



ORCHESTRA DIRECTED BY NEAL HEFTI

**VENETIAN SERENADE**  
Steve Allen CRL 57181

# Review Spotlight on Albums . . .

Continued from page 40

work, yet his performance is modern and imaginative and doesn't lean on his progenitors. Above all, this set swings, with some great piano work by Jimmy Rowles. Good cover art will help to sell.

## Spoken Word Album

**THE RELUCTANT DRAGON (1-12")** — Read by Boris Karloff, Caedmon TC 1074  
Boris Karloff's gravely appealing delivery is just right for this delightful fairy tale, which should appeal to adult and small fry alike. Karloff has built up a considerable following, via his previous Caedmon LP's—"The Pied Piper" and "Just So Stories." This attractively packaged album should enjoy similar sales success.

## Low-Price Children's Album

**PETER PAN AND ALICE IN WONDERLAND (1-12")**—Sound Track, RCA Victor LBY 1009  
This \$1.98 package is sure to be a sock sales item on the racks. Utilizing scores and casts from Walt Disney's film versions of "Peter Pan" and "Alice in Wonderland," the LP spotlights capsule dramatizations and tunes from each children's classic. Colorful cover gives album plus-display value.

## Popular EP Album

**A SESSION WITH TITO PUENTE (1-EP)**—RCA Victor EPA 4198  
The versatile Tito Puente gives four numbers,

recommended for the tired businessman with a taste for such standards as "I'll See You in My Dreams" and "If I Had You."

those who like the hits on EP, and also for boxes.

## POPULAR ★★★★★

**CAPITOL OF THE WORLD GOLD ALBUM**  
(1-12") Capitol T 10132  
Here are sides culled from the best selling albums of the label's "Capitol of the World" series. "You Stepped Out of a Dream" by British bandleader Norrie Paramour, "Two in a Gondola," by Italy's Dino Olivieri, etc. A colorful "round the world" line-up for jocks, and a natural for travel display tie-ups. Package is part of Capitol's "Gold" series, which also includes popular and classical "Gold" albums.

**ALL TIME FAVORITES OF COLE PORTER AND RICHARD RODGERS**  
Harry Arnold Ork (1-12") Mercury MG 20279  
Here's a collection of highly popular show tunes, chosen for their romantic appeal. Set is instrumental, on the lush side, slow-tempo and moody. The names of the featured composers will carry weight, particularly with the theater crowd and buyers of show albums. Also accessible to wider audience because most of the tunes (like "Rosalie" and "Funny Valentine") are perennial favorites.

**STARRING TONY MARTIN**  
(1-EP) RCA Victor EPA 4206  
Crooner adds some effortless bass notes to his usual intimate baritone delivery

**JO ANN MILLER . . . UNRESTRAINED!**  
With Benj Arden Ork (1-12") Audio Fidelity AFLP 1864  
Nitty lark and one time vocalist with Tommy Dorsey has a fresh, high spirited vocal personality. She sings a variety of tunes in this LP—registering strongest with New Orleans music ("Jelly

## EXPLANATION OF PACKAGE RATING CATEGORIES

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

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

on three smart ballads, scoring most on "Half the Population of Paris." Fourth side is swiny version of "Napoleon," comedy bit from "Jamaica." Good group support on latter and "I'll Take An Option on You."

Roll," etc.) and smart special material such as "Good Little Girls." Spinable sides for hip jocks.

## POPULAR ★★

**ROCK 'N' ROLL FROM OUTER SPACE**  
Al Kelly (1-EP) RCA Victor EPA 4192  
The double-talk artist presents four amusing selections with rock and roll backing by Leroy Kirkland's ork. He mimics several famous personalities in the telling. Selections are "Excursion to the Moon," "Drum Diddy Whop," "Crater Gater" and "Moonbeat." Fair potential in pop-specialty market.

**PARADE OF HITS**  
John Gart, Organist (1-12") Kapp KL 1073  
Here's another commercial package for organ music devotees and hi-fi fans. Gart, at the Cons Electronic Organ, provides tasteful instrumental solos on 12 recent pop hits and standards—"Around the World," "Tammy," "Fascination," "Canadian Sunset," "All the Way," etc.

**THE BATTLE FOR THE BEAT**  
King Curtis & Count Hastings With Leroy Kirkland's Hi-Flyers (1-EP) RCA Victor EPA 4196  
The idea of battle is carried out with the two cats on the color cover, dressed in knight's armor, one waving a sword, the other a tenor sax. Otherwise the battle idea simply provides four bands of beat material of varying tempos, aimed at the teen terpers. In this groove it's a good package, worth spotting on the rack.

**POPULAR ★**  
**MY FIRST TO YOU**  
Rick Armstrong (1-EP) Tender T 81

**IN THE SPOTLIGHT**  
Tony Martin (1-12") Decca DL 8366  
*(Continued on page 44)*

**MARCH FROM THE RIVER KWAI-COLONEL BOGEY & 76 TROMBONES**  
Dave Terry Ork (1-EP) RCA Victor EPA 4250  
Excellent performances by the Dave Terry Ork and chorus of three current hits, "March From the River Kwai" and "Colonel Bogey March"; "76 Trombones," and "Swinging Shepherd Blues." Fourth tune included is the Goldman march "On the Mall." Good wax for

**SHE TAKES SUNBATHS**

**Sammy Salvo**

47/20-7190

**RCA VICTOR**

from "Son de la Loma" to "Poor Butterfly," his distinctive, danceable percussion-laden Latin treatment. Victor packaging is stylish and eye-catching. Could catch on nicely with general platter trade as well as cha-cha fanciers, and should spin strongly on deejay turntables.

## Sound

**JUERGA FLAMENCA! (1-12")** — Various Artists, Audio Fidelity AFLP 1852

The explosive transient, emotion-laden songs, and rippling castanets of "baile Flamenco" have always been a special delight of woofer-and-tweeter fans, who will probably shout loud "Oles!" over this album, taped on location at gypsy caves near Seville. There is real "performance" feeling to it; normally-silent bands between selections carry the laughter and chatter of audience, and guitar ad libs of the accompanists. Has the usual fine AF sounds, and Bob Witt's cover is strong.

**GIANT WURLITZER VOL. 3 (1-12")**—Leon Berry Organist, Audio Fidelity AFLP 1844

Here's a real workout in hi-fi. Berry reassembled an old Wurlitzer in his home and this recording, with mikes set inside and around the instrument in all sorts of locations does a tremendous job of reproducing such sounds as percussion, glockenspiel, sleigh bells, blocks, castanets, etc., not to mention the melodic sounds of the organ, when it's not imitating another instrument. A great hi-fi buy.

### Memorandum

To:  
From:



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**NEW YORK: CO 5-4758**

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Editing ✓**

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| 3. 33-314 KNUCKLES O'TOOLE—Vol. 1                   | 18. 33-356 HAWAIIAN MAGIC—Paul Whiteman                                 |
| 4. 33-323 CHAS. MAGNANTE POLKA PARTY—Vol. 1         | 19. 33-358 GUITAR IN VELVET—George Barnes                               |
| 5. 33-324 KNUCKLES O'TOOLE—Vol. 2                   | 20. 33-359 HAPPY DAYS ARE HERE AGAIN—Harry Reser                        |
| 6. 33-326 MAHALIA JACKSON                           | 21. 33-360 STEPPIN' IN SOCIETY—<br>Stanley Melba Hotel Pierre Orchestra |
| 7. 33-327 THE ROARING 20'S—Vol. 1                   | 22. 33-361 ROMAN SPECTACULAR—Charles Magnante                           |
| 8. 33-328 THE INK SPOTS' "GREATEST"—Vol. 1          | 23. 33-364 HAMMOND ORGAN IN HI-FI                                       |
| 9. 33-331 BIG BAND DANCE PARTY                      | 24. 33-365 KNUCKLES O'TOOLE—Vol. 4                                      |
| 10. 33-338 THE PARIS I LOVE                         | 25. 33-369 GREAT AMERICAN MARCHES                                       |
| 11. 33-340 THE ROARING 20'S—Vol. 2                  | 26. 33-372 WALTZES FOR DANCING—Enoch Light                              |
| 12. 33-344 SOLID GOLD HORN—Chas. Margulis           | 27. 33-501 CHILDREN OF PARIS  |
| 13. 33-345 BRIDEY O'TOOLE & HER SINGIN' LADS        | 28. 33-601 THE ROARING FLIRTY 30'S                                      |
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# Reviews and Ratings of New Popular Albums

Continued from page 42

## LOW PRICE-POPULAR ★★★

**HONKY TONKIN'**  
Jimmy MacDonald at the Electric Piano (1-12") Tampa TP 36

A good buy with its \$1.98 price tag, and an attention-getter with its "Our Gang"-type cover shot of a youngster in bowler hat and sleeve garters at the keyboard. Platter serves up ten oldies like "Red River Valley" and "Song of India" with a firm, strong beat not unlike Crazy Otto.

An interesting collection of songs of the sea, of primarily English origin. Some are frankly raw, rough and ready, but they are very flavorsome and have the ring of authenticity. Voices of the lead performers are not the most musical. For that matter, neither are some of the chanteys, but they do have a true folk flavor. Background notes for each song are included. Good cover.

## FOLK ★★★

**FESTIVE GREEK DANCES**  
Vocals by Joanna Macris, Kavourakis, Christophides (1-12") Aris HLP 1001  
About as specialized as you can get, but should sell on the artists' names in cities with Hellenic population groups. Platter has dramped sound quality and poor engineering.

## FOLK ★★★★★

**BLOW BOYS, BLOW**  
Sung by A. L. Lloyd & Ewan MacColl With Various Artists (1-12") Tradition TLP 1026

## FOLK ★

**PIE IN THE SKY**  
Sung by Oscar Brand (1-12") Tradition TLP 1022

## SOUND ★★★★★

**BAGPIPES AND DRUMS**  
9th Regiment Pipe Band (1-12") Audio Fidelity AFLP 1857  
Patriotic airs, folk tunes and marches from the N. Y. State Guard conjure a gathering of the clans with vigor. Best of the sides is long ritual of "Retreat." This rates strongly as a contender for coin among those who like the Scottish band music, and excellent sound gives it high potential with hi-fi bugs.

## RELIGIOUS ★★★

**EASTER HYMNS AND CHORUSES**  
The Canterbury Choir (Marrow) With Ernest White, Organist (1-12") M-G-M E 3523  
In time for the Easter season, this collection of anthems, familiar hymns from the church service and oratorio choruses makes an appropriate entry. Choir does nicely with such selections as: "Welcome, Happy Morning"; "Hallelujah Chorus"; "The Palm" and "The Holy City."

**FAITH OF OUR FATHERS**  
The Canterbury Choir (Marrow) with Ernest White, Organist (1-12") M-G-M E 3522  
The title hymn, "Rock of Ages," "Abide With Me" and "Lord's Prayer" are standouts among the old favorites delivered by piano, organ and the sturdy mixed chorus. Perfect for basic libraries.

## RELIGIOUS ★★

**PRECIOUS MEMORIES**  
Bill Kenny (1-12") Decca DL 8483  
Pleasant renditions of a group of well known songs of faith sung by Bill Kenny, backed by a large orchestra and chorus. Tunes include "Precious Memories," "It Is No Secret," "Our Lady of Fatima," "The Lord's Prayer" and "Ave Maria."

## LOW PRICE-RELIGIOUS ★★★★★

**THE FAVORITE TWELVE**  
Les Barnett, Organist (1-12") Tampa TP 37  
Sub-titled "The World's Most Honored Hymns," this \$1.98 album features Les Barnett's distinctly "modern" organ-piano-celiste renditions of such standards as "Beautiful Garden of Prayer" and "Wonderful Grace of Jesus." Strict Bible-Belters may raise eyebrows at dreamy waltz tempos of some hymns, and "Buckle Down Winsocki" sound of "Onward Christian Soldiers," but pop-planting treatment has fresh, stimulating quality.

## SPOKEN WORD ★★★★★

**BRIAN MERRIMAN: THE MIDNIGHT COURT**  
Read by Sobhan McKenna (1-12") Spoken Arts 742  
Narrative dream poem in amusing, vivid translation from Gaelic gets a gentle reading from the actress. Excellent incidental harp music is too brief. For specialists.

(Continued on page 64)

# Reviews and Ratings of New Jazz Albums

## JAZZ ★★★★★

**GIGI**  
Dick Hyman Trio (1-12") M-G-M E 3642  
"Gigi," with scores by "My Fair Lady" composers Lerner and Loewe, promises to be a powerful box-office film, and M-G-M is backing this package (along with two others) with solid promotion. All of which makes the LP an attractive commercial item, in both the pop and jazz markets. Excellent interpretations by pianist Hyman with Eddie Safranski on bass and Don Lamond on drums.

## JAZZ ★★★

**THE HARD SWING**  
Various Artists (1-12") World Pacific JWC 508  
Five quintets, the Jazz Messengers, Elmo Hope, Chet Baker, Pepper Adams and Jack Sheldon are featured on this set in the label's \$3.98 price bracket. The work by the Messengers and "Zec" by Adams are the highpoints. Good item for West Coast jazz buffs.

## HANK JONES SWINGS SONGS FROM "GIGI"

With Donald Lamond, Drums; Arnold Fishkin, Bass; Joseph B. Galbraith, Guitar (1-12") Golden Crest CR 3042  
A well recorded, well played group of selections from the strongly-promoted pic. Another version with a jazz approach is that by Dick Hyman and the latter, with a top-notch cover and as part of a three-way merchandising push with the soundtrack set, is likely to provide very strong competition. Both these jazz versions are of the piano and rhythm type and in fact, Don Lamond plays drums on both.

## WAY UP THERE

Shorty Rogers & His Glabbs (1-12") Atlantic 1270  
A swingin' set by Rogers. All but one tune are Rogers' originals. There are four groups headed by Rogers that include some of the top West Coast names with Rogers shining on both trumpet and flugel horn. Set is a release, but those who dig the Rogers' big band brand of jazz will take to this.

## SATCHMO'S COLLECTORS' ITEMS

Louis Armstrong Oct (1-12") Decca DL 8327  
This is a collection of a dozen of Armstrong's well-known recordings of another day, grouped together as the cream of the label's catalog of Satch. Included are "Shoe Shine Boy," "Brother Bill," "Jeepers Creepers," etc., all of which contain the gravelly vocals and horn choruses by Armstrong. Profitable long pull item.

## LADIES OF JAZZ: MARY LOU WILLIAMS & BARBARA CARROLL

(1-12") Atlantic 1271  
Repackaged item spotlights two top jazz pianists in a program of standards. Their contrasting styles — Miss Carroll concentrating more on melodic improvisation and Miss Williams' mainly concerned with chordal and harmonic variations—are shown to excellent advantage. Miss Williams' set includes two originals. Good potential.

## JAZZ ★★

**COUP DE GRAAS**  
Featuring John Graas (1-12") EmArcy MG 36117  
All of the tunes are Graas originals, except Gerry Mulligan's "Walkin' Shoes," and "Blues Street" by Dick Groves. Graas is supported on French Horn by a group of the top West Coast musicians including C. Condit, trumpet; B. Collette, baritone sax; R. Callender, tuba; A. Pepper, alto; E. Moer, piano; B. Clark, bass and L. Bunker, drums. Graas' playing is deft and facile. Prime appeal will be to those who like the West Coast sound. "Rogerique" is a good demo track.

(Continued on page 68)

# NOW IN ORBIT AND OUT OF THIS WORLD!

HANG UP MY ROCK AND ROLL SHOES



WHAT AM I LIVING FOR  
CHUCK WILLIS  
1179

YES INDEED

I HAD A DREAM



RAY CHARLES  
1180

# ATLANTIC RECORDING CORPORATION

157 WEST 57 STREET, NEW YORK 19, N. Y.

# Reviews and Ratings of New Classical Albums

## CLASSICAL ★★★★★

**LALO: SYMPHONIE ESPAGNOLE (1-12")**  
—Leonid Kogan, Violin & Paris Conservatoire Orch (Bruck). Angel 35503  
The young Russian again demonstrates his superior talents, perhaps with more warmth than in some earlier examples of his playing. Since the music calls for this approach, the results are happy. Quality of recording is good.

**LERAS NOS, 2, 5, 6 & 9 (1-12")**  
—Victoria De Los Angeles & Orchestre de la Radiodiffusion Francaise (Villa-Lobos). Angel 35547  
For the first time, record buyers can hear the second movement of the famous "Bachianas No. 5." It proves to be an engaging, but difficult, dance-like melody. With "Bachianas No. 2" new to disks, and authoritative performances of the other selections by the composer, this issue should do well. Best of all, Victorio de los Angeles lends the final touch of glamor for lively sales.

## CLASSICAL ★★★

**ROSSINI: LE COMTE ORY (2-12")**  
—Juan Oncina, Monica Sinclair, Michel Roux & Glyndebourne Festival Orch. & Chorus (Gul). Angel 3565 B-L  
First recording of charming Rossini comic opera with more than a slight foretaste of French operetta. Glyndebourne forces give nicely balanced performance, more notable for generally good style than for outstanding

solo performances. Interesting addition to opera catalog has additional asset as curiosity; can be suggested successfully by dealers.

**BETHOVEN: PIANO CONCERTO NO. 1; SONATA NO. 27 (1-12")**—Solomon, Piano & Philharmonia Orch. (Menges). Angel 35580  
This is playing at the highest level of musicianship—marked by warmth of spirit, refinement and a seriousness that is not pedantic. Artist's performance has not been available for some time and will be welcomed by his growing group of staunch admirers.

**BRAHMS: SYMPHONY NO. 3; ACADEMIC FESTIVAL OVERTURE (1-12")**  
—Philharmonia Orch (Klemperer). Angel 35545  
Splendid recording favors Klemperer's latest in his Brahms series. Performance is subtle but full-bodied, surely one of the most gratifying on record. Success of earlier Brahms releases augurs well for sales here.

**VAUGHAN-WILLIAMS: FANTASIA ON GREENSLEEVES; THE WASPES; SERENADE TO MUSIC; TOWARD THE UNKNOWN REGION (1-12")**—London Symphony Orch. & Various Soloists (Sargent). Angel 35564  
Two novelties for the current catalog are included in this all-Vaughan Williams album. "Serenade to Music" and "Toward the Unknown Region," for voices and orchestra, are works of gentle beauty. These and the other more familiar orchestral

(Continued on page 64)

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# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

For survey week ending March 15

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Tequila</b>	4	4	<b>6. Sweet Little Sixteen</b>	5	4
By Chuck Rio—Published by Jat Music (BMI)			By Chuck Berry—Published by Ark Music (BMI)		
<b>BEST SELLING RECORDS:</b> Champs, Challenge 1016; Eddie Platt, ABC-Paramount 9899.			<b>BEST SELLING RECORD:</b> Chuck Berry, Chess 1683.		
<b>RECORD AVAILABLE:</b> Stan Kenton, Capitol 3928.					
<b>2. Catch a Falling Star</b>	1	9	<b>7. Who's Sorry Now?</b>	8	4
By Paul Vance-Les Fockris—Published by Marvin Music (ASCAP)			By Snyder-Calmar-Ruby—Published by Mills (ASCAP)		
<b>BEST SELLING RECORD:</b> Perry Como, Vic 7128.			<b>BEST SELLING RECORD:</b> Connie Francis, M-G-M 12588.		
<b>3. Sngartime</b>	2	11	<b>8. Are You Sincere?</b>	13	5
By Charlie Phillips-Odis Echols—Published by Nor-Va-Jak (BMI)			By W. Walker—Published by Cedarwood (BMI)		
<b>BEST SELLING RECORD:</b> McGulre Sisters, Coral 61924.			<b>BEST SELLING RECORD:</b> Andy Williams, Cadence 1340.		
<b>RECORD AVAILABLE:</b> Charlie Phillips, Coral 61908.					
<b>4. Twenty-Six Miles</b>	3	7	<b>9. Sail Along Silvery Moon</b>	6	10
By Glenn Larsen-Bruce Belland—Published by Beechwood (BMI)			By Percy Wentrich-Harry Tobias—Published by Joy Music (ASCAP)		
<b>BEST SELLING RECORD:</b> Four Preps, Cap 3845.			<b>BEST SELLING RECORD:</b> Billy Vaughn, Dot 15661.		
			<b>RECORD AVAILABLE:</b> Karen Chandler and Her Jacks, Decca 30537.		
<b>5. Lollipop</b>	14	2	<b>10. Don't</b>	7	8
By J. Dickson-B. Ross—Published by Marks (BMI)			By Jerry Leiber & Mike Stroller—Published by Elvis Presley Music (BMI)		
<b>BEST SELLING RECORD:</b> Chordettes, Cadence 1345.			<b>BEST SELLING RECORD:</b> Elvis Presley, Vic 7150.		
<b>RECORDS AVAILABLE:</b> Vince Edwards, Cap 3826; Ronald and Ruby, Vic 7174.					

### Second Ten

<b>11. Swinging Shepherd Blues</b>	10	7	<b>16. Magic Moments</b>	17	9
By Moe Koffman—Published by Benell Music (BMI)			By Hal David-Bert Bacharach—Published by Famous Music (ASCAP)		
<b>BEST SELLING RECORDS:</b> Moe Koffman Quartet, Jubilee 5311; Johnny Fate Quintet, Federal 12312; David Rose Ork, M-G-M 12608.			<b>BEST SELLING RECORD:</b> Perry Como, Vic 7128.		
<b>RECORDS AVAILABLE:</b> Kirk Stuart, Josie 832; David Terry, Vic 7153.					
<b>12. It's Too Soon to Know</b>	12	5	<b>17. Short Shorts</b>	15	8
By Chessler—Published by E. H. Morris & Co. (ASCAP)			By T. Austin & B. Gandio—Published by Admiration (BMI)		
<b>BEST SELLING RECORD:</b> Pat Boone, Dot 15690			<b>BEST SELLING RECORD:</b> Royal Teens, ABC-Paramount 9882.		
<b>RECORDS AVAILABLE:</b> Duke Mitchell, Liberty 55031; Johnny Otis, Cap 3802.			<b>RECORDS AVAILABLE:</b> Tiny Bradshaw, King 5114; Four Winds, Decca 175.		
<b>13. A Wonderful Time Up There</b>	19	3	<b>18. Witchcraft</b>	20	9
By Abernathy—Published by Fowler (BMI)			By Cy Coleman-Carolyn Leigh—Published by Edwin H. Morris, Inc. (ASCAP)		
<b>BEST SELLING RECORD:</b> Pat Boone, Dot 15690.			<b>BEST SELLING RECORD:</b> Frank Sinatra, Cap 3859.		
<b>14. Oh, Julie</b>	11	9	<b>19. Maybe Baby</b>	23	2
By Moffet-Ball—Published by Excellenc (BMI)			By Norman Petty & Buddy Holly—Published by Nor-Va-Jak-Melody Lane (BMI)		
<b>BEST SELLING RECORD:</b> Crescendos, Nasco 6005.			<b>BEST SELLING RECORD:</b> Crickets, Brunswick 55053.		
<b>RECORDS AVAILABLE:</b> Sammy Salvo, Vic 7097; Otis Williams and his Charms, Deluxe 6158					
<b>15. Get a Job</b>	9	9	<b>20. Breathless</b>	22	2
By Silhouettes—Published by Ulysses & Bagby, Wildcat (BMI)			By O. Blackwell—Published by Homefolks, Obie (BMI)		
<b>BEST SELLING RECORD:</b> Silhouettes, Ember 1029.			<b>RECORD AVAILABLE:</b> Jerry Lee Lewis, Sun 288.		
<b>RECORD AVAILABLE:</b> Mills Brothers, Dot 15695.					

### Third Ten

<b>21. Dinner With Drac</b>	-	1	<b>26. Lazy Mary</b>	-	1
By Sheldon-Land—Published by Mayland Music (BMI)			By Pagolo Citorello & Lou Monte—Published by Shapiro-Bernstein (ASCAP)		
<b>RECORD AVAILABLE:</b> John Zacherle, Cameo 130.			<b>RECORD AVAILABLE:</b> Lou Monte, Vic 7160.		
<b>22. Oh-Oh, I'm Falling in Love Again</b>	18	5	<b>27. You Are My Destiny</b>	16	7
By Hoffman-Manning-Mark Well—Published by Planetary Music (ASCAP)			By Paul Anka—Published by Pamco (BMI)		
<b>RECORD AVAILABLE:</b> Jimmie Rodgers, Roulette 4045.			<b>RECORD AVAILABLE:</b> Paul Anka, ABC-Paramount 9880.		
<b>23. The Walk</b>	25	3	<b>28. At the Hop</b>	21	16
By McCracklin & Garlie—Published by Arc (BMI)			By Singer-Medora-White—Published by Singular (BMI)		
<b>RECORD AVAILABLE:</b> Jimmy McCracklin, Checker 885.			<b>RECORDS AVAILABLE:</b> Danny and the Juniors, ABC-Paramount 9871; Nick Todd, Dot 15675.		
<b>24. Ballad of a Teenage Queen</b>	27	4	<b>29. Rock and Roll Is Here to Stay</b>	28	2
By J. Clement—Published by Knox Music (BMI)			By David White—Published by Singular (BMI)		
<b>RECORD AVAILABLE:</b> Johnny Cash, Sun 283.			<b>RECORD AVAILABLE:</b> Danny and the Juniors, ABC-Paramount 9888.		
<b>25. Good Golly, Miss Molly</b>	25	3	<b>30. Dede Dinah</b>	29	7
By Marascalco & Blackwell—Published by Venice Music (BMI)			By Marcucci & De Angelis—Published by Debmart (ASCAP)		
<b>RECORDS AVAILABLE:</b> Little Richard, Specialty 624; Vallants, Keen 34004.			<b>RECORD AVAILABLE:</b> Frankie Avalon, Chancellor 1011.		

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





# BUYBOARD

## RUBY MURRAY



with Norrie Paramor's Orchestra

record no. 3947

AIN'T THAT A GRAND AND GLORIOUS FEELING  
I'LL REMEMBER TODAY

## THE BIG BEN BANJO BAND



SWISS KANTON POLKA  
HAPPY BIRTHDAY POLKA

record no. 3951

## TRUDY RICHARDS



with Sid Bass' Music

record no. 3946

SOMEBODY JUST LIKE YOU  
THE NIGHT WHEN LOVE WAS BORN

## HANK THOMPSON



and his Brazos Valley Boys

record no. 3950

HOW DO YOU HOLD A MEMORY  
LI'L LIZA JANE

## BOBBY NORRIS



I WENT ROCKIN'  
ROCK-A-BYE ME MAMA

record no. 3945

NEW ARTIST!

## THE FIVE KEYS



with Orchestra conducted by Dave Cavanaugh

record no. 3948

YOU'RE FOR ME  
WITH ALL MY LOVE

## GENE NASH



Orchestra Conducted by O. B. Masingill

record no. 3944

FIND YOUR LOVE  
GOODNIGHT MY SOMEONE

From the Broadway Production  
"The Music Man"

NEW ARTIST!

## THE CHANTS



LOST AND FOUND  
CLOSE FRIENDS

record no. 3949

NEW ARTISTS!



1

*for the money...*

# Wishing For Your Love



# THE VOXPOPPERS

MERCURY 71282



2

*for the dough...*

# Another Time, Another Place

THE BILLBOARD

• **Review Spotlight On...**

PATTI PAGE... Mercury 71294

ANOTHER TIME, ANOTHER PLACE.....(Famous, ASCAP)  
THESE WORLDLY WONDERS.....(Brenner, BMI)

Two velvety styled ballads from the thrush. "Another Time" is from the forthcoming flick, and the lovely vocal is given lush orchestration and chorus support. "Wonders" is also a pretty ballad with good lyrics. The treatment is similar.



# PATTI PAGE

MERCURY 71294



**3** *is ready...*

# High Sign

THE BILLBOARD

• **Review Spotlight On...**

THE DIAMONDS ... Mercury 71291

HIGH SIGN .....(Vivo, BMI)

DONT LET ME DOWN .....(Vivo, BMI)

Two danceable sides by the group that can be hit successors to "The Stroll." Both are rockabilly tunes with fine group vocals and good ork support. Contenders in all markets.



# THE DIAMONDS

MERCURY 71291

**4** *starting to go!*

# Twilight Time



# THE PLATTERS

MERCURY 71289







# BEST SELLING POP SINGLES IN STORES

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

FOR  
SURVEY WEEK  
ENDING  
MARCH 15, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TEQUILA (BMI)—The Champs.....	1	4	18. LAZY MARY (ASCAP)—Lou Monte....	31	2	25. LONELY ISLAND (BMI)—Sam Cooke . . .	-	1
Train to Nowhere (BMI)—Challenge 1016			Angelique (ASCAP)—Vic 7160			YOU WERE MADE FOR ME (BMI)—		
2. SWEET LITTLE SIXTEEN (BMI)—			19. ROCK AND ROLL IS HERE TO STAY			Keen 4009		
Chuck Berry .....	2	6	(BMI)—Danny and the Juniors.....	19	4	30. CLICK CLACK (BMI)—		
Reelin' and Rocking (BMI)—Chess 1683			School Boy Romance (BMI)—ABC-Paramount 9881			Dickey Doo and the Don'ts.....	32	
3. LOLLIPOP (BMI)—Chordettes .....	15	2	20. ARE YOU SINCERE? (BMI)—			Did You Cry (BMI)—Swan 4601		
Baby, Come-A, Back-A (ASCAP)—Cadence 1345			Andy Williams .....	26	6	37. TEQUILA (BMI)—Eddie Platt .....	35	
4. IT'S TOO SOON TO KNOW (ASCAP)—			Be Mine Tonight (BMI)—Cadence 1340			Popcorn (BMI)—ABC-Paramount 9899		
Pat Boone .....	4	6	21. MAYBE BABY (BMI)—Crickets.....	21	3	38. APRIL LOVE (ASCAP)—Pat Boone . . .	-	28
A WONDERFUL TIME UP THERE			Tell Me How (BMI)—Brunswick 55053			When the Swallows Come Back to Capistrano.		
(BMI)—Dot 15690			22. THE STROLL (BMI)—Diamonds.....	17	12	(ASCAP)—Dot 15660		
5. WHO'S SORRY NOW (ASCAP)—			Land of Beauty (BMI)—Mercury 71242			39. BELONGING TO SOMEONE (ASCAP)—		
Connie Francis .....	8	4	23. BALLAD OF A TEENAGE QUEEN			Patti Page.....	-	3
You Were Only Fooling (ASCAP)—M-G-M 12588			(BMI)—Johnny Cash .....	27	7	Bring Us Together (ASCAP)—Mercury 71247		
6. DON'T (BMI)—Elvis Presley.....	3	9	Big River (BMI)—Sun 283			40. LOLLIPOP (BMI)—Ronald and Ruby . . .	-	1
I BEG OF YOU (BMI)—Victor 7150			24. OH-OH, I'M FALLING IN LOVE			Fickle Baby (BMI)—Vic 7174		
7. CATCH A FALLING STAR (ASCAP)—			AGAIN (ASCAP)—Jimmie Rodgers...	23	6	41. MARCH FROM THE RIVER KWAI		
Perry Como .....	6	9	The Long Hot Summer (ASCAP)—Roulette 4645			AND "COLONEL BOGEY"		
MAGIC MOMENTS (ASCAP)—Vic 7128			25. MAYBE (BMI)—Chantels .....	28	10	(ASCAP)—Mitch Miller .....	43	10
8. TWENTY-SIX MILES (BMI)—			Come My Little Baby (BMI)—End 1005			Hey, Little Baby (BMI)—Cot 41066		
Four Preps .....	5	7	26. DEDE DINAH (ASCAP)—			42. COLLEGE MAN (BMI)—Bill Justis . . .	-	1
It's You (ASCAP)—Cap 3845			Frankie Avalon .....	22	9	The Stranger (BMI)—Phillips International 3522		
9. OH, JULIE (BMI)—Crescendos.....	7	11	Ooh La La (ASCAP)—Chancellor 1011			42. BILLY (ASCAP)—Kathy Linden .....	-	3
My Little Girl (BMI)—Nasco 6005			27. WITCHCRAFT (ASCAP)—			If I Could Hold You in My Arms (ASCAP)—		
10. SAIL ALONG SILVERY MOON			Frank Sinatra .....	29	8	Feisted 8410		
(ASCAP)—Billy Vaughn .....	9	14	Tell Her You Love Her (BMI)—Capitol 3859			44. SWINGING SHEPHERD BLUES		
RAUNCHY (BMI)—Dot 15661			28. AT THE HOP (BMI)—			(BMI)—Moe Koffman Quartet .....	36	6
11. DINNER WITH DRAC (BMI)—			Danny and the Juniors.....	18	16	Hambourg Bound (BMI)—Jubilee 5311		
John Zacherle .....	25	2	Sometimes (BMI)—ABC-Paramount 9871			45. OH, LONESOME ME (BMI)—		
Parts 1 and 2—Cameo 130			29. YOU ARE MY DESTINY (BMI)—			Don Gibson .....	42	2
12. BREATHLESS (BMI)—Jerry Lee Lewis..	16	3	Paul Anka .....	20	9	I CAN'T STOP LOVING YOU (BMI)—		
Down the Line (BMI)—Sun 288			When I Stop Loving You (BMI)—			Vic 7133		
13. SUGARTIME (BMI)—McGuire Sisters...	12	12	ABC-Paramount 9880			46. ALL THE WAY (ASCAP)—		
Banana Split (BMI)—Coral 61924			30. STOOD UP (BMI)—Ricky Nelson.....	24	13	Frank Sinatra .....	-	15
14. THE WALK (BMI)—Jimmy McCracklin..	11	4	WAITIN' IN SCHOOL (BMI)—			CHICAGO (ASCAP)—Cap 3793		
I'm to Blame (BMI)—Checker 885			Imperial 5483			46. SO TOUGH (BMI)—Casuals .....	-	3
15. SHORT SHORTS (BMI)—Royal Teens..	14	8	31. THE LITTLE BLUE MAN (BMI)—			I Love My Darling (BMI)—Back Beat 503		
Planet Rock (BMI)—ABC-Paramount 9882			Betty Johnson .....	34	4	48. BIG GUITAR (BMI)—		
16. GOOD GOLLY, MISS MOLLY (BMI)—			Winter in Miami (ASCAP)—Atlantic 1169			Owen Bradley Quintet .....	-	1
Little Richard .....	13	5	32. DON'T LET GO (BMI)—Roy Hamilton.	30	10	Sentimental Dream (BMI)—Dee 30564		
Hey-Hey-Hey-Hey! (BMI)—Specialty 624			The Right to Love (BMI)—Epic 9257			49. LA DEE DAH (BMI)—Billy and Lillie . .	35	11
17. GET A JOB (BMI)—Silhouettes.....	10	10	33. BETTY AND DUPREE (BMI)—			The Monster (BMI)—Swan 4002		
I Am Lonely (BMI)—Ember 1029			Chuck Willis .....	33	3	50. ANGEL SMILE (BMI)—Nat King Cole..	-	4
			My Crying Eyes (BMI)—Atlantic 1168			Back in My Arms (BMI)—Cap 3860		
			34. "7-11" (BMI)—Gene All Stars .....	40	4			
			Down Yonder Rock (BMI)—Gone 5016					

## THIS WEEK'S BEST BUYS

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

**DIZZY, MISS LIZZIE** (Venice, BMI)—Larry Williams—Specialty 626—Looks like another dual market smash for the artist. It's strong in pop and r.&b. marts. Flip is "Slow Down," (Venice, BMI). A previous Billboard "Spotlight" pick.

**EVERY NIGHT** (BMI)—The Chantels—End 1015—The chicks appear to have another winner. All the top marts report strong sales for the disk. Flip is "Whoever You Are," (BMI). A previous Billboard "Spotlight" pick.

**WISHING FOR YOUR LOVE** (Rayven, BMI) — The Voxpoppers—Mercury 71282—The side is collecting coin in all of the major markets. It looks like a sure chart platter. Flip is "The Last Drag," (Addit, BMI). A previous Billboard "Spotlight" pick.

**TO BE LOVED** (Pearl, BMI)—Jackie Wilson—Brunswick 55052—Sales are jumping for the record. It's been out for a while, but now appears a strong bet to score. Flip is "Come Back to Me," (Pearl, BMI). A previous Billboard "Spotlight" pick.



## RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING MARCH 15

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

**Bop-A-Lena** . . . . . **Ronnie Self**  
(BMI) Columbia 41102

**He's Got the Whole World in His Hands** . **Laurie London**  
(ASCAP) Capitol 3891

**Yes, My Darling** . . . . . **Fats Domino**  
(BMI) Imperial 5492



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*EN-AR-CO—The records with the STAR SOUND*

### 1 THE BIG 3

## SWEET SKINNY JENNY



b/w

## ROCK-A-ROUND

by

## Paul Peek

#001

- *Spotlight review* ... The Billboard
- *Sleeper of the week* ... Cash Box

### 2 IT'S ONLY YOU

b/w

## I'M SNOWED

by

## Joe South

#002

*A double-smash*



### 3 TEENAGE WONDERLAND

b/w

## HEY, LITTLE NELL!

by

## The Four Mints

#003

*Coming up  
fast—*



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*"EARTHQUAKE  
in my HEART"*

B/W

*"CIRCLE ROCK"*

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KEEN 32002

GREAT SONGS + A  
GREAT GROUP + A  
GREAT BACKING =

# HIT!

WATCH IT GO!

# KEEN

8715 WEST THIRD STREET  
LOS ANGELES 48, CALIF.

# Most Played by Jockeys

FOR SURVEY WEEK ENDING MARCH 11

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

This Week	Last Week	Weeks on Chart
1. CATCH A FALLING STAR (ASCAP)—Perry Como... Magic Moments (ASCAP)—Vic 7128	3	11
2. TWENTY-SIX MILES (BMI)—Four Preps... It's You (ASCAP)—Cap 3545	2	9
3. ARE YOU SINCERE (BMI)—Andy Williams... Be Mine Tonight (BMI)—Cadence 1340	6	5
4. TEQUILA (BMI)—The Champs... Train to Nowhere (BMI)—Challenge 1016	8	3
5. SWEET LITTLE SIXTEEN (BMI)—Chuck Berry... Reelin' and Rocking (BMI)—Chess 1683	5	4
6. LOLLIPOP (BMI)—Chordettes... Baby, Come-A Back-A (ASCAP)—Cadence 1345	14	3
7. SUGARTIME (BMI)—McGuire Sisters... Banana Split (BMI)—Coral 61924	4	12
8. WHO'S SORRY NOW (ASCAP)—Connie Francis... You Were Only Fooling (ASCAP)—M-G-M 12588	9	3
9. DON'T (BMI)—Elvis Presley... I Beg of You (BMI)—Vic 7150	1	8
10. MAGIC MOMENTS (ASCAP)—Perry Como... Catch a Falling Star (ASCAP)—Vic 7128	16	10
11. A WONDERFUL TIME UP THERE (BMI)— Pat Boone... It's Too Soon to Know (ASCAP)—Dot 15690	19	4
12. WITCHCRAFT (ASCAP)— Tell Her You Love Her (BMI)—Cap 3859	10	10
13. OH, JULIE (BMI)—Crescendos... My Little Girl (BMI)—Nasco 6005	11	8
14. YOU ARE MY DESTINY (BMI)—Paul Anka... When I Stop Loving You (BMI)—ABC-Paramount 9880	18	7
15. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London... Handed Down (ASCAP)—Cap 3891	—	1
16. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)— Jimmie Rodgers... The Long Hot Summer (ASCAP)—Roulette 4045	12	5
17. IT'S TOO SOON TO KNOW (ASCAP)—Pat Boone... A Wonderful Time Up There (BMI)—Dot 15690	17	5
18. SHORT SHORTS (BMI)—Royal Teens... Planet Rock (BMI)—ABC-Paramount 9882	15	7
19. BELONGING TO SOMEONE (ASCAP)—Patti Page... Bring Us Together (ASCAP)—Mercury 71247	20	7
20. MAYBE BABY (BMI)—Crickets... Tell Me How (BMI)—Brunswick 55053	21	5
21. SAIL ALONG SILVERY MOON (ASCAP)— Billy Vaughn... Raunchy (BMI)—Dot 15661	7	9
22. GET A JOB (BMI)—Silhouettes... I Am Lonely (BMI)—Ember 1029	13	9
23. THE LITTLE BLUE MAN (BMI)—Betty Johnson... Winter in Miami (ASCAP)—Atlantic 1169	25	3
24. BALLAD OF A TEENAGE QUEEN (BMI)— Johnny Cash... Big River (BMI)—Sun 283	24	3
25. SWINGING SHEPHERD BLUES (BMI)— Moe Koffman Quartet... Hamburg Bound (BMI)—Jubilee 5311	—	4



*An Overnight Smash!*

# Gale Storm

# "YOU"

*and*

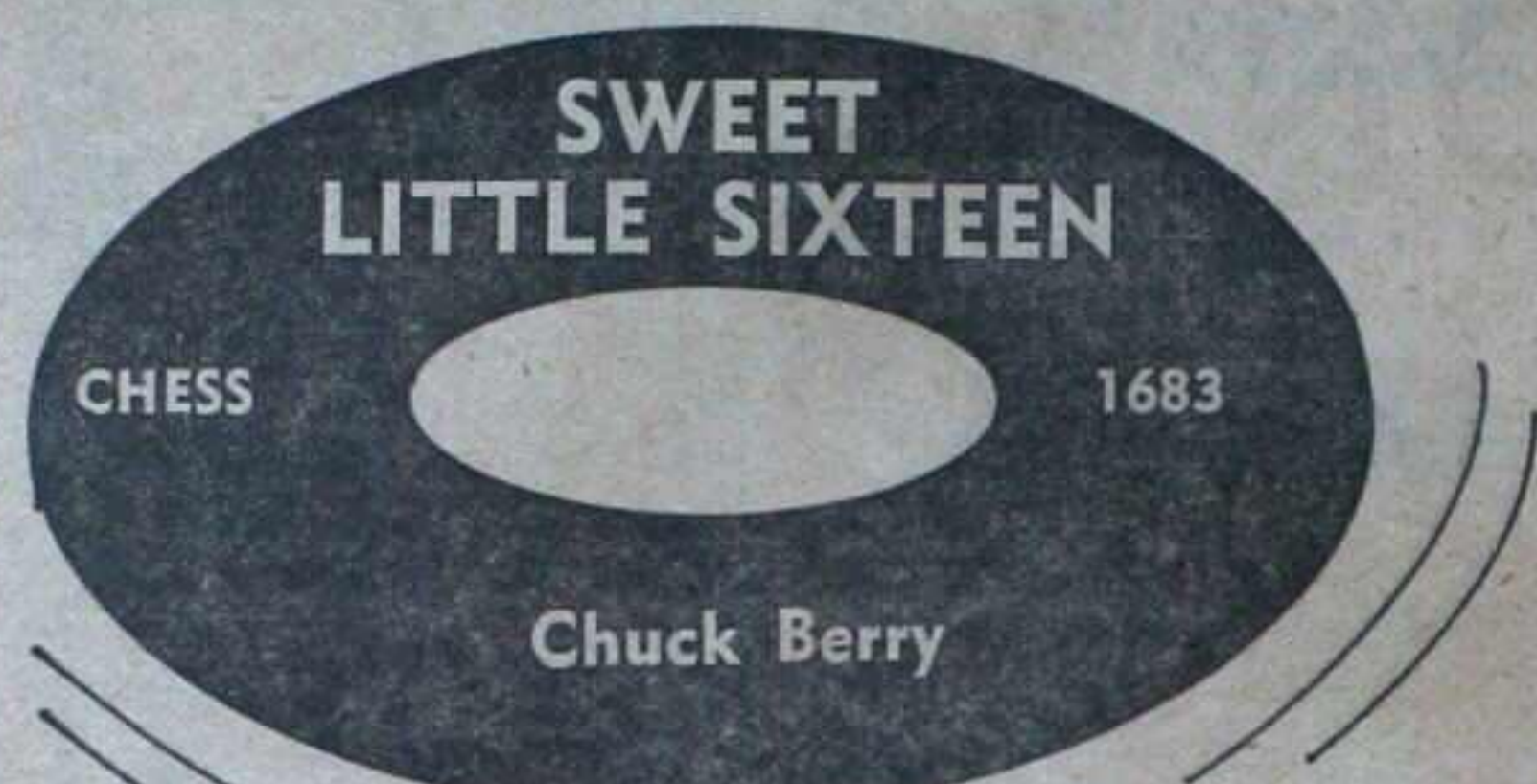
# "Angry"

**#15734**

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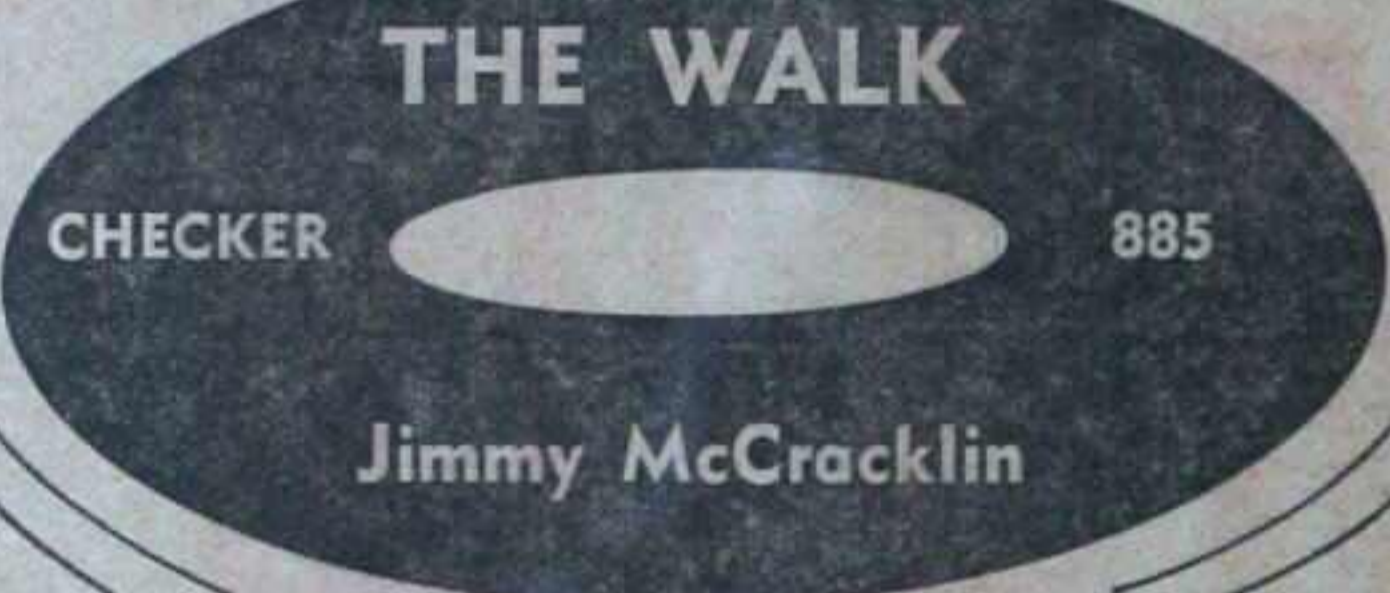


**SWEET LITTLE SIXTEEN**

CHESS

1683

Chuck Berry

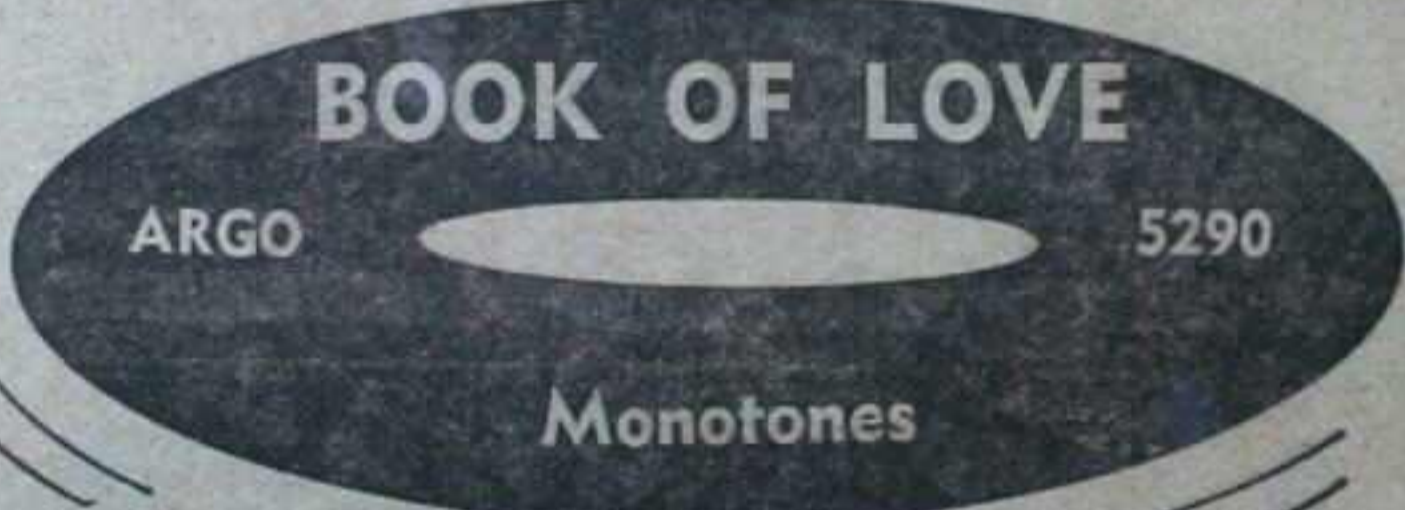


**THE WALK**

CHECKER

885

Jimmy McCracklin

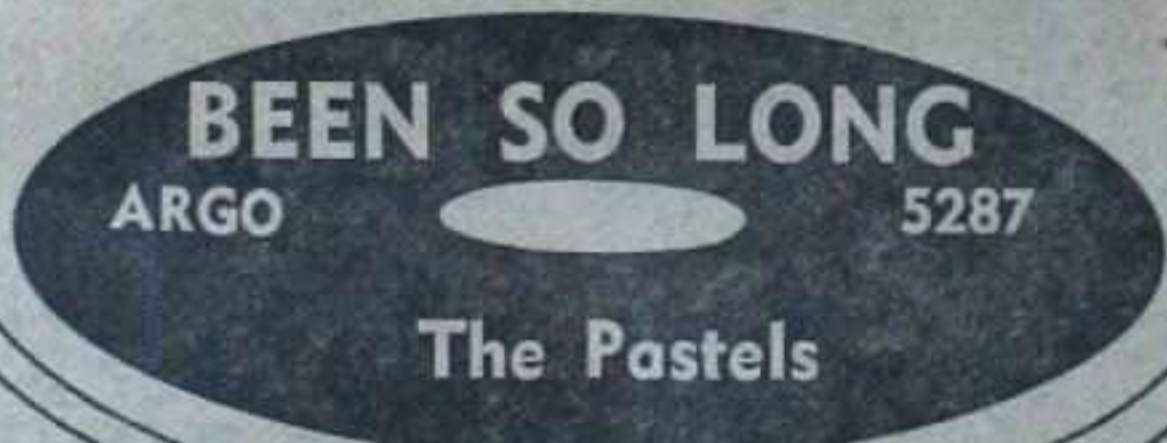


**BOOK OF LOVE**

ARGO

5290

Monotones

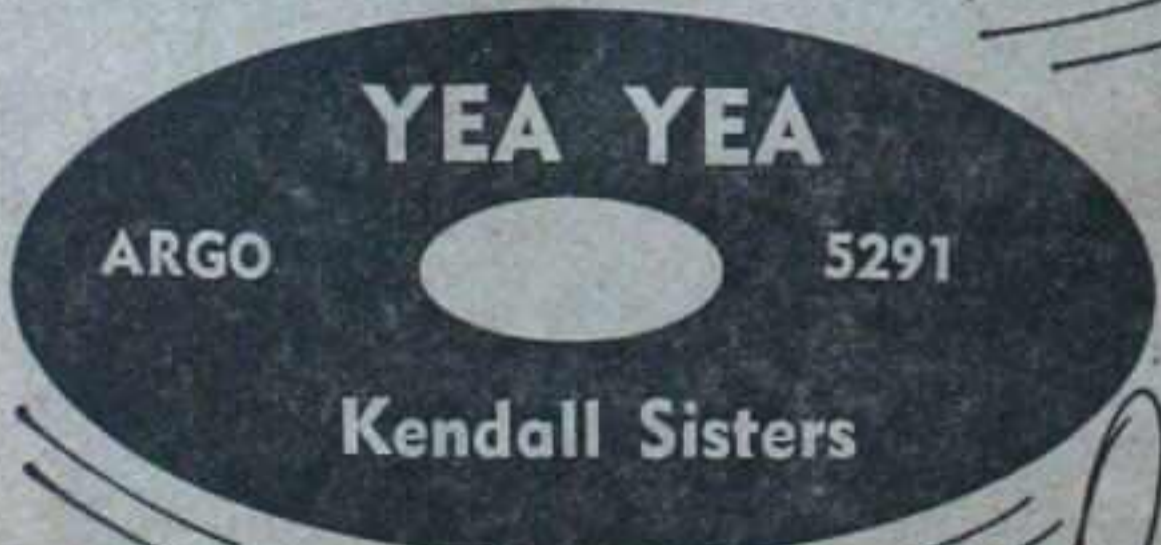


**BEEN SO LONG**

ARGO

5287

The Pastels



**YEA YEA**

ARGO

5291

Kendall Sisters

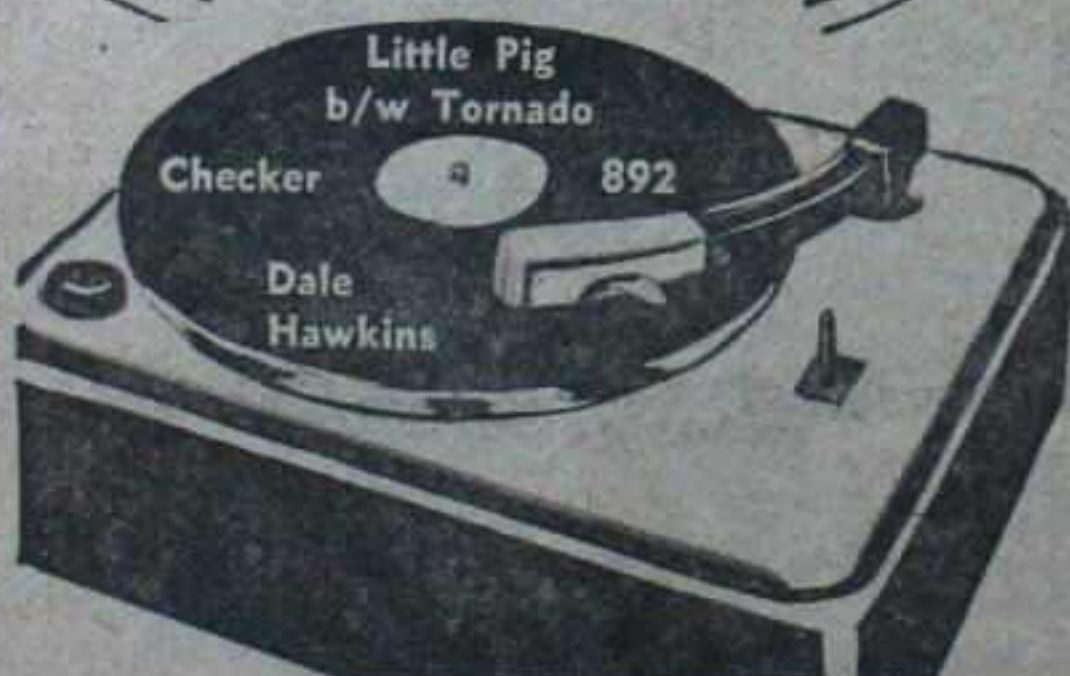


**DING DONG**

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Quintones



Little Pig  
b/w Tornado

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892

Dale  
Hawkins

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**Territorial Best Sellers**

FOR SURVEY WEEK ENDING MARCH 19, 1956

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

Territory	Record Title	Artist	Label
BOSTON	Tequila, Champs, Chal.		
	The Walk, Jimmy McCracklin, Che.		
	Who's Sorry Now, Connie Francis, M-G-M		
	Ballad of a Teenage Queen, Johnny Cash, Sun		
NORTHERN OHIO	Catch a Falling Star, Perry Como		
	Dinner With Drac, John Zacherle, Cam.		
	Lollipop, Chordettes, Cdc.		
	Sweet Little Sixteen, Chuck Berry, Ch.		
CHICAGO	Twenty-Six Miles, Four Preps, Cap.		
	Who's Sorry Now, Connie Francis, M-G-M		
	A Wonderful Time Up There, Pat Boone, Dot		
	Dinner With Drac, John Zacherle, Cam.		
DETROIT	Are You Sincere? Andy Williams, Cdc.		
	Catch a Falling Star, Perry Como, Vic.		
	Don't I Beg of You, Elvis Presley, Vic.		
	Good Golly, Miss Molly, Little Richard, Spe.		
EAST TEXAS	Dinner With Drac, John Zacherle, Cam.		
	Do What You Did, Thurston Harris, Ala.		
	Don't Let Go, Roy Hamilton, Epic		
	Lollipop, Ronald and Ruby, Vic.		
FLORIDA	Are You Sincere? Andy Williams, Cdc.		
	Don't I Beg of You, Elvis Presley, Vic.		
	Good Golly, Miss Molly, Little Richard, Spe.		
	It's Too Soon to Know, A Wonderful Time Up There, Pat Boone, Dot		
FLORIDA (cont.)	Oh-Oh, I'm Falling in Love Again, Jimmy Rodgers, Rit.		
	Short Shorts, Royal Teens, ABC-Para.		
	Sweet Little Sixteen, Chuck Berry, Ch.		
	Tequila, Eddie Platt, ABC-Para.		
LOS ANGELES	All the Way, Frank Sinatra, Cap.		
	Catch a Falling Star, Perry Como, Vic.		
	Don't I Beg of You, Elvis Presley, Vic.		
	Get a Job, Silhouettes, Emb.		
NEW YORK AND NEWARK	Don't I Beg of You, Elvis Presley, Vic.		
	Get a Job, Silhouettes, Emb.		
	Lazy Mary, Lou Monte, Vic.		
	Oh, Julie, Crescendos, Nac.		
NORTHERN NEW YORK STATE	Breathless, Jerry Lee Lewis, Sun		
	Dinner With Drac, John Zacherle, Cam.		
	Magic Moments/Catch a Falling Star, Perry Como, Vic.		
	Sail Along Silvery Moon, Billy Vaughn, Dot		
SOUTHERN OHIO	Get a Job, Silhouettes, Emb.		
	Maybe, Chantels, End.		
	Sail Along Silvery Moon, Billy Vaughn, Dot		
	Sweet Little Sixteen, Chuck Berry, Ch.		
WASHINGTON AND BALTIMORE	Book of Love, Monotones, Argo		
	Catch a Falling Star, Perry Como, Vic.		
	Don't I Beg of You, Elvis Presley, Vic.		
	Good Golly, Miss Molly, Little Richard, Spe.		

**ALL TITLES ARE LISTED IN ALPHABETICAL ORDER**

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# NEW RELEASES FROM UNITED ARTISTS

**Hunt Stevens**  
SINGS  
**"JOHNNY ON THE SPOT"**

C/W  
"I FEEL IT FOR YOU"  
UA 107X

**Ronnie Brent**  
SINGS  
**"LOVE"**

C/W  
"MY SWEET VERLENE"  
UA 108X



## Top 100 Sides

FOR SURVEY WEEK ENDING MARCH 15

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

Pos.	Song, Artist, Label	Last Week
1.	TEQUILA, Champs, Challenge	1
2.	SWEET LITTLE SIXTEEN, Chuck Berry, Chess	3
3.	LOLLIPOP, Chordettes, Cadence	13
4.	WHO'S SORRY NOW? Connie Francis, M-G-M	6
5.	TWENTY-SIX MILES, Four Preps, Capitol	4
6.	OH, JULIE, Crescendos, Nasco	5
7.	DINNER WITH DRAC, John Zacherle, Cameo	25
8.	DON'T, Elvis Presley, Victor	3
9.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	12
10.	SUGARTIME, McGuire Sisters, Coral	8
11.	CATCH A FALLING STAR, Perry Como, Victor	13
12.	BREATHLESS, Jerry Lee Lewis, Sun	15
13.	IT'S TOO SOON TO KNOW, Pat Boone, Dot	18
14.	THE WALK, Jimmy McCracklin, Checker	8
15.	SHORT SHORTS, Royal Teens, ABC-Paramount	11
16.	GOOD GOLLY, MISS MOLLY, Little Richard, Specialty	10
17.	GET A JOB, Silhouettes, Ember	7
18.	LAZY MARY, Lou Monte, Victor	31
19.	ROCK AND ROLL IS HERE TO STAY, Danny and the Juniors, ABC-Paramount	20
20.	ARE YOU SINCERE? Andy Williams, Cadence	26
21.	MAYBE BABY, Crickets, Brunswick	22
22.	THE STROLL, Diamonds, Mercury	17
23.	BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun	28
24.	OH-OH, I'M FALLING IN LOVE AGAIN, Jimmie Rodgers, Roulette	24
25.	MAYBE, Chantels, End	27
26.	A WONDERFUL TIME UP THERE, Pat Boone, Dot	16
27.	DEDE DINAH, Frankie Avalon, Chancellor	23
28.	WITCHCRAFT, Frank Sinatra, Capitol	29
29.	AT THE HOP, Danny and the Juniors, ABC-Paramount	19
30.	YOU ARE MY DESTINY, Paul Anka, ABC-Paramount	21
31.	THE LITTLE BLUE MAN, Betty Johnson, Atlantic	35
32.	DON'T LET GO, Roy Hamilton, Epic	30
33.	STOOD UP, Ricky Nelson, Imperial	31
34.	BETTY AND DUPREE, Chuck Willis, Atlantic	34
35.	"7-11," Gene All Stars, Gene	42
36.	CLICK CLACK, Dickey Doo and the Don'ts, Swan	31
37.	TEQUILA, Eddie Platt, ABC-Paramount	39
38.	APRIL LOVE, Pat Boone, Dot	58
39.	BELONGING TO SOMEONE, Patti Page, Mercury	35
40.	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY," Mitch Miller, Columbia	44
41.	LOLLIPOP, Ronald and Ruby, Victor	72
42.	SWINGING SHEPHERD BLUES, Moe Koffman Quartet, Jubilee	37
43.	COLLEGE MAN, Bill Justis, Phillips International	53
44.	SO TOUGH, Casuals, Back Beat	58
45.	BILLY, Kathy Linden, Felsted	89
46.	LA DEE DAH, Billy and Lilly, Swan	36
47.	ANGEL SMILE, Nat King Cole, Capitol	55
48.	ALL THE WAY, Frank Sinatra, Capitol	58
49.	BIG GUITAR, Owen Bradley Quintet, Decca	58
50.	MAGIC MOMENTS, Perry Como, Victor	38
51.	COME TO ME, Johnny Mathis, Columbia	43
52.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	47
53.	OH, LONESOME ME, Don Gibson, Victor	49
54.	SHE'S NEAT, Dale Wright, Fraternity	44
55.	JO-ANN, Playmates, Roulette	41
56.	SING, BOY, SING, Tommy Sands, Capitol	46
57.	WE BELONG TOGETHER, Robert and Johnny, Old Town	50
58.	LONELY ISLAND, Sam Cooke, Keen	76
59.	I BEG OF YOU, Elvis Presley, Victor	50
60.	SWINGING SHEPHERD BLUES, Johnny Pate Quintet, Federal	62
61.	HE'S GOT THE WHOLE WORLD IN HIS HANDS, Laurie London, Capitol	—
62.	THIS LITTLE GIRL OF MINE, Everly Brothers, Cadence	55
63.	DANCING WITH MY SHADOW, Four Voles, Columbia	—
64.	BOP-A-LENA, Ronnie Self, Columbia	72
65.	YOU WERE MADE FOR ME, Sam Cooke, Keen	—
66.	BAD MOTORCYCLE, Storey Sisters, Cameo	50
67.	YES, MY DARLING, Fats Domino, Imperial	76
68.	LIECHTENSTEINER POLKA, Will Glahr, London	53
69.	WAITIN' IN SCHOOL, Ricky Nelson, Imperial	66
70.	YOU SEND ME, Sam Cooke, Keen	72
71.	BEEN SO LONG, Pastels, Argo	39
72.	MOOVIN' 'N' GROOVIN', Duane Eddy, Jamie	91
73.	KISSING SWEETER THAN WINE, Jimmie Rodgers, Roulette	63
74.	SWINGING SHEPHERD BLUES, David Rose, M-G-M	63
75.	UH-HUH, OH, YEAH, Steve Lawrence, Coral	85
76.	DON'T YOU JUST KNOW IT, Huey Smith, Ace	—
77.	I'LL COME RUNNING BACK TO YOU, Sam Cooke, Keen	66
78.	PEGGY SUE, Buddy Holly, Coral	65
79.	BABY BABY, Billy Williams, Coral	91
80.	BOOK OF LOVE, Monotones, Argo	—
81.	WHY DON'T THEY UNDERSTAND? George Hamilton IV, ABC-Paramount	88
82.	RAUNCHY, Billy Vaughn, Dot	76
83.	ROCK AND ROLL RHAPSODY, Four Aces, Decca	—
84.	YEA, YEA, Kendall Sisters, Argo	47
85.	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee Jay	47
86.	THE STORY OF MY LIFE, Marty Robbins, Columbia	70
87.	CHANCES ARE, Johnny Mathis, Columbia	72
88.	REMEMBER, Velours, Onyx	100
89.	THE SHAKE, Mark IV, Comic	—
90.	SO TOUGH, Kuff Linx, Challenge	76
91.	YELLOW DOG BLUES, Joe Darensbourg and the Dixie Flyers, Lark	76
92.	WALKIN' WITH MR. LEE, Lee Allen, Ember	94
93.	LITTLE PIGEON, Sal Mineo, Epic	94
94.	YOUR NAME IS BEAUTIFUL, Carl Smith, Columbia	—
95.	HELPLESS, Platters, Mercury	68
96.	JAILHOUSE ROCK, Elvis Presley, Victor	76
97.	MILLION MILES FROM NOWHERE, Brook Benton, Vik	83
98.	RAUNCHY, Bill Justis, Phillips International	91
99.	FASCINATION, Jane Morgan, Kapp	94
100.	OH, BOY! Crickets, Brunswick	76

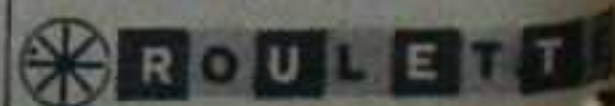
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Together  
On A  
Hit!

**Chuck  
Reed**



Singing  
**"LET'S PUT  
OUR  
HEARTS  
TOGETHER"**  
R-4058

b/w  
**"NO SCHOOL  
TOMORROW"**



**WOW! WHAT A SMASH FOLLOW-UP**  
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**CRESCENDOS**  
do it again with  
**"CRAZY HOP"**  
and  
**"SCHOOL GIRL"** NASCO 6009

**THE CRESCENDOS**  
Crazy Hop  
NASCO 6009—The Crescendos come thru with a potent reading of a teen-styled medium tempo rocker about going to the hop. This side too could break for the lads. (Excelloc, BMI)  
School Girl... 83  
The Crescendos follow up their smash hit "Oh Julie" with a pretty performance of a reminiscent new ballad, helped by near backing. Side should be a powerful money-maker. (Excelloc, BMI)  
... The Billboard, March 17 Issue.

Thanks, deejays!  
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all those spins.

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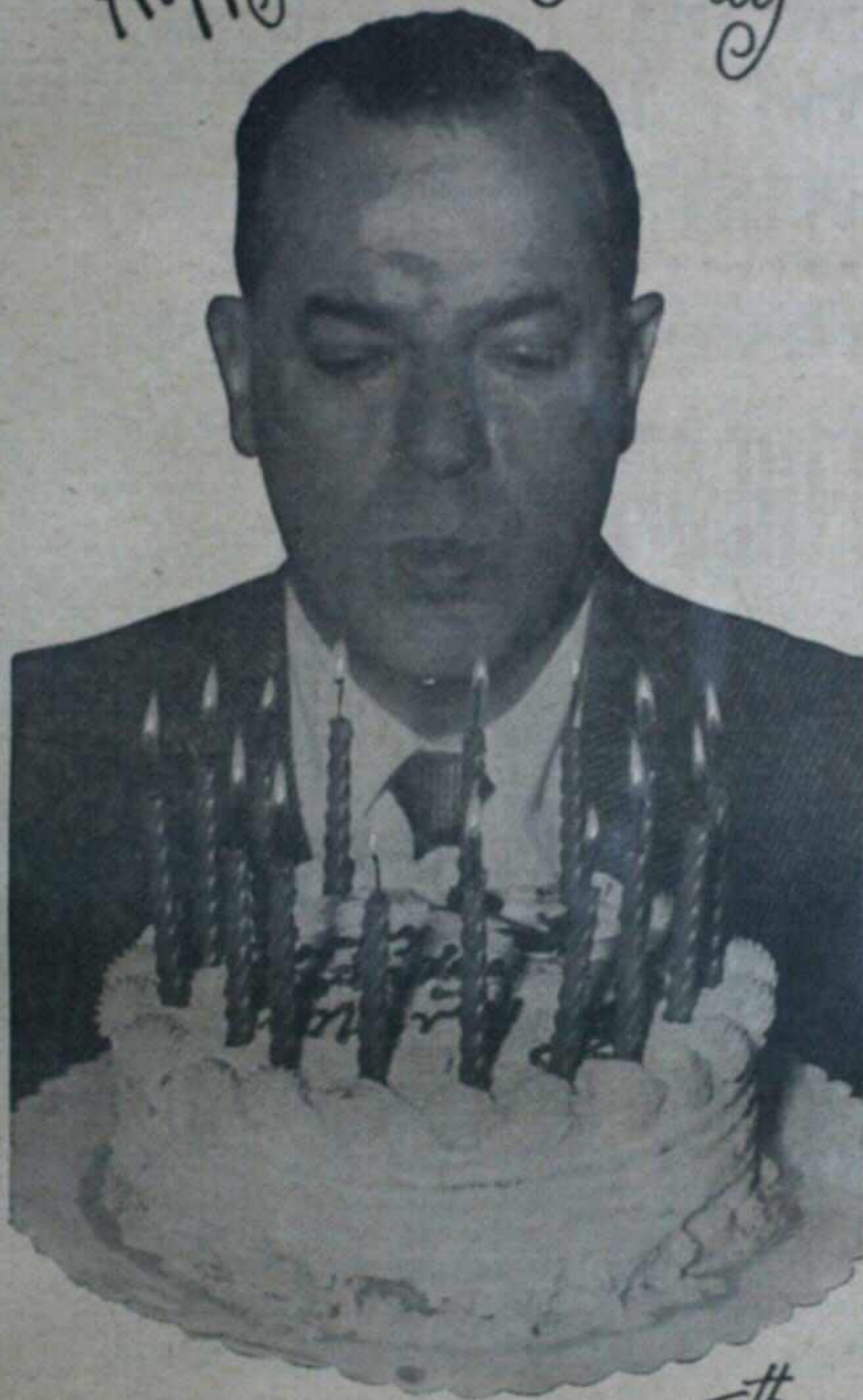
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78's—65c & 76c

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THE BILLBOARD'S WEEKLY

# Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

## • Review Spotlight on . . .

### POP RECORDS

JOHNNY MATHIS . . . Columbia 41152 . . . ALL THE TIME  
(Livingston & Evans, ASCAP)

Mathis gives the pretty ballad from "Oh, Captain!" a warm, sincere reading with lush ork support from Ray Ellis. His smooth treatment makes the side a strong bet to score. Flip is an up-tempo go on a Bob Allen tune, "Teacher, Teacher" (Korwin, ASCAP).

PAUL ANKA . . . ABC-Paramount 9907 . . . CRAZY LOVE  
(Spanka, BMI)  
LET THE BELLS KEEP RINGING . . . (Spanka, BMI)

"Crazy Love" is a ballad somewhat along the lines of the singer's current hit, "You Are My Destiny." Flip, "Bells," is a happy-sounding theme with cheerful ork support from Don Costa. Either can make it.

BILLY AND LILLIE . . . Swan 4005 . . . HAPPINESS  
(Conley, BMI)  
CREEPIN', CRAWLIN', CRYIN' . . . (Conley, BMI)

"Happiness" can repeat the success of the pair's current smash, "La Dee Dah." The approach is similar and the performances are equally winning. "Creepin'" is a blues that is also presented to best effect. Also an r.&b. prospect.

THE LARKTONES . . . ABC-Paramount 9909 . . . THE LETTER  
(Pamco-Little Rock, BMI)

The crew turns in a strong, sorrowful reading on this ballad with beat. The group work is listenable, and teens can easily take to it. Flip, "Rockin', Swingin' Man," is a rocker (Little Rock, BMI).

BOBBY DAY . . . Class 225 . . . LITTLE TURTLE DOVE  
(Recordo, BMI)

Day had the original version of "Little Bitty Pretty One," and this cute side has much the same flavor. It rates as a strong contender for both pop and r.&b. coin. Flip, "Saving My Life for You," is a gospel-type ballad (Recordo, BMI).

RONNIE BURNS . . . Verve 10125 . . . DOUBLE DATE  
(Vivid, ASCAP)  
KINDA CUTE . . . (Wedgewood, ASCAP)

Ronnie Burns, son of George Burns and Gracie Allen, bows on wax impressively. Top side is a teen-slanted rocker with a clever story idea. Flip, "Kinda Cute," is a medium-tempo ballad that can also hit the spot with the kids. Both sides have strong potential.

DWAYNE HICKMAN . . . ABC-Paramount 9908 . . . SCHOOL DANCE  
(Planetary, ASCAP)  
PRETTY BABY-O . . . (Westside, BMI)

Strong entry to disks by the talented lad. Hickman reads "School Dance," an attractive ballad, with listenable support from a fem group. "Baby-O" is a medium beat item that also gets a stellar performance. Either could happen.

DAVID SEVILLE . . . Liberty 55132 . . . WITCH DOCTOR  
(Monarch, ASCAP)

Seville's danceable treatment of the cute novelty song features a vocal with a singer who sounds like Donald Duck. The speed gimmick and imaginative orking gives the side a money sound. Watch it!

### POP DISK JOCKEY PROGRAMMING

ART AND DOTTY TODD . . . Era 1064 . . . CHANSON D'AMOUR  
(Meadowlark, ASCAP)

The duo has an attractive mellow sound on the rockaballad. Jocks will give listeners a real treat with spins of this smoothly delivered theme. It could also step out saleswise. Flip, "Along the Trail With You," is an up-tempo effort (Music Production, ASCAP).

MARIANNE VASEL AND ERIC STORZ . . . Mercury 71286 . . . THE LITTLE TRAIN  
(Metorion, BMI)

A bright and bouncy tune with an alpine sound by the pair. Lyrics are in German and they are punctuated with yodel choruses. The cute novelty merits spins. "Sunny Walk Lane," the flip, is also a gay tune with alpine roots (Metorion, ASCAP).

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

## • Reviews of New Pop Records

**BILL DOGGETT**

**Boo-De-De** . . . 80  
KING 5125 — Baritone sax opening, wild tenor work, Latin rhythm, all help make this side a powerful one for the r.&b. as well as pop market. It swings and could bust thru. (Ljubeth, BMI)

**Pimento** . . . 78  
Strong instrumental side by the Doggett combo, featuring solid guitar, organ and tenor work. Side builds all the way and should do well in pop as well as r.&b. markets. (Lola, BMI)

**JOE DODO**

**Groovy** . . . 80  
RCA VICTOR 7207 — The danceable instrumental is in the "Raunchy" tradition. The record features a cute vocal gimmick with a group chiming in with "Groovy" thruout the side. Funky flavor gives this good potential. (Domblun, BMI)

**Goin' Steady** . . . 78  
Another danceable item. In addition to the catchy beat, there's a group with an alto sax lending support. This could also catch on. (Domblun, BMI)

**DON RONDO**

**I've Got Bells on My Heart** . . . 80  
JUBILEE 5120 — Pretty new tune, already getting some action via the Jane Morgan etching, is handed a potent reading here by Rondo over good ork support. However, competition is strong and the disk is late. (Southern, ASCAP)

**School Dance** . . . 77  
The warbler sings of the delights of a dance at the local school. It's a typical rock and roll item, but the flip is the stronger side. (Planetary, ASCAP)

**NANCY WHISKEY**

**Johnny-O** . . . 80  
KAPP 216 — With a skiffle group swinging along behind, the English thrush turns in a most attractive reading of a folksy item on the order of "Freight Train." Definitely rates action. (Maurice, ASCAP)

**TONY KOHN**

**Sing, Sing, Sing** . . . 76  
This Hank Williams tune is handled with warmth by the thrush, helped out by a vocal group. Listenable, with flip on top. (Acuff-Rose, BMI)

**RUSS MARLO**

**Tom Cattle** . . . 79  
UNITED ARTISTS 112 — First a.&r. effort for the label by Crewe and Slay is a good one. The tune is a driving teen rocker, with strong lyrics and a powerful vocal by Marlo and the group. It could break fast. Watch it. (Conley, BMI)

**Laughin' Up My Sleeve** . . . 77  
Medium tempo ballad is sold prettily by Marlo and the group. Flip, tho, appears to stand a better chance. (Conley, BMI)

**JIMMY DELL**

**The Message** . . . 78  
RCA VICTOR 7194 — Peppy delivery by the artist on a rocker. He came close with "Teenie Weenie." This could go all the way. (Trinity-Desert Palms, BMI)

**Cool It, Baby** . . . 75  
Good rockabilly tune gets a happy vocal from Dell. This can move. (Trinity-Desert Palms, BMI)

**JERICHO BROWN**

**Lonesome Drifter** . . . 77  
DEL-FI 4103 — Listenable vocal by the artist on a folk-based, minor theme. Good chorus and ork backing. Could create interest. (Amenra, ASCAP)

**I Need You** . . . 75  
Brown registers strongly on a pretty rockaballad with soft ork and chorus support. Flip appears top side. (Amenra, ASCAP)

**TED NEWMAN**

**It's Hot in Here** . . . 77  
RCA VICTOR 7197 — The tune is in stroll tempo. Funky backing assists the artist's listenable vocal. This can step out. (Trinity-Desert Palms, BMI)

**Why Did You Break My Heart?** . . . 73  
This is Newman's first on this label. He scored well with "Plaything" on another. Salable sound on the rocker with a Latin beat makes this a possible contender. (Trinity-Desert Palms, BMI)

**JIMMY RICHARDS**

**Make It Baby** . . . 76  
COLUMBIA 41142 — Entreaties voiced by Richards and fem group have a strong funky quality. An interesting side with focus on strong blues beat generated by fine piano work. Good coupling. (Blackwood, BMI)

**Let's Walk** . . . 75  
An appealing "walkin'" blues instrumental. Fem voices interject the

title phrase occasionally but otherwise it's the good born pairing and guitar sound that stirs the interest. Good box record. (Blackwood, BMI)

**VINCE MARTIN**

**Glory, My Joy** . . . 76  
GLORY 262 — Folkish styled tune now out with the Mitch Miller Ork in an instrumental version is sung in fine style by Vince Martin here. Has a chance for action if the tune catches. (Valiant, BMI)

**Let the Midnight Special** . . . 73  
The well known folk tune is handed a big-voiced, sincere rendition by Martin, helped much by tasteful backing. Some jocks will spin as chance of pace programming. (Bryden, BMI)

**GISELE MACKENZIE**

**Come to Me My True Love** . . . 74  
RCA VICTOR 7183 — Piano by Miss MacKenzie gets the spotlight, with only one line of lyric nicely delivered by thrush and group. Good wax, with offbeat tune strong potential. (Raphael, ASCAP)

**They're Playing Our Song** . . . 75  
Usual class job, this time a dual-track and in waltz time by singer, with good group backing. Moderate appeal. (Sharnie, ASCAP)

**JOE SOUTH**

**I'm Snowed** . . . 76  
NRC 002 — Talented new vocalist gives out with a Jerry Lee Lewis approach on the c.&w. blues. This could attract. (Lowery, BMI)

**It's Only You** . . . 75  
Rockaballad is rendered with chorus and country string backing. Flip appears to have slight edge. (Wonder, BMI)

**THE LENNON SISTERS**

**Dear One** . . . 76  
BRUNSWICK 55055 — Girls imbue wistful ballad with tremendous appeal and youthful charm. Both sides will pull plenty of exposure, via sisters' plugs on Wolk TV show. (Chatham, ASCAP)

**Miss Clarinet Man** . . . 74  
Delightful blend work by group on catchy oldie, with commendable solo work by clarinetist Pete Fountain. Nostalgic side for jocks. (Frist, ASCAP)

**THE DELTAIRS**

**Standing at the Altar** . . . 74  
IVY 105 — The real group turns in a crazy, cacophonous reading of this tune about a marriage that never came off. Rather confused side. But it could get spins. (Walnut, BMI)

**I Might Like It** . . . 74  
Most unusual dirty is sung with spirit and gusto by the high voiced girls' group, over interesting ork backing. Side is unique enough to grab play. Worth watching. (Valando, ASCAP)

**THE JORDANAIREs**

**Little Miss Ruby** . . . 74  
CAPITOL 3940 — Tone from the flick, "Country Music Holiday," receives a most attractive reading by the Jordanaires, sparked by a strong lead voice. Side has a chance and flick will help it. (Brookville, BMI)

**All I Need Is You** . . . 72  
New ballad (not the old standard) is sung well by the Jordanaires, who are backed here with a beat. Tenor lead makes the group have the sound of the Platters or the Ink Spots. (Flarway-Malahor, BMI)

**HUTCH DAVIE**

**Hooky Tunk Train** . . . 76  
ATCO 6110 — Pianist-clefber Bob (Green Door) Davie contributes a sock instrumental version of the great "Meade Lux Lewis. Excellent hooky-tonk piano side for jocks, jocks—both r.&b. and pop. (Shapiro-Bernstein, ASCAP)

**Woodchopper's Bull** . . . 70  
Davie and ork generate considerable instrumental excitement on oldie. Another good juke and jockey side. (Leeds, ASCAP)

**LARRY DEAN**

**Pony Tail** . . . 75  
BRUNSWICK 55056 — Ingratiating vocal slant on teen-appeal dirty. (Chamagne, ASCAP)

**All the Time** . . . 74  
Breezy, zealous vocal by Wolk's young warbler on smart ballad. (Carrie, ASCAP)

**GEORGE CATES ORK & CHORUS**

**Champagne Time** . . . 75  
CORAL 61965 — The pretty tune, clefted by Cates, and used as theme song Number 2 by Lawrence Welk gets a lustrous big ork rendition that makes solid mood fare. Strong pro-

(Continued on page 61)





# "RUMBLE<sup>\*</sup>-SCHMUMBLE

## WHAT'S THE DIFFERENCE

### AS LONG AS ARCHIE SAYS WE HAVE A HIT."

\* 'RUMBLE' by Link Wray and his Ray Men - Cadence #1347.

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HOT! SMASH! !—HOT! SMASH!

"KISS AND MAKE UP"

by The Crowns

RnB #6901

The Cash Box Sleeper of the Week

March 15, 1958

"KISS AND MAKE UP" (2:17) [Montauk BMI—Ponus, Shuman] "I'LL FORGET ABOUT YOU" (2:13) [Montauk BMI—Patterson, Coleman, Clark] THE CROWNS (R n B 6901)

Here's a sleeper that has the characteristics of a smash success. It's the very first release by the new R & B Recording Company and it stars a new group called the Crowns singing a tune dubbed "Kiss and Make Up." The side has an exciting galloping tempo, a contagious melody and a standout delivery by the group. The side is sold right at the start by the group's good gimmick opening. Watch this long shot. It could be top ten material. The bottom half displays the crew as it glides thru a smooth rock-a-balled item. "I'll Forget About You." But it's the top half for the big money.

VARIETY

The Crowns (RnB), "KISS AND MAKE UP" (Montauk): Is a swinging rocker that has what it takes to come out of left field for a big score. "I'LL FORGET ABOUT YOU" (Montauk) has an effective, quiet ballad appeal.

March 12, 1958

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Best Selling Sheet Music in U. S.

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

Table with 3 columns: This Week, Last Week, Weeks on Chart. Lists 15 songs including Sugartime, Catch a Falling Star, Sail Along Silvery Moon, etc.

Best Selling Sheet Music in Britain

(For week ending March 15)

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.

Table with 2 columns: Song Title, Publisher. Lists songs like Magic Moments, The Story of My Life, Catch a Falling Star, etc.

Best Selling Pop Records in Britain

(For week ending March 15)

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

Table with 3 columns: This Week, Last Week. Lists 20 pop records including Magic Moments, The Story of My Life, Catch a Falling Star, etc.

Tunes With Greatest Radio-TV Audience

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

Radio

- A Very Precious Love (R) (F)—Witmark—ASCAP. A Wonderful Time Up There (R)—Fowler—BMI. All the Way (R)—Maraville—ASCAP. Another Time, Another Place (R)—Famous—ASCAP. April Love (R) (F)—Feist—ASCAP. Are You Sincere (R)—Cedarwood—BMI. Belonging to Someone (R)—Leaz—ASCAP. Billy (R)—Mills—ASCAP. Catch a Falling Star (R)—Marvin—ASCAP. Gig! (R) (F)—Chappell—ASCAP. I'm Getting Sentimental Over You (R)—Mills—ASCAP. It's Too Soon to Know (R)—Morris—ASCAP. I've Got Bella on My Heart (R)—Southern—ASCAP. Lida Rose (R)—Frank—ASCAP. Lollipop (R)—Marks—BMI. Long Hot Summer (R)—Feist—ASCAP. Magic Moments (R)—Famous—ASCAP. Oh-Oh, I'm Falling in Love Again (R)—Planetary—ASCAP. Return to Me (R)—Southern—ASCAP. Seventy-Six Trombones (R) (M)—Frank—ASCAP. Sugartime (R)—Nor-Va-Jak—BMI. Surprise (R)—Livingston & Evans—ASCAP. Swinging Shepherd Blues (R)—Kahl-Benell—BMI. Tango Boogie (R)—Bregman, Vocco & Conn—ASCAP. Tequila (R)—Jat—BMI. There's Only One of You (R)—Korwin—ASCAP. Till There Was You (R)—Frank—ASCAP. Twenty-Six Miles (R)—Beechwood—BMI. Who's Sorry Now (R)—Mills—ASCAP. Witchcraft (R)—Morris—ASCAP.

Television

- A Toujours (R) (F)—Chappell—ASCAP. All the Way (R)—Maraville—ASCAP. Another Time, Another Place (R)—Famous—ASCAP. Believe What You Say (R)—Reeve—BMI. Billy (R)—Mills—ASCAP. Book of Love (R)—Arc-Keel—BMI. Breathless (R)—Homefolks-Obie—BMI. Catch a Falling Star (R)—Marvin—ASCAP. Don't You Just Know It (R)—Ace—BMI. Doo-Wop (R)—Kempto & Wildcat—BMI. I Met Him on Sunday (R)—G & H-Ludlow—BMI. I Remember It Well (R)—Chappell—ASCAP. I Want a Girl (R)—Von Tilzer—ASCAP. Life Does a Man a Favor (R)—Livingston & Evans—ASCAP. Lollipop (R)—Marks—BMI. Long Hot Summer (R)—Feist—ASCAP. My Buckle's Got a Hole in It (R)—Pickwick—ASCAP. Nothing Will Ever Change (R)—Roosevelt—BMI. Oh Lonesome Me (R)—Acuff-Rose—BMI. Oh-Oh, I'm Falling in Love Again (R)—Planetary—ASCAP. Return to Me (R)—Southern—ASCAP. Sail Along Silvery Moon (R)—Joy—ASCAP. Skinny Minnie (R)—Valley Brook—ASCAP. The Stroll (R)—Meridian—BMI. Sugartime (R)—Nor-Va-Jak—BMI. Tequila (R)—Jat—BMI. Thank Heaven for Little Girls (R)—Chappell—ASCAP. Twilight Time (R)—Porgie—ASCAP. Who's Sorry Now (R)—Mills—ASCAP. Wishing for Your Love (R)—Rayven—BMI.

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

JOHNNIE PATE Quintet SWINGING SHEPHERD BLUES Federal 12312

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EARL BOSTIC LESTER LEAPS IN King 5120

THE MIDNIGHTERS DADDY'S LITTLE BABY Federal 12317

BOYD BENNETT CLICK CLACK King 5115

THE SWALLOWS OH LONESOME ME Federal 12319

DONNIE ELBERT MY CONFESSION OF LOVE Deluxe 6161

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WAYNE CARROLL CHICKEN OUT King 5123

KING RECORDS

FRENCH RECORD-MAKING FIRM SEEKS CONTACTS IN U. S.

Mr. Andre Courard, Vice President of the Studios des Victrolas and Plastivox Co., Paris, France, will be touring the U.S. in April with a view to studying the latest U.S. achievements in the fields of music recording, record and phonograph manufacturing. His company, which has a production capacity of over 300,000 records a month and a well-developed marketing organization in France, would be interested in finding a firm or an individual willing to enter with them into a leasing arrangement for tapes and master records. If desired, this could be done on a reciprocity basis. Typical U.S. or other American music (popular, folk, dance) is primary objective, but classical and children's music would also be welcome.

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# "DO YOU WANT TO DANCE?"

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## Reviews of New Pop Records

Continued from page 58

gramming material. (Champagne, ASCAP)  
Madame Zaff...73  
A clefting by Billy Strayhorn and Duke Ellington, from the "Drum Is a Woman," TV show score. Voices without words teams with the ork for an instrumental effect on the tune with Latin gait. Pleasant listening. (Tempo, ASCAP)

JERRY VALE & MARY MAYO  
Goodbye Now...75  
COLUMBIA 41141—The duo has a listenable sound that calls to mind the Dinah Shore-Buddy Clark pairing of a few years back. The tune is handled handsomely, and it can get buys. (Korwin, ASCAP)  
This Is the Place...73  
The Bob Allen melody is in a novelty-waltz vein. The treatment is smooth and cheerful. Attractive side can move. (Korwin, ASCAP)

FRANKIE BRENT  
Cold as Ice...75  
VJK 0522—A wild, driving tune receives a very good vocal from Brent, helped by a driving alto sound in the backing. Side moves and could get action. (Dominion, BMI)  
Playing the Field...70  
This pleasant ditty is sung with spirit by the singer over good ork support. Flip side appears more potent. (Dominion, BMI)

MOON KIM  
Oriental Hop...74  
RCA VICTOR 7196—The thrush turns in an interesting vocal on this driving effort about an oriental hop, with the backing appropriate for the material. Jocks may get a kick out of these sides. (Famous, ASCAP)  
I'm Dingy Dongy Over You...73  
This could be called an oriental rock and roll item. It's a rather crazy, mixed-up, but listenable, side, with a good vocal by the thrush and a wild arrangement. (Tee Fee, ASCAP)

LINDA LAWSON  
Somehow...74  
VERVE 10124—Thrush lends her pleasant vibrato to a ballad about rainbows and birds, with fine flute and string backing. Strong talent. (Chandler, ASCAP)  
Never Like This...71  
Beguine gets listenable treatment with good group and frantic far-off bongo backing singer. (Frank, ASCAP)

GEE  
Something Special...74  
RCA VICTOR 7200—Rockaballad gets a nice reading from singer with support by Hugo Winterhalter's ork and chorus. Can do business. (Zodiac, BMI)  
Saddle Shoe Polka...72  
Polka with teen-age-appeal lyric is given vim and vigor by baritone newcomer. Should rack up coin. (Massey, ASCAP)

TOM TALL AND HIS TOM CATS  
Stack-A-Records...74  
CREST 1038—Cute rockabilly item has the warbler singing about looking thru a stack of records for a tune that his baby likes to hear. Happy effort could get some action. (American, BMI)  
Mary Jo...72  
Car hop Mary Jo is the chick Tall sings about on this slicing. This side too is a happy one. With the right material Tall can make it. (American, BMI)

HUNT STEVENS  
Johnny on the Spot...74  
UNITED ARTISTS 107—Energetic rockabilly vocal on infectious rocker with "yah-yah" chorus on backing. (Atlantic, BMI)  
I Feel It for You...72  
Exuberant multi-track vocalizing on bouncy rockabilly item. (Unart, BMI)

MARK ROBINSON  
Pretty Jane...74  
JAMIE 1103—Potent new slicing features strong vocal by Robinson on an attractive new piece of material that moves all the way. It's in the Domino-Williams tradition, and it could break thru with exposure. (Gregmark, BMI)  
Want Me...72  
On this side Robinson shows that he can sing a rockaballad with feeling. Here he is helped by girls' voices in the backing and rhythm. Two good sides. This boy is to be watched. (Gregmark, BMI)

MICHAEL HALE  
Thank Heaven for Little Girls...74  
M-G-M 12629—Michael Hale debuts on the label with a warm reading of the attractive tune from the forthcoming flick "Gigi," helped by a chorus and large ork. Jocks will spin. (Lowell-Chappell, ASCAP)  
When You Love...71  
Tune themed on the TV show "Climax" is sung well here by Hale, again with good choral and ork support. He both sings and talks the lyrics. (Robbins, ASCAP)

JIMMY SIMMONS  
Too Hot to Handle...74  
ATCO 6113—Simmons displays interesting rockabilly vocal style on catchy rocker. Watch it. (Hill & Range, BMI)  
I'll Never Find Love Again...71  
Haunting blues handed feelingful vocal by Simmons. A strong dual-market entry. (Progressive, BMI)

JACK LEWIS  
Hurry Home to Me...74  
ARWIN 107—Moderate rocker gets listenable delivery by Lewis and group, with sound building strongly. Good talent. (Daywin, BMI)  
This Is My Love...69  
Baritone's own ballad in a husky reading. (Daywin, BMI)

BING CROSBY & BOB HOPE  
Nothing in Common...74  
UNITED ARTISTS 109—Listenable outing by the famed duo on a cute, patter-type song. Some coin possible. (Morris, ASCAP)  
Paris Holiday...65  
This sounds more like a plug for Hope's movie, "Paris Holiday," than a commercial effort. Doubtful chances. (Morris, ASCAP)

HENRY MANCINI  
The Long Hot Summer...73  
CORAL 61974—Listenable instrumental version of the title tune from the flick. Should rack up many spins. (Feist, ASCAP)  
Paris Holiday...73  
This side from the Bing Crosby-Bob Hope movie of the same name. It too is handed a neat instrumental reading by the ork. (Morris, ASCAP)

BERT KAMPFERT  
Midnight Blues...73  
DECCA 30616—An import from Germany, this disk features trumpet in both growling and straight style in a tune that stays with you. It's a slow and relaxed offering on an instrumental kick that makes nice jock fare. (Ladlow, BMI)  
Ducky...73  
This is slightly in the old school trumpet style that goes back to the Clyde McCoy "Sugar Blues" era. Solo work is backed by ork which highlights strings. An appealing novelty type disk. (Ross Jungnickel, ASCAP)

TOMPALL GLASER  
I Want You...73  
ROBBINS 1003—On this side, another country rockabilly effort, Glaser again comes thru with a good vocal, again supported well instrumentally and vocally. (Be-Are, BMI)  
Baby Be Good...72  
Tompall Glaser and the Glaser Brothers sell this rockabilly item neatly in a gimmicky, listenable vocal arrangement with fine guitar work. Sound is good and record has a chance. (Be-Are, BMI)

SUNNY GALE  
Don't Want Your Greenback Dollars...73  
DECCA 30597—Cute, country styled novelty is sung with spirit by the thrush, backed by a vocal group. This could get some action. (Pineus, ASCAP)  
For Crying Out Loud...72  
A big styled ballad receives a typical enthusiastic reading from the strong voiced Miss Gale. Flip seems to have a bit more potential. (Roosevelt, BMI)

ERNIE FIELDS ORK  
Annie's Rock...73  
JAMIE 1102—This is a rock and roll version of the Scotch folk tune "Annie Laurie." The Fields Ork gives it a good reading, sparked by a driving sax and a pounding beat. Good box item. (House of Fortune, BMI)  
Strolling After School...72  
Gals trio handles the vocal on this latest addition to the library of stroll songs. It is not very distinguished, but it can be danced to. (Forster, & House of Fortune, BMI)

A. TOUSAN  
Happy Times...73  
RCA VICTOR 7192—Moderate rock and roll instrumental with gospel quality features good piano work by newcomer. Coin possible. (Rush, BMI)  
Whirlaway...71  
Uptempo effort with honky-tonk sound by 88'er and ork. Flip appears more likely. (Rush, BMI)

DO AND DEAN FARRELL  
Young Magic...73  
CAPITOL 3942—Do and Dean Farrell come thru with a listenable reading of the driving country tune to a rock and roll beat. Deserves jock exposure. (Hanning & Gillett, BMI)  
New Love Tonight...70  
Rockabilly tune is sung brightly by the duo, over standard rock and roll support. (Hanning & Gillett, BMI)

THE SCOOTERS  
Everybody's Got a Girl...73  
ERA 1065—Rock and roll entry with a driving beat. Lead baritone does a fine job, with good group support. Fair potential. (Warsman, BMI)

A Ring Around a Chain...68  
The men support the girls on this one, a rocker with teen-age appeal. Some prospects. (Meadowlark, ASCAP)

THE EASY RIDERS: TERRY GILKYSON & FRANK MILLER  
Karl Waits for Me...73

COLUMBIA 41147—A folksy, calypsoish tune with a most appealing melody. Nice vocal by Richard Dehr gets choral backing. Tune is one of the themes from Louis de Rochemont's pic, "Windjammer." Worth programming. (Montclare, BMI)

Windjammer...67  
The main title theme from the pic, "Windjammer," with Dehr again in a solo spot with choral backup. A chanteuse type tune that could have some kiddie appeal. Flip would have better chance in pop markets. (Montclare, BMI)

MARY KLICK  
Stay Beside Me...72  
COLUMBIA 41138—New Columbia canary wraps up pretty, sacred-type

(Continued on page 63)

HAVE YOU HEARD  
**GROOVY**  
Joe Dodo

47/20-7207

RCA VICTOR

Bill Browning  
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b/w  
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FOR SURVEY WEEK ENDING MARCH 15, 1958

# Weekly Juke Box Programming Guide

The Billboard

## POPULAR

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ABC-Paramount 9880

**SHORT SHORTS**  
★ ROYAL TEENS ★  
★ PLANET ROCK ★  
ABC-Paramount 9882

**TEQUILA**  
★ THE CHAMPS ★  
TRAIN TO NOWHERE  
Challenge 1016

**CATCH A FALLING STAR**  
★ PERRY COMO ★  
★ MAGIC MOMENTS ★  
RCA Victor 7128

**DEDE DINAH**  
★ FRANKIE AVALON ★  
★ OOH LA LA ★  
Chancellor 1011

**AT THE HOP**  
★ DANNY AND THE JUNIORS ★  
★ SOMETIMES ★  
ABC-Paramount 9871

**GET A JOB**  
★ THE SILHOUETTES ★  
★ I AM LONELY ★  
Ember 1029

**BREATHLESS**  
★ JERRY LEE LEWIS ★  
★ DOWN THE LINE ★  
Argo 5287

**SAIL ALONG SILVERY MOON**  
★ BILLY VAUGHN ★  
★ BAUNCHY ★  
Dot 15581

**TWENTY-SIX MILES**  
★ FOUR PREPS ★  
★ IT'S YOU ★  
Capital 3823

**WITCHCRAFT**  
★ FRANK SINATRA ★  
★ TELL HER YOU LOVE HER ★  
Capitol 3859

**THE STROLL**  
★ THE DIAMONDS ★  
★ LAND OF BEAUTY ★  
Mercury 71342

**DON'T**  
★ ELVIS PRESLEY ★  
★ I BEG OF YOU ★  
RCA Victor 7150

**DINNER WITH DRAC (PARTS 1 & 2)**  
★ JOHN ZACHERLE ★  
Cameo 130

**SWEET LITTLE SIXTEEN**  
★ CHUCK BERRY ★  
★ REELIN' AND ROCKIN' ★  
Chess 1683

**ARE YOU SINCERE**  
★ ANDY WILLIAMS ★  
★ BE MINE TONIGHT ★  
Codence 1340

**MAYBE BABY**  
★ CRICKETS ★  
★ TELL ME HOW ★  
Brunswick 55053

**OR-OH, I'M FALLING IN LOVE AGAIN**  
★ JIMMIE RODGERS ★  
★ THE LONG HOT SUMMER ★  
Roulette 4043

**MAYBE**  
★ CHANTELS ★  
★ COME, MY LITTLE BABY ★  
End 1005

**IT'S TOO SOON TO KNOW**  
★ PAT BOONE ★  
★ A WONDERFUL TIME UP THERE ★  
Dot 15690

**WHO'S SORRY NOW**  
★ CONNIE FRANCIS ★  
★ YOU WERE ONLY FOOLING ★  
M-G-M 12588

**STOOD UP**  
★ RUCKY NELSON ★  
★ WAITIN' IN SCHOOL ★  
Imperial 5483

**LOLLIPOP**  
★ CHORDETTES ★  
★ BABY, COME-A BACK-A ★  
Codence 1345

**OH, JULIE!**  
★ THE CRESCENDOS ★  
★ MY LITTLE GIRL ★  
Naxos 6005

**THE WALK**  
★ JIMMY McCRACKLIN BAND ★  
★ I'M TO BLAME ★  
Checker 885

**BALLAD OF A TEENAGE QUEEN**  
★ JOHNNY CASH ★  
★ BIG RIVER ★  
Sen 283

**LAZY MARY**  
★ LOU MONTE ★  
★ ANGELOUE ★  
RCA Victor 7160

**GOOD GOLLY, MISS MOLLY**  
★ LITTLE RICHARD ★  
★ HEY-HEY-HEY-HEY! ★  
Specialty 624

**SUGARTIME**  
★ THE McGUIRE SISTERS ★  
★ BANANA SPLIT ★  
Coral 61924

**ROCK AND ROLL IS HERE TO STAY**  
★ DANNY AND THE JUNIORS ★  
★ SCHOOL BOY ROMANCE ★  
ABC-Paramount 9888

**JUST A LITTLE LONESOME**  
★ BOBBY HELMS ★  
★ LOVE MY LADY ★  
Decca 30557

**ANNA MARIE**  
★ JIM REEVES ★  
★ EVERYWHERE YOU GO ★  
RCA Victor 7070

**TWAS LITTLE GIRL OF MINE**  
★ EVERLY BROTHERS ★  
★ SHOULD WE TELL HIM ★  
Codence 1342

**OH LONESOME ME**  
★ DON GIBSON ★  
★ I CAN'T STOP LOVIN' YOU ★  
RCA Victor 7123

**YOUR NAME IS BEAUTIFUL**  
★ CARL SMITH ★  
★ YOU'RE SO EASY TO LOVE ★  
Columbia 41092

**I CAN'T STOP LOVING YOU**  
★ KITTY WELLS ★  
★ SHE'S NO ANGEL ★  
Decca 30851

**RHYTHM & BLUES**  
Records eliminated if duplicated in Pop List.

**CLICK CLACK**  
★ DICKEY DOO & THE DON'TS ★  
★ DID YOU CRY ★  
Swan 4001

**BEEN SO LONG**  
★ PASTELS ★  
★ MY ONE AND ONLY DREAM ★  
Argo 5287

**YES, MY DARLING**  
★ FATS DOMINO ★  
★ DON'T YOU KNOW I LOVE YOU ★  
Imperial 5492

**LA DEE DAH**  
★ BILLIE & LILLIE ★  
★ DID YOU CRY ★  
Swan 4002

**SWINGING SHEPHERD BLUES**  
★ JOHNNY PATE QUINTET ★  
★ THE ELDER ★  
Federal 12312

## COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

## OPERATORS BEST BUYS

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

**THE CHILANTELLS** .....Every Night  
Whoever You Are  
End 1015  
BEST BUY

**THE VOXPOPPERS** .....Wishing for Your Love  
Last Drag  
Mercury 71282  
BEST BUY

**LITTLE WILLIE JOHN** .....Talk to Me, Talk to Me  
Spazam  
King 5108  
BEST BUY

**LARRY WILLIAMS** .....Dizzy, Miss Lizze  
Slow Down  
Specialty 604  
BEST BUY

**JACKIE WILSON** .....To Be Loved  
Come Back to Me  
Brunswick 55052  
BEST BUY

## OPERATORS BEST NEW RELEASES

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

**PAUL ANKA** .....Crazy Love  
Let the Bells Keep Ringing  
ABC-Paramount 9907  
OPINION

**RONNIE BURNS** .....Double Date  
Kinda Cute  
Yerpe 10125  
OPINION

**BOBBY DAY** .....Little Turtle Dove  
Saving My Life for You  
Class 225  
OPINION

**FERLIN HUSKY** .....Terrific Together  
Kingdom of Love  
Capitol 3943  
OPINION

**JOHNNY MATHIS** .....All the Time  
Teacher, Teacher  
Columbia 41152  
OPINION

**DAVID SEVILLE** .....Which Doctor  
Doo! Whistle at Me, Baby  
Liberty 55132  
OPINION

**BILLIE & LILLIE** .....Happiens  
Creepin', Creepin', Crawl  
Swan 4005  
OPINION

**RAY CHARLES** .....Yes Indeed  
I Had a Dream  
Atlantic 1180  
OPINION

**DWAYNE HICKMAN** .....School Dance  
Pretty Baby-O  
ABC-Paramount 9908  
OPINION

**THE LARKTONES** .....The Letter  
Kookin', Singsin' Miss  
ABC-Paramount 9909  
OPINION

**JIMMY NEWMAN** .....With Tears in My Eyes  
Step Aside Shallow Water  
Dot 15704  
OPINION

**PORTER WAGONER** .....Tomorrow We'll Reunite  
Heaven's Just a Prayer Away  
RCA Victor 7199  
OPINION



ROCK & RHYTHM!

Dave Edwards "I WANNA MAKE LOVE TO YOU"

and "CRAZY LITTLE DREAM"

Joe Hammond "KISS ME MY LOVE"



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SHE TAKES SUNBATHS Sammy Salvo. 47/20-7190. RCA VICTOR logo.

MOVING FAST "WHITE SILENCE" sung by TOMMY ZANG. MARK RECORDS. 1619 Broadway, New York, N. Y.

SWITCHIN' IN THE KITCHEN

Reviews of New Pop Records

Continued from page 61

ballad with warmth and tenderness. (Johnstone-Montel, BMI) It's Easy to Say You're Sorry...72 Sweet, clear-voiced interpretation of plaintive country tune. (Ross Jungnickel, ASCAP)

OTTILIE PATTERSON Kay-Cee Rider...72 DECCA 30581—The old blues classic, "C. C. Rider," is bravely chanted by the thrush with Dixie backing. Jocks may take to this. Fair chances. (Ludlow, BMI) Now I Love My Baby...72 Up-tempo blues is nicely belted by the thrush. Potential appears similar to flip. (Leeds, ASCAP)

COUNT BASIE ORK Five o'Clock in the Morning...72 ROULETTE 4061—The blues is capably expressed by Joe Williams with smooth, big band support. Quality wax for jocks. Potential in both pop and r.&b. maris. (Basie, ASCAP) How Can You Lose...71 Della Reese has also waxed the tune. Vocal on the bluesy theme has a sound that could attract loot. (Planetary, ASCAP)

PAT O'DAY Another Time Another Place...72 RCA VICTOR 7191—Thrush gives movie title song a creamy performance with mixed group backing. Strong competition from Paul Page, however. (Famous, ASCAP) All Love Breaks Loose...70 Rocker with driving beat gets spirited job from canary with good group support. Good prospects. (Roosevelt, BMI)

CHUCK REED Let's Put Our Hearts Together...72 ROULETTE 4058—Listenable ditty is handed a pleasant vocal by the singer, supported nicely by the combo. (Oxford, ASCAP) No School Tomorrow...70 Country blues with a rockin' beat receives a good warble from Reed as he sings of a Friday night teenage dance. (H & L-Lochrae, BMI)

RAY HENRY ORK Renservous Polka...72 DANA 1126—English lyrics give the side potential in both pop and polka markets. Henry's ork presents the theme cheerfully. (Dana, BMI) Motivation-Waltz...69 So-so vocal on a waltz with adequate ork support. Fair chances. (Dana, BMI)

SCOTT CARROLL Heartstrings...72 GONE 5023—Carroll sings in a listenable style that's reminiscent of Bill Kenny in his Ink Spots days. It's a ballad of heartache supported by a chorus. Pleasant performance can get spins. (Moonmist, BMI) Two Young Lovers...68 A plodding ballad about a tale of romance. Flip has a better chance. (Moonmist, BMI)

THE LANCERS The Sound...72 CORAL 61966—Uptempo novelty gets spirited reading by the boys. (Cordial, BMI) Sorry...65 Rockaballad with a growling beat is nicely done by the male quartet, but flip appears more potent. (Chatham, ASCAP)

HARRY DOUGLASS All of Everything...71 RCA VICTOR 7195—The rockaballad is in a Latin vein. Douglass' presentation is given good chorus and ork backing. It bears watching. (Bourne, ASCAP) Oh Well-A-Watcha Gonna Do...71 The tune is a happy rocker, and Douglass belts it cheerfully. Good coupling with good potential on each side. (Tri-Park, BMI)

ALICE LON An Old Love Letter...71 BRUNSWICK 55057—Well's "champagne lady" thrushes acceptably on sentimental ballad. (Vernon, ASCAP) Sometimes I Wonder...70 Feelingful reading of tender ballad with weeper-type lyrics. Well pings should help sales. (Stardust, BMI)

LARRY SONN Come to Me My True Love...71 CORAL 61973—Another version of the wordless song in bright tempo with pleasant group sound and piano solo. Gisele Mackenzie also has a version. (Raphael, ASCAP) Moment in Madrid...68 Cha-cha gets nice trumpet work, while group gives vocal a bygone sound. More on flip. (Raphael, ASCAP)

MILTON DELUGG ORK & CHORUS Duke's Place...71 CORAL 61062—A swing era bit of Ellingtonia, with lyrics by the Delugg crew. The story has an air of "Hernando's Hideaway," with something of the same sneaky, sly delivery. Cute side worth spins. (Robbins, ASCAP)

Kiss and Run...66 Another older tune gets an agreeable reading by the Delugg ork and chorus. More kicks on flip. (Reis, BMI)

THE CHANCELLORS Chalypso Train...70 XYZ 105—A cute, teen-age item receives a pleasant vocal from the Chancellors who have had stronger sides in the past. (Conely, BMI) Seaport at Sunset...69 A pleasant ballad is sold in okay style by the group. Routine side. (Conely, BMI)

Jazz THE STROLLERS 55 Swinging Yellow Rose of Texas...80 ALADDIN 3417—The Strollers have a mighty listenable version of "Yellow Rose" here. Tempo is swing and the flute lead plays some modern stuff over wild drum rolls. Strong instrumental wax here. (PD) Jumping With Symphony Sid...79 Tune that Lester Young wrote a few years back for jazz jock Symphony Sid is played in warm style here by the Strollers, again with a swinging flute lead. Should get many, many jock spins. (Adaddin, BMI)

CHICO HAMILTON QUINTET There Is Nothing Like a Dame...72 WORLD PACIFIC 647—Inventive, slyly humorous jazz instrumental treatment of "South Pacific" tune. Bound to cash in on promotion for film, spin-wise. Both sides are from LP "South Pacific in Hi-Fi." (Williamson, ASCAP) Younger Than Springtime...72 Another provocative jazz instrumental interpretation of a "S. P." standard. Same comment on play potential. (Williamson, ASCAP)

Spiritual CHOSEN GOSPEL SINGERS Lord Shine on Me...83 NASHBORO 615—This is a deeply fervent reading with plenty of message. Lead is a highly expressive artist who should score well. A fine rendition. (Excellorec, BMI) Borrowed Land...80 Another fine side, with a different, but almost equally strong lead. This side is upbeat in tempo but it's got that flavor. A strong pairing. (Excellorec, BMI) RADIO FOUR You Can't Hide...78 NASHBORO 614—An impressive spiritual with a strong delivery by the Four. Good material. Should appeal. (Excellorec, BMI) All on Board...77 The Four handle this moderately rhythmic warning in strong style. Expressive thruout with group giving the lead a solid backing. Good pair of sides. (Excellorec, BMI)

KINDLY SHEPHERDS So Many Years...75 NASHBORO 616—A good, fervent reading with strong supplications from the lead. Nice, satisfying wax. (Excellorec, BMI) Lay Me Down to Sleep...73 A rhythmic chant by the Shepherds which has a good flavor. Moderate appeal in its field. (Excellorec, BMI)

MAHALIA JACKSON He's Got the Whole World in His Hands...76 COLUMBIA 41150—Here's a side that can appeal in any market. The artist's presentation is as always sincere and moving. With the tune getting a lot of pop action via several other recordings, this has a chance. (Chappel, ASCAP) Didn't It Rain...74 Another fine performance on a well-known gospel. Miss Jackson's fans will want this. (Hill & Range, BMI)

Polka WALTER SOLEK ORK Fire Fly - Polka...81 DANA 3274—Well-orked polka effort can go well in polka maris. (Solek-Dana, BMI) Simplicity Polka...81 Same comment. (Solek-Dana, BMI)

GOING STRONG! WINTER-TIME WALTZ b/w FARRELL POLKA Don Sebastien & His Orchestra WRIMUS #704 D.J.'s, write. WRIMUS RECORDS 6715 Hollywood Blvd. Hollywood, Calif.

EDDIE ZIMA Joker Polka...80 DANA 3266—Happy go on a polka tune. Polka fans should find this to their liking. (Sajewski, SESAC) Red Lips - Polka...80 Saxs and accordions are spotlighted on this sprightly polka melody. This too could hit the spot with polka lovers. (Sajewski, SESAC)

GENE WISNIEWSKI Satellite Polka...80 DANA 3277—A sound effect of a rocket taking off introduces this sparkling polka. Good potential in polka market. (Dana, BMI) Stolen Kiss - Oherak...78 Happy instrumental on an oom-pah-pah melody. Flip appears stronger. (Dana, BMI)

Latin American MARIO ROJAS Stormy Weather...77 KEY 5802—Mario Rojas bows on the label with a warm and intimate reading, in Spanish, of the evergreen. For jocks that like unusual programming, and for Latin markets. (Mills, ASCAP) Ojos Traviesos...75 Rojas, who performs at the Playa-Mazatlan Hotel in Mazatlan, Sinaloa, Mexico, does a fine job with this up-tempo Latin effort. He sings it in Spanish and again it should appeal to L-A markets. (Editorial, ENMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

- JOE ALLEGRO: Web of Dreams/Homeless Heart—End 1013
DAVID ALLEN: In Love in Vala/A Sure Thing—World Pacific 646
GEORGIA BROWN: The Right Kind of Love/Don't Bring Me Posies—Coral 61964
GUS COLLETTI: Sample Kiss/Without Your Love—Tin Pan Alley 208
THE FOUR EKKO'S: Toodaloo Kangaroo/My Love I Give—Rip 12558
SONNY GENO: Blue Skies/Just Be Good—Rip 12458
RICKY HALE: Did She Ask About Me?/I'm in the Middle of the Blues—Frankie 4
THE HAYSEEDERS: Christina/This Heart of Mine—Coronation 105
THE KAYS: Baby/Who's Gonna Take You Home—M-G-M 12630
JERRY LEWIS: Long Black Nylons/Boat to Kenya—Decca 30607
JIM MCCRORY: Parkin' Lot/School Time, Pretty Baby—Key 5903
ROBERTO ORK: In Search of a Dream/Chasing Shadows—Coral 61963
HENRY SHARPE: Crazy Moon/When I Give My Heart—Global 715
MARY SMALL: One Five-Seven Singles/That Could Be Love—Coral 61960

DEE JAY'S THESE WILL KEEP YOU "IN A SPIN"! DANCE HONEY DANCE THE VELVETS Fury 1012 Moving in New York, Newark, Detroit and Philadelphia. ALL NIGHT LONG THE MAURIERS Fury 1011 Action in New York, Washington, Baltimore and Detroit. ALSO BREAKING BIG! CANDLELIGHT WAIT UP BABY THE EMOTIONS THE DUALS Fury 1010 Fury 1013 A great ballad A swinging rock-moving in New York already. A-billy moving in New York and New Jersey. FURY RECORDS 271 W. 125TH ST. N. Y. C.

STILL 89c THE PRESTIGE 45's 45-101 Barbara Lea—Mountain Greenery 45-102 Milt Jackson—Stonewall 45-103 Miles Davis—Green Haze 45-104 Jackie McLean—Lights Out 45-105 Red Garland—Blue Red 45-106 Paul Quinichette—Blue Dots 45-107 John Coltrane—Time Was 45-108 Sonny Rollins—St. Thomas 45-109 Red Garland—Please Send Me Someone to Love 45-110 Kenny Burrell—Don't Cry Baby modern jazz begins on PRESTIGE 447 WEST 30th STREET, NEW YORK

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Review Spotlight on... The Billboard, March 17 TOMMY PALM... Bop 101... BLACK KNEE SOCKS (Palm, BMI) STROLL WITH ME, BABY... (Palm, BMI) Impressive debut by the artist and label. Palm comes on strongly with two listenable sides. "Knee Socks" is a rocker belted with gusto. "Stroll," of course, is a danceable item in the currently popular teen dance tempo. The platter could step out. BOP RECORDS 85 Second Place Brooklyn 51, N. Y. Phone: MAIn 3-6735



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# VOX JOX

• Continued from page 11

a five man crew manning our turntables and they are the most personalized. Don McLeod programs his show from 3 p.m. to 7 p.m. from Monday thru Saturday and refuses to take a back seat to any other competing personality.

"Based on our pride and enthusiasm in our direction, we cannot buy the theory that we must change our style to survive. WJBK - Radio is firmly convinced that the entire station 'sound' is the answer to competing individuals. We have planned and programmed our broadcasts with this theory as a 'blue-print'."

"We have created swinging musical identifications; billed ourselves as the 'Modern Sound of Radio in Detroit'; pioneered in regular daily presentations of 'stereophonic' broadcasts in each man's show by utilizing both AM and FM operations; eliminated the use

## YESTERYEAR'S TOPS—

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

MARCH 27, 1948

1. Now Is the Hour
2. I'm Looking Over a Four Leaf Clover
3. Manana
4. Beg Your Pardon
5. Ballerina
6. Serenade of the Bells
7. But Beautiful
8. The Best Things in Life Are Free
9. The Dickey-Bird Song
10. Slap 'Er Down Again, Paw

MARCH 28, 1953

1. Doggie in the Window
2. Till I Waltz Again With You
3. Tell Me You're Mine
4. Don't Let the Stars Get in Your Eyes
5. Pretend
6. Your Cheatin' Heart
7. I Believe
8. Side by Side
9. Wild Horses
10. Oh Happy Day

of the words 'records' and 'albums' by replacing them with 'sound' and 'collection'; paced ourselves to correspond with specific times of day and carefully mixed all the available ingredients of music and personality to achieve our 'modern sound'.

"We conduct our own weekly survey in the music reflections of

this large area with a free weekly publication available to all 'sound shops.' (More than 10,000 sheets distributed weekly to 104 record stores.) This is our 'Formula Forty-Five.' We are convinced that the top selling 'sounds' have a definite place in today's radio. But we are equally convinced that a steady diet of 'Formula Forty-Five' is not the answer.

"Therefore our personalities spice their daily visits with tasty sounds from collections, gear this musical pace to the time of day and give us a well-rounded sound around the clock. Our concentration of 'Formula Forty-Five' is in the late afternoon and early evening.

"Our greatest reaction has been thru stereo. Five times daily we program Stereo tapes in each man's show. . . . 25 minutes at a time. Sunday evening from 8:05 to 10 classical and symphonic presentations. We are convinced that stereo is the 'Sound of the Future,' and we are presenting it today.

"We are not interested in programming to the 'sleepy bovine set' for we are not milking anyone. We believe in progressive activity and we are creating it with our balanced 'sound.' The future of radio lies in a strong station, not a strong man on a station. Therefore we refuse to surrender to any one man who has taken a strong position in the music business by his might of exposure. We congratulate Dick Clark and thank him for stimulating us to greater heights. But we surrender to no one."

**MORE CONVENTION SCAM:** During the recent Deejay Convention in Kansas City, Mo., an important indie exec observed that the convention made it apparent to many record men that "payola" isn't the key to getting a disk played by the "Top 40" stations.

"Instead," said the exec, "we realized that we can more effectively pinpoint our deejay record promotion by understanding the inner mechanisms and shifting relationships of the chain operations—thus learning how to surround and circumvent barriers—via personal contact, etc.—that have kept our records from being played by these outlets."

## • Reviews and Ratings of New Popular Albums

• Continued from page 44

**JOHN MILLINGTON SYNGE: RIDERS TO THE SEA, IN THE SHADOW OF THE GIEN**

Radio Eireann Players (Kleins) (1-12")

Spoken Arts 749

Two one-acters by the noted Irish playwright currently undergoing a revival of interest are sensitively read by Radio Eireann cast. Players catch the darkly tragic mood of "Riders" to perfection and give an Emerald Isle sprightliness to the whimsical comedy of "Shadow." Good theater-on-wax. Abstract cover is a handsome sample of graphic arts.

## SPOKEN WORD ★★★

**DICKENS DUETS**

Read by Frank Pettinell (1-12") Spoken Arts 741

Mr. Pettinell offers an unforgettable portrait gallery of Dickens characters. It's a tour de force for the actor who obviously relishes every line. The listener who thinks that this is just a series of readings is in for a surprise. Each character has separate and distinctly different dimensions. Considering that the characters are heard in dialogue, Mr. Pettinell's ability to assume

a new character—sometimes in mid-sentence—is astonishing. Nature of the material naturally limits its audience.

**IRELAND FREE**

Michael MacLiammóir (1-12") Spoken Arts 749

The spoken word art at its best. These are the speeches and poems of Revolutionary Ireland and they are executed brilliantly by one of Ireland's top contemporary actors, Michael MacLiammóir. The reader's voice is superbly expressive and the fine recording captures it all. Selections read are by Yeats and Pearse and also include Robert Emmet's last words before his execution. A fine piece for collectors.

## SPOKEN WORD ★★

**SAY IT IN FRENCH!**

(1-12") Capitol T 931

**SAY IT IN ENGLISH**

(1-12") Capitol T 928

Neither disk is a language course. Purpose of each is to familiarize the listener with frequently used phrases.

(Continued on page 68)

## • Reviews and Ratings of New Classical Albums

• Continued from page 44

pieces are affectionately conducted by Sargent.

**ITALIAN OPERA INTERMEZZI (1-12")—**

Philharmonia Orch. (Galliera). Angel 35483

Refreshing selection of works that have been rather neglected on long play. Favorites of shallic days include works by Catalani, Zandonai, Wolf-Ferrari, Pich-Mangli-agalli and Mascagni. Selections contain sparkling and fresh music deftly performed by Galliera, well captured on disk.

**MOZART: HAFNER SYMPHONY; DI-**

**VERTIMENTO NO. 15 (1-12")—** Phil-

harmonia Orch. (Karajan). Angel 35562

Fine-textured readings that show off work of accomplished instrumentalists. Some might wish for greater flexibility, but none will deny the poise and control of these performances. Altho there are other meritorious versions, this one will occupy a strong position.

**OTTO EDELMANN SINGS WAGNER**

(1-12")—With Philharmonia Orch. (Ackermann). Angel 35571

Excellent musicianship and fine voice of bass-baritone are heard to good effect in performances that are always clear and well considered. Arias are chosen from the "Flying Dutchman," "Tannhauser," "Parsifal," "Lohengrin" and "Die Walkure." Disk proves heroic style is compatible with good taste.

**RACHMANINOFF: PIANO CONCERTO**

**NO. 4; RAVEL: CONCERTO IN G**

**MAJOR (1-12")—** Arturo Michelangeli, Pi-

ano & Philharmonia Orch. (Gracis). Angel 35567

Michelangeli, young Italian virtuoso, exhibits exceptional technique coupled with firm control. Rachmaninoff concerto is one of his less familiar works, has not appeared on disks too often. Brilliant Ravel work is given exciting performance.

## CLASSICAL ★★

**HAYDN: LARK & QUINTEN QUARTET**

(1-12")—Hungarian Quartet. Angel 45018

Two of Haydn's most interesting string quartets are played with vigor that lends them large scale. Recording is excellent, aiding effects of bold attacks, good ensemble playing. Chamber music fans who have enjoyed the group's Beethoven releases will want this too.

**HINDEMITH: CONCERTO FOR CLARINET AND ORCH; NOBILISSIMA VISIONE (1-12")—** Louis Cahuzac, Clarinet & Philharmonia Orch. (Hindemith). Angel 35498

Label's second album conducted by composer features virtuoso performance of concerto that really showcases instrument. "Nobilissima Visione," known to ballet as "St Francis," is one of composer's most readily accessible and noble works. Important release by modern master will attract modern music buyer.

**SHOSTAKOVICH: SYMPHONY NO. 9.**

**FESTIVE OVERTURE, MEMORABLE**

**YEAR 1919 (1-12")—** State Radio Orch. of

The USSR (Gauk). Monitor MC 2015

All these selections are cast in a rather light, easily appreciated style that makes small demands on the listener. The "Ninth Symphony" has much good-humored appeal. The other fairly trivial selections might be mistaken for efforts by Glinka, Rimsky or other earlier Russians. Recording is uneven.

**GOSSEC: SINFONIA; VAN MALDERE:**

**SYMPHONY IN B FLAT MAJOR; GRE-**

**TRY: DANCES FROM LA ROS-**

**EIRE REPUBLICAINE; CLERAM-**

**BAULT: SYMPHONIA QUARTA (1-12")**

—M-G-M Chamber Orch. (Surlinac). M-G-M E 3615

Gracious, classical compositions by French 18th Century composers mostly have been strange to long play. They offer pleasant listening for the cultivated amateur. Recording is rather thin.

**TOCH: THE CHINESE FLUTE; RICHTER:**

**TRANSMUTATION AND OTHER**

**SONGS (1-12")—** Dorothy Renzi, Soprano;

Maro Ajentian, Pianist & M-G-M Chamber

Orch. (Surlinac). M-G-M 3546

Two series of settings of Chinese poetry for soprano voice. Toch's suite in post-romantic style, is highly moving, atmospheric. Marga Richter's cycle is written in a somewhat drier idiom. Miss Renzi sings the difficult music well. Unusual material can be sold to limited market interested in offbeat modern works.

**BOWLES: THE WIND REMAINS; MUSIC**

**FOR A FARCE; GLANVILLE-HICKS:**

**LETTERS FROM MOROCCO (1-12")—**

Dorothy Renzi, Soprano; Loren Driscoll,

Tenor & M-G-M Chamber Orch. (Surlinac & Winograd). M-G-M E 3549

"The Wind Remains," to text by Lorca, is a two-character zarzuela which echoes Stravinsky, jazz and Spanish music. "Music for a Farce" is light, satirical. "Letters from Morocco" evokes near-Eastern effects. All may seem a little precious to the general

(Continued on page 67)

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SUNBATHS  
Sammy Salvo

47/20-7190

RCA VICTOR

GIVE TO FARMON RUNYON  
CANCER FUND



# C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING MARCH 15  
RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash	1	9
BIG RIVER (BMI)—Sun 283		
2. DON'T (BMI)—Elvis Presley	2	8
I BEG OF YOU (BMI)—Vic 7150		
3. OH, LONESOME ME (BMI)—Don Gibson	3	5
I CAN'T STOP LOVING YOU (BMI)—Vic 7133		
4. BREATHLESS (BMI)—Jerry Lee Lewis	8	2
Down the Line—Sun 283		
5. THE STORY OF MY LIFE (ASCAP)—Marty Robbins	4	18
Once-a-Week Date (BMI)—Col 41013		
6. THIS LITTLE GIRL OF MINE (BMI)—Everly Brothers	5	7
SHOULD WE TELL HIM (BMI)—Cadence 1342		
7. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers	9	4
The Long Hot Summer (ASCAP)—Roulette 4045		
8. GEISHA GIRL (BMI)—Hank Locklin	7	31
Livin' Alone (BMI)—Vic 6984		
9. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	6	17
YOU WIN AGAIN (BMI)—Sun 281		
10. MY SPECIAL ANGEL (BMI)—Bobby Helms	10	24
Standing at the End of My World (BMI)—Dec 30423		
11. ANNA MARIE (BMI)—Jim Reeves	11	8
Everywhere You Go (BMI)—Vic 7070		
12. JUST A LITTLE LONESOME (BMI)—Bobby Helms	13	3
Love My Lady (BMI)—Dec 30557		
13. STOOD UP (BMI)—Ricky Nelson	12	10
Waitin' in School (BMI)—Imperial 5483		
14. YOUR NAME IS BEAUTIFUL (ASCAP)—Carl Smith	15	2
You're So Easy to Love (BMI)—Col 41092		
15. STOP THE WORLD (BMI)—Johnnie & Jack	16	3
Camel Walk Stroll (BMI)—Vic 7137		
16. MY SHOES KEEP WALKING BACK TO YOU—Ray Price	14	33
Don't Do This to Me (BMI)—Col 40951		
17. FRAULEIN (BMI)—Bobby Helms	18	52
Heartsick Feeling (BMI)—Dec 30194		
18. I CAN'T STOP LOVING YOU (BMI)—Kitty Wells	19	2
She's No Angel (BMI)—Dec 30551		
19. IS IT WRONG? (BMI)—Warner Mack	17	32
Baby Squeeze Me (BMI)—Dec 30301		
20. JAILHOUSE ROCK (BMI)—Elvis Presley	20	24
Treat Me Nice (BMI)—Vic 7035		
20. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers	—	15
Better Loved You'll Never Be (ASCAP)—Roulette 4031		

# Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING MARCH 15  
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. BALLAD OF A TEENAGE QUEEN—Johnny Cash	1	10
Sun 283—BMI		
2. OH, LONESOME ME—Don Gibson	2	6
Vic 7133—BMI		
3. DON'T—Elvis Presley	12	5
Vic 7150—BMI		
4. BIG RIVER—Johnny Cash	5	7
Sun 283—BMI		
5. THIS LITTLE GIRL OF MINE—Everly Brothers	6	6
Cadence 1342—BMI		
6. I CAN'T STOP LOVING YOU—Kitty Wells	4	4
Dec 30551—BMI		
7. THE STORY OF MY LIFE—Marty Robbins	3	17
Col 41013—ASCAP		
8. ANNA MARIE—Jim Reeves	10	16
Vic 7070—BMI		
9. PLEASE PASS THE BISCUITS—Gene Sullivan	—	7
Col 40971—BMI		
10. SHOULD WE TELL HIM—Everly Brothers	—	1
Cadence 1342—BMI		
11. I CAN'T STOP LOVING YOU—Don Gibson	9	2
Vic 7133—BMI		
12. CURTAIN IN THE WINDOW—Ray Price	11	4
Col 41105—BMI		
13. WHAT MAKES A MAN WONDER—Jimmie Skinner	—	1
Mer 71256—BMI		
13. ONCE MORE—Osborne Brothers and Red Allen	—	1
M-G-M 12581—BMI		
15. I BEG OF YOU—Elvis Presley	7	7
Vic 7150—BMI		
15. YOUR NAME IS BEAUTIFUL—Carl Smith	8	4
Col 41092—ASCAP		
15. I FOUND MY GIRL IN THE U. S. A.—Jimmie Skinner	14	17
Mercury 71192—BMI		

# FOLK TALENT AND TUNES

Continued from page 11

been working personals thru North Florida and South Georgia, plays the National Guard armories in DeLand, Fla., March 26; Daytona Beach, Fla., 27; Leesburg, Fla., 28, and Eustis, Fla., 29. He'll be a feature of the Pete Clemmonds rodeos at Dublin, Ga., April 11-12, and Sylvania, Ga., April 22-23. . . . Thirteen-year-old country singer Cathie Taylor, who has her own "Cathie Taylor Show" on KPER, Gilroy, Calif., recently topped top honors in the Search for Stars Contest conducted by the San Francisco Lodge of Moose. She competed against 19 finalists; her reward was four-foot trophy. Cathy will soon launch another weekly radio program on Station KEEN, San Jose, Calif.

"Country music is going strong in this section of the country," writes H. C. Blankenship, of Razorback Records, Muskogee, Okla. "At present we have 'Country Music Jamboree' each Thursday night at the Sports Arena, Fort Smith, Ark., with an hour-long portion of the show being aired over KWHN, Fort Smith. Show is promoted by Little George Domerese. Talent line-up includes, besides Domerese, Jerry Roller and the Rhythm Rangers, Linda Flanigan, Bill Jones, the Sexton Kids and Carl Blankenship. Carl and Little George also have a program on KWHN, Monday thru Saturday, at 10:15 a.m. KWHN has an hour daily of live country music and two hours of records, with Ted

(Continued on page 68)

# Reviews of New C&W Records

**WANDA JACKSON**  
Just a Queen for a Day . . . 76  
CAPITOL 3941—Touching weeper is wrapped up in expressive vocal by thrush. (Central, BMI)  
Honey Pop . . . 76  
Frantic chirping on an okay rockabilly tune with infectious tempo. (By-Nash, BMI)

**JUSTIN TUBB**  
Rock It on Down to My House . . . 76  
DECCA 30606—Young Tubb does a good job with this listenable rockabilly effort, supported by good guitar work and handclapping. Tune could get both country and pop action. (Tenn-Tex, BMI) 5  
Sugar Lips . . . 75  
Another good vocal by Tubb on an up-tempo rock and roll styled item that crosses both the pop and country field. Two strong sides by the chanter. (Copar, BMI)

**BILL CLIFTON**  
Are You Alone . . . 73  
MERCURY 71292—Sincere reading of plaintive ballad. Moderate spin appeal. (Starlite, BMI)  
Blue Ridge Mountain Blues . . . 73  
Effective guitar work and okay warbling marks this bouncy item. (Starlite, BMI)

**HANK SANDERS**  
How Much—How Much . . . 73  
CREST 1039—Pretty warble by Sanders on a warm medium tempo song about a girl with a cold, cold heart. Listenable side. (American, BMI)  
Been Gone a Long Time . . . 71  
Sanders complains that his gal has been away too long on this new dinking. May get spins. (American, BMI)

**COY BAKER & HIS BAND**  
Does Your Promise Hold True? . . . 71  
BAKERSFIELD 117—Pretty c.&w. ballad is nicely warbled by Reuben Chapman. This could appeal to devotees of traditional c.&w. fare. (Chris, BMI)  
I'm Sorry, Too . . . 71  
Same comment. (Chris, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

**DUBB PRITCHETT**: Be Gone When I Come Home Tonight/Fire a'Clock Hop—Peaceful Valley 402

# This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

# Review Spotlight on . . .

## C&W RECORDS

### FERLIN HUSKY

Terrific Together (Eden-Brookville, BMI)  
The Kingdom of Love (Roosevelt, BMI)—Capitol 3943—Top side is from the singer's coming flick, "Country Music Holiday." The material and the vocal are both strong. Flip, "Kingdom," is another ballad sold with style by the chanter. Both can also attract pop coin.

### JIMMY NEWMAN

With Tears in My Eyes (Acuff-Rose, BMI)  
Step Aside Shallow Water (Open Road, BMI)—Dot 15704—This is the singer's most potent offering since "Fallen Star." He presents the pretty ballad with heart against excellent backing. Flip, "Shallow Water," is a medium-tempo tune with a sacred flavor. A strong c.&w. bid.

### PORTER WAGONER

Tomorrow We'll Retire (Tree, BMI)  
Heaven's Just a Prayer Away (Warden, BMI)—RCA Victor 7199—Top side, a country weeper, gets an expressive warble and recitation by Wagoner with light guitar and piano backing. "Heaven's Just a Prayer Away" is a wonderful piece of sacred material that is read tenderly. This coupling could put him back on the charts.

## C&W TALENT

### BOB GALLION

I Miss You (Acuff-Rose, BMI)  
Baby, Love Me (Acuff-Rose, BMI)—M-G-M 12628—Gallion hands, "I Miss You," a pretty c.&w. ballad a warm, strong vocal. His rendition of "Baby," the flip, is equally attractive. The fine renditions are impressive. Gallion looks like a real comer.

# C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING MARCH 15

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

## Birmingham

- Your Name Is Beautiful  
Carl Smith, Col.
- Oh, Lonesome Me, Don Gibson, Vic.
- It's Too Soon to Know  
Eddy Arnold, Vic.
- I Can't Stop Loving You  
Don Gibson, Vic.
- Ballad of a Teenage Queen  
Johnny Cash, Sun
- Oh-Oh, I'm Falling in Love Again  
Jimmie Rodgers, Rit.

## Dallas-Fort Worth

- Ballad of a Teenage Queen  
Johnny Cash, Sun
- Don't, Elvis Presley, Vic.
- I Can't Stop Loving You  
Don Gibson, Vic.
- I Can't Stop Loving You  
Kitty Wells, Dec.
- Oh, Lonesome Me, Don Gibson, Vic.
- Your Name Is Beautiful  
Carl Smith, Col.
- Breathless, Jerry Lee Lewis, Sun
- Is It Wrong? Warner Mack, Dec.
- Oh-Oh, I'm Falling in Love Again  
Jimmie Rodgers, Rit.
- She's No Angel, Kitty Wells, Dec.

## Houston

- Breathless, Jerry Lee Lewis, Sun
- Ballad of a Teenage Queen  
Johnny Cash, Sun
- Color of the Blues, George Jones, Mer.
- Just a Little Lonesome  
Bobby Helms, Dec.
- Stood Up, Ricky Nelson, Imp.
- Your Name Is Beautiful  
Carl Smith, Col.
- Don't, Elvis Presley, Vic.

## Memphis

- This Little Girl of Mine  
Everly Brothers, Cdc.
- I Can't Stop Loving You  
Don Gibson, Vic.
- Breathless, Jerry Lee Lewis, Sun
- Big River, Johnny Cash, Sun
- Ballad of a Teenage Queen  
Johnny Cash, Sun
- Don't, Elvis Presley, Vic.

## Nashville

- Oh, Lonesome Me, Don Gibson, Vic.
- Ballad of a Teenage Queen  
Johnny Cash, Sun
- Breathless, Jerry Lee Lewis, Sun
- Don't, Elvis Presley, Vic.
- Just a Little Lonesome  
Bobby Helms, Dec.
- Stop the World, Johnnie & Jack, Vic.
- This Little Girl of Mine  
Everly Brothers, Cdc.
- The Story of My Life  
Marty Robbins, Col.
- It's All Your Fault, Ray Price, Col.

## New Orleans

- Ballad of a Teenage Queen  
Johnny Cash, Sun
- The Story of My Life  
Marty Robbins, Col.
- Don't, Elvis Presley, Vic.
- I Beg of You, Elvis Presley, Vic.
- Your Name Is Beautiful  
Carl Smith, Col.
- Breathless, Jerry Lee Lewis, Sun

7. I Can't Stop Loving You  
Don Gibson, Vic.  
8. Stop the World, Johnnie & Jack, Vic.  
9. My Special Angel, Bobby Helms, Dec.  
10. Geisha Girl, Hank Locklin, Vic.

**St. Louis**

- Breathless, Jerry Lee Lewis, Sun
- Ballad of a Teenage Queen  
Johnny Cash, Sun
- Oh, Lonesome Me, Don Gibson, Vic.
- Don't, Elvis Presley, Vic.
- Oh-Oh, I'm Falling in Love Again  
Jimmie Rodgers, Rit.

HARRISON, Delaware  
NEW DISTRIBUTORS WANTED  
Record #BH-219  
DROP IN C/W WHY BABY WHY  
LANIE WALKER'S  
Now spinning  
Our thanks to the many D.J.'s  
TEXAS JIM-WTUX, Wilm. Dela.  
Blasted Off By  
IT'S A CHAIN REACTION

Breaking Wide Open  
Pop and C&W  
JOHNNY CASH  
BALLAD OF A  
TEENAGE QUEEN  
b/w  
BIG RIVER  
Sun #283

NOW ON HICKORY!  
Roy Acuff  
"ONCE  
MORE"  
Hickory 1073  
If It's Country Music  
It's Bound To Be Good!

SHE TAKES  
SUNBATHS  
Sammy Salvo  
47/20-7190  
RCA VICTOR

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HIT-MAKING POTENTIAL ALREADY  
"Keeper of My Heart"  
b/w "My Daddy's Boots"  
—CHUCK AUSTIN  
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YOU  
GO"**



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**Ralph Mathis**

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**ON THE BEAT**

\* Continued from page 11

start and finish the same way a tune sounds on a record, even tho we may fill in the middle with extra choruses when we're doing a ballroom date."

Doggett is a great fan of the beat. "The dancing beat will be here when everything else is forgotten about," he told me. "But I don't mean the triplet beat. That's okay but it can be overdone, and frankly, I don't think the triplet background ever really swings."

Bill's a real fan of the blues, too, altho he deplores the fact that some of the great artists tend to forget their basic approach and "go pop," as the saying goes. "Dinah Washington is a great artist, but she has become too sophisticated in her recent records. And that's probably what has happened with Domino. He made great million seller records on that authentic, New Orleans blues kick. I warned him not to let anybody try to make a white artist out of him, to reach what they called the bigger pop market. But maybe they made him too refined, because his records don't get played as much as they used to be."

Doggett says he likes country music, a form which has been very heavily represented in the pop charts lately. "But the thing that always amazes me is how they can do a blues with a 12-bar structure and throw in 13-bar phrases and still come out even at the end. But they do."

Speaking of the blues, Doggett's next disk, "Lone Star Blues," is just that, with a strong southern, almost dixie flavor. "We even added a trombone for the date so we'll be interested in the reaction to our new sound." Doggett's biggest hits were "Honky Tonk," and "Slow Walk." He has had his combo since 1952 and for years before that, he did arranging for Basie, Hampton, Armstrong, Lunceford, Carter and Louis Jordan. He has also played piano for the Ink Spots and once played with Lucky Millinder and Illinois Jacquet and their bands. Tho he's recognized as one of the fathers of the swinging organ, he cut his eyeteeth in the business on piano. A swinging and definitely a perceptive cat on the current scene.

**CHICAGO NOTES:** Chess is coming out with a Chuck Berry LP, titled "One Dozen Berries," including "Sweet Little Sixteen," and five previously unreleased sides. . . The Moonglows were in town this week for a Chess disking date. . . New albums on Argo include sets by the Ramsey Lewis Trio, Chubby Jackson with Big Band Jazz, and the Ahmed Jamal Trio. Leonard Chess is resting up for a week at Las Vegas.

**HOLLYWOOD NEWS:** Ebb Records has released Ralph Mathis' "Never Let You Go," with initial reaction from distributors indicating promise for the singer, a younger brother of Johnny Mathis. . . Leo and Eddie Mesner, Aladdin Records, are enthused with their latest version of "Jumping With Symphony Sid," a hit almost ten years ago. New recording is by The Strollers, and is paired with an r.&r. version of "Texas." . . Dooto Records comic Redd Foxx was presented with a gold record at the Club Oasis recently for having sold one-million rec-

(Continued on page 68)

**R&B Best Sellers in Stores**

FOR SURVEY WEEK ENDING MARCH 15 RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side Weeks on Last Week Chart

This Week	Week	Last Week	Chart
1.	<b>SWEET LITTLE SIXTEEN (BMI)</b> -Chuck Berry... Reelin' and Rockin' (BMI)-Chess 1683	1	5
2.	<b>TEQUILA (BMI)</b> -The Champs... Train to Nowhere (BMI)-Challenge 1016	2	4
3.	<b>SHORT SHORTS (BMI)</b> -Royal Teens... Planet Rock (BMI)-ABC-Paramount 9882	4	7
4.	<b>OH, JULIE (BMI)</b> -Crescendos... My Little Girl (BMI)-Naxos 6005	5	9
5.	<b>GET A JOB (BMI)</b> -Silhouettes... I Am Lonely (BMI)-Ember 1029	3	10
6.	<b>LOLLIPOP (BMI)</b> -Chordettes... Baby, Come-A Back-A-Cadence 1345	18	2
7.	<b>DON'T (BMI)</b> -Elvis Presley... I BEG OF YOU (BMI)-Vic 7150	7	8
8.	<b>TWENTY-SIX MILES (BMI)</b> -Four Preps... It's You (ASCAP)-Cap 3845	10	4
9.	<b>GOOD GOLLY, MISS MOLLY (BMI)</b> - Little Richard... Hey-Hey-Hey (BMI)-Specialty 624	6	5
10.	<b>BREATHLESS (BMI)</b> -Jerry Lee Lewis... Down the Line (BMI)-Sun 288	14	2
11.	<b>THE WALK (BMI)</b> -Jimmy McCracklin... I'm to Blame (BMI)-Checker 885	8	3
12.	<b>MAYBE (BMI)</b> -Chantels... Come My Little Baby (BMI)-End 1005	9	9
13.	<b>MAYBE, BABY (BMI)</b> -Crickets... Tell Me How (BMI)-Brunswick 55053	16	2
14.	<b>WHO'S SORRY NOW? (ASCAP)</b> -Connie Francis... You Were Only Fooling (ASCAP)-M-G-M 12588	-	1
15.	<b>BEEN SO LONG (BMI)</b> -Pastels... My One and Only Dream (BMI)-Argo 5287	17	3
16.	<b>DON'T LET GO (BMI)</b> -Roy Hamilton... The Right to Love (BMI)-Epic 9257	11	10
17.	<b>ROCK AND ROLL IS HERE TO STAY (BMI)</b> - Danny and the Juniors... School Boy Romance (BMI)-ABC-Paramount 9888	-	1
18.	<b>TEQUILA (BMI)</b> -Eddie Platt... Popcorn (BMI)-ABC-Paramount 9899	-	1
19.	<b>OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)</b> - Jimmie Rodgers... The Long Hot Summer (ASCAP)-Roulette 4045	20	2
20.	<b>THE STROLL (BMI)</b> -Diamonds... Land of Beauty (BMI)-Mercury 71242	12	10
20.	<b>DEDE DINAH (ASCAP)</b> -Frankie Avalon... Ooh La La (ASCAP)-Chancellor 1011	13	8

**Most Played R&B by Jockeys**

FOR SURVEY WEEK ENDING MARCH 15 SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

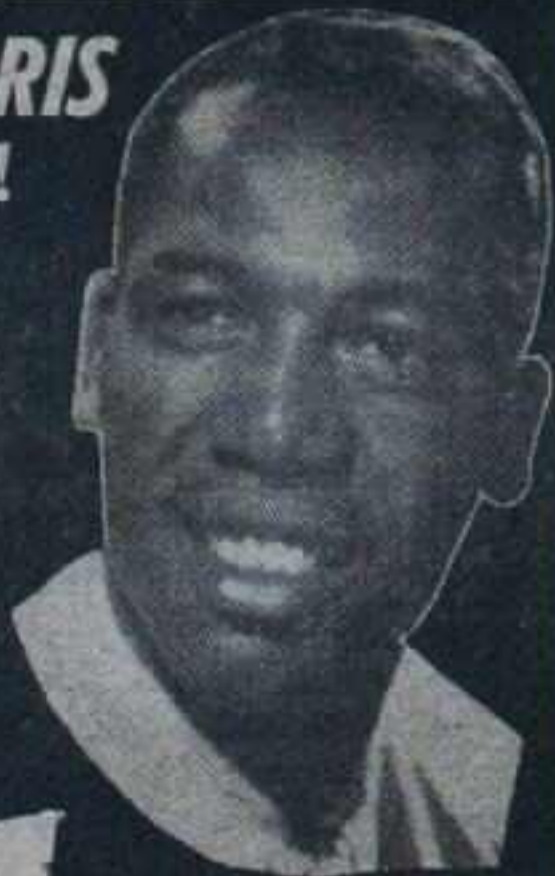
This Week	Week	Last Week	Chart
1.	<b>SWEET LITTLE SIXTEEN</b> -Chuck Berry... Chess 1683-BMI	1	5
2.	<b>MAYBE</b> -Chantels... End 1005-BMI	6	9
3.	<b>BREATHLESS</b> -Jerry Lee Lewis... Sun 288-BMI	4	2
4.	<b>TEQUILA</b> -The Champs... Challenge 1016-BMI	8	3
5.	<b>SHORT SHORTS</b> -Royal Teens... ABC-Paramount 9882-BMI	3	6
6.	<b>BEEN SO LONG</b> -Pastels... Argo 5287-BMI	-	1
7.	<b>DON'T LET GO</b> -Roy Hamilton... Epic 9257-BMI	2	9
8.	<b>GET A JOB</b> -Silhouettes... Ember 1029-BMI	7	9
9.	<b>GOOD GOLLY, MISS MOLLY</b> -Little Richard... Specialty 624-BMI	5	4
10.	<b>SO TOUGH</b> -Casuals... Back Beat 503-BMI	-	3
11.	<b>AT THE HOP</b> -Danny and the Juniors... ABC-Paramount 9871-BMI	-	11
12.	<b>MAYBE BABY</b> -Crickets... Brunswick 55053-BMI	-	1
13.	<b>I BEG OF YOU</b> -Elvis Presley... Vic 7150-BMI	12	4
14.	<b>DON'T</b> -Elvis Presley... Vic 7150-BMI	9	7
15.	<b>YES, MY DARLING</b> -Fats Domino... Imperial 3492-BMI	-	2

**THURSTON HARRIS**  
Does It Again!

"I'M OUT TO  
GETCHA"

b/w

"BE BABA  
LEBA"



#3415

Review Spotlight on . . .  
**POP RECORDS**  
**THURSTON HARRIS . . . Aladdin 3415**  
**I'M OUT TO GETCHA**  
(Roosevelt, BMI)  
Harris has his strongest since "Little Bitty Pretty One" in this rocker-blues. The sock vocal is given good chorus and ork. support. Flip, "Be Baba Leba," is also in a rocker vein.



**SHE TAKES  
SUNBATHS**  
Sammy Salvo

47/20-7190



BEST-SELLING ALBUM!!

**BURLESQUE  
HUMOR**

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DTL 249



THE GOSPEL CHORDETTES

New Release! #496

"GOD'S GOT THE WHOLE  
WORLD IN HIS ARMS"

b/w The Spulnik Song

"I CAN'T BELIEVE IT"

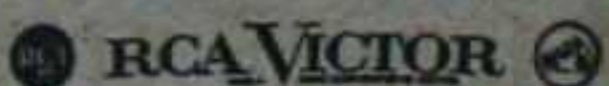
D.J.'s who play Spirituals please  
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HAVE YOU HEARD

**GROOVY**  
Joe Dodo

47/20-7207



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**SALES RESULTS-**  
the advertising columns of  
**THE BILLBOARD!**



## R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING MARCH 15

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

### Atlanta

1. Sweet Little Sixteen, Chuck Berry, Chs.
2. Good Golly, Miss Molly, Little Richard, Spe.
3. Tequila, Champs, Chal.
4. Been So Long, Pastels, Argo
5. The Walk, Jimmy McCracklin, Chs.
6. Yes, My Darling, Fats Domino, Imp.
7. Breathless, Jerry Lee Lewis, Sun
8. Get a Job, Silhouettes, Emb.
9. Book of Love, Monotones, Argo
10. Don't, Elvis Presley, Vic.

### Charlotte

1. Maybe Baby, Crickets, Brk.
2. Short Shorts, Royal Teens, ABC-Para.
3. Sweet Little Sixteen, Chuck Berry, Chs.
4. Tequila, Champs, Chal.
5. Maybe, Chantels, End
6. Breathless, Jerry Lee Lewis, Sun
7. Don't, Elvis Presley, Vic.
8. Get a Job, Silhouettes, Emb.

9. Who's Sorry Now? Connie Francis, M-G-M
10. Tequila, Eddie Platt, ABC-Para.

### Chicago

1. Sweet Little Sixteen, Chuck Berry, Chs.
2. Tequila, Champs, Chal.
3. Oh, Julie, Crescendos, Nsc.
4. Tequila, Eddie Platt, ABC-Para.
5. The Walk, Jimmy McCracklin, Chs.
6. Lollipop, Chordettes, Cdc.
7. Lazy Mary, Lou Monte, Vic.
8. Who's Sorry Now? Connie Francis, M-G-M
9. Rock and Roll Is Here to Stay Danny and the Juniors, ABC-Para.
10. Good Golly, Miss Molly Little Richard, Spe.

### Cincinnati

1. Talk to Me, Talk to Me Little Willie John, King
2. Maybe, Chantels, End
3. Have Faith, Gene Allison, VJ
4. Dedicated to the One I Love Five Royals, King
5. You Were Made for Me Sam Cooke, Keen

### Detroit

1. Tequila, Champs, Chal.
2. Sweet Little Sixteen, Chuck Berry, Chs.
3. Twenty-Six Miles, Four Preps, Cap.
4. Who's Sorry Now? Connie Francis, M-G-M
5. Lollipop, Chordettes, Cdc.
6. Maybe Baby, Crickets, Brk.
7. The Walk, Jimmy McCracklin, Chs.
8. Get a Job, Silhouettes, Emb.
9. Breathless, Jerry Lee Lewis, Sun
10. Dinner With Drac John Zacherle, Cam.

### Los Angeles

1. Tequila, Champs, Chal.
2. Don't, Elvis Presley, Vic.
3. Short Shorts, Royal Teens, ABC-Para.
4. Don't Let Go, Roy Hamilton, Epic
5. Oh, Julie, Crescendos, Nsc.
6. Get a Job, Silhouettes, Emb.
7. Oh-Oh, I'm Falling in Love Again Jimmie Rodgers, Rit.
8. Lollipop, Chordettes, Cdc.
9. Sweet Little Sixteen, Chuck Berry, Chs.
10. I Beg of You, Elvis Presley, Vic.

### Philadelphia

1. Sweet Little Sixteen, Chuck Berry, Chs.
2. Tequila, Champs, Chal.
3. Talk to Me, Talk to Me Little Willie John, King
4. Don't Let Go, Roy Hamilton, Epic
5. Oh, Julie, Crescendos, Nsc.
6. Breathless, Jerry Lee Lewis, Sun
7. Get a Job, Silhouettes, Emb.
8. You Are My Destiny Paul Anka, ABC-Para.

### New Orleans

1. Sweet Little Sixteen, Chuck Berry, Chs.
2. Tequila, Champs, Chal.
3. The Walk, Jimmy McCracklin, Chs.
4. Been So Long, Pastels, Argo
5. Don't Let Go, Roy Hamilton, Epic
6. Maybe, Chantels, End
7. Good Golly, Miss Molly Little Richard, Spe.
8. Talk to Me, Talk to Me Little Willie John, King
9. Don't, Elvis Presley, Vic.
10. Twenty-Six Miles, Four Preps, Cap.

### New York

1. Tequila, Champs, Chal.
2. Who's Sorry Now? Connie Francis, M-G-M
3. Sweet Little Sixteen, Chuck Berry, Chs.
4. Lollipop, Chordettes, Cdc.
5. Rock and Roll Is Here to Stay Danny and the Juniors, ABC-Para.
6. Twenty-Six Miles, Four Preps, Cap.
7. Breathless, Jerry Lee Lewis, Sun
8. Oh, Julie, Crescendos, Nsc.
9. Lazy Mary, Lou Monte, Vic.
10. Don't, Elvis Presley, Vic.

### St. Louis

1. Sweet Little Sixteen, Chuck Berry, Chs.
2. Don't Let Go, Roy Hamilton, Epic
3. Tequila, Champs, Chal.
4. The Walk, Jimmy McCracklin, Chs.
5. Good Golly, Miss Molly Little Richard, Spe.
6. The Strail, Diamonds, Mer.
7. Rock and Roll Is Here to Stay Danny and the Juniors, ABC-Para.
8. Oh, Julie, Crescendos, Nsc.
9. Twenty-Six Miles, Four Preps, Cap.
10. Get a Job, Silhouettes, Emb.

### Washington, D. C.

1. Sweet Little Sixteen, Chuck Berry, Chs.
2. Tequila, Champs, Chal.
3. Been So Long, Pastels, Argo
4. Don't, Elvis Presley, Vic.
5. Breathless, Jerry Lee Lewis, Sun
6. You Can Make It If You Try Gene Allison, VJ
7. Get a Job, Silhouettes, Emb.
8. Twenty-Six Miles, Four Preps, Cap.
9. Who's Sorry Now? Connie Francis, M-G-M
10. Book of Love, Monotones, Argo

## This Week's R&B Best Buys

TALK TO ME, TALK TO ME (Jay & Cee, BMI)—Little Willie John—King 5108—This is the artist's hottest in several tries. It's a hot platter in the top r.&b. centers. Some pop action, too. Flip is "Spasms," (Oble, BMI).

## Review Spotlight on . . . R&B RECORDS

### BILLIE & LILLIE

Happiness (Conley, BMI)  
Creepin', Crawlin', Cryin' (Conley, BMI)—Swan 4005  
See review in Pop Spotlight section.

### RAY CHARLES

Yes Indeed (Embassy, BMI)  
I Had a Dream (Progressive, BMI)—Atlantic 1180—Charles, the master of the blues, is strong as always on two great sides. "Yes Indeed" is a gospel-type treatment of the Sy Oliver oldie with excellent ork and fem group support. Flip, "Dream," has the artist on a funky reading of a rocker, which he clefted himself. Strong stuff for r.&b. marts.

### BOBBY DAY

Little Turtle Dove (Recordo, BMI)—Class 225  
See review in Pop Spotlight section.

## R&B TALENT

### JOE ALLEN & HIS ALLEY CATS

Baby, Baby, Baby (Jalo, BMI)  
I Cried Enough (Jalo, BMI)—Jalo 201—Top side is a rocker that moves from the opening bar. Allen sells it powerfully, supported by horns and a pounding beat. "I Cried," the flip, is a ballad with a traditional r.&b. sound. The new artist could have a winner with his first try.

## Reviews of New R&B Records

### KING CURTIS

The Birth of the Blues . . . 75  
ATCO 6114—A powerful instrumental version of the great standard, highlighted by solid sax solo. Excellent jockey side for r.&b. and hip pop jocks. (Ross Jungnickel-Harms, ASCAP)  
An equally strong instrumental side with standout sax work. (Figure, BMI)

### JAY NELSON

Raise Some Sun . . . 75  
HOLLYWOOD 1088 — Strong terp beat and teen-bait lyrics gives this fast-moving rhythm side solid spin values. (Golden State, BMI)  
Lovers Plea . . . 73  
Nelson wails expressively on solemn ballad with pounding backing. (Golden State, BMI)

### AL DOWNING

Down on the Farm . . . 74  
WHITE ROCK 1111—Southern markets should be interested in this driving version of a folk effort similar to a tune waxed by Fats Domino last year. Downing has a chance for attention with this cutting. (Mustang, BMI)  
Oh! Babe . . . 72  
In the Larry Williams tradition is this driving rock and roll item. Downing sings it with spirit and the backing is good. Should catch loot. (Mustang, BMI)

### THE AMBERS FEATURING RALPH MATHIS

I'll Make a Bet . . . 72  
EBB 142 — A slow ballad, expressively sung by Johnny Mathis' brother. Chanter has a quaver in the voice that gives him a style similar to Eartha Kitt's. Wax should get spins. (Ebb, BMI)  
Never Let You Go . . . 71  
An upbeat side full of crazy "Doo wah doo" sounds by the group, backing Mathis. Side hardly gives him a chance. Very ordinary material. (Ebb, BMI)

### JOHNNY RIVERS

Baby, Come Back . . . 71  
GONE 5026—A swinging rockabilly job with Rivers lending it a frantic sound. Has a real aching, pleader. Spins possible. (Figure, BMI)  
Long, Long Walk . . . 70  
An echoey rockabilly performance that has a touch of the Jerry Lee Lewis style. Okay talent. (Figure, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

### EDDIE BARTEL & HIS CROWD: Cha-Lypso Bounce/Steady Eddie—Modern Sound 6900

RICHARD BERRY & THE PHAROHS: You're the Girl/You Look So Good—Flip 331

## Reviews and Ratings of New Classical Albums

Continued from page 64

public, but can create some interest as mildly avant-garde efforts.

### TCHAIKOVSKY: SYMPHONY NO. 6 (1-12") — Philharmonia Orch. (Silvestri), Angel 35487

Silvestri's interpretation avoids undue excitement. Many will find it a little tame, for all the excellent orchestral contributions. Sound is fine, but competition will prove too great a hazard to be overcome.

### ORGAN FAVORITES BY BACH (1-12") — Richard Ellsasser, Organist. M-G-M E 3443

Familiar works including "Sheep May Safely Graze," the "Tocatta and Fugue in D Minor" and the "Fantasy and Fugue in G Minor" are played with a hasty, staccato brilliance. Piercingly clear sound of Hammond Museum organ is well-reproduced. Album faces strong competition by more renowned artists. However glamorous presentations here can make a good introduction for those new to Bach.

### REVERIES IN PASTEL (1-12") — Alfred

Mouledoux, Pianist, Envoy EN 1001  
New line and new artist offer favorites of Chopin, Debussy, Brahms, Grieg, et al. Mouledoux' interpretations are faithful, sensitive copies of the quiet school of piano playing with its rich sonority and refined gradations of touch. Sound balanced and undistorted. Content and orchid photo on cover aimed at semi-classic market already captured by established masters.

## CLASSICAL ★

SHOSTAKOVICH: VIOLIN CONCERTO (1-12") — David Oistrakh, Violin & Leningrad Philharmonic Orch (Mravinsky). Moulton MC 2014

## Supplier List

Continued from page 10

or indies? Once revealed, will manufacturers continue to supply them? One source of supply admitted by Smith was George Hilger, recently charged in Chicago with counterfeiting more than 125,000 hit singles. Asked in court if he was buying cut-rate merchandise from distributors in Illinois or Wisconsin, he reportedly said no. Asked how many other States his suppliers were located in, he reportedly answered "several."

Suit was filed jointly by Roulette, Phillips International, Imperial, Chess and Checker, and Specialty Record Sales. Also named as a formality in the conspiracy suit were seven Wisconsin retail stores, who are technically charged with participating because they bought merchandise from Records Unlimited.



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Gene Allison

"THE SPRINGER"  
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# FOLK TALENT AND TUNES

Continued from page 65

Biggs and Art Robertson spinning the wax." H. C. Blankenship heads Razorback Records, new c.&w. label which last week had its first release, "What's Another Broken Heart" b/w "The Kind to Cheat," by Carl Blankenship. Deejays may obtain a sample by writing to Blankenship at 817 Cherry Place, Muskogee.

## With the Jockeys

Stu Wilson, who recently introduced country music at Station WKBN, Youngstown, O., which formerly programmed all pop, says that mail returns from listeners has been most gratifying. . . . Another station to add c.&w. music to its programming recently is WKRS, Waukegan, Ill., where Jimmy Case is country deejay. He says he's in need of country wax of all kinds. . . . Another jock in need of spinning material is A. D. Chapman, who whirls all gospel songs at WOKK, Meridian, Miss.

Wink Lewis has taken on the c.&w. deejay chores at KFRD, Rosenberg, Tex., and is anxious to get on the list to receive country wax from all labels. . . . Lee Moore, of the team of Lee and Juanita, is back on the owl shift (midnight to 6 a.m.) at Station WWVA, Wheeling, W. Va., after a five-month road trek thru New England and Canada. Johnnie Arizona, entertainer-deejay, flipped the disks at WWVA during her absence. He recently signed to record for Event Records.

"We are still spinning some nine hours per day of c.&w. music on KHEM, Big Springs, Tex.," typewrites deejay Hank Harral, who with Ace Ball, Jim (Old-Timer) Risner and Walt Lawson man the turntables there. Last named handles all the gospel music on the station. Harral announces that his new Caprock Records release, "Hell-Bound Train" b.w. "The D.J. Blues," is just out and he'll be happy to send a copy to deejays who'll write to him in care of the above station. He'll also include a copy of Dixie Rogers' new country release, "I'll Miss You" b.w. "What Then Will You Say?"

## Number of Releases This Week

Label	Pop	R&B	C&W
ARWIN	1	—	—
ATCO	2	1	—
BAKERSFIELD	—	—	1
BRUNSWICK	3	—	—
CAPITOL	3	—	1
COLUMBIA	3	—	—
CORAL	7	—	—
CORONATION	1	—	—
CREST	1	—	1
DANA	1	—	—
DECCA	3	—	1
DEL-FI	1	—	—
DOT	1	—	—
EBB	1	1	—
END	1	—	—
ERA	2	—	—
FLIP	—	1	—
FRANKIE	1	—	—
GLOBAL	1	—	—
GONE	—	2	—
HOLLYWOOD	—	1	—
IVY	1	—	—
JALO	—	1	—
JAMIE	2	—	—
KEY	1	—	—
KING	1	—	—
MERCURY	1	—	1
M-G-M	2	—	—
MODERN SOUND	—	1	—
NRC	1	—	—
PEACEFUL VALLEY	—	—	1
RCA VICTOR	2	—	—
RIP	2	—	—
ROBBINS	1	—	—
ROULETTE	1	—	—
TIN PAN ALLEY	1	—	—
UNITED ARTISTS	2	—	—
VERVE	1	—	—
WHITE ROCK	—	1	—
WORLD PACIFIC	1	—	—
TOTALS	57	9	6

# Reviews and Ratings of New Jazz Albums

Continued from page 44

## IMPROVISATIONS

Stephane Grappelly & His Quintet (1-12") EmArcy MG 36120

This is a most satisfying set by Grappelly, one of the great names of French jazz, in what could be called a tribute to American songdom. It contains 12 fine standards such as "Lady Is a Tramp," and "A Nightingale Sang in Berkeley Square" played with skill and loving care by Grappelly on violin, backed well by his quintet. Altho the violin today is a rarely heard instrument in jazz combos, Grappelly's work on this disk could help restore some of its lost luster.

## LOOK DAD, THEY'RE COMIN' DOWN OUR STREET

Jack Lidstrom Stompers (1-12") World Pacific PJ 1235

A brace of standard Dixie tunes interpreted by Swedish trumpeter Jack Lidstrom makes this one a highly interesting package. The arrangements are typical New Orleans style, with little in the musical performance to indicate that the technicians weren't raised along the Mississippi. Folke Rabe on trombone has a wild, swinging sound and is particularly effective on the opener, "Struttin' With Some Barbecue." There's good exposure value in the cover as well to help sell this.

## KNIGHT MUSIC

The George Wallington Trio (1-12") Atlantic 1275

Attractive modern readings here by pianist George Wallington and his trio of show tune standards and a group of jazz classics, penned by Wallington himself. Show tunes include "It's All Right With Me," and "The End of a Love Affair," jazz classics are Wallington's "Godchild" and "Serenadilly." Wallington is backed on these sides by T. Kotick on bass and N. Stabulus on drums. One of the best Wallington LP's to date, and one that could appeal to more than a jazz audience.

## THE BIG REUNION

Fletcher Henderson All Stars (1-12") Jazztone Society J 1285

This is practically the same ork that performed at the first jazz festival at Great South Bay, Long Island, last year. Personnel, under Rex Stewart, consists of men who played in the late Fletcher Henderson ork, and some of the tunes, such as "King Porter Stomp," "Sogar Foot Stomp" and "Wrappin' It Up" are from the Henderson book. Performances are good, and parts are exciting. For all nostalgic Henderson and Goodman ork fans.

## FORTY-EIGHT STARS OF AMERICAN JAZZ

(1-12") M-G-M E 3611

Title here is a bit misleading. First of all there are close to sixty jazz stars, but mainly this is a jazz sampler, culled generally from already released jazz LP's on the label. Sides include performances by the Woody Herman ork, the Metronome All Stars, George Shearing Quintet, Dizzy Gillespie All Stars, Kai Winding's Birdlanders, Lionel Hampton crew, etc. Mainly for young jazz fans, for style comparison.

## LOW PRICE-JAZZ ★★★★★

### NORVO . . . NATURALLY!

Red Norvo, Vibes; Bob Drasin; Jim Wyble, Guitar; Buddy Clark, Bass; Bill Douglass, Drums (1-12") Tampa TP 35  
The quintet achieves a good unified sound on "Love for Sale," "Funny Valentine," "Lullaby of Birdland" and two Norvo originals. Specialists will dig Drasin's jazz flute work and the \$1.98 price is a bargain indeed. Sound is a feature.

## ON THE BEAT

Continued from page 66

ords in the firm's "Life of the Party" series during the past two years. Sammy Davis, Laverne Baker, Slappy White, The Cuff Link, The Penguins, and The Fortunes were on hand for the occasion. . . . The Pilgrim Travelers have wound up their cross-country tour and returned to Los Angeles in time to report to Goldwyn Studios for their role in "Porgy & Bess." . . . Bumps Blackwell, a.&r. topper of Keen Records, was in New York for the Sam Cooke opening at the Copa with a heavy schedule of recording also on the agenda. . . . The Vliants are set for a series of personal appearances in San Francisco.

# ASCAP Wears Halo and Horns

Continued from page 2

with Axelrod, nor go to the new buyer, but were "left hanging."

ASCAP attorney Herman Finkelstein strongly protested testimony implying that old-line ASCAP composers and publishers got their music put on big TV network shows at the expense of newcomers. Testimony that ASCAP performance funds still went to estates with music in the public domain also drew Finkelstein protest that "newer lyrics" and not the "old music" was bringing the payment.

Testimony by Freedman and Fred Fox, vice-president of Sam Fox Publishing Company, said high performance records by hit tunes in their catalog did not show up in ASCAP logging credits. Also, "subjective" aspects of classification allowed full credit on them and background music only when owned by the "super dreadnaught" publishers, it was claimed.

## Old Music Vs. New

This would be in conflict with ASCAP's amended consent decree requiring "objective" surveys, and a primary basis of "current performance," in allotting performance payments. Freedman claims old music vs. new gets three to one credit ratio on performance, and a thousand to one on theme classifications.

Failure to make retroactive payments for losses of thousands of dollars, after two years of grievance proceedings by the ASCAP brass, was scored by Freedman and others.

An exception was the case of the Disney firm, which recovered two years of full-credit performance money for the "Mickey Mouse March" after Fox interviewed for James Johnson, Disney vice-president, who testified to this at earlier hearing (14).

Fox testified on Tuesday (19) that "in retaliation" the Fox firm's ASCAP revenue suffered a "drastic cutback" when the Disney take went up by a "huge sum."

Presence of movie-owned music publishers board was scored by Ralph S. Peer, owner of Southern Music, Charles K. Harris, La Salle and Panther Music Companies (18).

"Today, film-owned publishing houses constitute the strongest block within the ASCAP board," said Peer.

These firms, owned by Warner Bros., Paramount, and Loew's, were cited by Peer and Freedman as responsible for ASCAP's "minute" collection from film company usage. On the other hand, movie-publisher take was said to be in the high \$1.5 million, \$500,000 and \$250,000 brackets in ASCAP distribution.

In rebuttal, Finkelstein said copyright owners deal "directly" with film users, and ASCAP is "not in the picture." Harbach, Connor and Murray also said board members with movie connections were "above" conflict of interest, and had "left the board room" when movie music matters were negotiated.

Peer said seniority, weighted vote, and board control of legislative, executive and judicial functions in ASCAP would "never permit smaller publishers to grow," substantially. Also, "ASCAP survey is not very close to the actual use of music today. It is set up to benefit the AA publishers on the board."

## 'Serious' Plight

Serious music by contemporary American composers gets "short shift" from ASCAP distribution, said Freedman.

ASCAP distribution head Richard Murray attributed "most of the unnecessary changes in rules and interpretations" under fire to the demands of a group of "chronic dissenters." Without them, he said, ASCAP would average "only half

a dozen complaints" annually from its 4,000 writer and 1,000 publisher members. Roosevelt gravely congratulated him on the apparent harmony.

Fred Fox told the subcommittee he had been elected for the two-year term on ASCAP appeals board, but was eased out after one year of disagreement with other board members. Reason given was that he "actually should not have been elected until the end of the year."

Said Roosevelt: "It ended before it began. I'm glad they don't do that with Congressmen."

## Music Detectives

Natalie Kissel, supervisor of ASCAP performance credit tabulations, said the clerks monitoring broadcast music tapes could identify "all but about one per cent" of the approximately one million ASCAP tunes, "the first time round."

Committee Counsel Dawkins asked if the monitors had some "exact standards" when subjective judgments were called for as to when a tune got high credit as an integral part of the show, and when it was low-credit background music. Miss Kissel replied—as she did on various occasions—"we judge to the best of our ability." Hard nuts went to classification group, she said.

The highly nervous witness failed to explain why certain theme tunes on the tabulation sheets were "tagged," apparently for full performance credit, as against one-one-hundredth credit for the others.

Richard Murray, altho head of ASCAP's distribution division, was at a loss when asked how many ASCAP tunes had the 20,000 credit background necessary to bring them full theme credit. He said he did not know how many of these high-rated tunes were in board-member publishers' catalogues.

Hearings were slated to resume Monday (24), but on suggestion by Finkelstein, the Roosevelt Subcommittee will instead study rebuttal statements to be submitted by both sides and will decide if hearings are to be resumed, possibly on Tuesday (25).

# Reviews and Ratings of New Popular Albums

Continued from page 64

Individual phrases are spoken first in English and then spoken twice in the foreign language. A large four-page brochure with the phrases printed in both languages is provided. It would have been even more helpful if Capitol had printed a phonetic guide after each phrase. But the firm evidently feels the record serves this purpose.

## INTERNATIONAL ★★

COOK'S TOUR OF THE CARIBBEAN  
Cecil Lloyd, Vincent Martin, Guy Durozier, Tower Isle, & Riviera d'Haiti Hotel Ork, Steel Band of Trinidad (1-12") Vox VX 35550

This Vox album places a Latin-American program in an international framework—that of a tour touching six ports of call. Leading native bands are featured at each stop and the entire disk has an authentic, on-location flavor. Some of the groups featured are the Riviera d'Haiti Hotel Ork, Steel Band of Trinidad and Guy Durozier's Ork (Mexico). A nice-sounding disk for devotees of Latin music.

## RENDEZVOUS IN ATHENS

Lesli Basteri With George Mirros Ork (1-12") Aristophane LGR 583

Greek recording star delivers Greek pop hits with style, scoring big on Greek lyrics to "Banana Boat" and "Malgarena." Ork gets six instrumental tracks, featuring piano to good effect.

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## Cristiani Contracts Chicago Lakefront

Circus to Play Ex-Ringling Lot; Tom Parker Negotiates Show, Site

CHICAGO — A Chicago lakefront engagement for the Cristiani Bros. Circus has been set up for June 27 thru July 13. Negotiations were completed late Thursday (20) by Erwin Weiner, of the Chicago Park District and Soldier Field, and Tom Parker.

Parker, former general agent for Clyde Bros. Circus and now in business in Chicago, will be in charge of the engagement. He and Paul Cristiani, general agent of the show, have contracted for Parker to present the Cristiani show.

Cristiani will use the parking lot south of Soldier Field, same location that the Ringling-Barnum circus has played in the past. The show will open with a night show June 27, run thru July 3, lay idle on July 4 because of conflicting events in Soldier Field, and then resume for July 5 thru July 13.

The show's appearance will mark the first time a show other than Ringling has played the lakefront under canvas in modern times.

Weiner, executive in charge of special events in Chicago parks, said that he could see likelihood that the circus could play the

location on an annual basis after it makes its initial success.

Options already are made for the future, it was learned.

### Conventions In

The Cristiani run coincides with some of the largest conventions that will be in Chicago this summer, including the Kiwanis and Lions national meetings. The Shrine convention opens just after Cristiani's engagement ends.

Also figuring in the stand will be the national convention of the Circus Fans Association. They will meet in Chicago and will schedule sessions with the Cristiani show.

Parker has been considering a Chicago circus for two years. Earlier, he discussed the idea with local arenas and he discussed a Chicago indoor date with Ringling for last year.

He is in charge of the location.

*(Continued on page 74)*

## Illions Maps Spending 100G On Pomona Pact

POMONA, Calif.—The contract between Harry A. Illions and the Los Angeles County Fair for his World's Fair Midway there was for five years rather than three, C. B. (Jack) Afferbaugh, fair president-general manager, said. On the basis of the pact Illions plans to spend approximately \$100,000 refinishing and improving the permanent ride installations.

Illions will also book picnics at the fairgrounds this summer. He has already launched his campaign to book union groups and signed a five-year contract with the Amusement Guild of America thru the local representative, Dave Weitzman. The AGA, Illions explained, is a subsidiary of the Seafarers *(Continued on page 74)*

## Coast Combine Wins California Midway

SACRAMENTO — Three West Coast shows—usually competitors—have teamed up in a joint venture and been awarded the California State Fair & Exposition midway contract for the second straight year for a flat fee of \$165,000, which is \$32,500 over last year's offer.

The shows—West Coast Shows, Crafts Shows, and Foley & Burk Combined Shows—were notified Thursday (20) that their bid had been accepted. Another bid, that of Frank W. Babcock United Shows, for \$145,500 was also entered.

Following the awarding of the contract, the three top executives of the shows, Mike Krekos, West Coast Shows; O. N. Crafts, Crafts Shows, and L. G. Chapman, Foley & Burk Shows, jointly issued the following statement: "The owners of the three shows forming the so-called State Fair joint venture feel because of the timing of the fair dates (August 27-September 7), it



R. H. McINTOSH

## National Parks '57 Count Up 8 Per Cent

WASHINGTON — Business at national parks in 1957 hit new highs from the standpoint of attendance, according to a report by Interior Secretary Seaton.

Travel to the 180 areas administered by the National Park Service broke all records and for the second successive year ran ahead *(Continued on page 74)*

## Detroit Hears GM May Revive Motorama Tour

DETROIT — Revival of the General Motors Motorama, one of the biggest of all commercial traveling shows, next winter was reported in automotive circles this week. Motorama was discontinued in 1956. It was indicated later that some reshaping of plans would tie in with GM's celebration of its 50th anniversary this year. The big show played major cities and counted attendance in the millions.

is not a question of winning the contract as much as it is a question of the possible loss of the date.

With the advent of television and the general curtailment of exhibition dates industry-wide thruout the nation, loss of the State Fair date would have necessitated finding six still dates during the interim period. This is a physical impossibility in Northern California during the State Fair dates. It was for this reason—and this reason alone—that the decision was made by the joint venturers to play the State Fair date for free. In so doing, it added to the necessary solidarity to the shows' respective routes.

The combination will supply the California State Fair with 25 major and 17 kid rides, and six shows. Kid rides will be priced at 15 cents per ride, two for 25 cents instead of the dime straight a year ago. A combine spokesman indicated that only the rides required in the

## Monsour, IAFE Prez, Urges Fairs Grow At Billboard Clinic

Nine Southern States Represented At Three-Day Birmingham Workshop

BIRMINGHAM — Joseph Monsour, president of the International Association of Fairs & Expositions and manager of the Louisiana State Fair, urged fair managers here last week to take part in today's dynamic, changing world, pointing out that they too can make a contribution to this trend. Monsour was the key speaker at the opening session of the three-day workshop here for Southern fair managers conducted by The Billboard and the Alabama State Fair.

The meeting, which was held at the fairgrounds, was opened by Herb Dotten, manager-editor of the Outdoor Department of The Billboard, who introduced R. H. McIntosh, manager of the fair here. McIntosh requested a moment's silence in memory of Archie Putnam, Chippewa Falls, Wis., fair veteran, who died earlier this month.

He then introduced James W. Morgan, mayor of Birmingham, and County Commission President W. D. Kendrick, both of whom welcomed the fair executives from nine Southern States.

### Great Things Coming

In his address, Monsour said, "This is a dynamic, changing world, filled with ideas and developments that 10 years ago we would have scoffed at as being ridiculous. It is an age of fantastic speeds and progress that sometimes leaves us with the feeling that it threatens our personal safety and welfare. Is it really so frightening, or are we on the threshold of greater things for the benefit of humanity?" Monsour asked.

In speaking of the workshop, the IAFE president said: "We have an opportunity here to determine how many mistakes or errors we have been making and I cannot help but add that all of us make them. If we did not make blunders or miscalculations, then we should not be identified with our respective organizations.

"The same opportunity is provided for us to determine those things we have been doing correctly or perhaps improving on what we now think is perfect. This will give you no end of satisfaction as well as the additional pride you will feel when those around the

table begin throwing questions at you in order to develop the same ideas for themselves."

### Panel Discussions

Panel discussions during the three days, which ended at noon Saturday, embraced a number of topics pertinent to modern fair operations and some that were particularly important to Southern fairs and expositions.

Ten main topics included:

Exhibits—commercial and educational; attractions for grand-



JOE MONSOUR

stands, buildings, grounds; promotion, publicity and advertising; special events prices, passes, gate admissions; year-around plant utilizations; premium awards, including methods of awarding them; youth participation; showmanship on the grounds, and shifting with the changes in the economy.

The good turnout of fair executives was broken up into smaller groups to handle the various topics and with few exceptions the sessions ran over the time allotted.

## SLA Party Draws 125

CHICAGO—Close to 125 members and guests turned out for the annual St. Patrick's Day party held here Saturday night (15) by the Showmen's League of America in the clubrooms. Chick Schloss and Al Sweeney served as co-chairmen of the event which drew the biggest turnout since it was started several years ago.

High point of the party was the buffet supper of corned beef and cabbage served by Harry Heftman, member who operates the restaurant on the first floor of the clubhouse. Green hats, clay pipes and decorations were the theme thruout the evening.

Sam J. Levy Sr., emceed the floorshow which lasted well over an hour. Talent included Ernie McLean's Viceroy's, songs; Starr Trio, musical; Tony Marlow, songs; Farrell Sisters, songs, dance and music, and Jack Marshall, comic.

Assisting the chairmen were Chick Bohden, Louie Berger, Charles Zemater Sr., Tom Auman and Noble Case.

## Globetrotters Will Perform At Brussels

CHICAGO—Latest U. S. attraction to be added to the Brussels World's Fair schedule is the Harlem Globetrotters, basketball team. Outfit will go to Brussels at the invitation of the U. S. State Department.

Globetrotter headquarters here said the team will appear at the Palais de Sports at the fair on June 23, 24, 25 and 26 and on August 26, 27 and 28. They will give a ball handling exhibition, perform on the fair's closed circuit TV and make other appearances.

Team makes frequent appearances in Europe and is known there. Globetrotters teams currently are touring the U. S., appearing in numerous arenas.

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## JEFFERSON BEACH SETS REOPENING

Apartment Project Canceled Out;  
Add Fun Houses, Mixer, Hot Rod

DETROIT — Opening date of April 5 has been set for Jefferson Beach Amusement Park in St. Clair Shores, Harry Stahl, president of the operating company, told The Billboard.

This puts an end to possibilities that the big 30-year old park would not reopen this season. Plans for construction of apartment buildings were under consideration for a time, Stahl said, but principals decided that the time is not right for such a move and have secured a renewal of the park license.

The park will operate seven days a week from opening day right into September.

A general refurbishing program is currently under way. Two Fun Houses and a Merry Mixer are being installed by Walton O. King, head of King Amusement Com-

pany, and a Hot Rod track, with cars imported from Germany, to be operated by Stahl.

### Seek Schools, Unions

Promotional emphasis will be directed to school picnics. Stahl is sending out letters to about 2,800 principals suggesting the park as a spot for the school picnic. Enclosed with each letter is a sample of a new ticket strip package offered to schools only. It has one ticket for each of the 26 rides and sells for 98 cents. It is too early to gauge response.

Commercial and organizational picnics are being booked in satisfactory numbers, Stahl said. Union picnics are being stressed despite the prevalence of heavy unemployment in this area. The typical procedure at union events is for the organization to buy the park by the hour, operating all rides free and closing the park to outsiders during the hours. This is viewed as a valued morale lifter for the members in a period when sizable numbers are laid off or working only part time.

### Continue Bargain Days

Bargain nights on Tuesdays and Thursdays, which proved very popular last year, will be continued. On these nights, all rides are operated at a dime.

The 25-cent fee for car parking and 10-cent per person admission charge will be continued. The dime charge, Stahl said, is equivalent to having a second Coaster in the park from the revenue standpoint.

The Jefferson Beach Marina will again be a major part of the total activity. This is now the largest marine in Michigan, with accommodations for 400 large cruisers, and accounts for approximately half as much gross revenue as the amusement park itself. An elaborate new restaurant and marine service station are under construction, and expected to provide an increase in total business.

## REVIEWS

### McCulloughs Record Coney Story, Music

NEW YORK—Amusement historians and others who have curiosity about the development of outdoor show business will do well to look to "Good Old Coney Island." This lightly narrated tale of America's foremost shore resort covers Coney like a blanket in all stages of its growth, from 1867 to the present.

Edo McCullough, the author, has his roots in Coney by virtue of his family tie to the Tilyous, one of the area's earliest and most prominent clans. Nephew George Tilyou, who built Steeplechase Park, McCullough grew up at Coney and has been a government auditor working out of Washington for the past 20 years.

The book is 342 pages long, published by Charles Scribner's Sons, and is lavishly illustrated with shots of some famed Coney Island hires. Dreamland, Luna, Steeplechase, Sea Lion and other parks are shown and described in detail, as are various olden piers, hotels and settlers of the region.

### 1911 Fire Retold

McCullough laboriously sets down the events of May 26, 1911, when a vast fire consumed more than \$5,000,000 worth of property. The Island has not been the same since, the author notes.

McCullough is meticulous in telling the story of John Y. McKane, the grafting politician who milked one and all, but under whose reign Coney Island grew into a sprawling, bawdy but increasingly popular resort. The old historical landmarks are dealt with lovingly—Culver's Tower, Lafferty's Elephant Hotel, Tilyou's Ferris Wheel, the first hot dog, the three race tracks running simultaneously, the Sharkey-Jeffries bout, the 500-foot hotel that was shifted by locomotives.

And throughout the book the names are sprinkled liberally, for show people associated with the Island have been legion. Such resort pioneers as Ravenhall, Stillwell, Engeman, Corbin, Noeton, Feltman and the rest, have their stories told.

### M-G-R Music, Too

The music of the McCullough Merry-Go-Round outside Steeplechase Park has been preserved on wax, on a Mirrosonic album entitled "Catch the Brass Ring." The Carrousel is the original Stubbins machine which was purchased by James McCullough and transplanted to its boardwalk location when the Steeplechase M-G-M burned down several years ago.

The McCullough brothers, whose mother was a Tilyou, dominate the Merry-Go-Round business on Coney Island. Together with the Tilyous, they make up the Island's largest amusement family.

The music album is not calculated to set any sales records due to its limited appeal, but it is a faithful rendition of the old bandwagon which should make good material either for library or loud-speaker.

—Irwin Kirby.

## Sweeney Inks Six Races at Sedalia Fair

CHICAGO — National Speedway, Inc., will provide six auto race events at this year's Missouri State Fair, Sedalia, Al Sweeney, NSI president, announced last week. He also reported official signing of several other dates.

The program at Sedalia will open with a big-car meet on the first Saturday and a jalopy meet that night under lights. The next day will see a big-car meet in the afternoon with the fourth annual Missouri Futurity for big cars on the mile track the second Saturday afternoon. Finals of the jalopy races is scheduled for Saturday night. On Sunday afternoon a 10-mile race for sports and stock cars is scheduled.

Sweeney also reported he will provide two big car races at Tennessee State Fair, Nashville, on the new half-mile asphalt oval. Alabama State Fair, Birmingham, will operate one day of auto racing this year instead of two. Sweeney will provide this on October 4 with big cars scheduled to run.

National Speedways will have a shorter season this year but will operate more actual meets. Sweeney disclosed. Last year, 61 dates were booked while this year 68 are on the schedule.

## Hotel Publication Tells of Show Club

DETROIT — Michigan Showmen's Association receives a nice boost in the current issue of "Topicks," distributed to guests in 27 Pick hotels and motels across the country.

An article by Phyllis MacLean tells of the symbolism adopted by the MSA, with a statement by President Cameron D. Murray on the meaning of the lion, tiger, and elephant which are its three elements.

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## Calgary Ex Inks Cisco

CALGARY, Alta. — Duncan (Cisco Kid) Renaldo will be the guest of honor at the Calgary Exhibition and Stampede in July.

Renaldo will be accorded a civic reception when he arrives by plane from Hollywood, accompanied by his horse Diablo. He will ride in the stampede parade on opening day and will appear at all performances of Polack Bros.' Circus in the Stampede Corral during the last four days of the week. On opening night he will be introduced in front of the grandstand and he will make morning appearances in front of the grandstand on the last two days of the show.

## Franklins, Jack Go With Gooding

COLUMBUS, O. — Floyd E. Gooding last week announced that Chick Franklin, of Dallas, will head up the Gooding publicity department again this year.

Franklin will start activities about April 1. This will be his third season in the position. Mrs. Franklin also will be back with the Gooding organization as manager of the Fascination at Gooding's Park.

W. E. Jack will be in charge of outdoor billposting for the Gooding operation. This will be his fifth year, and he starts about April 5, Gooding stated.

## New Braunfels Sets Attractions

NEW BRAUNFELS, Tex. — The Comal County Fair, to be held here September 26-28, will feature horse racing, a rodeo and fun zone, H. T. Schumann, president, announced last week.

Plans are being mulled to select a queen to represent the fair at the June convention of the South Texas Fairs and Expositions Association.

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## Detroit Maps World Trade Fiesta in '62

DETROIT—A proposal for an extended civic fiesta for 1962 was presented to Mayor Miriani here last week by the 18-man committee recently named to head up the World Trade Fair. The fiesta, as proposed by Herbert W. Hart, committee chairman, and Charles A. Blessing, director of the City Planning Commission, would last a minimum of two months and preferably all summer, be held in the new Civic Center at the heart of the downtown district, and cost about \$10,500,000. It is viewed as a major means of stimulating business in this area, and is expected to readily enlist the necessary sponsorship support. The World Trade Fair itself, as now proposed, would center in the new Civic Auditorium and last two weeks during the fiesta period.

## San Antonio's Bexar Coliseum Shows Profits

SAN ANTONIO — County-owned Bexar Coliseum made a \$24,633 profit for 1957 operations. The report submitted to County Commissioners by E. W. Bickett, president of the coliseum advisory board, shows the board took in \$81,591 and spent \$56,958.

Largest single profit came from the San Antonio Livestock Exposition, which paid \$32,226 for the 1957 stock show. The report to the commissioners shows the board took in \$33,935 in rentals, \$28,891 in concessions and \$8,350 in parking.

## ARENAS & AUDITORIUMS

# Boat Shows Grow, Prosper; Werner Buck Analyzes Field

By TOM PARKINSON

IT'S WELL RECOGNIZED that boat shows are enjoying a peak of popularity and profits. Almost all of the annuals are reporting increased business.

The New York Coliseum had the National Boat Show, which reported attendance of 389,000 people, an increase of some 8 per cent. In San Antonio the Bexar County Coliseum had 76,901 people in six days, compared to an estimated 60,000 last year.

The current Land-O-Lakes boat show in St. Paul Auditorium, where show manager Noel Van Tilburg reports exceptional growth in the past few years, was 15 per cent ahead on space sales this year and expects to wind up with a big attendance increase.

Atlanta is in a boat buying boom, thanks to new lakes nearby, and the boat show just ended at Atlanta Auditorium showed an increase of 15 per cent or more in attendance, according to show manager Martin Kelly.

ATLANTA'S CASE demonstrates the pace. Boats ranging from \$195 to \$13,000 were on display. One exhibitor reported \$32,000 in sales the first day. Another sold 73 fishing skiffs in a single order for use in Venezuela. Four Atlanta banks had booths at the show, offering financing of boats. They financed both dealers and consumers.

On a recent Sunday one-third of the cars on a highway out of Atlanta were pulling boat trailers. In St. Paul's territory it is much the same. Boat owners drive to the lakes each weekend, often seeking out a lake they haven't explored before.

FROM LOS ANGELES, Werner Buck, whose Los Angeles Sports and Boat Show has a waiting list of exhibitors, comes this analysis of the boat show boom:

Thanks to the added leisure time that more people have, the boat business is growing. People already have automobiles and some other luxuries are still too costly, air planes, for example. But boats they can buy.

In Los Angeles a time will come when the market will be saturated. Port space in the Los Angeles area is limited and there just isn't room for an endless number of cabin-class boats.

Los Angeles may be comparable to some other cities where docking facilities are limited. Buck notes, however, that Seattle's set-up is virtually unlimited, and the Minnesota area is similar. Those with limits must either increase the facilities or the boat sales—and shows—will eventually taper off, Buck feels.

WHEN THE BOAT SHOWS reach a plateau, it is likely that some other type of show will spring up to new heights. Meanwhile, Buck is adding a January boat show to go with his April sports-boat-vacation-trailer show and another producer is planning a third Los Angeles boat show for February. And the public keeps buying boats.

## Arena Recap

### New Orleans Books Four Legit Shows

NEW ORLEANS — Concert Hall at Municipal Auditorium here will have four legit shows in 1958 following the success of "No Time for Sergeants" here. Coming shows are "Damn Yankees," "Auntie Mame," "Top of the Stairs" and "Music Man," it was announced by Auditorium manager W. Ray Scheuring.

### Portland to Vote On Hall's Location

PORTLAND — A proposal to switch the location of Portland's proposed exposition hall will be on the ballots of a May election here.

### Oklahoma Ice Arena Names New Manager

OKLAHOMA CITY — Ossie Johnson is the new manager of the Ice Arena here.

### Contract Awarded On O'Keefe Aud

TORONTO — Contract has been awarded for the construction of the O'Keefe Auditorium here. The entire project is estimated to cost \$12,000,000.

### "Yankees" Coming To Memphis Next

MEMPHIS — Next show for Early Maxwell Associates here will be "Damn Yankees," April 14-16. When "No Time for Sergeants" was in recently, it grossed \$19,658 including taxes.

### Lion Act Among Sports Show Events

SPOKANE — Sports show here included the Four Step Brothers, Dick Clemen's wild animal act, and Paul Hahn, trick golf shot, as

well as nine other acts. It was one of the first times a trained lion act like Clemen's has appeared at a sports show.

### Jim Arness Appears At Shreveport Arena

SHREVEPORT — James Arness, the Matt Dillon of TV, was top feature of a show at the Hirsch Youth Center Coliseum here Saturday (15). He jumped from here to Florida for circus appearances.

In Copenhagen, Max Schumann has turned the case of his scheduled Ed Sullivan appearance over to his attorneys, he says. Contract was for a February 9 TV appearance, which was canceled. Schumann can not make it to America again, as the usual eight-month Scandinavian tour starts in March.



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THAT'S WHAT E. M. HAWORTH, KIDDIELAND AMUSEMENT, INC., PORTLAND, OREGON, REPORTS: "Yes, sir," he says, "we had 41,432 riders in 11 days at the P. N. E. in Vancouver. The Kiddie Boat Ride is just fine."

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# N. Y. Polo Grounds To Book in Shows

NEW YORK — The Polo Grounds, as well as Ebbets Field, will resort to amusement offerings to replace a major league baseball team as a revenue earner. Ebbets Field, former home of the Brooklyn (now Los Angeles) Dodgers, signed recently with a promotion team which will operate its stadium this year (The Billboard, March 10).

Now the Polo Grounds, ex-domicile of the New York (now San Francisco) Giants, has taken a similar step. But a difference in the situation is that the Polo Grounds is negotiating directly with promoters of various attractions, whereas the Brooklyn field sublet its premises to Ebbets Field Production, Inc.

In the Bronx the Polo Grounds figures to net more than \$300,000 on the basis of guarantees and other arrangements for this season. Edgar P. Feeley, spokesman for the National Exhibition Company, corporate name for the Giants, gave some details last week.

As told to The New York Times, Ed Otto is to operate 45 days of stock car racing. Al Tansor is to offer a 30-day World Championship Wild West Rodeo. Harry Hirsch has a lease for an ice rink operation beginning November 1. Feeley said the racing and rodeo

will earn the Polo Grounds a minimum rental of \$375,000.

Theatrical presentations, as yet unannounced, will be produced by Marvin Goldman, a Washington theater operator. Paul M. Grubb, Baltimore, represented Goldman in the negotiations, and it is anticipated that there will be 10 weeks of operation yielding a minimum of \$150,000 to the stadium.

The Giants' lease on the Polo Grounds runs to April, 1962. It cost the ball team \$131,680 last year.

First attractions will be an April 27 Isreal Celebration. A Jehovah's Witnesses assembly is also scheduled, as are soccer and Gaelic football.

Hirsch's rink, using plastic coils for warm-weather removal, will be spotted in right field near both grandstand and bleachers. Risers along one side will give it a comfortable viewing capacity of 15,000. It will operate during the cold months as a public rink.

## INCREASE?

# State Wage Hearing Set In New York

NEW YORK — The suggested increase in minimum wage standards in the amusement and recreation industry in New York State will have a public hearing in New York Friday (28). Industrial Commissioner Isador Lubin announced. The hearing will begin at 2 p.m. in Room 659 at 80 Centre Street.

Previous hearings on recommended modifications in the existing wage order by the Minimum Wage Board were held February 25 and 26 in Rochester and New York. The board held hearings throught the State prior to making its recommendations to Lubin.

After a six-month study the board suggested industry-wide increases, including basic hourly minimums and provisions for variation from this standard among several segments of the industry which function under special circumstances. The recommended basic minimum date is \$1 per hour, an increase of 25 cents over the present 75 cents, as of the effective date of the proposed new order. This would increase to \$1.05 hourly as of September 1, 1959.

Variations from this basic standard are objected to by outdoor amusement people as favoring without justification the motion picture employees, since in some job classes the new minimum would not be reached until 1960, and in others the wage would still be 75 cents.

# Monroe, Wash., Sets '58 Dates

MONROE, Wash.—The Evergreen State Fair will operate this year from August 28 thru September 1, Russell L. Logue, assistant manager, announced last week.

According to Logue, reservations for space from old exhibitors plus inquiries from new exhibitors, may tax the fair's space this year.

Prior to coming here, Logue was business manager and secretary of the 51st District Fair in California and manager of the San Fernando (Calif.) Chamber of Commerce.

# Harms Names Assistant Mgr. At New Mexico

ALBUQUERQUE, N. M. — Appointment of Quentin T. Barron as assistant manager of the New Mexico State Fair, was announced last week by Leon H. Harms, secretary-manager.

Barron, a native of Utah, has been doing information and publicity work for the American Farm Bureau Federation for several years and has worked closely with ranchers and farmers in the New Mexico Farm and Livestock Bureau.

Prior to joining the staff of the American Farm Bureau Federation, Barron worked for seven years with the Farm Bureau in Utah. He was employed by the War Assets Administration after World War II as an Agricultural Specialist, working with livestock and farm groups in several Western States.

Barron has written articles for national farm publications.

# N. Y. Villages Okay Bingo

NEW YORK — The question of legalizing bingo was dispatched with in short order Thursday (18). Fifty-eight up-State villages and three on Long Island voted for the game, and the only rejection was by Brownville, Jefferson County.

Attorney General Lefkowitz said in Albany that cities might vote on bingo in November, even tho there are no local elections scheduled; many cities are set to hold referendums in November.

Last fall a constitutional amendment was approved permitting local communities to vote on whether to allow bingo under auspices of religious, fraternal and other non-profit groups.

# Sellner Ships Seven Tilts

FARIBAULT, Minn. — Seven Tilt-a-Whirls were shipped from the Sellner plant here this month, owner M. W. Sellner reports. They were sent to the following:

Mountain Park, Holyoke, Mass.; Craterville Lake Park, Lone Wolf, Okla.; Anthony Fantasia Shows, Unionville, Conn.; Holiday Hills Park, St. Louis; Doling Park, Springfield, Mo.; Hunt Amusement Company, Hebron, O., and S. J. M. Enterprises, Fontana, Calif. Shipments are also scheduled for April, May and June.

# Bigger Crowds See San Antonio's Boat-Sports Show

SAN ANTONIO—Plans for the 1959 San Antonio Sport and Boat Show are under way. Charles and Bob Coffin, who produce the show under the name Double C Productions, signed a contract with the Alamo Boat Club, sponsors of the show, for next year.

The 1958 show drew a total of 76,907 paying customers during its recent six-day run, 16,901 more than last year.

## Mary Smith III

HUNTINGTON, W. Va.—Mary Smith, featured singer with the F. S. Wolcott Rabbit Foot Show for several recent seasons, will enter St. Mary's Hospital here April 2 for surgery. She also has been with Irwin C. Miller and Chris A. Taylor shows.

## CHRYSLER IN

# Chicago Home Show Expands Navy Pier Use

CHICAGO — The 14th annual Modern Living Exposition Home and Flower Show, which opens Navy Pier Saturday (22) for a nine-day run, has sold all floor space, according to managing director Grover McDonald.

The 1958 edition will occupy both sides of Navy Pier and will be the largest ever attempted here, 450 booths covering over 300,000 square feet.

A tie-up with the Chrysler Corporation will put a new modernistic suburban home at the main entrance. Replete with Chrysler station wagon, sedan and family car, it will occupy some 2,500 feet formerly devoted to checking accommodations and ticket booths. Chrysler's Arlene Kieta, "Miss Imperial," with her \$15,000 dress will make radio and TV appearance in advance of the show and the Lawrence Welk TV program will carry a network announcement plugging the Home and Flower Show. The staff, headed by Grover McDonald, includes Al Jenks, model room designer and architect; Harold Cook, Flower Show co-ordinator; Olive Hane, secretary; John Spoor, Maurice Agans, James R. Mills, space salesman; Al Sweeney, publicity director; Bill Clark, special events, and Norma Schuelke, radio and TV publicity.

# Eastern Races Open for USAC

READING, Pa.—First race of the Eastern season for United States Auto Club was held at the fairgrounds track Sunday (23), with Russ Moyer as promoter. There were four five-mile heats, a five-mile feature for cars powered by engines with blocks of stock origin, and the 30-lap feature.

Second Eastern event is the 30-lap feature on the half-mile dirt track of Roy Richwine at Williams Grove, Pa., April 13. Hundred-mile big car championship is set for the Trenton Speedway, March 30, with April 6 held for a rain date. Fried and Gerber have a 250-mile stock car event scheduled for May 18 at Langhorne, Pa.

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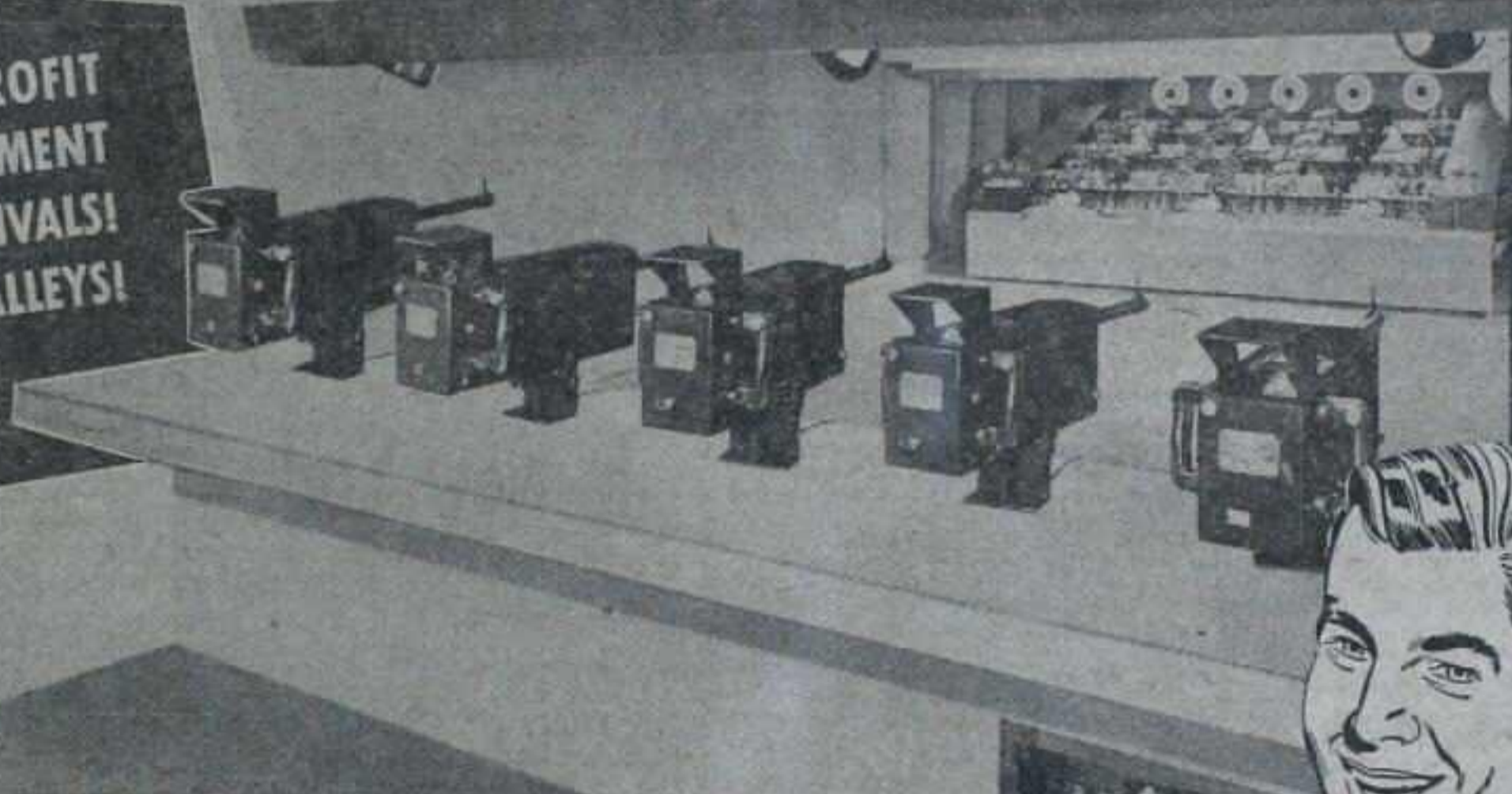
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# THE FINAL CURTAIN

**KER—Harry Gust,** 40, concessionaire and property man with Tom Packs Western circus and Ringling-Barnum, at Sarasota, Fla., February 21. Burial at Sarasota. Survivors include his parents and three sons.

**JAMES—John E. (Jack),** 58, griddle man for Jim Omond and Frank Pipitone at California and Arizona fairs, March 15 in Indio, Calif., following a long illness. Survived by his widow, June, and a brother. Funeral services conducted by the Elks with burial in Pacific Coast Showmen's Rest, Los Angeles, Tuesday (18).

**LVERT—Harry E.,** 66, former water show operator, March 15 in Houston. Prior to leaving the road 22 years ago he operated his show on the C. A. Wortham Shows and had also been associated with the Rubin & Cherry, S. W. Brundage and John Francis shows, and the late J. C. McCaffery. He had also operated shows at Chicago's A Century of Progress and the Cleveland Exposition.

In Houston he had operated a miniature train and catering concession in the city park and zoo. He was a member of Albert Pike Lodge, AF&AM, San Antonio; Odd Fellows; the Elks; Variety Club; Showmen's League of America, and International Association of Showmen. Survived by his widow, Alice, and two daughters. Services March 17 and burial in Forest Park Cemetery, Houston.

**DEASE—Bobby,** 59, formerly with tab shows and circuses and former operator of his own med show, at Reading, Pa., February 22. He operated a theatrical agency at Reading for the past 15 years.

**GRAHAM—William W.,** 91, formerly billed as Billy Wirette, at Muncie, Ind., Thursday (March 13). He once was a wire walker with circuses, including Hagenbeck - Wallace. Survivors include two sons, John and Frederick, both of Muncie.

**In Memory of  
JOHN W. GALLAGAN**  
Who passed away March 28, 1954.  
**Josephine Haywood**

**LERCH—James,** 43, organizer of a clown band that played Pennsylvania fairs and member of the Franklin Band, at Franklin, Pa., recently. The survivors include his parents and two brothers.

**McCLELLAN—Wiley W.,** 71, veteran outdoor showman, March 7 in Welaka, Fla., following a long illness. He was the father of Vinita McSpadden. Burial in Welaka.

**MECK—Sophie,** retired aerialist and former member of the historic Siegrist-Silbon Troupe, the Two Pats and the Fisher Troupe, at Sarasota, Fla., February 1. Survivors include her husband, John Meck, former concessionaire with Ring-

ling-Barnum Circus. Some of the troupes she was with were pioneers in the development of the flying return act.

**OSBORN—David,** former president of Nebraska State Fair, Lincoln, March 16 in Pawnee City, Neb. (Details in Fairs Department.)

## BIRTHS

A son, Stephen Girard, March 14 in Alpine, N. Y., to Mr. and Mrs. Fred Landrus. Father is a magician.

## Carnival Routes

C. & R.: Winnfield, La.  
Capell Bros.: Superior, Ariz.  
Crafts-Expo.: Glendale, Ariz., 27-30.  
Glades Am. Co.: St. Augustine, Fla.  
Leeright Midway: Bagdad, Ariz.  
Peppers All States: Milton, Fla., 24-April 5.  
Reed & Griggs: Columbus, Miss.  
Siebrand Bros. Comb.: Tucson, Ariz.  
Tennessee Valley Am. Co. & Gentry Bros. Comb.: Eupora, Miss.  
Tidwell, T. J.: Brownwood, Tex., 28-April 5.  
Tinsley, Johnny T.: Tuxedo, N. C.; Greer, S. C., 31-April 5.  
Volunteer: Columbus, Miss.; Tuscaloosa, Ala., 31-April 5.

## Circus Routes

Davenport, Orrin: Dayton, O., 24-29; Columbus, O., April 7-12.  
Gray, Gil: Tulsa, Okla., 24-29.  
Hamid-Morton: Pittsburgh, Pa., 24-29.  
Polack Bros.: Indianapolis, Ind., 27-30; Canton, O., April 8-9; Albany, N. Y., 11-13.

## Miscellaneous

Bulle Russe: (Royal Alexander) Toronto 31-April 5.  
Marcelle Marceau: Denver 29; (Huntington-Hartford) Los Angeles 31-April 5.  
Meier's Josef, Black Hills Passion Play: Lake Wales, Fla., March 24-April 6.  
O'Day, Marie, Palace Car: Petersburg, Ind., 28-29.

## Ice Shows

Holiday on Ice of 1958: Miami, Fla., 24-30; Tampa 31-April 7; Lafayette, La., 10-14.  
Ice Capades, 17th Edition: Evansville, Ind., 25-30; Wichita, Kan., April 8-13.  
Ice Capades, 18th Edition: Omaha, Neb., 25-30; Chicago, Ill., April 5-13.  
Shipstads & Johnson's Ice Follies: Buffalo, N. Y., 25-30; Minneapolis, Minn., April 2-20.

## Legitimate Shows

Auntie Mame, with Constance Bennett: (American) St. Louis; (Shubert) Cincinnati 31-April 5.  
Cat on a Hot Tin Roof, with Victor Jory: (Colonial) Dayton, O., 24-25; (RKO - Orpheum) Davenport, Ia., 26; (KRNT) Des Moines 27; (Victoria) Kansas City 28-29; (Auditorium) Wichita, Kan., 31; (Auditorium) Hutchinson April 1; (Convention Hall) Tulsa, Okla., 2-3; (Auditorium) Oklahoma City 4-5.  
Diary of Anne Frank: (Her Majesty's) Montreal; (Shubert) New Haven, Conn., 31-April 5.  
Happiest Millionaire, with Walter Pigeon: (Shubert) New Haven, Conn.; (Forrest) Philadelphia 31-April 12.

## Atlantic City Eyes Florida's 'Frozen Assets'

ATLANTIC CITY—If the number of early inquiries about accommodations can be taken as an answer, the summer season here should be a good one. The Chamber of Commerce and the City Press Bureau show the number of inquiries received in January and February are 28 per cent ahead of the same months last year.

In January the two offices received 666 inquiries, 123 more than in January, 1957. The February total was 1,398, 306 ahead of the preceding February. Total for the two months is 2,064, or 429 ahead of last year.

Several beachfront hotels likewise reported increased inquiries. Another hotel man said the bad weather in Florida left a lot of "winter vacation money" around that may be spent this summer in Atlantic City.

Long Day's Journey Into Night: (Ford) Baltimore; (Hartman) Columbus, O., 31-April 2; (Auditorium) Denver 4-5.

Love Me Little: (Walnut) Philadelphia 24-April 5.

Middle of the Night, with Edward G. Robinson: (Curran) San Francisco.

Most Happy Fella: (Blackstone) Chicago; (Lyceum) Minneapolis 31-April 5.

No Time for Sergeants: (National) Washington.

Nude With Violin, with Noel Coward: (Huntington Hartford) Los Angeles.

Say Darling: (Shubert) Philadelphia.

The First Born, with Katharine Cornell; (Hanna) Cleveland 31-April 5.

Visit to a Small Planet, with Cyril Ritchard: (Cass) Detroit; (Harris) Chicago, 31-April 26.

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Editorial Features and Statistical Data scheduled for the Outdoor Amusement Directory will be of prime importance to ALL BUYERS... features like the Ride Survey and the Food and Drink Outlook... lists such as the 1958 Fair Dates and Amusement Parks, etc.

As a separate supplement, included within a flashy three-color enamel cover, the Outdoor Amusement Directory will provide thousands of buyers with a catalog-type reference guide from which to buy for a long time after it is published.

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**FORMS CLOSE WEDNESDAY, MARCH 26**

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## Ocean View Park Plans Post-Fire Construction

NORFOLK, Va.—The extensive damage done by fire at Ocean View Amusement Park recently presents a chance to do extensive modernizing, Owner Dudley Cooper said last week. Correcting reports of the damage, he said the flames leveled an area 630 feet along the boardwalk and street, at the spot's west end.

Lost were the ballroom, Arcade shooting gallery, a half dozen game stands, Merry-Go-Round, Funhouse and Skee-Ball alleys.

Reconstruction will shorten the park by 300 feet, as part of the destroyed area will be the site of an ocean front motel, Cooper said. A large steel deck 200 feet by 100 feet will shelter several rides, leading from the Old Mill. Under the roof will be a Whip, Merry-Go-Round, Whip and Twister, and Cooper is seeking to book these for the 1958 season.

The park had over \$425,000 worth of insurance, it is reported. Cooper termed insurance as "never adequate" in time of need, but cited the chance to improve the park by developing the burned-out area.

The Old Mill poses no problem, as fire damage was limited to scenery and overhang. The Sky Rocket Coaster is being repaired by a crew supervised by Frank Hoover of Philadelphia Toboggan Company. Some 20 per cent dam-

age was sustained there, it is reported.

Cooper termed first reports of the damage as exaggerated. The park suffered a 40 per cent loss but will open nonetheless on April 5 with fireworks by International Fireworks Company. Pyros will continue on alternate weeks thru June 6. Starting June 8 there will be free acts Mondays thru Sundays, booked thru the Cooke and Rose agency.

Opening weekend will have something doing every day. On Easter Sunday, April 6, a fashion show is scheduled, and on Monday there will be an Easter egg hunt in the sand.

Cooper said that this fall there will be a rebuilding project to provide a steel and masonry ballroom and restaurant, about 150 feet by 50 feet. Undamaged by the fire were the new fishing pier, bathhouse, Kiddieland, Cuddle-Up, Roll-o-Plane, Fly-o-Plane, and three restaurants. Airplane Swing cars were slightly damaged but were scheduled for replacement anyway. Five new concession buildings have been built to replace the game stands lost.

## NAAPPB Sets Brussels Meet; Consider Tour

CHICAGO — NAAPPB's executive committee has formally set the world's fair at Brussels as the scene of the association's late-season meeting.

This action was taken in connection with a proposal that the park association sponsor a tour of European amusement parks and similar highpoints.

NAAPPB secretary John Bowman is making a check of how many members might make the tour and meeting. The tour is a virtual certainty, as only 15 persons are required to meet the minimum needs. More than that indicated earlier they would be interested.

Make-up of the tour, however, awaits a firmer indication of how many will go, and how much it will cost. The schedule calls for the tour to leave the U. S. by air about September 10. Among suggested stops are Blackpool, England; Tivoli Park, Copenhagen; Oktoberfest, Munich, and the Brussels fair.

## GREATER VARIETY

### N. J. Storyland Adding Circus, Rodeo, Rides

ASBURY PARK, N. J.—Many-faceted Storyland Village is acquiring still more facets of outdoor showbusiness for this year. Originally a fairyland theme park, it developed last year into a theme park, zoo, frontier attraction, partly as a defensive maneuver against neighboring attractions.

This year, it appears, Storyland Village will become a theme park, zoo, frontier, circus, rodeo, amusement park.

Merrill Braverman, manager, said a weekly changing circus show will offer five to seven GAC-Hamid acts thruout the season. An enclosure with 1,200 seats is being erected, the seats to sell at 50 cents each. Free viewing will be possible, however, from stand-up locations around the arena.

Also in the works is a rodeo in a separate area, to operate at no charge to patrons, and major rides. So far a Ferris Wheel and Hot Rod unit have been booked for within the park. There is no charge for the Western town posse routine or traipsing thru the fairyland building. Park has an adjacent kiddie ride park which has an entrance on the highway-side and park side.

Opening has been set for 30, later than usual. Delay is caused by work on additions recent wet weather. A boat channel is well along in construction but rain and snow have created poor conditions for working on Braverman attended last month National Garden Supply Show, representing Storyland Humus. This is the big deposit of fertilizing material uncovered last year with digging started on the boat channel.

## Endicott Quits As Manager Of Steel Pier

ATLANTIC CITY — Richard Endicott, who has been associated with the Steel Pier here for almost 30 years and for many years has been the general manager of the resort's giant amusement center, has announced his resignation. George A. Hamid prepares to open the pier for the Easter holidays.

Endicott said he was stepping out to make room for younger blood. However, he will continue his activity in Atlantic City, devoting his time in expanding his hotel business.

It was also announced that Irving Blumberg, for many years the exploiter for Warner Brothers, the Philadelphia area, will take over the pier's publicity chores with the new season. A veteran publicist and exploiter, Blumberg was publicity and advertising manager for the Stanley-Warner Theaters out of Philadelphia for many years before taking on the assignment for the picture company. More recently he did special film TV exploitations for WFIL-TV in Philadelphia.

## New Date Set For Pa. Meet

HARRISBURG, Pa.—Meeting of the Pennsylvania Amusement Parks Association has been moved up a day to April 9.

The session will hear Edward C. First, attorney, who will discuss the minimum wage law situation in the State. The meeting will be at the Penn Harris Hotel here. President of the association is C. K. Macdougall, of Ligonier, Pa.

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Make all calls person to person.

## ROLLER RUMBLINGS

### Miniature Golf Bucks Santoro's Summer Skid

NORWOOD, Mass. — Solving the problem of the summer slump was for years a tough nut for Charles Santoro, operator of Roll-Land here, to crack. Last year he came up with the answer, an 18-hole miniature golf course.

Santoro got the idea when a group of skaters arrived along with some partially disabled children. He wondered how he could keep them amused after they tired of watching the skating. The bowling alley was too strenuous for them,

and he began to think in terms of the large plot of vacant land in back of his rink. Since last September, when this group visited, there has been fun for all.

Roll-Land has an excellent location on U. S. 1, a few miles from Boston, and motorists were soon stopping. For the month of September, Santoro grossed better than \$2,000 and did as well until winter set in.

The operator admits there may be a recession somewhere, but he hasn't felt it. In fact, he admits to having had his best year in the last 10. He believes that TV slowed business for a time, but feels it is now recovering since people can take TV or leave it alone.

Santoro doesn't sit around waiting for customers. He's a live promotion man. Thru advertising he believes the pupil count of his classes compares with the largest in the country. Between Girl Scouts taking merit badge work and other classes he numbers about 500 pupils a week.

His rink has been chosen for the RSROA New England inter-rink championships to be held March 30. Santoro, who offers a Dance of the Month contest, is always alert for special events. One of these, to be held March 26, will be Sadie Hawkins Day. There will be Dogpatch costumes with the traditional scramble for men as well as a judge, a hoosegow and mock marriages. Prizes will be awarded for the best costumes.

Gould Expands In Florida . . .

ST. PETERSBURG, Fla. — Boulevard Roller Rink at 1839 49th Street South, Gulfport, has been leased by Robert Y. Gould, who said that he will take over active operation immediately.

George McGuire, who died several weeks ago, formerly operated the rink, which has a 60 by 120-foot plastic floor. Gould announced that the rink is scheduled for a complete renovation.

Gould has been operating the (Continued on page 85)

## Salisbury Votes Liquor Return

SALISBURY, Mass.—This town with its extensive amusement section can look forward to a brighter season ahead after a vote (12) brought back the sale of liquor, beer and wine under the supervision of a liquor licensing commission set up in the same election.

The town has been dry for more than a year following a referendum on the 1956 State election ballot in which the town by a narrow margin outlawed all liquor sales.

The campaign to go wet again was led by Eugene J. Dean and Roger J. Saheen, both of whom operate rides and concessions on the beach. Another businessman backing the move was Dennis Mulcahy, owner of the big 1,200-seater Frolics night club which was forced to close down. It was estimated that the lack of liquor last year resulted in a drop in business of more than 60 per cent.

A turnout of better than 90 per cent of the electorate went to the polls. On the liquor question 1,001 voted for and 651 against. The licensing commission was established by a vote of 1,043 to 565.

## Resort Considers Legalized Gambling

ATLANTIC CITY — The women's division of the Atlantic City Chamber of Commerce urged the Chamber to support legalized gambling here. Mrs. Thomas Fox, president of the women's group, proposed the action at a regular meeting of the Chamber.

She urged the directors of the Chamber, all men, to take immediate action so a Statewide referendum on the question of legalizing gambling in this city could be placed on the ballot in November.

Michael J. Fiore, Chamber president, moved that the proposal be tabled for two weeks.

Mrs. Fox objected, saying: "We need action immediately." Fiore then announced that a special meeting will be held next week to consider the proposal.

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Opening early in April. The only large Amusement Park in Northern Virginia.  
CAN PLACE—Ride Help, Couple to handle Snack Bar.  
WILL BOOK—Scrambler, Round-Up, Funhouse, Dark Ride, Fly-o-Plane, Arcade.  
WANT—Carpenter, Painter; Dick Mahan, come on; Neon Man. Want exploitation Man who knows how. Special Events.  
FOR SALE—Beautiful Custard Outfit, complete for road or will exchange for Ride.  
What have you? Will buy Rides. All answers:  
**DAVID B. ENDY, Manager**  
127 N.E. First Ave., Miami, Fla., until April 1; then Alexandria, Va.

**FOR SALE**  
32—National Skee Ball Alleys—32  
14' long, all in good condition.  
Price: \$125, each, f.o.b. Willow Grove, Pa. Contact:  
**GEORGE BERTOLI**  
Box 208, Willow Grove, Pa.  
Call: Willow Grove 1343 or 5229



## Wide Action Continues For Ringling, Estate

SARASOTA, Fla.—The many-angled activities of the Ringling circus and estate continued to develop here in recent days. Here are some of the high points.

Quarters will be closed April 1 and a half dozen people who have worked there the year around have been given notice. An office will be opened in downtown Sarasota to handle business of the show while it is on the road. However, there seemed to be no indication that the quarters would be disposed of and apparently extra animals would remain there after the Boston and New York engagements.

A bidder for one of the large

tracts of land offered for sale at auction by the Edith Ringling estate recently has asked the governor of Florida to investigate the handling of the sale. He is Philip Schechtman, of New York, and he filed suit in Circuit Court. He said that Dan Gordon Judge, trustee of the estate, took no action on his December offer to buy 33,000 for \$85 per acre.

### Collins Buys More

Meanwhile, Schechtman was outbid on a separate tract of some 60 Sarasota lots. He offered \$334,000. Jerry Collins, of the Clyde Beatty Circus was successful bidder at \$341,000.

Arthur M. Concello asked the court here to dismiss his name from among those who are defendants in the \$20,000,000 suit filed by Hester Ringling Sanford and her sons against John Ringling North, and others. Concello in the

*(Continued on page 82)*

## Famous Cole Will Start On April 7

HUGO, Okla.—Famous Cole Circus will open in Southern Texas on April 7, it was announced here last week by Manager Herb Walters.

The show is in its new quarters here now. The animal barn is completed and an elephant barn is under construction.

General agent Floyd Hill will start booking shortly. Jackie Wilcox will be public relations agent to work with the auspices when an advance ticket sale is used. Bill Wilcox will again head up the advertising department. Paper will come from Walters Porter Corporation and the Central Show Print Company.

Charlie Rex will be in charge of transportation and elephants. Shirley Rex will work dogs. Ted La Velda will have the rhino show, while Mrs. LaVelda will be in the ticket department and their son will work the pony ride. The Ross McKays will have the candy stands and a snake show. Junior and Willie Rawls are painting the show.

## Honolulu Show Gets Weekend After Storms

HONOLULU — Circus sponsored by the government employees' association here thru Saturday (15) garnered big week-end crowds.

First week's business was clobbered by heavy rain and windstorms. Two Friday night shows were full, however, and four shows filled the Civic Auditorium with an estimated 25,000 people for Saturday.

Personnel included the Lang Troupe, the Cathie Duo, Jimmy Wood's Elephant, the Fredericos, the Alcotts, Clyde Beatty, the Irvings, Clarks' Bears, the Cannestrellis, Dorothy Berg's Seals, Tex Carr Chimps, Tel Teigen and Del Graham's flying act. Clowns included Eddie Dullum and Candy Dixon. Equestrian director was Harry Thomas. Producers were Earl Finch, who booked it, and Ralph Yempuku, of the Civic Auditorium management.

## CFA CONLAVE JUNE 26-28

CHICAGO — Convention of the CFA will be June 26-28 at Chicago, it was announced here by Co-Chairmen Ken Fishleigh and John Harrop, along with national president Herm Linden.

CFA will meet on the Christiani Bros. Circus. Announcement of the dates came immediately after the show finalized arrangements for the stand.

## Rex Bros. Plays Under Canvas In South Texas

HARLINGEN, Tex. — Rex Bros. Circus, operated by Howard Suesz and heretofore a ball park show for winter weeks, opened under canvas at Alice, Tex., and is playing South Texas, under the management of Sid Stevenson.

Show moves on 14 trucks and carries five elephants.

Performance includes Sanchez Family, aerial acts; Howard Elephants, with the Tony Smahas, and featuring a one-foot stand; Liberty act by the Smahas; dog act and pony act with Eddie Akins;

*(Continued on page 82)*

## R-B Publicity Opens; Skip N. Y. Rehearsal

NEW YORK—Ringling press agents made their first go-round of metropolitan papers Wednesday (19) and the reception was good despite a heavy run of other news events that curtailed possible picture and feature space.

For Friday, Ringling set up coverage for the arrival of 34 performers and 14 dogs aboard the liner Italia. With the New York Rangers embroiled in Stanley Cup hockey games in Madison Square Garden, the R-B crew was prevented from setting up the show in the building. Bev Kelley, Frank Braden and Frank Morrissey are operating out of Hotel Paramount.

It is reported that the annual dress rehearsal, usually held the night before the benefit opening, will be dispensed with, as the new production will have debuted in Charlotte, N. C., en route north. This will likely pose problems for the press fellows, as rehearsal night was usually papered heavily with folks who will still be wanting in. The April 2 premiere will benefit the Damon Runyon and the Bravest and Finest funds.

Ringling has had the edge in newspaper television spending, with Palisades (N. J.) Amusement Park sniping and using its many year-round boards for Clyde Beatty-Hamid-Morton paper. The park's newspaper advertising opened a week ago on a spotty basis and will intensify in the final week before opening. It was using The Journal-American and The

Mirror, with which it has long worked a ride-ticket tie-in.

The Big Show's television ads are following the pattern of last year, with the pitch being made live from emcees of kiddie daytime shows. The aim is to have youngsters work on parents for a circus visit to the Garden.

Price-wise, Ringling has a strong weapon in half-pricing the entire house for kids under 12, for Monday thru Thursday nights and Monday thru Friday matinees, after April 14. Ads stress 95-cent kid tickets. Adult scale is \$2-\$6.50. Box office sales began March 3 and are described as running ahead of last year for a comparable period.

### 2—PHONEMEN—2

EXP. AD MEN for the MOST POWERFUL RENEWAL, CLEARLY ENDORSED and IDENTIFIED LABOR DEALS starting for UTAH STATE AFL-CIO. This YEAR BOOK and OFFICIAL BUYERS' GUIDE has potential \$40,000 (3 mos.). Started Ogden (where we show 60% incr.). Full coded cards assure Grinder, needing no gimmicks. \$150 better per week. No p.p.p.—fast. All immediate collections. Booked SOLID for 1958 into COLORADO and NEBRASKA. All taps and renewals. We can PROVE and SHOW you how. For placement phone ppd. or write J. BANKENDORF, GENERAL MGR., LABOR TEMPLE, 151 SO. 2nd, EAST SALT LAKE CITY. EMPIRE 4-7554 Last week De Loach earned \$366.25 and Everett \$371.25. Earn \$500 and transportation repaid, insurance and vacation plan. Bill Wallace, Pat Cronin, Frank Franz, contact us. A Consolidated Enterprise operation—in business 15 years.

### 2 PHONE MEN

TV Talent Show. Strong Auspices. 4 weeks' work followed by others now booked.

Phone Franklin 6-5969.

Charlotte, North Carolina.

Ask for

**HUDSON**

(Lloyd Heckler, Jack Dean, Jack Clarr, call.)

### GEORGIA AMUSEMENT COMPANY OPENING APRIL 19 IN TOCCOA, GA.

Will book legitimate concessions of all kind for the best spring route in the South. My fairs start August 11 at Hiwassee, Ga. I tolerate no drunks, junkies, chasers or flaties. Will sell ex. on Bingo, Scale and Aza, Glass Pitch, Long Range Gallery, Pes Pool, Rat Game, Penny Pitch, Fan Game, Under & Over, Show, Book Snake, Working Monkeys, Five-in-One or any moral show. No Girl Show. All those holding ex. get in touch at once. Luther M. Sinclair and C. T. Simpson, let me hear from you. Will pay cash for late model Tilt within 500 miles of Toocoo, Ga. H. H. SCOTT, Rt. 4, Toocoo, Ga. Phone: Tucker 4-5748.

### WANTED

### CONTRACTING AGENT

Capable setting good Sponsors. Can use two good Promotional Directors. Wire where I can call you. Do not call me. WM. MORRIS, Benson Bros. Circus, Smyrna Beach, Fla.

### 3 PHONEMEN

For Alexandria, Virginia, Jaycee Annual Circus. Inexperienced men preferred, under 35 years of age, who are interested in full season's work. Taking the good with the bad. Walter Morris, Fred Meyers, call

**CHARLIE**

### DICK CLEMENS' 15 Group Wild Animal Act At Liberty

From June to September 25, '58.

Will cut number of animals if desired. This time, only reliable Showman and Producers write direct to

**Dick Clemens**

P. O. Box 193, Kingfisher, Okla., for details.

### JAN AMUSEMENTS

For Route—New York Vicinity Opening April

WANT Cookhouse, Custard, Photo Gallery, Novelty, Scale and Age. Contact H. Jan, Gedney 4-5182.

HELP — Agents for Concessions. Contact: Moe Vivona, BI 8-4244.

HELP — Grind Store Agents, Billy Bloom, Tie, Buddy Taylor, Seymour Kein, Johnny Russell, please contact Benny Vivona, BI 8-4244.

### WANTED

Phone Men and Women, H. C. (Billy) Sheets, Yankee-Dixie Enterprises, We is a repeat... (ix, book, banners, and just starting, strong sponsor. JOHN ADDELL, LLOYD HACKLER, ED EWCOMER, any others I know. Other ones to follow. 817 1/2 4th Ave, Huntington, W. Va. Phone: JA 3-4961—day or night. Also want to hear from small Animal & Family Acts who will work reasonable for summer season.

### PHONEMEN

Need 4 who can produce. Top sponsor. UPC's and new advertising medium. Collect and pay daily. No advances.

### CHUCK MERCHANT

14 W. 8th St., Erie, Pa. Phone 4-6413. Steve Salemons and Al Young, call me.

### FOR SALE

House Trailer on semi frame, 3 rooms and bath. Completely renovated. All furnishings and appliances new. Furniture owned by Solomon and Ben Davenport. Will sell with or without '58 tractor.

**COL. CALVIN MILLER** Hugo, Okla.

WANTED! Rock or Regal Python 14 ft. or more. Also Man for Pit Show. Ray "Palack" Chandler and others, answer.

**ALG KELLY AND MILLER** Hugo, Okla.

### WANT TO BUY

Circus Cage Wagon. What have you?

**CHARLES MILLER**

MILLER AMUSEMENT ENTERPRISES 85 N.E. 26th Ave., Pompano Beach, Fla.

### ADMEN

Opening two K. of C. deals in large Wisconsin cities next week. Twin Cities to follow. Need Book Men, not Ticket Men. Call person to person.

RR 7-2647, Wayzata, Minn. **KEITH DU BOIS**

### PHONEMEN

Official labor, here is a repeat. Seventh annual tickets and advertising. A good opportunity in sunny Los Angeles.

DU 86085

**ROY BELL**

### PHONEMEN

Can Place Three in Columbus Also couple with car. Must be reliable and sober. If not, don't call.

AMherst 8-6223, Columbus, Ohio.

### PHONEMEN

Need two more top Labor Salesmen for top Deals on Signboards and Yearbooks; 25% Commission. Towns carded, phones in, \$30,000 in renewals. If you can sell labor you'll hit the jackpot on these Deals. Come or phone. (No collect.) Room 5, 2nd floor, Labor Temple, Decatur, Illinois. Phone 9-2112. Joe Wright, Bill Lyons, come on.

**ROWLAND ENTERPRISES**

### TELEPHONE SALESPEOPLE

Statewide year book just starting for 1958. Personal contact Adv. Men. 2 experienced Long Distance Phonemen. Call Winston-Salem, N. C. PA 3-8741.

**MR. LEWIS**

P.S.: Les Harris, S. P. Kersey, Oren Hamby, call.

### PHONEMEN

FOR PHILA. UPC **JIMMY AND SCOTT** please call **BOB SEARS** CH 8-3700

### PHONEMEN

TOP SPONSOR. STRONG DEAL. PLENTY TO FOLLOW. YOU CAN WORK 12 Mo. Per Year.

No long jumps. 25% pay daily. Book, Tickets, Banners.

**EDWARDS**

PHONE: 7-8835 — 7-8312 Knoxville, Tenn.

### CLYDE BROS.' CIRCUS

WANTS

NEW FEATURE ACTS STARTING SEPTEMBER 1.

**HOWARD W. SUESZ**

Box 8434 Oklahoma City, Okla.

## Wichita Show Draws 37,000

WICHITA, Kan.—Attendance at the 13-show engagement by the Hamid-Morton Circus here was estimated at 37,000 people. The show appeared in the 4,500-seat Forum March 10-16.

Date was sponsored by the police, and promoted by Howard Y. Bary and Ben Truex.

### PHONE MEN

Have room for 2 Men; a place to live, phone in room.

**G. E. FEENEY**

1340 Ingraham St., N.W. Washington, D. C.

### 4 PHONEMEN

STATE CONVENTION BOOK

Labor.

Frank Moore, call.

**TOMMY THOMPSON**

Phone 4-3734 — St. Joseph, Mo. 9:00 a.m. to 5:00 p.m.

### PHONE MEN

BOOK, UPC TICKETS, BANNERS.

ZAMAN GROTTO SHOW.

**CHRM. COMM.**

ROOM 315, M. & M. BLDG. TEL. JA 3-2740, MEMPHIS, TENN.

### CONCESSIONS WANTED

During Shrine Circus on Cincinnati Garden lot, April 4-13, Cincinnati, O. Cookhouse wanted.

**H. REED**

P. O. Box 83, Newport, Ky. P.S.: Short Range Shooting Gallery for sale.

### WANTED—GENERAL AGENT

High-class Man—One who can call on lady committees as well as men. Long engagement and good money for the right man. Contact

**T. DWIGHT PEPPE**

32 WEST RANDOLPH ST., SUITE 1908-10, CHICAGO 1, ILL.



## Wis. State Preps For Rogers Show

Move Up Show Time 45 Minutes; Plan Use of Minimum of Scenery

MILWAUKEE—The Wisconsin State Fair will make a number of changes in its stage and grandstand set-up and the starting time for the Roy Rogers show, which will be the featured fare this year, Bill Masterson, manager, disclosed last week.

Showtime will be 7 p.m., 45 minutes earlier than in recent years. As a result, the show will break at 9 p.m., and permit children to get home early or spend some time on the fun zone. Masterson explained that the earlier starting time is possible with the Rogers show, as it will be the type of presentation that can get started while it's still daytime.

The set this year will be much the reverse of that used last year, when a huge Western town was used as background for the night show. Instead, plans call for a minimum of scenery in order to convey a wide-open-spaces theme.

In line with this, a 450-foot stretch of the fence directly across the track from the grandstand is being made portable and will be

removed each evening. The usual tents in the infield will also be eliminated. This, Masterson pointed out, will also open up things for the fireworks. With little in the way of scenery, there will be little or no delay between the show finale and the pyrotechnics. The latter will again be fired close to the audience.

The fair's Coliseum, which housed a rodeo the past two fairs, (Continued on page 83)

## MICH. ASSN. SETS APRIL SHORT COURSE

HILLSDALE, Mich.—The Michigan Association of Fairs and Exhibitions will hold its annual short course on fair management April 24-25, in Lansing, Harry B. Kelley, association secretary-treasurer, announced. Sessions will be held in the Porter Hotel.

The first meeting will take place on Thursday at 2 p.m., followed by the banquet and evening meeting. Final session is scheduled for Friday morning ending at noon. No formal talks are listed with all time devoted to questions and discussions by the delegates.

## Texas State Outlines New Coliseum Plans

DALLAS—Plans for a 7,000-seat livestock coliseum at the plant of the State Fair of Texas are in the making, with a tentative ground-breaking date of August 1.

Proposed plans call for a connecting coliseum, horse barn and fenced exercise ring on a six-acre tract now occupied by the picnic pavilion and the adjacent auto show grandstand.

The coliseum show arena will measure 120 by 240 feet and the ends will be open for easy access. On each side, running the length of the arena, plans call for six tiers of box seats with removable chairs and 23 rows of fixed seats extending upwards. All seats will be on concrete slabs.

The building itself will be of sheet metal curtains on a steel framework. Dressing rooms, big enough to serve almost any type show, are also planned.

In recent months, representatives have made trips to see other

coliseums in Raleigh, N. C.; Montgomery, Ala.; Charlotte, N. C.; Little Rock, Ark.; Shreveport, La. and Waco, Fort Worth and San Antonio, Tex.

### MILESTONE

## A. B. Graham 4-H Founder, Reaches 90

COLUMBUS, O. — Albert Graham, nationally recognized founder of today's 4-H movement, last week marked his 90th birthday here where he has lived since his retirement in 1931.

Born on a farm near St. Paris, O., in 1868, Graham received his teaching certificate at the age of 16. For 17 years he was a teacher in one-room schools in several counties in Ohio.

It was in Clark County that he organized the first Boys and Girls Agricultural Club, with 35 volunteers from 17 schools in the county. They first exhibited their work in the county court house in 1901. The club later became a 4-H group.

As a result of his youth work, Graham became the first director of agricultural extension at Ohio State University and the first full-time director of agricultural extension in the United States Department of Agriculture.

## Walton, N. Y., Names Rich

WALTON, N. Y.—George C. Rich was elected president of the Delaware County Fair here recently. Others named include Graham Jackson, vice-president, and Milton Thomasson, secretary.

Included in the attraction program for the August 19-23 run will be a rodeo, according to Rich.

## Doern, Leidig Retained In Allentown Election

ALLENTOWN, Pa.—J. Oliver Doern was re-elected to a second term as board chairman of the Lehigh County Agricultural Society at the recent reorganizational meeting at which committees were chosen (The Billboard, March 17).

Ed Leidig was re-named general manager for a second year. The general manager's term of office

was not settled, but a committee was named to devise a new term. It was understood that future elections of the fair manager would be for more than one year. Leidig is Allentown's first full-time fair manager.

Leidig is preparing estimates for the society, on renovation costs for the cattle building and swine stalls.

Committee discussing the managerial term of office consists of Lloyd E. Grammes, Stanley Swoyer and James Mohr. Another group set up to study improvements in the parking procedure has Leidig as chairman, assisted by Donald P. Miller, Harvey Farr, Louis P. Neuwiler and Traffic Capt. Harold A. Smith.

## April Cutoff For Mass. Aid Requests

BOSTON—Deadline for applying for allotments of State prize money for 1958-'59 season is April 1. Leo Doherty, director of the Department of Agriculture's division of fairs, says applications must be in writing. Up to February 24 there were 37 applications received and acknowledged.

The division puts out a revised Suggested Standard Premium List for new secretaries to follow as a model when making up their lists.

## Winter Fairs

Florida  
Miami—Southeast Fla. & Dada Co. Youth Show, April 24-27, Ralph E. Huffaker.  
Quincy—West Fla. Livestock Show, April 8-10, John C. Russell.

## Frederickton Asking 50G Toward Bldg.

FREDERICKTON, N. B. — Directors and members of city council met in private last week to discuss the Frederickton Exhibition's request for \$50,000 in city funds, to go toward a new \$200,000 building.

The fair wants the structure for exhibiting and judging of livestock. W. Raymond Crewdson, secretary-manager, said it would be known as the Frederickton Coliseum and would be erected on Exhibition property.

A. D. Neil, president of the exhibition, outlined for council the need for the proposed building. He said the company has been assured of \$100,000 from the federal government for the project and has \$50,000 from other sources, the balance being requested from the city.

## David Osborn, Veteran Neb. Exec, Dies

PAWNEE CITY, Neb.—David Osborn, former president of the Nebraska State Fair, Lincoln, and a member of the fair board for over 20 years, died here Sunday (16).

Funeral services were held Wednesday (19), with burial in this city.

## Norwich, N. Y., Signs Carrillo

NORWICH, N. Y.—Leo (Pancho) Carrillo, of TV and motion picture note, will be one of the features of this year's Chenango County Fair here, Len Taylor, secretary, announces.

Ray Beudet's Water Show will be in for two nights, Rollercoaster of 1958 will be in for two night performances, and an Auto Thrill Show will be in for one night.

Keith Killinger's band will provide the music throught the week.

### ATTENTION

Fair Officials, Theatre Men, Showmen, Committeemen, Presidents and Officers, Profit and Non-Profit Organizations and Shrine, Veterans, Optimists, Exchangeites, Lions, Jaycees, National Guard, Civil Defense, Police Auxiliaries, Civil Air Patrol, Moose, Elks, Eagles and other Clubs and Associations within a 500 Mile Radius of Chicago.

We will produce a Broadway-type, hit stage play production or your original material or production, for your fair, organization, company, club, or association in arena or conventional stage styles.

Our Productions and Acting Companies Are Now Ready for Immediate Presentation for the Tenth Consecutive Year.

We Produce and Handle the Entire Project From First to Last.

Memo to Clubs and Associations:

If we furnish personnel to sell advance tickets and program advertising for your club or association, we guarantee you against financial loss or obligation. Many clubs and associations have become regular clients and earn substantial sums annually.

Write today for full particulars about spring and summer shows.

State your name, address, title and telephone number, and the name of your fair, company, organization, club or association. References furnished upon request. Write:

H. E. RHODES, Business Manager

L and R STAGE PRODUCTIONS and ENTERPRISES

1103 Bryn Mawr Avenue

Chicago 40, Illinois.

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OUR COVERAGE INCLUDES:

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181 Gregory St., Rochester 20, N. Y.

**I WANNA SEE THE SWENSON THRILLCADE**  
JUMBO OF ALL THRILL SHOWS  
PO BOX 1553 - SOUTH SIDE STATION  
SPRINGFIELD, MISSOURI

**WANT CARNIVAL**  
FOR 1958 FAIR  
First or second week in October preferred.  
**CARTERET FAIR, INC.**  
Beaufort, N. C.

**WANTED**  
TALENT FOR FREE ACTS AT  
**MARTIN COUNTY FAIR**  
July 30-31 - August 1-2.  
Write  
**TOM SHERFICK**  
Shoals, Indiana

**JIM LYNCH**  
Archery Expert,  
Please Call Collect.  
**HOWARD ROBBINS**  
**GALVESTON PLEASURE PIER**  
Galveston, Texas



## Stark Adds Rides, Shows for New Spots

Strengthens Wisconsin Fair Route With Seymour, DePere, Sturgeon Bay

MOUNT STERLING, Ill. — Gold Bond Shows, with the addition of several fairs to its route this year, has added rides and much other equipment to its line-up to increase its earning capacity.

Mickey Stark, owner-manager, announced he had purchased two new kid rides from King Amusement Company, Race Cars and Pony Carts; a new Tubs-of-Fun from Hampton Amusement Company, and a new Funhouse, also from King. In addition, the show has added seven new Chevrolet tractors and has repainted six of the old ones. Most of the rides are already completed for the mid-May premiere which is scheduled for Creve Coeur, Ill., under police auspices.

Major additions to the Gold Bond route this season will be three Wisconsin fairs at Seymour, DePere and Sturgeon Bay, all played for years by Snapp Greater Shows, which went off the road this year. Repeat dates are set for Wisconsin fairs in Portage, Wilmet and Plymouth, Stark disclosed.

The show will take out eight major rides, six kid devices and five shows, all office-owned. Live ponies will be booked. On the back-end will be the new Funhouse, Side Show, Glasshouse, Monkeys and a Peep unit.

Stark was busy last week put-

ting the finishing touches on the show's shop wagon which was damaged by fire last fall. The office wagon has also been rebuilt.

Following a siege of the flu early this year, Stark took his first vacation in years, driving to Florida and then flying to Havana. In all, he was gone for close to a month.

## Detroit Club Plans Cemetery Plot Monument

DETROIT — The Michigan Showmen's Association has completed arrangements for the purchase and erection of a monument at its cemetery plot here, Cal Lovejoy, first vice-president and chairman of the cemetery committee, announced at the Monday (10) meeting.

The monument will be erected during the summer and its dedication will be part of the annual memorial services in November.

A second major development at the meeting was the announcement that the maximum age limit for new members is 50 years, with this change going into immediate effect.

Upcoming social events include a St. Patrick's Day party and Sam Burd and his house committee are planning a party on the last meeting of the season. The blood bank, under Maynard Ostrow, is growing at a rapid pace.

Recent clubroom visitors included Louis Brown, Harry Stahl, Ben Morrison, Sam Serra, Harry Green, Alex Rotter, Elmer Nagy, Gerald Gordon and Bill Green.

## McAdoo, Pa., Opening for Garden State

PHILLIPSBURG, N. J. — Winter quarters work for the Garden State Shows begins this week, said Manager R. H. Miner Jr., who also reported that Lew Alter will be on the midway with his Circus Side Show.

Garden State will open May 3 at the McAdoo (Pa.) VFW Celebration, a street affair in the heart of town. It will include Sunday operation.

The organization will carry seven rides and five shows, plus 20 to 25 concessions. A. Brotzman, Easton, Pa., will join with his pony ring, and J. Ecks is expected aboard with his Train ride. Herb Mace is to join with concessions.

## Parada Skeds April 7 Bow In Joplin, Mo.

CANEY, Kan. — Parada Shows will open its season April 7 in Joplin, Mo., H. C. Swisher, owner-manager, announced here in winter quarters.

Mr. and Mrs. Harry Daffin, who wintered in Houston, have joined with Daffin to take over the general agent chores for the 14th year. Mrs. Daffin will have snow, floss and popcorn concession for Swisher. William Mitchell, who also spent the off-season in Houston, will be back as Merry-Go-Round freeman for his 16th year.

Richard Stanton, concession manager, will be back for his second year in that capacity after spending the winter in New Orleans.

## W. T. Collins Mulls Earlier Opening Date

Studies May Bow; Adds Transformers To Increase Power

MINNEAPOLIS — William T. Collins, owner of the show bearing his name, last week announced that the organization may open a week or two earlier than it has in recent years. The past several seasons it has not bowed before the first week in June, but a May kick-off could be set this year.

Collins is optimistic about the season, particularly in the territory played by his show. There's no serious recession in Minnesota, the Dakotas, Wisconsin or Nebraska, he declared. In fact, even in the manufacturing towns thruout those

(Continued on page 82)

## SLA Plaque Drive Hits \$30,000 Mark

266 Individuals Pay in \$100 Each; Shows, Others Contribute \$2,700

CHICAGO — The Showmen's League of America has collected close to \$30,000 in its plaque fund drive and has an additional \$6,800 pledged, it was announced last week. Carl Sedlmayr Sr., and J. W. (Patty) Conklin are co-chairmen of the drive.

In all, a total of 266 individual pledges of \$100 each have been paid with 53 pledges yet to be received. Three shows have come up with \$500 each while three others have pledged that amount. To this can be added \$1,200 in donations.

Top donation thus far was from Col. Tom Parker, manager of Elvis Presley, who presented a check for \$1,000 at the beginning of the drive. Other donations of \$100

each were made by Art Concello and Mrs. John Gallagan.

Shows that have contributed a \$500 payment include Conklin-Garrett, Ltd., Olson Shows and Royal American Shows.

Individual names that will appear on the plaque include:

Harry Agne, Bernard Allen, Ralph Anderson, Vince Anderson, Monsignor Lucien T. Arrell, M. Batalsky, Douglas K. Baldwin, Harold Barrows, William Bartlett, Fred Beckman, Harry Belden, Lawrence Benner, Ben Beno, Louis J. Berger, Frank Berting, David Bloom, Michael Blue, Manuel Blasco, Jerry Bonder, Larry Boyd, Louis Brandant, Max Brantman, Elmer Brown, Pitae Brown, John Bula, Fred Burrows, Elmer Byrnes, Michael Barnes, Jim Campbell, John Campi, Ed Carruthers, William Carsky, Noble Case, J. M. Christiansen, Avery Christy, Al Chapman, Al Cohn, J. W. Conklin, James Conklin, Frank Conklin, William T. Collins, Michael Collins, Harry Cooper, William F. (Buffalo Bill) Cody, Marty Connolly, William Cowan, Phil Cronin, Alex Dayton, Matt Dawson, Tom Dawson, Michael Dalezio, Pat Delaney, Baba Delgarian, Hadji Delgarian, Dick Dillon, Michael Doolan, William Donaldson, James H. Drew Jr., Charles Drobnyk, Jack Duffield, Lou DuFour, Mac Dubezger, Harry Duncan, Frank Eastman, Hal Eifort, Mark Ellman, E. W. Evans, Jack Eyerly, Lee Eyerly, Max Friedman, John Gallagan, John Gallagan Jr., Earl Galpin, Ken Garman, Barney Gerrey, Jack Gilbert, Art Gilboe, Jerome Goby, Harold Goldberg, Murray Goldberg, Floyd Gooding, William Glick, William Glickman, Sam Gordon, Al Green, Thomas Green.

J. A. Greenaway, Jack Greenspoon, Larry Griawold, C. O. Groscurth, Rubin Grubeg, Harry Gibbons, Ed Hackett, Morris Haft, George Hamid, C. L. Hardy, Jeff Harris, Bobbie Hasson, Jack Hawthorne, Harry Heftman, Matt Herman, Lou Herman, Harold Heach, Henry Heth, Floyd Heth, Louis Heth, H. E. Herrington, William Hettlich, Larry Hogan, Al Horan, Paul Hudepohl, Robert Hughley, Sid Jessup, Frank B. Joerling, George Johnson, H. W. Jones, Roy Jones, Harry Julius, Bill Kaplan, Jack Kaplan, Morris Kaplan, Al Kaufman, Andy Kasin, Lou Keller, Cliff Kelley, Abner Kline, James Knight, James Knapp, Fred H. Kressmann, Jack Kwiet, Ernest Lawrence, H. A. Lehrter, John Lempert, Lou Leonard.

Sam J. Levy Sr., Sam J. Levy Jr., Charles Lenz, William Levinsky, Joe Lewis, Morris Lipsky, Rube Liebman, Bob Lohmar, J. C. McCaffery, Vince McCabe, Jerry Mackey, Steve Mandrich, Harry Mamsch Sr., P. A. Marco, William Martin, Andy Markham, Chester Mays, Bernie Mendelson, William A. Meyers, Charles Moot, Lee Moss, Thomas Moore, Whitey Monette, Arthur Morse, Joe G. Murphy, E. A. Murray, Hyman Neillch, Jack Nelson Sr., Earl Newberry, Maurice Obren, Paul Olson, Paul Olson Jr., Fred O'Neill, Charles Owens, Buddy Paddock, George Paige, Phil Paige, Bob Parker, Herb Payne, T. Dwight Pepple, John Ferrizas, Pete Pivor, Henry Folk, Ralph Pope, Irving Polack, Sam Fell, Fred Propper.

(Continued on page 82)

## Sunset Adds Mixer; Sets April 24 Bow

EXCELSIOR SPRINGS, Mo. — Sunset Amusement Company has purchased a new Merry Mixer from Garbick Manufacturing Company for its 1958 season which opens here at its winter base on April 24. Ken Garman, owner-manager, arrived here last week from his Danville, Ill., home to get activities under way in preparation for the bow.

Show will kick off its tour with 16 major and kid rides, a Side Show, two gal units, geek show and Funhouse, all the back-end units being booked. After July 4 Garman plans to book four or five kid rides to strengthen the ride line-up for fairs.

Sunset's Merry-Go-Round, which was damaged late last season near here, has been completely rebuilt

and its trailer will be overhauled in time for the opening. In addition, a new trailer has been purchased for the Mixer and two new GMC tractors will be added to the fleet.

Following the bow here, the Garman organization will move to Chillicothe, Mo., and will then spend the most of the summer and fall in Iowa and Illinois. Three weeks will be spent in Minnesota where the show will return to the Winona Steamboat Days after a year's absence. In its line-up of 13 fairs are included the Morrison, Ill., annual, which has been played by Garman for 24 years, and the Oregon, Ill., event, which will be played for its 20th year this season.

Only time open is a couple of weeks in June which will be filled in the near future, Garman said.

In addition to a quick trip to Europe early in the winter, Mr. and Mrs. Garman also spent several weeks in Florida, coming north three weeks ago. En route to Florida, they stopped off at Centre Hall, Pa., to place their order for the Mixer, which was demonstrated to them in the snow.

Mrs. Garman will again fill the secretary-treasurer role this year and P. J. McManus will be back as business manager.

## Route Completed, Hannum Outlook OK

PHILADELPHIA — A good outlook is reported for the Morris Hannum Shows, which rolls out of winter quarters the latter part of April for its route of Pennsylvania dates. Owner Hannum's particular philosophy is that people are already becoming hungry for a live form of family entertainment after a winter of living room television.

The show will open in Scranton, then possibly play in that area for a few weeks.

A solid core of regulars will tour again this season. Mrs. McWethy is back with her bingo, as is Red Adams with his diner. Mabel and Jack Katzenmoyer have their seven kiddie rides, embellished by the addition of a new Helicopter. They have been with Hannum for 15 years. Al Michaels, of Allentown, will join with his Roll-o-Plane.

Staff Listed  
Staffers include Darnet Hannum, secretary; Ben Herman, business manager; Lehman Moore, lot superintendent; Sam Murphy, ride superintendent; Homer Dixon, electrician, and Harry Fritz, builder and painter.

Hannum said an important factor in the amusement business, the increasing birth rate, has stimulated midway activity. He is thinking of trading his Merry-Go-Round for a larger one in order to cope with this increase.

There are at least 10 fairs on the route, and the season's booking is about finished. Fairs include a firemen's fair in Fairless Hills, Dal-lastown, Kutztown, Meyersdale and Ebensburg, plus five street fairs in Lancaster County. They are Palym-ra, Elizabethtown, New Holland, Mertztown and Ephrata, the last named being the largest such event in the State.

## SJM Fiesta Buys Tilt; Bows April 9

FARIBAULT, Minn. — Steve Merten, of SJM Fiesta Shows, was here last week to pick up a new Tilt-a-Whirl at the plant of Sellner Manufacturing Company. Merten brought his own special built semi-trailer and pointed out that this vehicle would be used all season to move the ride instead of the normal procedure of two semis.

Merten said that SJM Fiesta Shows had already played several weeks of late winter celebrations in California but will launch its regular season on April 9 in Sunny-mead, Calif. Some 30 sponsored celebrations will follow, with the show winding up at the American Legion event in Porterville, Calif.,

## I. T. Quarters Hum; Opening Set April 6

NEW YORK — Winter quarters have opened in Roosevelt, L. I., for the I. T. Shows, with Bill Appleton in charge. The truck show takes to the road Easter Sunday (6) at a Manhattan lot to be announced.

Both units will combine for the premiere date, it was reported, following which they will split as usual for still dates and join up for the fair season.

Al Howard and Is Trebish have been at quarters regularly, with Phil Isser being confined to his home. Isser is convalescing at home in Brooklyn from a touch of pneumonia. He is able to get out for brief walks, but will not be active for another month, it is reported.

In November, Show will also play in Arizona and Nevada.

With the addition of the new Tilt, the show will take out five major and six kid rides plus 24 concessions which will be operated by the sponsors.



C.C. (SPECKS) GROSCURTH PRESENTS

# BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT FOR 1958 SEASON OPENING AT OWENSBORO, KY., THURSDAY, MAY 1. 2 BIG CHILDREN'S DAYS.

CONCESSIONS: Cookhouse that caters to show people, Short Range, High Striker, Basket Ball, African Dip, Hanky Panks, Prize-Every-Time Games of all kinds, Glass, Lamp and Parakeet Pitches.

SHOWS: Will book any good legitimate Show with own outfit that caters to ladies and children. HELP in all departments. Foremen and Second Men for all major Rides. Must be licensed semi drivers. Want Man for Marquee, Man for Towers. Also Carpenter who will make himself useful.

All wire or write **C. C. GROSCURTH**

Care Greater Tampa Showmen's Association, Tampa, Fla., or phone Tampa, Redwood 7-3867.

## CAPITAL CITY SHOWS

Opening downtown Valdosta, Ga., April 4-12

Moody Air Force Payday, 2 big Kid Matinees and followed by 10 Celebrations and 20 Fairs starting July 6.

CONCESSIONS: Merchandise concessions, Prize-Every-Time and all that work for stock. Bingo, Glass, Bird, Bear Pitches, Long and Short Range, Jewelry and Ball Games. Good opening for Arcade. V. L. Collier wants Agents for Buckets and Swinger.

SHOWS: Grind Shows with own equipment or any family-type show. Want Second Men who drive semis on all ride. Must have license.

All replies: **J. L. KEEF** Box 201, Valdosta, Ga.

Phone: CHerry 2-9913

## REED and GRIGGS

RIDES: Want Rock-a-Plane, Roll-a-Plane, Round-Up. Any Ride not conflicting with Scrambler, Dark Ride, Kid Rides, Jenny, Wheel, Coaster. We have top ride spots for seven weeks, including the Centennial at Anniston, Ala., on streets. SHOWS: Can place Girl Shows, must have sixty-foot front or more; no junk. Also Family Shows.

CONCESSIONS: Want Bingo, low P.C.; Popcorn, Floss, legitimate Concessions only. (No flats.) All replies to

**JOHN REED** or **CHARLES GRIGGS**

c/o Hotel c/o Western Union

Columbus, Miss., March 24-29.

## PAGE COMBINED SHOW #1 UNIT

Opening Savannah, Georgia, March 31—pig payday at Air Base and Fort Stewart, followed by several other military reservations.

CONCESSIONS: Photos, Penny Pitch, Long & Short Range Gallery, Age & Scales, Glass Pitch, Roman Target, Custard, Ice Cream, Foot Long and Sno Cone, Roland Glass and Bear Pitches, Weight and Age, Ball Games, Balloon Darts, Fish or Duck Pond, Bumper, Pan Game, Buckets, 5-Cats, one of a kind, Grind Stores with Hankies, Blower and Bowling Alley. SHOWS: Motor or Monkey Drome, Fun House, Glass House, Mechanical Show, Life Show, Monkey Circus, Monkey Speedway, Snake Show, any good attraction not conflicting. Florence Porter, contact. Dr. Don Todd wants Half & Half and any good Side Show attractions. Prince with One-Man Band, contact; also have exceptionally good proposition for Ida Mae. RIDES: Due to putting two units on the road we can place the following Rides: Scrambler, Rock-a-Plane, Scooter, Train, Sky Fighter, Pony Cart, Army Tanks or any up-to-date Kiddie Ride. Also want Live Pony. RIDE HELP: Foremen and Second Men on all Rides who have license and drive. Come on—can place you. All replies:

**BILL PAGE**, Brooksville, Fla., until March 31; then General Delivery, Savannah, Ga.

## WANT

Adult size Train, Merry-Go-Round, Pony Ride, Stagecoach Ride. Permanent location in \$200,000 Disneyland-type operation. Beach, park picnic area. Need Puppeteer, Trick Horse, any good Act fitting our operation. Also Potter, Novelty Glass Blower, Pastel Artist, any good Novelty Worker.

**ENCHANTED KINGDOM, INC.**

Office: 25 Charlotte St. Plattsburgh, N. Y.

## TENNESSEE VALLEY AMUSEMENT AND GENTRY BROS. COMBINED

Will book Hanky Panks of all kinds, Cookhouse, Long or Short Range Gallery, Diggers, Glass and Bear Pitches, Weight and Age, Ball Games, Balloon Darts, Fish or Duck Pond, Bumper, Pan Game, Buckets, 5-Cats, one of a kind, Grind Stores with Hankies, Blower and Bowling Alley. SHOWS: Monkey, Athletic, Big Snake or any Grind Show. RIDES: Book Octopus, Rolloplane, Chairplane, Caterpillar, Coaster and Kiddie Autos. Reasonable P.C. Long season, 16 top county fairs in Tennessee, Alabama, Mississippi and Louisiana. Write, wire, phone or come on, Eudora, Miss., this week.

**D. E. GENTRY**, Owners; **THEODORE MEADOWS**, Asst. Mgr.; **BILL LUCK**, Bus. Mgr.

## RIDE HELP WANTED

Want Help who can drive on all rides. Especially need Foremen for Wheel, Merry-Go-Round, Smith & Smith Chairplane. Opening Granite Quarry, N. C., April 7. Leave Winter Quarters April 1. Freddie Burton, Tommy Riddle, get in touch. Also Fred, who was with Raley.

All replies to **MILTON McNEACE, PALMETTO SHOWS**

Box 394, Chesnee, S. C. Phone 4191

## WANT WANT WANT

MAN OR MAN AND WIFE TO TAKE BEAR PITCH. AGENTS FOR COUNT STORE AND BUCKET STORE. MAN TO UP AND DOWN JOINTS. FUZZY LOGSDON, MAC McCOY AND OTHERS BOOKED. ACKNOWLEDGE THIS AD. (NO PHONE CALLS.) Opening April 5, Lake Charles, La., 6 weeks of Air Base paydays. Address: **DUTCH WILSON**, c/o Byers Bros. Shows, Winterquarters, Coushatta, La.

## East Florida's Largest Event POMPANO BEACH GOLDEN JUBILEE

April 13-19. Parades—Pageants—Acts. A bona fide John B. Rogers directed event with \$12,000.00 Publicity Program in America's Fastest Growing City.

Can place any clean attractive Merchandise Concession or worth-while Attraction, Food Specialties and Demonstrations.

**MILLER AMUSEMENT ENTERPRISES**

All communications to **TOM L. BAKER**

3732 N.E. 3rd St., Pompano Beach, Fla. Phone: Webster 3-9717

## Monica & Tony Baress WANT

A-1 Revue Talker, Candy Butcher, Specialty Dancers, also Act strong enough to feature for a large Canadian show. Geo. Duggan, answer.

Write: **AIRPORT TRAILER PARK**  
West Columbus Drive  
Tampa, Florida

## WANT

Small Carnival for July 4th week, to operate along with Free Fireworks and Dance.

**CLAUDE J. PLUMMER**  
Vice Cmdr. Albert Parker Post 620  
Bement, Illinois

## LOOKS LIKE A NEW ONE

Allan Herschell Kiddie Merry-Go-Round, 1953 model, in brand new condition with new Top and Motor.

Original cost \$5,950.00.  
Priced for quick sale, \$3,500.00.

**RAY CAMP**

P. O. Box 22 Oceanway, Fla.  
Phone: Jacksonville, Fla. POlar 53240

## FOR SALE

3 Custard Trucks, Concession Trailer and other Concession Equipment.  
To settle Estate.

**C. SENNA**

1928 Stuyvesant Ave., Irvington, N. J.  
Essex 3-1963

## WANT TO BUY

Novelty Trailer, with or without stock. Send photograph and inventory of stock.

**BOX D-37**

c/o The Billboard Cincinnati 22, O.

## Largo Party Nets 2G Plus for Tampa Club

TAMPA—The Greater Tampa Showmen's Association treasury was enriched to the tune of \$2,403, the profits from a benefit show held on the Blue Grass midway at the Largo (Fla.) Fair.

Jimmy Cyr, ways and means chairman, reported that this was the largest jamboree ever held at Largo and rated second to that held at Florida State Fair.

Plans for the club's annual picnic and barbeque at Ralston Beach were announced. Included will be games for both adults and children. A water show, presented by the Ski Bees, will be a feature of the day.

Harry Julius, treasurer, announced that a number of benefits had been added to the hospitaliza-

tion plan and said that applications were being accepted.

The recently formed boat club has chartered a fishing craft, Rainbow, out of Clearwater, and will hold a day's outing for fishermen.

Reported on the sick list are Ray Seely, George Ringlin, Alexander, Hal Eifort, H. Kirk, Gean Porter, Eddie Teague and Frank Bergen.

## NSA Honors Pet Irishman

NEW YORK — The National Showmen's Association chose Patrick's Day to bestow honors on its favorite Irishman week. Monday (17) was Joe McNight, and more than 100 wishers crowded into the clubhouse room for corned beef, cabbage, beer and entertainment.

Favors in the form of gift bowlers were given to all, and five-piece band played for dancing. McKee was given a set of shoe rock cufflinks with emerald stones and wife Maggie received a green orchid plus green carnations from Sam and Mollie Spitz to distribute among friends.

A large floral piece was presented by the Coliseum union, represented by Andy Stryker, Mel Amico, Mel Smith and Rocco Trapano. Smith delivered a fitting toast to the guest of honor. We were received from George J. Bess Hamid, Nate Cutler, Henry Kaufman and Allen (Katy) Katzen.

This affair was spearheaded by Angelo Peppe and his entertainment boys, consisting of Angelo Longo, Charley Davenport, Weinberg and Charley Cingo. President Jeff Harris flew in from Boston, stayed for an hour or so, then took off for the airport again.

It was decided to hold the first meeting of the season on April 15 as an open house for members, Ladies' Auxiliary and friends. Entertainment and food will be provided.

## \$100.00 REWARD

For the location of **STEPHAN L. VIER**  
Information confidential.  
Call collect — Andrew 3-3414.  
Grand Prairie, Texas.  
TOMMIE ALFORD  
BONNIE JAY

## GOLD BOND SHOWS

NOW CONTRACTING FOR 1958  
Opening May 10  
RIDES—SHOWS—CONCESSIONS  
CAN PLACE RIDE HELP.  
**MICKEY STARK, Mgr.**  
P. O. Box 229, Mt. Sterling, Ill.

## RIDES WANTED

Merry-Go-Round and others preferred for 3-day Homecoming, July 4, 5, 6. Event of the year in Northern Michigan.  
Write  
**CHAMBER OF COMMERCE**  
Rogers City, Michigan

## CARNIVAL WANTED

For Northern Illinois' Biggest 4th Celebration July 3-4-5-6  
Fireworks Free Attractions  
Prizes Given Away Nightly  
**ROCKTON RETAILERS ASSN.**  
VERNON GHOIERI Rockton, Ill.

## FOR SALE

CONCESSION EQUIPMENT  
As listed Page 56, March 3 issue, in A-1 condition. In health. Must sell immediately at a loss. Have April 1 deadline to meet.  
\$2200 CASH  
**ROBERT S. CYPHER**  
8012 Susquehanna St., Pittsburgh 21, Pa.  
Phone: FReamont 1-3344

## Rohr Skeds Arkansas Dates

CHEBANSE, Ill.—Rohr's Modern Midway this year will invade Southern territory for the first time, having signed to play several dates in Arkansas and Missouri.

Show will carry 12 office-owned rides, including a new Merry Mixer, and two new shows. A new popcorn trailer, designed by D. J. Rohr, has been built by the Metz Manufacturing Company, the office trailer has been rebuilt and four new light towers added.

Show will play 22 weeks of fairs and celebrations in Illinois. New to the route will be the fair at Greenup and Knights of Columbus barbeques at Champaign and Rantoul. Repeats will be celebrations at Rantoul, Wilmington, Streator, Moline and Hoopston. Fairs will include those at Melvin and Marshall.

## Meeker Sets April Start

TACOMA, Wash. — Meeker Combined Shows & Circus will open its 16th season on April 28 at the Apple Blossom Festival in Wenatchee, Ralph Meeker, carnival owner-manager, said here. The 1958 season will end September 28 at the Central Washington Fair in Yakima, a date Meeker has had for nearly 15 years.

Work of readying the show for the tour is now underway at winter quarters on the fairgrounds in Yakima. Several new trucks have been purchased for delivery around April 1.

## St. Louis Fem Club Card Party Scores

ST. LOUIS—The annual spring card party of the Missouri Show Women's Club drew a large turnout here Thursday (13).

President Marguerite Lohmar served as hostess, assisted by Helen German. Clara Campbell, aided by Leonora Gdynia and Mary Thompson, served luncheon. Virginia Von Behren and Doris Schantz won top awards.

## Smucklers Open Amusement Center

MOBILE, Ala. — Barney and Marie Smuckler, veteran carnival and ride operators, have taken over Grand View Park located 11 miles south of here, and will open for business April 1.

Included will be three major and four kid rides.



# CLUB ACTIVITIES

## Miami Showmen's Association

### Ladies' Auxiliary

President Rosita Dell called the regular meeting to order with 104 members and six officers present. Attending their first meeting were Margaret Davis, Hazel Tassel, Helen Moore, Ann Roth, Sybell Silverburg, Vera Harrison and Ida McDonald. Correspondence was read from Mr. Loeb, of the Ullapothah YMCA, and Jack Rose, who is in Veterans Hospital, Coral Gables, Fla.

Membership sick list included Rose Meyers, Zelma Weinstein, Rae Goldman, Pearl Schultz and Lillian Wolberg.

Elas Bryant took the dark horse. Ann Tara and Myrtle Duncan announced they would have a March 16 card party.

Ruth Schreiber thanked those who attended the past-president's card party. Winners included Rose Bennett, Dora Pierson, Mary Walker, Elsa Bryant, Kay Shulab, Lucille Malango, Rosita Dell, Letha Ault, Leona Plas, Evelyn Taylor, Frances Winnerman, Sidney Thomas, Fay Spellman, Ethel Weer, Barbara Broffle, Nova Dell, Estella Bell and Peggy Hirsch.

Door awards were taken by Hilda Roman, Peggy Biscaw, Frances Winnerman, A. Buzzella, Mollie Straus, Sidney Thomas, Glendon Daniels, Marie Feldman, Margaret Farris, Ella Dodson, Bea Tarbes and Elsa Bryant.

## Showmen's League of America

CHICAGO — Meeting was called to order by President Jack Huffield. Other officers present included Bill Carsky and Ed Soper, vice-presidents; Bernie Mendenelson, treasurer; Hank Shelby, secretary, and past presidents Sam Levy, Fred Kressman, Ned Torti, Maurice Ohren and Al Sweeney. On the sick list are R. Avery, Herman Pluda, Andre Dumont and Al Wasserman.

New member is Tom Carroll. Fifty debentures were drawn at this meeting, bringing the total due to \$42,500 to date.

## Greater Tampa Showmen's Association

### Ladies' Auxiliary

The annual bazaar will be held December 13-14, it was announced at the recent regular meeting which was opened by President Olive Sprague. Members were also reminded that the annual picnic at Balston Beach would be held March 20.

Sick list included Judy Hovel, St. Luke's Hospital, Milwaukee; Peggy Heiman, 50 N.W. 32d Avenue, Miami; Vista Miller, St. Joseph's Hospital, Tampa; Duvina North, Dotty Blackhall and Sara Weatherbee.

Dark horse, donated by Barbara Reed, was taken by Leota Frantz. A total of 87 members were present.

The Tuesday (18) meeting was called to order by President Olive Sprague. Also present were vice-presidents Mickey Wenzik, Egle Sedlmayr and Bertie Perrot and Secretary Grace Fillingham and Treasurer Elsie Owens. Invocation by Chaplain Ella Stophel was followed by the salute to the flag, roll call of officers and reading of minutes.

A letter from the American Cancer Society was read, thanking members for their Monday (17) workshop at which pads and bandages were prepared.

First fall meeting was announced for November 12. A new member, Jean Wright Page, was welcomed, as were Irene McNitt and Marjorie Milton, attending for the first time after absences.

On the sick list are Frances

Deemer, Flo Pontico, Dorothy Hewitt and Loretta Peterson.

St. Patrick dance was held at the club rooms Saturday (15).

C. J. Sedlmayr Jr., visited and announced a deep sea fishing party for club members Friday (28). The Clover Garden Club, auxiliary affiliate, held its installation Tuesday (19), Maxine Cyr being installed as president.

Dorothy Crawford reported 70 members at the meeting. The dark horse, donated by Jean Davis, was won by Gloria Lauther.

## Pacific Coast Showmen's Association

LOS ANGELES — Four new members were inducted into the Pacific Coast Showmen's Association at the regular meeting Monday night (17) which was conducted by Arthur Andersen, first vice-president, in the absence of Jimmy Lantz, president. On the rostrum with Andersen were Joe (Red) Dauer, second vice-president; Al Weber, treasurer, and H. D. (Bob) Matthews, secretary.

The new members are R. B. Rachford, Frank Kitchner, and Roy Kruger. Kruger along with Harry Ross, whose application had previously been approved, were inducted into the organization by Acting-President Andersen, Harry C. Seber and Moe Levine, both past presidents.

Harry Baron was reported improving from a recent illness. Irving Seiff, who had been on the sick list for some time attended the meeting. Red Crawford (Crawford McClister) is still confined to the Barlow Sanitarium and would like to have visitors. Tom Condron is hobbling about following a leg injury suffered when he was struck by an automobile.

Jack McAfee and Bill Mayo were visitors, the guests of Bob Matthews.

The chair called upon Condron, John Snobar, Sam Alexander, Lou Johnson, George Perkins, Jim Omohundro, Kenneth Bell, and Harry Ross.

## National Showmen's Association

### Ladies' Auxiliary

Bess Hamid announced the birth of a grandson to daughter Zyne Caponey at the March 12 meeting. The news came by mail from Hollywood, Fla., where Mrs. Hamid is convalescing, and said the birth was on March 7.

On the sick list are Midge Cohen, with a bad cold; Billy Bamberger, at Polyclinic Hospital with a case of shingles; Irma Bernard, with a gall bladder operation, and Cele Forman, ill at home. Jeanette Wright lost her mother, and the mother-in-law of Elinore Rinaldi was compelled to undergo surgery.

It was reported that Joe and Maggie McKee and Al and Mae McKee plan to attend the World's Fair in Brussels. Dolly McCormick was working on the March 19 party sponsored by past presidents, to benefit the kiddie fund. Ann Peterson and the Vince Andersons sent regards from Florida.

## Hartford Builder Offers Auditorium

HARTFORD, Conn.—A Hartford constructor, F. H. McGraw & Company, has offered to build an ultra-modern \$4,000,000 civic auditorium shaped like an umbrella. City Hall sources report that McGraw would build the convention hall and sports palace and lease it to the city for \$300,000 annually for 20 years. At the end of that period, the city would own the facility.

McGraw said the city's net cost would be reduced by rentals from sports events and conventions in the proposed 9,000-seat building.



14 RIDES 8 SHOWS 40 CONCESSIONS GIANT SEARCHLIGHTS

The Finest Midway in the Midwest

CAN PLACE GOOD FREE ACT . . . STATE PROPOSITION

NOW BOOKING CONCESSIONS

Can place Cook House. Must be neat and cater to show. Also Novelties, Custard, Basketball, Shiv Rack, Fish Pond, Long and Short Range Galleries, etc.

Can place capable agents in Cig Block, Coke Ring, Bird Pitch, Bear Pitch, Age and Scale.

OPENING OKEENE, OKLA., APRIL 25-27. Then Dodge City, Kan., Rodeo to follow. We have 21 of the better Fairs and Celebrations in our territory, starting in June.

W. W. MOSER, Manager. Winter Quarters, HAZELTON, KANSAS

THE SHOW WITH A MILLION FRIENDS



## BYERS BROS. SHOWS

OPENING APRIL 5, LAKE CHARLES, LA., AIR BASE LOCATION. TWO MILLION DOLLAR PAY DAY WEEKLY. 7 WEEKS TO FOLLOW AT AIR BASE PAY DAYS IN LOUISIANA, MISSISSIPPI AND ARKANSAS—20 BONA FIDE FAIRS AND CELEBRATIONS. CLOSING NOVEMBER 1.

WANT

WANT

WANT

CONCESSIONS

Cookhouse (Blackie Wilson, contact us at once). Can place Custard, Age and Scales, High Striker, Ball Games, Water Games, One Ball, Coke Bottles, Break the Record, Corn Game, Hoop-La, Watch-La and Direct Sales.

SHOWS

Motor-drome, Monkey, Snake, Wildlife or any worth-while attractions. SHOWS WHICH HAVE CONTRACTS WITH ME FOR 1958, PLEASE ACKNOWLEDGE THIS AD, ESPECIALLY SIDE SHOW AND GIRL SHOW.

RIDES

NONE. Have 12 all-new Rides, including Big Eli and Scrambler.

HELP

Foremen for Merry-Go-Round and #5 Big Eli Wheel. Also Man to handle Front Entrance and Light Towers. Contact Bennie Acker, ride superintendent. All others reply:

CARL BYERS, Mgr.

By Mail or Western Union (No Phone Calls, please): Winterquarters, Fairgrounds, Coshatta, La., thru April 2; then Lake Charles, La.

## AGENTS - WANTED - AGENTS

FOR COMPLETE ROUTE OF FAIRS AND CELEBRATIONS BEGINNING MARCH 31 AT SAVANNAH, GEORGIA, WITH PAGE COMBINED SHOWS

Want Agents for Pin Stores, Buckets, Picture Frame, Cigarette Block and Cigarette Wheel, One Ball, Balloon Darts, Six Cat Agents, prefer woman who knows how to work for stock.

Also want Caller and Counter-men for Bingo.

FOLLOWING PEOPLE CONTACT—BILLY RESTIS, ARNIE KOLBERG AND PETE SHEER

## AL WILLIAMSON

638 Riveria Drive

(Phone: 85-0601)

Tampa, Florida

Until March 31, Then Savannah, Georgia

## MEEKER COMBINED SHOWS & CIRCUS

OPENING APRIL 28 . . .

WENATCHEE, WASH., APPLE BLOSSOM FESTIVAL

with strong route thru September 28, including

APPLE CUP CELEBRATION, CHELAN, WASH.

SPOKANE, WASH., LILAC FESTIVAL

Spokane Coliseum Parking Lot Downtown

WANT: TRUCK MECHANIC (Chevrolet) RIDE HELP WHO DRIVE SEMIS

WILL BOOK A FEW CONCESSIONS THAT DO NOT CONFLICT

ALSO GRIND SHOWS WITH OWN EQUIPMENT

Contact BILL DAVIS, 229 West Spazier, Burbank, Calif. Phone: THornwall 2-1421 or THornwall 6-9304.

RALPH MEEKER, 3848 East B Street, Tacoma, Washington. Phone: GRenfield 4-5237.

## G. & B. SHOWS

Opening April 11, Mason, W. Va.

On the lot April 8.

Want Cookhouse, Photos, Scales, Bear Pitch, Coke Bottles, Six Cats, Basketball, Hi-Striker. Help on all Rides; must be able to drive. Side Show open, come on. Place Shows with own outfits. All replies to

GEO. BROAS

627 30th St. Parkersburg, W. Va. Phone: GArtfield 2-1254. No collect calls.

## Last Call—GOLDEN GATE SHOWS—Last Call

Opens season of 1958 on April 8 to 13 in West Sacramento, Calif. (near foot of M Street Bridge) followed by the first major California Rodeo and Round-Up Celebration of the season at Red Bluff, week of April 17 to 20. The Golden Gate Shows are booked solid in 1958 for twenty-four weeks of Fairs and Bona Fide Celebrations, the best in Central and Northern California.

Can place a few more Handy Park Concessions. Those already booked by an agent at Sacramento on April 7. No flats or apples wanted. Agents for office-owned Concessions apply to Manager. Would like to hear from any good Grind Shows, large or small, wishing to book for the season. Good deal to those who qualify. Need Ride Foremen and Ride Help on Octopus, Tit, Rock-o-Plane, Fly-o-Plane and Kid Rides. Ride Men who are licensed truck drivers given preference; can also place Wives of Ride Men on ticket sales. Can place Assistant Electrician who can operate twin searchlights. Can also place Mechanic with own tools. Winter quarters now open to Ride Help. Direct all inquiries to

J. P. HARVEY, General Manager, 57 Ray St., Pleasanton, Calif. Phone: Victor 4-3543.



### SCRAMBLER WANTED

For the Multi-Million-Dollar  
**PACIFIC OCEAN PARK**  
Ocean Park, California.  
**WILL BUY—AND PAY BONUS**  
Lease or install on P. C.  
**LONG TERM LEASE**  
Contact:  
**ARCHIE GAYER**  
4977 Brewster Drive, Torrance, Calif.  
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### JAMES H. DREW SHOWS

Want Want Want  
Ride Help for 14 modern Rides. Must be sober and have license to drive. Winter quarters open; come on.  
Concessions—Prize-Every-Time and Stock Concessions. Ex. open on Long and Short Range, Photo, Novelties, Arcade and others.  
SHOWS—Need Family-type Shows. Advise what you have. Wire or phone:  
**James H. Drew Shows**  
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### \$100.00 REWARD

For the location of  
**RAY O. (JIMMY) FARMER**  
Information confidential.  
Call collect: Andrew 2-2414.  
Grand Prairie, Texas.  
**TOMMIE ALFORD**  
**BONNIE JAY**

### CETLIN & WILSON SHOWS

WANT Shop Welder, Caterpillar Foreman, Mule Drivers and all useful people for large railroad show.  
WANT Superintendent who can locate railroad show. Ralph Decker, why don't you answer?  
Winter Quarters will open about last of April and show will open about May 30.  
Account disappointment can place large Circus Side Show. All address:  
**P.O. Box 787, Winter Quarters, Petersburg, Va.**

### PEPPERS ALL STATES SHOWS

Official opening March 26, Milton, Fla., Big Naval Air Base payday, through April 5; then Warrington, Fla., Naval Air Base, April 7-12. Then the big one.  
Agents wanted for Peg Pool, Pan Game, Ball Games, Milk Cans, Slum Spindle, Ace and Scales and Penny Pitch. (E. V. Brown and McGinnis, waiting on you. Contact me.)  
CONCESSIONS: Pitch-Tilt-You-Win, Cork Gallery, Slum, Jewelry, Hoop-La, High-Striker, Coke Bottles and Slum Blower.  
RIDE HELP: Want Second Men on Rides. Must be able to drive. Definitely no drunks.  
Contact: **FRANK W. PEPPERS**, Phone 5604, Milton, Fla., or wire.

### CARNIVAL WANTED

For New York State Engagement—10 Days to 2 Weeks, Starting June 25 until July 4.  
AFFAIR SPONSORED BY THE AMERICAN LEGION  
**MONROE POST #488, Inc., Monroe, N. Y.**  
Large Summer Resort.  
WANT—Major Rides such as Scrambler, Whip, Hot Rods, etc., additional Kiddie Rides.  
WANT—Concessions, Games. Contact  
**MR. FRANCIS WALTERS**  
c/o Monroe Post #488, Monroe, N. Y. Monroe-Story 3-7841

### NOLAN AMUSEMENT CO.

WANTS—OPENING APRIL 16—WANTS  
CONCESSIONS—Cookhouse, Bingo, Mitt Camp, Arcade, Six Cais, Bucket, Pill Pool, French Fries, Apples, Long & Short Range, Glass Pitch, Photo, Novelties, Hi-Striker, Penny Pitch, Fishpond, Pitch-Tilt-You-Win, Age & Scale, Ball Games, Hoop-La, Coke and Hunky Panks. SHOWS—Grind Shows of all kinds. HELP—Promoter for Kiddie matinees—all strong boys; Mechanic, Electrician, Manager for #2 Unit; First and Second Men for Wheel, Merry-Go-Round, Roundup, Flying Scooter, Tilt, Octopus, Coaster and Kid Rides.  
**FRED NOLAN, Route 2, Zanesville, Ohio**

STOCK TICKETS	TICKETS	SPECIAL PRINTED	Double Coupon
1 Roll ..... \$ 1.50	of every description.	Cash With Order Price	
5 Rolls ..... 4.50	Wheel tickets carried in	2,000 ..... \$ 6.90	
10 Rolls ..... 8.25	Stock for immediate ship-	4,000 ..... 7.80	
25 Rolls ..... 19.75	ment.	6,000 ..... 8.70	
50 Rolls ..... 24.00	<b>THE TOLEDO TICKET CO.</b>	8,000 ..... 9.60	
100 Rolls ..... 44.00	Toledo 12, Ohio	10,000 ..... 10.50	
Rolls 2,000 EACH	"Allied Trades Union Label	20,000 ..... 15.30	
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Size: Single Tkt., 1x2			

### SUNSET AMUSEMENT COMPANY

Opening Excelsior Springs, Mo., April 24.  
WINTER QUARTERS OPENS MARCH 29th.  
Can use single End Men without cars, trailers or girls who can drive semi trailers, single Rocko Foreman also. Concessions needed: Foot Long, Photos, Age and Weight, Long and Short Range, Novelties, Dish, Lamp, Bird Pitches, Ball Games and Hunky Panks.  
701 N. MAIN ST. EXCELSIOR SPRINGS, MO.

### McKenna Buys New Spinaroo, Big Coaster

MANITOWOC, Wis. — McKenna's Rides & Amusements is expanding its ride line-up for its 20-week season that will be confined solely to Wisconsin, Herman McKenna, owner-manager, announced.  
The show has purchased a new Spinaroo from King Amusement Company which will be delivered in mid-April. McKenna will leave shortly for Miami to pick up a big Roller Coaster from B. A. Schiff & Associates. These additions will bring the ride line-up to a total of 12 office-owned devices.  
New to the route this year are centennial celebrations at Gresham, June 8-8; Oakdale, June 19-22; Oxford, June 27-29. On the fair route are annuals at Elroy, Slinger, Medford, Cedarburg, Baraboo, Phillips, Chilton, Friendship and Lodi.  
During the winter a crew changed lighting on all rides to fluorescents. Four new light towers, also with fluorescents, have been constructed for a total of eight. Several tractors and straight trucks have been added to the fleet.  
McKenna announced the addition of a son, James Patrick, born in January.

### Collins Mulls

Continued from page 79  
States—which aren't numerous—few lay-offs are reported, he added.  
The Collins route will be little changed from that of recent years. Show will return to the La Crosse, Wis., fair after one year's absence and will play the Albert Lea, Minn., fair for the first time.  
Growth of the organization in recent years has made it necessary to expand its power plant. For this reason, Collins will add two 100 KVA transformers, making a total output of 500 KVA's. Also new to the line-up is a low-boy trailer that will be used to carry the Tilt-a-Whirl platforms.  
A new ride or two is also contemplated. The show, when it hits fairs, will carry a total of 25 major and kid rides and eight or more back-end shows.  
A small crew has been keeping busy at the winter base here, but plans this year are to do much of the major repainting on the road.  
Collins, who underwent surgery last month, reports he feels the best he has in years. Staff this year will, among others, include E. W. (Slim) Wells, assistant manager, and Jim Hirschberg, secretary.

### Plaque Drive

Continued from page 79  
Richard Pronath, Denny Pugh, Pat Purcell, Abe Raymond, O. Rosenmutter, Al Rossman, Joe Rogers, Dave Russell, Dave Russell Jr., Harry Russell, Jack Ruback, George Ryan, Anthony Sbarbaro, W. S. Schaffer, Hubert Schloss, Al Schlossberg, Lou Schlossberg, Norman Schlossberg, M. Schlossberg Jr., Morley Scott, Olem Schmitt, Joe Scholibo, Carl Sedlmayr, Carl Sedlmayr Jr., Carl Sedlmayr III, Michael Sedlmayr, George Seliner, William Senior, Hank Shelby, Harry Shore, Clint Snuford, Pete Siebrand, J. H. Silveiman, Harry Simmons, J. C. Simpson, Rudy Singer, Leo Sloan, Ralph Smith, Allen Sopenar, Alex Sopenar, Ed Sopenar, Louis Sopenar, Victor Sopenar, Nell Stanholt, Louis Stern, Joe Streiblich, Emmer Stuart, Al Sweney, Aut Swenson.  
Jamie Sullivan, Jim Sullivan, John L. Sullivan, Sam Solomon, James E. Strates, Earl Taylor, Bernard Thomas, J. C. (Tommy) Thomas, Harold Tompkins, Curtis Velare, Elmer Velare, Sam Ward, Sol Wasserman, Nell Webb, Ben Weiss, Joel Weiss, O. J. Weiss, O. J. Weiss Jr., E. E. Wells, Jack Wetner, Harry Westbrook, Gaylord White, Cliff Wilson, Shan Wilcox, Frank Winkley, Ralph Woody, Al Williamson, Ed Young, Ernie Young, Jacob Yonover, Charles Zemater, Charles Zemater Jr., and Jack Zemater.

### MIDWAY CONFAB

Bob Conn, dancing comic who spent a year in the Municipal Tuberculosis Sanitarium, Chicago, is now in Jefferson Tuberculosis Sanitarium, Birmingham, and would like to hear from friends.  
Landrus the magician returns to the road in May, having been booked for his second year with the Hall and Leonard Side Show.  
Carl J. Sedlmayr, Bob Lohmar and Harry Julius, all of Royal American, spent several days in Chicago last week en route to Tampa from Davenport, Ia., where they were initiated into the Royal Order of Jesters.  
George West, Paul Hollar and Russel Walker are in Haiti with United States Shows for a six-week tour. . . . Ray Garrison and Bobie Huckleberry plan to go out with J. A. Brewer, of Oklahoma City, this season. Both recently wound up a 14-week stint at a Chicago night spot.  
Mrs. Louis (Frances) Berger, wife of the Olson Shows agent, is back home after being released from a Chicago hospital.

### Rex Bros.

Continued from page 77  
and the mixed act with camels, llama and zebra, worked by Smaha.  
Staff has Stevenson, manager; Akin, superintendent; Shorty Lynn, big top; Henry Thompson, Side Show; Jack Banta, assistant superintendent; Little Bob Stevens, concessions; Bill Wells, pit show; Tony Smaha, equestrian director; Al Dean, cookhouse, and George Vest, organ.  
The afternoon at Alice was good, but the lot was under four inches of water at night and the attendance was poor. Kingsville was good for two full houses. Harlingen drew a half house in the afternoon and a full house at night.

### Henson Completes Route

SPRINGFIELD, Tenn. — Henson Bros. Circus completed its full route of three weeks in Alabama before closing recently. Owner-manager W. E. (Shotgun) Page corrected a recent report that the show closed earlier. He said the indoor circus played all of the stands that had been booked.

### STRANGEST ATTRACTIONS

On earth. Devil's Child, Wolf Boy, Jungle Pygmies, many others. Free Folder.  
**Tate's Curiosity Shop**  
3028 E. Van Buren St.  
Phoenix, Ariz.

### Ringling Estate

Continued from page 77  
court motion denied mismanagement and charged that the plaintiffs were not the proper parties to file the action. In similar suit recently, the name of James Ringling was removed from the list of defendants in the suit.  
Dan Gordon Judge has filed an answer to a separate suit against him. The suit asked for his removal as trustee of the Edith Ringling estate. He answered that no payments had been made to the defendants because there had been no income for the estate to disburse. Judge said that he had received an offer from John Ringling North some months ago in which North offered to buy minority stock and that the offer was killed when the Sanford-Lancaster group filed suit against North and others.  
The Sarasota Herald-Tribune in a copyrighted story said that the bodies of the late John Ringling and his first wife, Mabel Ringling, have been in storage at two places in New Jersey, and that a law firm representing the estate pays storage charges. The bodies never have been buried, and vaults at the Ringling museum in Sarasota remain unused, the story stated.  
Selling Animals  
C. R. Montgomery, former menagerie superintendent and more recently the contract forage agent, has been placed in charge of selling Ringling animals. One report said that all the saddle horses were being sold to a Tennessee farm. Hunt Bros. Circus bought a pony drill. A Rhode Island zoo was buying several wild animals.  
Several sheds at winter quarters have fallen down in disrepair. Wagons were lined up to shield the broken buildings from public view.  
While official information on any sales of animals or equipment was lacking, it appeared that nothing other than animals was being sold so far.  
However, one report was that there are only about 70 railroad cars in quarters. The show last moved on 80 and had others stored in quarters then.  
If the train is sold, it is expected that a South American country will bid on the coaches and the Florida East Coast Railroad will bid on the flat cars.  
Going to New York are the hippo cage, rhino cage, eight smaller cage wagons, a giraffe den, tiger act and bear act. Trailers in quarters before the show pulled out for its opening at Charlotte, N. C., were five vans, two drop-frames, two flat-bed trailers and the tiger act trailer, all painted silver but most of them unlettered.

### WANT TO BOOK RIDES

Such as Merry-Go-Round, Ferris Wheel, etc., adult and kiddie, and Fortisk Roller Rink for  
**STAN AND LEE'S RECREATION CENTER**  
Located in Rome, Ga., with a drawing potential of over 80,000 within a 21 mile radius. Season begins April 1 and ends after Labor Day. Will book in percentage basis. All replies to  
**STAN AND LEE'S**  
7 Hillcrest Ave. Rome, Ga.

### Amusements of America

Show officially opens mid-April at Washington, D. C.  
Want Shows: Gsek (Renton, contact Wildlife (Irene Burton, contact) or a good Grind Show for season. Brit contact immediately. Third Unit open March 31 in Sumter, S. C. Can place Grab and Hankies for this date, while is Show Air Base payday.  
**JOHN VIVONA**  
Box 1562, Sumter, S. C.

### CONCESSIONS WANTED

CIVIC CELEBRATION  
JULY 3, 4, 5, 6  
Appleton Junior Chamber of Commerce  
6-mile drawing area—125,000 people.  
For details write:  
**Box 483**  
Appleton, Wisconsin

### SPEEDY BABBS

Has GIRLS, FREE ACTS, JOINTS and will travel. Open to propositions for coming season; pay off in MONEY, MARBLES or WHAT HAVE YOU? Unusual, super sensational Free Acts, nationally known on several coast to coast T.V. shows. Beautiful finerecord costumes. Acts presented under white spots, ultra-violet light with blindingly beautiful magnesium rocket fireworks finale. Will draw and hold the crowd on your midway. Positive box office appeal. ALWAYS write c/s The Billboard, 2160 Patterson St., Cincinnati 2, Ohio.

### Harry Schreiber WANTS

Agents for 6-Cais and Buckets. Also Men for up-and-down Concessions.  
Write:  
Miami Showmen's Association  
1799 N.W. 28th St. Miami, Fla.

### BINGO AT LIBERTY

Account of disappointment would like to book my 40'x50' Deluxe Bingo on show. Owner-operated, choice or coin operation. Available immediately. Also have Roller Coaster available for booking for season.  
"Heavy" Molbar, contact me immediately. Write:  
**BINGO OWNER**  
342 N.E. 32nd St. Miami, Fla.  
Phone: FR 1-7994

### MERRY-GO-ROUND

I have available adult size Two-Abreast Merry-Go-Round and Pop Corn, Candy Apple, Fluss Trailer which I want to book as a unit on small show, etc. Also available, adult size Chairplane.  
**ROBERT D. KELLOGG**  
Stillwater, N. Y.

### WANTED

Good Carnival or Rides, Shows and Concessions for  
**CHAMBER OF COMMERCE CELEBRATION**  
July 4-5, 4. Write or call  
**A. V. HANSEN**  
Lake Park, Iowa

### T. J. TIDWELL SHOWS

Opening Brownwood, Texas, March 29.  
Can place Shows, Rides and Concessions. What have you? Want Man for Light Plant and Elephant that drive some-thing useful people in all departments. All wire: T. J. TIDWELL, Manager, Brownwood, Phone 3-2224.

### Thank You L. I. THOMAS

owner THOMAS JOYLAND SHOWS, for the purchase of the new SUPER BUICK RIVIERA presented to your wife Sidney.  
"Save Money With Johnny"  
**JOHNNY CANOLE**  
2841 N.W. 18th Ave. Miami, Fla.  
Phone: Plaza 1-0264

### SUNSET AMUSEMENT COMPANY

Opening Excelsior Springs, Mo., April 24.  
WINTER QUARTERS OPENS MARCH 29th.  
Can use single End Men without cars, trailers or girls who can drive semi trailers, single Rocko Foreman also. Concessions needed: Foot Long, Photos, Age and Weight, Long and Short Range, Novelties, Dish, Lamp, Bird Pitches, Ball Games and Hunky Panks.  
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## COMING EVENTS

- Alabama**
  - Birmingham—Birmingham Home Show, April 29-May 4. Arthur Gilbert, c/o Town House Hotel.
- Arizona**
  - Phoenix—Phoenix Home Show (Coliseum), March 23-30.
  - Phoenix—Spring Horse Show, April 11-12.
  - Tucson—Tucson Rodeo, March 23-30.
  - Tucson—Southern Arizona Livestock Show, March 23-30.
- Arkansas**
  - Fort Smith—Arkansas-Oklahoma Rodeo (Harper Stadium), May 26-31. Paul Latture.
  - Little Rock—Little Rock Home Show (Barton Coliseum), April 27-May 1. Clyde E. Byrd.
  - Little Rock—Little Rock Horse Show (Barton Coliseum), May 8-11. Clyde E. Byrd.
- California**
  - Bakersfield—Bakersfield Rodeo, May 24-25.
  - Clovis—Clovis Rodeo, April 26-27. Herman Smith.
  - Dixon—Dixon Rodeo, May 12.
  - La Grange—La Grange Rodeo, March 30.
  - Los Angeles—Do-It-Yourself Show (Pan Pacific Aud.), March 29-30. Ted Bentley.
  - Los Angeles—Sportsmen's Vacation, Boat & Travel Show (Pan-Pacific Aud.), April 10-20. H. Wener Buck.
  - Napa—Napa Valley Horse Show, May 4. E. N. Munk, P. O. Box 728.
  - Oakdale—Oakdale Rodeo, April 3.
  - Oakland—Bay Area Sportsmen's Show (Expo Bldg.), March 21-30.
  - Oakland—Calif. Spring Home & Garden Show, May 2-11. John J. Hennessy, Hotel Claremont, Berkeley.
  - Pomona—Pomona Rodeo, May 24-25.
  - Red Bluff—Red Bluff Rodeo, April 19-20. C. H. Hart.
  - Riverside—Riverside Rodeo, May 17-28.
  - San Francisco—Grand National Jr. Livestock Expo (Cow Palace), March 29-April 2. Nye Wilson.
  - San Bernardino—National Orange Show, April 10-20.
  - San Bernardino—San Bernardino Co. Sheriff's Rodeo, April 19-20. J. M. Holloway.
  - San Jose—San Jose Rodeo, May 24-25.
  - Tulare—Tulare Rodeo, May 24-25.
- Colorado**
  - Denver—Sports, Boat & Travel Show (Denver U. Arena), May 7-11.
- Illinois**
  - Chicago—Modern Living Expo & Flower Show, March 23-30.
  - Kankakee—Kankakee Home Show, April 24-29. Bob Boyd, 946 Hawthorne Lane.
  - Peoria—Peoria Area Sports, Boat, Home & Vacation Show (Robertson Field House), March 23-30. Sidney J. Page.
- Indiana**
  - Elkhart—Elkhart Home Show, April 17-20. Dorothy Godfrey, 816 Leland Ave., South Bend.
  - Indianapolis—Indianapolis Home Show, April 11-20.
- Iowa**
  - Des Moines—Iowa Sports & Vacation Show (Veterans' Memorial Aud.), March 27-April 1. Des Moines Register & Tribune.
  - Sioux City—Siouxland Expo & Sports Show (Auditorium), April 18-30. Marc Cox.
- Kansas**
  - Mayetta—Mayetta Rodeo, May 16-18.
- Louisiana**
  - Jonesboro—Jonesboro Fair, April 7-12.
  - New Orleans—New Orleans Boat, Sport & Vacation Show (Auditorium), April 23-27. Oliver J. Counce.
  - Shreveport—Holiday in Dixie Spring Festival, April 30-May 4. Able C. Goldberg.
  - Shreveport—Shreveport Home Show, April 23-27. Edward Souza, 4454 Fairway.
  - Shreveport—Shreveport Rodeo, May 12-18. Joe Monsour.
  - Winnfield—Police Fair & Rodeo, March 21-April 5.
- Maryland**
  - Towson—Pimlico Yearling Show (Pimlico Race Course), May 11. Stewart Scar.
- Massachusetts**
  - Boston—New England Electrical Show (Mechanics Hall), April 22-25.
  - Boston—New England Flower Show (Mechanics Hall), May 9-16.
- Michigan**
  - Alma—Alma Better Homes Show, April 12-20. Jack Davis, Box 12, Bay City.
  - Detroit—Michigan Flower & Home Show, March 22-30.
  - Grand Rapids—West Mich. Sports & Boat Show (Civic Aud.), March 24-29. J. D. Lorke.
  - Haginaw—Jaycee Better Homes Show (Fairgrounds), May 1-4. Thomas J. Weadock, 1808 N. Michigan Ave.
  - West Branch—West Branch Better Homes Show, May 16-17. Jack Davis, Box 12, Bay City.
- Minnesota**
  - Minneapolis—Northwest Boat, Sports & Travel Show (Aud.), April 4-11. F. W. Kahler.
- Mississippi**
  - Jackson—Jackson Home Show, May 14-18. Patrick J. O'Toole, Walthall Hotel.
  - Port Gibson—Stock Show, May 17-22.
- Missouri**
  - Anderson—Jesse Parish Show, May 26-27. C. Gordon Ewing.
  - Ava—Jr. Livestock Show, May 9-10. Mill H. Pettit.
  - Clinton—Henry Co. 4-H Egg Show, March 28. Ed Wiggins.
  - Gallatin—Davies Co. Jr. Lamb Show, May 21. George H. Schmitt.
  - Joplin—Joplin Home Show (Memorial Hall), April 8-27.
- New Jersey**
  - Atlantic City—Garden State Home Show (Convention Hall), April 9-12.
- New Mexico**
  - Alamogordo—Española Rodeo, May 17-18.
- New York**
  - New York—International Auto Show (Coliseum), April 5-12.
  - New York—International Home Expo (Coliseum), April 19-27.
  - New York—Festival of Foods (Coliseum), April 23-27.
  - New York—U. S. World Trade Fair (Coliseum), May 7-17.
  - Rochester—Rochester Home Show, April 24-May 2.
  - Syracuse—Northeastern Sports Show, April 11-18. William C. Hartman.
- North Carolina**
  - Greensboro—Sesquiennial, May 4-10. Leo Spaeth, 231 N. Greene St.
- Ohio**
  - Cincinnati—Home Show and Better Living Expo (Garden), April 19-27. Robert G. Sand.
  - Columbus—Columbus Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), March 22-30. Ben Cowall.
  - Dayton—Dayton Sports & Boat Show (Coliseum), April 19-22. Ward Collopy, 123 Warren St.
  - Dayton—Dayton Home Show, April 19-27.
  - Youngstown—Mahoning Valley Home Show, April 15-20.
  - Toledo—Northwest Ohio Garden & Flower Show, March 23-30.
- Oklahoma**
  - Guymon—Guymon Rodeo, May 1-3.
  - Oklahoma City—Greater Okla. Home Show (Municipal Aud.), March 23-29. Sidney H. Davidoff.
  - Tulsa—Tulsa Rodeo, May 8-11.
- Oregon**
  - Grasham—Multnomah Co. Spring Garden Show (Fairgrounds), April 23-27. Duane Hennessy, Mgr.
- Pennsylvania**
  - Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 24-29. J. W. O. Alland.
  - Reading—Greater Reading Home & Building Show, March 22-23.
- Tennessee**
  - Humboldt—Strawberry Festival, May 5-10.
  - Knoxville—Tennessee Valley Sports Show (Chilhowee Park Expo Bldg.), April 4-12. Claude Fox.
- Texas**
  - Baird—Baird Rodeo, May 1-3.
  - Corpus Christi—Buccanner Days, April 8-12. Bob Finke.
  - Dallas—Southwest Sports, Boat & Vacation Show, April 17-20. Dallas Morning News.
  - Dallas—Dallas Home Show, March 23-29. Grover Godfrey, 102 Walnut Hill Village.
  - El Paso—El Paso Flower Show (Coliseum), April 26-27. Council of Garden Clubs.
  - El Paso—Home Show (Coliseum), May 7-11.
  - San Antonio—San Antonio Home Show (BEXAR Co. Coliseum), May 4-11. Irving Wayne.
  - Waller—FFA Fat Stock Show & Rodeo, April 11-12.
- Virginia**
  - Winchester—Shenandoah Apple Blossom Festival, May 1-2. F. L. Largent Jr., Box 89.
- Wisconsin**
  - Milwaukee—Milwaukee Sentinel Sports & Vacation Show and Greater Lakes Boat Show (Arena), March 22-30. Charles D. Collins.
  - Madison—Wisconsin Sports and Home Show (Fairgrounds Arena), April 9-13. Bergru Enterprises, 1328 Morrison.
  - Oconto Falls—Jaycee Celebration, May 28-June 1. L. J. Sagle.
- CANADA**
  - Alberta**
    - Edmonton—Edmonton Rodeo, April 28-May 1. A. J. Anderson.
  - British Columbia**
    - Vancouver—Centurama Home Show & Sportsmen's Show (Fairgrounds), May 23-31.
  - Ontario**
    - Toronto—National Home Show, April 4-12.
  - Saskatchewan**
    - Regina—Regina Sportsboat & Vacation Show (Exhibit Stadium), April 21-26.
    - Saskatoon—Interprovincial Bull Show & Sale, April 18-17.
  - Manitoba**
    - Brandon—Manitoba Winter Fair, March 31-April 5. F. A. McPhail.

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A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

MARCH 17, 1958

THE BILLBOARD

MERCHANDISE

85

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 35 N. WELLS STREET  
 CHICAGO 6, ILLINOIS

## Pipes for Pitchmen

**Continued from page 83**  
 invites members of the fraternity who are passing thru Columbus to stop in and cut up a few jackpots.  
**"YOU CAN CALL . . .**  
 the wagon now, I've seen everything," writes Dan Smiley from Glasgow, Ky. "Last week at a spot in Tennessee the man I pay to bally my tips got one together for me, only to have an itinerant preacher raise a ruckus because I would not turn them over to him before I worked. Now, I ask all members of the trade if that wasn't the acme. The preacher warned that if it happened again he'd have me put in jail for disturbing worship. Please send the flowers now, boys. It's a helluva place where he said all medicine men go when they die. I talked to my buddy, Dick Sisco, or the phone recently. He was snowed in at Cincinnati, and said that as soon as the weather broke he and Doodee-Bee would get in their recently acquired Ford Victoria and roll south. I would like to see pipes from Bob Suggs, Smokey Swan and Eddie St. Matthews. I owe Eddie a sizable amount and would like to square it off. As soon as I learn of his whereabouts he will receive a check, once from me and once from the bank. Peg-Leg Jackson is still ballying for me with his harmonica and dancing. He says he likes working for me because I pay more money and

## Wis. State Preps

**Continued from page 78**  
 will not be used for any attraction this year.  
 Auto racing, always one of the major attractions of the fair here, may be expanded if negotiations currently under way work out, Masterson reports. He is currently working to bring a championship sports car race to the fair for the opening Saturday. This would enable the fair to advertise that it has every type of auto racing, sports cars, stocks, big cars and midgets during the run. In line with the auto racing, a track for micro-midgets is being built in the picnic grove and regular programs of the little cars are scheduled for all summer and during fair week.  
 The annual still-date program of auto racing gets under way June 8 with a 100-mile USAC big-car race. On July 13, a 150-mile stock car meet will be held, and September 14, a 200-mile, big-car race. A schedule of Thursday night, modified stock car races will get under way May 29 on the quarter-mile track, and a program of Saturday night late-model stock car races is also set for five Saturday nights during the season. A locally-sponsored sports car meet is set for May 25.

more often than anyone else. If so, I don't know how he has lived so long. We enjoy the pipes from Harry Day and would like to read Bristow and Cecil Cowan."

## Roller Rumbblings

**Continued from page 76**  
 Gay Blades Rink, St. Petersburg, since 1953. He came here from Des Moines, where he operated a rink. Under his direction, Gay Blades has produced several regional and national roller skating champions, including Gould's son, Frank, the 1954 Juvenile Boys' American champion of the RSROA.

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The print order for the Spring Special and Outdoor Amusement Directory supplement will be increased by 11,000 EXTRA COPIES so that EVERY BUYER in the Merchandise Field will have his own copy for reference during the weeks ahead.

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  - RP—Gent's Stone Rings, Asst. Dz. 2.50
  - R102—Pearl Rosaries, Bxd. Dz. .... 5.00
  - R164—Religious Medallions, Bxd. Dz. 6.00
  - B1—Stone Neckl. & Ears, Bxd. Dz. 7.50
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**\$600 PROFIT**  
 Mailing 100 catalogs. Catalogs feature items paying YOU up to 85% profit on \$1 items. Work from home or office. No need to carry stock. We drop ship. Start IMMEDIATELY! Send only \$1 cash, check, M.O., stamped for 10 catalogs, or 25c for sample. Free instructions included.

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Available immediately 6 wonderful Kiddie Rides (2 1/2 years old): 24 horse Merry-Go-Round; Ferris Wheel, portable; Train, larger than most gasoline operated with 550 feet of track; Airplane, equipped with hydraulic lift; Boat, afloat in water tank 25 feet in diameter; mechanical Pony Cart. Will sell equipment from park site in its entirety. Also present park lease is negotiable for extension. Park located in Corpus Christi, Texas—Gulf Coast and Padre Island tourist areas and adjacent to one of the leading shopping centers in the city. Partnership split up necessitates immediate sale.  
 For Complete Information Write or Call

**KIDDIEVILLE**  
 1410 Tarilton Corpus Christi, Texas  
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**PORTABLE ROLLER RINKS PRACTI-** cally new. Complete 40x80, 40x100 sectional maple floors. Tents, Chicago skates, skate counter, sound systems, wiring, etc. \$3,500; \$5,000. CR 4-4019. 221 Kings Highway, Murfreesboro, Tenn.

## Coin Machines Wanted To Buy

**JUKE BOX ROUTE WANTED IN OR** near Houston, Tex. Include asking price and particulars in first letter. Reply Box C-295, c/o The Billboard, Cincinnati 22, Ohio.

## Coin-Operated Equipment (Used)

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**FOR SALE—GOOD USED CIGARETTE** machines, look like new. 25¢ & 30¢. Lehigh M.C. 3 Column, \$60; Lehigh M.C. 10 Column, \$70; Lehigh M.C. 12 Column, \$80; Keeney 9 Column, \$30; Electric 8 Column, \$35. Send 1/2 deposit. Frank Guerrini, 1211 West 4th St., Lewistown, Pa. mh31

**NORTHWESTERN 49c, 5c or 1c, \$11.45;** Northwestern Jet Capsules, \$7.95; Victor Capsules, \$9.95; Toppers, \$10.95. Charley Wilson, Carrizozo, N. Mex.

**PANORAM PARTS—WE CARRY A COM-** plete line of Panoram Parts. Send \$1 for Panoram Service Manual, refunded with first order. Imperial Enterprise, Inc., 34 Park Row, New York 38, N. Y. ch

**SHIPMAN DUPLEX STAMP MACHINES,** \$10; Typex, \$29.50 each; Ika, new, Folders, direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. ap7

## Coin Machine Routes For Sale

**ROUTE FOR SALE—SOUTH CENTRAL** Texas. 21 Phonographs, 16-104 Records, 16 Miniature 5-Pocket Rotating Pool Tables, 1 Bumper, 3 Bingos, 4 Shuffle Alices, 1 Shuffle Board. \$11,500 cash. Write Box C-296, The Billboard, Cincinnati 22, Ohio.

## Costumes, Uniforms, Wardrobes

**BEAUTIFUL CURTAIN, IVORY, \$15x24,** \$40; Green Satin Curtains, 16x20, \$75; Blue Corduroy Curtain, \$25, \$35; Fifteen Minutist Ivory Coats, double-breasted, \$30; Crown Suits, new, flashy, \$10. Wallace, 2453 N. Halsted, Chicago.

**FLASHY CLOUT SUITS, \$15; GIRL SHOW,** Strip, Ball, Minutist Costumes, Inspector Wigs, Rhinestones, Planes. Free lists. Laver Carpenter, 4518 Park Ave., Weehawken, N. J. Phone: UNion 3-9509.

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**ABOUT ALL MAKES OF POPPERS, CAR-** mel Corn equipment, Floss Machines, replacement Kettles for all Poppers, Krimp Korn, 120 S. Halsted, Chicago, Ill. my15

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**ROLLER RINK, PORTABLE TENT AND** all equipment complete, ready to set up. Write for complete information. Abla Agency, Resitors, 159 Walnut St., Winona, Minnesota.

**SHORT RANGE SHOOTING GALLERY ON** Trailer, \$250. Three Hot Dog Machines, \$40 each; all three \$100. H. F. Elmer, P. O. Box 182, Clear Spring, Md.

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**A BETTER CONTROL SPINDLE WORKS** like a "Sat." Price \$100 F.O.B. Order from ad; 24-hour inspection privilege. Deposit \$100 on arrival; if not delighted return to Express Company within 24 hours; they are authorized to refund your \$100. Boyce-built, 214 No. Keystone, Chicago 24. mh34

**A TRUNK FULL OF PHOTOS, SOUVENIRS,** Route Cards, Entire Company Groups, etc., from the effects of Eddie Woekener, circus bandmaster, for forty years with America's leading shows. Write for further information, indicating your special interest. A. H. Cole Jr., Administrator, Box 313, Peru, Ind. mh31

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**ALLAN HERSCHELL MOON ROCKET,** Everly Fly-o-Plane Ride, Long Range Portable Shooting Gallery, Giant 60-Inch Search Light mounted on 22-ft. Semi-Trailer, King Amusement Co., Box 308, Mt. Clemens, Michigan. ap14

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**Practically new G-18 Suburban Engine** plus three cars, 1 1/2 miles of track, switches, Remingtons and MODERN STATION Building. Located vicinity Worcester, Mass. Seen by appointment.

**BOX C-299**  
 c/o The Billboard Cincinnati 22, Ohio

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**BUILDING PLANS—KIDDIE RIDES: GAS** Auto Speedway, \$10; Railroad, \$10; Ferris Wheel, \$8; \$100 Chairplane, \$5. Free 72-page catalog. Brill, Box 875, Peoria, Ill.

**COMPLETE 24-GAUGE RAILROAD, \$2,800;** American Flyer, manufactured by National Amusement Co. of Dayton, Ohio. Five coaches, seats 40 adults. Engine just overhauled. Includes about 1,500 feet of track with ties, spikes, turn-around switches, etc. See it in operation every Sunday or phone Jim Royals, Mgr., Audubon Zoo Railroad, New Orleans, La. Twin Brook 9-9806. ap14

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**FOR SALE—KIDDELAND, NEW** Drive-In Stand and Picnic Table. Ohio's largest State Park. Kiddie Kiddeiland, 1201 E. Third, Port Clinton, Ohio.

**FOR SALE—NO. 8 ELLI WHEEL,** drive, good condition, ready to go on box trailer. Al LeBlanc, 44 Carl Haverhill, Mass.

**FOR SALE OR TRADE—MONKEY** Drome, a very attractive show. E. Trailer Home in trade. Phone: T. W. Neil McTearart, 209 N. Lincoln, Bay Michigan.

**FOR SALE—PORTABLE GRAND** Platforms for Chairs, excellent condition. Will set up if desired. Mrs. Helen C. Park Ridge, N. J.

**FOR SALE—36-FOOT FRUEHAUF** Concession Trailer, boom ballies. Chevy tractor; good rubber; no junk; fifty. Rich, 801 Abbott Ave., Hillside, Ill.

**FUNHOUSE, TRACTOR—NEEDS TO** \$800; trade for Concession Trailer. Top, \$75. Tim Ayotte, 318 E. Rankin, 3, Michigan.

**GIRL IN FISH BOWL ILLUSION (LARGE** money order). Free direction to Two Concession Stools and Ring. Two-Pole 30 FT., including 30-ft. CP Tent, 10-ft. Wall, \$275; will trade for larger top. 20x28 ft. Portable \$2,600. Air Base Flood Light, Flood Lights field, \$40. Eighty-five pairs Roller Clamp Skates, \$2.50 pr. Use only. Home Co., 97 Arch St., Butler, Pa.

**G18 MINIATURE TRAIN—1 ENGINE** A unit, 1 B unit; 4 coaches. Excellent condition, has had very little use. Ask for only \$13,500. 1,400 ft. track and included. Write or phone H. L. Clark 4421 N.W. 22, Oklahoma City 7, Okla. WI 25027.

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**TRAINS—ALL SIZES, GAUGES, TIT** new, used, custom built. Photograph details, \$1 bill (refundable). Michigan Trains, 33B Winthrop, Rehoboth, Mass.

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**16-UNIT RACE TRACK DERBY ON** Trailer, beautiful, ready to go, seats \$1,750. 16-unit Skill Ball Game on all-metal Trailer, can be changed in minutes to other type concession; suitable refreshments, open one side, one end call, \$1,500. 740 E. Highland Ave., Phoenix, Arizona.

**18' FRENCH FRY TRAILER, READY TO** go, \$700. Also Van Body Chevrolet Municipal Trailer Park, 6th & C Sts., Tampa, Fla.

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**CALYPSO NOVELTY BAND**  
 Three or four-piece novelty instrumental. No brass. Also can use calypso family entertainers with band (sing and dance).

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**MUSICIANS FOR TRAVELING COM-** mercial band. Steady salary, sleeper bus, lushes, cut or no notice. Write Sam Stevens, Corad, Neb.

**WALKATHON CONTESTANTS—EIGHT** Judges, Will teach, Wash. Drummer, Trumper, Mex. Free hotel, Kuckerman, 2626 Franklin, St. Louis, Mo.

## Magical Apparatus

**NEW 152-PAGE ILLUSTRATED CATALOG** Mindreading, Mentalism, Spoons, Spiritism, Horoscopes, Crystals, Handwriting, Sub-Minute transcribed Radiophones, mentalists. Brochure, prices on request. Catalog 60c, Nelson Enterprises, 124 1/2 High, Columbus, Ohio.



CLASSIFIED SECTION

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only...

Miscellaneous

NO SUPPLIER OF ALL KINDS—BLOW-UP CARDS, Heavy Cards, Double Cards, Photo Cards, Flash Markers, etc. Amusement Machine Co., Box 2, Dayton 1, Ohio.

SELLING BOY—THE FASTEST SELLER we've had in over two years. Item. A really spontaneous seller. Get down or 2 samples for \$1 postpaid. Write for details. Emerson Trading Co., Pompton Plains 22, N. J.

SLIPPING DOWN—NEW "BED 'N CHAIR" covers, holds books, magazines over easy page turning. Adjustable height. Money-back satisfaction guaranteed. Company, 302 Route 2, Scottsdale, Ariz. Descriptive literature sent on request.

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Personals

REWARD FOR THE PRESENT location of Miller & Lutz his age, 43, last Pueblo, Colo. Collect: Main 9173, Warren, Ohio.

Photo Supplies and Developing

HOME OF MILLER SUPPLIES, 216 N. Main, Akron, Ill. Complete foreground backgrounds, Direct Positive Cameras, Chemicals, Mounts, Glass Frames, etc. Descriptive literature sent on request.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, developers, frames, everything for direct photography. Write for our low prices. FDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill.

DO YOU WANT COLOR PHOTOS available now. Convert your present direct color equipment to make beautiful color pictures. Exclusive franchise. For details, Boston Camera Co., 168 Broadway, New York 12, N. Y. Canal 8-9196. mh24

Printing

TODAY'S FASTEST SERVICE—QUALITY letter postcards, 14x22 Window Cards, \$8 per 100; 17x26 size, \$12.50 hundred. Tribune Press Dept. 158, East Park, Ind. mh24

RAY SPECIAL—200 BUSINESS CARDS, 4x6 1/2 Letterheads, 200 6 1/2 Envelopes, \$5.50 with order, postpaid. Ace, Box 2, Lynchburg, N. J. mh24

LETTER PRINTING—LETTERHEADS 4 1/2 x 11, 85-1,000; circulars, \$7.50-1,000. Business cards, \$2.50-1,000. Park Printing, Box 44, Schenectady, N. Y. mh31

125 8 1/2 x 11 LETTERHEADS AND 125 6 1/2 Envelopes, \$5.50, postpaid. Maximum 4 lines. Free catalog. John Fesper, Box 822, Chattanooga, Tenn.

Salesmen Wanted

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions; every business a prospect. Low prices for high quality. Repeat! Start with experience; men women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-161, Chicago 22, Ill. mh24

GOLD MINE OF 600 MONEY MAKERS. Free copy Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1, Illinois. ch-my26

SAT-A-LITE SALESMEN

Wanted to sell Revolving Outdoor lights. Prospects have been contacted by mail. You set light down, light it up and collect. Very good commission. Must have car and be able to make deposit on demonstrator equipment.

MIDWEST SALES CO.

3 Park Place Lubbock, Texas

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A-I TATTOOING MACHINES—WORLD'S finest; best outfits; complete with free instructions; all supplies; free catalogue. Oscar Jensen, 120 West 83d St., Los Angeles 3, California. up

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zeis, 228 A Leslie, Rockford, Ill. np

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CASH FOR SMALL SNO OR POPCORN Trailer with or without equipment. No Junk. Write J. A. Pirtle, P. O. Box 1039, Los Alamos, N. Mex.

DARK RIDE, COMET, SCREWBALL OR Silver Streak. Lionel Strate, Kinsey, Kansas.

KIDDIE RIDE MOUNTED ON TRUCK FOR Eastern U.S. Mail details to Box C-290, c/o The Billboard, Cincinnati 22, Ohio. mh24

PEANUT ROASTERS—STATE CAPACITY, make and cheapest cash price. Smokey DeCaprio, 1205 Grand Ave., Syracuse, N. Y.

1 TO 3 USED KIDDIE RIDES. GIVE FULL details, price and where can be seen. W. D. Potter, 228 Clubview Drive West, Jackson, Miss. mh24

Talent At Liberty

Bands and Orchestras

NATIONALLY KNOWN COUNTRY WESTERN Show, formerly ABC radio network, nation's top radio jamboree shows. Decca Records; booking night clubs, ballrooms, fairs, parks, etc. Agents interested, write Dick Carson, Salem, Ohio. ap

4 TO 6 PIECE COLORED BAND, SINGS, plays Rock & Roll and Jazz. Orchestra Leader \$727 La Salle, Chicago, Ill. Normal 7-4151. ap7

Circuses and Carnivals

DANCER—ATTRACTIVE, CURVACEOUS figure, strong worker, own wardrobe, car, reliable. I cut it or you fire me. Atkins, 1411 Prince, Houston, Texas.

Miscellaneous

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HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Diehl, Route 3, Staunton, Va. j62

HYPNOTIST—YOUR CLUB, LODGE, Private party will enjoy this show. Courtesy to guests assured. Norman Howard, 78-61 221 St., Flushing 64, N. Y. mh31

MERCHANDISE AUCTION JAM MAN, prefer connection with legal adjuster or owner-operator who can furnish truck and first load of stock. Clean legit but strong worker; know the business all the way. Have help to handle the complete operation. Box C-281, c/o Billboard, Cincinnati 22, Ohio. mh24

PROFESSOR WRIGHT AND HIS 5-PERSON Variety Stage Show of Magical Illusions, Dance and Vaudeville. Write Professor Wright, Casey, Ill. my5

SHOW FAMILY AVAILABLE APRIL 13 for season. Man, wife, daughter 19; had outstanding success in dramatic, illusion club, revues and unit-type shows. Experienced, sober, reliable, all essentials; capable of producing and management; salary or percentage; no promotions. Showman, 1623 Floyd Ave., Richmond 20, Va. mh24

TOP MAGICIAN SHORT ACTS OR 2 HOUR show. Can double as Top Artist & Sign Painter. 15 years of each. Team. F. O. Box 582, Little Rock, Ark.

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CLARINET DOUBLING TENOR SAX OR Eb Alto Sax. Experienced in all lines. Union. Write or wire: Frank Touss, R. #3, Box 66, Leavenworth, Kan.

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TRUMPET—READ, FAKE, TRANSPOSE. some arrange and vocals. Combo, show, society. Name experience. Prefer modern, consider anything. Sober, reliable. Musician, 1407 W. Camden St., Pensacola, Fla.

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Toronto Tenter Starts Musicals TORONTO—Music Fair, a 2,000-seat arena-style tent theater, will open June 23 at Dixie Plaza, a shopping center west of the city.



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Talent At Liberty Headings

- Agents and Managers Bands and Orchestras Circus and Carnivals Dramatic Artists Miscellaneous M. P. Operators Musicians Parks and Fairs Vaudeville Artists Vocalists

2. Indicate below the type of ad you wish: REGULAR CLASSIFIED AD—20c a word. Minimum \$4 DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch) AT LIBERTY AD—5c a word. Minimum \$1 Classified and At Liberty ads must be paid for in advance.

Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Name \_\_\_\_\_ 1 unless otherwise indicated. Address \_\_\_\_\_ remittance of \$ \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_



## Broader Insurance Will Add Members, Says NVA Board

### Convention Committee Plans Vote On New Coverage at Miami Meet

CHICAGO—A more comprehensive National Vendors Association insurance may be in the offing. Purpose would be to build membership and at the same time make insurance cheaper for members of NVA as a whole.

Opportunity to vote on including accident and health insurance as well as increasing life-insurance coverage will be given members at the eighth annual NVA convention, May 1-4, at Miami Beach. This was decided at the final board of directors convention-planning meeting (March 14) held at the Graemere Hotel, Chicago.

Present NVA insurance includes a \$1,000 life insurance policy and public and product liability insurance, both made available at reduced cost thru NVA's group plan, said Milton T. Raynor, general counsel. The convention-planning committee proposed changes that would increase life insurance cover-

age up to \$10,000 for members and \$5,000 for employees of members, and introduce accident and health insurance for the first time.

President Leonard Quinn said at the meeting that introduction of present NVA insurance several years ago has helped build membership. The rate of increase in membership went up after the insurance was made available, he said. Raynor argued that the newer insurance envisioned could have a snow-ball effect; the better the insurance, the more new members are likely to be attracted; while on the other hand, new members eventually make insurance cheaper by swelling the size of the group upon which group-insurance rates are based.

#### Call in Expert

Co-chairman Rolfe Lobell then made a motion that details of the insurance revision be worked out the first day of the convention

(May 1) at the board of directors' meeting. He also proposed that an expert on insurance be called in to assist the board. The motion was carried, and it was further agreed that vote by NVA members on the proposed changes would take place on the first day of business sessions (May 2).

The general outline for convention activities was also approved at the meeting. (See program chart. *(Continued on page 90)*)

## BULK BANTER

Send Bulk Banter items to the Bulk Banter editor, The Billboard, 188 W. Randolph Street, Chicago.

By FRANK SHIRAS

A Canadian op, Maurice Polansky, of Quebec, has recently branched out into a distributorship, claiming a coast-to-coast service. As an op, he began and continues to make most of his money on hot nut machines. He has around 450 of the machines located around the city, and claims they take in an average of \$20 to \$40 a month. . . . Art Simpson of the William J. Newman Company, San Francisco, is taking it easy these days recovering from a stomach ailment. He recently returned from a visit with his daughter in Battle Creek, Mich.

George Wilson, Detroit op, has found business off for this time of the year, and as many other *(Continued on page 89)*

## CONVENTION PLANNERS

LEONARD QUINN & BOB KANTOR  
... broaden NVA insurance

MILTON RAYNOR & ROLFE LOBELL  
... A&H insurance is needed

BOB KANTOR, SAM PHILLIPS, HARRY BELL  
... can't beat Miami Beach

JANE MASON & PAUL CRISMAN  
... chartered flight is an idea

HARRY BELL AND BOB KANTOR  
... just a minute, waiter

SAM PHILLIPS, HERMAN EISENBERG, LES HARDMAN, JANE MASON, PAUL CRISMAN  
... it'll be our best convention

ROLFE LOBELL, MILT RAYNOR, PAUL CRISMAN  
... soup or juice, sir?

MILT RAYNOR & HERMAN EISENBERG  
... accomplished a lot today

## City Bulk Vending Taxes and Licenses

Below is the fourth part of a four-part summary of annual licensing regulations imposed upon bulk vending by the 78 largest cities in the U. S.

Responses were received directly from the appropriate licensing authority of each city.

Only those fees and regulations which specifically apply to bulk-vending machines are included. General licensing fees and regulations which apply to any business in a city have been omitted.

The last 18 cities, in alphabetical order are summarized below:

**PITTSBURGH, Pa.**—Each machine is taxed \$1. Venders must have identifying plate attached. Operator must be an American citizen.

**SCRANTON, Pa.**—No reply.  
**PROVIDENCE, R. I.**—No

bulk-vending licensing regulations.

**CHATTANOOGA, Tenn.**—City adopts State regulations. Penny machines taxed \$1; machines operating at more than one cent are taxed \$7.50. Latter are taxed \$3 when located in factories or other places not frequented by the general public. In lieu of above, an operator may elect to pay tax of 1½ per cent of gross receipts. In either case, operator must pay an additional \$1 per machine for individual registration papers.

**MEMPHIS, Tenn.**—City adopts State regulations. (See Chattanooga.)

**NASHVILLE, Tenn.**—City adopts State regulations. (See Chattanooga.)

**FORT WORTH, Tex.**—No bulk-vending licensing regulations.

**DALLAS, Tex.**—No bulk-vending licensing regulations. Machines may not be placed on public property.

**EL PASO, Tex.**—No reply received.

**HOUSTON, Tex.**—No license required.

**SAN ANTONIO, Tex.**—Machines operating at 5-cent level or lower are taxed \$1.25; machines operating at more than 5 cents are taxed \$10.

**SALT LAKE CITY, Utah**—Penny machines are taxed 25 cents; machines operating at more than a cent are taxed \$1.10.

**NORFOLK, Va.**—City has two taxation schedules, either of which an operator may elect. Under first, he procures a \$30 license and is further taxed 3/10ths of one per centum of gross sales in excess of \$3,000.

Under second schedule, operator pays \$2 for each venter dispensing agricultural products; \$1 for each penny gum machine; \$5 for other machines operating up to 5-cent level; \$10 for machines operating up to 10-cent level, and \$25 for machines operating at more than 10 cents.

**RICHMOND, Va.**—Operator must procure a \$20 license, and in addition pay a tax equal to 34/100ths of one per centum of gross receipts. Each machine must *(Continued on page 90)*

## OUTLINE OF MAY NVA CONFAB IN MIAMI BEACH

The National Vendors Association's eighth annual convention is to be held May 1-4, 1958, at the Deauville Hotel, Miami Beach, Fla. Below is an outline of the general program which will be followed.

- Thursday, May 1
  - 1:00 p.m.—Registration
  - 2:00 p.m.—Board of Directors' Meeting
  - 3-7:30 p.m.—Exhibits Open
  - 7:30 p.m.—Open House
- Friday, May 2
  - 9-10:00 a.m.—NVA Sponsored Continental Breakfast
  - 10 a.m.-12:30 p.m.—Business Sessions
  - 3-7:30 p.m.—Exhibits Open
  - 7:30 p.m.—Open House
- Saturday, May 3
  - 9-10:00 a.m.—Manufacturers' Sponsored Breakfast
  - 10-12:00 noon—Business Sessions
  - 3-7:00 p.m.—Exhibits Open
  - 7:30 p.m.—Leaf Brand, Inc., Party
- Sunday, May 4
  - 10:00 a.m.—Manufacturers' Sponsored Installation Breakfast
  - Exhibits open following breakfast.

## Routemen Sign Contract With N. Y. Cig Group

**NEW YORK**—The Cigarette Merchandise Association, an organization which represents operators of 12,000 cigarette machines in the New York area, has signed a collective bargaining agreement with Local 805 of the International Brotherhood of Teamsters.

The new contract provides for an \$85 weekly base pay for route servicemen. The \$5 increase over the previous contract is retroactive to December 5, 1957.

From December 5, 1958, to December 5, 1959, the scale goes up another \$3.50 a week to \$88.50. **Same Quota**

The serviceman's quota remains the same—12,000 packs for a five-day, 40-hour week. If a serviceman works a sixth day, he shall receive a minimum of \$8 extra.

The new contract covers most, but not all, CMA members. Before negotiations began, each operator was asked if he wanted CMA to represent him in collective bargaining. Most operators authorized the association to act as their agent.

CMA will hold its annual weekend in the country on June 27-29 at the Laurels Country Club in the Catskills. The affair will be attended by local operators, machine manufacturers and suppliers, and representatives of the game and juke box industries.

## News in Brief

**G. B. Macke Corp. Hosts 500 at Open House . . .**

The G. B. Macke Corporation one of the largest vending companies in the nation, was host to about 500 people at Washington, D. C., open house last week (16). Gathering was held to show Macke's new, larger quarters to the press and industry. Among the many types of vending machines on display were hot and cold drink machines, hot and cold sandwich venders, ice cream machines, candy and cigarette venders, and salad machines. In addition to vended foods, a buffet luncheon was served guests.

**Bert Mills Wins Favorable Judgment in Cole Suit . . .**

U. S. District Court for Northern District of Illinois has rendered judgment in favor of The Bert Mills Corporation in suit against Cole Products Corporation for infringement of U. S. Patent No. 2,614,738 on Mills Coffee Bar. Subsequent to rendition of decision by court and prior to entry of judgment, settlement agreement was entered into between parties, one of provisions of which grants license to Cole Products for continued manufacture and sale of its Hotspa machine on royalty basis. They presently operate under that license. Another suit on same patent against Stoner Manufacturing Company is pending in same court and is presently set for trial late in May.

**FTC Approves Consent Order Restraining Bell Ads . . .**

Federal Trade Commission approved consent order prohibiting

Bell Merchandising-Automatons, Inc., St. Louis, Mo., from false claiming association with the Collette Company in order to sell razor blade and ball-point pen vending machines. Company also was ordered to stop misrepresenting earnings to be made from operating machines and assistance it gives purchasers. **FTC complaint, issued.**

*(Continued on page 89)*

## FTC Prohibits York Bait Ads

**WASHINGTON**—Federal Trade Commission ordered Kolman Freedman, president and co-owner of Old York Distributors, Philadelphia, to stop using bait advertising to sell candy vending machines and to stop misrepresenting profit customers will make operating them.

Order requires Freedman to stop using 18 specific false claims which were made either in newspaper advertising or by the company's salesmen. He is forbidden to represent that customers will be connected with Hershey Chocolate Corporation, that an investment of \$300 is secured by inventory and will produce \$300 profit monthly, or that he locates machines in choice spots and refunds the purchase price to dissatisfied customers.

FTC previously accepted another decision by a hearing examining these practices, agreed to by the company and Henry Perkins, another officer.



### JOBBER WANTED

With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS 3 SIZES. None finer quality—none lower in cost! We also manufacture vendors for candy, cookies, pens, stamps, perfumes.



OUR 26th YEAR! SHIPMAN MFG. CO. LOS ANGELES 23, CALIF.

IVE TO DAMON RUNYON CANCER FUND

### Coffee Imports Up

U. S. imports of coffee during November totaled 281 million pounds, an increase of 55 per cent over the 182 million pounds imported in the same month a year earlier, according to Commerce Department. Average import value was 46.9 cents during the month, slightly higher than in October, but 9 per cent under the average import value of 51.1 cents per pound for the first nine months of 1957.

Factory shipments of machine-made glass containers during December totaled 9,494,000 gross, according to Commerce Department. Returnable beverage containers accounted for 825 thousand gross of the total, an increase of 303 thousand gross over November. Non-returnable beverage containers accounted for 78 thousand gross, an increase of 6 thousand gross over November.

## BULK BANTER

Continued from page 88

operators are probably doing, he uses a simple expedient to fight his slump. With business off he doesn't spend as much time on the route servicing machines, and so instead uses what would otherwise be idle hours in bringing his machines up to operational snuff and improving their appearance. Better machines mean more play, and he has besides been able to locate machines which were idle in the shop because he didn't have the time to repair them.

Manny Rake, Philadelphia distributor, is pushing sales of Superacks. They hold up to 10 bulk machines and Rake says are generally used in supermarkets, chain store and farmers' market locations. The machines come in models suitable for holding four, six and 10 machines, with wheels as optional equipment. . . . Rolfe Lobell, Leaf exec, had a birthday that coincided with the NVA convention-planning committee meeting in Chicago,

March 14. He's now a year younger than Jack Benny.

Herman Eisenberg, Cleveland op, was also at the meeting, and brought his son with him. Les Hardman was there as well, and had his perennial cigar. Those from Chicago attending were Milt Raynor, Bob Kantor, Jane Mason, Paul Crisman, Harry Bell, and Lauretta Cooke. Sam Phillips made the trip from out of town, as did Leonard Quinn, NVA president, who showed up with a stuffed briefcase and a design for

an NVA decal. Lobell did the honors for dessert with his birthday cake.

The World's Fair, British trade pub, recently gave mention of bulk vending in Britain. Master Vending Machine Company, Ltd., is one of the larger manufacturers of bulk machines, and turns out around a thousand of them each week, 600 generally going for export. It seems the English have only recently gone into multiple vending, and at this stage haven't progressed further than the triple-stand. Ball gum seems as popular with the British as Americans in the bulk line, while peanuts and aniseed balls are runners-up, according to Edward Graves, columnist for The World's Fair.

## IMPORTANT MEMO TO MEMBERS OF THE NATIONAL VENDORS ASSOCIATION

AND ALL OTHER FIRMS IN THE BULK VENDING INDUSTRY

Your Annual Convention is supported wholeheartedly by The Billboard . . . the only trade publication bringing you complete weekly editorial coverage of your industry. Weekly coverage which includes:

NEW TRENDS • TRADE NEWS • BULK BANTER • SUCCESS STORIES OF OPERATORS & DISTRIBUTORS • SERVICING PROCEDURES PENDING LEGISLATION • FINANCING AND TAXES • LATEST N.V.A. NEWS

PLUS! . . . all the other things you must know to properly conduct your own business. Advertise your product(s) in the media which will bring you the greatest return for your advertiser dollar. . . . THE BILLBOARD! Weekly The Billboard carries the advertisements of manufacturers, distributors, jobbers and suppliers of vending machines, scales and supplies of every description . . . these advertisements are in turn read by Bulk Vending Operators who buy the lions share of your products.

COIN MACHINE DISTRIBUTORS during 1957 spent 78.2% of their trade paper advertising dollars in THE BILLBOARD. Doesn't this seem to prove that THE BILLBOARD does bring results for advertisers?

The NVA Convention will be held in Miami Beach—May 1-2-3-4. THE BILLBOARD'S N.V.A. CONVENTION ISSUE WILL BE DATED APRIL 28!!! ADVERTISING DEADLINE APRIL 23!!!

You Can Promote YOUR Convention by using hard-selling advertising copy on your products in The Billboard's N.V.A. Convention Issue . . . which will be distributed free to all who attend the Convention at Miami Beach.

You Can Promote YOUR Convention by using advertising in The Billboard's issue prior to the Convention . . . by having your ad copy offer complete information about your National Convention . . . and encourage your operators' attendance at the Convention!

In 1958 the members of the N.V.A. have the best opportunity they have ever had to promote their Association and increase their membership. The increase will come . . . only by each and every member becoming Convention conscious . . . and by advertising in The Billboard . . . cause your operator customers in turn to become Convention Conscious!

WHY WAIT? . . . PLAN NOW to have your products and services displayed in the magazine that reaches both your potential and old customers . . . THE BILLBOARD. Advertise in our special N.V.A. Convention issue as well as preceding issues! Tell the Operator "that the N.V.A. Convention of 58 promises to be the greatest and most important in its history."

Complete information and advertising rates can be obtained from The Billboard office nearest you. Place your reservation for advertising space today!

### THE BILLBOARD PUBLISHING CO.

CHICAGO 1, ILL. 188 W. Randolph St. CE 6-9818 Jack Sloan Dick Wilson Dick Ford HOLLYWOOD 28, CALIF. 1520 North Gower Hollywood 9-5831 George Kelley

NEW YORK 36, N. Y. 1536 Broadway PLaza 7-2800 Murray Dorf ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 1-0443 Frank Joerling

J. SCHOENBACH For Victor Vending Corp. Machines, Parts, Globes Charms, Merchandise Supplies 1645 BEDFORD AVE., BROOKLYN 25, N. Y. President 2-2900 PHONE or WRITE FOR PRICES

2c SCALE Doubles Your Profits Greatest Money Making Scale on the Market YOUR FORTUNE "WEIGH" YOUR FATE

Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel moldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO. Dept. B 3206 Grace St. N.W., Washington 7, D. C. Send more details [ ] Send scale [ ] \$20 deposit enclosed [ ] NAME ADDRESS CITY ZONE STATE

SAVE MORE MONEY—MAKE MORE MONEY Subscribe to The Billboard TODAY!



After all is said and done—your best bet still is

### VICTOR'S STANDARD TOPPER

1c Ball Gum Vendor \$13.25 ea. \$12.75 each 100 or more

Distributed by

ROY TORR—LANSDOWNE, PA.

Giving Friendly Service and Liberal Terms Since 1910



### Victor's TV Vendor

FEATURING THE SENSATIONAL

### "WHEEL OF FORTUNE"

TV Counter Model \$42.50 200 Assorted V-1 Capsules for 25c Vending (with purchase of TV Vendor) 20.00

TV Console Model \$49.50

(Same Capsule Deal as Above) Terms: 25% Deposit; Balance C.O.D.

CHAMPION NUT & CHOCOLATE CO.

1194 Tremont St. Boston 20, Mass.

## WANTED!

TRIPLE VIEWER



VICTOR GREATEST NAME IN BULK VENDING SENSATIONAL TV VENDOR "TRIPLE VIEWER"

YOUR WHEEL OF FORTUNE

## WANTED!

JOBBER for some desirable territories still available. Must be qualified to stock mdse. & handle sales. Write us fully in first letter giving us your qualifications & references.

Contact Our Factory Representative

VICTOR VENDING CORPORATION

5701-13 W. Grand Avenue Chicago 39, Illinois

Manufacturers of the World Famous Line of TOPPER Vendors



**DISTRIBUTORS WANTED**  
for the **SENSATIONAL**  
**BEV-O-BAR** MULTI-  
**SELECTION**  
**HOT BEVERAGE DISPENSER**

Vends Coffee-Chocolate-Soup

BEV-O-BAR will provide live-wire distributors with an excellent profit potential in their territory.

BEV-O-BAR dispenses nationally advertised, consumer accepted dry mixes.

BEV-O-BAR pays for itself in months, not years.

CANADIAN AND EUROPEAN DISTRIBUTOR  
INQUIRIES INVITED

PHONE OR  
WRITE **MERIT INDUSTRIES, INC.**

2227 UNIVERSITY AVENUE, ST. PAUL, MINN.  
Midway 6-7901

and: 9 S. CLINTON STREET, CHICAGO 6, ILL.  
SPRING 4-5514



**NVA Insurance**

Continued from page 88

this section.) Lobell announced there will be a conference held two weeks before the convention, at which final details will be settled. Altho speakers, subjects and entertainment have all been decided upon, final adjustments in scheduling will have to be made. The roster of exhibitors will also be drawn up at the conference, said Lobell.

Quinn announced that a non-stop reserved-space flight from Chicago to Miami Beach will leave April 29 at 9:10 a.m.

Anyone interested in taking this flight is to contact Milton T. Raynor, 33 North LaSalle Street, Suite

Herman Eisenberg

Les Hardman



Lauretta Cooke

Leonard Quinn



Harry Bell

Rolfe Lobell



**1957 Memphis Cig Revenue Highest**

MEMPHIS—Cigarette vending machine operators paid a total of \$18,004 into the city, county and State treasuries during 1957 in license and privilege taxes.

It was more paid in than in any previous year. The 1956 total, the highest previously, was \$14,930.

The big jump during 1957 is indicative of the tremendous growth and expansion of the cigarette vending business in Memphis, said Sloan O. Craig, collector of licenses and privileges, in announcing the totals.

Taxes, per machine, on cigarette machines are city, \$3 plus 28 cents clerk fee; county, \$3, plus 50 cents clerk fee; State, \$3 plus 50 cents clerk fee.

**Toronto Ops Win Cig Tax Battle**

TORONTO — Cigarette machines are going into Winnipeg stores at a license fee considered reasonable by operators.

After a long battle with foes seeking a prohibitive fee of \$200, the council settled for \$35, acceptable to operators. An additional \$10 fee will be charged for selling tobacco over the counter. In stores where there are no machines, tobacco licenses will remain at \$25.

Other vending machines are licensed on the basis of one dollar for each cent of the products selling price—\$10 for a soft-drink machine selling 10-cent drinks, or \$33 (as it would have been) for cigarettes.

**Get IMMEDIATE delivery of these KEENEY Venders:**

- 300-cup combination Hot Coffee/Chocolate
- 500-cup combination Hot Coffee/Chocolate
- Snack Vender
- "Riviera" Deluxe Electric Cigarette Vender

Write for New Circulars and Easy Payment Plans

J. H. KEENEY & CO., INC.  
2600 W. 50th St. Chicago 32, Ill.

**Ball and VENDING GUMS**

Direct LOW Factory Prices

BUBBLE • CHICLE  
CHLOROPHYLL and TAB

- Bubble Ball Gum, 140-170 & 210 ct. .... 27¢ lb.
- Chicle Ball Gum, 130 ct. .... 25¢ lb.
- Chloro-Vend Ball Gum, 400 lb. .... 40¢ lb.
- Chloro-Vend Chicks, 320 ct. .... 40¢ lb.
- Chicle Chicks, 320 & 320 ct. .... 26¢ lb.
- Bubble Chicks, 320 & 320 ct. .... 27¢ lb.
- Tab (short stick), 100 ct. .... 33¢ box
- 5-Stick Gum, 100 packs .... \$1.90

F.O.B. Factory 150 Lb. Lots  
**AMERICAN CHEWING PRODUCTS**  
34 YEARS OF MANUFACTURING EXPERIENCE  
4th & Mt. Pleasant • Newark 4, N. J.

**ELECTRIC MONEY MAKER Famous ACME ELECTRIC MACHINE**

Sample .... \$18.00  
2 and Up ... 22.00  
Bracket .... 1.00  
Floor Stand ... 1.00  
1/2 deposit, balance C.O.D. F.O.B. N.Y.

Vibration is law of life, medical profession has placed sanction on employment of electric and vibratory treatment many ailments. The Acme Electric produces an electric vibratory rent which can be increased at will. Indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery usually good for 1,500 to 3,000 vibrations. Prices Subject to Change Without Notice.

ORDER TODAY!

**J. SCHOENBACH**

Distributors of Advance Vending Machines  
1447 Bedford Ave., Brooklyn 23, N.Y.  
President 2-2900

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- ROWE PRESIDENT CIGARETTE, 10-col., 25c & 30c comb. .... \$11.00
- ROWE CRUSADER CIGARETTE, 10-col., 25c & 30c comb. .... 12.50
- STONER 8-COLUMN CANDY, 160 cap., postwar changemaker. .... 17.50
- STONER 8-COLUMN CANDY, postwar, 5-10-20 ..... 16.50
- NATIONAL CANDY, 9-column ..... 9.00
- ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. .... 8.50
- EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c ... 12.50

All equipment unconditional guaranteed. Fast delivery. On third deposit, balance C.O.D.

**NATIONAL VENDING SERVICE CO.**

308 Furman St., Brooklyn 4, N.Y.  
TRiangle 5-1857

**GLO-LANTERN**

Really Glows in the Dark

- Plastic Frames \$11.00 per M
- Vacuum Plated Frames \$15.00 per M

FREE ADVERTISING LABELS

at your distributor or **Guggenheim**

33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

**MORE PROFITS**  
with oak's  
**2¢ COIN MECHANISM**  
(patent applied for)



*fits any Acorn machine*

This is a brand new 2¢ coin mechanism with a new coin wheel, not an adaptation of a 1¢ mechanism. Both coins are deposited before turning the handle. It fits any Acorn machine in existence and installs without any other changes to the machine. Available now for immediate delivery.

West Coast Factory Sales Office  
**OPERATORS VENDING MACHINE SUPPLY**  
1023 So. Grand Avenue  
Los Angeles, California

Contact your DISTRIBUTOR or  
**M. J. ABELSON, Phone AT 16478**  
2033 Fifth Ave., Pittsburgh, Pa.

**OAK MANUFACTURING CO., INC.**

11111 Knightsbridge Ave.  
Culver City, Calif.

**WANTED!**

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**VICTOR**  
GREATEST NAME  
IN BULK VENDING  
**SENSATIONAL**  
**TV**  
**VENDOR**  
"TRIPLE VIEWER"

YOUR  
WHEEL OF FORTUNE

**WANTED!**

**JOBBER**s for some desirable territories still available. Must be qualified to stock mds. & handle sales. Write us fully in first letter giving us your qualifications & references.

Factory Representative

**GRAFF VENDING SUPPLY CO.**

2817 W. Davis

Dallas, Texas

Phone: WHitehall 8-7117

900, Chicago. If enough people are interested, said Quinn, more than one special flight will be arranged.

Those attending the Chicago meeting at the Graemere Hotel aside from Leonard Quinn, Rolfe Lobell, Paul Crisman and Milton T. Raynor, are as follows: Harry Bell, Herman Eisenberg, Les Hardman, Bob Kantor, Jane Mason, Sam Phillips, Lauretta Cooke and Frank Shiras. The meeting was brought to order by Co-Chairman Crisman and Lobell at 11:30 a.m., after which general discussion took place until lunch at 12:30. After lunch discussion of the convention was led by President Leonard Quinn. The meeting lasted until 4 p.m.

**Taxes, Licenses**

Continued from page 88

have identifying sticker. City also has an additional schedule of fees that is paid by location owner.

SEATTLE, Wash.—No bulk-vending licensing regulations. Operator liable only for general business tax.

SPOKANE, Wash.—No bulk-vending licensing regulations.

TACOMA, Wash.—No bulk-vending licensing regulations. Anticipate vending machine ordinance.

MILWAUKEE, Wis.—No bulk-vending licensing regulations.

**J. SCHOENBACH**

Distributor For  
**oak Manufacturing Co., Inc.**

1645 BEDFORD AVE., BROOKLYN 25, N. Y.

President 2-2900

PHONE or WRITE FOR PRICES

**OAK'S "PREMIERE"**

R. R. WHITEHEAD DISTRIBUTORS

1075 Woodland Ave., S. E.

Atlanta, Georgia





**25 DOWN**  
Balance \$10 Monthly  
DELUXE  
**PENNY FORTUNE SCALE**  
SPRINGS  
Cash Holds \$5.00 in Pennies

Invented and made only by  
**WATLING**  
Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1899. Telephone: Columbia 1-2772  
Telex Address: WATLINGITE, Chicago

**LOOKING FOR WORM VENDERS**  
SAN FRANCISCO — Bill Getchell, Lakeport, is fishing around for a worm vender. He'd like one that will sell pint-sized packages for 50 cents and have a temperature control from 50 to 75 degrees. Getchell adds that he has a nice worm farm—just wishes that he had some venders.

**Md: Defeat 3-Cent Cig Tax Hike Bill**  
WASHINGTON — Proposal to levy an additional 3-cent-a-pack tax on cigarettes in Maryland was defeated in the General Assembly March 4. Successful fight against the legislation was led by delegates from near-by Prince George County, who said earlier they feared "bootlegging" from Washington if the high tax were levied. Tax was proposed as a means of financing a teacher pay raise. Bill would have made the tax on cigarettes a uniform 6 cents per pack throughout the State, 4 cents above the present rate in the District of Columbia.

**Ringmaster Charms**

Rocket Rings  
15 different styles

FOR SAMPLES, PRICES AND NEAREST DISTRIBUTOR — Write  
**RINGMASTER CHARMS**  
BRILLION 3, WISCONSIN

GIVE TO DAMON RUNYON CANCER FUND

**ATLAS MASTER**  
Penny-Nickel  
**BALL GUM-CHARM VENDOR**

**CAN BE FINANCED!**  
Write for Full Details

**SURE-LOCK**, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

EXCLUSIVE NATIONAL SALES AGENT

Send 35c for Sample Kit of Charms

World's Largest Selection of Miniature Charms  
**PENNY KING COMPANY**  
2538 MISSION STREET  
PITTSBURGH 3, PA.

**TAKE CARE OF YOUR BETTER LOCATIONS FIRST—HERE IS HOW:**

The Victor's T.V. Vender with the sensational triple viewer. Displays the next five portions of merchandise to be dispensed.

Beautiful Console model for 10¢ and 25¢ machine. Test shows gross up to \$52.00 in first seven days. To really secure your better spots, bracket your Half Dollar Topper Deluxe 1¢ machine on the side and your 5¢ Capsule or all-arm machine on the other.

This gives the perfect set-up for your better locations and leaves no place for the competition.

Be Wise, Call or Write  
**GRAFF VENDING SUPPLY CO.**  
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Phone: WHitehall 8-7117

**ROBIN HOOD RING SERIES!**

**NEW**

BRILLIANTLY VACUUM-PLATED with assorted colored base stone and vacuum-plated head of Robin Hood, King's Men in Armor, etc.

PLASTIC Ring in bright yellow with colored base stone and different colored emblems. All three colors on one ring (3-toned). Has terrific repeat appeal! Kids will want entire series for their collection. Get your machines in the habit of emptying faster. Vends all types machines.

Plastic, \$13.50  
Plated, \$17.50

Labels available at your distributor or:

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**THE NEW CAPSULE PERFECT CAPSULE VENDING**

Bounce it—Bump it—Throw it—Nothing happens

\$4.50 per M  
In 100,000 lots.

**IT STAYS CLOSED!**

8,000 and up.....\$5.50 per M

No waste, no breakage, no losses, no open capsules

**EPY**  
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**BEV-O-BAR**  
A PRODUCT OF MERIT INDUSTRIES, INC.  
**MULTI-SELECTION DISPENSER**

MAKES HOT BEVERAGE VENDING PRACTICAL—HIGHLY PROFITABLE FOR LOCATIONS ANYWHERE

**BEV-O-BAR**  
VENDS NATIONALLY ADVERTISED COFFEE—CHOCOLATE—SOUP

EVEN SMALL LOCATIONS ARE PROFITABLE WITH **BEV-O-BAR**

Look at the potential! Actual location performance proves: Bev-O-Bar's better-than-average profit per sale pays off handsomely on as few as twenty to thirty 10c vends a day! Thus, even "small" locations make valuable contributions to your earnings! Gas stations, retail stores, workshops, and factories, small town bus and RR stations, airports, waiting rooms, hospitals, offices, taverns... wherever there are people, Bev-O-Bar does business—pays for itself in months, not years!

**CUSTOMER MIXES HIS OWN**

Bev-O-Bar uses nationally advertised, consumer accepted dry mixes. Each mix packed in special, uniform-size vending sleeve. Simplifies loading—cleaner and easier to stock and handle. Positive action, individually coin-controlled columns deliver mixes to tray. Automatically controlled self-service hot water at constant 170. Accommodates any selection variety without mechanical changeover.

**FEATURES**

- Simplified, trouble-free mechanism
- Fewest service calls
- Holds 200 individual servings
- No sanitation problems
- No spoilage
- No mixing inside machine
- Compact, attractive styling... 21" wide, 15" deep, 58" high. Requires less than 2 1/2 sq. ft. floor space. Cabinet beautifully finished in gleaming enamel with colorful promotion design.
- Easy to install... just make a simple water connection and plug into 110-115 V. AC outlet.

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ONLY **\$345.00**  
F.O.B. St. Paul

**MAN... IT'S OUT OF THIS WORLD!**

The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most... for profits.

Write, Wire, Phone Immediately

**STANDARD SPECIALTY CO.**  
1026 44th Avenue Oakland California



**Cleveland Coin Machine Exchange, Inc.**  
Northwestern Corp. Distributors  
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Tel. 1-6715  
Write for prices.

**TRIPLE YOUR PROFIT**

with *Northwestern*

**2 PENNY VENDER**



Don't take our word about tripling profits. Prove it yourself. Put a few of these machines on location. You'll quickly order more. See your Northwestern Distributor or write, or phone for complete details. **THE NORTHWESTERN CORPORATION** 3384 S. Armstrong St., Morris, Illinois

**GIVE TO DAMON RUNYON CANCER FUND**

**News in Brief**

• *Continued from page 88*

last year, charged Bell with making false claims in its newspaper and other advertising, and thru its salesmen who interview prospects responding to ads. Named in consent order were Donald J. Garrison, Bell's president, and Clovis, vice-president. Agreement, said FTC, is for settlement purposes only and does not constitute ad-

mission by parties that they have violated the law.

**New Detroit Vending Ass'n Recently Organized . . .**

Merchandise Vendors Association, Detroit trade association representing all types of vending, has recently been organized. Stated purpose of the organization is improvement of public and governmental relations, and providing business counsel to members. Floyd Joyce, Joyce Vending Company, elected as first president, and F. Stanley Collins, Collins Vending, elected as secretary-treasurer. No formal board of directors has been elected, and MVA will function primarily thru special committees appointed for specific projects. Meetings held second Monday of each month, usually at Fort Shelby Hotel. MVA claims to have some of largest Detroit operators as members.

**Miscellaneous News From Around the Country . . .**

Puxsutawney Company has named Howard Tebay vending program director for its Beverage-Aire division in Puxsutawney, Pa. Company manufactures bottle venders for soft drinks and milk. . . Nehi Corporation has named Henry S. Atterbury to head up national sales department in move to gain additional canned beverage volume in military market. . . Leonard Green president of Dr. Pepper Company, announced resignation effective March 25. Altho stating he will enter business venture of own, he gave no details. . . Schroeder Products Company, Inc., Woburn, Mass., appointed Lou Anderson to top sales post as successor to William J. Curran, who resigned position recently.

**King & Co. Has Sprayon Paint**

CHICAGO — Sprayon touch-up paint has been added to the line of King & Company, Paul Crisman announced last week.

Crisman said that machines may be touched up on location or entire machines repainted back in the shop in a matter of minutes. The paint is sprayed by pressing a button on the spray nozzle that comes with all cans of the paint, he said, and the paint dries very quickly, sometimes almost instantly, as when lacquer is used as the base.

The paint comes in 12 and 16-ounce cans, he said, in a variety of eight colors.

**MANDELL GUARANTEED USED MACHINES**

N.W. Model 45, 1c or 2c	\$14.50
N.W. Deluxe 1c & 2c Comb.	12.50
N.W. 239 1/2 Parc.	7.95
N.W. Model 222, 1c Parc. Com.	4.95
Silver King 1c B.O. or Midas	8.00
AST Guns	20.00

**MERCHANDISE & SUPPLIES**

Almonds, 5-lb. pack	.85
Pistachio Nuts, Jumbo Queen	.47
Pistachio Nuts, Large Tulla	.44
Pistachio Nuts, Vender's Mix	.55
Pistachio Nuts, Shell	.41
Cashew Whole	.46
Cashew Butts	.43
Peanuts, Jumbo	.32
Spanish	.37
Mixed Nuts	.30
Tabby-Lets, 239 ct.	.36
Rainbow Peanuts	.22
Boston Baked Beans	.23
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 450 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.47

Rain-Ble Gum, 60 ct.	.38
Rain Ble Ball Gum, 140 ct., 170 ct., 210 ct.	.36
Rain Ble Ball Gum, 100 ct., 200 lb. minimum, prepaid on all Rain Ble Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.42
Wrigley's Gum, all flavors, 100 ct.	.42
Beach-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D.

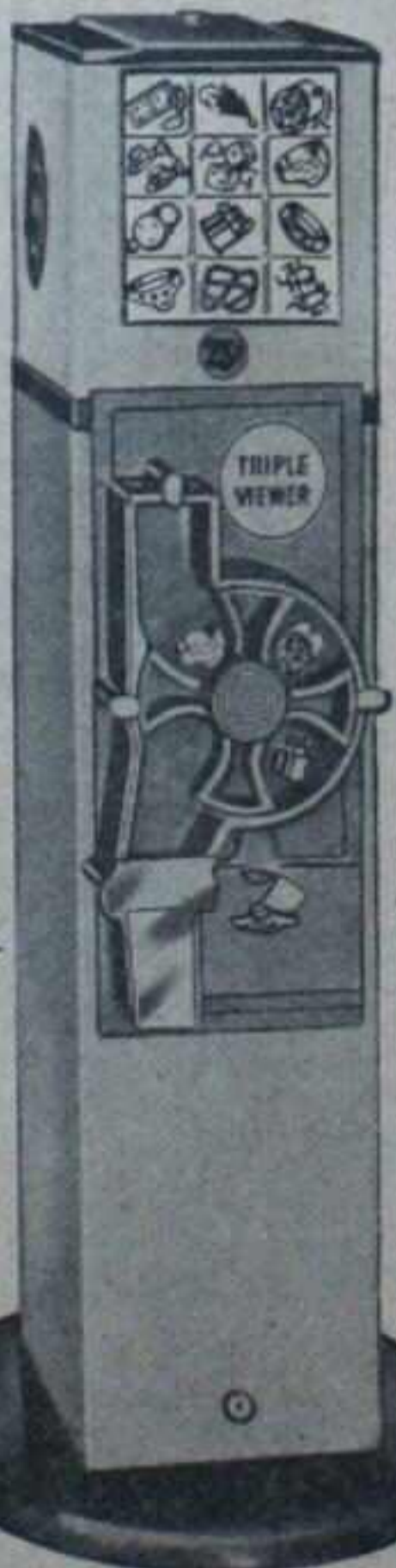
**STAMP FOLDERS, Lowest Prices. Write**

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**NORTHWESTERN SALES AND SERVICE CO**  
MOE MANDELL  
445 W. 35th St., New York 18, N. Y.  
LOngacre 4-5467

**WANTED!**

**TRIPLE VIEWER**



**VICTOR GREATEST NAME IN BULK VENDING SENSATIONAL TV VENDOR "TRIPLE VIEWER" YOUR WHEEL OF FORTUNE**

**WANTED!**

JOBBERs for some desirable territories still available. Must be qualified to stock mds. & handle sales. Write us fully in first letter giving us your qualifications & references.

Factory Representative  
**STANDARD SPECIALTY CO.**  
1028 44th Ave.  
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**SPECIALS!**

- 5 Col. U-Need-A-Pak Cigarette Machine . . . \$25.00
- 7 Col. Du Grenier . . . 35.00
- 8 Col. Rowe . . . 40.00
- 930 Nationals, 25c or 30c, Kings or Regulars 90.00
- Model 9M Nationals, Kings or Regulars, 25c, 30c, or both . . . 150.00

Every machine reconditioned, refinished and guaranteed good as new.

**T. O. THOMAS CO.**  
1372 JEFFERSON  
PADUCAH, KENTUCKY  
Vending Machines Since 1937

**CAVA Dinner Meet: Mar. 29**

LOS ANGELES—What to do in the face of plant layoffs will be discussed at the next California Automatic Vendors Association dinner-meeting to be held here in the Venetian Room of the Ambassador Hotel March 29, B. J. (Bob) Grenier, who was recently re-elected president, said.

Grenier plans to use a panel of three operators and three manufacturer representatives in the discussion of the subject. He said he believed that now is the time to study the problem.

Herb Rouso, of Food-O-Matic Sales, was elected vice-president of the association succeeding Jack Powell, of Automatic Equipment. Sylvan Howard was re-elected secretary-treasurer.

At the dinner, cocktails will be served from 6 to 7 p.m., and dinner from 7 to 8 p.m. with the panel discussion following.

**INSIST ON STAR BRITE**

**Save Money**

**IF YOU DEMAND TOP QUALITY at a BOTTOM PRICE**

"STARBRITE" is made for YOU  
210-170-140 BALL GUM  
ALSO CRAMER'S  
7/8" "KING" SOLID BALL

Ask your distributor to stock Cramer's "Star-Brite" for you

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150 Orleans Street  
West Boston 28, Massachusetts  
Member of National Vendors Ass'n

**COME TO NATIONAL VENDORS ASSOCIATION CONVENTION MAY 1-2-3-4 MIAMI BEACH, FLORIDA**

Combine business with pleasure. See the latest developments in vending machine supplies and charms of all types. Meet the important Bulk Operators from every State in the Union. Bring the family and enjoy a wonderful vacation in the famous Florida sunshine, beautiful white sand beaches on the ocean, golf, swimming pools, recreation for everyone. For exhibit space or reservations at Miami Beach fabulous \$20,000,000 Deauville Hotel contact

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33 North La Salle Street Chicago, Illinois

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**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

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City.....Zone.....State.....  
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## Ban Obscene Disks' MOA Advises Ops

OAKLAND—The use of obscene and suggestive records by juke box operators throughout the country appears to be cropping up again, according to a statement by George A. Miller, Music Operators of America president. Miller said his office had received reports that the use of the long banned by most operators was again becoming prevalent. He added that already one member of a State liquor board notified him that State action should be taken against any operator found stocking their machines with the questionable disks.

**Notice Served**  
The State board, whose name was not disclosed, has served notice on at least one larger operator and a large record one-stop, they would be subject to foreclosure for sale of this type material. Miller urged all operators who might be using the disks, "to remove them immediately, so that the automatic phonograph business does not get any further unfavorable publicity."

"Remember we have national legislation in Congress," he noted, "and this type of propaganda could be used against us on a national as well as on a State-wide basis."

## British 1-Stop Begins Postal Disk Service

LONDON—Chicago Automatic London has launched a postal one-stop service for British juke box operators. The firm handles all shipping labels and handles both 10 and 45's.

The firm went into the mail-order business in 1950, handling spare parts for juke boxes and amusement games. The postal one-stop is an outgrowth of that business.

In order to assure prompt placement of hits, the company has a "standing order" plan. The operator agrees to buy so many records per box per week, and the company ships these records automatically. Selections are made from charts and review information.

Chicago Automatics, a 38-year-old firm founded by Ralph Horowitz and still operated by his family, brought to England the first post-war shipment of American juke boxes—Rock-Olas, Seeburgs and Wurlitzers—and now handles American juke boxes. Derek Howard is in charge of the company's one-stop operation.

## L. A. DeeJay to Emcee MOA Convention Fete

OAKLAND—Music Operators of America's traditional dinner-dance and talent spectacular, to be held the last night (May 8) of the forthcoming three-day convention in Chicago, will have George Jay, Hollywood disk jockey as emcee. The show, which last year ran over five hours with 21 separate recording acts, promises to be a repeat at this year's conclave.

MOA officials have indicated that if anything, the number of acts would be increased to give

## START SERIES ON COLLECTIONS

With the nation generally conceded to be in a slump, such prime juke box locations as taverns, restaurants and lounges are being hardest hit. Not only are customers scarce, but those that do appear have curtailed their spending considerably.

Nevertheless the effect on juke box collection seems to vary by locale. Some operators are feeling a definite drop in take and seem resigned to "ride out the times." Others, however, are managing to maintain their collections.

This is the first in a series of reports from major cities throughout the country. It deals with the level of juke box collections—the reason for them being where they are—and most important, what operators are doing about their situations.

## AMI Hits Peak Sales & Net During 1957

GRAND RAPIDS, Mich. — Sales and earnings of AMI, Inc., during 1957, reached an all time high in the firm's history, according to the firm's annual report released last week.

The company tallied \$12,138,210 in net sales for 1957, compared to \$10,478,401 for the prior year—a 15.8 per cent increase. Consolidated net earnings of \$508,318 amounted to \$2.29 per common share, compared to \$291,358 per share for 1956.

Altho the figures represent the entire AMI output of juke boxes, home washing machines and home phonographs, president John Haddock stressed that sales of the AMI model H were a large factor in the company's position.

Haddock added that royalty income (Continued on page 96)

## Detail Tax Battle At Mass. Op Meet

BOSTON—A clarification of the current city and State tax fight was given members of the Music Operators' Association of Massachusetts by NOAM Counsel Arthur Sherman and president David Baker, at the group's March meeting held here last week.

Members were also briefed on a new insurance plan, and given association stickers which MOAM

operators and guests a combination evening of entertainment and look into the disk talent future of the year.

**La Viez Missing**  
Hirsh de La Viez, arranger of MOA's previous shows for some years, will be missing from the proceedings. La Viez will be in Europe handling a show for the Variety Club, where he was recently installed as Chief Barker, first time such an honor has been rendered a (Continued on page 94)

## COLLECTIONS: NEW YORK

# Gotham Juke Revenues Dip; 10-Cent Play Cushions Fall

NEW YORK — Collections from juke boxes and amusement games in the New York area are trailing last year's figures by as much as 40 per cent.

With overtime pay just a fond memory, with the relief rolls swelling and with unemployment the highest in a decade, New Yorkers simply have less money for luxuries.

As a rule, game collections are off more than music takes. Dime play has proved the saving grace for juke box operators. A year ago, about a third of the city's juke

boxes were set at 10 cents; today, that figure is about 75 per cent.

### Overhead Same

Al Koondel, Empire Automatic, reports that juke box collections are about the same as they were a year ago, but he is making less money. Koondel explained that parts and service costs have risen appreciably in the last year, without any commensurate increase in gross business.

Koondel reports that game takes are down by 40 per cent, and there are no indications that collections

will improve in the near future.

The one silver lining in the picture is that locations seem more willing to try dime play on juke boxes, and Koondel said that several location owners have actually asked him to go to dime play.

### Games Seady

Mike McSherry, who operates in the Bronx, reports that music is (Continued on page 104)

## Senate to Launch Chi Juke Hearings

### Ill. State's Atty. Probes Location Bumping by E&E, Local Op Firm

CHICAGO—The Senate Rackets Committee last week announced that hearings on alleged racketeering influence in the Chicago juke box industry would be held shortly.

Altho no date was set, committee chairman, John McClellan (D. Ark.), tabbed Chicago third on the list after the committee concludes hearings on the Kohler Company strike currently under way.

Committee agents have centered their investigations around two dominant figures—Joseph (Joey) Glimco, king pin behind Automatic Phonograph Distributing Company, and Fred Tom (Juke Box Smitty) Smith, business agent of Local 134, International Brotherhood of Electrical Workers, the local juke box and amusement games union. Both have been subpoenaed to appear before the committee.

### State Probe

Meanwhile State's Attorney probes continued checking into

juke box locations that had been taken over within the last month by E&E Amusement Company—a newly formed operating firm.

E&E has acquired at least 14 known locations since it began its operation about a month ago. All are located on Chicago's West Side—the last five within the 24th Ward.

The first nine locations were formerly held by three separate operating companies—all of whom refused to buy records from Lormar Distributing Company—a local one-stop currently under investigation for alleged traffic in counterfeit records.

The last five locations were held by ABC, another large Chicago operation. ABC had been buying (Continued on page 107)

## Mutter Heads New Detroit One-Stopper

DETROIT—A new record one-stop for the juke box trade made its debut here Monday (17) under the banner of Consolidated One-Stop, Inc.

The firm is headed by Thomas Mutter, well known in local disk circles, formerly manager for eight years of the record department of Music Systems, large Detroit one-stopper. Mutter will be assisted by Jack Novak, another former Music Systems staffer.

Consolidated will feature a new merchandising system to operators, arranging their stock by basic music categories, rather than by label, as is customary in the trade. The idea is to facilitate operator self service, Mutter explained. Basic categories to be used by the firm will include: "Tops in Pops" (new releases); "Tops for Teenagers" (new releases); "20 Top Hit Pops," "20 Top Teenage Hits," "Rhythm and Blues," "Hillbilly Numbers," "Old Favorites and Polkas" and other sections for EP's.

The firm, located in the North end at 13254 Linwood Avenue, is chartered as a Michigan corporation, with a capitalization of 10,000 shares of common stock, \$1 par value.

## 12 Attend AMI Factory Class On 'I' Models

GRAND RAPIDS, Mich. — Twelve operators and servicemen attended a five-day AMI service school here last week.

The group attended daily classes and workshop sessions covering juke box maintenance and service procedures, with emphasis on the new I line. Included were slide film presentations, question-and-answer sessions, bench work, trouble-shooting procedures, adjustment and servicing techniques and other topics on machine up-keep.

### Present Certificates

Students were also toured thru the AMI plant, getting a first-hand look into manufacturing processes. The school officially ended Friday evening (21) with a graduation banquet at a downtown hotel, highlighted by the presentation of AMI service specialist certificates.

The AMI factory school is held regularly one week each month, and is open to operators and their servicemen at no expense for room and meals during their stay in Grand Rapids. Enrollment is thru any AMI distributor.

Eleven attending the session were from Pennsylvania. They are: J. K. Kirk, Pottstown; Andrew Shemella, Schuylkill Haven; Seymour Rossin, Philadelphia; Thomas Sunseri, Patton; Robert Aiello, Ridgway; Joseph Aiello, Ridgway; Harry Hunter, Chester; Stan Baczynski, Philadelphia; Leonard Schneller, Philadelphia; Charles S. Reynolds, Pottstown; Frank Orman, Norristown. The twelfth: Buddy Henson, Dayton, O.

## Ala. Group Names New '58 Slate

MONTGOMERY, Ala. — A new slate of officers was named and an agenda for the forthcoming year was drawn up when the Alabama Amusement Association held its monthly meeting here last week.

The association which embraces phonograph, games and vending operators throughout the State named the following officials: President, Joe Joseph, Dothan; vice-president, Doc Killian, Anniston, and secretary, Isaac Cohen, Montgomery. Joel Robinson, Jasper, was reappointed legal counsel for the group.

Plans for 1958 include a spirited drive to promote location acceptance for 10-cent play, concerted action against "location sales," some public relations work to gain better commission splits for operators.



## W. Tex., N. Mex. Ops See AMI

MINERAL WELLS, Tex.—West Texas and New Mexico operators attended the recent showing of the AMI Model "T" at an open house sponsored by the Wallace Distributing Company in the Navajo Room of the Caprock Hotel in Lubbock.

Hosts were Mr. and Mrs. Allen Wallace, W. O. Wilborn, J. W. Reynolds, Jim Biels, Jim Ball and Mr. and Mrs. Ernest Wallace. Also on hand was John Hickmon, AMI regional service engineer.

New Mexico guests were Mr. and Mrs. F. W. Hall, Lovington, and Pat Brock, Hobbs.

Texans included H. D. McShan, Denver City; Jim Kuenstler, Odessa; Mr. and Mrs. Ed Bishop, Wink; Mr. and Mrs. Rowland Duncan, Midland; I. L. Harp and

## Wolfe Shows New Seeburg Line to Birmingham Ops

BIRMINGHAM — Wolfe Distributing Company showed the new Seeburg line recently to operators and guests in the Birmingham area. Showing was held February 23 at the Tutwiler Hotel here.

Eddy Arnold, RCA Victor recording artist attended the unveiling, also performing for the group. Refreshments were served to all attending.

Wolfe has also recently held showings in Miami and Jacksonville of the full Seeburg line.

Mel Harp, Sweetwater; Clyde Bailey, Lamesa; M. A. Payne, Jim Hurd and John Beard, all of Brownfield; Mr. and Mrs. Sully Gleaton, Hereford; Mr. and Mrs. Newland, Plainview, and W. E. Smart, Slaton.

Operators and guests at the current fete included:

Mr. and Mrs. F. B. Duncan, Valparaiso, Fla.; L. M. Flow, DeFuniak Springs, Fla.; R. O. Larrimore, Thomasville, Ala.; Mr. and Mrs. O. W. Baker, East Gadsden, Ala.; Fred Lange, Cullman, Ala.; James Dinamore, Opelika, Ala.

Dan Miller, Opelika, Ala.; Mr. and Mrs. H. L. Henderson, Birmingham, Ala.; Charles Wellborn, Birmingham, Ala.; O. O. Wood, Andalusia, Ala.; Eddy Arnold, Brentwood, Tenn.; Tommy Thompson, Birmingham, Ala.; Jack Alexander, Birmingham, Ala.; Mr. and Mrs. Joe Yates, East Gadsden, Ala.; Harold H. Nell, Birmingham, Ala.; Maurice B. Pugh, Tuscaloosa, Ala.; J. Leon Brown, Birmingham, Ala.

Mr. and Mrs. W. E. Wooten, Attalla, Ala.; R. D. Hunt, Attalla, Ala.; H. T. Rowell, Munford, Ala.; Marie Hudgins, Munford, Ala.; I. E. Cohen, Montgomery, Ala.; Joe Joseph, Dothan, Ala.; Morris R. Pilsa, Montgomery, Ala.; Mr. and Mrs. C. A. Martin, Mobile, Ala.; Joel Robinson, Jasper, Ala.; H. I. Kamper, Fairhope, Ala.

A. Toronto, Birmingham, Ala.; Mr. and Mrs. J. L. Barrow, Selma, Ala.; J. V. Cullpepper, Tuscaloosa, Ala.; John T. Butts, Reform, Ala.; Gordon Whitaker, Birmingham, Ala.; O. C. Coker, Birmingham, Ala.; Clayton Smith, Birmingham, Ala.; Abe Kaplan, Birmingham, Ala.; Iris Garrett, Birmingham, Ala.

Dr. H. E. Killian, Anniston, Ala.; Fred Perel, Birmingham, Ala.; Dave Perel, Birmingham, Ala.; Jack Biddy, Birmingham, Ala.; Nathan Allen, Birmingham, Ala.; James Chusker, Birmingham, Ala.; R. B. Watson, Birmingham, Ala.; E. B. Nelson, Birmingham, Ala.; Mr. and Mrs. A. L. Hughes, Calera, Ala.

V. C. Biddy, Birmingham, Ala.; Al Berger, Atlanta, Ga.; Stephen Kaplan, Birmingham, Ala.; Charlie Preston, Birmingham, Ala.; Mary Ann Boutwell, Birmingham, Ala.; Lynn Boutwell, Birmingham, Ala.; Louis Clark, Birmingham, Ala.; Shirley Gregg, Birmingham, Ala.; Fred Lange Jr., Cullman, Ala.

Wolfe employees attending: Simon Wolfe, Jacksonville, Fla.; H. C. Clarkson, Birmingham, Ala.; H. K. Parker, Birmingham, Ala.; Vincent A. LoPresti, Birmingham, Ala.; Sam B. Gaskins, Birmingham, Ala.; and Mrs. A. V. Boutwell, Birmingham, Ala.

## Tax Battle

Continued from page 93

case cannot go forward to the Supreme Court of Massachusetts. The association would be forced to go into Superior Court and ask that the State be told to admit that it charges the \$100. This action would be involved and would increase costs which are already considerable.

MOAM bases its case on two questions. (1) Is it constitutional to charge this fee, and (2) if it is, does the State and city have the right to charge this much for policing. The law says that a license fee shall be levied to cover only the cost of policing the particular activity. MOAM contends \$150 is far above this cost.

Actually there are three cases, but all are based on one premise—that of constitutionality. Each \$50 fee covering Sunday and weekday operation is taken as a separate unit. The State charges \$50 for weekdays and \$50 for Sundays, while the city charges \$50 for weekdays only.

### Hearing

MOAM attorneys are working with State attorneys to try to be heard before the summer recess. They are trying to bring pressure to bear so that a decision can be handed down before October 31 when the next license fees will have to be paid. Under Massachusetts law, if fees are once paid, they cannot be recovered.

The new proposed insurance plan was given another airing and forms were issued to be signed by members so that a definite rate can be arrived at. It was emphasized that filling out the form does not constitute a promise to purchase. The plan for numbered stickers to identify NOAM members was put into action and stickers were issued. These will be placed inside music machines near

## L. A. DeeJay

Continued from page 93

member of the coin machine industry.

In his stead will be a committee of three, arranging for the one comprised of Buddy Basch, Wittenmyer and George A. Miller.

Howard Ellis, 1430 Stockton 13th Street, Omaha, Neb., chairman of the banquet table committee. All reservations for tickets should be addressed to him or Miller's office in Oakland.

The ducats are being priced at \$20 each, with tables for 4, 6 and 12 being made available. Miller advised that the tickets would be made available on a first come, first serve basis.

Last year's banquet was held a few days before the event, with indications pointing to the same demand for reservations at this year's "spectacular."

The show's emcee, George Miller, is a veteran of over 20 years in the California radio industry, also acting as master of ceremonies for a number of Hollywood movie premieres. He was most recently associated with stations KMPC and KFVB, previously having his own "Show People's Show" for several years, emanating from Hollywood restaurants and cafes.

the turntables so that it will be possible for members to identify each other's machines.

The next meeting of the group will be held April 9 at the Commonwealth Country Club in Newton.

When answering ads . . .

**SAY YOU SAW IT IN THE BILLBOARD!**

## Use The Billboard SERVICENTER at the M.O.A. Convention

FREE LOCAL PHONE SERVICE AND YOUR EMERGENCY CONTACT PHONE IN CHICAGO

Your Convention Management and The Billboard have joined together to provide you with an Information Booth. Before you leave your home, provide this number (or these handy coupons) to those who may have to contact you while you're in Chicago. A paging system in the halls and directories of room numbers will locate you quickly. House phones, transportation and other information will be available for you also.

### Leave This Coupon at Home

DURING THE M.O.A. CONVENTION, MAY 6, 7, 8, I CAN BE REACHED BY CALLING CHICAGO

ANdover 3-0482

The Information Booth, handled by The Billboard, will take the message or "call-back" number and will reach me quickly. The booth will be in operation from 10 a.m. to 8 p.m. CST each day.

### Leave This Coupon at Office

DURING THE M.O.A. CONVENTION, MAY 6, 7, 8, I CAN BE REACHED BY CALLING CHICAGO

ANdover 3-0482

The Information Booth, handled by The Billboard, will take the message or "call-back" number and will reach me quickly. The booth will be in operation from 10 a.m. to 8 p.m. CST each day.

## Endorses MOC Counsel

HARTFORD, Conn.—The Italian-American Democratic Club of Hartford has endorsed attorney Emilio Q. Daddario, counsel for Music Operators of Connecticut, for the Democratic nomination for Congress from the First Connecticut District.

A resolution, unanimously adopted, cites Daddario's military, governmental, judicial and legal experience.

# OPERATORS! ATTEND YOUR MOA CONVENTION



GEORGE A. MILLER  
General Chairman

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### SOUTHERN HOSPITALITY

# Franco Distrib Hosts 30th Anniversary Fete

MONTGOMERY, Ala. — Operators from throughout Alabama and Northwest Florida turned out when Franco Distributing Company celebrated its 30th anniversary at an open house in company showrooms March 2.

The veteran music, games and vending firm's showrooms were full all day Sunday, with operators

bringing their families and friends to join in the festivities. Showrooms were gaily decorated and refreshments were served thruout the day, with 10 operators even winning door prizes.

The firm, one of the oldest in the country, traces its history to the spring of 1928, when David R. Franco organized the Franco

Novelty Company and installed the first juke box in the Montgomery area.

Steadily expanding, Franco organized the Franco Distributing Company in 1939, handling music, games and vending equipment for Alabama and Northwest Florida.

In July 1947, interest in the Franco Novelty Company was bought by the elder Franco's son — Rubin A. Franco, and sons-in-law, Morris R. Piha and Joe E. Capilouto, who currently operate the firm. Interest in the distributorship has been retained by David Franco, president since its founding.

The firm currently is exclusive Rock-Ola distributor for the Ala-

bama and Northwest Florida area. It also handles full lines of: Du Granier cigarette venders; Bally, Chicago Coin, Genco, Williams, Gottlieb, Keeney and United games and amusement equipment, and Rowe venders.

In addition, Franco operates a record and phonograph store for the retail trade in the city.

#### Alabama Ops

Among operators and guests who attended the recent 30th anniversary celebration were: (From Alabama) Dr. H. E. Killian, Anniston; I. R. Cohen, Montgomery; Mr. and Mrs. Curtis Knifinger, Montgomery; Mr. and Mrs. Heube Stewart, Calera; J. L. Brown, Nathan Allen, Gene Brown, Eugene Call, Richard Call, W. W. Vandiver, Mr. and Mrs. James Chusker and Harold Nall, all of Birmingham; Jack Scanlon, Mr. and Mrs. W. E. Williams and Marian Covert, Mobile.

A. M. McCrory, Montgomery; Mr. and Mrs. Fred B. Cassidy, Prichard; H. T. Rowell, Muford; Mr. and Mrs. J. O. Murphy, Atalla; Mr. and Mrs. Billy J. McGee, Gadsden; H. T. McKim, Montgomery; Mr. and Mrs. Adolph Sulton, Joseph M. Osenton and Barbara C. Holmes, Atmore; Mary Irons, Thomasville; Mr. and Mrs. W. Wilson, Selma; Morris Avkaradel and Richard A. Altschaff, Montgomery; Mr. and

Mrs. Clayton Smith, Mr. and Mrs. O. Coker, Birmingham; Mr. and Mrs. Leonard Barnes, Selma; Maurice Pugh, James M. Channell, Tuscaloosa; Wayne E. Cohen, Montgomery, and Mr. and Mrs. Oils Hulen, Union Springs.

#### More Ops

From Florida: C. B. Carlton Jr. and D. Carlton, Marianna; Mr. and Mrs. deus Majecki, Fort Walton Beach; Mr. and Mrs. Wallace Arnold, Mr. and Mrs. Simms, Bonifay; Mr. and Mrs. L. Garrett, Mr. and Mrs. Harold Pugh, Panama; L. M. Flow, DeFuniak Springs; George Cassimus, Pensacola, and J. White, Marianna. Also J. H. Jones, Columbus, Ga.; J. Turner, New York; Joe Norris, Columbus, Ga.

### AMI Profits

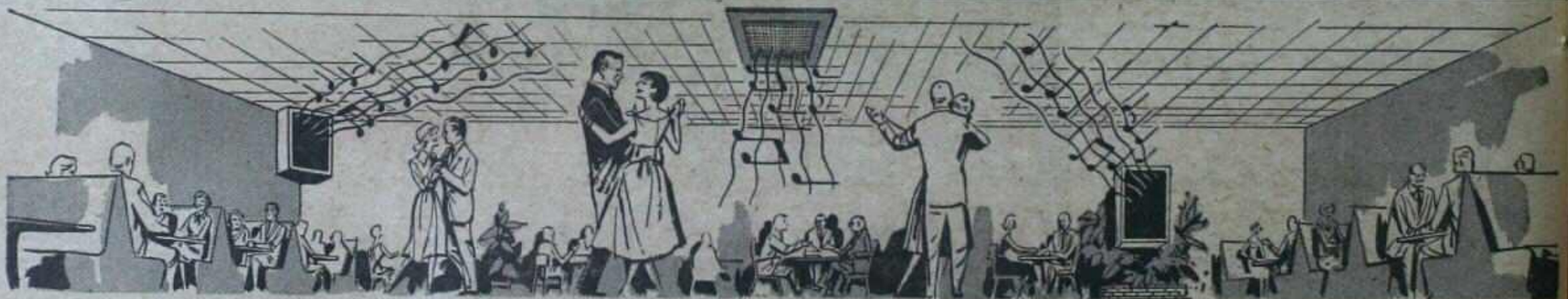
• *Continued from page 93*  
come from the manufacture and sale of AMI juke boxes by license in various foreign countries increased during 1957 and is expected to continue at a relatively high level in 1958. He stressed that sales by licensees had limited the continued growth exports from U.S.



OPERATORS AND GUESTS in the showrooms of Franco Distributing Company, as the firm celebrated its 30th anniversary. From left to right: Adolph (Doc) Sutton, Atmore; Mrs. Joe E. Capilouto, Montgomery; Mrs. Rubin A. Franco, Montgomery; Mrs. Morris A. Piha, Montgomery; Nathan Allen, Birmingham; J. P. Clusker, Birmingham; Mr. and Mrs. J. C. Murphy, Attalla; Bill McGee, Gadsden; Mrs. J. P. Clusker, Birmingham; Harold Nall, Birmingham, all of Alabama; J. H. Jones, Columbus, Ga.



SOME ALABAMA OPERATORS exchanging views at the recent 30th anniversary celebration held by Franco Distributing Company in Montgomery. From left to right: Adolph (Doc) Sutton, David R. Franco, H. T. Rowell, Fred Cassity and Dr. E. Killian.



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5 ATTRACTIVE COLORS



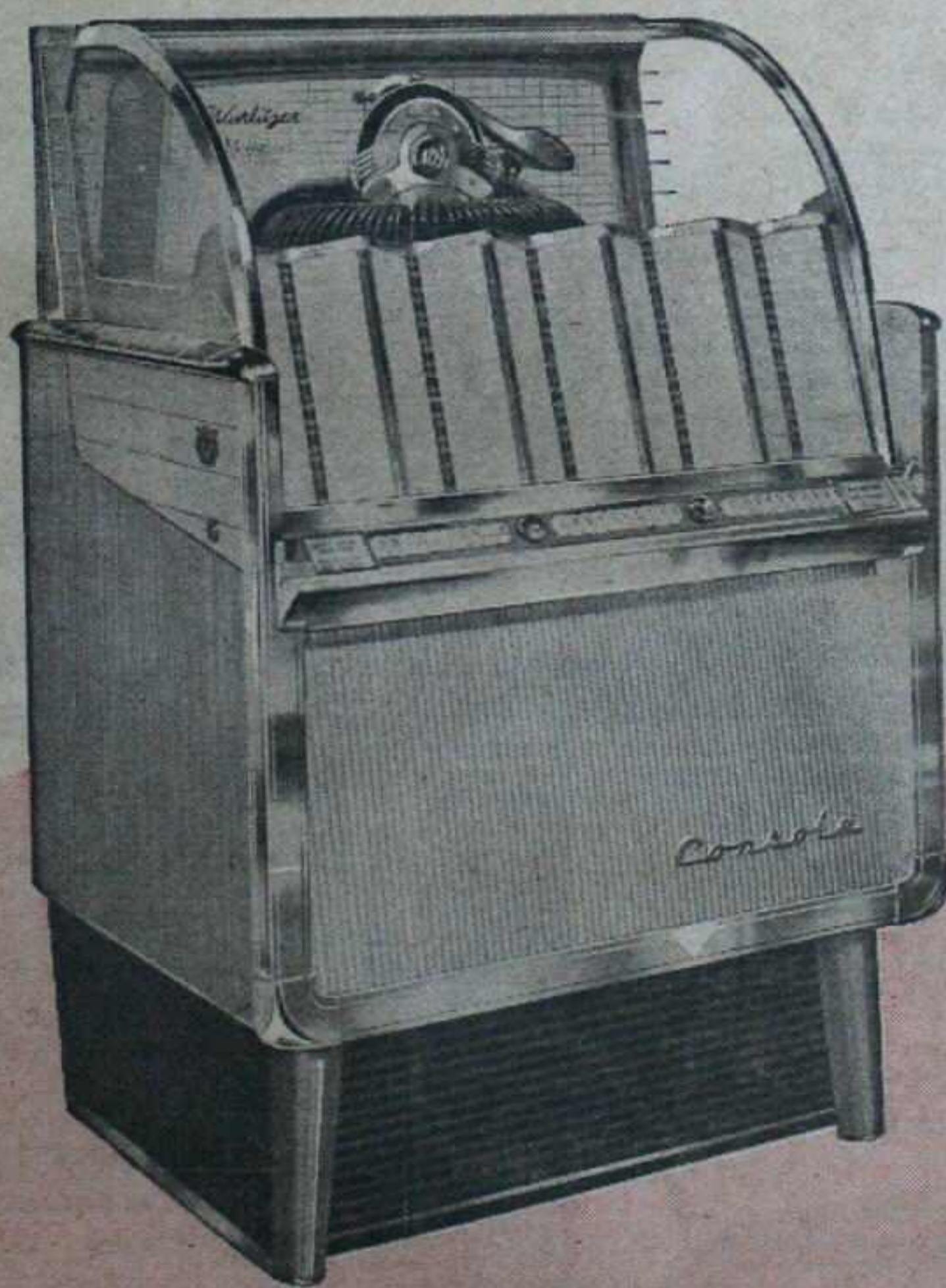
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**THE FAST METHOD: PART II**

# Outline of Basic Systems For Depreciating Juke Boxes

This is the fourth in a series on the full scope of accounting, depreciation and taxes in music operating management. This article is the second of two on depreciation. It deals with specific dollar analysis of depreciation methods allowed by the Internal Revenue Code.

By LEO KANER, C.P.A.

Let us now consider how the new accelerated depreciation methods affect the operator and find out how they work in comparison with the straight line method. We can do this best by illustrating how to depreciate a new phonograph costing \$1,050 with a salvage value of \$50 and a useful life of five years, using all three methods.

**EXAMPLE A**

1st year \$1,050 at 40%.....	\$420.00
2d year \$1,050 less \$420-\$630 at 40%.....	252.00
3d year \$630 less \$252-\$378 at 40%.....	151.20
4th year \$378 less \$151.20-\$226.80 at 40%.....	90.72
5th year \$226.80 less \$90.72=\$136.08 at 40%.....	54.43
Accumulated Depreciation.....	\$968.25

At the end of the fifth year \$81.65 (\$1,050 less \$968.35) remains in the account. This amount is greater than the estimated salvage value of \$50 used in both the straight-line method and the sum-of-the-years-digits method. To correct this apparent inequity, the taxpayer may elect to change over to the straight-line method at any time without consent from the Internal Revenue Service. However, when changing over, the remaining useful life must stay constant.

**Group Accounts**

In our discussion up to this point our illustrations indicated depreciation for only one phonograph. This was done to facilitate the explanation with the least amount of complications. In view of the fact that most operators are confronted with the question of depreciation on group accounts instead of single asset accounts, let us analyze this second question. Group accounts consist of various assets with the same useful life. As applicable to an operator this means all new phonographs acquired within one calendar or fiscal year.

Group accounts can be handled in two different ways under generally accepted accounting procedures: (a) an average of one-half year may be used in calculating depreciation on all equipment purchased during the year, or (b) the amount of depreciation taken on new equipment purchased during the year would depend on the date each phonograph was purchased. Thus, if a phonograph was purchased February 1, the depreciation would be for 11/12 of one year's depreciation. Each addition or additions would be calculated on a monthly basis.

Note Example B where an operator purchases three separate phonographs (at \$1,000 cost each, excluding salvage value), one on February 1, another on June 1 and the third on September 1, 1956.

In all cases it will be noted that the one-half-year-average method is much simpler to administer. Especially is this true as the number of machines on location increases.

If the unit method of computing depreciation is adopted, the depreciation on any unit being disposed of can be determined and removed from the reserve account provided that an individual phonograph control card is kept. This facilitates determination of any

gain or loss on sale or exchange of equipment as well as the recomputation of book values for phonographs acquired by trade-ins.

**Used Property**

It should be mentioned in passing that the law permits the declining balance method of depreciation for used property having a life of three or more years and acquired after December 31, 1953, but the rate may not exceed one and one-half times the rate that would be used under the straight-line computation.

Under certain conditions an operator may be able to acquire used phonographs at a bargain price and take advantage of this second declining balance method.

For illustrative purposes assume that the new phonograph collections average \$20 per week, and let us now apply the principal average cost factors (researched from my industry experience) of collectors' salary, record expense, overhead and depreciation under each method of depreciation for a moderate size operator (see Example C).

From the examples and analyses cited above one can readily see that the declining-balance methods and the sum-of-the-years-digits method have certain advantages over straight-line depreciation. They also offer certain disadvantages which must be evaluated before adoption of their use. Management must, therefore, decide which of the methods best suits their individual needs.

Perhaps one of the most important reasons for the adoption of the fast-depreciation methods is the "tax bite" conserved for use in the business during the earlier life of the phonograph, for if the operator has acquired the equipment on installment contract obligations, the more "cash flow" he can generate, the sooner he will pay off his debts. Further, the sooner he pays off the outstanding obligations, the easier it will be to buy new machines to keep abreast of competition. The term "cash flow" is used to indicate the amount of actual cash available for use in the operators' business and consists of the items in Example D.

Thus, we see that taxes and depreciation policies go hand in hand and the astute judgment of management in conjunction with competent accounting and tax advice is the best combination toward setting policies for specific objectives of the individual concerned.

**EXAMPLE B**

**1. Straight-Line Method**

<b>(a) One-half year average</b>				
Date Purchased	Cost	Rate	Number of Months	Depreciation
1956	\$3,000	20%	6 months	\$300.00
<b>(b) Actual number of months—unit method</b>				
2-1-56	\$1,000	20%	11 months....	\$183.33
6-1-56	1,000	20%	7 months....	116.67
9-1-56	1,000	20%	4 months....	66.67
	\$3,000			\$366.67

**2. Double Declining Balance Method**

Date Purchased	Cost	Rate	Number of Months	Depreciation
1956	\$3,000	40%	6 months	\$600.00
<b>(b) Actual number of months—unit method</b>				
2-1-56	\$1,000	40%	11 months....	\$366.68
6-1-56	1,000	40%	7 months....	233.34
9-1-56	1,000	40%	4 months....	133.34
	\$3,000			\$733.34

**3. Sum-of-the-years-digits method**

<b>(a) One-half year average</b>				
Under certain conditions this method may be applied to group accounts using a remaining life formula. For further information on the application of this method as to group accounts consult the appropriate section of the Code.				
<b>(b) Actual number of months—unit method</b>				
Date Purchased	Cost	Rate	Number of Months	Depreciation
2-1-56	\$1,000	5/15	11 months....	\$305.55
6-1-56	1,000	5/15	7 months....	194.44
9-1-56	1,000	5/15	4 months....	111.11
	\$3,000			\$611.10

**1. Straight-Line Method:** This method was the one usually used by operators in depreciating their phonographs before the new methods were permitted under the new code. The depreciation for each of the five years under this method, after considering salvage value of \$50, would be \$200 per year for a total of \$1,000.

**2. The Sum-of-the-Years-Digits Method:** This method is based upon fractions (representing the useful years of the phonograph) computed in such a way that the total of all the years becomes the denominator and the year itself becomes the numerator, in reverse order. To clarify, let us illustrate:

Assuming an asset with a useful life of five years, the denominator is obtained as follows—add the first year to the second year to the third year, etc. (1+2+3+4+5=15).

To get the numerator we reverse the years as follows:

- 1st year becomes number 5
- 2d year becomes number 4
- 3d year becomes number 3
- 4th year becomes number 2
- 5th year becomes number 1

Our fraction is now as follows:

1st year	5/15
2d year	4/15
3d year	3/15
4th year	2/15
5th year	1/15

TOTAL 15/15

Once the fraction is computed, it is applied against the depreciable base. (\$1,050 less salvage of \$50=\$1,000.) The allowable depreciation would then be:

1st yr. 5/15 of \$1,000:	\$ 333.33
2d yr. 4/15 of \$1,000:	266.67
3d yr. 3/15 of \$1,000:	200.00
4th yr. 2/15 of \$1,000:	133.33
5th yr. 1/15 of \$1,000:	66.67
Accumulated Depreciation:	\$1,000.00

**3. Double Declining Balance Method:** Under the declining balance method salvage value of the asset need not be considered since an unamortized balance remains in the account at the end of its useful life. When preparing the depreciation schedule, cognizance should be taken, however, that the salvage value remaining in the account at the end of the asset's useful life should not be less than the estimated salvage value. The annual depreciation allowable under this method is limited to double the rate used in the straight-line method (20%x2=40%). The rate thus ascertained is applied each year to the unrecovered cost of the asset. Considering the above illustration, the actual cost of \$1,050 would be depreciated as shown in Example A.

**EXAMPLE C**

METHOD OF COMPUTING DEPRECIATIONS	STRAIGHT LINE	SUM OF DIGITS	DOUBLE DECLINING BALANCE
PHONOGRAPH INCOME .....	\$20.00	\$20.00	\$20.00
<b>COST OF OPERATIONS</b>			
Collector's Salary .....	\$ 3.00	\$ 3.00	\$ 3.00
Record Expense .....	2.20	2.20	2.20
Overhead .....	6.65	6.65	6.65
Total Cost of Operations (before depreciation)...	\$11.85	\$11.85	\$11.85
<b>ESTIMATED EARNINGS BEFORE DEPRECIATION</b>			
DEPRECIATION .....	\$ 8.15	\$ 8.15	\$ 8.15
LESS: DEPRECIATION .....	3.85	6.41	8.08
<b>NET ESTIMATED EARNINGS</b>			
EARNINGS .....	\$ 4.30	\$ 1.74	\$ .07

Applying the minimum tax rate of 20 per cent (disregarding exemptions and other allowable deductions), the income tax on the earnings of this phonograph per week would be as follows:

AMOUNT OF INCOME TAX	\$ .86	\$ .35	\$ .01
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**EXAMPLE D**

	STRAIGHT LINE	SUM OF DIGITS	DOUBLE DECLINING BALANCE
NET ESTIMATED EARNINGS .....	\$4.30	\$1.74	\$ .07
ADD BACK DEPRECIATION .....	3.85	6.41	8.08
TOTAL .....	\$8.15	\$8.15	\$8.15
LESS: INCOME TAX AS ABOVE COMPUTED .....	.86	.35	.01
ESTIMATED "CASH FLOW" .....	\$7.29	\$7.80	\$8.14



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## Gottlieb, Williams Build 5-Balls Abroad; Bid for New Markets

### Firms Engage Factories in Dublin; Move Latest Pin Models to Buyers

CHICAGO — D. Gottlieb & Company and Williams Manufacturing Company, leading producers of five-ball pin games, revealed last week that each has set up a factory in Dublin, Ireland, and is engaged in new pin output for wide distribution abroad.

For the first time since pre-war days, Great Britain and other dollar-short countries which have been unable to get new U. S. coin game models because of import restrictions, will have a large selection of new five-ball pin games to choose from.

If the Chicago-based firms' plans work out as hoped, the new outlet could produce a boom period in England alone, where most pin games on locations are pre-war U. S. models. This replacement market in itself could be of major proportions.

The Gottlieb firm has engaged Mondial Ireland, Ltd., Dublin, a factory organization set up to assemble and partially manufacture Gottlieb products for shipment to England and the British Commonwealth.

#### See Rapid Growth

Precision Automatics, London, is the exclusive distributor for Gottlieb for the British Isles. Mondial Ireland, Ltd. is a firm formed by Suren Fesjian together with several British and Irish associates. While their business is reported

starting modestly, they anticipate rapid growth and have just purchased a new factory with extended facilities to enable them to produce more games.

Judd Weinberg, Gottlieb export manager and head of Judd Industries, Gottlieb Chicago export subsidiary, said that the Dublin-based factory organization hopes to eventually ship to South America, Australia and New Zealand, as well as to the British Isles.

Gottlieb actually began assembly in Ireland about a year ago

(Continued on page 105)

## Chi Game Busters Feel Legal Heat

### Grand Jury Votes True Bills Against Acid-Throwers, Ross & Rini; Face Trial

CHICAGO—The Cook County Grand Jury last week (20) reportedly voted true bills against two acid-throwing ex-convicts charged with damaging coin games on city locations.

The two ex-convicts, Alex Ross and James Rini, are scheduled to be indicted tomorrow (25). Ross will be indicted on three counts, and Rini on one.

Both Ross and Rini are charged with throwing acid on a game operated by Leo Romaszkiwicz in a tavern at 1066 N. Damen; Ross is charged with cutting wires on a machine operated by Romaszkiwicz at 903 N. Racine, and with hatcheting a game operated by Herman Klebba at 3337 Lituania Avenue.

In May, 1957, both Ross and Rini were named in true bills by the county grand jury as alleged hijackers of games from two Des Plaines, Ill., restaurants. Two

others, Frank Eldorado and Thomas Leggs were also named at that time.

The true bills reportedly voted by the grand jury last week mean that the jury has found that charges made against Ross and Rini are sustained by evidence laid before them, and are satisfied of the truth of the accusation. The two will now be brought to trial.

Ross, Rini, and others, are under investigation in local, State and federal probes of racketeering in the local coin game operating trade. Local 134 of the Electrical Workers union, which signed a contract with the Chicago Independent Amusement Association, is under investigation, as is CIAA.

## Set April 16 Deadline on O. Pinball Review

COLUMBUS, O. — Enforcement of the Columbus ban on pinballs will be held up until April 16, City Attorney Russell Leach has stated.

Under an Ohio Supreme Court ruling, upholding the ordinance, pins are banned in this city. But enforcement awaits an expected appeal to the U. S. Supreme Court.

Unless the U. S. high court is asked to review the case by the mid-April date, a mandate from the Ohio Supreme Court will order the city to enforce the ban.

A ban of similar nature in Toledo has already been put into effect.

The Columbus ordinance was originally ruled invalid by Common Pleas Judge Dana Reynolds, but the Tenth District Court of Appeals reversed the ruling, and was upheld by the Ohio high court last January.

## Genco to Bow Space Game

CHICAGO — Genco Manufacturing is readying production of a new novelty game, Space Age.

Details on the game are still under wraps, but Ralph Sheffield, director of sales, said the game will have a cabinet designed along the lines of the firm's Motorama, automobile drive game, and new play features which utilize the "space" theme of rockets, "Explorers" and "Sputniks."

## 1957 Exports Notch Record \$26,637,266

### But Dec. Shipments Dip to Lowest Mark In 12-Month Period; Bode Slower '58

WASHINGTON — Export of U. S. games, jukes and venders in 1957 set a new record volume of \$26,637,266 on 100,340 units shipped, according to Commerce Department figures.

But figures just now in for the final month of 1957 indicate a decided dip in volume, and constitute the lowest per-month total (\$1,581,488) of the year.

If such trend should continue and reports from Europe indicating an over-abundance in some areas of pins and jukes are a serious matter, then the trade can expect a slacker market for coin exports in 1958.

All three categories — games, jukes and venders — fell well below average in December; however, the \$1½ million total still exceeds that recorded in many of the 1956 months.

#### Belgium Retains Lead

Belgium, consistently at the top in the past months of 1957, led all other markets for U. S. coin machines in December, notching a \$300,860 total. Only three markets — Belgium, Venezuela and Canada — broke the \$200,000 mark in December, compared to five markets above that figure in November. November totals for all markets hit a whopping \$2,537,520.

Cuba jumped to fourth place in the market parade in December, with West Germany and Switzerland following in that order, all above \$100,000.

## Williams Ships Jumbo Model Of Ten Pins

CHICAGO — Williams Manufacturing Company shipped same models last week of new Jumbo models of its Ten Pins and Strikes games.

The new games are identical play features, to the same models introduced earlier, but two feet longer and have a "dress up cabinet."

Jumbo Ten Pins, the regular play model, and Jumbo Ten Strikes replay model, are designed to give the player more of the appeal of bowling. Since the Formica playboard is longer, player can more easily follow path of ball to pins, and see ball hook or curve toward target. Test reports, according to Sam Lewis, Williams sales executive, show the game now has added player appeal.

Lewis also noted unusually good reports from the field on the firm's newest five-ball, Soccer Kick-Off. "Due to the long run we've had on Ten Pins," said Lewis, "our new five-ball has had an actual 11 week test period, where the average new pin gets about eight weeks on test."

"Thus, we were able to build

(Continued on page 105)

## Capitol Bows Ferris Wheel

NEW YORK — Capitol Projectors here has gone into production on a coin-operated Ferris Wheel designed for location use. According to Sam Goldsmith, the unit which will list for less than \$1,000, occupies 30 by 40 inches of floor space.

The one-seater gives a 60-second ride for 10 cents. Midway music provided by tape, is played while the machine is in motion. All exposed surfaces are of Formica for easy cleaning.

The multi-colored unit is being field tested in Macy's Department Store. Goldsmith said deliveries will be made in the next two weeks.

Another new ride, the Western Horse, has recently gone into production. List price is \$495. Goldsmith said that the Test Pilot and Auto Test are still in production by Capitol.

## Ask Oregon DA To Take Stand On State's Pins

EUGENE, Ore. — State's Attorney General Robert Y. Thornton has been asked by the Lane County district attorney, Eugene Venn, to go on record as either affirming or repudiating a 1947 ruling by the then-attorney general, George Neuner, regarding legality of pinballs in the State.

Neuner ruled at that time that pinballs were "gambling devices" even tho they gave only free games.

Venn called the current situation with pinballs in the State "haphazard," and said he requested the fresh opinion to solve the dilemma.

Venn further stated that in his opinion, "there is no doubt that these machines, with or without pay-offs, are gambling devices."

#### Threatened County Pins

He served notice on 200 or more pinball owners and operators recently, and said he was able to have the machines removed from his county. He said there are no pinballs in Lane County now.

Clatsop County District Attorney Thomas Brownhill has announced that pinballs, when not involved in pay-offs are not gambling devices.

The U. S. Supreme Court has ruled that pinballs on which pay-offs are made are to be considered gambling devices for federal tax purposes.

Ohio ordinances (see separate story this section) which ban all pinballs outright—whether or not they are shown to be used for gambling—are expected to be appealed to the U. S. Supreme Court before April 16.

## N. Y. State Ops Brave Storm, Attend Meet

NEWBURGH, N. Y. — Members of the New York State Operators' Guild sloshed thru the winter's last blizzard Wednesday night (19) to attend the regular monthly meeting at the Palatine Hotel here.

The organization discussed the forthcoming annual banquet to be held at Grossinger's on June 14. Operators and their families are being offered a special weekend rate by the Catskill resort, with the price of the banquet included in the package.

According to Tom Greco, NYSOG president, about 200 representatives of the coin machine industry will attend the affair.

#### Guests

Guests at the Wednesday meeting were Murray Kaye and Gordon Howard, of the Atlantic-New York Corporation; John Bilotta, New York State Wurlitzer distributor, Catlin.

The following operators attended the meeting: Max Cohen and Murray Cohen, Woodridge; Mrs. Gertrude Browne, Mac Douglass and Howard Purdy, Beacon; George Shapiro, Newburgh; Tom Gobel, Beacon; Jack Wilson, Newburgh; Joe Reich, Tannersville; Jim DeMare, Highland; Joe Nuccitelli and Nick Nuccitelli, Beacon; James (Pie) Haley, Middletown; Les Smith, Newburgh; Nick Kuprych, Newburgh; Mike Mulqueen, Walden; Tom Greco, Glasco, and Lou Werner, counsel.

## PSYCHOLOGY COURSE

### How Arcade Controls Crowd, Checks Damage

NEW ORLEANS — The exuberance of youth, which sometimes wreaks havoc in a crowded Arcade, can best be treated with a dose of psychology, according to the management of the Pennyland Arcade here.

Located on Royal Street in New Orleans' famous Front French Quarter, Pennyland would seem to be particularly susceptible to such problems, since large numbers of teen-agers are roaming the streets of the Front Quarter day and night. However, the atmosphere in the Arcade is remarkably serene at any hour, and loss from broken glass, cigarette burns, jammed machines and such, has been reduced to a negligible amount.

This is the result of a definitely planned psychological program,

which is designed to curb elements which might lead to vandalism, carelessness, scuffles and the like.

#### Preventive Maintenance

The steps taken include: 1. Scrupulous cleanliness and neatness throughout. Every machine is washed down thoroughly every day, kept polished with wax, regularly repainted at the slightest sign of wear, and mounted in brackets or guides on the floor which keep each amusement machine precisely in place.

Walls, mirrors, the vinyl floor, change booths and signs are likewise religiously "policed," providing as pleasing an appearance as possible. The Pennyland management has found that the obvious care which the Arcade is given

(Continued on page 105)



# COIN MACHINE EXPORTS

DECEMBER, 1957

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	370	\$ 202,213	613	\$ 91,147	1,000	\$ 7,500	1,983	\$ 300,860
Venezuela	254	217,635	34	9,561	8	2,400	294	229,596
Canada	112	54,712	649	78,174	664	86,901	1,425	219,787
Cuba	83	58,890	119	113,435	85	4,263	287	176,588
West Germany	203	145,580	—	—	56	3,005	259	148,585
Switzerland	134	98,420	—	—	106	6,951	240	105,371
Austria	95	68,450	—	—	—	—	95	68,450
Sweden	48	34,822	5	1,450	2	1,388	55	37,660
Netherlands	57	23,512	117	13,891	—	—	174	37,403
Peru	40	28,001	—	—	—	—	40	28,001
Philippines	30	23,738	—	—	—	—	30	23,738
U. of So. Africa	—	—	—	—	21	13,850	21	13,850
British Malaya	33	7,470	—	—	—	—	33	7,470
Other Countries	226	127,792	217	34,037	359	22,300	802	184,129
<b>Totals</b>	<b>1,685</b>	<b>\$1,091,235</b>	<b>1,754</b>	<b>\$341,695</b>	<b>2,299</b>	<b>\$148,588</b>	<b>5,738</b>	<b>\$1,581,488</b>

## Coinmen You Know

### Detroit

By HAL REVES

United Coin Meter Company is being incorporated as a Michigan company, to operate coin-controlled washers and driers in apartment houses and similar locations. The company, located in the northwest section, is an affiliate of the United Washer Sales & Service. Irving Siporin, formerly a musician, is treasurer, and Harry H. Anbender, resident agent for the firm. . . . Roy Small, conciliator for the United Music Operators, returned to his desk Monday after a six-week vacation at Miami Springs, Fla.

Vickie Adams, the Rock and Roll Redhead, who is sponsored by the UMO for special shows, appeared at the Villa's leading night spot at Miami Springs for three weeks. . . . James Rothis, owner of Rothis Music, is vacationing in Florida near Fort Lauderdale for a month. John Dandas, of Dandas Music, is pinch hitting for him in his absence.

Constantine Stavros, of Stavros Music, old-time operator, has sold out his route to Angott Distributing Company, headed by Carl Angott. Stavros is planning to retire, but will remain in Detroit. . . .

Everett Watson, who has headed Ray Music Company for many years, is now on crutches because of attacks of arthritis, but is hoping for an early recovery. . . .

Richard O'Meara, manager of Music Systems, celebrated his engagement and forthcoming mar-

riage with a cocktail party for friends and business associates at the office on Monday.

Market Vending Company, Inc., major cigarette vending firm, is in effect taking over the D & F Cigarette Vending Company, owned by David L. Weinberg, but will continue its operation as a separate company under the newly chartered name of the D & F Vending Corporation. The new company has capitalization of \$50,000 common stock, listed at \$10 par value.

Market Vending is owned chiefly by Jack Bushkin and Mrs. Holtzman, widow of a deceased active operator. Bushkin is also serving as principal of the new company, while Weinberger will remain associated with the company also, at least for the time being. D & F, one of the few vending companies to maintain a downtown headquarters, will now have headquarters by Market on Grand River. Both firms have been in business here about seven years.

David Saperstein, a veteran of the business here, has become general manager of Market Vending. He was formerly associated with his brothers, Meyer (Red) and Louis Saperstein, in the Reliable Vending Company, cigarette venders, established about two decades ago. He also formerly owned and operated individually the Charles Vending Company, specializing in operation of bulk gum and peanut machines, but has disposed of both of these interests.

Ben Rosen, manager of Confection Cabinet Corporation, is planning to fly to London in April for the International Variety Club convention, as a member of the delegation from Detroit Tent No. 5, of which he is Past Chief Barker (president). . . . Roy Small, conciliator of the United Music Operators of Michigan, is working on plans for a promotional program to counteract the effect of the current recession here upon juke box play, as reflected notably in a surprising increase in the number of sales of locations.

### Denver

By BOB LATIMER

Denver Amusement Company, which recently purchased Bell Music Company from Pat Ryan, is busy expanding both phonograph and amusement machine divisions. . . . A surprise visitor at Mountain Distributors during February was Dale Riemer, St. Louis phonograph operator, who was in town to buy some equipment and to visit old friends in the Colorado phonograph industry. . . . Two Wyoming operators who have recently expanded their routes with Den-

ver-bought equipment include Bert Orr, of Laramie, Wyo., and Ernie Rose, of Cheyenne.

Being roundly congratulated for writing a "letter to the editor" explaining phonograph operators' stand on ASCAP charges is Ralph F. Cooke, Laramie, Wyo., operator, who composed a letter to the editor of The Laramie Daily Boomerang with a complete outline of the operating problems which phonograph operators face today.

It specifically described the effect which Senate Bill 1870, cur-

(Continued on page 103)

## WANTED Bingo Mechanics!

STEADY WORK! GOOD PAY! NO DRIFTERS! GIVE QUALIFICATIONS AND REFERENCE IN YOUR FIRST LETTER.

Write to Box

920

THE BILLBOARD  
188 W. RANDOLPH ST.  
CHICAGO 1, ILLINOIS

## CHILDREN'S RIDES! by CAROUSEL!

Pony Express Hobby Horse	\$125.00
Miss America Boat	225.00
Space Ranger Space Ship	250.00
Circus Jet	100.00
Sea-Saw	125.00
Space Patrol Space Ship	150.00
Star Shooting Gallery	75.00
Sportland Shooting Gallery	110.00
Western Gun—Space Gun	50.00
A.B.T. Challenger Pistol	39.95
Merry-Go-Round (Lane)	300.00
Auto Rides	200.00
Metal Typer (Standard)	225.00
Drive-In Movie	250.00
Williams Crane	150.00
Williams Peppy the Clown	150.00
Big Bronco Hobby Horse	Write
Pony Boy Hobby Horse	Write

Operating Order—Parts Complete Also Available, Fully Reconditioned.

Terms: F.O.B. Chicago. 25% Deposit, Balance C.O.D. or Sight Draft.

NOTE: PRICES SUBJECT TO CHANGE WITHOUT NOTICE

WANTED #118 MILLS TAB GUM

VENDOR—State Quantity and Price

CAROUSEL INDUSTRIES, INC.

2645 W. Lawrence Ave.  
Chicago 25, Illinois  
Phone UPTown 8-1369

## FOR SALE

Shopped and Ready for Location

### SCALES

5 Watling Fortune-Telling, Ea.	\$95.00
1 Caille	65.00

### KIDDIE RIDES

Bally Space Ships	\$200.00
Bally Speed Boats	225.00
Lane Merry-Go-Round	300.00
C. C. Round-the-World-Trainer	300.00

### MISCELLANEOUS

1 Exhibit Six Shooter Gun	\$ 75.00
3 Williams Sidewalk Engineers, Ea.	95.00
2 Mercury Athletic Grippers, Ea.	29.95
93 Cash Tray Nut Venders, Ea.	1.00
22 Rock-Ola 22" Shuffleboards, Ea.	100.00
24 Overhead Scoring Units, Ea.	50.00
15 Exhibit Dale Guns, Ea.	25.00
20 Midget Movies, Ea.	95.00

## KING-PIN

EQUIPMENT COMPANY

826 Mills St., Kalamazoo, Mich.  
7624 Fenkell, Detroit, Mich.

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMNS OF THE BILLBOARD!

## MONTHLY SPECIAL

# AMI G200's

BRAND NEW — IN ORIGINAL CRATES

\$695 each

WIRE — PHONE — WRITE TODAY

ATLAS DISTRIBUTORS

1024 Commonwealth Ave., Boston 15, Mass. BEacon 2-3870

## BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH	\$120.00	ICE FROLICS	\$55.00
VARIETY	75.00	BEAUTY	60.00
GAYETY	65.00	SURF CLUB	50.00

Immediate Delivery. 1/2 Deposit.

FRANK MILLS, Mgr., Dept. R-6

## SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

## CREDIT DO YOU NEED TERMS?

GOOD NEWS! NOW OUR BOSTON BANKERS WILL TAKE NOTES AND CONDITIONAL SALES CONTRACTS FROM ANYWHERE IN THE UNITED STATES.

WRITE—WIRE—CALL

### WURLITZER MUSIC

2100	— 2150	— 2000
1900	— 1800	— 1700
1500	— 1500A	

### SEEBURG MUSIC

MD-200 (Like New)	Write-Call
V-200	\$595
R	595
C	445
B	350

### AMI MUSIC

H-200 (New)	Write-Call
G-200	\$595
R	545
F-120	495

### ROCK-OLA MUSIC

1443	\$550
1446	450
1438	325

## KIDDIE RIDES

Reconditioned Like New

BALLY CHAMPION HORSE	\$400
BALLY SPACE SHIP	275
DECO SPACE RANGER	275
LANE-LEE MERRY-GO-ROUND	300
STEAM SHOVELS	110

## WANTED

BASEBALL WILLIAMS DELUXE—4 Buggers—King of Swat. BALLY ABC BOWLERS, Deluxe & Super PUCK MACHINES and all other SHUFFLE ALLEYS. WE WILL PREPAY NEW CARTONS.

DISTRIBUTING CO.,

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ALESTON 34, MASS.-AL 4-4040

WURLITZER

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CHI. COIN

GENCO

FISCHER



THE BILLBOARD WEEKLY

# Coin Machine Price Index

## How to Use the Index

**HIGHS AND LOWS** Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

**PRICES** given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

**MEAN AVERAGE.** The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of March 17, 1958)

### MUSIC MACHINES

	High	Low	Mean Avg.
<b>AMI</b>			
Model C-40	\$ 95.00	\$ 95.00	\$ 95.00
Model D-80 (51) 40 sel., 78 RPM	299.00	95.00	225.00
Model E-40 (53) 40 sel., 78 RPM	195.00	195.00	195.00
Model E-80 (53) 80 sel., 45 RPM	225.00	225.00	225.00
Model E-120 (53) 120 sel., 45 RPM	495.00	150.00	345.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	550.00	120.00	495.00

<b>ROCK-OLA</b>			
120 Comet	\$435.00	\$435.00	\$435.00
1428 (48) 20 sel., 78 RPM	75.00	75.00	75.00
1432 (50-51) 50 sel., 78 RPM	149.00	95.00	95.00
1434 (50-51) 50 sel., 78 RPM	149.00	139.00	145.00
1434 Fireball	139.00	139.00	139.00
1434 Rocket	149.00	139.00	139.00
1436 A- (53) 120 sel., 45 RPM	229.00	229.00	229.00
1438 (54) 120 sel., 45 RPM	389.00	295.00	350.00
1442 (54) 50 sel., 45 RPM	395.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM	525.00	450.00	525.00
Hi-Fi (55)	189.00	189.00	189.00

<b>SEEBURG</b>			
HM-100-Hideaway (9/49)	\$189.00	\$145.00	\$145.00
M-100-A (9/49) 100 sel., 78 RPM	275.00	69.00	145.00
M-100-B (10/50) 100 sel., 45 RPM	400.00	295.00	375.00
M-100-C (5/52) 100 sel., 45 RPM	525.00	145.00	475.00
HF-100-G (9/53) 100 sel., 45 RPM	595.00	595.00	595.00
HF-100-R	695.00	325.00	650.00
100-W (9/53)	590.00	525.00	575.00
M-100-G	595.00	525.00	595.00

<b>WURLITZER</b>			
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	59.00	49.00	49.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	89.00	89.00	89.00
1250 (50) 48 sel., 45 or 78 RPM	99.00	79.00	99.00
1400 (51) 48 sel., 45 or 78 RPM	165.00	149.00	149.00
1450 (51) 48 sel., 45 or 78 RPM	175.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix	180.00	100.00	149.00
1550 (52) 104 sel., 45-78 RPM Mix	150.00	110.00	139.00
1550-A (53) 104 sel., 45-78 RPM Mix	225.00	145.00	145.00
1600 (53) 48 sel., 45 or 78 RPM	239.00	239.00	239.00
1600-A (54) 48 sel., 45 or 78 RPM	239.00	239.00	239.00
1650 (53) 48 sel., 45 RPM	345.00	239.00	325.00
1650A (54) 48 sel., 45 RPM	325.00	325.00	325.00
1700 (54) 104 sel., 45 RPM	595.00	395.00	495.00
1800 (2/55) (W)	675.00	365.00	595.00

### PINBALL GAMES

<b>BALLY</b>			
Atlantic City (5/52)	\$ 45.00	\$ 45.00	\$ 45.00
Beach Beauty (1/55)	195.00	95.00	175.00
Beach Club (2/53)	65.00	37.00	55.00
Beauty (11/52)	165.00	40.00	65.00
Big Time (1/55)	145.00	65.00	125.00
Bright Lights (5/51)	45.00	45.00	45.00
Bright Spot (11/51)	145.00	145.00	145.00
Broadway (12/55)	225.00	150.00	175.00
Coney Island (9/52)	45.00	45.00	45.00
Dude Ranch (9/51)	55.00	45.00	45.00
Frolic (10/52)	45.00	45.00	45.00
Gayety (3/55)	85.00	45.00	75.00
Gaytime (6/55)	125.00	75.00	110.00

	High	Low	Mean Avg.
Hi-Fi (6/54)	\$ 75.00	\$ 55.00	\$ 65.00
Ice Frolics (1/54)	65.00	50.00	65.00
Miami Beach (9/55)	210.00	90.00	125.00
Nite Club (3/56)	275.00	175.00	225.00
Palm Beach (7/52)	85.00	30.00	40.00
Palm Springs (11/52)	65.00	45.00	55.00
Spote Lite (1/52)	45.00	45.00	45.00
Surf Club (3/54)	65.00	50.00	55.00
Variety (9/54)	85.00	65.00	75.00
Yacht Club (6/53)	45.00	30.00	30.00

<b>CHICAGO COIN</b>			
Basket Ball Champ (10/49)	\$195.00	\$ 95.00	\$195.00
Home Run	95.00	95.00	95.00
Tahiti (10/49)	75.00	75.00	75.00

<b>EVANS</b>			
Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00

<b>GENCO</b>			
Golden Nugget (2/53)	35.00	35.00	35.00

<b>GOTTIES</b>			
Arabian Knights (11/53)	105.00	100.00	100.00
Auto Race (9/56)	235.00	175.00	235.00
Bowlette (2/50)	245.00	245.00	245.00
Chinatown (10/52)	50.00	50.00	50.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	225.00	195.00	215.00
College Daze (8/49)	135.00	135.00	135.00
Coronation (11/52)	45.00	45.00	45.00
Crossroads (5/52)	65.00	65.00	65.00
Cyclone (4/51)	25.00	25.00	25.00
Daisy Mae (7/54)	125.00	115.00	115.00
Derby Day (4/56)	200.00	170.00	185.00
Diamond Lill (12/54)	125.00	95.00	120.00
Dragonette (6/54)	165.00	115.00	150.00
Duette (3/55)	175.00	35.00	165.00
Flying High (2/53)	65.00	40.00	40.00
Four Belles (10/54)	125.00	120.00	120.00
Four Stars (6/52)	65.00	50.00	50.00
Frontiersman (11/55)	165.00	95.00	150.00
Gold Star (8/54)	150.00	125.00	125.00
Grand Slam (4/53)	60.00	60.00	60.00
Green Pastures (1/54)	50.00	50.00	50.00
Guys & Dolls (5/53)	85.00	65.00	65.00
Gypsy Queen (2/55)	175.00	125.00	150.00
Happy Days (7/52)	65.00	65.00	65.00
Harbor Lites (2/56)	175.00	145.00	175.00
Hawaiian Beauty (5/54)	125.00	110.00	125.00
Hawaiian Beauty (6/54)	125.00	115.00	115.00
Hit 'n' Run (3/52)	45.00	45.00	45.00
Jockey Club (4/54)	125.00	110.00	110.00
Jubilee (5/55)	275.00	275.00	275.00
Jumbo (10/54)	235.00	235.00	235.00
Marathon (10/55)	255.00	185.00	225.00
Lady Luck (9/54)	145.00	110.00	145.00
Lovely Lucy (2/54)	115.00	95.00	95.00
Marble Queen (6/53)	55.00	55.00	55.00
Mystic Marvel (3/54)	125.00	110.00	120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	85.00	85.00	85.00
Poker Face (8/53)	105.00	75.00	75.00
Quartette (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	95.00	40.00	65.00
Quinette (3/53)	75.00	75.00	75.00
Rose Bowl (10/51)	50.00	50.00	50.00
Score-Board (3/56)	245.00	195.00	195.00
Sea-Belles (8/56)	295.00	265.00	275.00
Shindig (9/53)	110.00	90.00	100.00
Skill Pool (8/52)	50.00	50.00	50.00
Sluggin' Champ (4/55)	165.00	125.00	165.00
Sluggin' Champ Deluxe (4/55)	175.00	115.00	160.00
Southern Belle (6/55)	175.00	145.00	150.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	160.00	125.00	150.00
Sweet Add-A-Line (7/55)	175.00	125.00	155.00
Toreador (6/56)	265.00	200.00	255.00
Tournament (8/55)	225.00	185.00	210.00
Twin Bill (1/55)	145.00	135.00	135.00
Wild West (8/51)	250.00	250.00	250.00
Wishing Well (9/55)	175.00	115.00	155.00

<b>UNITED</b>			
Cabana (3/53)	\$ 45.00	\$ 45.00	\$ 45.00
Caravan (1/56)	165.00	95.00	125.00
Circus (8/52)	395.00	115.00	340.00
Havana (2/54)	45.00	45.00	45.00
Hawaii (6/54)	45.00	45.00	45.00
Manhattan (4/55)	95.00	50.00	75.00
Mexico (3/54)	55.00	45.00	45.00
Nevada (8/54)	75.00	35.00	45.00
Pixie (9/55)	175.00	70.00	75.00
Rio (11/53)	65.00	35.00	55.00
Singapore (10/54)	65.00	55.00	55.00
Stardust (4/56)	155.00	100.00	145.00
Starlet (11/55)	175.00	85.00	115.00
Tahiti (8/53)	35.00	35.00	35.00

	High	Low	Mean Avg.
Triple Play (8/55)	\$115.00	\$ 55.00	\$ 65.00
Tropicana (1/55)	65.00	65.00	65.00
Tropics (7/55)	85.00	35.00	50.00

<b>WILLIAMS</b>			
Army & Navy (10/55)	\$ 35.00	\$ 35.00	\$ 35.00
Big Ben (9/54)	115.00	115.00	115.00
C. O. D. (9/53)	75.00	75.00	75.00
Colors (11/54)	135.00	75.00	135.00
Dealer '21' (12/54)	55.00	55.00	55.00
Deluxe Baseball	125.00	45.00	85.00
Disk Jockey (11/52)	40.00	40.00	40.00
Eight Ball (1/52)	35.00	35.00	35.00
Four Corners (11/52)	40.00	40.00	40.00
Fairway (6/53)	59.00	50.00	59.00
Grand Champion (8/53)	60.00	35.00	60.00
Gun Club (11/53)	90.00	40.00	40.00
Hayburner (6/51)	75.00	75.00	75.00
Hong Kong (10/52)	55.00	55.00	55.00
Jalopy (8/51)	40.00	40.00	40.00
King of Swat	225.00	225.00	225.00
Lazy Q (2/54)	35.00	35.00	35.00
Lu Lu (12/54)	75.00	75.00	75.00
Nifty (12/50)	20.00	20.00	20.00
Nine Sisters (1/54)	50.00	50.00	50.00
Peter Pan (4/55)	145.00	95.00	145.00
Quarterback (10/49)	85.00	85.00	85.00
Race the Clock (1/55)	190.00	85.00	165.00
Rag-Mop 5 Ball (11/50)	49.00	49.00	49.00
Rainbow 5 Ball (11/48)	245.00	125.00	245.00
Regatta (10/55)	145.00	110.00	125.00
Screamo (4/54)	75.00	75.00	75.00
Sea Jockeys (11/51)	225.00	225.00	225.00
Silver Skates (2/53)	50.00	50.00	50.00
Singapore (10/54)	75.00	55.00	55.00
Sky Way (9/54)	65.00	65.00	65.00
Spark Plug (10/51)	30.00	30.00	30.00
Spitfire (2/55)	115.00	75.00	110.00
Star Pool (10/54)	95.00	95.00	95.00
Struggle Buggie (12/53)	55.00	55.00	55.00
Slugfest (3/52)	45.00	45.00	45.00
Twenty Grand			



ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mf—Mutoscope; R—Rouvers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

	High	Low	Mean Avg.
AA Gun (K) ('48)	\$ 99.50	\$ 99.50	\$ 99.50
ABT Challenger (1/46)	30.00	25.00	25.00
Air Football	225.00	195.00	225.00
Air Hockey	175.00	175.00	175.00
Air Raider (K) ('48)	125.00	125.00	125.00
All Star Baseball (W)	195.00	100.00	175.00
Anti Aircraft	99.50	99.50	99.50
Atomic Bombers (M)	125.00	100.00	125.00
Auto Photo (AP)	2295.00	1595.00	1795.00
Balloonamat Capitol P (1/55)	295.00	295.00	295.00
Baseball (Sc)	79.50	79.50	79.50
Baseball, 2 Player (G)	175.00	145.00	145.00
Basketball (G)	195.00	100.00	100.00
Basketball (CC)	195.00	125.00	175.00
Basketball Champ (CC)	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48)	150.00	95.00	95.00
Bat-A-Score, Sr. (Ev) (8/48)	95.00	95.00	95.00
Bert Lane Merry-Go-Round	275.00	275.00	275.00
Big Broncho (1/51)	325.00	325.00	325.00
Big Inning (B) (47)	125.00	125.00	125.00
Big League Baseball (3/51) (W)	145.00	125.00	125.00
Big League Baseball (W) (2/54)	145.00	145.00	145.00
Big Top (G) (6/54)	295.00	225.00	250.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (1/55)	215.00	195.00	195.00
Broncho Horse (Ex) (10/47)	375.00	375.00	375.00
Card Vender (Ex)	50.00	45.00	50.00
Carnival Deluxe (U)	295.00	150.00	245.00
Carnival Gun (U) (10/54)	145.00	145.00	145.00
Champion Baseball (G)	195.00	150.00	175.00
Champion Hockey ('46)	100.00	100.00	100.00
Coon Gun (S)	145.00	85.00	135.00
Coon Hunt (S) (2/54)	155.00	95.00	150.00
Dale Gun (Ex)	85.00	50.00	65.00
Defender (B) ('40)	150.00	125.00	125.00
Derby, 4 Player (CC) (3/52)	125.00	125.00	125.00
Drivemobile (M) (7/54)	150.00	150.00	150.00
500-Shooting Gallery (Ex) (3/55)	120.00	100.00	110.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	95.00	49.00	95.00
Football (M)	175.00	175.00	175.00
Goatee (CC) (1/46)	225.00	95.00	95.00
Gun Patrol (Ex) (5/51)	150.00	62.00	95.00
Gypsy Fortune Teller	10.00	10.00	10.00
Harvard Metal Typer	125.00	125.00	125.00
Heavy Hitter (B)	65.00	50.00	65.00
Hi-Ball (Ex) (2/38)	95.00	75.00	75.00
Hockey (CC)	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54)	95.00	95.00	95.00
Jack Rabbit (Amusement) ('46)	125.00	125.00	125.00
Jet (B)	110.00	110.00	110.00
Jet Fighter (W) (10/54)	225.00	100.00	195.00
Jet Gun (Ex) (12/51)	75.00	75.00	75.00
Jumping Jack (G) (11/52)	85.00	35.00	75.00
Jungle Gun (U) (7/54)	325.00	325.00	325.00
Kicker & Catchers	52.50	52.50	52.50
K O Fighter	395.00	345.00	350.00
Lite League (W) (2/54)	125.00	75.00	75.00
Lord's Prayer (M) (6/56)	390.00	390.00	390.00

	High	Low	Mean Avg.
Lovometer (Ex)	\$ 25.00	\$ 25.00	\$ 25.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Mercury Counter Gripper	25.00	25.00	25.00
Midget Movies (CC)	195.00	75.00	125.00
Midget Skeeball (CC)	125.00	125.00	125.00
Mill Scales	65.00	35.00	50.00
Panoram (Mills)	395.00	395.00	395.00
Pennant Baseball (W)	100.00	100.00	100.00
Periscope (CC)	100.00	95.00	95.00
Photomatic (M) (1/50)	350.00	350.00	350.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (1/49)	75.00	75.00	75.00
Pistol Pete (CC)	99.50	45.00	75.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat'm (S)	195.00	125.00	155.00
Polar Hunt (W)	225.00	225.00	225.00
Pop Up	20.00	20.00	20.00
Quarterbacks (G) (9/55)	195.00	55.00	140.00
Ranger (K)	295.00	250.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	175.00	100.00	150.00
Round the World Trainer (CC) (10/53)	375.00	325.00	325.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	195.00	195.00	195.00
Set Shot Basketball (Munves) (6/52)	295.00	225.00	275.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	125.00	125.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	195.00	95.00	100.00
Silver Bullets (Ex) (11/49)	195.00	75.00	125.00
Silver Gloves (M)	175.00	145.00	175.00
Six Shooter (Ex)	75.00	75.00	75.00
S K Grip Vue	30.00	20.00	20.00
Skee Ball (W) (8/36)	245.00	245.00	245.00
Sky Fighter (M) (9/53)	125.00	125.00	125.00
Sky Gunner (G) (9/53)	125.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	210.00	195.00	195.00
Smiley (Pioneer) (8/46)	525.00	495.00	495.00
Space Gun (Ex)	125.00	85.00	95.00
Space Ranger (Decol)	275.00	275.00	275.00
Space Ship	275.00	275.00	275.00
Speed Boat (B) (7/53)	325.00	275.00	325.00
Sportland (Ex) (11/51)	150.00	140.00	150.00
Standard Metal Typer F S	275.00	275.00	275.00
Star Series (W) (4/49)	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54)	120.00	120.00	120.00
Steeple Chase	395.00	395.00	395.00
Strike-A-Lite (ABT)	195.00	195.00	195.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	125.00	125.00	125.00
Super Jet (CC) (4/53)	175.00	175.00	175.00
Super Jet (CC) (8/53)	295.00	295.00	295.00
Super Pennant (W)	175.00	145.00	175.00
Super Slugger (U) (7/55)	215.00	215.00	215.00
Telequiz (1/49) (T)	95.00	95.00	95.00
Ten Strike (E) (46)	85.00	75.00	85.00
3-D Theater (M) (12/53)	150.00	150.00	150.00
Three-of-a-Kind	20.00	18.00	18.00
Three Way Gripper (Gb)	25.00	25.00	25.00
Treasure Cove (Ex) (6/55)	225.00	225.00	225.00
Trigger Horse (E) (7/53)	395.00	395.00	395.00
Undersea Raider (2/46)	125.00	120.00	125.00
Voice-O-Graph (M) (4/46)	325.00	245.00	325.00
Wild West (G) (2/55)	250.00	250.00	250.00
Wizzard Whiz	25.00	18.00	20.00
World Series (W) (4/51)	50.00	50.00	50.00
Zingo (11/51) (U)	65.00	65.00	65.00

	High	Low	Mean Avg.
Gold Cup (CC) (7/53)	\$155.00	\$ 75.00	\$115.00
Gold Medal (B) (3/55)	185.00	175.00	175.00
Speed Triple Score (CC) (8/53)	60.00	60.00	60.00
Holiday Match Bowler (CC) (9/53)	215.00	215.00	215.00
Hollywood (CC) (5/55)	225.00	195.00	195.00
Imperial (U) (9/53)	95.00	60.00	85.00
Leader Shuffle Alley (U) (1/53)	195.00	125.00	165.00
League Bowler (U) (1/54)	250.00	95.00	165.00
League Bowler Deluxe (U) (4/54)	195.00	100.00	145.00
Leining (U) (2/55)	150.00	145.00	150.00
Leining Deluxe (U) (2/55)	295.00	275.00	275.00
Maple (B) (12/54)	155.00	145.00	155.00
Manhattan 10 Frame (United)	85.00	35.00	25.00
Maple (U) (1/55)	145.00	145.00	145.00
Maple Deluxe (U)	395.00	185.00	245.00
Maple Bowl-A-Ball (CC) (8/52)	70.00	45.00	45.00
Maple Pool (Ge) (2/54)	60.00	60.00	60.00
Maple (U) (12/54)	145.00	145.00	145.00
Maple Bowler (B) (12/54)	355.00	325.00	355.00
Maple Deluxe 11th Frame (U) (10/54)	295.00	235.00	245.00
Maple Bowler (CC) (1/54)	50.00	50.00	50.00
Maple (U) (5/52)	85.00	60.00	75.00
Maple (U) (8/54)	135.00	70.00	75.00
Maple (U) (9/53)	95.00	50.00	70.00
Maple (K) (9/53)	149.50	50.00	85.00
Maple (K)	55.00	55.00	55.00
Maple Bowler (CC) (10/54)	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54)	125.00	125.00	125.00
Rocket (B) (8/54)	95.00	95.00	95.00
Royal (U) (8/54)	190.00	75.00	110.00
Score-A-Line (CC) (9/55)	245.00	225.00	225.00
Shuffle Alley Deluxe 6 Player (U) (10/51)	85.00	30.00	60.00
Shuffle Alley 6 Player (K)	85.00	45.00	55.00
Shuffle Alley 10 Player (K)	95.00	50.00	60.00
Shuffle Alley 11th Frame	335.00	150.00	195.00
Shuffle Alley Deluxe 11th Frame (U)	325.00	175.00	255.00
Shuffle Pool (Ge) (11/53)	75.00	50.00	50.00
Six Player (CC)	50.00	45.00	45.00
Six Player Deluxe (K)	65.00	40.00	45.00
Six Player Deluxe (U)	65.00	40.00	45.00
Six Player 10th Frame (U)	75.00	55.00	70.00
Spedlane Bowler (K)	185.00	185.00	185.00
Spedlane (U) (8/54)	135.00	135.00	135.00
Spedlane 5 Player (U) (7/52)	95.00	34.50	45.00
Spedlane 10th Frame (U) (9/52)	110.00	29.50	60.00
Spedlane (CC) (5/54)	125.00	125.00	125.00
Spedlane Bonus Deluxe (U)	425.00	345.00	275.00
Spedlane Frame (CC) (5/54)	95.00	95.00	95.00
Spedlane Hatch Bowler (CC) (10/52)	75.00	50.00	55.00
Spedlane Six (U) (3/52)	100.00	29.50	75.00
Tarlette (U)	95.00	95.00	95.00
Tarlette Deluxe (U) (8/54)	320.00	95.00	195.00
Ten Bowler (U) (1/54)	95.00	95.00	95.00
Ten Bowler (K) (10/52)	75.00	49.50	50.00
Ten Frame (K)	75.00	35.00	60.00
Ten Frame Bowler (CC)	95.00	40.00	60.00
Thunderbolt (CC)	210.00	175.00	210.00
Triple Score Bowler (CC) (6/53)	65.00	65.00	65.00
Triple Strike Bowler (CC)	175.00	175.00	175.00
Venus Deluxe (U) (3/55)	350.00	225.00	275.00
Victory Bowler (B) (5/54)	295.00	145.00	195.00
Venus Bowler	150.00	150.00	150.00

## COINMEN YOU KNOW

\*Continued from page 101

... is currently under consideration by the Wyoming Legislature, would have to pass the industry. This is one of the few times in the history of Mountain States coin machine industry that a member has come forth with such a letter which was reported in full in the newspaper selected. . . . A new one-stop record service opened here in December, when Don W. Seeger, formerly a distributor in Los Angeles, opened his Bar of Music shop at 5475 West Alameda. Some 50 operators attended open house at the formal introduction.

Ray Samuelson, phonograph operator who headquarters in Granby, Colo., high up in the

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Rockies, reports winter play well above last year's take, due to the tremendous expansion of skiing and other winter sports in the area. Samuelson left every machine on location in mountain lodges, restaurants, hotels and taverns this season, instead of mothballing them until the summer months.

Willard Berg, formerly a phonograph and vending machine operator in Salida, Colo., has announced purchase of a cigarette route in Globe, Ariz., which will be expanded to cover several Arizona communities. . . . Near-summer temperatures and sunshine during late February sent collections soaring in juke boxes and amusement machines which usually operate in the red during this period. Eighty-degree evenings brought out thousands of people who normally would be huddled over the homefires in February, reports Bill Storey, local phonograph operator.

Aloys Kemmer, phonograph operator here, has invested in two-way radio communications as a real "investment and better service." Altho Kemmer operates two trucks and one station wagon, he feels that the ability to get on the job as fast as there is a breakdown or any trouble whatsoever with his machines makes

the \$60 per month cost thoroughly worthwhile.

### Memphis

By ELTON WHISENHUNT

Clarence A. Camp, president of Southern Amusement Company, reports the crappie are really biting at Horseshoe Lake, Ark., where he has a cabin, and he has been hooking them in large numbers. . . . Parker Henderson, Camp's general manager, has a different hobby—golf. With good spring weather here he's playing frequently at Galloway Golf Course and enjoying getting outdoors some.

Allen Dixon, general manager of S & M Sales Company and Frank Smith, president, report a successful fishing expedition recently. . . . Rose and Stanley Werner, husband and wife team of Dixie Music Service, report business is fine.

Edward H. Newell, owner of Ormatt Amusement Company, seen on a recent weekend headed for an outing with his scout troop. He's a scoutmaster on the side, will be really busy now this spring and summer with weekend scout outings. . . . Douglas Highfill, Rainbow Amusement Company, seen buying new disks at Poplar Tunes Record Shop. . . . Clarence A. Camp, president of Southern

Amusement Company, went to Chicago recently to attend the funeral

*(Continued on page 104)*

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- Exhibit Treasure Cave . . . . . 200.00
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- United Carnival . . . . . 99.50
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- Scoreboard . . . . . 185.00
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- Gladiator . . . . . 210.00
- Sluggin' Champ . . . . . 125.00
- Continental Cafe . . . . . 300.00
- Southern Belle . . . . . 135.00
- Super Jumbo . . . . . 230.00
- Wishing Well . . . . . 150.00
- Sea Belles . . . . . 250.00

**Gotham Juke Grosses Dip**

• Continued from page 93

running about 10 per cent behind last year, but games are almost holding their own.

McSherry feels that by judicious switching of equipment, the operator can hold down losses. During the business slump, McSherry has been moving games from one location to another, switching bowlers for target games, and pool tables for shuffle alleys. He's one of the few operators in the city holding his own on games.

While taverns are drawing far fewer customers than they did a year ago, customers are spending more on coin machines than they did previously, according to McSherry.

**Mostly Quarters**

In juke box collections, McSherry reports that 75 per cent of the receipts is in quarters, while the balance is in dimes. His entire music route is on dime play.

Seymour Pollak, who operates music and a few games in Westchester County, says music is off by 20 per cent and games off by

25 per cent, compared with a year ago.

Dime play doesn't figure into the comparison. Pollak has been operating music exclusively on dime play for three years.

**Profits Off**

Pollak contends that the 20 per cent fall off in music revenues is far worse than it sounds. He said that expenses are fairly staple, and the 20 per cent decrease in gross business is much more than a 20 per cent decrease in profits.

For example, he explained, a hit tune may be good for three months on a juke box. When the tune dies, it makes no difference whether the disk was played 50 times or 500 times. The cost of the operator is the same.

Local operators are pretty much agreed on the reason for the business slump. While New York is not yet a critical unemployment area, enough people are out of work so that the taverns are hurting.

**Overtime Down**

In addition, few workers are getting any overtime in. This means that the extra dollar or two that was allocated to the neighborhood tavern is being eliminated from the budget.

One operator remarked that "a recession is when your neighbor is out of a job; a depression is when

you're out of a job." For New Yorkers, the current situation is a recession.

But even the employed man playing it close to the vest is cutting down on what he considers luxuries. Talk of unemployment is enough to cause him to eliminate non-essentials from his budget and the neighborhood tavern is one of the first victims.

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**COINMEN YOU KNOW**

• Continued from page 103

of Ray Maloney, late president of Bally Manufacturing Company.

George Sammons, president of Sammons-Pennington Company, reports business for game and music operators in Arkansas is good. He was on a swing thru Arkansas recently. . . . Jack Canipe Jr., vice-president of Consolidated Amusement Company, seen calling on West Tennessee operators.

Charles Kahn, Tri-State Amusement Company, is the only operator in Memphis using EP records to any extent on his route. He reports he is still satisfied with his system and the returns. . . . Jack Emory, Central Amusement Company, relatively new operator in town, seen buying records at Music Sales Company. . . . Ditto June Bodenheimer at Music Sales Company, where genial Bill Fitzgerald, manager, keeps busy handling many record labels for operators. Bodenheimer is partner in Shelby Amusement Company.

Joe Cuoghi, who operates a music route as well as Popular Tunes Record Stop, a one-stop, reports a decline recently in the sale of Presley records. . . . Jimmy Rutledge, Aes Music Company, seen exchanging machines at a location. . . . Jake Kahn, Tri-State Amusement Company, seen at the Courthouse buying phonograph licenses in the License and Privilege office. . . . Allen Dixon, general manager of S & M Sales Company, says he'll be off for a day of fishing as soon as the wind dies down and good spring weather arrives.

**Los Angeles**

By SAM ABBOTT

The Fred Luchsingers, of Needles, in town to visit their daughter in Montebello. While here they enjoyed the races at Santa Anita. . . . Ed Pharris, of Coalinga, in town while visiting his brother in Long Beach. . . . George Phillips, of Arlington, Calif., made one of his regular trips to Coin Row for supplies. . . . Walt Schinkal, well-known San Diego music operator, in town on business.

(Continued on page 107)

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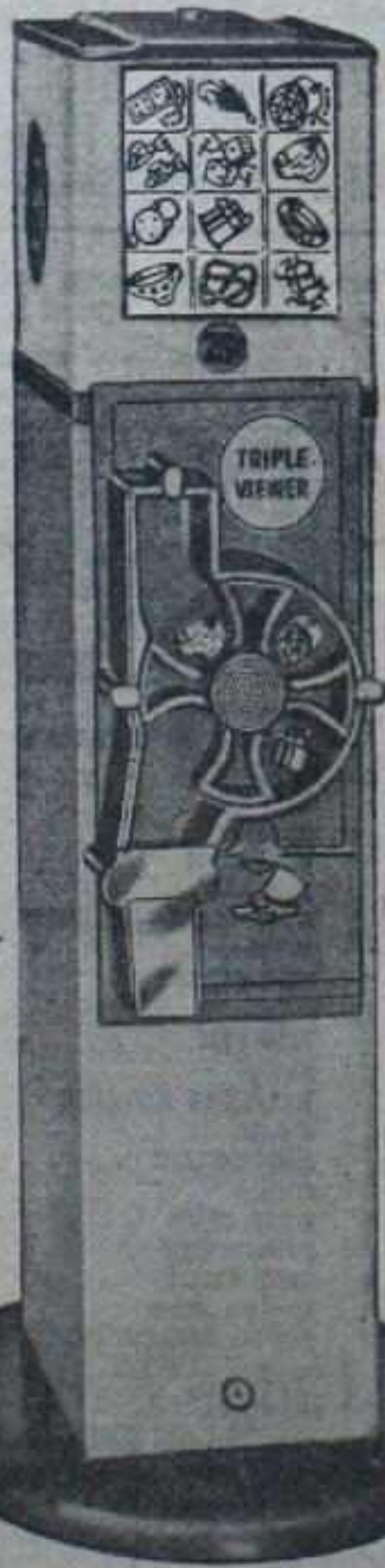
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- Genco Rifle Gallery . . . . . 150.00
- United Carnival Guns 145.00

**GAMES**

- Chi Coin Ski Bowl . . . \$100.00
- Criss Cross Targets 100.00
- Genco Match Pool . . . 50.00
- Genco Shuffle Pool . . . 50.00
- Genco Skill Ball . . . . 159.00
- C.C. Bowling Team . . . 245.00
- Seeburg M-100-A Conv. to 45 RPM . . . . . \$195.00
- 14 Ft. Bowlers . . . . . 430.00
- Bally All Star Bowler . . . . . 425.00
- Keaney Bowlette . . . \$245.00
- Keaney National . . . 175.00
- Keaney Speediana . . . 185.00
- Century . . . . . 145.00
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- United Super Flash . . . 125.00



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Buffers  
Chrome  
Covers  
**\$49.50**

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L-120	495.00
F-120	395.00

#### SEEBURG

HF 100R	\$595.00
HF 100G	495.00
H 100C	395.00
M 100B	325.00

#### WURLITZER

2000 (200 Selections)	\$595.00
1800	495.00
1400	149.50

#### AMI (45 RPM) SPECIALS

E-40	\$225.00
D-40	149.50
C-40	125.00
AMI (120) Wall Box	49.50

#### ROCK-OLA

1454 (120 Sel.)	\$595.00
-----------------	----------

Write for Illustrated Catalog

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Over 25 Years

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MA 1-6510

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1327 Capital Ave.  
ME 4-3571

## 5-Ball Games Built Abroad

Continued from page 100

and has since shipped out new models of pins including Rainbow, Ace High, Royal Flush, Silver, and Straight Flush.

The new factory facilities are expected to greatly increase production and distribution.

#### Williams Underway

Sam Lewis, Williams sales executive, said his firm has contracted with "prominent people" in Dublin who will do basic production and assembly of Williams games for shipment to England and the Continental countries. He said production started in Dublin a few months ago. Thus far, the Williams Dublin-based organization has shipped out new Reno, Steeplechase, and Jig-Saw pins.

Phonographic Equipment Company, Ltd., of Ladbroke Grove, London, have reportedly begun showings of the first of the new Williams pin games. Phonographic Equipment was only recently named exclusive distributor for Williams pin games in Great

Britain. The firm also handles the AMI phonograph line in the country.

The Williams Reno, Steeplechase and Jig-Saw models will all be introduced by Phonographic Equipment within the next few months.

The latest Williams five-ball model, Soccer Kick-Off will follow Jig-Saw in introduction abroad.

The British trade believes that it will now adopt the American methods of operation, with operators handling both games and jukes. Previously most British operators handled either one or the other, but seldom both.

It is expected that the British game operators will also adopt the American method of five-ball operation in which the models on location are frequently changed around to keep play at a top level.

### Crowd Control

Continued from page 100

translates itself immediately into a more respectful attitude on the part of the customers. If, on the other hand, refuse was allowed to litter the floor, the machines were set helter-skelter wherever space made is possible and allowed to become unsightly, the teen-age customer would be far more inclined to boisterousness.

#### Signs Help

2. Wherever there is a possibility of overcrowding, conspicuous, glass-enclosed signs are posted pointing out that no customer enjoys being jostled while playing a machine, and asking co-operation of all. This has done away with hard feelings bound to result when a player, bound on making a high score, loses points because his arm is bumped or he is otherwise disturbed. And, from a purely mechanical standpoint, it helps to keep players from leaning on machines, cracking glass tops, and doing other damage.

3. The Pennyland employees have been schooled in friendly, personal greetings to every customer, pleasant service in making change, directing the customer, straightening out a jammed coin chute, and providing other services. There is no surly, gruff treatment of customers which is likely to be irritable.

Altho space limitations have made expansion something of a problem, Pennyland Arcade volume has grown year by year since the end of World War II. Featured, in addition to the usual line-up are 20 antique machines of various types. Popular traffic builders are two photo machines just inside the front entrance, identification disc stamping machines which are always a favorite with military personnel, who make up much of the Arcade's trade, and one of the South's biggest collections of peep show machines.

### ALL MACHINES SHOPPED

Seeburg Model R	\$575
Wurlitzer Model 1700	500
Wurlitzer Model 1800	650
Wurlitzer Model 1900	750
Wurlitzer Model 2000	835

All Types Used Pinballs, Shuffles, Bingos, Wurlitzer 5205 Wall Boxes, 5207 Wall Boxes and Seeburg 3W1 Wall Boxes.

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x	Dopey Duck	100.00
x	Gym Cycle	100.00
x	Drive-Mobile	150.00

### SPUTNIK SPECIALS

Bargain Specials to Meet the Space Craze.

Bally Space Ships	\$150.00
Flying Saucer	150.00
Atomic Jet	100.00
Exhibit Space Patrol	100.00

Many of these ready for location as is.

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When you consider **Quality**  
**ACTIVE'S** Prices are **Lowest!**

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EVERYBODY'S ROOTIN'  
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WORLD WIDE!**

### BINGO GAMES

SHOWTIME	\$425	VARIETY	\$ 65
KEY WEST	325	SURF CLUB	55
BIG SHOW	285	HI-FI	55
NITE CLUB	185	BRAZIL	215
BROADWAY	175	MONACO	215
BEACH BEAUTY	145	SOUTH SEAS	175
GAYTIME	110	STARDUST	145
GAYETY	65	STARLET	115
BIG TIME	115	PIXIES	75

### BALLY-UNITED 14' BOWLING ALLEYS, \$465

EXCELLENT CONDITION

### FISCHER 6 POCKET POOLS, \$155

A-1 CONDITION

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Genco GUN CLUB	WRITE
United PIRATE GUN	\$295
Wms. POLAR HUNT	225
United CARNIVAL	145
Seeburg COON HUNT	95
C.C. SUPER HOME RUN	95
C.C. BASKETBALL CHAMP	95
Genco SKILL BALL	125

### NEW GAMES

Bally MISS AMERICA	
Gott. CRISS CROSS	
Wms. KICK-OFF	
Fischer DELUXE 6 POCKET	
Un. BONUS BOWLING ALLEY	
Genco GUN CLUB	
Bally SUPER DLX. BOWLER	
United 6 STAR SHUFFLE ALLEY	

### 5 BALLS—SINGLE PLAYER

STRAIGHT FLUSH	Write	HARBOR LITES	\$145
SILVER	\$295	FRONTIERSMAN	155
WORLD CHAMP	385	TWIN BILL	145
ROYAL FLUSH	265	KINGS	285
ACE HIGH	245	CAPRI	125
RAINBOW	225	SNAPU	125
AUTO RACE	210	HAWAIIAN BEAUTY	110
CLASSY BOWLER	195	CUR TEE	75
DERBY DAY	175	DIAMOND LILL	110

### SPECIAL! SEEBURG V-200's, \$625 each

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Bowling Alley  
Bonus  
Bowling Alley

**Williams KICKOFF**  
**Genco's FUNFAIR**  
New Single Player  
Five Balls

**5 BALLS**

**GOTTLIEB**  
Continental Cafe ... \$350  
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Deluxe Sluggin' Champ ... 175  
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Shindig ... 100  
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Surf Rider ... \$250  
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Peter Pan ... 145  
Regatta ... 145  
Thunderbird ... 110

**BINGOS**

Bally Miss America ... \$225  
Nite Club ... 225  
Double Header ... 225  
Variety ... 75  
Miami Beach ... 125  
Caravan ... 145  
Brazil ... 245  
Big Show ... 295  
Broadway ... 195  
Big Time ... 135  
Key West ... 225

**UNITED Royal**  
Bowling Alley  
**Genco Gun Club**  
**WILLIAMS Ten Strike**  
**BALLY Target Roll**

**ARCADE**

Motorama ... \$375  
Horoscope ... 495  
Genco Circus Rifle ... 375  
Round the World ... 345  
Trainer ... 245  
Gypsy Grandma ... 245  
Grandma ... 225  
Genco State Fair ... 260  
Genco Big Top ... 225  
Voice-o-Graph ... 245  
Star Slugger ... 245  
Twin Hockey ... 225  
Genco Sky Rocket ... 210  
2-Player Basketball ... 185  
Quarterback ... 175  
Genco Rifle Gallery ... 150  
Exhibit Sportland ... 150  
Coon Hunt ... 145  
Silver Gloves ... 145  
Basketball Champ ... 125  
Shoot the Bear ... 125  
Deluxe Baseball ... 125  
Super Home Run ... 125  
Ext. Shooting Gallery ... 100  
Sidewalk Engineer ... 100  
Telequiz ... 95  
Dale Gun ... 85

**BALLY DeLuxe**  
All Star Bowler  
**VALLEY 6 Pocket Pools**  
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**PHONOGRAPHS**  
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**SEEBURG**  
KD200 ... Write  
V-200 ... \$495  
M100A ... 145  
M100C ... 475  
HF100R ... 525  
M100B ... 395  
M100W ... 525

**WURLITZER**  
2104 ... \$795  
1800 ... 525  
1700 ... 475  
1650 HI FI ... 345  
1400 ... 195

**AMI**  
E-120 ... \$375  
F-120 ... 525  
G-120 ... 625  
G-200 (New) ... 725

**ROCK-OLA**  
Comet 120 ... \$435

**BARGAIN SPECIALS!**

Chicoin & Pl. Ski Bowl ... \$189.50  
Genco & Pl. Skill Ball ...  
Wms. & Pl. Roll-a-Ball ...  
United 14' Bowling Alley \$475  
United 11' Bowling Alley 475

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**Greco Victim Of Series Of Mishaps**

GLASCO, N. Y. — Next time Tom Greco, local operator, takes a trip, he'll probably go by train. Greco, who is president of the New York State Coin Machine Association and the New York State Operators' Guild, was set to attend the recent banquet of the Music Operators of Connecticut and Hartford.

He left Glasco by car early in the afternoon of the affair. About half way between Glasco and Hartford, his car broke down and he

was delayed for several hours. He eventually got to the dinner in time for dessert.

About midnight, he began the long haul home. Less than 30 miles from home, the car broke down again. After walking several miles in the driving rain, he managed to locate a State policeman and told him his troubles.

**Tempus Fugit**

By the time the policeman roused a garageman out of bed, and by the time the car was repaired, it was well into the afternoon.

To make matters even worse, when Greco finally arrived home, he had a difficult job convincing Mrs. Greco that he really did spend the night walking in the rain, looking for a mechanic.

**NCMDA Seeks Exec. Secy.**

CHICAGO—The National Coin Machine Distributors Association is seeking a full-time executive secretary, Gil Kitt, a member of the board of directors, announced.

Kitt said NCMDA would prefer a man in the coin machine business, or with some knowledge of it, to fill the post, altho they would consider a man without a coin machine background.

A prerequisite of the job, Kitt said, is the experience and ability to manage a trade association. No age requirements were set. Salary is open.

NCMDA tentatively plans to have its annual dinner meeting May 5, at the Morrison Hotel, preceding the opening of the Music Operators of America convention.

At a meeting of the board of directors March 3, the late Al Schlesinger, former managing director, was commended for his accomplishments. A board statement said that "Al came into our organization at a most crucial time, and it was largely thru his efforts that our association has achieved its present position of prestige and responsibility in the industry. His presence will be sorely missed by all of us."

The statement concluded: "The association and all of its members extend to Mrs. Schlesinger and the members of his family deepest and sincerest sympathy. We share with them a great loss."

**Williams Ships**

Continued from page 100

in real play appeal features. Reports show that it went at 'full steam' on test locations for as long as 16 weeks in a row before beginning to fall off. The average five-ball loses much of its novelty appeal in any one location in a far shorter period of time."

**PLAY BALL**



★ FAST ACTION  
★ BIG APPEAL  
★ 100% MECHANICAL  
★ TREMENDOUS SUSPENSE  
★ STEADY LONG LIFE  
★ NO SERVICE REQUIRED

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**ALLEYS**  
Genco 3-Pl. SKILL BALL ... \$195.00  
Chi Coin TRIPLE STRIKE ... 175.00  
Chi Coin SCORE A LINE ... 235.00  
Chi Coin STARLITE ... 135.00  
Chi Coin FIREBALL ... 125.00  
Chi Coin SUPER FRAME ... 95.00  
United MARS S.A. ... 145.00  
United 11TH FRAME ... 125.00

**PINS**  
Gottlieb SEA BELLES ... \$265.00  
Gottlieb REGISTER ... 295.00  
Gottlieb MARATHON ... 235.00  
Gottlieb GLADIATOR ... 235.00  
Gottlieb SCOREBOARD ... 195.00  
Gottlieb SLOGGIN' CHAMP ... 165.00  
Gottlieb LADY LUCK ... 145.00  
Gottlieb SOUTHERN BELLE ... 175.00  
Gottlieb SWEET ADD A LINE ... 175.00

**ARCADE**  
Williams 4 BAGGER ... \$325.00  
Genco HI FLY BASEBALL ... 175.00  
Genco CHAMPIONSHIP BASEBALL ... 175.00  
Genco RIFLE GALLERY ... 150.00  
United PIRATE GUN ... 295.00  
Seeburg BEAR GUN ... 95.00  
Dale BURP GUN ... 275.00

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M100C, refinished inside and outside, like new ... \$495.00  
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Hi Fi 100R, mechanism and cabinet refinished, like new 695.00  
V200 ... 695.00  
Wire Wall Boxes  
Chrome, 100 Selections ... \$2.50

**ROCK-OLA**  
1442-50 Sel. ... \$395.00  
1436-45 RPM, 120 Sel. ... 245.00  
1438 Comet-45 RPM, 120 Sel. ... 395.00  
1446 Hi Fi-45 RPM, 120 Sel. ... 495.00  
1448 Hi Fi-45 RPM, 120 Sel. ... 595.00  
1454 Hi Fi-45 RPM, 120 Sel. ... 645.00  
1455-45 RPM, 200 Sel. ... 795.00

**AMI**  
B or C-45 RPM, 40 Sel. ... \$165.00  
D40-40 Sel. ... 195.00  
G200-200 Sel. ... 695.00  
H200-200 Sel. ... 895.00  
E-120-120 Sel. ... 335.00

**WURLITZER**  
2000-45 RPM, 200 Sel. ... \$745.00  
2150-45 RPM, 200 Sel. ... 745.00  
2200-45 RPM, 200 Sel. ... 795.00

**GAMES**  
Gottlieb Register, 2 Player ... \$290.00  
Kaye 6-Pocket Deluxe Pool Table (Competitor), Formica rails, genuine slate top ... 375.00  
Continental Cafe, 2-Player ... 295.00  
Genco Hi Fly Baseball ... 235.00

**ALL EQUIPMENT RECONDITIONED READY FOR LOCATION**  
Reference, Your Bank!  
25% With Order, Bal. C.O.D.

Authorized ROCK-OLA Distributor  
**SEACOAST DISTRIBUTORS, INC.**  
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when answering ads ...  
**SAY YOU SAW IT IN THE BILLBOARD!**

**ATLAS SLASHES PRICES!**

**MUSIC**  
WURLITZER 1800 ... \$565  
WURLITZER 2150 ... 775  
SEEBURG 100-B ... 395  
SEEBURG 100C ... 495  
SEEBURG 100-R ... 645  
SEEBURG V-200—Modified with VL Selection Receiver ... \$775  
All phonographs reconditioned and refinished.

**GAMES**  
Chicoin ROCKET, SHUFFLE  
Williams TEN STRIKE and TEN PIN  
Keeney CIGARET VENDER

**THIS WEEK A.M.I. E-120 \$365**

45 RPM CONVERSION FOR M-100A \$69.50

Exclusive Seeburg Distributors

**ATLAS MUSIC COMPANY**  
A Quarter Century of Service  
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**NOW DELIVERING**

- ★ BALLY ALL STAR BOWLERS—SUPER BOWLERS
  - ★ BALLY TARGET ROLL—MISS AMERICA
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  - ★ ROCK-OLA PHONOS—50-120-200 SELECTION
- WRITE OR CALL FOR PRICES
- ★ ★ SPECIAL ★ ★
- 1448 Hi-Fi Rock-Ola, 120 Sel. ... \$525.00  
1446 Hi-Fi Rock-Ola, 120 Sel. ... 350.00  
Seeburg "C" ... 875.00  
1434 Rock-Ola 50 Sel., 45 R.P.M. 145.00  
ChiCoin Ski Bowl ... 245.00  
Like New A.B.C. Bally Bowling Lanes, 11 ft. ... 495.00  
14 ft. ... 545.00
- All machines have been checked, cleaned and ready for location.
- 5 BALLS**  
Capri ... \$125.00  
Blondie ... 145.00  
Balls-a-Poppin' ... 245.00  
Genco Showboat ... Write  
Bally Circus ... Write
- BINGO GAMES**  
Sun Valley ... \$575.00  
Showtime ... 425.00  
Key West ... 325.00  
Big Show ... 275.00  
Beauty ... 65.00  
Gayety ... 75.00  
Gaytime ... 115.00  
Palm Beach ... 30.00  
Variety ... 75.00  
Miami Beach ... 115.00  
Dude Ranch ... 35.00  
Big Time ... 115.00  
Surf Club ... 55.00
- ARCADE**  
Bally Bull's Eye Kiddie Gun ... \$225.00

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**NEW!**  
**True SOCCER ACTION!**

**Williams SOCCER KICK-OFF**

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Certified  
Location Tests Insure  
**HIGH EARNINGS**  
and Steady Repeat Play!

All Williams 5-Ball Games Equipped with National Slug Rejector Chutes



SEE SOCCER KICK-OFF at Your Williams Distributor Today!

CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST., CHICAGO 24, ILL.



**Juke Hearings**

Continued from page 93  
 records from Lormar, but  
 when Lormar came under  
 investigation in connection with the  
 counterfeiting charge. It lost its  
 stops shortly after.  
**Background**  
 The background of E&E is  
 Machines it has placed  
 location have carried city li-  
 in the name of Anthony  
 3340 West Jackson Boule-  
 However, E&E Amusement  
 any was just registered with

the County Court last week (18),  
 and the address given was 3258  
 West 5th Avenue, Chicago. County  
 records list Anthony Eric as owner  
 with his address at 2219 North  
 74th Avenue, Elmwood Park.

Investigators have not been able  
 to pin down what the other "E"  
 stands for, or whether any other  
 person or persons are connected  
 with the firm.

The County grand jury, hearing  
 evidence on both juke box and  
 amusement games muscling (see  
 separate story in Amusement  
 Games Section) has been extended,  
 with additional witnesses scheduled  
 for appearance.

**COINMEN  
 YOU KNOW**

Continued from page 104

Frank Toski, of Mojave, drove  
 his sports car into town on a busi-  
 ness trip. . . Fred Allen, of Bak-  
 ersfield, is sporting a Porche that  
 makes it from the Kern County seat  
 to Los Angeles in a little over noth-  
 ing flat. . . Harry Graham and  
 Earl Fast, of Anaheim, have re-  
 turned from a fishing trip on the  
 Colorado River. Incidentally, Ana-  
 heim, the site of Disneyland, re-  
 cently moved into first place as  
 the largest city in Orange County.

. . . Lou Dunis, who distributes  
 Bally and AMI lines in Portland, in  
 town with his wife. They left here  
 for a few days' vacation in Ari-  
 zona.

**DAVIS 6-POINT GUARANTEED  
 PHONOGRAPHS**

SEEBURG	WURLITZER
100 Rebuilt w/VL Sel.	2150 (200 Selections) \$799.00
Rec. \$795.00	2000 (200 Selections) 699.00
100R 669.00	1900 (104 Selections) 649.00
100G 569.00	1800 569.00
100C 469.00	1700 469.00
100A 189.00	1650 239.00
101 Wallboxes, Chrome	1400 149.00
(100 Selections) 54.50	1217 (Hideaway) 89.00
101 Wallboxes, Hammerloid	5207 (104 Sel. Wallbox) 35.00
(100 Selections) 46.50	5205 (104 Sel. Wallbox) 27.50

**AMI**

G200 (like new)	\$649
G120 (like new)	569

**ROCK-OLA**

1446 (120 selections)	\$495
1436 (45 rpm)	199
1434 (45 rpm)	139

Terms: 1/3 Deposit, Required.

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 WESTERN EXPORT DISTRIBUTING  
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 1,000  
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 SHUFFLES  
 & BINGOS  
 IMMEDIATELY!!**

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REG. PRICE \$65.00 NOW BUMPER POOL 32" x 48" \$44.50 4 or more \$42.50  
 REG. PRICE \$90.00 6 POCKET 35" x 67 1/2" 69.50 2 or more 65.00

Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo Bumpers. 6 Pocket Tops covered with Imperial Rubberback billiard cloth.

**IMMEDIATE DELIVERY. ORDER NOW—SAVE MONEY!**

Complete Stock of Billiard Supplies for All Makes of Coin Operated Pool Tables. Price List on Request. TERMS: 25% DEPOSIT. BALANCE C.O.D.

**MARVEL Billiard Supply Company**

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CIGARETTE VENDORS	BINGOS	ARCADE EQUIPMENT
Lehigh 8 Col. \$ 85.00	Brazil \$225.00	Auto Foto, Mod. 9 \$1,595.00
Lehigh 10 Col. 125.00	Beach Beauty 175.00	Auto Foto, Mod. 11 2,295.00
Lehigh 12 Col. 150.00	Beach Club 55.00	Atomic Bomber 125.00
Eastern Elec., 8 Col. 75.00	Big Time 110.00	Air Hockey 175.00
Eastern Elec., 12 Col. 185.00	Broadway 165.00	Balloon-Mat 195.00
Eastern Elec., 22 Col. 235.00	Cabana 45.00	Bally All Stars Write
Mercury 9 Col. 150.00	Frolics 45.00	Bangoroma 175.00
National 950 125.00	Gayety 75.00	Basketball Champ. 195.00
National 9 M. L. 150.00	Gaytimes 75.00	Bear Gun 125.00
Keeney 9 Col. Elec. 135.00	Nite Club 185.00	Boomerang 100.00
For new Electros & Lehighs write.	Miami Beach 110.00	Big Inning 125.00
	Nevada 45.00	Bonus Gun 215.00
	Palm Beach 55.00	Basketball C.C. 175.00
	Palm Springs 65.00	C.C. Pistol 75.00
	Parade 105.00	Champion Hockey 100.00
	Pixie 95.00	Chester Pollard
	Starlet 95.00	Football 95.00
	Surf Club 45.00	Coon Gun 135.00
	Varieties 75.00	Drive Mobile 150.00
		Dale Gun 50.00
		Ex. Pop Gun 595.00
		Ex. Silver Bullet 95.00
		Ex. Vitalizers 75.00
		Evans Balances 95.00
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CHICAGO COIN	
SCORE-A-LINE	\$245
HOLLYWOOD	225
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SUPER FRAME	125
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GOTTLIEB	
SEA BELLES, 2 PL.	\$275
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EASY ACES	185
WISHING WELL	165
SLUGGING CHAMP	165
LOVELY LUCY	115
POKER FACE	105
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VALLEY'S NEW 1958 MODEL 6-POCKET POOL TABLES

FINEST EVER MADE! Priced Right!

A Brand New Modell KAYE'S "COMPETITOR" 6-POCKET POOL

Also Big Selection of "FIRST"-Conditioned POOL GAMES

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Genco BIG TOP	235
Genco DAVY CROCKETT	225
C.C. TWIN HOCKEY	220
Wms. SAFARI	215
Genco BASKETBALL	175
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Evans SUPER BOMBER	145
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## Coin Machine UJA Group to Meet at Astor

NEW YORK—The Coin Machine Division of the United Jewish Appeal was slated to hold an executive committee meeting Wednesday (19) at the Yacht Room of the Hotel Astor.

The committee was to discuss methods of raising the \$50,000 which the industry here has set as its goal and will map plans for the annual Victory Dinner, to be held May 14 at the grand ballroom of the Astor. Al Simon was to be guest of honor at the affair.

At the last committee meeting, Meyer Parkoff, Al (Senator) Bodkin and Al Denver, all past guests of honor, were presented with scrolls by the Israeli government. The scrolls were signed by David Ben-Gurion, Israeli prime minister.

## Grab 67 Pins in One Calif. County

SAN JOSE, Calif. — Sheriff's deputies and San Jose police seized 67 pinballs in this area on the grounds that they were used as gambling devices.

Sheriff Melvin Hawley said that evidence that the pinballs were being used for gambling was gathered by undercover agents during the past few weeks.

The machines were to be kept by the city and county for one month, then destroyed and the money in them confiscated if they were not claimed by owners.

However, since most of the machines carried no identification tags and most serial numbers had been removed, ownership would in most cases be difficult to prove.

Despite the unusually heavy raid, Hawley said he expected that such games will still attempt to continue in operation.

## NATIONAL RECONDITIONED SPECIALS!

### Multiple Player 5-BALLS

CONTINENTAL CAFE	\$211
FLAGSHIP	200
REGISTER	200
FAIRLADY	200
SEA BELLES	275
TOREADOR	200
GLADIATOR	200
MARATHON	185
TOURNAMENT	185
RACE-THE-CLOCK	145

### Single Player 5-BALLS

SILVER	\$295
ROYAL FLUSH	275
ACE HIGH	260
WORLD CHAMP	255
CLASSY BOWLER	225
HARBOR LIGHTS	175
DERBY DAY	175
WISHING WELL	175
EASY ACES	175
SOUTHERN BELLE	175
SWEET ADD-A-LINE	175
SLUCCIN' CHAMP	150
CYPSY QUEEN	150
MYSTIC MARVEL	110

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  - ✓ Captive Ball Action Gives Player Every Thrill Of Satellites Traveling Through Space!
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- 10 SHOTS PER GAME . . . STRAIGHT 10c PLAY**

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- ✓ Unusual And New 3 Dimension Mirror Effect . . . Game Is Only 77" Yet Gives Appearance Of A Game 11'11"
- ✓ Player Determines When And If He Wants To Accept In Line Bonus Score Or Continue To Play For A Higher Bonus Score!
- ✓ New Method Of Scoring With Captive Balls . . . 3 in Row—4 in Row—5 in Row Diagonals Score Double!
- ✓ Available In Replay Or Regular Models . . . Replays Awarded For High Score!



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New instant-loading ball-gun doubles dimes-per-hour earning power. Get your share, get ALL-STAR DELUXE BOWLER with or without Free Play, and Match Model, SUPER-BOWLER.

Only 5½ ft. by 2 ft. floor space

Now Available in **FREE PLAY Model**

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**SUPER-SIZE PUCK**  
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Biggest money-maker in shuffle-puck class!

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 1 TO 6  
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HOLDS BALL BACK WHEN GAME IS COMPLETED

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