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Brussels Fair Debut Marks a Triumph

Spectacular Layout Highlights Belgian
Promotion-Production Know-How

By HERB DOTTEN

BRUSSELS—Tiny Belgium, the world's champion promoter-producer of World's Fairs, has come up with its 11th international exposition which bears the earmarks of still another smashing triumph.

Judging by the Thursday (17) opening of the 186-day Brussels World's Fair, Belgium hopes of luring at least 30,000,000 people and possibly as many as 50,000,000 are not unrealistic.

To be sure, Belgium itself has a population of only 9,500,000, of which more than 1,000,000 live in Brussels. But there are no fewer than 135,000,000 people who live within a 200-mile radius of this city. Access is easy. Travel costs, however, are low.

Important, the World's Fair is a spectacular, power-packed, many-sided attraction with strong and so broad that it is most certain to compel tremendous attendance, not alone from Europe but from the rest of the world.

Over 40 Nations

In money, it represents a huge outlay. Belgium itself has spent in excess of \$200,000,000. More than 40 other nations have made many large expenditures to build and equip their pavilions and set up their own exhibits. Russia alone spent well over \$25,000,000. The U. S. allocated about \$13,500,000 for its participation.

In all, there are over 200 new buildings, representative of international organizations, industries, governmental agencies and countries. The number of pavilions and other structures, while in itself impressive, does not begin to tell the exciting story that rests with these buildings.

Together, they represent the latest—and in many instances—the finest architectural thinking of more than 40 countries. These structures—so varied in design and in the use of materials—comprise what architects will agree as being the most stimulating architectural show of all time. And, it is possible, too, that to most fairgoers the strikingly different pavilions will be the outstanding feature of the

fair, despite all of the many competing features and attractions.

Switch for Public

As architects are quick to point out, this will be quite a switch. Usually the general public is not prone to get excited about advanced architectural ideas. There have been occasions when fair architecture has given the field of architecture a setback. One world's fair in Chicago is widely blamed for setting U. S. architecture back by more than a generation.

To a U. S. observer viewing the fair here, it is amazing that so many buildings and so many other things could be crammed onto the fair site—a mere 500-acre tract some four miles from downtown Brussels. What heightens the amazement is that even with so many buildings the sum effect, thanks to judicious positioning and the generous use of cascades, gardens and greenery, is not cluttered.

Patrons of the last World's Fair—New York's in 1939 and 1946—may recall the level site on Long Island which enabled laying streets in long straight lines. In contrast, the site here is rolling and the streets wind. The rolling terrain posed some problems, but the Belgians wound up by capitalizing on it.

To illustrate, a water stairway, consisting of 53 steps, each roughly 35 feet by 25 feet, was built to extend some 1,400 feet down the center of a street which has a 20-degree decline. This stairway, with its cascade-like effect and illumination which permits quick changes in the water's color, adds greatly to the appeal of the street.

Incidentally, running overhead
(Continued on page 58)

1ST TOLL TV SYSTEM TO DEB IN CLEVELAND

CLEVELAND — While the battle over pay-TV rages in Washington corridors, the country's first toll system is quietly readying a debut here. Radio station WERE is about to launch a \$25,000,000 direct wire project using six vacant TV channels to provide closed circuit shows on a subscription basis. Direct wire doesn't use the airwaves, so the plan requires no Federal approval.

For a monthly charge tentatively fixed at \$10, viewers will get a line run into their homes which will bring them the following: First channel: theatrical, sports, film and musical premieres during prime hours; second channel: feature films, first-run on TV, 11 hours a day; third channel: reruns of feature films shown on the second channel the week previous, with commercials inserted; fourth channel: performances by local theater, fraternal, civic, charity and national groups; fifth channel: "Hi-Fi Music," all-day classical and semi-classical recordings, no video; sixth channel: Indian games, horse racing, bowling, basketball and boxing. A seventh channel would pipe in WERE's broadcast schedule.

The plan, conceived by WERE's prexy, Richard M. Klaus, and sales manager Leonard Trostler, will not affect the operation of the market's three free TV outlets. How much advertising will be allowed is cloudy. A successful local debut, reports an observer, will find WERE hooking up regional stations to bring the tollcast to other markets.

DJ's Dramatize R&R Sneer Campaign Via Colorful Tactics

Witches of Salem Had It Better
Than Wax Gets From Anti-Rockers

By JUNE BUNDY

NEW YORK—In an effort to dramatize anti-rock and roll record programming policies, radio stations across the country are adopting increasingly colorful promotional tactics.

Heretofore inclined to take an above-it-all attitude towards r.&r., many broadcasters are now utilizing a variety of stunts, involving the burning, breaking, and bartering of hundreds of discarded r.&r. platters, to enhance the value of non-rock and roll programming to advertisers and dialers.

Consequently, a situation is beginning to crystallize wherein some record manufacturers—in protest against what they term "unfair" promotional tactics—are considering cutting down their current free record service for jocks and eliminating those outlets which express disdain for r.&r. platters.

Free Disk Debate

The question of free-records, of course, has long been debated by radio stations and record manufacturers, with former insisting they're doing labels a favor by playing their disks, and the labels arguing that it's the other way around. It was a subject of heated discussion at past country and western deejay conventions in Nashville, and—judging by current indications of unrest—traders opine it could shape up as an important issue at next year's pop deejay convention.

One of the most aggressive campaigns against rock and roll

was launched last month by new FM station KSFR, San Francisco, via the slogan "I Kicked the Junk Music Habit by Listening to KSFR." Owner-manager Al Levitt who is offering listeners free window stickers imprinted with the slogan, notes: "Everyone has been talking about rock and roll music, but no one has done anything about it—until now!"

The majority of FM stations, of course, by-pass rock and roll-styled disks, but few, if any, have publicly squared off at r.&r. with such a degree of calculated belligerence. Rock and roll adherents checked indicate particular resentment of the KSFR slogan, which they interpret as "a veiled attempt to tie up r.&r. with the suggestion of dope addiction."

Milwaukee Burning

One of the midwest's key stations, WISN, Milwaukee, recently dramatized its non-rock and roll and anti-"Top 40" programming operation by deliberately playing r.&r. on the air. The station went on the air at 6:30 one morning with a previously unannounced line-up of r.&r. records. Five hours and some 600 protest-phone calls later, the station went back to its old programming, and deejay Charlie Hanson stirred up considerable local furor by burning some 200 rock and roll disks in the courtyard of the station. Photos of the disk burning—showing Hanson holding disks in his hand—appeared in local newspapers.

The results have since been wrapped up in a special advertising brochure by WISN, spotlighting the theme: "We gave them what we were told they wanted—but they hated it!" Along with a picture
(Continued on page 4)

NEWS OF THE WEEK

Many Stereo Methods Used;
Cost of Masters Doubled . . .

Standardization in stereo recording techniques is nowhere on the horizon. Numerous methods are currently in use for recording of authentic stereo while others have been noted for producing gimmicked stereo. True stereo, according to one exec, has to cost more than standard LP, because of substantially increased cost of mastering, plating and quality control.
Page 4

More Publishers in Disk
Business; Timidity Vanishes . . .

The number of publishers entering the disk business is beginning to constitute a trend. Many publishers have started labels; many others make disks and sell them to record companies. And they are doing it fearlessly.
Page 2

Stars Blast Smathers Bill;
Chance of Passage Fades . . .

The general tenor of last week's Senate hearings on the Smathers Bill seemed to rule out any future for that heavily-criticized piece of legislation. The bill to forbid broadcaster

ownership in music publishing or recording interests drew criticism from the Senators as well as opponent witnesses. . . . Page 3

U. S. Exhibits Win Admirers
At Brussels World's Fair . . .

The U. S. is far ahead in praise and admiration over Russia in the first days of the Brussels World's Fair, thanks to its beautiful pavilion. Russian exhibits include little of interest to women or children, while everyone seems to be finding something of interest in ours. . . . Page 56

DEPARTMENTS AND FEATURES

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Wherever
You Are . . .
You'll Find
Many of
Your
Needs
in the
CLASSIFIED SECTION
this issue

West Coast FM Prospers

SAN FRANCISCO—FM Radio continues to prosper, with its potential particularly strong on the West Coast. In line with this, new FM station, KSFR, here, reports that local surveys indicate "an adult audience for FM, with an average age of 38, an average income of \$8,660 a year, and that the average FM listener invests an average of \$380 in his FM hi-fi equipment."

Another West Coast FM station, KFRM, Fresno, Calif., reports that since January 1 its commercial billings have quadrupled. The station also now employs a full time FM salesman, whereas "until recently KFRF was operated primarily as a public service feature of its AM outlet, KFRE."

Pubs in Disk Biz With Both Feet as Timidity Vanishes

R&R Era Offers Lure of Sudden Success, Way of Controlling Material

by BOB ROLONTZ

NEW YORK—The number of publishers entering the disk business—in one way or another—is now large enough to constitute a trend. Altho publishers making records is not new, the manner of operations of many of the current pubber-manufacturers, the fact that a lot of the "bright young men" have started labels, the varying degrees of their success and the various selling methods they are using, all add up to an intriguing aspect of the current disk business.

In comparison to three or four years ago, when publishers were flirting surreptitiously with the idea of setting up their own disk firms, they now take the plunge openly and boldly. Timidity has virtually vanished.

It is, of course, the frenetic, frantic, overnight-success pace of the modern singles business that has spurred the entry of many new publishers into the making and marketing of records. In a period of rock and roll, with only a handful of top selling names who need material from publishers, the latter have turned toward their own disks as a way of controlling their material. In order to get material from writers, publishers must be able to get records, and what better

way than to cut them themselves. **One Short Step . . .**

In addition, publishers, since they have to make expensive demos of their material anyway, are in the position of merely adding a few instruments to come up with a valid master. As one publisher-manufacturer put it, "The a.&r. men copy our arrangements anyway, so we may as well make them ourselves."

Publishers now in the disk business actively, with their own labels, include Larry Spier, George Pincus, George Paxton, Sammy Kaye, Tommy Valando, Sid Prosen and Larry Uttal. Publishers who make disks and sell them to established diskeries include Ivan Mogull, (Continued on page 55)

WNEW Shakes Well: Art Ford Out, Jazzbo In

NEW YORK—A major shake-up took place at WNEW, here, last Friday (18). DeeJay Art Ford left the station—after 15 years—and William B. Williams moved into his "Make Believe Ballroom" show spot. Ford will either go to WNTA, Newark, N. J., or NBC.

At the same time, Al (Jazzbo) Collins was set to return to WNEW in the station's 10 p.m. to midnight slot. He left WNEW a few years ago to join NBC, following which he returned to Salt Lake City (where he started his radio career) last year for a joint radio-TV contract.

Also joining the station is Dick Partridge, WHIM, Providence, (Continued on page 12)

Date Label Plans to Use Indie Distributions

NEW YORK — Date Records, the Columbia Records subsidiary label, specializing in rock and roll, will soon be distributed by indie distributors, in some markets, in addition to being handled by either Columbia distributors or Columbia branches in others.

When the Date label first started, about three months ago, it was distributed only by Columbia branches company-owned distributors or jobbers who already had the Columbia line. Diskery (Continued on page 55)

SPA Just Wants to Guard Cleffers: Lane

NEW YORK—"We are not out to take advantage of any publishers. We want only to protect our writer members." In these words Burton Lane, prexy of the Songwriters' Protective Association, replied to charges by publishers that the Association was seeking to win rights of custodianship of songs away from publishers on behalf of writers.

Lane had sent a letter to more than 900 publishers who have signed earlier SPA contracts, inviting conferences to discuss updating of the contract according to new conditions now prevailing in the industry. A number of publishers, when queried, had shown a disinclination to reply to the letter's offer.

"All that went out was an invi-

tation to discuss our proposed new contract," said Lane. "We were interested only in finding out what objections existed to our present contract terms. It was just an invitation. I honestly don't know what all the screaming was about."

Lane said that "quite a number of replies have already been received, indicating a desire to discuss the matter. In some cases, attorneys representing several publishers indicated a desire to sit down and talk in a friendly manner."

Pointing out the SPA is not out (Continued on page 52)

Marks Lists 'Hansel' Score

NEW YORK—The score for the forthcoming TV musical version of "Hansel and Gretel," by Alec Wilde and William Engvick, will be published by E. B. Marks Music.

The new work (based on the Englebert Humperdinck children's classic) will be telecast over NBC-TV next Sunday (27) at 6:30 p.m. Cast includes Red Buttons, Barbara Cook, Rise Stevens, Rudy Vallee, Paula Lawrence and Stubby Kaye.

Price Skeds May Face Some Changes

NEW YORK—Recent economic recession, the emergence of the low-priced LP as a factor of substance in the disk business and the coming of stereophonic records have combined to raise important questions as to the future price structure of packaged goods.

It's no secret that for several years many labels, in addition to the majors, have been pumping LP merchandise onto the market at an almost incredible rate. Frequently a week's quota of new LP's actually exceeded the same week's new single releases. As early as last January the fallacy of the buckshot release procedure began to prove out in heavy dealer returns to distributors of merchandise that could not be moved in profitable amounts.

At this point another question was raised. What becomes of the volume quantities of numerous titles that were returned for more salable goods? According to a prominent dealer here, there is a growing indication that some companies will try to move the merchandise by offers to dealers of special incentives.

"One of the important companies in this business came to me recently," the dealer said, "and offered me as many as I wanted of one of his best \$4.98 retail items

DISKERIES SHY AT LONG PACTS

NEW YORK — The fast turnover of artists in the current singles disk business has made many record companies wary of signing artists to long-term contracts, or even short-term contracts, for that matter. Yet no diskery dares to sign an artist without an option for additional sides just in case the artist does come up with a quick hit.

And so a number of indie labels have evolved a new option clause in their contracts. Pact still calls for four sides, but the two additional sides do not have to be cut unless the artist's first release sells 50,000 or more copies.

Chudd Against Smathers Bill; Set to Testify

HOLLYWOOD — Lew Chudd, president of Imperial Records, last week declared his opposition to the Smathers Bill, averring that "there is no evidence of allied businesses attempting to force records on the public."

Chudd is scheduled to testify before the Pastore Committee on May 6, ostensibly the only label topper called to appear before the group. Chudd said that newspapers, motion picture studios and other enterprises own radio and TV stations exhibit their product on their stations, and therefore the bill is discriminatory against the music business.

"The FCC already has strict laws governing the operation of radio stations and these laws are adequate. Abuses that do exist can be corrected," Chudd said.

"A radio or TV station entering Moe Gale; disk jockey Art Ford the record business represents healthy growth, providing the par- (Continued on page 55)

3 Disk Lines, 1st Club Join Rush to Stereo

NEW YORK—Three new stereo disk lines, a full line of stereo phono equipment, and the emergence of the first stereo record club comprised important developments on the stereo scene last week.

Paramount Enterprises, now primarily known for its low-price LP line, introduced the Hamark line of stereo records. The company also unveiled a full group of stereo paying units, list from \$29.95 to \$1,998.

At a press party held at the Hotel Astor here, the firm unveiled a release of 13 of its Blue Label pop stereo disk series, and six of the Gold Label classical series. The packages are labeled "compatible," altho the company prexy, Benjamin Lowe, said in talk to the press: "The stereophonic records are not compatible. People should only buy the records they have the proper equipment to play them."

Lowe said the company started on the stereo disk and equipment development two years ago. Each stereo set-up consists of the master unit plus two remote speakers. Each contains a Ronette-built case (Continued on page 5)

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THEN AND NOW

Claims BMI 'Open Door' Led to Boom

WASHINGTON — "Then and now," the story of the extraordinary rise of the American musical industry since 1940, was offered to the Pastore Communications Subcommittee last week during its hearings on the Smathers Bill to force broadcasters from music interests.

The story was told by Sidney Kaye, BMI board chairman and counsel, who noted a "happy contrast" today with the pre-1949 era, when the American Society of Composers, Authors and Publishers was almost the sole licensing organization. Many factors entered into the growth, but BMI's open-door policy for country music and other

(Continued on page 26)

Roulette Set For Birdland Jam Sessions

NEW YORK — Roulette Records is readying a new series of albums—spotlighting weekly Monday night jam sessions at the local jazz niteroy Birdland—for release on the label's new Birdland jazz line.

The sessions, which are emceed by jazz jockey Symphony Sid, have never before been put on wax. The new Birdland series will be made stereophonically as well as monaurally, with present recording schedule calling for at least one tape session a month at the niteroy.

Jazzmen featured in first Birdland wax session were Lee Moran, trumpet; Hank Mobley, tenor; Billy Root, baritone sax; Curtis Fuller, trombone; Ray Bryant, piano; Tommy Bryant, Bass, and Specs Wright, drums.

SPA Holding Mail Votes on Name, Council

NEW YORK — A proposal to change the name of the Songwriters' Protective Association to the American Guild of Authors and Composers will be voted on by SPA members in a mail referendum. The ballots, which will go out to all members this week, will also ask whether the Society should establish an "Honorary Council" composed of men who have been associated with it for many years.

(Continued on page 20)

FAIRWAY CATS

Golfing Diskers Arrange 2d Annual Tournament

NEW YORK — Representatives of virtually every phase of the music-record industry held a series of meetings this past week to kick off plans for the second Annual D-I-S-C National Golf Tournament.

Main purpose of the tournament is to establish a music scholarship fund. Anyone connected with the creation, promotion, manufacture, sale or distribution of phonograph records may enter. This covers record dealers, juke box operators, disk jockeys, a.&c. men, distributors, recording artists, record manufacturers, music publishers, session musicians, etc.

CUNNINGHAM IN 3D TERM

NEW YORK — Paul Cunningham has been elected to serve a third term as president of the American Society of Composers, Authors and Publishers. Election took place at a meeting of the ASCAP Board Thursday (17).

At the same time, Deems Taylor, past prexy of the Society, was named to serve as secretary, replacing John Tasker Howard. Other officers, who remain in their current posts, are Louis Bernstein and Otto Harbach, vice-presidents; Frank H. Connor, treasurer; George W. Meyer, assistant secretary, and J. J. Bregman, assistant treasurer.

Kaye Wraps Up Renewal Rights

NEW YORK—Contrary to the belief of some publishers that standard songs take care of themselves and require no consistent promotion and exploitation, maestro Sammy Kaye theorizes that many great tunes lie dormant as a result of inadequate promotion. Kaye has just concluded negotiations where-

by he wrapped up renewal rights to a flock of the late Isham Jones tunes, including "Spain," written in collaboration with Gus Kahn, and "Why Can't This Night Go on Forever," written in collaboration with Charles Newman, and about 15 others, some cleffed in collaboration with Joe Burke and Benny Davis, as "Oh, How I Miss You Tonight," "Yearning," etc. Included in the deal are rights in such properties as "There Is No

(Continued on page 20)

BMI Counsel Deals With 'Puff' Tales

WASHINGTON — Some old ghosts were laid during the testimony of Broadcast Music, Inc., counsel Sidney Kaye before the Pastore subcommittee hearings on the Smathers Bill to divorce broadcasters from music interests.

Old charges against BMI hard-sell in the Aberbach publishing contract were put into their 15-year-old historical context by Kaye.

The BMI counsel measured "what was said" in these and other instances against "what was done" by broadcasters involved. Very little was done, Kaye pointed out. The ratio of BMI to American Society of Composers, Authors and

SENATORS JOIN CHORUS

Stars Blast Smathers Bill, Chance of Passage Fades

By MILDRED HALL

WASHINGTON — The general tenor of last week's Senate hearings on the Smathers' Bill seemed to rule out any future for that heavily criticized piece of legislation. The bill to forbid broadcaster ownership in music publishing or recording interests drew criticism from the Senators as well as opponent witnesses.

Judging by Senatorial comment and question, it appeared doubtful that any legislation specific to the battle between the American Soci-

ety of Authors, Composers and Publishers, and Broadcast Music, Inc., will come out of these hearings by the Pastore (D., R. I.) Commerce Subcommittee on Communications. Broad knowledge of the music industry problems, by the legislators responsible for the public interest involved, was an obvious outcome.

It also appeared certain that the hearings would produce warnings—also praise and exhortation—to both ASCAP songwriters and BMI to improve their best aspects and take a long, hard look at some that

could be subject to future congressional inquiry.

Opponent's testimony last week (15, 16, 17) began with Sydney Kaye, BMI board chairman and counsel. Kaye made a point-by-point rebuttal of early charges that broadcasters were in a "conspiracy" to promote BMI music at the expense of ASCAP music, according to ASCAP members of the Songwriters' Protective Association. Chiefly present during hearings were Chairman Pastore and Senators Potter (R., Mich.) and Thurmond (D., S. C.) with a brief appearance by Smathers (D., Fla.).

BMI Summation

Said Kaye in summation: "The Smathers Bill would serve only to restore the monopoly that existed before BMI's founding—and would result in a restriction of the right of the American public to hear whatever music it wants, free from the trammels of monopoly."

The BMI counsel's conclusion was seconded by a parade of performers, composers, deejays, broadcasters and orchestra leaders who recited their experiences. Some of the opponent witnesses had dual ASCAP and BMI affiliations in music publishing. All had careers

(Continued on page 8)

20th-Fox Set With 1st Disk Releases

NEW YORK—The new record subsidiary of 20th Century-Fox is about to release its first two entries in the singles field, while mapping out album plans and an invasion of the stereo market, according to Henry Onorati, president of the movie-owned label.

Operating thru independent distributors with whom deals already have been pacted in some 30 key cities, 20th-Fox's debut platters will feature new talent signed by the firm.

Eddie Moore, a Valdosta, Ga., discovery, will sing "Phone Chick," with "Peppermint Kisses and Baby Blue Eyes" on the flip side of the first release. The other platter features a teen-aged group called the

Royal Jacks, who'll do "Big Ring" and "I'm in Love Again." Latter group, incidentally, is due to guest on ABC's Dick Clark Show on April 25.

A third group has also been signed, altho not due in the first release. It's a New York unit called the Locos, who'll be active in the firm's rhythm and blues plans.

Onorati and Veepee Lou Del Guercio are talking of a release schedule of "some 40 to 50 singles in the first year, with a maximum of two in any one week."

Also in the discussion stage between the label and the parent movie firm are film tie-ups on which Onorati has some strong thoughts.

"It's not inconceivable that firm recording deals will be set with talent in movie musicals of 20th Century-Fox at the time the picture contracts are signed," he says.

"We may have to set up split-royalty arrangements where artists

(Continued on page 20)

Goodmans Buy Oberstein Biz

NEW YORK—Gene Goodman and Harry Goodman have purchased Eli E. Oberstein's interest in East-West Music, Inc., Robert Lee Music Publishers, Inc., Allied Music Corporation, Encore Music Publications, Inc., and Jewel Music Publishing Company for an undisclosed sum.

A suit against Oberstein by Commercial Trading Company, which was preventing negotiations, has been discontinued.

Mercury Ups Prices; Cub Label Starts

NEW YORK—M-G-M Records announced last week price increases on singles and classical LP's, a new Golden Circle singles series, and the first release of its new subsidiary, Cub Records.

The label has increased its classical retail price to \$4.98 per album, while the price of singles on M-G-M and Cub has been increased to 98 cents from 89 cents. The Golden Circle series will place previous million sellers back to back on one disk. Artists to be represented include Joni James, Billy Eckstine, Art Mooney, Hank Williams, Art Lund, Blue Barron, Dick Hyman, David Rose, George Shearing, Ziggy Elman, Ivory Joe Hunter and Lennie Hayton's "Slaughter on 10th Avenue." This release will be promoted via special golden browsers and streamers, etc.

The initial Cub release comprises disks by the Velours, Jimmy Williams, the Wanderers and Shawn Downey. The label now has 30 distributors set to go.

Mitch Miller Shuffles Columbia Pop Brass

NEW YORK — Mitch Miller, director of popular artists and repertoire for Columbia Records, has come up with a series of changes in the pop department, covering both the album and single records production. These changes include the promotion of Al Ham and Irving Townsend, plus the addition to the department of Stan Kavan. and shifts in the responsibilities of a.&c. department members. The changes, according to Mitch, will provide for closer co-ordination between the singles and album products, with, at the same time, greater mobility for individual members of the department.

Al Ham has been promoted to the post of director of popular sin-

gles a.&c., acting as associate to Miller in all a.&c. activities. Tony Piano will assist Ham as single records producer. Irving Townsend has been promoted to the post of executive producer of popular albums. He will continue to make albums, and be responsible for work produced by other members of the pop album section. Reporting to Townsend will be producers Lowell Frank in Hollywood, and Cal Lampley, Robert Prince and Ernie Altshuler in New York. Townsend will continue to report to Miller.

Stan Kavan has been transferred from the firm's sales department to take over the new post of projects

(Continued on page 26)

PREMIUM NOD TO ACADEMY

CHICAGO — Academy Records won a citation for providing the best free premium of the year from the Premium Buyers of America convention. The premium was a laminated paper version of an Academy release, spindled over a bottle in a six-pack of Orange Crush. Disk was "Rock and Roll Romance" by Lenny Lacour, also available on a standard vinyl platter.

Hits Fluctuate
In the top-hit area, these tunes fluctuate between BMI and ASCAP, said Kaye. They would remain constantly BMI if the alleged broadcaster conspiracy was functioning as completely as ac-

(Continued on page 12)

Annual membership fee in D-I-S-C (Disk Industry Scholarship Committee) is \$10. Checks or money orders should be sent to Connie Lewis, DISC—Room 1400, 157 West 57th St. New York City. (See entry blank elsewhere in this issue.)

Plans call for a two-week qualifying period in four handicap categories (A-B-C-D). Following that, area competition will begin across the country. Areas will be determined by the number and location of entrants. The area winners will participate in regional playoffs.

Plans call for the regional win-

(Continued on page 44)

Many Stereo Methods Used; Cost of Masters Doubled

By REN GREVATT

NEW YORK—Stereo recording techniques are a long, long way from being standardized, with numerous theories and methods currently being employed by a variety of top indie recording engineers. Despite a rather widely held belief on the part of the non-engineering layman that "you simply record thru two separate microphones spaced properly apart," stereo can, theoretically at least, be recorded with 67 different mikes—or one for each instrument of an orchestra.

Some record men, even now, are making different stereo recordings of the same session. This is done on the theory that the public, when first introduced to stereo records, is going to look for specific things—separation, and, particularly, exaggerated and spectacular effects. The latter would be accomplished, for example, with separate mikes

for each instrument, which would allow the man in the control room to "bring up" any specific instrument at any time on the recording.

Later, the thinking goes, the public will become more sophisticated, and will seek more realistic, rather than gimmicky, effects. When this comes about there will be considerably more use of cross-channeling—an electronic process of mixing the various recorded channels in a final two-track stereo version for more realistic reproduction.

'Sound All Around'

The ultimate goal of stereo hinges on the distinction between the so-called binaural effect and the true stereo (multiple) effect. Currently, according to the experts, the public has been educated to expect binaural, or two distinct channel effects. Later the goal will be to create complete realism, an effect of "sound all around you," as one engineer put it, which can still be achieved thru the two channels of the player.

It now appears that the various affects will be achieved in a number of ways, ranging from ultra-fine stereo down to the "doctoring" of monaural material. The latter can be done by several methods. First a monaural tape, by careful editing, can be dubbed alternately, according to various instruments, onto two different tracks. Even from one tape, for example, the horns can be brought out on the right speaker, and the fiddles, perhaps, on the left. This can be done, it is said, to fairly realistic effect.

Still another method is to separate the highs from the lows onto the two separate tracks. This, too, is said to provide a moderate stereo effect, and is believed to have been employed in some stereo disk recordings already on the market. Yet another method of producing the effect, according to a prominent diskery exec whose comments were overheard at a trade affair during the week, is to feed the same recordings thru two dif-

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Jim McConnell Heads C&W Talent Agency

SPRINGFIELD, Mo. — Jim McConnell, of Kansas City, Mo., veteran booker of country and western talent, Monday (21) assumed management of Top Talent, Inc., here, which handles engagements for all performers associated with ABC-TV's "Country Music Jubilee" and NBC Radio's "Red Foley Show." McConnell's appointment was announced by Ralph D. Foster, Top Talent president.

Formerly associated with WLW, Cincinnati, in a booker capacity, McConnell later served as talent booker for NBC's o.&o. stations. In 1938, he moved to Kansas City as a key member of Arthur Church's station, KMBC, where he formed the artists bureau and launched a successful Saturday night radio series, "Brush Creek Follies." He remained with the Church operation until opening his own agency two years ago.

McConnell will lay particular emphasis on fair and other outdoor bookings for the summer and fall season.

FIRMS WARN OF MYSTERY CAPT.

NEW YORK — A note of warning was sounded this week by various indie diskeries whose offices have been visited by a mysterious "Captain Arnold" of the Army, representing himself as being with the USO.

Spokesmen for both Elektra and Esoteric-Counterpoint, told how the Captain, dressed in civvies, entered their offices with a story that "RCA Victor is donating several radio-phono combinations to Cardinal Spellman and Rabbi Bloch, who are planning to turn the machines over to certain Veterans' hospitals. The Daily News is covering the event with big stories and pictures, but the trouble is they have no records to play on the machines."

The Captain then sought to put the bite on the diskers for free disks for the cause. When asked for identification, it was said, the Captain left forthwith. In another instance, one record mahoff took off in pursuit but failed to apprehend the man. At any rate, the word from the two labels is to be on the lookout for Captain Arnold.

Musicians Restless In Strike Deadlock

HOLLYWOOD — The four-cornered imbroglio involving the major motion picture producers, the American Federation of Musicians, Los Angeles Local 47, and Cecil Read's dissident Musicians' Guild of America continued last week without sign of solution.

There is, in the meantime, manifestation of growing restlessness among the rank and file musicians. This is evidenced not only by the support, both overt and covert, of Read's MGA—one of whose prime attractions is that, due to mere force of circumstance, it's a fighting organization—but by the "do something" demands of the adherents of Local 47.

These, at a special reports meeting Wednesday (16), passed mo-

tions to: (1) Urge Petrillo to take all-out measures against the producers, and (2) vest in Eliot Daniels, the Local's president, the right to represent the membership in contract talks, without first reporting back to the membership.

Long War Seen

That the situation will be settled quickly, however, appears a vain hope. An NLRB spokesman here said last week that "it could be a very long time" before the investigation, as to whether to call an election to determine the musicians' bargaining agent with the producers, is completed. MGA has filed a petition for such an election.

NLRB presently is in the process of examining the payrolls of producers to determine which musicians would be eligible to vote if and when an election is held.

It is doubtful whether the strike can be settled until the election issue is determined, since, if AFM signed a new contract with producers and MGA subsequently won the election, the pact would be voided.

The only victory of the week in

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Riverside, Judson List 10 for April

NEW YORK—Riverside's April release spotlights five jazz LPs that cover a wide range in jazz tastes. Included are a Dixieland set, "Dance Off Both Your Shoes," by the Red Onion Jazz Band; "Freedom Suite," an extended jazz composition for a trio that features Sonny Rollins with Max Roach and

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Music Writers Hold Election

NEW YORK—The Music Reporters' Association (MRA), made up of reporters from leading music papers and magazines, held its first official meeting last week (11) and elected officers for the association. The following officers were elected: President, Dom Cerulli, Down Beat; vice-president, Bob Rolontz, The Billboard; treasurer, Mike Gross, Variety; secretary, Paul Ackerman, The Billboard.

The MRA also made plans for setting up overseas branches and for a special division for free-lance music reporters, to allow them to join the association. After the business details, the MRA's first speaker, Lloyd Leipzig, talked on "The Art of Press Agency."

Famous Jazz Concerts Due On Vanguard

NEW YORK—Vanguard Records will release two LPs of the famous "Spirituals to Swing" concerts presented at Carnegie Hall in 1938 and 1939. The LPs are being made from private waxings cut at these concerts by jazz authority John Hammond, who arranged the concerts at the hall. In these two concerts, which ranged from spirituals and blues to swing, were such artists as Joe Turner, Big Bill Broonzy, the bands of Count Basie and Benny Goodman and many other jazz immortals. The two-LP-set will be issued in the fall.

Vanguard Records has also signed the Griller String Quartet for its classical repertoire. First release will be issued in a few weeks. Denis Matthews, distinguished English concert pianist, has also been signed. His first release will be out in the fall.

DISTRIBUTOR NEWS

By HOWARD COOK

Wayne Drake, newly appointed branch manager of Decca Distributors in Birmingham, reports strong action on several Decca disks. "Skinny Minnie" by Bill Haley & His Comets and "I Met Her on a Sunday" are the hottest platters. "Rock and Roll Rhapsody" by the Four Aces, "Big Guitar" by Owen Bradley and "Moonlight Blues" by Bert Kempfert are also perking. Strongest c.&w. platters are "The My Heart's Desire" by Warner Mack, "Ooh Bop Sh-Boom" by Wilburn Brothers and "Four Arms" by Red Sovine. "Jacqueline" by Bobby Helms is also a hot item. Best selling LP's are "Songs From Oklahoma! and South Pacific" by Fred Waring and the Pennsylvanians, "Dream Time" by Wayne King and "Concert in the Sky" by Teddy Phillips.

Carrie Bree and Morris Weisman of Mercury Record Distributors in New York list "Twilight Time" by the Platters as the number one record. Following in sales strength are "Pretty Baby" by Gino and Gina, "Wishing for Your Love" by the Voxpoppers, "These Worldly Wonders" and "Another Time, Another Place" by Patti Page, "The Little Train" by Marianne Varsel, and "The High Sign" by the Diamonds. Hottest band new disk is Sarah Vaughan's "Padre" backed with "Spin Little Bottle." Strongest LP's are "The Waltz Queen" by Patti Page, "Let's Have a Pizza Party" by the Gaylords and "Flying Platters Around the World" by the Platters.

Ed Wagner, Capitol Records Distributing Corporation in Cincinnati names Tommy Sands' "Teen-Age Doll" as one of the best new Capitol disks. "Big Man" by the Four Preps has gotten a very strong reaction according to Wagner. "For Your Love" by Ed Townsend is a very strong disk. "Return to Me" by Dean Martin is collecting a lot of love. Other strong Capitol disks are "Baby Blue" by Gene Vincent and "The Party's Over" by Dakota Staton. In the LP line "This Is Sinatra Volume II" is a smash. "Night Sounds" by Joe Bushkin is also big. Peggy Lee's "Jump for Joy" is going well. "Cole Porter is a Dixie" by Pee Wee King and "Selections From South Pacific" by Les Baxter are also moving.

Morty Klein, Melody Record Supply Company in New York, has added several new lines. The firm now handles Candle, Golden, Mayfair, Conversaphone and Dictation. Strongest item for Melody at the moment is Jose Melis' Seeco LP, "Tonight." Klein mentioned that business so far this year is up 20 per cent over last year for the same period.

BRIEFS: Barb Records will be distributed by Ideal Distributor in New York and Laredy Distributors in Newark, N. J. The firm

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ROCKING THE BOAT

DJ's Put Color Into R&R Sneer Campaign

• Continued from page 1

of Hanson burning r.&r. disks was the caption "WISN finds a good place for 'Top 40' records."

In a friendly vein, WPIN, St. Petersburg, Fla., which—for some months now has banned all rock and roll records from the air—gives all r.&r. disks received away to children. During the Easter Seal campaign, WPIN deejay Chuck Dewitt auctioned off the station's r.&r. platters (some 600 disks) and collected \$500 for the fund.

Commenting on the auction, Dewitt said: "Promotion was given each label which appeared in the stack, and we'd like all rock and roll distributors to know that altho WPIN frowns on some of their material their records will make a lot of crippled children happy thru the auction."

Out in Denver, Gene Amole, co-owner of KDEN, and his staff recently staged a "civic improvement" campaign, whereby all station breaks and most spots were either preceded or followed by the statement: "Help stamp out Rock and Roll. Patronize KDEN advertisers and KDEN, Denver's first station now busily engaged in stamping out rock and roll." Window posters and display material, distributed by KDEN around Denver, showed Whistler's mother with a radio by her side and the slogan: "Music for Reading—KDEN."

One of the first stations to campaign against r.&r. was KWK, St. Louis, which celebrated its adoption of an anti-r.&r. programming format a few months ago by deliberately breaking its entire r.&r. library—giving each disk a final spin on the air before smashing it.

R&R Backers

Meanwhile, other stations are continuing to play r.&r. Typical

of their attitude is a statement by Ben Strouse, president and general manager of WWDC, AM and FM Washington. In the course of his testimony last week (see story elsewhere in this issue) he commented: "We have every indication from our contacts with listeners that, in general, people up to about age 35 seem to like it (r.&r.) and those over 35 don't care for it, at least not the most raucous type of rock and roll. We are interested in everybody and we try to balance our programming. It isn't easy. We are interested in trying to give people what, to the best of our ability, we think they want in the way of music. When we depart from that idea we are being unfair to our audience and ourselves."

Strouse then noted: "We know

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Musicals Get Tax Break

WASHINGTON — Legislation exempting musical comedies from the admissions tax when presented on a non-profit basis by civic or community associations was signed into law by the President last week (16).

New law, authored by Reps. Frank Karsten (D., Mo.) and Thomas Curtis (R., Mo.), exempts "musical performances" from the tax when given by civic groups, rather than "concerts" only. (Confusion arose in the past when some civic groups assumed that the "concert" exemption applied to musical comedies.)

Measure was amended to exempt dramatic presentations from the tax, too, when presented by civic groups.

OPRY, PET MILK CUE & W TALENT CONTEST

NASHVILLE—Officials of Station WSM and "Grand Ole Opry" and the Keystone Broadcasting System have consummated a deal with the Pet Milk Company, whereby the latter firm will sponsor a nationwide contest to discover a new star in the country and western music field. The contest will be one of the most ambitious of its kind ever conducted, WSM executives report. Pet Milk currently sponsors a weekly 30-minute "Grand Ole Opry" seg on WSM and 200 CBS stations across the country. Under the contest arrangements, each of the KBS stations will hold individual contests in their respective areas, with tapes of the local winners in each area being submitted to a panel of judges made up of W. D. (Dee) Kilpatrick, "Grand Ole Opry" manager; Bob Cooper, WSM general manager; Ernest Lubbock and Roy Acuff. "Grand Ole Opry" stars; Bill Sachs, c.&w. music editor of The Billboard, and Bob Austin, of Cash Box. From these contestants, six will be chosen to come to Nashville for a four-day, all-expense trip to appear in the finals on Pet Milk's "Grand Ole Opry" program.

From the six finalists, the judges will select a grand winner, who will receive a recording contract and a contract to appear on "Grand Ole Opry." In addition to the all-expense trip to Nashville, the six finalists will receive an RCA Victor, four-speed, hi-fidelity phonograph. All local winners will receive a scroll signed by "Grand Ole Opry" stars and the WSM management for their achievement and contribution to the field of country and western music. The station manager and wife of the localities where finalists are selected will also receive an all-expense trip to Nashville and "Grand Ole Opry." Gardner Advertising Company has built a complete merchandising package to be used to promote the contest.

Rank Weighs Track Album On 'Henry V'

NEW YORK — A promotion channel relatively untapped by movie firms—the classical deejays on longhair-appeal stations—may soon be explored in a soundtrack album promotion by Rank Film Distributors of America, U. S. offshoot of the huge British film concern.

Rank execs here are mulling offers from several top diskeries for rights to the William Walton score for "Henry V," the Lawrence Olivier color classic now being re-issued as a special road attraction in major U. S. cities. The score has never been recorded in full.

Check-up by Rank shows that "the listening audience to 'good' music and the basic market for this picture are almost the same," according to one official of the film firm. "If the album is done, it will be set up as a 'special package' item, with an edition for program personalities on 'good music' stations."

Mercury Puts 1812 on Stereo

CHICAGO — Mercury's top-selling classic, Tchaikovsky's "1812 Overture," by Antal Dorati and the Minneapolis Symphony, is being re-recorded for release on stereo tape. The orchestral portions of the score have already been sliced and in a few days, Wilma Cozart, veep in charge of classics, will trek to West Point, N. Y., and New Haven, Conn., for new versions of the West Point cannon and the Yale chimes, respectively.

It was learned that Mercury is also considering the new performance for a possible kick-off entry into the stereo platter field late this summer.

Dot Acquires 'Viking' Track

HOLLYWOOD — Sound-track album rights to the score of the motion picture, "The Vikings," have been acquired by Dot Records in a deal concluded last week between Peter Vincent Music Company and the diskery.

Music firm is an affiliate of Kirk Douglas' Bryna Productions, with Marty Melcher, president of the firm, handling negotiations with Dot Vice-President Tom Mack. Album is expected to be released in June to coincide with the premiere of the film which stars Douglas, Tony Curtis, Ernest Borgnine and Janet Leigh. Score was composed by Mario Nascimbene.

M-G-M Courts Deejays in 'Gigi' Promo

NEW YORK — Radio and TV deejays are stressed in M-G-M promotion plans for the upcoming cinemusical "Gigi," with the film company going out of its way to set up special screenings for the platter twirlers.

Jockeys in Chicago, Cleveland, Detroit, Pittsburgh and Boston have been invited to special showings, which have been held in both afternoon and evening periods to avoid conflicts with air schedules.

An "increased play" of "Gigi" waxings has already been noted in the cities where deejay screenings have been held, M-G-M reports. The method "is expected to set a pattern for promotion of top future musical films." Previews were handled by M-G-M execs Emery Austin and Norman Rosemont.

"Gigi" will get the premium treatment in theaters. In New York, it will be shown only 10 times a week, at the Royale Theater, with tickets ranging from \$1.25 up to \$3.00 for weekend orchestra seats.

Tulane Gets Ford \$\$ for Jazz History

NEW YORK—The Ford Foundation has made a grant of \$75,000 to Tulane University for a five-year jazz project. The task of the University is to collect an oral history of early New Orleans jazz by tape-recording survivors of the 1885-1917 jazz era in the Queen City.

The project will be under the joint supervision of the Tulane University History and Music departments. William Russell, music teacher and author, and Richard Allen, a jazz authority, will handle the project.

Walker Adds Artist Mgt.

NASHVILLE—Organization of a new firm, Hit Talent Promotions, specializing in the recording management of artists, was announced here last week by Gary Walker, Nashville songwriter and M-G-M recording artist. In addition to his work with the artists, Walker will operate Tower Music, publishing firm, and a new record label, Chart Records. New firm is located at 905 16th Avenue, South, in Nashville.

At present Hit Talent is concentrating on recording and leasing masters to various record companies. Release was made last week on three masters, "Goin' Wild" b.w. "You and Johnny Smith," by Jimmy Isle, on Roulette; "Along Came Love" b.w. "Special Delivery," by the Marquees, on Gone Records, and "Lucianne" and "Sweet Shop," by Larry Kirby, on Apollo.

Other artists on the Hit Talent roster are Stan Hardin, Decca; Don Woody, Arco; Jimmy Helms, Atlantic; Don Vinson, M-G-M; the Southlanders, Gone; the Impollos, Felsted; Max Powell, Decca, Jimmy Lee, Apollo, and Don Ellis, NRC.

Columbia Phono Adds 4 Distribs

NEW YORK — Four new distributors have been added to handle the Columbia Phonographs line in the Midwest area. They are located in Greenville, Mich. (Grand Rapids area), Louisville, Ky.; Evansville, Ind., and Cincinnati, the distributor is Graybar Electric Company.

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



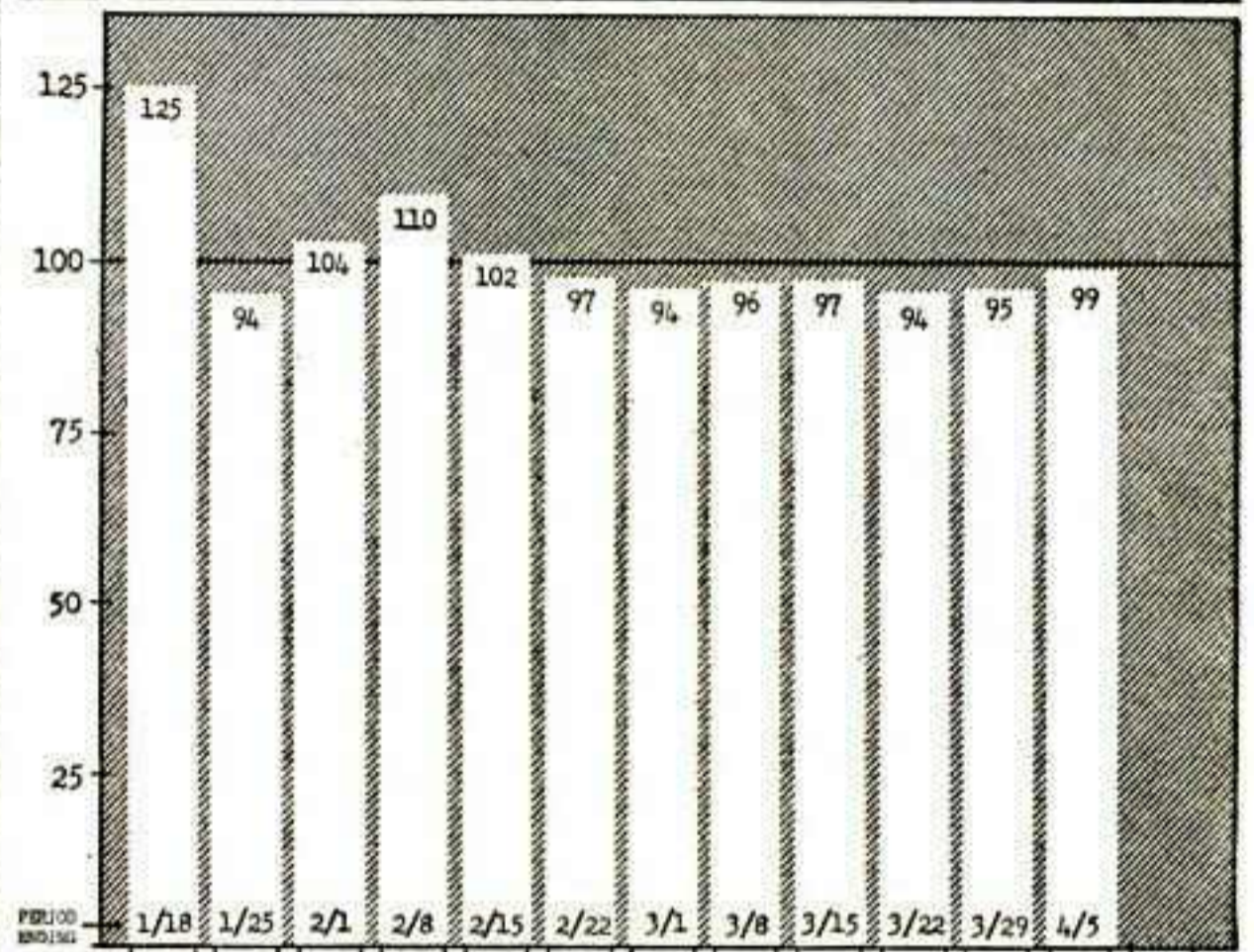
The most significant change in business index figures for the current period was recorded by 33 1/3-12" unit sales. An increase of 16 per cent brought the total up to 130, or 30 per cent above the average weekly sales for the period June thru November, 1957.

make excellent gifts, and it appears that the customers made good use of this type merchandise. This meant plus business for dealers.

All other speeds went up but only 1 or 2 percentage points. However, the increased business upped the over-all index figure to the highest level attained in the past seven weeks.

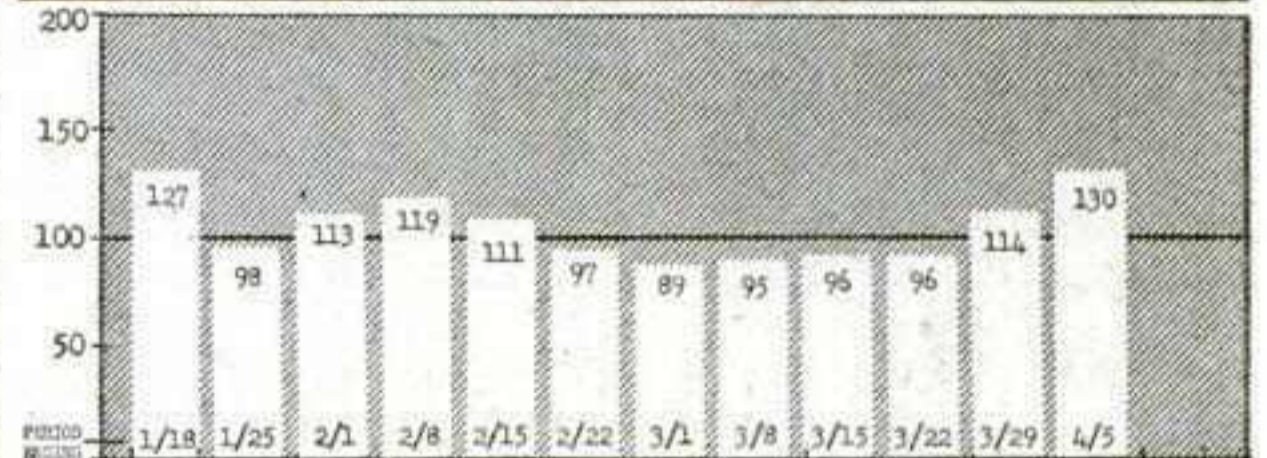
TOTAL UNIT RECORD SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



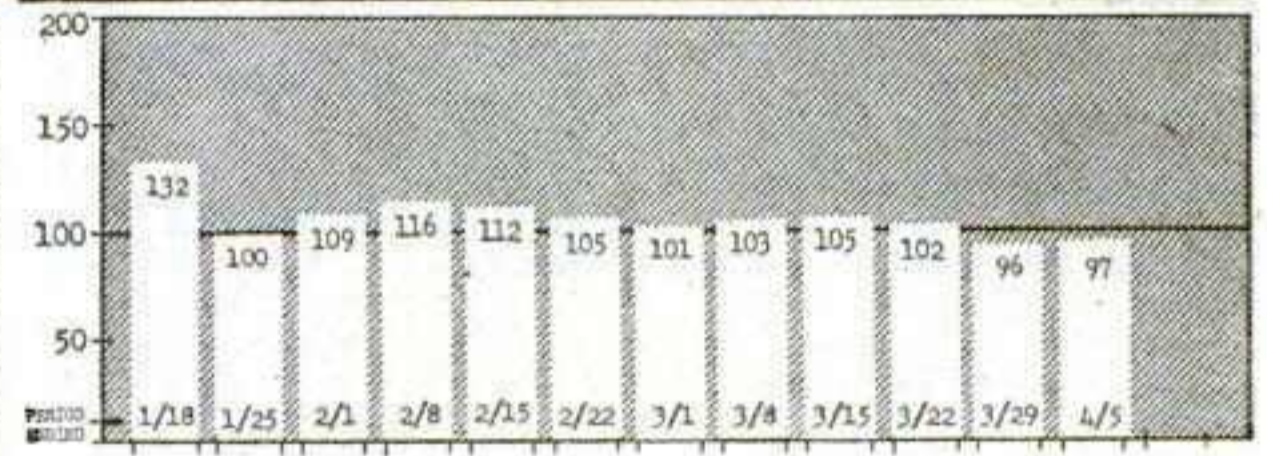
33 1/3-12" UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



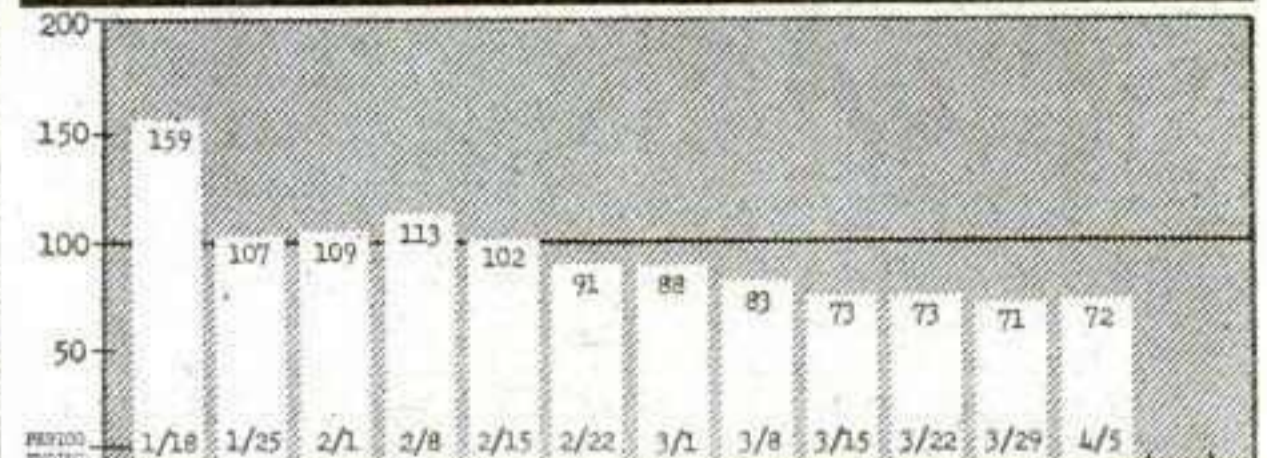
45 SINGLES UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



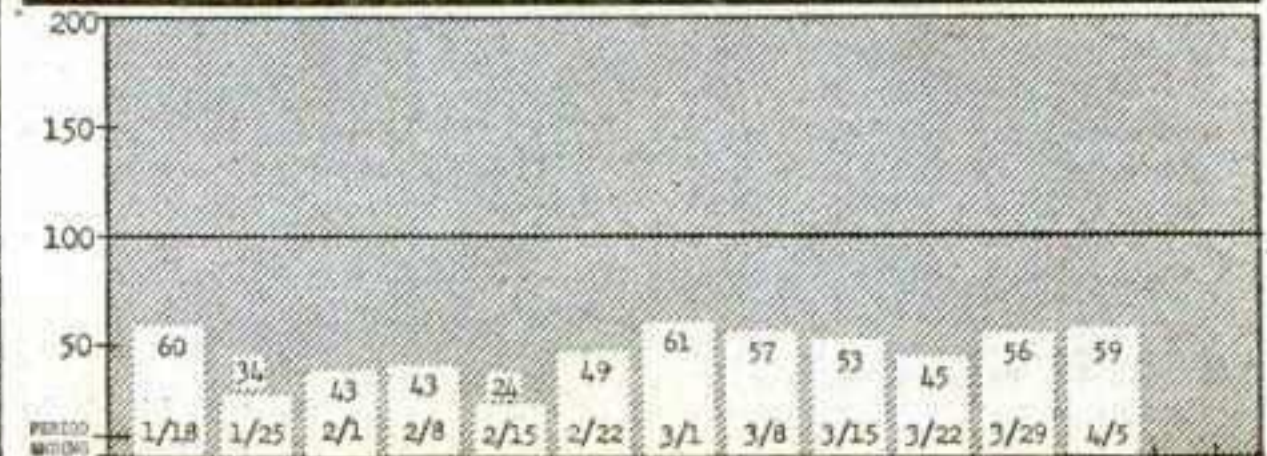
45EP UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



78 SINGLE UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



Met Star to Tour Russia

NEW YORK — Leonard Warren, Metopera baritone and RCA Victor recording artist, will be the next American music personality to visit the Soviet Union as part of Hurok's cultural import-export program. Warren leaves May 6 for Moscow, where he'll give two recitals and make a "Rigoletto" appearance. Then he'll tour Kiev, Leningrad and Riga, leaving May 10.

Warren follows in the path of Isaac Stern, Jan Peerce and Blanche Thebom. The Philadelphia Orchestra is due to visit there this summer.

Currently the Moiseyev Dance Company is appearing in the U. S. from Russia under Hurok's aegis. Earlier this season Emil Gilels and Leonid Kogan appeared here.

C&W Firm Slates 'Hot Rod' Music

HOLLYWOOD — American Music, long established country music firm, will publish the music to five songs from the forthcoming American-International production, "Hot Rod Gang," starring John Ashley.

Songs include title song, "Record Shop Hop," "Don't Ever Let Me Go" and "Please Let Me Just Love You," which are sung by Ashley, and "Guitar Picker," aired by Gene Vincent in the film.

During the hey-day of Western pictures, American published in excess of 300 Western screen songs, including the firm's standard, "Cool Water," Sylvester Cross, American Music topper, disclosed that the firm is expected to get rights to other features to be produced in the near future.

Interviews on Sale Via Tape

HOLLYWOOD — Stars International, headed by Peter Frank, Bill Stewart and Will Scott, has been found here to supply a diversified program of taped interviews for radio stations.

Firm is offering stations a program of eight half-hour reels each month, latter including a minimum of six interviews each with album stars, single disk talent and motion picture or television entertainers.

MASTER CONTROL

BROADCAST TRENDS AND TRIFLES

By BOB BERNSTEIN

EDUCATORS OF THE U. S. UNITE!

A hundred stations will be linked in a live educational TV network by 1968, according to Educational TV and Radio Center, reaching 80 per cent of the U. S. population. The Center's members, directors of educational outlets, envision longer on-the-air schedules, color, more remotes and the facilitation of programs first on a state level (as in Alabama now) and soon on a regional level. ETRC currently provides national film service, foresees a similar live service. There are 29 non-commercial stations now operating, with about 50 more devoting part-time to educational programming.

THE BIBLE AS LIVING TESTAMENT

Useful quotes collected by John McClay, KYW exec: For passing the buck, Luke 14:10, "Friend, go higher." For program managers, Proverbs 11:26, "He that withholdeth corn, the people shall curse him." For censors, Matthew 25:36, "Naked and ye clothed me." For Christmas parties, Proverbs 23:29, "Who has wounds without cause? They that tarry long at the wine." For exiting execs, Acts 20:29, "After my departing, shall grievous wolves enter among you, sparing not the flock." For low ratings, Mark 14:37, "Couldst not watch one hour?"

ABC Film Syndication adds these: For rock and roll haters, Joshua 15:8, "Smite them hip and thigh." For fans, Psalms 61:2, "Lead me to the rock that is higher than I." For station relations execs, Psalms 75:6, "Promotion cometh not from the East nor from the West, nor from the South." For deejays, Ibid.7, "Putteth down one and setteth up another." For Timex and NBC, Proverbs 13:12, "Hope deferred maketh the heart sick." For packagers, Proverbs 20:3, "Every fool will be meddling."

SNOW AND STATIC

KWK Radio, Inc. has bought KWK, St. Louis, from Bob Convey and the Globe-Democrat for \$1,025,000. . . . TvB board of directors will convene April 24 in Lubbock, Tex., en route to the NAB convention. . . . Connecticut Broadcasters Association holds its convention May 23 in Cheshire. . . . Mutual Broadcasting System has formed a network policy committee of Armand Hammer, H. Roy Roberts, George Vogel and Robert F. Hurleigh. . . . KAKC, Tulsa, Okla., has won the Associated Press National Award for outstanding news coverage in 1957. . . . John T. Bradley upped to Midwest sales manager of H-R Television and French Easton to corresponding job at H-R Repts. . . . KMOX-TV, St. Louis, has named Charles D. Miller production manager, replacing Ernie Byrne who's been upped to executive producer. . . . Marvin Paige, "Luncheon At Sardi's" producer in New York, moves to L. A. for Sandy Howard Productions.

TWICE AS MUCH FOR A PICKLE, TOO

Teen-agers are going pickle mad, according to dozens of theaters where dills are outselling popcorn and candy. Under names like "Chilly Dilly," the nubbed vegetables go for a dime each, giving operators 125 per cent profit. New fad: mixing the juice with cola drinks after eating the pickle out of its individual wrapper. Two of the movie houses are in Hollywood, so presumably the stars are getting pickled at their own premieres.

WHEELING AND DEALING

TALENT TIDINGS

THE OTHER MISS GARLAND

TV can take some lessons in glamor from the movie industry, thinks Beverly Garland. "They don't know how to treat writers, composers, designers, actors and other creative people. They step all over them in the name of sponsorship, so naturally they keep losing talent," says the tailored charmer, who turned to regular TV (after 20 pictures) via the successful vidfilm series "Decoy."

Lamenting public apathy to the Emmy Awards, Beverly sees it as a by-product of the public reiteration that "video is strictly a business." Network presidents have said this for quotation. Film studios may think it, but what they say is always designed to heighten the excitement of their product and their stars," notes the actress. "The Oscar presentation is show business' most talked-about annual event because the movie-makers made it so thru public relations. Isn't it time TV, which absorbs more of our leisure now than any other medium, tried the same thing?"

The webs, packagers and steady advertisers should finance a campaign to build TV's glamor, suggests the brunette, but it's up to the talent to assert its rights ("I don't mean union raises") and preserve an aura of being special. Aligning herself with Jack Paar, Joan Crawford, Paddy Chayefsky and the late Louis B. Mayer, Beverly is stumping for star magic, a concept which flourishes in the open only after it's flourishing behind closed doors.

THE DOTTED LINE

Buddy Hackett will co-author, co-direct and co-produce "The Pickpocket," filming in Spain in July. . . . Armed Forces talent will give an outdoor show May 1 at the Subtreasury Bldg. for New York Cancer Committee. . . . The Five Shadows, male vocal group, won the American Youth Talent Search of KYW, Cleveland. . . . The Metopera's new productions next season will be Verdi's "Macbeth" starring Maria Callas and Leonard Warren, Berg's "Wozzeck" with Eleanor Steber and the double bill of "Cavalleria Rusticana" and "Pagliacci." . . . Tommy Sands joins Pat Boone and Gary Crosby in the 20th Century-Fox musical "Mardi Gras." . . . Jen O. Mate, star of the Hungarian Art Theater, debuts on Broadway this fall in Rodgers and Hammerstein's "Flower Drum Song."

Jimmy Rodgers makes his movie debut opposite Debbie Reynolds in "Snob Hill" for M-G-M this summer. . . . Taina Elg joins M-G-M's "King Solomon's Treasures." . . . Princess Margaret visits the Stratford, Ontario, Festival July 31. Duke Ellington will play. . . . The Elvis craze has hit Belgium, bringing that nation's first fan clubs. . . . Bill Haley and Comets launched a South American tour in Caracas Friday.

CAT ON A HOT TYMPAN-ALLEY

NEW YORK — This is Leonard Bernstein's season to be one of the busiest cats in music.

He is handling the New York Philharmonic Young People's Concerts, latest of which was aired last Saturday (19) on CBS-TV. He is preparing the Arthur Honegger "Joan of Arc at the Stake" for the orchestra's final broadcast of the season on April 27, airing on CBS Radio.

He is conducting a number of the Philharmonic's regular subscription series, planning schedules for next season's concerts, recording with the orchestra at two sessions each week, working on music for his new ballet, editing a volume of his lectures, keeping tabs on "West Side Story," assisting the New York Opera presentation of "Trouble in Tahiti," and readying the London revival of his Broadway musical, "Candide."

"My wife tells me I should 'stop trying to be everybody,'" he admits.

CBS Lines UP Baton Stars, 30 Concerts

NEW YORK—CBS Radio will have an all-star baton line-up for its 1958-1959 season of the New York Philharmonic, plus an extended broadcast schedule for the series.

As guest conductors for the 29th season on CBS, the list will include Dimitri Mitropoulos, Sir John Barbirolli, Herbert von Karajan and Thomas Schippers, with the mainstay of the series being Leonard Bernstein.

Due to be launched October 4 and continuing thru May 2, 1959, the broadcasts will consist of 30 concerts, two more than previous schedules.

RCA and NYU Set Up 100G TV Workshop

MIAMI BEACH — RCA and New York University have joined forces to establish a \$100,000 educational TV workshop to "develop the most effective TV teaching techniques," it was announced here by RCA Prexy John L. Burns. "Electronics can bring about a massive upgrading of our educational standards," said Burns.

Major research at the workshop will be directed toward creating aural-visual aids for classroom TV in the "school of tomorrow, where lessons originating from four or five master studios will be carried into classrooms all over a city or the entire country."

Clark Show Cut to Hour

NEW YORK—ABC-TV will cut back "American Bandstand" from 90 to 60 minutes in a few weeks to make way for "Pay Me," new giveaway game modeled on Bingo. The Dick Clark dance party show, strong in ratings but not in sponsors, continues in the 4-5 p.m. slot, while "Pay Me" is stripped in the 3-3:30 p.m. time during which Clark is currently being offered for local spots instead of a web bank-roller.

REAL SWINGING MUSIC PROBLEM ON TV 'TRIAL'

NEW YORK — The field of music publishing is currently being scrutinized in an unusual manner by Gene Burr, producer of the hot CBS-TV daytime, "The Verdict Is Yours," and a former editor of The Billboard.

The show's unusual format calls for actors to appear in a courtroom before a genuine former judge, and, aided by real attorneys, to fight out a realistic case. The current hassle surrounds one "Harold Massey" who's suing "William Carpenter Publishing Company" to recover \$3,000 in advance royalties on an original song titled "My Lost and Lonely Heart."

Developments on the show so far will sound familiar to inhabitants of the Brill Building. Massey claims that the defendant's wife, Louise Carpenter, made an agreement with him, guaranteeing him an advance minimum royalty of \$3,500 of which \$500 has already been paid. Massey further charges that he was later told the song was not going to be published, and that he was asked to return the \$500.

In a counteraction, Carpenter is claiming his wife had no authority to enter into such an agreement. He further claims the song is "not an original composition, but a composite of several other songs." He is also seeking to recover the \$500.

At week's end, things were get-

ting pretty rough in the TV courtroom. Pianist Hank Sylvan—playing himself—was called in last Friday (18), to play "My Lost and Lonely Heart" for the judge and the court, on a piano dramatically wheeled in.

Outcome of the case will be decided this week. Since the action is unrehearsed, it's anybody's guess. But one odd factor is already apparent. After a week's exposure the specially written "song" is now being considered for honest-to-goodness publishing and waxing.

Musical Quiz Hits Jackpot, Edges Moore

NEW YORK — Barry-Enright's musical daytime quiz series, "Dough-Re-Mi" is making harmonic sounds in NBC-TV's latest ratings reports. Launched on February 24 in the 10-10:30 p.m. slot against CBS-TV's veteran Garry Moore series, "Dough" promptly got into the Nielsen money for March, topping Moore with an 8 per cent rating advantage.

The figures: An NTI 7.0 in average audience for "Dough," against Moore's AA figure of 6.5. For the NBC-TV series, that's also a 35 per cent gain in audience for the Barry-Enright package over Arlene Francis' predecessor show in the time period.

NBC researchers report additionally that the network is also leading CBS and ABC with seven programs in the Top 10 brackets of Nielsen's 14-city nighttime report, which measures network competition in key cities where there is three-way rivalry.

NTA Expands O'Seas With 3 New Offices

NEW YORK—Now active on several radio-TV fronts in this country, National Telefilm Associates is stepping up its overseas activities as well. New offices in Paris, Rome and Brussels, according to prexy Oliver Unger, will provide features and telefilms for both TV and theatrical release, and will handle co-production deals in Europe.

Meanwhile, back at the home office, NTA has named Jack Lynn, former executive at WTTC, Washington, as director of programming for WNTA-TV, Channel 13 outlet in New York which NTA takes over May 7. Also announced: A sizable promotion job due at the upcoming NAB convention in Los Angeles, building on a Western motif.

Dick Clark On 'Person'

NEW YORK—As it must to all famous cats, "Person to Person" next week comes to the Drexel Hill home of Dick Clark.

"Clark," according to CBS-TV, "and his wife, Barbara, will be at home — along with their year-old son, Richard Augustus II, their dachshund, Looie, a hi-fi rig and some 15,000 records."

He'll share honors on the Ed Murrow show with a personality distinguished in somewhat different fields—Dr. James Bryant Conant, educator, ex-president of Harvard, and top research director on the atomic bomb.

ABC for Fall: Little Music, Much Action

HOLLYWOOD—ABC-TV will reveal a surprisingly tuneless fall schedule at its primary affiliates meeting here April 25, with programming emphasis strictly on action-adventure stanzas. Except for Lawrence Welk and Pat Boone, both of whom have been renewed by their automotive sponsors, and the new Dick Clark show, the line-up includes none of the current music series like Sinatra and Munsel, none of the properties mentioned for ABC in blueprint stage, and no one-shot spectaculars as rumored.

Web plans to divide 43 half-hours of prime time into 25 of action-adventure, 6 of comedy, 3 of boxing, 6 of quiz and variety and 2 of documentary. Off: "Broken Arrow," Mike Wallace, Betty White, "Jim Bowie," "Navy Log." On: "Leave It to Beaver," "The Rifle Man," "Rough Riders," "Bold Venture" and many as yet unsponsored series.

2 MENDELSONNS IS A CROWD . . .

NEW YORK—The "Spring Song" of Monroe Mendelsohn, MGM-TV's steam-heated press agent, has a distinctly bluesy note.

In a plaintive release last week, the Metro flack headlined:

"Would you believe it? There are TWO Monroe Mendelsohns in New York."

His namesake, it seemed, had just formed his own research company over on Fifth Avenue, and Metro's MM was being swamped with calls.

Wailed the MGM cat:

"This other guy also hails from Chicago. He's been haunting me since high school days. Now that he's arrived in New York, there's only one solution. His middle initial is "L" and mine is "P."

OPERA

'Taming of Shrew' Witty, Melodic

New York City Opera Company 'The Taming of the Shrew' by Vittorio Giannini. Shakespeare's play adapted by Giannini and Dorothy Foa. Director, Margaret Webster. Conductor, Peter Hermann Adler. New York premiere, City Center, April 13.

'Taming of the Shrew,' with a witty, charming text and Giannini's bubbly, inventive score, is sure to become an LP staple as well as an oft-performed theater work. Short on arias but long on melody, the Shakespearean adaptation was given a brilliant performance by the New York City Opera Company, which could and should record it as is.

Walter Cassel and Phyllis Curtin shone vocally as the fiery leads, both revealing untapped comedy technique. John Alexander and Sonia Stolin were no less effective as the quieter lovers, with gems of characterization contributed by Paul Ukena, Grant Williams, Walter Farrell and Arthur Newman. Peter Hermann Adler, a visitor from the NBC-TV Opera, conducted with great verve and pace, while Margaret Webster displayed her veteran skill at directing Shakespeare, straight or musicalized.

The comic opera, which had to go to Europe for recognition, is receiving its first New York air-

ing. It proves to be American, tho not Americana, in speed and farcical style, and displays the composer's native-bred gift for song, a talent inevitably stamped "Italian lyricism." Certainly all good composers absorb Italy's heavy contributions to opera during their studies, but it's time to realize "in the Italian tradition" is not ultimate praise. "Shrew" is an American treat and a welcome addition to our literature.

The company has also revived Weill's "Lost in the Star" to good effect. Lawrence Winters, Shirley Carter and Lee Charles stood out vocally, with Jose Quintero's fluid direction and Julius Rudel's baton helping mightily to improve upon the original production.

Bob Bernstein.

NIGHT CLUB

Smash Tee-Off for Dean Martin

It might be cheaper for the Schine Hotels to give singer Dean Martin a piece of the business, because the next time he works at the Coconut Grove, it's a cinch his asking price will soar astronomically. Such was the devastating effect of the Italian street singer on the opening night, ropes-up showbiz audience at the Grove.

Martin's opening was a spar-

kler. His lines went stiletto sharp, his stage bits hilarious, and his singing resonant. "I'm Sober" was especially appealing. Tho he's no straight spooner of songs, there were a few that he sang minus the clowning, and these were enthusiastically received. Latter included his hit Capitol recording of "Return to Me." "Memories Are Made of This" and "All the Way." Singer who

knew how to relax when Perry Como was first working up a lather, kept a constant round of guffaws going while he purred his way thru "True Love," "Where or When," "When You're Smiling," and a medley from "my latest album, 'Ballads for B-Girl.'"

His turn is a well-rounded one, and tho he admitted to opening night nerves, his stage presence and poise were superb. Ken Lane accompanied at the piano, while the Freddy Martin ork back-stopped admirably. Latest album, "Ballads for B Girls."

Joel Friedman.

NETWORK TV

Sullivan Spots Top Disk Talent

Ed Sullivan CBS-TV, 8-9 p.m., EST, April 13 (Caught again).

Nat King Cole; Britain's 14-year-old disk phenom, Laurie London, and Eileen Rodgers headed Ed Sullivan's disk parade of the week on the show caught. Added music world starter was veteran cleffer, Jack Norworth, who helped four of the New York Yankees usher in the baseball season with a vocal rendition of his own tune, "Take Me Out to the Ball Game."

For young Laurie London it

was an introduction to stateside TV audiences. The slightly built lad whose name matches his home town, fared very well in a rendition of his smash Capitol Records hit, "He's Got the Whole World in His Hands."

Peg for Nat Cole's appearance was his role as the star in the W. C. Handy biopic, "St. Louis Blues," and following a tribute to the late cleffer and horn man, Sullivan introduced Handy's widow, who was seated in the audience. Cole, in his usually relaxed and sincere fashion, offered "Just One of Those Things" and his current disk click, "Look-

ing Back." On the former the band unfortunately all but drowned him out.

For Miss Rodgers, whose new album was recently released by Columbia, the experience was not altogether a happy one. Her latest disk, "Handle Me With Care," which appeared to be a good lip-synching job, came off okay, but her initial offering, "I'd Climb the Highest Mountain," seemed to be scored in too low a key for easy handling by the gal. The band here too seemed somewhat on the loud side. Wardrobe-wise, however, Miss Rodgers got over most effectively. Studio band should be tipped to play louder for the acro acts and softer for the vocalists. Ren Grevatt.

NIGHT CLUB

La Sothern Packs Customer Magic

Pro showmanship of Jeri Sothern results in top ringsider reaction at Sunset Strip's Crescendo, scene of her current stand. Undercover sexiness of throaty renditions establish high degree of rapport between singer and audience.

Act starts off on the cold side

with "Everything I've Got Belongs to You," but warms up quickly on "Someone to Watch Over Me," and keeps thermometer on high side thru to the theme sign-off, "I Like You Much Too Much."

Following "Am I Blue," from her recent Roulette album, Miss Sothern moves to the piano for

the rendition of three of her top disk sellers, a fast-paced "You Make Me Feel So Young," "Mad About the Boy" and pensive "Little Girl Blue."

The show tune, "Occasional Man," provided a switch to Latin rhythm. Thruout the varied repertory Miss Sothern displays a deft sense of timing and sure knowledge of the nuances that capture an audience.

Bob Spielman.

REVIEWED IN BRIEF

Don Shirley Trio

At the attractive Hickory House, N. Y., pianist Don Shirley gets an interesting sound using two basses to complement his grandiose keyboard ring. Ken Fricker and Jimmy Bond, excellent musicians, ably support the classical-based pianist. Shirley's expansive approach is listenable on such fare as "One for My Baby," a medley of "New Faces" songs, "What Is This Thing Called Love?" and a "Porgy and Bess" medley. The nitery was filled with attentive fans who exploded with applause after each selection. Cadence Records is releasing the artist's second LP, "Don Shirley Solos," this week. (Cook)

Regina

Brenda Lewis is a rich-voiced, regal "Regina" in the New York

City Opera Company's revival (April 17) of Marc Blitzstein's moody musical adaptation based on "The Little Foxes." As the focal point of the well-known drama about a Mason-Dixon version of Lady Macbeth, she sings and acts with fire and pride and puts real bite into the flowing, melodic work—a work which, oddly enough, has never been recorded for the album market.

Herman Shumlin, who staged the original "Foxes" and many other Broadway successes, has done a fine and inventive job (with the aid of a handsome period set by Howard Bay) of staging "Regina" on the opera company's limited budget.

Miss Lewis gets fairly good support from a cast in which George Irving was a standout as Bea Hubbard, one of the dog-

eat-dog brothers, and Helen Strine was sweet voiced and fresh looking as Alexandra. (Sinclair).

Village Vanguard

One of the freshest sounding vocal groups to cross the Rockies for the Eastern niteries is the Kingston Trio, whose crew-cutted well-scrubbed look and novel arrangements of everything from burlesques on country-style vocals to tongue-in-cheek calypso tunes drew strong applause during their April 15 opening at New York's Village Vanguard.

The members of the group are fairly versatile cats. All three sing with precision and snap, handle a variety of stringed and percussive rhythm instruments and toss comedy lines.

Stan Getz and his Quartet, the nitery's regular headliners, delighted stay-up-laters with their usual relaxed, moody work on standards and original themes. (Sinclair)

Avalon a Standout in Feld's New R&R Pkge.

By JUNE BUNDY

The Biggest Show of Stars for '58, Arena, New Haven, Conn. Admission, \$2-\$3.30. Reviewed April 13.

The standout attraction of Irving Feld's new rock and roll package, "The Biggest Show of Stars for '58," is Chancellor Records star Frankie Avalon. Judging by the tremendous ovation he received at the Arena last Sunday (13) the handsome young wabbeec may very well be the successor to Elvis Presley.

Avalon moves like a dancer, and—altho of slighter build and more urban in manner than Presley—he generates the same kind of excitement and boyish sensuality on stage. His renditions of "De De Dinah" and "You Excite Me" were show-stoppers.

The New Haven show itself was enthusiastically received by more than 1,200 kids (the Arena holds around 6,000) but the acts labored under a "sound" handicap with poor acoustics compounded by mike trouble. Business-wise, the new Feld package has—as have many r.&r. shows this year—encountered both feast and famine—pulling almost 13,000 admissions in Charlotte, N. C. last week, then dropping to well under 1,000 in Philadelphia.

In a move to avoid audience riots, Feld has wisely advised his acts to play down suggestive gestures and material. Nevertheless, something of a powder keg atmosphere existed Sunday night at the Arena, and a fight broke out in the audience during Paul Anka's routine. Fortunately, the hall was well-policed and the offenders were hustled out pronto. However, Anka's performance suffered as a result of the fracas. Altho several of the acts were obviously lacking in professional know-how, every one of them scored strongly with the New Haven crowd.

The smoothest, most showmanly turns were contributed by Sam Cooke, Clude McPhatter, and La Vern Baker; while the most entertaining frantic-type acts on the bill were Huey Smith and the Clowns and the Silhouettes.

Also drawing their share of exuberant hand-clapping were George Hamilton IV, the Royal Teens (without the fem member), Storey Sisters, Jimmy Dell, Monotones, Jimmy Reed, Crescendos, Jackie Wilson, and the Playmates. Special credit belongs to the Paul Williams ork for consistently effective backing and to emcee Harold Cromer for maintaining a jovial, albeit firm control over the proceedings.

Musical Emmy Honor to Bernstein, Shore, Bergen

By BOB BERNSTEIN

Emmy Awards

Tenth annual Emmy Awards of the National Academy of TV Arts and Sciences. Hosts, Phil Silver. Danny Thomas. Producer, William Kayden. Directors, Craig Allen, New York; Bill Bennington, Los Angeles. Sponsors, Procter & Gamble, Pontiac. NBC-TV, 10-11:30 p.m., EST, April 15.

The best telecast to date of TV's awards-to-its-own came off without a hitch in the eyes of viewers, tho off-camera there was plenty of juggling and perspiration. Much of the entertainment was dropped as the program lost time, with comics openly blaming each other for an 11-minute lag, but the main business of the night, the presentations, was informative, swift and bright.

Of 39 national and local prizes, only two were earmarked for music. Leonard Bernstein won for "best musical contribution" with his analysis of Bach on "Omnibus," while the Dianh Shore show took "best musical, variety or quiz" honors. But music scored high in other categories, despite the industry contention that music flopped in TV last fall after a so-so spring. Polly Bergen gave the "best single performance by an actress" as Helen Morgan. Dianh Shore won for "best continuing performance in a series," with Bob Banner taking "best direction" honors for the same show. Rouben Ter-Arutunian earned "best art direction" for Hallmark's musicalized "Twelfth Night."

Danny Thomas and Phil Silvers made amusing emsees, with Milton Berle in top form as a presenter. A disastrous split-screen quartet gave the show its only realized song, while film clips from 1948 TV, all too brief, proved fascinating ancient history. Pontiac's commercials, filmed perodies of Westerns and shopping by females, were superior; P&G used Laraine Day live to good effect.

The dinner and ceremonies at the N. Y. end, suffering a last-minute total change via union difficulties, were triumphs of will and ingenuity as directed by the Weber Company and the Academy's East Coast staff. The structure of the awards improved noticeably this year; all that's missing is sufficient promotion to make Emmy as inescapable to the public as Oscar.

Russian Dance Unit Must Be Seen to Be Believed

By CHARLES SINCLAIR

Moiseyev Dance Company

Stars: Tamara Zelfert, Lev Golovano, Sergei Tsvetkov. Dance company of over 100. Director, Igor Moiseyev. Conductor, Samson Galperin. Presented by S. Hurok. Reviewed at Metropolitan Opera House, New York, April 15.

From any standpoint, the Moiseyev Dance Company is the hottest Russian export item since caviar was discovered.

The girls in the 100-member company have the freshness of milkmaids and the precision of Radio City Rockettes. The male dancers have a bounce and virility that would be equally at home in a collegiate track meet. Costuming is a swirl of bold color, with a real feeling of "folk art" about it. Igor Moiseyev's staging is pure showmanship.

Musically, the evening's entertainment has simplicity and charm, drawing heavily on Russian folk tunes of many regions in skillful arrangements ably conducted by Sampson Galperin. (A new recording of highlights from the Moiseyev repertoire is

(Continued on page 57)

BALANCED PROGRAMMING



SHOELESS TV SHOW: Feature of teen-slanted "Sock Hop" series on WTOP-TV, Washington, is prizes for fancy socks.



LOCAL TOP NINE: Young viewers, thru their own Teen Clubs, select their own weekly Top Nine wax choices.

Shoeless Hop Socko With Teen-Agers

By CHARLES SINCLAIR

Staid Washingtonians might lift their eyebrows, but one of the Capital City's hottest TV attractions is a local record show at which it is fashionable to appear in your socks.

The show is called "Sock Hop," and it's aired every Saturday morning, 11 a.m. to noon, on WTOP-TV, Washington, with Jay Perri as host and emcee.

Borrowing a custom from the Japanese, the teen-aged guests on the program shuck their shoes at the door and proceed to dance in their socks. With an unaccustomed spotlight thus on this usually pedestrian item of apparel, the teen-agers naturally make a real production out of fancy socks, complete with designs, emblems, unusual colors, tassels and the like. Every Saturday Jay Perri hands out 10 records and a month's supply of Cokes for the teen-ager with the most unusual pair of socks.

Altho shoes aren't worn during the show, the rest of the rules are strict enough. "Coats and ties must be worn by the boys, and no blue jeans may be worn by the girls," says Perri. "I don't know why, but this seems to do the trick—they behave like ladies and gentlemen. We've proved that if a teen-ager dresses right, he acts right."

Local Top-Nine Survey

"Sock Hop," which debuted on WTOP-TV in mid-December of last year, has its own way of solving the problem of what records to play on the show. The show's audience decides.

Each week members of nearly 500 Teen Clubs in the station's coverage area pick the nine top records and send in their selections. (Nine tunes, rather than 10, are picked. Reason: The station's frequency is Channel 9.) As many as 125,000 cards are mailed in, forming a sort of informal rating check-up on what tunes are hot.

"In most cases," says Perri, "the selections from the teens are right on the button where top tunes coming up are concerned."

Here, for example, were the Top Nine records selected for the April 5 "Sock Hop" show:

1. "Believe What You Say," Ricky Nelson (Imperial).
2. "Sweet Little Sixteen," Chuck Berry (Chess).
3. "Tequila," Eddie Platt (ABC-Paramount).
4. "My Sweet Verlene," Ronnie Brent (UA).
5. "Who's Sorry Now," Connie Francis (M-G-M).
6. "Wear My Ring Around Your Neck," Elvis Presley (RCA Victor).
7. "It's Too Soon to Know," Pat Boone (Dot).
8. "Witch Doctor," David Seville (Liberty).
9. "Johnny B. Goode," Chuck Berry (Chess).

The "Sock Hop" series, naturally enough, appeals to what is primarily a teen-age audience, and its main sponsors, like Coca-Cola, Don Pallini Dance Studio, Chuck Wagon Drive-In Restaurants and the Washington School of Ice Skating, are aiming for this market. But "Sock Hop," because of its wide promotions and high interest level in Washington, attracts adults, too. Nielsen credits the show with 20 per cent adult audience.

Says Station Plays But 10% Of Disk Flood

NEW YORK—"The competitive situation in the music business is almost unbelievable," according to Ben Strouse, prexy-general manager of WWDC, Washington, D. C. Out of approximately 300 sides (150 disks) and 20 albums received by WWDC weekly, Strouse said last week, "perhaps 10 per cent finally get them on the air."

Addressing the Senate Communications Subcommittee and speaking out against the Smathers Bill, Strouse was explaining methods used by his station in programming disks. Altho WWDC has moved its offices to its transmitter—approximately 20 minutes from downtown—Strouse noted that "in the average week almost 100 people visit our station for the sole purpose of getting us to plug their records."

Strouse said further: "We are not interested in the label of a record; we don't even know whether it is ASCAP or BMI. We are interested only in the artist and the selection." The exec said his station paid ASCAP almost \$20,000 and BMI almost \$10,000 last year, while SESAC received "something less than \$1,000."

What do we get for this money?" he questioned. "Strange as it seems, we don't know. We haven't the slightest idea what copyrights SESAC owns. We don't know whether we play a single SESAC tune a year. We pay to prevent being sued."

"We know, of course, that both ASCAP and BMI license copyrights on a great many tunes. We don't get much mail from ASCAP. We do get BMI pinup sheets and music sheets, which our librarian throws away."

Film Theme For Belafonte

NEW YORK — In line with what he terms "the need for movie songs to fit in directly with the action and the story line, rather than as incidental trimming," Harry Belafonte has figured out a novel gimmick to spotlight a musical number he will do in "End of the World," an M-G-M film he's jointly producing with Sol Siegel.

The script portrays Belafonte as one of the last three people left on earth after an atom blast. Alone in New York, in an apartment he has filled with fabulous treasures salvaged from museums and galleries, he picks up an heirloom guitar and sings, merely to hear his own voice raised in the silence of a dead city. His audience: exactly nobody.

A special tune for the off-beat "solo" is being readied by Belafonte and Alan Green, who does special arrangements for the singer's nitery and concert repertoire. A disk version will be released as a single.

Diskeries Run For President

LITTLE ROCK — Thomas Morrissy, manager of President Records Distributing Company in this city, has requested that the New York diskery, known as President Records, discontinue usage of that label title. The New York operation is helmed by George Wemar of Wemar Music Company.

The Little Rock firm has also requested the New York company to provide a list of all records that have been pressed and released under the President label. The Little Rock label claims that the word, "President," as pertains to phonograph records is their exclusive property and that it is a registered trade-mark.

SENATORS JOIN CHORUS

Stars Rap Smathers Bill; Chances Fade

• Continued from page 3

dependent on the music of both licensing groups.

Among the performers and songwriters were Jane Pickens, Gene Autry, Eddie Callahan, Pee Wee King, Jimmy Davis (former Governor of Louisiana), Mahlon Merrick (music programmer for Jack Benny), Sammy Kaye and Ray Bloch. All testified that the only yardstick for music choice is the public taste—"Often an unpredictable and harsh taskmaster."

Broadcasters representing cross-section of the country from Maine to Oklahoma, also said they program solely for the public without regard to label or source of music—or they would lose audiences and "go out of business."

Broadcast personalities, managers, owners, deejays and talent denied pressure or anything approaching it either by broadcaster-management or BMI, in today's savage competition for the listening audience. Most bristled at the idea that anyone could override their own convictions as to what music was suitable—"even when we're wrong," country music star Eddie Arnold said ruefully.

Broadcast Haven

The music personalities also scored the bill as "discriminatory" and "restrictive" in barring them from ever going into the broadcast business. The opponents of the bill said broadcasting is a natural haven for those who looked forward to "doing a good job" in a related field, when their prime days of creativity and limelight performances would be passing.

The author of the bill came to the hearings just long enough to ask an opposing witness, James L. Howe, indie station owner (WIRA) and President of Florida Association of Broadcasters, if he would object if networks were separated from owning music publishing and recording house.

Howe answered that a bill of that type "would not have an adverse affect on our particular problem." (Previous testimony during proponent hearings had brought out that it would be next to impossible to draw up a bill applica-

ble to networks per se, which are not regulated under the Communications Act.)

The particular problem of the indie local, Howe had testified, was the danger of another ASCAP monopoly. The high rates resulting from it could "send grassroots stations to the wall," as he and many other broadcasters knew from past experience, Howe said. The recourse provided in the ASCAP consent decree was "negated" by the time-consuming and costly business of getting court arbitration of rates, he said.

Praise by Chairmen

Pastore directed the questioning to the heart of the matter: The good or bad of having a music licensing organization such as BMI, owned by broadcasters. Pastore had high praise for the broadcasters, whose performance "exhilarated" him. He praised the "good" competition BMI had brought to the music industry. But he had these questions to ask of Sidney Kaye:

"If BMI continues to be broadcast owned, what guarantee is there that the public interest will be protected? Who will tell the broadcasters to air edifying music, as against the kind that brings out barbaric instincts?" This went beyond his earlier stipulation that broadcasters make sure the public got "what it asked for."

Cutting the issue to its sharpest edge, Pastore asked: "Is it good for a licensing organization to be controlled by people who disseminate the music?"

Kaye answered, ad lib, and in 40 pages of testimony that won Pastore's praise. (Pastore also complimented opposing counsel for SPA, John Schulman. "You're both fine counsels," he told the legal warriors.)

No one can "guarantee" elevation of musical tastes, said Kaye. But broadcast ownership of BMI can guarantee "the widest choice of music" to the public. They can guarantee continuing availability of the best in music, from concert to country, "at the turn of a knob." (Continued on page 21)

DISTRIBUTOR NEWS

• Continued from page 4

first release is "Ring Dang Doo Ting a Ling" backed with "Angela" by the Bell Hops. . . . Winners of Decca's "Decca On Parade Silver Record Award Contest" for March are Walter Slagle & Company of Denver. Second place was snared by Peaslee-Gaubert Corporation of Louisville, Ky. Third place went to Momsen-Dunnegan-Ryan Company of El Paso. . . . Art Goodwin has been selected to helm National Record Distributors, a subsid of the new National Recording Corporation. . . . Mel Mallory, head of Mallory Distributing, New Orleans has set up a promotional deal with the local Coca-Cola bottler to have "We Sip Upon Our Cokes" by the Four Mints on NRC played on locally sponsored Coca-Cola programs.

NOTES IN THE MAIL: A. Decker of Mid-State Record Distributors in Utica, N. Y., writes that "Little Turtle Dove" by Bobby Day on Class has broken wide open in the area. . . .

Traff Hubert, sales manager of B. G. Record Service in Portland, Ore., has hot ones in "Apache" by the Chiefs on Greenwich, and "Flip Top Box" backed with "Nee Nee Na Na Nu Nu" by Dickey Doo and the Don's on Swan. He also states that Audio Fidelity's stereo disks have sold far beyond expectations. Ted Kellem, Marnel Distributors in Philadelphia, writes that Epic has three fast-moving disks in that city. They are "Bluebirds on the Mountain" by Ersel Hickey, "Miraculous Box" by Joe Sherman and "Crazy Feeling" by Roy Hamilton. "I Might Like It" by the Deltairs on Ivy is also strong. Imperial is hot with "Sack Dresses" by the Sad Sacks and "No, No" by Fats Domino.

Ramco Distributing Company in Phoenix, formerly known as Old Timer Distributors, is expanding operations. John Garton has been added to the sales and promotion staff. Hottest new platters at Ramco are "Straight Skirts" by Gene Summers on Jan, "Cherry Pie" by Marvin & Johnny on Kent, "Frank N. Stein" by Al Casey on Highland and "Strollin'" by the Hornets on Rev. Other strong bets are "Why Does Everything Happen to Me" by B. B. King on Kent and "Billy" by Kathy Linden.

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CUT OFF AND WILL BE REMOVED OR
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SIGNED

Sidney Frey

PRESIDENT, AUDIO FIDELITY, INC.

770 ELEVENTH AVE., NEW YORK 19, N. Y.



VOX JOX

By JUNE BUNDY

WAMM FORMULA: Richard S. Carter, manager of WAMM, Flint, Mich., writes: "We read with much interest the recent Billboard article on balanced radio as propounded by the Bartels. Oddly enough, it was WAMM Radio, back in 1956 that devised this format for out Tip Top Tunes. Disk jockey Fred Garrett, WAMM's morning man, first gave us his theory for a 'balanced programming sound.' The format operates as follows: WAMM begins every half hour with a 6-T formula. First, a WAMM Tune Tip, a brand-new record. Second, WAMM Tip Top Tunes, a selection from the top 60 best sellers in the market. Third, WAMM All-Time Tune, a million seller. Fourth, WAMM Tip Top Tune. Fifth, WAMM All-Time Tune. Sixth, WAMM Tip Top Tune. If a deejay completes this cycle before the half hour ends, the formula repeats. Garrett expounded this theory recently at the Disk Jockey Convention."

THIS 'N' THAT: Flack

Buddy Basch urges that "all deejays try and attend the Music Operators of America's convention in Chicago May 6-7-8." Basch, a member of the MOA convention entertainment committee, remarks: "Deejays will gain much in liason with (joke box) operators and this is the place to learn how." . . . Bob Stevens, Red Jones, Tom Whalen, Joel Spivak and Gene Edwards—all jocks at KILT, Houston, operate a heavy schedule of record hops, including four on Saturday nights.

TOP FORTY Bob Purcell, proxy of KDWB, Los Angeles, writes: "We don't propose to tell others how to run their business, and there is certainly more than one good way to program, and to sell a radio station. But we simply want to re-state one of our very important operating principals; that is our belief that the radio personality is essential in KFWB's scheme of things. He has to be a

very talented combination of entertainer, companion and air salesman. We feel he is pretty darned important to the listener and to the advertiser. We're proud of the personalities at KFWB and we will continue to promote them as we have in the past." . . . Purcell's comments were in answer to Mitch Miller's recent statements regarding the decline of the jockey as a personality.

CHICAGO: Radio Station WAAF, Chicago, boasts two successful candidates in the local primaries, with Jesse Owens, the former track ace and Olympic star, now doing both a two-hour morning and two-hour afternoon show, a winner in the Republican race for county commissioner. Vince Garrity, morning d.j. and sports commentator, won a Democratic slot in the Sanitary District Trustees competition. . . . Eddie Hubbard, veteran spinner at WGN, Chicago, started

(Continued on page 44)

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

"The bands are definitely coming back," according to Jack Green, veepee of the Willard Alexander Office, one of the prime band bookers in the business. The Glenn Miller band has done exceptional business on its road dates ever since it started under Ray McKinley several years ago. We also organized a Tommy Dorsey band four months ago and with Warren Covington fronting it, the outfit has done fine business on its tours," Green told me.

Latest band plans for the Alexander agency including the building of a Sy Oliver unit and a full-sized group to be fronted by Urbie Green. "This will be Urbie's own band, not Urbie fronting the Benny Goodman outfit as he has recently," Green asserted. Oddly enough, Green gives

much of the credit for the upsurge in band activity to the rock and roll beat, tho not particularly to record hops. "The kids have al-

ways wanted to dance," says Green "there was a time in the late forties when the cool type of music took over and this wasn't for dancing, believe me. Then came the era of the solo vocalists, also of little interest to the dancers. The beat music started four or five years ago with the groups and now there's a lot of emphasis on rock and roll instrumentals. Look at your top hit of the day, "Tequila." That's an instrumental with a definite beat. This trend has helped the bands.

"Look at it this way. The rock and roll music is great for the strictly teen set. But when they get to be 19 or 20, maybe they want something else. Rock and roll is great for the jitterburgs, the lindy dancers and the strollers. You know, the kind of dances where the guy swings the gal around the floor. But when they get older they want to be a little closer. The guy likes to hold the girl friend

close and whisper in her ear. That's where the big bands come in. They give 'em music that's smoother and a little bit easier going. For this market and for a lot of the teenagers, too, the bands fill a need and our figures are proving it."

All of this despite the fact that hotel and roadhouse location jobs for bands are practically extinct. It's a ballroom business primarily. One of the last great spots for bands, the Cafe Rouge of the Hotel Statler in New York, when Glenn Miller, Tommy Dorsey and Benny Goodman all helped to write history in the swing movement, will close as a band location after the current stand there of Xavier Cugat.

Despite continuing reports that "it's rough going on the road," there is new activity this week on the pop and rock and roll package tour scene.

(Continued on page 55)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Texas Bill Strength has set it down at the Vasser Grove Trailer Park, Hopkins, Minn., after taking departure from Minneapolis, where he resigned his deejay post at KEVE and his emcee job at the Flame Theater Cafe. Texas Bill says his Minneapolis exodus was not due a flare-up or conflict, as one of the columnist there stated, but rather due to health reasons. Strength says he also has disposed of his record shop in Minneapolis and that he is contemplating a change of scenery and atmosphere. Says he has been planning getting out of the disk jockey business for some time in an effort to build his status as a c.&w. artist. Bill put in most of last week in Chicago, while playing a Calumet City, Ill., nitery. He reports that he cut a session recently, with the release due soon on either Columbia or Decca.

Tom Perryman, of All-Star Artists, Madison, Tenn., has taken on the personal management of Hank Snow and the Rainbow Ranch Boys. On May 7, Snow's "Grand Ole Opry" unit, comprising Hank and his combo, Jimmie Rodgers Snow, Cowboy Copas, Wilma Lee and Stoney Cooper, with Carolee, and the Clinch Mountain Clan will begin a 40-day trans-Canadian tour at Camrose, Alta. Upon completion of the tour, June 16, Snow will return to Nashville. Beginning around mid-July, he plans to work between 10 and 15 personals a month in the States. Hank's current RCA Victor release couples "Whispering Rain" and "I Wish I Was the Moon." His new release, due out soon, ties together "I'm Hurtin' All Over" and "Big Wheels."

Betty Luther, vocalist with Charlie Aldrich's combo at Riverside Rancho, Los Angeles, is mending from an emergency appendectomy. . . . After nearly two years' absence from Southern California, Jim

Reeves is set for an appearance on "Country America" over KABC-TV, Los Angeles, April 26. He'll double at Charlie Aldrich's Riverside Rancho on the same night. . . . The Everly Brothers show their wares on the Ed Sullivan TV-er from New York next Sunday (27). . . . Dick Carson, steel guitarist, bass and vocalist, is currently working with Denver Bill and the Ranch Hands at Station WFMJ, Youngstown, O. Carson is also handling the managerial reins on Lee and Webb and Pals, formerly of "World's Original Jamboree," Wheeling, W. Va., and Nickie Green's Cumberland Mountain Boys, heard on the Decca label.

"Grand Ole Opry's" Jimmy Newman and Justin Tubbs are routed for Kansas City, Kan., April 27; Topeka, Kan., 28; Sioux City, Ia., 29; Omaha, Neb., 30; Lincoln, Neb., May 1, and Wichita, Kan., May

(Continued on page 53)

MUSIC AS WRITTEN

By BOB ROLONTZ

MARTERIE CUTS MARLBORO JINGLE

Ralph Marterie and band have cut the Marlboro Cigarette jingle, "You Get a Lot to Like," with the Marterie version released to radio stations from coast to coast last week. The Marterie big-band arrangement runs one minute, as do all Marlboro feature spots, and features Ralph and his horn. Marterie's waxing takes its place with other versions recorded by such artists as Julie London, Hoagy Carmichael, Jack Teagarden and Barbara Carroll. According to Robert V. Brown, of the Leo Burnett adagency, Chicago, Marterie is the first big name band to air for Marlboro.

SET U. S. CONCERTS FOR VAN CLIBURN

Van Cliburn, 23-year-old pianist from Texas who created much excitement in Moscow and thruout the musical world last week when he won the International Tchaikowsky Contest in Moscow, will repeat his prize winning program in this country. As things now stand Van Cliburn will perform in New York, Philadelphia and Washington. Columbia Artists Management, who handle the pianist, will engage an orchestra in each city. The New York concert is set for May 19, and the orchestra may be the Symphony of the Air. CAM is trying to get Kiril Kondrashin to conduct for Van Cliburn as he led the Moscow concert. It is understood that three diskeries are now bidding for Van Cliburn's services as a result of his win in Moscow and his worldwide publicity breaks.

USES PIC TO HYPO SCORE

Norman Rosemont has come up with a new way to promote a score from a flick. Rosemont, general manager of the Lowal Corporation, which is publishing the Lerner and Loewe score from the movie "Gigi," has taken a print of the film on the road and shown it to deejays in six cities with more to come. So far deejays in New York, Chicago, Cleveland, Detroit, Pittsburgh and Boston have seen the movie at trade showing, and this week Rosemont will show it to jocks in Philadelphia and Washington. Emery Austin, exploitation manager of M-G-M Pictures has been working with Rosemont in the deejay screenings.

New York

Jo Ann Miller, Audio-Fidelity recording artist, visited New York last week to see jocks and make some TV shots to promote her new LP "Jo Ann Miller Unrestrained." . . . Herb Gronauer, former manager of the Ted Weems Ork and the Frankie Masters crew, is now in charge of the band department with Orchestras, Inc., in Chicago. The agency books the Russ Carlyle band and many others. . . . Zoot Sims and his quartet will open at the Black Pearl in New York on April 24. . . . The Modern Jazz Quartet will be presented in concert at the Town Hall in New York on May 12, under the sponsorship of Monty Kay. . . . Arnold Berry, in charge of international relations for Columbia Records, and arranger Ray Conniff, off for Brisbane, Australia, in May for a business meeting with the firm's licensee Cornet Records.

Nashville attorney Kenny Marlow, owner of Fidelity recording studios there, has started a BMI firm, Kenny Marlow Music. . . . Critic Martin Williams will become an additional reviewer for Down Beat magazine. Williams formerly reviewed jazz records for the Saturday Review of Literature. . . . George Sion is both the writer and associate producer for the Timex Al Star Jazz Show which will be presented on CBS-TV on April 30. Executive Producer is Larry White and producer-director is Bil Hobin. . . . Thrush Jennie Smith starts a three week stint on the Howard Miller TV show out of Chicago.

Stan Getz and his quartet are now at the Village Vanguard in New York. He has been joined by the Kingston Trio. . . . The Paris Sisters are now playing Amato's Supper Club in Portland, Ore. . . . The American Society of Music Arrangers inaugurated its arranger's workshop April 5, with a session devoted to the String Quartet. Society is open to all arrangers. . . . Phil Anderson, general sales manager of Quality Records, Canada, became the father of a boy last week, named Philip Reid Anderson. . . . The Cleveland Orchestra, under the direction of George Szell, presented the first performance of the "Concert for Piano and Orchestra" by Peter Mennin on CBS radio on Saturday, April 19.

Hollywood

Miklos Rozsa will pen the score for M-G-M's "Imitation General." . . . Actor Eddie Albert has been inked to a recording contract by Dot Records. . . . Ann Sothern's A Bar S Music Company has named Keys-Hanson, Inc., to act as selling agents for the firm's initial tune, "Another Year," penned by Ian Bernard and recently introduced on "Sothern Exposure" for Zenith Records. . . . Singer Marti Barris, Keen Records, is on a personal-appearance tour visiting d.j.'s in the San Francisco area. . . . Decca Records will release the music from "Maracaibo," inking Jean Wallace to a term pact. Miss Wallace appears in the film with hubby Cornel Wilde. . . . Lawrence Welk ork will provide the music for the upcoming convention banquet of the National Association of Radio and Television Broadcasters. . . . Indie Tender Records has inked Poison Gardner, Ric Philips and Gloria Ferrino.

Bobby Troup's "Stars of Jazz" teleshow set to go network (ABC) next week after 90 weeks as a local show. . . . "Invitation," Bronislav Kaper title tune for a sequence in the 1952 film, "The Story of Three Loves," has had a set of lyrics penned by Paul Francis Webster, with records set by Dakota Staton on Capitol and Carmen MacRae on Decca. . . . RCA Victor's "Stakeout," by the Hollywood Chamber Jazz Group set for release this week to coincide with the premiere of the film of the same name. . . . Tex Ritter will record the title song from the Allied Artists release "Snowfire." . . . Larry Bodas, 21-year-old San Leandro singer, has been signed to a recording contract by Dick Puccio, Rip Records topper.

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DICK HAYMES	Hallmark
SOUND TRACK ALBUM	RCA Victor

M. WITMARK & SONS

Price Sked May Face Changes

Continued from page 2

downgrading retail prices. An effort will be made to at least recoup production costs.

Inroads of low-priced records on the standard LP market have also been noted. Admittedly, there is enough good low-priced recorded fare, attractively and colorfully packaged, to pose a threat to at least some of the less salable regular priced LP units.

Stereo is still in its infancy and the number of releases on the market numbers perhaps 35. But more are on the way, both from majors and indies.

With the other subtle pressures working toward a general downgrading of LP prices, the advent of stereo can be the catalyst that actually precipitates the change.

Catalog Problem

A number of companies have vast inventories of heavy catalogs. In order to do this, a considerable price separation must be maintained between stereo and monaural LP's. The heart of the matter, in the words of another observer, is this: "If, for example, you sell stereo disks for \$4.98 for pop and \$5.95 for classical, jazz or specialty items—is a \$1 price difference between the stereo and monaural disks enough to maintain the monaural market?"

In the opinion of traders, including dealers, the difference is not enough. According to one:

"The logical step would be to lower \$3.98 pops to \$2.98, and \$4.98 jazz and classical items to \$3.98. This would provide a \$2 differential, which would be plenty to keep up a level of interest in the monaurals." The catalogs would thus be protected for a considerable time to come, it was averred, and companies could recoup production costs, and incidentally compete with the growing threat of the low-pricers.

Some dealers expect this change to be a reality very shortly. "I have stopped ordering anything now except items I know I can move in a very short time. Then I re-order in small quantity. I've asked for some kind of price protection or guarantee from a number of labels and nobody is giving it," one dealer asserted.

"When a distributor won't even guess at what's going to happen, even next month, you can bet something is in the wind. It's not even so much the stereo threat that's worrying us dealers now. We've got to liquidate much of our inventory before the price break comes. Once one company does it, the rest will have to go along."

The possible change in price structure of LP's is not being interpreted, however, as a serious danger to EP's. Kids are the primary EP market.

"The youngsters are well oriented to the 45 r.p.m. speed and even tho you actually get more for your money with a \$2.98 LP, it's still a lot more loot than \$1.29," said another observer. Let's face it—the relatively low price of EP's hasn't destroyed the singles at 98 cents, has it? Yet the EP gives you two more sides than a single for only 31 cents more."

BMI Counsel Deals With Puffs

Continued from page 3

cused. Also, Kaye showed, top hits do not have the importance the honor roles would seem to give them.

Kaye quoted recent Billboard figures to show that during a recent week when BMI had 21 out of 30 honor role hits, BMI had less than 60 per cent in the "singles most played by deejays" list. BMI had only about 7 per cent on compositions from "albums most played" by radio emsees. Moreover, out of the John Peatman song list with the greatest network radio audience, BMI had only 5 of 30 songs, or 17 per cent.

An instance cited by ASCAP proponents of 8 New England disk jockeys who "conspired" to promote a certain tune as their favorite for a week was dissected by Kaye. Quoting a trade story, he noted that the tune was composed by a regional juke box operator who was ill. The deejays got together to give his song a boost, but the tune remained a bust, Kaye reported.

Charges by ASCAP writer Arthur Schwartz that a BMI conspiracy accounted for his failure to produce successful compositions in recent years were labeled "far-fetched" as it would be to say that Oscar Hammerstein's correspondingly big success has been due to BMI maneuvering.

Kaye checked into station logging in such instances as ASCAP writer Eddy Rogers' testimony accusing KOA (Denver) management of ordering "more BMI" played. Logs for the period showed 15 per cent BMI music—the rest almost all ASCAP, said Kaye.

In another instance, Don Tibbet, WFEA, Manchester, deejay, was said to have told ASCAP'er Jim Gannon "this is BMI month."

Kaye reported station log of the month in question gave 12.8 per cent BMI plans, over all in Tibbet's own program, only 25 per cent was BMI music.

The puffing by Martin Block some 15 years ago in a BMI pamphlet urging BMI play by broadcasters also was cited by Schwartz. Schwartz said Block's ownership of a BMI-affiliated publishing firm was the moving factor.

WNEW Shakes

Continued from page 2

who will take over William's current 4 to 6 p.m. show. Jack Lazar is moving off the "Milk Man's Matinee" to emcee WNEW's 8 to 10 p.m. time period. Dick Shepherd becomes the station's new all-night man.

Lonnie Starr stays in his 2-4 p.m. spot, and also assumes reins of a new "Sinatra With Strings" program from 11:30 a.m. to noon—a time period which featured Bing Crosby disks for more than a decade. Gene Klavan and Dee Finch, who reportedly pull down \$190,000 a year, remain in their early morning time.

Altho Art Ford currently is attending the Brussels World's Fair (he did a special overseas broadcast over WNEW last Thursday (18), WNEW execs said the parting had been mutually agreed upon. His contract—reportedly bringing him \$75,000 a year—ran to January, 1962.

The trade has been aware for some time that Ford and WNEW didn't see eye to eye. The jockey was said to be quite upset when WNEW refused to let him do an NBC-TV show recently. The station, in turn, was disappointed in Ford's "Make Believe Ballroom" ratings.

Ted Cott, National Telefilm Associates (new owner of WNTA) veepee in charge of station relations, said that he has been talking to Ford about the jock doing a TV and radio show for WNTA, altho contracts had not been signed at the writing.

Kaye noted that while Block puffed on independent WNEW, logs of the station showed programming of less than 25 per cent BMI music to 75 per cent ASCAP. The same ratio held when Block joined the ABC network in 1954, said Kaye. Final chapter: Block's BMI publishing firm had its ups and downs. He now owns an ASCAP firm, too, in which he gets more money than he takes in the BMI firm, Kaye said.

Kaye tackled the accusations against the BMI-Aberbach contract of 1949. Much was made in ASCAP songwriter testimony of the Aberbach contract with BMI. (The publisher did not then have any ASCAP connection. The contract provided that Aberbach would not give "major exploitation" to other songs in three companies Aberbach owned.)

Kaye made no excuses for the proviso, but noted that the clause was dropped on renewal of the Aberbach contract. More significantly, he said, an Aberbach firm later affiliated with ASCAP, with plenty of "free exploitation" of ASCAP songs. The Aberbach ASCAP income rose from \$3,500 a year in 1950 to about \$100,000 a year in 1956, said Kaye.

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PRIZES:

All expenses, including transportation via air to and from Shawnee, will be provided for the 16 semi-finalists. An impressive list of prizes will be printed in upcoming issues of The Billboard, Cash Box and Variety for semi-finalists and finalists. The prize committee is currently at work finalizing details.

HOW TO ENTER:

Fill in the application blank below and send to Disc Industry Scholarship Committee, Room 1400, 157 W. 57th Street, New York, N. Y. Checks should be made payable to: Connie Lewis, Treasurer, D. I. S. C. Each entrant will be notified as to the location of the course, etc., and the time within which he must play, both in the qualifying and match play rounds. Entrance fee is \$10 which incidentally also makes you a member of D. I. S. C. Monies collected will be used to establish scholarship fund.

TOURNAMENT DETAILS:

Plans are for '58 tournament to get under way in a matter of weeks. Two weeks will be designated as a qualifying period. Everyone will qualify in one of four (A-B-C-D) handicap categories. The qualifying round will determine your category of competition. Following the qualifying weeks there will be area competition right through the summer. These areas will be determined by number and location of entrants who wish to take part in the tournament. Each of the area winners (A-B-C-D categories) will participate in regional playoffs which will eventually produce four regional winners (North-East-South-West) with a winner in each of the four handicap categories from each of these regions.

The sixteen ultimate winners (four regional, four categories) will play off at a two-day tournament to be held at the beautiful Shawnee-on-Delaware Country Club, Shawnee, Pennsylvania, in late September. Special arrangements will be made with various golf clubs around the country to permit use of their facilities at a minimum cost for all play.

ADDITIONAL ENTRY BLANKS AVAILABLE FROM CONNIE LEWIS, CHAIRMAN MEMBERSHIP COMMITTEE, D.I.S.C., ROOM 1400, 157 W. 57th STREET, N.Y.C., TO WHOM THIS APPLICATION BLANK AND REMITTANCE SHOULD BE SENT.

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'HAND' TITLES GRAB THE GRAVY

NEW YORK—The "hands" have it this week, with the following new releases: "You Need Hand" by Eydie Gorme, "Hand Jive" by Betty Smith on London (a "Billboard Spotlight" this week) and the Show Brothers on Robin and "Butterfingers" by Bob Savage on ABC-Paramount. At the same time, Laurie London's waxing of "He's Got the Whole World in His Hands" continues as the nation's No. 2 best seller.

Other anatomical - titles among new releases include: "Red Lips" by the Rock-A-Fellas, Presley's "Wear My Ring Around Your Neck," Frankie Lyman's "Portable on My Shoulder," "Sweet Sugar Lips" by Jill Corey, "I Love Your Pony - Tail" by Chip Fisher, Roy Brown's "Hip Shakin' Baby," Eddy Arnold's "Peck-A-Cheek," Morty Craft Ork's "Long-Legged Ladies of Labrador," and the Buccaneers' "Blonde Hair, Blue Eyes and Ruby Lips."

Beeps Solve Tape Riddle: Where's Tune

CHICAGO — One of the thorny problems of pre-recorded tape, the difficulty of selecting a particular tune for play, will be attacked with a new gimmick to be unveiled by Mercury in its June tape release.

Each tune on the tape will be preceded by a designated number of beeps, which will be audible only when the tape is winding at high speed, either forward or backward. Each tune will be identified by a number outside the package to correspond with the number of beeps. Thus if a listener wants to hear the fourth tune in the tape, he reels at high speed until he hears four beeps, and his tape is in proper position. When the tape is reeling at slow playing speed, the vibrations producing the beeps will be below the range of human audibility.

Other technical innovations in the June release include a signal on the lead-in portion of the tape, alternating between the left and right speakers, so the listener can check for proper balance before the music begins. At the end of the tape a series of beeps will inform the listener that the tape should be rewound or the machine should be shut off.

Owen Bradley Heads Decca C&W Division

NASHVILLE — Owen Bradley has been named head of country and western music for Decca Records. The appointment was announced this week by Milt Gabler, veepee in charge of artists and repertoire for Decca. Bradley succeeds Paul Cohen, who recently moved in as a.&r. chief for Coral Records, subsidiary of Decca.

Bradley started in the disk field with Decca in 1947 as an assistant to Cohen. He has also been music director of WSM, Nashville, since 1940, a post he has resigned in order to devote full time to his increased a.&r. responsibilities.

Bradley has been a recording artist on Decca with such hits as "Blues Stay Away From Me," "White Silver Sands" and "Big Guitar" to his credit. Bradley will continue to headquarter here.

Kingston Trio Makes It Big In '90' Drama

NEW YORK — The Kingston Trio, new male vocal group just signed by Capitol Records and currently appearing at the Village Vanguard here, is about to receive a major TV musical break—but on a non-musical show, "Playhouse 90."

The guest shot is an outgrowth of a recent visit by F. W. Durkee Jr., one of the show's writers, to a West Coast club where the trio was making its first pro appearance.

Durkee flipped, and promptly wrote them into his next "Playhouse 90" script, "Rumors of Evening." Originally scheduled for April 10, it is now slated ahead—due to the strike of CBS technicians—for May 1.

The Kingston cats, when rehearsals began, got another major break. Director John Frankenheimer like them so much he started a series of minor alterations in the show, building their appearances until the show now has no less than six musical spots in what is essentially a straight drama. (Actually, the story is about wartime U. S. fighter pilots in England and stars John Kerr and Barbara Bel Geddes.)

Since the members of the Kingston group—Dave Guard, Bob Shane and Nick Reynolds—average in age about 22 years, and look like crew-cut collegiates, they will also play minor roles as members of a fighter squadron.

According to Fred Werber, San Francisco adman-publicist who is the trio's personal manager, the group has also been signed for further TV appearances on Dave Garroway's morning show, with appearances on the Jack Parr and Steve Allen stanzas being discussed.

As a topper, Capitol Records is issuing, day-and-date with the "Playhouse 90" show, a singles release, featuring "When the Saints Go Marching In," one of the numbers performed by the Kingston Trio in the telecast. (See review, this issue, of the group's New York nitery debut.)

Klug Named FM Exec at Westinghouse

NEW YORK — Charles Klug has been appointed FM program co-ordinator for the Westinghouse Broadcasting Company's FM stations. He will plan and co-ordinate programming on WBC's four FM outlets—WBZ-FM, Boston, KDKA-FM, Pittsburgh, KYW-FM, Cleveland, and KEX-FM, Portland, Ore.

WBC has been programming its FM stations independently of its AM stations since last fall—with major FM programming emphasis on good music. As a KDKA staff producer, Klug produced many of the station's serious musical programs, including the weekly "Stereo Horizons in Sound," a full-hour stereo-tape broadcast by KDKA and KDKA-FM.

BMI Gives College History Material

NEW YORK—Original manuscripts and documents in "The American Story," prize-winning script series distributed to radio stations by Broadcast Music, Inc., were presented formally to the Columbia University Libraries Friday (18) by Carl Haverlin, BMI president. The series, initiated in July, 1954, was designed to bring authoritative American history before wide audiences.

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AN M-G-M RECORD ALBUM FROM THE NBC SPECTACULAR

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REXALL Presents

Red Buttons · Barbara Cook



HANSEL
and **GRETTEL**

ALSO STARRING

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Stubby Kaye
Paula Lawrence



Created and Staged by
YASHA FRANK
Music by **ALEC WILDER**
Lyrics by
WILLIAM ENGVIK
A TALENT ASSOCIATES
PRODUCTION

WATCH
HANSEL &
GRETEL
ON NBC-TV
SUNDAY,
APRIL 27

HEAR THESE DELIGHTFUL SONGS

- THE HANSEL AND GRETEL SONG
(Much Too Happy Dancing)
- MARKET TODAY
- MEN RULE THE WORLD
- EVENING SONG
(Soft Through the Woodland)
- MORNING SONG
- EENIEE MEENIEE
MYNIE MOE (The Courting Song)
- WHAT ARE LITTLE GIRLS
MADE OF
- FINALE



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NOW**

FOR
**IMMEDIATE
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E3690

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And Including HUMPERDINCK'S SUITE FROM THE OPERA "HANSEL AND GRETEL"

Executive offices moved to 1540 Broadway, New York, N. Y., JU 2-2000

MGM Records

CONNIE FRANCIS

See and Hear Connie Francis on the
DICK CLARK SHOW
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I MADE
YOU CRY
and
LOCK UP
YOUR HEART

K12647 on 45 & 78 rpm

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WHO'S SORRY
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LEROY HOLMES and HIS ORCHESTRA

BASIN
STREET
BLUES

and
ROCK-
A-BYE-
BABY

K12650

JERRY WAYNE

YOU
CAN'T BE
TRUE,
DEAR

and
I CAN'T FORGET
LAST NIGHT

K12622

MARV AND PATTY

BECAUSE
I'M A
DREAMER

and
TWO FOOLS
IN LOVE

K12625

Executive offices
moved to
1540 Broadway
New York, N. Y.
JU 2-2000

Stereo Outfit Offers Trades On Old Tapes

HOLLYWOOD — In the first sales promotion of its kind, Omega-tape, Coast indie tape firm, last week unveiled a trade-in plan enabling dealers to return any two monaural or stereo tape packages with every 10 purchased, with dealers receiving a \$5 allowance for those returned.

Intent of the plan, according to Omegatape President Dave Hubert, is to pass on better discounts to distributors and dealers while holding the price line on the firm's merchandise. Net effect will be to reduce the unit price of an Omegatape \$11.95 stereo package to \$8.95.

Dealers may return any brand, in any condition, stacked or staggered, and receive the cash discount allowance with each purchase of 10 tapes from the 75 in the firm's catalog.

Plan is expected to clean up much of the monaural market, with Hubert declaring he would "rather have all unsalable tape packages returned so that stereo tapes can be properly sold and exploited."

Hubert averred that "dealers have been panicked by the manner in which the stereo LP has been ballyhooed and inadequately developed so far in advance of being practical. Stereo records will broaden the interest and potential for the tape market rather than hurt sales."

Sales plan covers the period April 15 thru June 15, and excludes demo tapes or other Omegatape accessories. Firm is now using approximately 10 million feet of tape per month, according to Hubert, with volume at the \$35,000 level monthly. New tape product upcoming includes "Music Man," "Gigi" and "Shep Fields."

Probers Told Of C&W Boom

WASHINGTON — Striking bit of testimony on the golden touch of country music was presented to the Pastore Senate Commerce Subcommittee in the resonant tones of Gov. Frank Clement of Tennessee last week, during hearings on the Smather's Bill.

Said country-fan Clement: "Thanks to BMI's release of the folk music," long denied entry by ASCAP, Nashville has become one of the "music capitals" with business estimated by Life and other publications at about \$50 million annually.

"More records are actually cut in Nashville than anywhere in the U. S., except New York," Clement told the astonished Pastore. "There are 91 music publishers functioning in Tennessee alone, and between 400 and 500 writers are collecting for their works."

SPA Voting

Continued from page 3

Members will also be voting on candidates for a new council. Results of the referendum voting and the composition of the new SPA Council will be announced at the annual meeting May 21.

Purpose of the proposed name change, it was announced, is to make the title more representative of the entire membership, which includes a number of long-hair clefters "who cannot rightly be called songwriters."

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

Frank, Iserson New Execs at Warner Disks

HOLLYWOOD — Two additional executive appointments to the Warner Bros.' diskery operation were disclosed by President Jim Conkling last week, naming Lowell Frank and Irving Iserson to the posts of director of recording and operations manager respectively.

A veteran recording engineer, Frank has been West Coast director of recording operations for Columbia Records since 1952 and before that handled the bulk of a major company recording activity during his tenure with the Radio Recorders studio here. He has also been associated with CBS and station WOR in New York.

Iserson most recently was treasurer and general manager of Angel Records and before that held a similar post with Dario Soria in the formation of Cetra-Soria in New York. He will direct the firm's purchasing, factory production and finished goods export operations in addition to other executive responsibilities, headquartering in New York. Iserson will remain on the Coast for several weeks on policy matters prior to assuming his new post.

20th-Fox Set

Continued from page 3

are already under contract to a label, but this will be the only way to get around the increasingly serious problem of every star in a musical being under contract to a different recording firm which won't relinquish performance rights."

Onorati also sees the growing boom in stereo as working to the advantage of the 20th-Fox plattery. "Don't forget it was 20th who pioneered in the stereo-voiced CinemaScope process, and virtually every sound track for the company's current feature product has been originally recorded in stereophonic set-ups that have up to seven channels.

"It will be no trick at all to evolve two-channel stereo disks or tapes for the consumer market from these masters. Altho we will hold off until there's industry agreement on standards and techniques, it won't affect original recording work for pictures.

"We feel that the impact of movie musicals geared to wide-screen, stereo-voiced techniques can best be captured for the home market thru stereo recordings," Onorati adds.

Onorati will make use of some personnel for the parent movie firm for "special promotion and exploitation work," but is leaving all actual selling in the hands of the indie distributors.

Kaye Wraps Up

Continued from page 3

Greater Love," "Let Me Be the One in Your Heart," "Roses Remind Me of You," etc.

Kaye paid \$10,000 for "You've Got Me Crying," of which 50 per cent is in the form of a bonus.

Song material, according to Kaye, is becoming increasingly important. This involves, he added, introduction and development of new material and the exploitation of the old. Kaye feels he successfully concluded some of the renewal negotiations because he can virtually guarantee some disk activity thru his various music operations. He records for Columbia Records and owns indie label Dale. The maestro, currently at the Roosevelt Grill, where he will remain until June, is already working over "Spain" and others of the aforementioned titles.

Stars Blast Smathers Bill

• Continued from page 8

Divestiture "would not change public taste."

Changing Taste

No one can keep up with changes in American music tastes, Kaye pointed out. Time changes tastes. Each generation finds the newer music trends "vulgar," and tries to preserve the old. "The waltz, jazz, ragtime, swing and other music developments disliked in their time, could have been censored out of existence on this basis."

Public interest is wrapped up in a competitive situation in music, Kaye pointed out. Before 1939, an almost "total monopoly of music performance licensing." Only thru broadcast ownership has any licensing organization seriously competed with ASCAP:

"No one else has ever done this."

As to the role of the ASCAP consent decrees in preventing a return to the earlier monopoly, Kaye said: "It was not the decrees but the competitive situation ("the store down the street," country music witnesses called it) which had brought ASCAP rates to a "reasonable" plateau. ASCAP and the broadcasters both preferred to avoid court-setting of rates, in favor of across the table bargaining.

Ownership of music interests by users of music "is no alien invasion," as proponents of the Smathers bill claimed, said Kaye. "It has always been usual for music users to have interests in music business." Kaye reminded the Senators, "without critical intent," that "motion picture producers own important recording companies." Also "the largest publishers in ASCAP are controlled by the motion picture producers, one producer getting \$2 million a year."

Alternatives Listed

If BMI were not broadcast-owned, there would be two alternatives: To sell the BMI stock to business interests, who would operate solely for profit—or organize it co-operatively, like another ASCAP, Kaye said.

If BMI were set up like ASCAP, run by publishers and authors as ASCAP is, the same motives would prevail: "The bulk of money and

control would remain in the hands of the old-timers. There is no reason for co-ops to welcome newcomers from new fields—each cut of the pie is smaller," the BMI counsel said. Over all, as between ASCAP and a newer organization, writers and publishers would gravitate naturally toward "the longer pocketbook of ASCAP."

On the other hand, if broadcasters' stock were transferred to business interests, the main drive would be to collect licensing fees. Only enough performances to keep the broadcasters renewing licenses would be required. Dividends would be the prime goal, at the expense of performance. (In BMI, no dividends are earned by stockholders, who consist of the original 624 broadcasters and networks, with latter owning 20 per cent of the stock, Kaye said.)

As the situation stands, "ASCAP is still dominant, and BMI is still the struggling competitor. ASCAP music still rules the airwaves (ASCAP-BMI ratio, according to testimony from both sides, hovers around 60 ASCAP to 30 BMI on local outlets, and runs closer to a 80 to 20 on networks) and ASCAP almost completely controls the motion picture and Broadway musical comedy fields," Kaye said.

Composers Helped

Another guarantee for improved music Kaye offered the Senators was BMI's promotion of serious modern composers, and subsidy of concert music. Only broadcast ownership allows BMI to subsidize modern American composers, said Kaye, thru licensing arrangements with the American composers alliance and BMI's work thru its Associated Music Publishers, Inc.

This point was re-emphasized by Harrison Kerr, composer and dean of the College of Fine Arts, Oklahoma U. Kerr testified that the ACA writers of contemporary serious music could not get affiliation with ASCAP, and that ASCAP decimated ACA ranks by luring key members, with substantial offers, into ASCAP.

(A telegram denying the Kerr charges was sent to Pastore over the signatures of Aaron Copland, Virgil Thompson, Norman Dello Joio and Douglas Moore, all former members of American Composers Alliance.)

Kaye said BMI has received awards from distinguished music societies for its efforts in promotion of better music thru its special program scripts, circulars to broadcasters, and BMI better-programming "clinics." Pastore said the awards would be included in the record.

Gravy Is Spread

In passing, Kaye said the network record companies Victor and Columbia do not record more BMI music than is recorded by the average of other companies. Far from increasing concentration of recording in the hands of these network-owned companies, the years since BMI have seen the number of firms dividing hit records rise to 40 in 139, the big three, Victor, Columbia and Decca, had all of the hit tunes, Kaye pointed out.

Fundamentally, the divestiture of broadcasters from ownership of music interests would not "change music tastes," but would only slam the door of opportunity once again to new music. This would hold true both inside and outside ASCAP, since ASCAP's "insiders" concentrate benefits in performance royalty to writers and publishers of "standards," as against newer popular or serious music, the BMI counsel pointed out.

Hearings will resume with further testimony by opponents of the bill May 6, 7 and 8, it was announced by the Subcommittee. Federal Communications Commission is expected to be called at some later date.

STEAMING FOR A HIT!

ART MOONEY

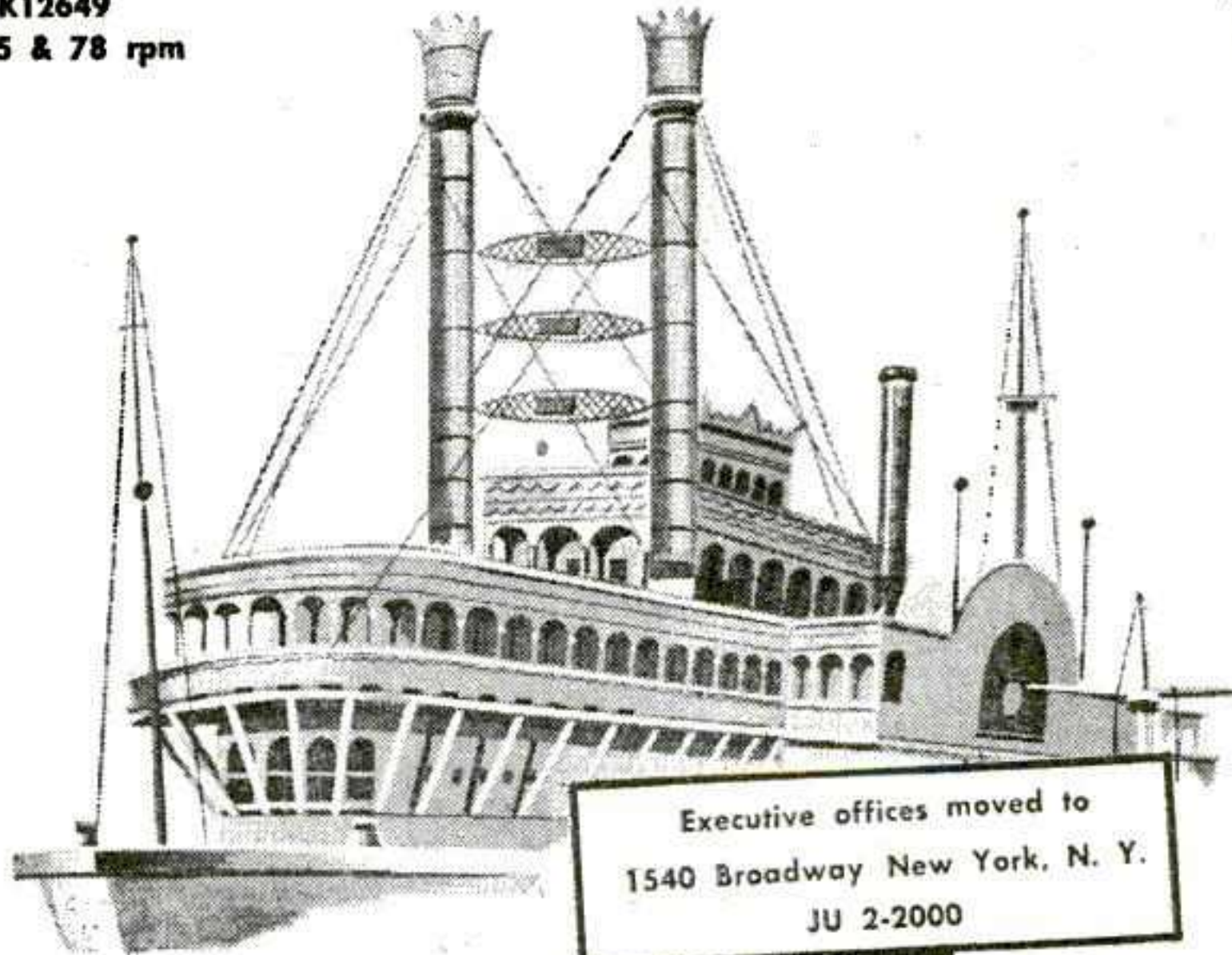
HIS ORCHESTRA AND CHORUS

SOMETHING'S ALWAYS HAPPENING ON THE RIVER



(From the Broadway Prod. "Say, Darling")

K12649 on 45 & 78 rpm



M-G-M Records

Army Sets Music Finals In Washington

WASHINGTON—Grand finals for this year's all-Army entertainment contest will be held in the Washington area for the first time since the inception of the contest in 1954. Capitol figures can be expected to be among the judges. Incentives to winners are the Army's prized Irving Berlin Trophy, a chance to shine on the Ed Sullivan show of June 29, and to go on a world tour with the Army's "Rolling Along" soldier show.

The Army has announced that the seven "live" classes, including vocal and instrumental soloists, individual specialty, vocal and instrumental groups, musical and nonmusical specialty groups, will be judged at Fort Belvoir, Va., June 18-19, 1958.

The "recorded" classes will be judged at Fort McNair, Washington, D. C., on May 22. These include barbershop quartets, spirituals and rhythm and blues groups, country and western groups, Army band choruses, singing platoons and Army choruses.

About 200 contestants plus backgrounding personnel will participate in the live phase of the grand finals, which is under direction of Headquarters, 2d U. S. Army. All winners will perform in the "Presentation Showcase" at Belvoir June 21, 1958, before an audience headed by top brass.

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Audio Feedback

TAPE SALES UP: Audio Devices announces an increase in sales of magnetic tape and recording disks in 1957, up 29 per cent over 1956. Income to stockholders amounted to 19 cents per share because net earnings were affected by expenses incurred in running a new silicon rectifier division at Santa Ana, Calif.

REP CHANGE: The Isophon speaker line is available in the United States. The firm says it is now represented, contrary to earlier report, by the Isophon speaker division of Arnhold Ceramics, Inc., 1 East 57th St., New York 22, N. Y.

NEW PILOT REP: Pilot Radio Corporation has appointed a new sales rep for the New England States. He is Maynard Moore, former district sales manager for Magnavox and Ampex Audio. He will headquarter in Marblehead, Mass.

STEREO STORY: Fairchild Recording Equipment Company is producing a booklet that tells the complete story of stereo sound, particularly stereo disks. The story covers the beginnings in 1931 and traces developments up to the present day. Details of Fairchild stereo products are given. Copies can be had by writing the firm at Long Island City 1, N. Y., and asking for Booklet K-3.

SALES DEVELOPER: Ken Conner is heading a new post for Sylvania. It's the management of sales management development. Conner will be responsible for maintaining a sales training and development program for distributor and dealer sales personnel.

Zenith has appointed Nelson & Small, Inc., of Portland, Me., as distributor of radio, TV, phono and high fidelity products. The firm will serve dealers in Maine and in Coos, Carroll and Belknap counties in New Hampshire.

Bell Sound Systems announces a new sales rep and a territorial change. The McDowell Redling-shafer Sales Company, Kansas City, Mo., will represent Bell in Kansas, Missouri, Iowa and Nebraska. The State of Oklahoma will be added to the territory serviced by the W. R. Hays Company of Dallas, Tex.

John Rogg is the new Chief Engineer of the Reco-ton Corporation, Long Island City, N. Y. Rogg will be in

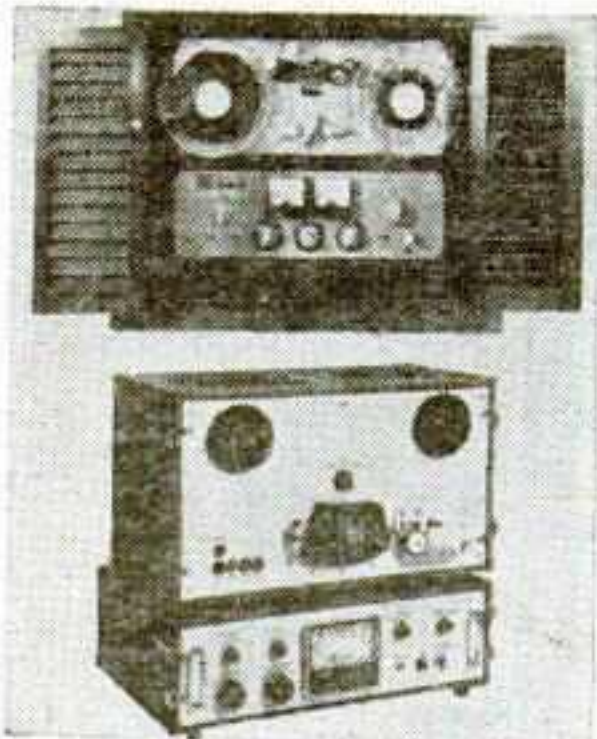
charge of new product development and will supervise phonograph cartridge production. Rogg used to be with the TelePrompter Corporation and before that was an engineer with Fairchild.

The Graybar Electric Company, 711 Galveston Ave., Pittsburgh, Pa., is the new distributor for Sylvania in the greater Pittsburgh market. Ed Crimes is the manager of the account for Graybar in the city.

Ferrodynamics is now producing a double strength magnetic recording tape. The tape used Du Pont Tensilized Mylar as a base. It is available in 2400' seven-inch reels. This new tape brings to a total of four the number of tapes produced by the firm under the Sonoramic label. Like the other tapes, it comes on a V-slot, selection finder reel and is packaged in the permanent plastic container introduced by the firm.

New Models By Magnecord

Magnecord (Tulsa, Okla.) is producing two new tape recorders. They are the Stereo Maganecordette and the P-75 Editor II. The Maganecordette comes in a fruit finish cabinet. It has a dual speed, dual track machine



which operates at 3¾ ips, and 7½ ips. It handles a five or seven-inch reel and provides stereo in-line reproduction. It is priced at about \$395.

The P-75 Editor II operates at 7½ and 15 ips. It handles 10½ and 7-inch reels. The unit has many safety and recording features of particular interest to the professional recordist.

HEARD OVER THE COUNTER

Janelle Parker, Robertson Music Company, Clinton, Okla., had one of those customers who knew neither the title nor artist. "It sounds," said the customer, "like 'Red Cadillac and Black Mustache' except the words are different and the tune, of course, isn't the same."

Or take the case reported by Mark Perel, Hi-Fi Record Shop, Baltimore. A young girl came in and asked for a recording by Igor Balin. All the people in the store held a conference to decide what it was. No luck. "Do you know anything else about it," they asked the girl. "It's on London," she said. They called the London salesman. They held another conference. Finally they found what she wanted: Borodin's "Prince Igor," with Von Beinum conducting.

Meg Kelley, Gerhard's, Glenside, Pa., tells this one:

Schoolboy: "Do you have Schuber's 'Unfinished Symphony'?"

New Clerk: "Unfinished? How come?"

Schoolboy: "He died."

New Clerk: "Oh! I didn't even know he was sick."

Gladys Sacks, Wells Music Company, Denver, had a customer call on the phone and ask if she had a copy of "Bunny Hop," by Ray Anthony. Gladys left the phone, came back a minute later after checking, and said: "Yes, we do." The forgetful customer said: "You do what?"

Brooklyn's Meltone Music Shop had a lady customer ask enthusiastically for "something new that will sparkle with high fidelity on my new phonograph." When asked what kind of machine she had, the lady answered: "A Webeor hi-fi with a V-M changer."

A man who had been browsing in a downtown New York City shop asked the dealer how his prices compared with "that guy in mid-town." "What guy? Where?" asked the clerk. "You know that guy on 49th Street." "I'm sorry, I don't know who you're talking about." "Sure you do. Ah, what's his name. Ah, Good Sammy?"

"Do you stock that sad opera about the poor girl with the tiny, frozen fingers?"

Winona Fowler, Melody Music Company, Hawthorne, Calif., tells about the price-conscious customer who kept asking the cost of various LP's. "They're all \$3.98," she finally said. "Even this one," said the customer, "why this artist has been dead for years."

Then there's the customer who asked for "La Boheme," with Jan Peerce and Maria Callas. The salesman pointed out that it wasn't available because: "You see, Maria Callas records only on Angel, and Jan Peerce is an exclusive RCA Victor artist. Neither one has ever been ever loaned out to the other company. So . . ." The customer cut in at that point and said: "Just because you're out of it you don't have to go in to such lengthy explanations."

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.

SALES PULSE: CONTINUED

Teen-Age Welcome Mat at K. C. Shop

By GRIER LOWRY

KANSAS CITY, MO. — "We go wholeheartedly along with the local radio stations in merchandising the Hit Parade-type records," said the dealer. "We believe the Top 40 and Top 50 type deejay shows are one of the more important aids that a record dealer could have. Without the station rating charts, how could we ever sort thru the 250 single records released during one week in January and stock the most salable items? We go along completely with the Top 40 chart issued by local station WHB and the Top 50 featured on Station KUDL, and are able to meet a big share of the demand for 45 singles."

Max Cooper, the author of these remarks, is record sales manager and buyer at the Toon Shop, Prairie Village suburb. Max has spent 15 years in the record retailing orbit; has also served time with a distributor, has his own dance band, and has also played with a number of big-name bands.

The Toon Shop is a complete music and photographic operation, one of the few retail music stores in this part of the country to stock three leading lines of organs. The store is owned by Joe Maseda and John Routh.

The record department covers a 1,500-square-foot spread of space in the center of the 4,800-square-foot main floor where it brings traffic past big-ticket organs, pianos and high-fidelity sets. On a lower level are a series of 12 private studios which are rented to local music instructors for private instruction. Also on the lower-level are two auditoriums which are thrown open to the community for various civic, social and church functions. A ballroom dancing class, for example, is conducted weekly in one auditorium, and records used in class instruction naturally come from the record department. Teen-agers who attend Teen Town dances, etc., in one auditorium become familiar with the operation and regard the Toon Shop as synonymous with records and musical instruments.

Teen-Age Welcome

The red carpet is laid out for teen-agers at the store for the usual reasons—they become important customers as they reach their adult years and even now influence the shopping habits of their parents.

The \$18,000 record inventory is pretty specialized, with LP jazz pre-empting about one-third of the total display area and LP sales representing about 83 per

cent of the business. Jazz dominates the sales picture at the Toon Shop and increasing sales in this department is one reason record sales scale new heights each month. The total volume was up 15 per cent in January of this year over the same period last year.

Jazz albums are displayed on a 13-foot long, waist-high, counter, and grouped in a series of 13 bins, which run 130 LP's per bin, according to musical category, original casts and sound tracks, etc. There is also a special section devoted to artists who sell best with Toon Shop patrons. Here, for example, is Errol Garner, and the Big Four among girl vocalists—Peggy Lee, Ella Fitzgerald, June Christy and Chris Connor.

"There's sound merchandising involved in putting these popular artists together in one section," Max claims. "For one thing, the idea does some silent suggestion selling for us. About 50 per cent of the people who buy Chris Connors will also go for Ella Fitzgerald and will pick out one of her LP's after they've selected a Connors disk."

Incurable Jazz Fan

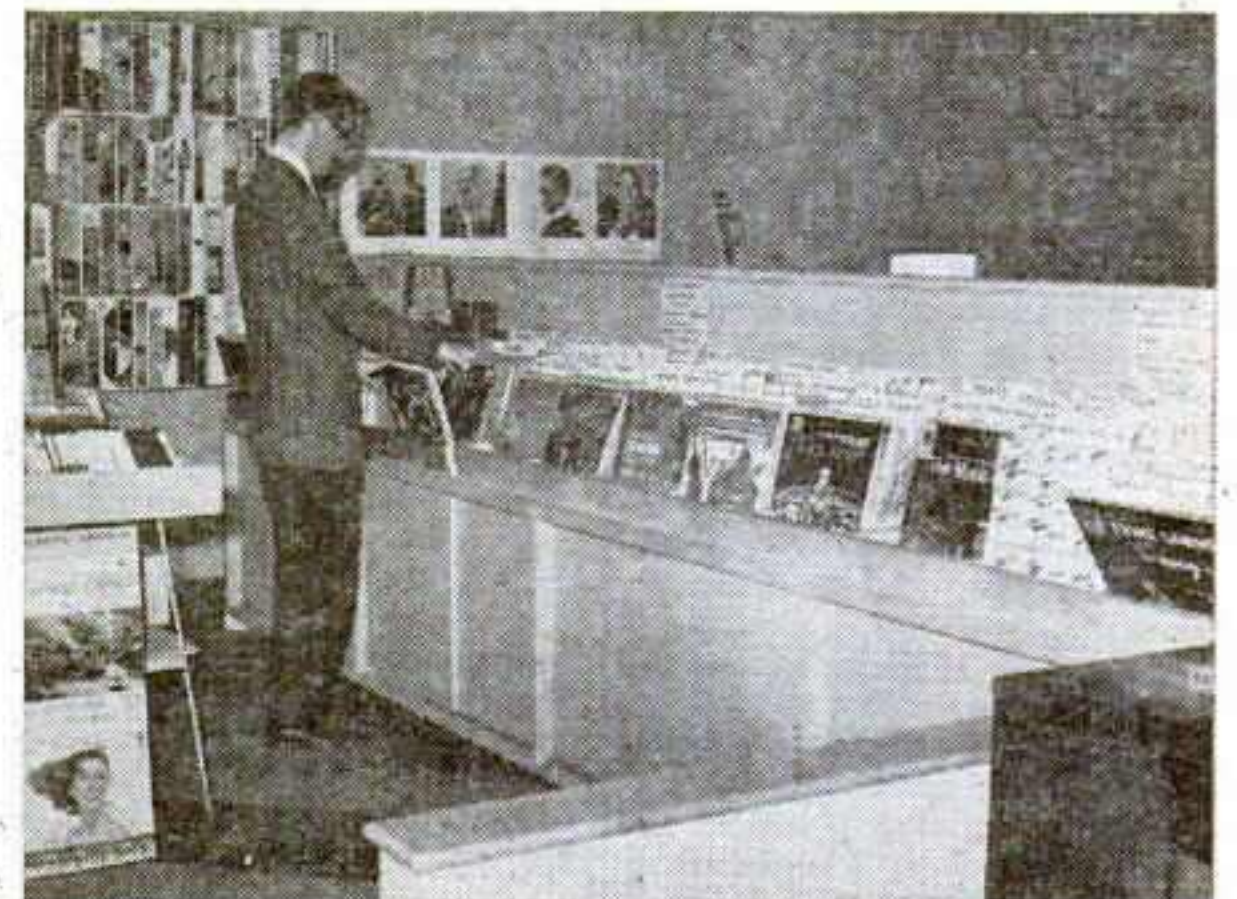
"I'm an incurable jazz enthusiast myself, and the fact that I talk their language helps," the manager said. "I've made a number of jazz converts out of classical music lovers. Horowitz fans are very likely to nurture a dormant taste for pop piano works, and it's then a simple matter to step them on to Lou Stein and Errol Garner."

"Teen-agers are jazz conscious and merely require a little guidance to make them full-fledged fans," he went on. "Actually, however, there aren't any so-called teen-agers in the record business. The rock 'n' roll singles are bought by kids in the 9 to 30 bracket, and from that age on, with a little encouragement, they'll buy good music. I take time out to play Stan Kenton and others for youngsters who visit our department and the practice pays good dividends."

The entire back wall of the shop is utilized for 875 LP's, arranged on wall racks, which cover a potpourri of everything from Shostokovich to Lawrence Welk.

When the Toon Shop opened up nearly four years ago, the hit parade 45 singles were displayed on a pegboard fixture, with pegs for each currently popular tune. Each peg held 25 records. The display didn't pan out. Kids were constantly disarranging the dis-

(Continued on page 26)



High-profit spot of 13-foot jazz counter is section grouping artists with widest following among Toon Shop customers. Putting fast-selling girl vocalists (Peggy Lee, Ella Fitzgerald, June Christy and Chris Connor) in one niche encourages inter-buying among all four.



Coming May 19

A SPOTLIGHT TAPE ISSUE ON

TAPE EQUIPMENT

• Who makes it • What it costs • What will it do



STEREO TAPE DEALERS

WORRIED?

about what to do with all those old monaural and staggered TAPES gathering dust on your shelves?

HAPPY SOLUTION!

The new OMEGATAPE 2 for 10 deal

So easy...here's how it works

You can return any brand, any kind, in any condition: monaural or stereo (except demonstration tapes).

Your OMEGATAPE Distributor will allow you \$5.00 each for any two tapes you return to him with every 10 OMEGATAPES you purchase between April 15th and June 15th.

This offer covers any of the 75 tapes in the OMEGATAPE catalog (except STD series demonstration tapes) and you can bring back as many tapes as you want as long as you purchase 10 new tapes for every 2 you bring back.

You'll get \$5.00 credit against your purchase for each tape you return. That's more than many tapes cost originally! You can return 5 inch or 7 inch reels; two 5 inch reels count for one 7 inch reel.



Omegatape HOLLYWOOD

WRITE, WIRE, PHONE YOUR NEAREST DISTRIBUTOR

CALIFORNIA
CRAIG CORP.
Los Angeles
CALIFORNIA RECORD DIST.
Los Angeles
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SUPPLY, INC.
Oakland
NEW SOUND RECORD DIST.
San Francisco
PENINSULA TV & RADIO SUPPLY
San Jose
SACRAMENTO ELECTRONIC
SUPPLY CO.
Sacramento
COLORADO
HYDE SALES CO.
Denver
FLORIDA
EAST COAST RADIO & TV CO.
Miami
MERCURY DIST.
Miami
WALDER RADIO & APP. CO.
Miami
GENERAL DIST. CORP.
Ft. Lauderdale
THURLOW DIST., INC.
Tampa
GODDARD DIST., INC.
West Palm Beach
ILLINOIS
MELVIN ELECTRONICS, INC.
Oak Park
MUSIC DISTRIBUTORS, INC.
Chicago
INDIANA
RADIO DIST. CO., INC.
South Bend

KANSAS
INTERSTATE ELECTRONIC
SUPPLY CORP.
Wichita
MARYLAND
J & F DIST. CO., INC.
Baltimore
MASSACHUSETTS
DURRELL DIST.
Medford
TRANSISCORP. OF BOSTON
Boston
REGENT SALES, INC.
Springfield
MICHIGAN
BURSMA RADIO SUPPLY CO.
Grand Rapids
SANBORN MUSIC CO.
Detroit
PAN AMERICAN DIST. CO.
Detroit
MINNESOTA
JATHER DIST. CORP.
Minneapolis
MISSOURI
BURSTEIN-APPLEBEE CO.
Kansas City
RADONICS
St. Louis
ROBERTS RECORD DIST. CO.
St. Louis
McGEE RADIO CO.
Kansas City
NEW JERSEY
STEREOPHONIC MUSIC ONE STOP
Palisades Park
NEW YORK
S & L ELECTRONICS
Middletown

SANFORD ELECTRONICS CORP.
New York City
**STANLEY-LEWIS RECORD
DIST. CO.**
New York City
OHIO
SANBORN MUSIC CO.
Cleveland
OREGON
TV & RADIO SUPPLY CO.
Portland
PENNSYLVANIA
CONSOLIDATED DIST. CO.
Scranton
EAST COAST DIST.
Pittsburgh
A. A. PETERS, INC.
Allentown
GRAYBAR ELECTRIC CO., INC.
Philadelphia
**GENERAL RADIO &
ELECTRONIC CO.**
Wilkes-Barre
GROVE ENTERPRISES
Roslyn
TEXAS
SUNLAND SUPPLY CO., INC.
El Paso
WEBBER SALES CO.
Dallas
ACME RECORD DIST., INC.
Houston
UTAH
STREVELL-PATERSON
HARDWARE CO.
Salt Lake City

WASHINGTON
AUDIOCRAFT, INC.
Seattle
SEATTLE RADIO SUPPLY, INC.
Seattle

OMEGA'S best sellers

<p>ST-2022 PAL JOEY Hollywood Radio City Orchestra</p> <p>ST-2023 SOUTH PACIFIC Hollywood Radio City Orchestra</p> <p>ST-2024 OKLAHOMA Hollywood Radio City Orchestra</p> <p>ST-2025 MY FAIR LADY Hollywood Radio City Orchestra</p> <p>ST-3012 AROUND THE WORLD IN 30 DAYS Omega Orch.</p>	<p>ST-3014 STRAVINSKY: PETROUCHKA Cento Soli Orchestra of Paris</p> <p>ST-3033 THE MUSIC MAN Hollywood Radio City Orchestra</p> <p>ST-7006 THE HI-LO'S IN HI-FI Hi-Lo's with Frank Comstock Orch.</p> <p>ST-7026 GLENN MILLER SOUND IN STEREO Members of original Orchestra</p> <p>ST-7027 TOAST TO TOMMY AND JIMMY DORSEY Members of original Orchestra</p>
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You'll want to order BIG!

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.

Vintage Disks

To the Editor:

One of our local music stores suggested I write you about the value and possible sale of some very old records.

I have a number of records from the early 1900's. Some are Schumann-Heinke and other top artists of the early part of the century. They should have considerable value as collector's items.

Any market information you give me will be appreciated.

Mrs. G. A. Hample
Bismarck, N. D.

• Got any customers for records like these? We'll gladly put you in touch with Mrs. Hample.

—Editor.

Customer's Viewpoint

To the Editor:

I'm a record collector. I was in a record shop one day and a wealthy looking gentleman walked in. He asked for a copy of "West Side Story" and proceeded to tell the clerk what a giant he thought Leonard Bernstein is. Well, it happened that the record was out of stock. The clerk said, "All out." The poten-

tial sales was lost and the man exited with his wallet.

I say the sale was lost because there, behind the counter, was a stack of Bernstein's newly issued "Trouble in Tahiti." If only she had suggested he try the new release.

I mentioned this to a friend of mine who owns a little shop and I made a wager with him that I could sell the next five customers who came in. Well, out of the five, I managed to sell four. And, I also rid my friend of a couple of "dogs." But, as two of the customers made multiple purchases, I think my failure with the fifth could be written off and my point proved.

An informed clerk is the prime requisite of a thriving business.

Joe Scadden, Jr.
Rockford, Ill.

Need Glossies?

To the Editor:

Please tell me where I may purchase 8 by 10 glossies of Mineo, Boone, Ricky and other recording artists in quantity.

Ronnie Sherwood
The House of Music
Houghton Lake, Mich.

• There are several suppliers of these photos, Ron-

nie, and they have them in both postcard and various glossy sizes. They'll send you samples and prices on request. Write to: Moss Photo Service, 350 W. 50th St., New York 19, N. Y.; Copy-Art Photographers, 165 W. 46th St., New York 19, N. Y., and Mulson Studio, Box 1941, Bridgeport, Conn.

—The Editor.

Fighting Back

To the Editor:

I think the "Del Roy" letter that appeared in the March 31 issue requires an answer. These fellows who are afraid to use their real names make it awfully inconvenient, like a man who throws a brick thru your window and runs.

Now, you of the alias, I can believe you've been a disk jockey. That's easy. I can even swallow the wholesaler's rep, manufacturer and artist promotion man. But tell me, old boy, where did you get your retail experience—as a clerk in a discount house? Or were you transferred to records from the corset department of a mail-order house?

You are correct in saying that manufacturers have asked us to go along with some of their promotion plans and that we have refused. The reason, naturally, was that the promotion, if of any value, had value only for the manufacturer. Like record clubs.

The faults of which you accuse us are, of course, untrue. Any dealer who has lasted six months wouldn't be operating if he were guilty of these practices. If you hadn't been jumping around so much, you'd realize what any retailer could tell you — that of dealer problems, you have at best only a smattering of ignorance.

G. W. Welsh
Wynewood Record Shop
Houston, Tex.

Out-of-Print LP's

To the Editor:

Some time ago, in your columns, a dealer inquired as to where out-of-print LP's could be obtained. Since there are others who might be likewise interested in buying or selling LP's no longer available, we'd like it known that the Classical Record Shop deals in such items and is one of the very few stores that is willing to invest in the companies' mistakes.

Not that it receives much encouragement to do so. As other readers can testify, all the breaks, allowances, discounts, etc., go to the big boys whose interest lies mainly or solely in the cream items which sell over and over again. For the small dealer to invest in the dogs which hardly ever move means that he is either crazy or, like us, in love with records for over a score of years.

The manufacturers will spend money on anything except helping those stores which carry full stocks and try to interest collectors in out-of-the-way selections. How many millions were wasted, for instance, in a lawsuit once brought by a major company against another in order to stop the use of a certain color. This writer will never know. That he was called in to prove the defending label used this color first just means that one dealer got a few bucks while Park Avenue lawyers grew rich. This is the record business.

Julian Morton Moses
Classical Record Shop
New York 19, N. Y.

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

SYLVANIA HAS WATCH DEAL

The Benrus "Sea Tyton" wrist watch, with a retail value of \$62.50, will be offered to consumers as Sylvania's Promotion of the Month for May.

John E. Lau, division sales promotion manager, said participating dealers will offer the watch free to consumers with the purchase of a Sylvania convertible television set during the promotion period.

Mr. Lau said, "The watches will be available in both men's and women's styles, offering the retailer an established name watch as the ideal tie-in to promote television sales in conjunction with Mother's Day and upcoming school graduations."

The May promotion would be backed, he added, by network television commercials, local advertising, mailing brochures and in-store displays for local use by participating dealers.

Somerset Has Free Displays

Somerset gives dealers a free counter display browser as a bonus on orders of their new show album. The album, with a specially recorded version of tunes from "The Music Man" on one side and "South Pacific" on the other, has a special two-cover, sleeve—no liner notes.

The Somerset deal is a double bonus pre-pack. In addition to the free display rack, dealers get 10 per cent off on the purchase of 33 LP's in the package. The dealers pay for only 30 disks, gets the other three for nothing.



COMING MAY 19

ANOTHER TAPE SPOTLIGHT ISSUE
with vital information for dealers, distributors and manufacturers on this new medium for sound.

NEW
BREEZY...
...BOUNCY
INSTRUMENTAL

fast breaking
for a
HIT!

Melancholy
Mood

BY
TEDDY PHILLIPS

AND HIS ORCHESTRA
Y-3004

LIMELIGHT RECORDS 216 N. WABASH AVE., CHICAGO, ILLINOIS

CHANCELLOR'S CHART-CLIMBERS!

CHANCELLOR'S CHAMP!

More of that De De Dinah-mite!

FRANKIE AVALON

SINGS

"YOU EXCITE ME"

C-1016

STOCK HIS FIRST GREAT ALBUM "FRANKIE AVALON"

CHL-5001

CHANCELLOR'S CHUMS!

Fastest rising of the groups!

THE FOUR DATES

SING

"I'M HAPPY"

C-1014

CHANCELLOR'S CHANTEUSE!

That "With All My Heart" heart-sell!

JODIE SANDS

"LOVE ME AGAIN"

C-1015

CHANCELLOR'S CHALLENGER!

Best bet for next teen-sensation!

DAMIANO SINGS

"TOO YOUNG TO LOVE"

b/w "HELLO, MY LOVE"

C-1017

CHANCELLOR



Distributed by AM-PAR Record Corp.

Tape Firm in Ronette Has Disk Switch Stereo Unit

Concertapes, which started two-and-a-half years ago as a supplier of monaural pre-recorded tape and since has gone into stereo tape, this week announced formation of Concert-Discs. This is the first time that a firm, previously only in tape, has switched to disks. First 12-inch long-play release by Concert-Discs is *Repercussion*, performed by the Percussive Art Ensemble, directed by Richard Schory of the Northwestern University school of Music. Disk previously was a stereo tape release on Concertape.

Concertape and Concert-Disc has moved into new quarters at 1010 Central Avenue, Wilmette, Ill., occupying the entire building. Building has been renovated into executive offices, a sound engineering lab and a mammoth recording studio.

E. A. (Al) Freiburger, formerly national merchandising manager for RCA Victor's seven company-owned branches, is new general manager of the firm. An engineering graduate, Freiburger, previous to joining Victor, was with Admiral and Philco in engineering and sales functions.

Concertapes' new five stereo tape release includes two clarinet quintets by Reginald Kell and the Fine Arts Quartet; tapes of selections from "My Fair Lady" and "Gigi," by Caesar Giovanni and the Velvet Strings, and Polevetsian Dances by the Musical Arts Symphony under Leonard Sorkin.

Ronette is readying first shipments of its new Binofluid stereo cartridge. The Lynbrook, N. Y., firm originally scheduled shipments for March 24 and says the demand is far ahead of its market forecasts.

The dual element cartridge is designed both for new phonos and as a replacement for phonos already on the market. Optimum stylus pressure is 4 to 6 grams. The frequency response is said to be flat from 20 to 12,000 cps with a roll-off at 14,000. The cartridge uses a clip-on stylus. It can be purchased already mounted in either Ronette's 12-inch tone arm.

Firm points out that the unit will play either monaural or stereo disk and emphasizes that monaural records sound better than with the standard monaural cartridge.

The new stereo cartridge and a complete new line of clip-on styli will be shown to the trade at the upcoming Parts Show in Chicago.

Sales Pulse

Continued from page 22

playing, the records promiscuously. Breakage was heavy, pilferage was worse.

As an antidote, the owners substituted an eight-foot table unit and stationed it inside an island of showcases devoted to record accessories. Now they have to be called for. The records are being requested on an Altec-Lansing high-fidelity player also located inside the island. The volume of business on the 45's

Leather Case Westinghouse Is Sales Aid In Big Hype

A convenient sales tool for Jensen phonograph needles being offered to distributor salesmen is the Ambassador kit, a leather attache case packed with a display of the five best-selling needles in the Jensen line.

Designed to have stock readily at hand for salesmen, the Ambassador promotion kit is given free with the sale of the 100 needles displayed in the attache case. The sectioned back of the case is filled with the latest Jensen sales aids, including a manual with a step-by-step guide for selling needles.

Says Mike Remund, Jensen sales manager, "It's a streamlined package easy to carry and have on hand at all times so that dealers can be conveniently restocked not only with needles but also with merchandising aids. No dealer need ever miss a sale because of lack of stock on hand with this new sales kit."

Jensen Industries, of Forest Park, Ill., has also offered the attache case as a bonus for dealers who buy all 100 needles in the case.

didn't drop as result of this change, and it cured the pilferage-breakage problem.

However, Max says, he has noted a downward trend in 45 sales in recent months and he has an idea the sag is pretty general among Kansas City operators. He believes the industry needs, and is ready, for "another Elvis Presley because there's nobody around now who give the pop stuff the shot in the arm it has to have periodically."

Five hundred territory managers of Westinghouse Appliance Sales in every district in the country have started competing in a four-month "Sell for Prosperity" campaign. Their objective will be to make certain that the appliance-television dealers whom they serve use the many local level projects that are a part of the \$3,000,000 Westinghouse sprifig appliance promotion program. Prizes will be based on the step-up in orders from their dealers.

The spring promotions, designed to move major appliances, television receivers, high-fidelity record players, range from stepped-up local advertising campaigns, thru training programs for dealers' salesmen, to traffic building activities on showroom floors.

Mitch Miller

Continued from page 3

director for the pop a.&r. division. He will be responsible for artist liaison, co-ordination of a.&r. products and services, and motion picture sound track negotiations. He, too, will report to Mitch.

Continuing to report to Miller are Don Law, director of country and western a.&r., and Percy Faith and Frank De Vol, East and West Coast musical directors.

According to Miller, the new structure will eliminate separate singles and album divisions within the pop department. Altho a.&r. men will work on special projects, all of them will be able to do albums or singles when needed. The album a.&r. men will handle the singles of artists they cut for album

'Open Door' Boom

Continued from page 3

types previously denied entry into ASCAP was a "vital factor" in the regional and financial spread, Kaye believed.

In 1939 about 1,100 writers and 137 publishers had revenue from performance rights. Today over 6,000 songwriters and almost 3,500 publishers share the pool.

Writers with performance royalty in 1939 were almost exclusively in Tin Pan Alley or in Hollywood. Writers now are in every state in the union. Music publishers were concentrated in New York and eight other states in 1939, as against today's firms in 466 states.

In 1939 there were 24 established record companies doing about \$25-million business a year. Today hundreds of record companies do a \$400-million business annually. Record companies of 1939 were located in only three states—today 46 states have record companies.

In the serious music field, only a few companies were recording concert music in 1939. Today there are a "host" of them in this field. Only 10 years ago a scant fifth of serious composers recorded were contemporary writers. Today more than half are contemporary composers, Kaye said.

"Competition, too, has played a vital part in this vast expansion of musical opportunity," Kaye pointed out. He wondered how, in the face of it, anyone could claim the American people were "deprived of a free choice of music?"

and vice-versa. Miller says that the changes are not sudden, but that this new concept of a flexible a.&r. department has been tried out for the past six months and has worked out satisfactorily.

How a campaign was made a success before it started!





**THE BEST
OF HOLLYWOOD
IS ON**

RCA VICTOR RECORDS

The unusually beautiful Max Steiner music comes from what is going to be one of the biggest movie successes of all time. Watch this sensational album zoom to first place... fast!

And look at this great advertising support: Exciting national campaign including ads in Esquire, Holiday, The New Yorker, Saturday Review • Special four-color point-of-sale material • National radio and television exposure • Local radio spot an-

nouncements • Tremendous nationwide newspaper coverage.

P. S. And... be sure to get your share of the profits from the Ames Brothers' great Pop single, "A Very Precious Love"—the big hit song from this great movie.



RCA VICTOR
RADIO CORPORATION OF AMERICA



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING APRIL 12

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	2	9	The Music Man Original Cast, Capitol WAO 990	Capitol
2.	12	2	Johnny's Greatest Hits Johnny Mathis, Columbia CL 1133	Columbia
3.	1	107	My Fair Lady Original Cast, Columbia OL 5090	Columbia
4.	11	4	Till Roger Williams, Kapp KL 1081	Kapp
5.	4	4	South Pacific Sound Track, RCA Victor LOC 1032	RCA Victor
6.	5	56	Around the World in 80 Days Sound Track, Decca DL 9046	Decca
7.	3	12	Come Fly With Me Frank Sinatra, Capitol W 920	Capitol
8.	7	212	South Pacific Original Cast, Columbia CL 4180	Columbia
9.	—	1	Elvis' Golden Records Elvis Presley, RCA Victor LPM 1707	RCA Victor
10.	9	27	Pat's Great Hits Pat Boone, Dot DLP 3071	Dot
11.	6	18	Warm Johnny Mathis, Columbia CL 1078	Columbia
12.	13	69	Hymns Tennessee Ernie Ford, Capitol T 756	Capitol
13.	14	136	Oklahoma! Sound Track, Capitol SAO 595	Capitol
14.	15	6	The Seven Hills of Rome Mario Lanza, RCA Victor LM 2211	RCA Victor
15.	25	47	Songs of the Fabulous Fifties Roger Williams, Kapp KXL 5000	Kapp
16.	8	8	The Late, Late Show Dakota Staton, Capitol T 876	Capitol
17.	16	93	The King and I Sound Track, Capitol W 740	Capitol
18.	22	40	This Is Sinatra Frank Sinatra, Capitol T 768	Capitol
19.	10	3	Goodnight, Dear Lord Johnny Mathis, Columbia CL 1119	Columbia
20.	18	45	Film Encores Mantovani, London LL 1700	London
21.	—	49	Songs for Swingin' Lovers Frank Sinatra, Capitol W 653	Capitol
21.	—	11	April Love Sound Track, Dot DLP 9000	Dot
23.	—	1	Sail Along Silvery Moon Billy Vaughn, Dot DLP 3100	Dot
24.	17	5	Muted Jazz Jonah Jones, Capitol T 839	Capitol
25.	23	24	Ricky Ricky Nelson, Imperial IMP 9048	Imperial

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 Albums

THE FABULOUS DORSEYS IN HI-FI (2-12)—Tommy Dorsey Ork. Featuring Jimmy Dorsey. Columbia C2L 8

Before the tragic deaths of Tommy and Jimmy Dorsey last year they had recorded scores of sides with the Dorsey Brothers band. Columbia bought these tapes and has now released 24 of the sides, beautifully packaged in a twin-set LP album. It contains 12 sweet standards, seven swinging spirituals, and five original swing items, all featuring Tommy's melodious trombone and Jimmy's great sax work. Dorsey-styled arrangements, performances, and sound are all fine. For nostalgia set should easily become one of the strong sellers of the year.

SOUND IDEAS (1-12)—Les & Larry Elgart Ork. Columbia CL 1123

A standout package in every respect. The army of Elgart fans are bound to take to the brilliant sound, the imaginative new scoring ideas built on the familiar framework of the Elgart style and the smooth, slinky beat to the blowing. Tunes include "When the Sun Comes Out," "Willie Boy" (updated version of the oldie, "Billy Boy"), and other very smart stuff. Handsome cover photo of a de luxe hi-fi set is framed by instruments and records. Jocks will like this one, too.

LOVE NEST (1-12)—The Hi-Lo's With Frank Comstock Ork. Columbia CL 1121

The group's fourth package effort for the label, and it's just as fresh and interesting as its predecessors. Tho the boys have not been as widely publicized as they were but a few months ago, this smart collection of readings in their familiar style of "Dancing on the Ceiling," "Wait Till You See Her, etc., will bring 'em back to the public eye. Good merchandise that's also right for jocks.

HOLLYWOOD (1-12)—Paul Weston Ork. Columbia CL 1112

Weston provides another sock package of lush, listenable mood music — a solid item for jocks. Selections—spotlighting tasteful solo work by violinist Eudice Shapiro, pianist George Gree-

ley, and alto flutist Ted Nash—include such memorable movie themes as "Stars in My Eyes," "Shadow Waltz," and "Intermezzo."

Jazz Album

THE GERRY MULLIGAN SONG BOOK VOL. 1 (1-12)—Gerry Mulligan and the Sax Section. World Pacific PJ 1237

The tunes are Mulligan originals. Mulligan-stye arrangements are by Bill Holman with augmentation by the great baritone star. Included are his renowned "Venus De Milo," "Revelation," and "Crazy Day." The sax section features Z. Sims, A. Cohn, Lee Konitz and A. Eager. Rhythm section is F. Green, guitar; H. Grimes, bass, and D. Bailey, drums. The set is a swinger. Name potential of the all-star line-up makes this a natural.

(Continued on page 30)

— Album Cover of the Week —



THE SOFT TOUCH, Decca DL 9205. Cute color cover of the two swingin' cats is by Ylla. It's a wonderful display item, and should spark buys.

Most Played by Jockeys

FOR SURVEY WEEK ENDING APRIL 12

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

1. COME FLY WITH ME
Frank SinatraCapitol W 920
2. SOUTH PACIFIC
Sound TrackVictor LOC 1032
3. MUSIC MAN
Original CastCapitol WAO 990
4. LESTER LANIN AT THE TIFFANY BALL
Lester LaninEpic LN 3010
5. GOODNIGHT, DEAR LORD
Johnny MathisColumbia CL 1119
6. EYDIE GORME VAMPS THE ROARING TWENTIES
Eydie GormeABC-Paramount ABC 218
7. WARM
Johnny MathisColumbia CL 1078
7. THIS IS SINATRA
Frank SinatraCapitol T 768
9. MUTED JAZZ
Jonah JonesCapitol T 839
9. S'MARVELOUS
Ray ConniffColumbia CL 1074



Best Selling Pop EP's

FOR SURVEY WEEK ENDING APRIL 12

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 PresleyRCA Victor EPA 4114
2. ELVIS
Elvis PresleyRCA Victor EPA 992
3. SPIRITUALS
Tennessee Ernie FordCapitol EAP 1-818
4. JOHNNY MATHIS
.Columbia EP B-8871
5. LOVING YOU
Elvis PresleyRCA Victor EPA 1-1515
6. RICKY
Ricky NelsonImperial EP 153
7. HYMNS
Tennessee Ernie FordCapitol EAP 1-756
8. COME FLY WITH ME
Frank SinatraCapitol EAP 1-920
9. ROGER WILLIAMS
.Kap KE 708
10. HEARTBREAK HOTEL
Elvis PresleyRCA Victor EPA 821

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

Payment enclosed Bill me 876

Name _____
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

7th Annual May is Mantovani Month Program

Music by MANTOVANI

HIGH FIDELITY *at its enjoyable best.....*

10%
extra discount

100%
exchange privilege

JULY 10
payment

DEALERS

Sell Mantovani now at... **\$3.29** per 12" LP
reg. \$3.98

Quantity Limited

- free floor racks
- free window trimming
- co-op advertising money
- point of sale material
- radio promotion
- ads in Schwann, Long Player, High Fidelity, etc.



Monty's latest release... to be introduced during "May is Mantovani Month"

Also **59 MANTOVANI EP's**
same 10% extra discount,
same July 10th payment.



All The Things You Are; True Love; I Could Have Danced All Night; You Keep Coming Back Like A Song; A Woman In Love; This Nearly Was Mine; Summertime; Something To Remember You By; Love Letters; The Nearness Of You; Our Love Affair; Hey There

LL 3032 (12" LP); BEP 6336/8 (45 EP)



LONDON

RECORDS

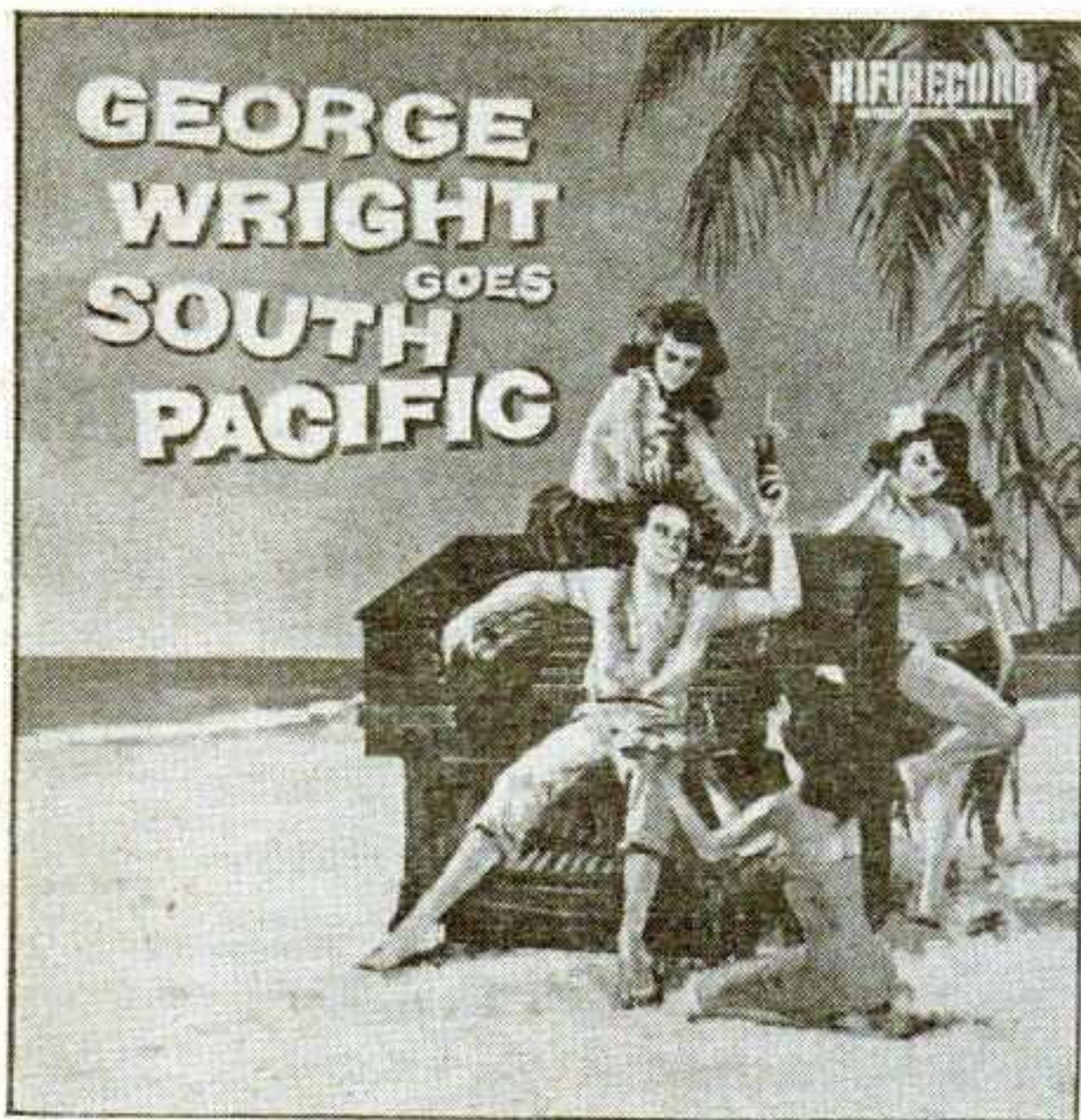
539 West 25 St., New York 1, N. Y.

2 NEW RELEASES BEST SELLING ARTISTS GUARANTEED BUILT IN SALES



R406—ELSA LANCHESTER SONGS FOR A SHUTTERED PARLOR

A MUST encore to Elsa's smash hit first album, "Songs for a Smoke-Filled Room." Witty, sometimes only thinly veiled, party songs with appropriate remarks by Charles Laughton.



R716—GEORGE WRIGHT GOES SOUTH PACIFIC

A new slant on the score from the famous Broadway musical. George Wright's 2 million selling popularity scores another hit on the mighty five-manual Wurlitzer Pipe Organ.

Available on both stereophonic
HIFITAPES, HIFIRECORDS

"The sound that named a company"

HIGH FIDELITY RECORDINGS, INC.

7803 Sunset Boulevard

Hollywood 46, California

Review Spotlight on Albums . . .

Continued from page 28

Special Merit Jazz Album

GUITAR AND THE WIND (1-12)—Barry Galbraith, Guitar With Flute & Ork. Decca DL 9200

A nicely varied set spotlighting the artist in several approaches—all of them effective. When Galbraith has the melody or is improvising, he shows a fresh, inventive style. In backing other instruments, harmonically or percussively, he also shines. His admirers will find this one of his best efforts. His style can be traced to Charlie Christian and George Van Eps. Small combo and larger group selections are done with equal good taste.

Chamber Music Album

RAVEL: QUARTET IN F MAJOR; DEBUSSY: QUARTET IN G MINOR (1-12)—Budapest String Quartet. Columbia ML 5245

The lovely chamber music compositions, Ravel's "Quartet in F Major," and Debussy's "Quartet in G Minor," are performed with care and technical skill on this new release by the Budapest String Quartet. The quality of the recording, the excellent sound, and the name of the Budapest, should help make this a strong contender for hefty sales among string quartet collectors.

Semi-Classical Album

SORRENTO (1-12)—Richard Tucker, Tenor & Columbia Concert Orch. (Antonini). Columbia ML 5258

American tenor Tucker, temporarily deserts his Met repertoire here to warble a joyful group of Italian folk and folk-flavored tunes—"O Sole Mio!" "Torna a Surriento," "La Danza," etc. Quality performance of happy material, with top-drawer backing by Antonini and Columbia Concert Ork. Attractive scenic cover.

Special Merit Semi-Classical Album

SONGS FROM "MOTHER COURAGE" & SONGS OF PARISIAN NIGHTS (1-12)—Germaine Montero. Vanguard VRS 9022

Germaine Montero's expressive voice has just the right world-weary sound in these bitterly sarcastic vocal highlights from "Mother Courage," a musical drama by Bertold ("Three Penny Opera") Brecht about a gal who's a sort of 17th century "Bloody Mary." The same fire and bite are to be found in a selection of Brecht-type French songs sung on the reverse side by Miss Montero, ably backed by a small Parisian combo that's straight out of the seamier side of Montmartre. The whole album is provocative, stimulating, adult listening.

Low-Priced Children's Albums

THE LITTLE ENGINE THAT COULD & WINNIE THE POOH STORIES (1-12)—As Told By Paul Wing & James Stewart With Norman Leyden & Henri Rene Orks. RCA Victor LBY 1008

A powerful entry in the low-priced album field, with strong name value. Enchanting material for small-fry features attractive musical backing by Leyden and Rene, and appealing readings by movie star Stewart and Wing.

FUN FOR EVERYDAY (1-12)—With Little Johnny Everything & His Sister Judy. RCA Victor LBY 1005

Fresh, delightful songs are spun with clarity and ease by duo and fine combo backing. Best of all: "Horse in Striped Pajamas," "Bicycle Tricycle," "It's Fun to Swim." Educational aspect of lyrics, attractive cover and \$1.98 price will aid sales, but the writing and singing could score without them. Series is one of label's strong sellers.

Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand

★★★★—Very Strong Sales Potential—Essential Inventory

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

POPULAR ★★★★★

ST. LOUIS BLUES
Eartha Kitt With Shorty Rogers & His Giants (1-12") RCA Victor LPM 1661

Electric thrashing highlights this collection of blues from movie bio of the late W. C. Handy. Eartha Kitt (featured in the film which stars Nat Cole) runs an expressive range from the title tune to a surprisingly effective spiritual "Steal Away." A potent commercial package. Solid backing by Shorty Rogers.

POPULAR ★★★

THE LONG, HOT SUMMER

Sound Track (1-12") Roulette R 25026
One of the rare Hollywood scores that makes for good listening out of cinematic context. The big-selling point is Jimmie Rodgers' smooth vocal treatment of the title tune, already released as a single. But composer Alex North proves again—as he did before in "Streetcar"—that he has a fine musical ear for the lazy warmth and shimmering violence of the Deep South, while neatly avoiding the standard clefting cliches. His musical "characterization" of Eula Varner (Lee Remick) is a gem of pure sex-on-wax.

THE GREAT SONG HITS OF MILLER & DORSEY ORKS

The Alumni Ork. Conducted by Bobby Byrne (1-12") Grand Award G. A. 33-366
Set packs a lot of nostalgia as alumni of Glenn Miller and Tommy Dorsey bands duplicate arrangements of yesteryear in numbers closely associated with orks, such as "In the Mood," "Little Brown Jug," "Marie" and "I'm Getting Sentimental Over You." Among top sidemen are Jimmy Abato, Tex Beneke, Charlie Shavers and Pee Wee Irwin. Good combination.

THEY'RE PLAYING OUR SONG
The Art Van Damme Quintet (3-12") Columbia C2L 7

Here's a bargain package, spotlighting more than 40 standards—covering a period of 50 years. The tunes—"Sunday Kind of Love," "I'll Never Smile Again," "I'll Remember April," etc.—are handed relaxed, tastefully simple instrumental treatments by the Quintet with standout work on vibes by Chuck Calzaretta and accordionist Van Damme. Solid nostalgic wax.



DISNEYLAND RECORDS
BURBANK, CALIFORNIA

Album of the Week

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MAXWELL
CELP #412



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JUDSON 6-3620

A SURE THING
David Allen With Johnny Mandel Ork. (1-12") World Pacific WPM 408
David Allen, a vocalist with a real sense of taste and musical style, offers
(Continued on page 50)



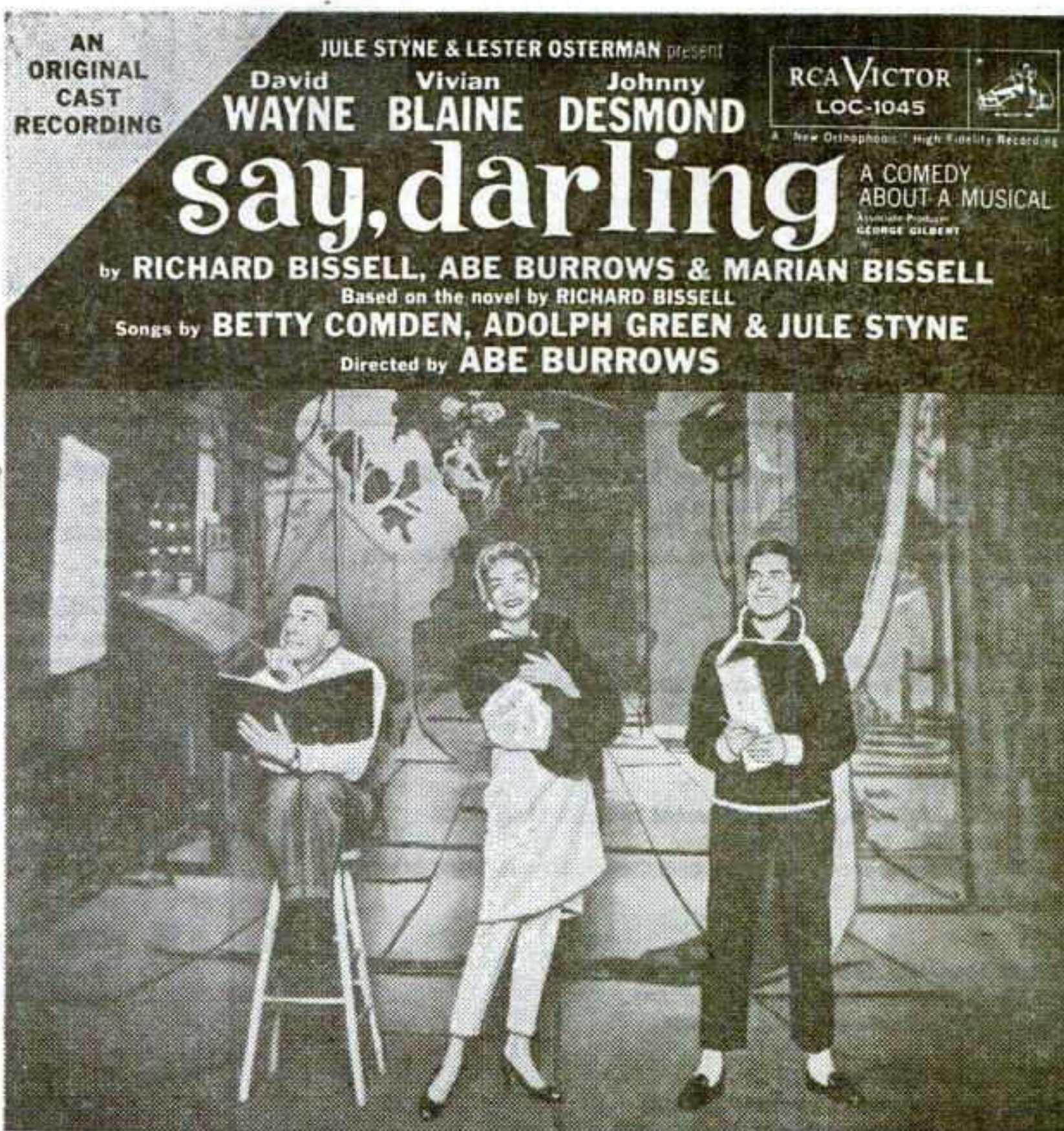
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**SAY,
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 ...

Broadway's newest musical hit is a Sound Sensation on RCA VICTOR

Here's the Original Cast Recording, in New Orthophonic sound, exclusive on RCA VICTOR. And it's backed by:
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play piece! • Ad mats in three sizes, ready to run.

Get set for a rush of customers. *Everybody's* going to want "Say, Darling"! P. S. Get behind these great new pop singles of the top tunes from "Say, Darling":

- TONY MARTIN sings SAY, DARLING c/w TRY TO LOVE ME JUST AS I AM 47/20-7210
- DINAH SHORE sings IT'S THE SECOND TIME YOU MEET THAT MATTERS 47/20-7211

Call your RCA Victor Records distributor today, and... "SAY, DARLING"!



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending April 12

Week This	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1.		2	4	6.	8
He's Got the Whole World in His Hands By Linden-Henry—Published by Chappell (ASCAP) BEST SELLING RECORD: Laurie London, Cap 3891. RECORDS AVAILABLE: Mahalia Jackson, Col 41150; Jo March, Kapp 215; Barbara McNail, Coral 61972.			Catch a Falling Star By Paul Vance-Lee Pockris—Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.		
2.		1	8	7.	7
Tequila By Chuck Rio—Published by Jat Music (BMI) BEST SELLING RECORDS: Champs, Challenge 1016; Eddie Platt, ABC-Paramount 9899. RECORD AVAILABLE: Stan Kenton, Cap 3928.			Sugartime By Charlie Phillips-Odis Echols—Published by Nor-Va-Jak (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charlie Phillips, Coral 61908.		
3.		3	2	8.	-
Twilight Time By B. Ram, M. Nevins, A. Nevins, A. Dunn—Published by Porgie Music (BMI) BEST SELLING RECORD: Platters, Mercury 71289. RECORDS AVAILABLE: Les Brown, Col 50002; Dick Contino, Mercury 70911; Johnny Maddox, Dot 15062; Three Suns, Vic 447-0026.			Witch Doctor By R. Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville, Liberty 55132. RECORDS AVAILABLE: Ted Heath, London 1762; Howard Ramsey All Stars, Contemporary 359.		
4.		4	6	9.	5
Lollipop By J. Dickson-B. Ross—Published by Marks (BMI) BEST SELLING RECORD: Chordettes, Cadence 1345. RECORD AVAILABLE: Ronald and Ruby, Vic 7174.			Are You Sincere? By W. Walker—Published by Cedarwood (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1340.		
5.		6	8	10.	11
Who's Sorry Now By Snyder-Calmar-Ruby—Published by Mills (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12588.			A Wonderful Time Up There By Abernathy—Published by Fowler (BMI) BEST SELLING RECORD: Pat Boone, Dot 15690.		

Second Ten

11.	14	3	16.	18	4
Billy By Goodwin-Kendis-Paley—Published by Mills (ASCAP) BEST SELLING RECORD: Kathy Linden, Felsted 8510.			The Little Blue Man By Ebb-Klein—Published by Trinity (BMI) BEST SELLING RECORD: Betty Johnson, Atlantic 1169.		
12.	10	14	17.	20	2
Sail Along Silvery Moon By Percy Wenrich-Harry Tobias—Published by Joy Music (ASCAP) BEST SELLING RECORD: Billy Vaughn, Dot 15661. RECORD AVAILABLE: Karen Chandler and Her Jacks, Decca 30537; Josh Noland, Concept 900.			Oh, Lonesome Me By Don Gibson—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Don Gibson, Vic 7133. RECORDS AVAILABLE: Swallows, Federal 12319; Jackie Walker, Imperial 5490.		
13.	13	3	18.	16	9
Book of Love By Warren Davis-George Malone-Charles Patrick—Published by Arc-Keel (BMI) BEST SELLING RECORD: Monotones, Argo 5290.			It's Too Soon to Know By Chessler—Published by E. H. Morris & Co. (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15690. RECORDS AVAILABLE: Duke Mitchell, Liberty 55031; Johnny Otis, Cap 3802.		
14.	12	11	19.	9	8
Twenty-Six Miles By Glenn Larsen-Bruce Belland—Published by Beechwood (BMI) BEST SELLING RECORD: Four Preps, Cap 3845.			Sweet Little Sixteen By Chuck Berry—Published by Ark Music (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1683.		
15.	27	2	20.	19	4
Return to Me By Carmen Lombardo & Danny Minno—Published by Southern Music (ASCAP) BEST SELLING RECORD: Dean Martin, Cap 3894. RECORDS AVAILABLE: Ernie Freeman, Imperial 5419; Guy Lombardo, Cap 3854.			Lazy Mary By Pagolo Citorello & Lou Monte—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Lou Monte, Vic 7160.		

Third Ten

21.	-	1	26.	26	5
Wear My Ring Around Your Neck By Bert Carroll-Russell Moody—Published by Rush & Elvis Presley Music (BMI) RECORD AVAILABLE: Elvis Presley, Vic 7240.			March From the River Kwai and "Colonel Bogey" By M. Arnold-K. J. Alford—Published by Columbia Pictures-Boosey & Hawkes, Inc. (ASCAP) RECORDS AVAILABLE: Carlson's Raiders, Cap F 3857; Mitch Miller, Col 41066; Art Mooney, M-G-M 12590; Edmundo Ros, London 1779; David Terry, RCA Victor 7153.		
22.	23	3	27.	15	6
Don't You Just Know It By Smith & Vincent—Published by Ace Publishing (BMI) RECORDS AVAILABLE: Huey Smith, Ace 545; Titans, Specialty 625.			Breathless By O. Blackwell—Published by Homefolks, Obie (BMI) RECORD AVAILABLE: Jerry Lee Lewis, Sun 288.		
23.	21	2	28.	22	6
Believe What You Say By J. Burnette & B. Burnette—Published by Reeve (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5503.			Maybe, Baby By Norman Petty & Buddy Holly—Published by Nor-Va-Jak-Melody Lane (BMI) RECORD AVAILABLE: Crickets, Brunswick 55053.		
24.	17	12	29.	25	2
Don't By Jerry Leiber & Mike Stroller—Published by Elvis Presley Music (BMI) RECORD AVAILABLE: Elvis Presley, Vic 7150.			There's Only One of You By Robert Allen-A. Stillman—Published by Korwin Music (ASCAP) RECORD AVAILABLE: Four Lads, Columbia 41136.		
25.	24	3	30.	30	3
My Bucket's Got a Hole in It By Clarence Williams—Published by Pickwick (ASCAP) RECORDS AVAILABLE: Louis Armstrong, Decca 27194; Sonny Burgess, Sun 285; Ricky Nelson, Imperial 5503; Hank Williams, M-G-M 12635.			Rock and Roll Is Here to Stay By David White—Published by Singular (BMI) RECORD AVAILABLE: Danny and the Juniors, ABC-Paramount 9888.		

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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

THE ANDREWS SISTERS
 TORERO
 SUNSHINE
 RECORD NO. 3965



MOLLY BEE
 PLEASE DON'T
 TALK ABOUT ME
 WHEN I'M GONE
 DON'T LOOK BACK
 RECORD NO. 3968



SONNY JAMES
 ARE YOU MINE
 LET'S PLAY LOVE
 RECORD NO. 3962



THE JOHNNY OTIS SHOW
 RING-A-LING
 WILLIE AND
 THE HAND JIVE
 RECORD NO. 3966 Vocal by Johnny Otis

and Introducing on Capitol

BOBBY AND JIM
 CARRY MY BOOKS
 A LOVER CAN TELL
 RECORD NO. 3969



PRESTON FOSTER
 PRETORIA
 THE SALTY SAILOR
 RECORD NO. 3964



THE PASSIONS
 JACKIE BROWN
 MY ACHING HEART
 RECORD NO. 3963



RAY STEVENS
 CHICKIE-CHICKIE WAH WAH
 CRYING GOODBYE
 RECORD NO. 3967





BEST SELLING POP SINGLES IN STORES

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FOR
SURVEY WEEK
ENDING
APRIL 12, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TWILIGHT TIME (BMI)—Platters.....	7	2	17. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn.....	11	18	34. BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash.....	28	11
Out of My Mind (BMI)—Mer 71289			RAUNCHY (BMI)—Dot 15661			BIG RIVER (BMI)—Sun 283		
2. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London.....	2	4	18. SUGARTIME (BMI)—McGuire Sisters.....	13	16	35. KEWPIE DOLL (ASCAP)—Perry Como.....	-	1
Handed Down (ASCAP)—Cap 3891			Banana Split (BMI)—Coral 61924			Dance Only With Me (ASCAP)—Vic 7202		
3. TEQUILA (BMI)—The Champs.....	1	8	19. TWENTY-SIX MILES (BMI)—Four Preps.....	15	11	36. TUMBLING TUMBLEWEEDS (ASCAP)—Billy Vaughn.....	30	3
Train to Nowhere (BMI)—Challenge 1016			It's You (ASCAP)—Cap 3845			TRYING (ASCAP)—Dot 15710		
4. BELIEVE WHAT YOU SAY (BMI)—Ricky Nelson.....	5	3	20. BREATHLESS (BMI)—Jerry Lee Lewis.....	12	7	37. TALK TO ME, TALK TO ME (BMI)—Little Willie John.....	45	2
MY BUCKET'S GOT A HOLE IN IT (ASCAP)—Imperial 5503			Down the Line (BMI)—Sun 288			Spasms (BMI)—King 5108		
5. WITCH DOCTOR (ASCAP)—David Seville.....	35	2	21. MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" (ASCAP)—Mitch Miller.....	31	14	38. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers... 24	10	
Don't Whistle at Me, Baby (ASCAP)—Liberty 55132			Hey Little Baby (BMI)—Col 41066			The Long Hot Summer (ASCAP)—Roulette 4043		
6. A WONDERFUL TIME UP THERE (BMI)—Pat Boone.....	4	10	22. DON'T (BMI)—Elvis Presley.....	17	13	39. WE BELONG TOGETHER—Robert and Johnny.....	43	5
IT'S TOO SOON TO KNOW (ASCAP)—Dot 15690			I BEG OF YOU (BMI)—Vic 7150			In the Rain—Old Town 1047		
7. BOOK OF LOVE (BMI)—Monatones... 10	4		23. ARE YOU SINCERE (BMI)—Andy Williams.....	16	10	40. SKINNY MINNIE (ASCAP)—Bill Haley and His Comets.....	-	1
You Never Loved Me (BMI)—Argo 5290			Be Mine Tonight (BMI)—Cadence 1340			Sway With Me (ASCAP)—Dec 30592		
8. LOLLIPOP (BMI)—Chordettes.....	6	6	24. ROCK AND ROLL IS HERE TO STAY (BMI)—Danny and the Juniors.....	27	8	40. CHANSON D'AMOUR (ASCAP)—Art and Dotty Todd.....	-	1
Baby, Come-A Back-A (ASCAP)—Cadence 1345			School Boy Romance (BMI)—ABC-Paramount 9888			Along the Trail With You (ASCAP)—Era 1064		
9. WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley.....	-	1	25. MAYBE BABY (BMI)—Crickets.....	22	7	42. LET THE BELLS KEEP RINGING (BMI)—Paul Anka.....	-	1
Doncha' Think It's Time (BMI)—Vic 7240			Tell Me How (BMI)—Brunswick 55053			CRAZY LOVE (BMI)—ABC-Paramount 9907		
10. CATCH A FALLING STAR (ASCAP)—Perry Como.....	8	13	26. THE WALK (BMI)—Jimmy McCracklin.....	21	8	43. GET A JOB (BMI)—Silhouettes.....	33	14
MAGIC MOMENTS (ASCAP)—Vic 7128			I'm to Blame (BMI)—Checker 885			I Am Lonely (BMI)—Ember 1029		
11. WHO'S SORRY NOW (ASCAP)—Connie Francis.....	9	8	27. THE LITTLE BLUE MAN (BMI)—Betty Johnson.....	25	8	44. DINNER WITH DRAC (BMI)—John Zacherle.....	34	6
You Were Only Fooling (ASCAP)—M-G-M 12588			Winter in Miami (ASCAP)—Atlantic 1169			Parts 1 & 2—Cameo 130		
12. LAZY MARY (ASCAP)—Lou Monte... 19	6		28. RETURN TO ME (ASCAP)—Dean Martin.....	-	2	45. THERE'S ONLY ONE OF YOU (ASCAP)—Four Lads.....	48	2
Angelique (ASCAP)—Vic 7160			Forgetting You (ASCAP)—Cap 3984			Blue Tattoo (ASCAP)—Col 41136		
13. OH, LONESOME ME (BMI)—Don Gibson.....	18	6	29. LOOKING BACK (BMI)—Nat King Cole.....	38	2	46. EVERY NIGHT (BMI)—Chantels.....	40	3
I CAN'T STOP LOVING YOU (BMI)—Vic 7133			DO I LIKE IT (BMI)—Cap 3939			Whoever You Are (BMI)—End 1050		
14. DON'T YOU JUST KNOW IT (BMI)—Huey Smith.....	14	4	30. LONELY ISLAND (ASCAP)—Sam Cooke.....	26	5	47. WISHING FOR YOUR LOVE (BMI)—Voxpoppers.....	-	1
High Blood Pressure (BMI)—Ace 545			YOU WERE MADE FOR ME (BMI)—Keen 4009			The Last Drag (BMI)—Mercury 71282		
15. SWEET LITTLE SIXTEEN (BMI)—Chuck Berry.....	3	10	31. GOOD COLLY, MISS MOLLY (BMI)—Little Richard.....	29	9	48. FOR YOUR LOVE (BMI)—Ed Townsend.....	-	1
Reelin' and Rocking (BMI)—Chess 1683			Hey-Hey-Hey-Hey! (BMI)—Specialty 624			Over and Over Again (BMI)—Cap 3926		
16. BILLY (ASCAP)—Kathy Linden.....	20	5	32. TO BE LOVED (BMI)—Jackie Wilson... -	1		49. WITCHCRAFT (ASCAP)—Frank Sinatra.....	36	12
If I Could Hold You in My Arms (ASCAP)—Felsted 8510			Come Back to Me (BMI)—Brunswick 55052			Tell Her You Love Her (BMI)—Cap 3859		
			33. OH, JULIE (BMI)—Crescendos.....	23	15	50. SHORT SHORTS (BMI)—Royal Teens... 32	12	
			My Little Girl (BMI)—Nasco 6005			Planet Rock (BMI)—ABC-Paramount 9882		

THIS WEEK'S BEST BUYS

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

- JOHNNY B. GOODE (Arc, BMI)—Chuck Berry—Chess 1691
Around and Around (Arc, BMI)
- YOU EXCITE ME (Debmar, ASCAP)—Frankie Avalon—Chancellor 1016
Darlin' (Debmar, ASCAP)
Both are previous Billboard Spotlight picks.
- The following records not previously selected as Best Buys, are on the chart for the first time this week.
- LET THE BELLS KEEP RINGING (Spanka, BMI)—Paul Anka—ABC-Paramount 9907
Crazy Love (Spanka, BMI)
A previous Billboard Spotlight pick.
- FOR YOUR LOVE (Beechwood, BMI)—Ed Townsend—Capitol 3926
Over and Over Again (Beechwood, BMI)



RECENT POP RELEASES COMING UP STRONG

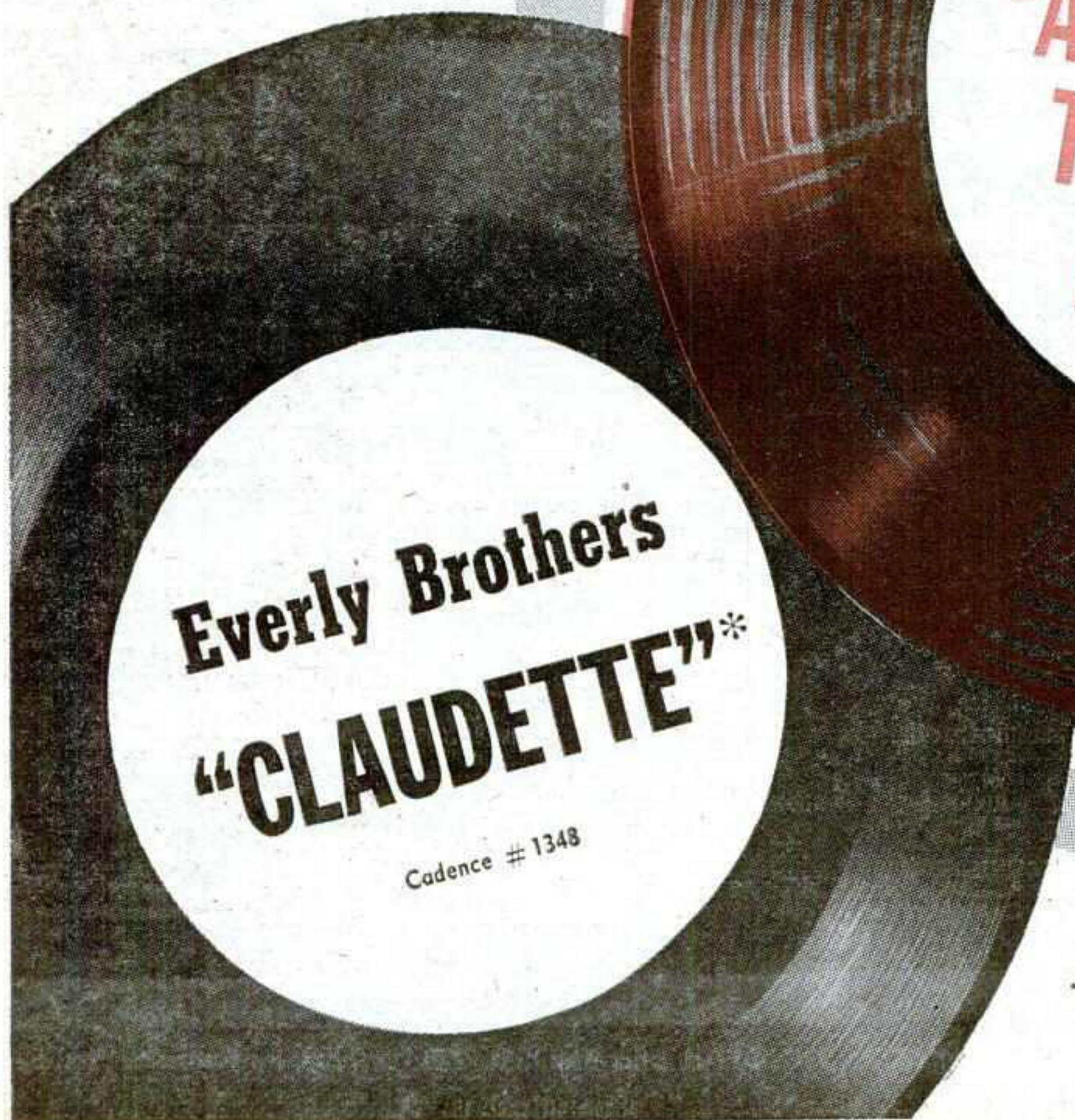
FOR SURVEY WEEK ENDING APRIL 12

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- All I Have to Do Is DreamThe Everly Brothers (BMI) Cadence 1348
- Arrivederci, RomaRoger Williams (ASCAP) Kapp 210
- The High SignThe Diamonds (BMI) Mercury 71291
- I Met Him on a SundayThe Shirelles (BMI) Decca 30588
- Rock and Roll RhapsodyThe Four Aces (BMI) Decca 30575
- You Excite MeFrankie Avalon (ASCAP) Chancellor 1016



**THE NATION'S
TOP DUO
WITH A
DOUBLE-
BARREL
SMASH!**



**Acuff-Rose Publications*
NASHVILLE, TENNESSEE

*Perry's next golden record
is next-door to a million already!*



KEWPIE DOLL

DANCE ONLY WITH ME

(from the new Broadway hit, "Say, Darling")

47/20-7202

with Mitchell Ayres' Orchestra and the Ray Charles Singers. Arrangements by Joe Reisman.

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



Most Played by Jockeys

FOR SURVEY WEEK ENDING APRIL 12

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week		Last Week	Weeks on Chart
1.	HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London..... Handed Down (ASCAP)—Cap 3891	1	5
2.	TEQUILA (BMI)—The Champs..... Train to Nowhere (BMI)—Challenge 1016	2	7
3.	TWILIGHT TIME (BMI)—Platters..... Out of My Mind (BMI)—Mer 71289	5	3
4.	LOLLIPOP (BMI)—Chordettes..... Baby, Come-A Back-A (ASCAP)—Cadence 1345	3	7
5.	ARE YOU SINCERE? (BMI)—Andy Williams..... Be Mine Tonight (BMI)—Cadence 1340	4	9
6.	WHO'S SORRY NOW (ASCAP)—Connie Francis.... You Were Only Fooling (ASCAP)—M-G-M 12588	6	7
7.	A WONDERFUL TIME UP THERE (BMI)— Pat Boone..... It's Too Soon to Know (ASCAP)—Dot 15690	10	8
8.	BILLY (ASCAP)—Kathy Linden..... If I Could Hold You in My Arms (ASCAP)—Felsted 8510	7	3
9.	CATCH A FALLING STAR (ASCAP)—Perry Como.. Magic Moments (ASCAP)—Vic 7128	9	15
10.	WITCH DOCTOR (ASCAP)—David Seville..... Don't Whistle at Me, Baby (ASCAP)—Liberty 55132	8	2
11.	SUGARTIME (BMI)—McGuire Sisters..... Banana Split (BMI)—Coral 61924	14	16
12.	TWENTY-SIX MILES (BMI)—Four Preps..... It's You (ASCAP)—Cap 3845	12	13
13.	RETURN TO ME (ASCAP)—Dean Martin..... Forgetting You (ASCAP)—Cap 3894	17	3
14.	OH, LONESOME ME (BMI)—Don Gibson..... I Can't Stop Loving You (BMI)—Vic 7133	18	3
15.	KEWPIE DOLL (ASCAP)—Perry Como..... Dance Only With Me (ASCAP)—Vic 7202	—	1
16.	IT'S TOO SOON TO KNOW (ASCAP)—Pat Boone... A Wonderful Time Up There (BMI)—Dot 15690	13	9
17.	THERE'S ONLY ONE OF YOU (ASCAP)Four Lads.. Blue Tattoo (ASCAP)—Col 41136	16	3
18.	WITCHCRAFT (ASCAP)—Frank Sinatra..... Tell Her You Love Her (BMI)—Cap 3859	24	14
19.	DON'T (BMI)—Elvis Presley..... I Beg of You (BMI)—Vic 7150	19	12
20.	CHANSON D'AMOUR (ASCAP)— Art and Dotty Todd..... Along the Trail With You (ASCAP)—Era 1064	—	1
21.	LOLLIPOP (BMI)—Ronald and Ruby..... Fickle Baby (BMI)—Vic 7174	20	3
22.	THE LITTLE BLUE MAN (BMI)—Betty Johnson... Winter in Miami (ASCAP)—Atlantic 1169	—	6
23.	SWEET LITTLE SIXTEEN (BMI)—Chuck Berry... Reelin' and Rocking (BMI)—Chess 1683	11	8
24.	SAIL ALONG SILVERY MOON (ASCAP)— Billy Vaughn..... Raunchy (BMI)—Dot 15661	25	13
25.	NOW AND FOR ALWAYS (ASCAP)— George Hamilton IV..... One Heart (ASCAP)—ABC-Paramount 9898	—	1
25.	LAZY MARY (ASCAP)—Lou Monte..... Angeliqne (ASCAP)—Vic 7160	22	2



THE HOT LABEL!

TEN POWERFUL NEW RELEASES

Exciting NEW Duo With
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GINO AND GINA

"Pretty Baby"

MERCURY 71283

Padre..... SARAH VAUGHAN.....71303

Night Stroll..... RALPH MARGERIE.....71295

That's My Doll..... RUSTY DRAPER.....71298

Night Time..... STEVE KARMEN.....71301

My Last Goodbye..... EDDY HOWARD.....71300

My Foolish Fling..... HALF BROTHERS.....71299

Hey Eula..... SIL AUSTIN.....71305

A Boy And A Girl..... SHEPPARD SISTERS.....71306

Ducky..... DAVID CARROLL.....71307

FIVE POSITIVE SMASH HITS

"Twilight
Time"

THE
PLATTERS

71289

"Wishing
For Your
Love"

THE
VOXPOPPERS

71282

"Another Time,
Another Place"
and
"These Worldly
Wonders"

PATTI
PAGE

71294

"High
Sign"

THE
DIAMONDS

71291

"Little
Train"

STORZ &
VASEL

71286

THE **BIG** VERSION

WALK

DECCA
9-30628

Sung by



TONI ARDEN



Territorial Best Sellers

FOR SURVEY WEEK ENDING APRIL 12

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TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

- BOSTON**
 Breathless, Jerry Lee Lewis, Sun
 Catch a Falling Star/Magic Moments Perry Como, Vic.
 He's Got the Whole World in His Hands Laurie London, Cap.
 Lazy Mary, Lou Monte, Vic.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Champs, Chal.
 Twilight Time, Platters, Mer.
 Who's Sorry Now, Connie Francis, M-G-M
- CHICAGO**
 Book of Love, Monatoes, Argo
 Don't You Just Know It, Huey Smith, Ace
 He's Got the Whole World in His Hands Laurie London, Cap.
 Lazy Mary, Lou Monte, Vic.
 Lollipop, Chordettes, Cdc.
 Talk to Me, Talk to Me Little Willie John, King
 Tequila, Champs, Chal.
 Twilight Time, Platters, Mer.
 Witch Doctor, David Seville, Lib.
- DETROIT**
 Are You Sincere?, Andy Williams, Cdc.
 Believe What You Say, Ricky Nelson, Imp.
 Billy, Kathy Linden, Fel.
 He's Got the Whole World in His Hands Laurie London, Cap.
 Lazy Mary, Lou Monte, Vic.
 Maybe, Baby, Chicklets, Brk.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Twenty-Six Miles, Four Preps, Cap.
- EAST TEXAS**
 All the Way, Frank Sinatra, Cap.
 Catch a Falling Star, Perry Como, Vic.
 He's Got the Whole World in His Hands Laurie London, Cap.
 Lollipop, Chordettes, Cdc.
- FLORIDA**
 Believe What You Say, Ricky Nelson, Imp.
 Book of Love, Monatoes, Argo
 Breathless, Jerry Lee Lewis, Sun
 Don't You Just Know It, Huey Smith, Ace
 It's Too Soon to Know/A Wonderful Time Up There, Pat Boone, Dot
 Lollipop, Chordettes, Cdc.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Champs, Chal.
- LOS ANGELES**
 Book of Love, Monatoes, Argo
 Catch a Falling Star/Magic Moments Perry Como, Vic.
 Don't You Just Know It?, Huey Smith, Ace
 He's Got the Whole World in His Hands Laurie London, Cap.
 Lollipop, Chordettes, Cdc.
 Tequila, Champs, Chal.
 We Belong Together, Robert and Johnny, Old Town
 Witchcraft, Frank Sinatra, Cap.
- NEW YORK AND NEWARK**
 Book of Love, Monatoes, Argo
 Catch a Falling Star/Magic Moments Perry Como, Vic.
 For Your Love, Ed Townsend, Cap.
 Lazy Mary, Lou Monte, Vic.
 Rock and Roll Is Here to Stay Danny and the Juniors, ABC Para.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Champs, Chal.
 Twilight Time, Platters, Mer.
- NORTHERN NEW YORK STATE**
 Arredaverdi Roma, Roger Williams, Kapp
 He's Got the Whole World in His Hands Laurie London, Cap.
- BOSTON**
 The Little Blue Man, Betty Johnson, Atl.
 Lollipop, Chordettes, Cdc.
 Lonely Island, Sam Cooke, Keen
 March From the River Kwai and "Colonel Bogey, Mitch Miller, Col.
 Who's Sorry Now?, Connie Francis, M-G-M
 You Are My Destiny, Paul Anka, ABC-Para.
- NORTHERN OHIO**
 All I Have to Do Is Dream Evely Brothers, Cdc.
 Don't You Just Know It, Huey Smith, Ace
 He's Got the Whole World in His Hands Laurie London, Cap.
 My Bucket's Got a Hole in It/Believe What You Say, Ricky Nelson, Imp.
 To Be Loved, Jackie Wilson, Brk.
 Twilight Time, Platters, Mer.
 Witch Doctor, David Seville, Lib.
 A Wonderful Time Up There/It's Too Soon to Know, Pat Boone, Dot
- NORTHWEST**
 Believe What You Say/My Bucket's Got a Hole in It, Ricky Nelson, Imp.
 Lollipop, Chordettes, Cdc.
 Oh, Lonesome Me, Don Gibson, Vic.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Champs, Chal.
 Twilight Time, Platters, Mer.
 Wear My Ring Around Your Neck Elvis Presley, Vic.
 A Wonderful Time Up There/It's Too Soon to Know, Pat Boone, Dot
- PHILADELPHIA**
 Book of Love, Monatoes, Argo
 Dinner With Drac, John Zacherle, Cam.
 Don't/I Beg of You, Elvis Presley, Vic.
 He's Got the Whole World in His Hands Laurie London, Cap.
 Lollipop, Chordettes, Cdc.
 Talk to Me, Talk to Me, Little Willie John, King

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

- My Bucket's Got a Hole in It Ricky Nelson, Imp.
 Return to Me, Dean Martin, Cap.
 Tequila, Champs, Chal.
 Twilight Time, Platters, Mer.
- SAN FRANCISCO AND OAKLAND**
 Breathless, Jerry Lee Lewis, Sun
 Lollipop, Chordettes, Cdc.
 My Bucket's Got a Hole in It Ricky Nelson, Imp.
 Oh-Oh, I'm Falling in Love Again Jimmy Rodgers, Rli.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Champs, Chal.
 This Is the Night, Valiants, Keen
 A Wonderful Time Up There/It's Too Soon to Know, Pat Boone, Dot
- SOUTHERN OHIO**
 Believe What You Say, Ricky Nelson, Imp.
 Breathless, Jerry Lee Lewis, Sun
 Don't, Elvis Presley, Vic.
 Oh, Lonesome Me, Don Gibson, Vic.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Champs, Chal.
 Twilight Time, Platters, Mer.
 A Wonderful Time Up There/It's Too Soon to Know, Pat Boone, Dot
- ST. LOUIS AND KANSAS CITY**
 Catch a Falling Star, Perry Como, Vic.
 Dinner With Drac, John Zacherle, Cam.
 Lollipop, Chordettes, Cdc.
 Return to Me, Dean Martin, Cap.
 Sugartime, McGuire Sisters, Cor.
 Tequila, Champs, Chal.
 Twenty-Six Miles, Four Preps, Cap.
 Twilight Time, Platters, Mer.
- WASHINGTON AND BALTIMORE**
 Believe What You Say, Ricky Nelson, Imp.
 Book of Love, Monatoes, Argo
 Oh, Lonesome Me, Don Gibsn, Vic.
 Return to Me, Dean Martin, Cap.
 Stood Up, Ricky Nelson, Imp.
 Twenty-Six Miles, Four Preps, Cap.
 Twilight Time, Platters, Mer.
 Who's Sorry Now, Connie Francis, M-G-M

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ROULETTE





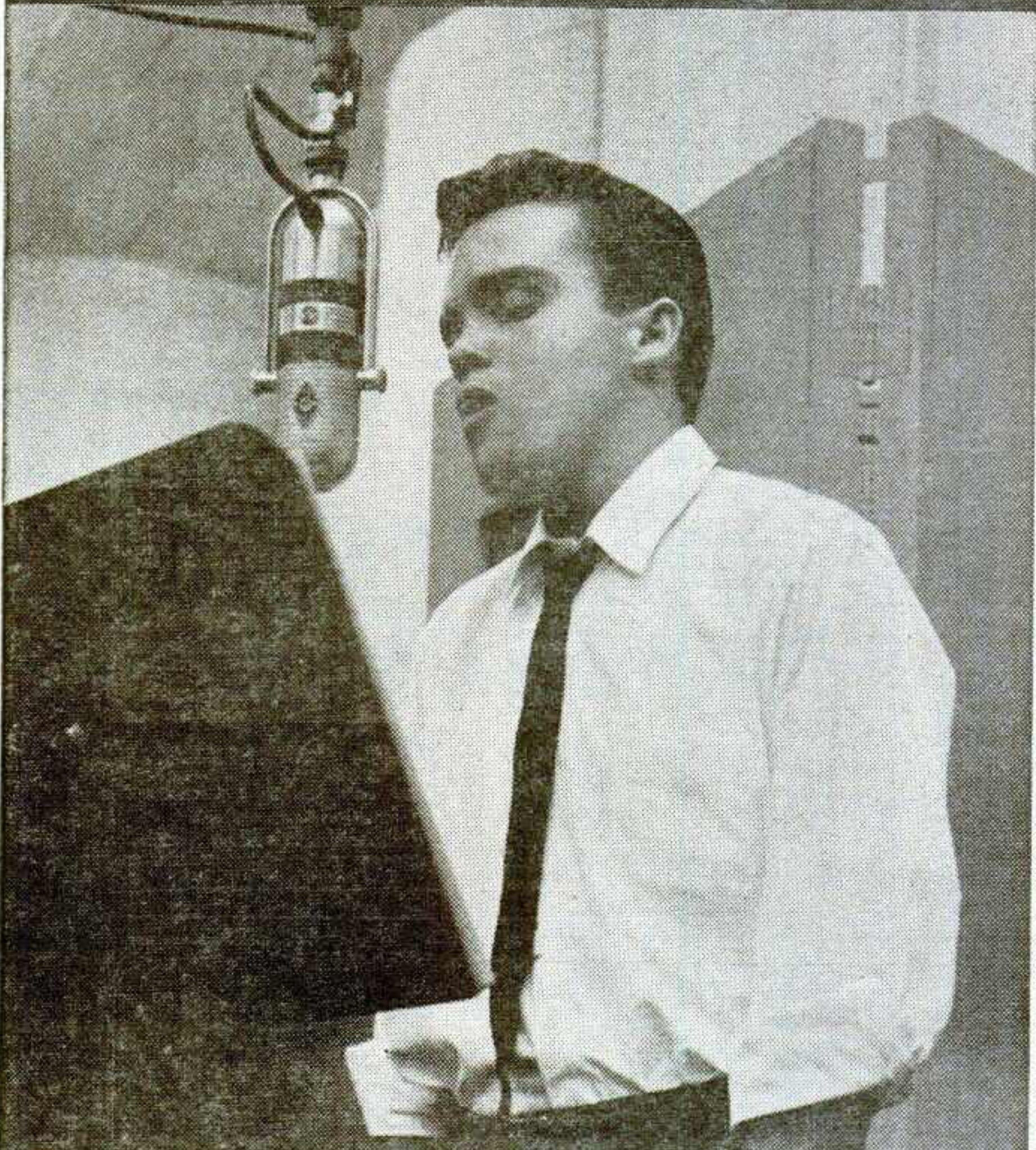
Top 100 Sides

FOR SURVEY WEEK ENDING APRIL 12

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.	TWILIGHT TIME, Platters, Mercury.....	5
2.	HE'S GOT THE WHOLE WORLD IN HIS HANDS, Laurie London, Capitol.....	2
3.	TEQUILA, Champs, Challenge.....	1
4.	WITCH DOCTOR, David Seville, Liberty.....	37
5.	BOOK OF LOVE, Monatoes, Argo.....	7
6.	LOLLIPOP, Chordettes, Cadence.....	4
7.	WEAR MY RING AROUND YOUR NECK, Elvis Presley, Victor.....	—
8.	BELIEVE WHAT YOU SAY, Ricky Nelson, Imperial.....	15
9.	CATCH A FALLING STAR, Perry Como, Victor.....	12
10.	A WONDERFUL TIME UP THERE, Pat Boone, Dot.....	11
11.	WHO'S SORRY NOW, Connie Francis, M-G-M.....	6
12.	LAZY MARY, Lou Monte, Victor.....	19
13.	DON'T YOU JUST KNOW IT, Huey Smith, Ace.....	9
14.	SWEET LITTLE SIXTEEN, Chuck Berry, Chess.....	3
15.	OH, LONESOME ME, Don Gibson, Victor.....	20
16.	BILLY, Kathy Linden, Felsted.....	20
17.	SUGARTIME, McGuire Sisters, Coral.....	9
18.	TWENTY-SIX MILES, Four Preps, Capitol.....	14
19.	BREATHLESS, Jerry Lee Lewis, Sun.....	8
20.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot.....	13
21.	MY BUCKET'S GOT A HOLE IN IT, Ricky Nelson, Imperial.....	18
22.	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" Mitch Miller, Columbia.....	31
23.	ARE YOU SINCERE? Andy Williams, Cadence.....	15
24.	IT'S TOO SOON TO KNOW, Pat Boone, Dot.....	22
25.	DON'T, Elvis Presley, Victor.....	17
25.	ROCK AND ROLL IS HERE TO STAY, Danny and the Juniors, ABC-Paramount.....	28
27.	MAYBE, BABY, Crickets, Brunswick.....	23
28.	THE WALK, Jimmy McCracklin, Checker.....	23
28.	THE LITTLE BLUE MAN, Betty Johnson, Atlantic.....	27
30.	RETURN TO ME, Dean Martin, Capitol.....	54
31.	GOOD GOLLY, MISS MOLLY, Little Richard, Specialty.....	30
32.	OH, JULIE, Crescendos, Nasco.....	25
32.	TO BE LOVED, Jackie Wilson, Brunswick.....	54
34.	KEWPIE DOLL, Perry Como, Victor.....	95
35.	BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun.....	29
36.	TALK TO ME, TALK TO ME, Little Willie John, King.....	46
37.	OH-OH, I'M FALLING IN LOVE AGAIN, Jimmie Rodgers, Roulette.....	26
38.	WE BELONG TOGETHER, Robert and Johnny, Old Town.....	44
39.	SKINNY MINNIE, Bill Haley and His Comets, Decca.....	67
39.	CHANSON D'AMOUR, Art and Dotty Todd, Era.....	95
41.	GET A JOB, Silhouettes, Ember.....	33
41.	DINNER WITH DRAC, John Zacherle, Cameo.....	34
41.	THERE'S ONLY ONE OF YOU, Four Lads, Columbia.....	50
44.	EVERY NIGHT, Chantels, End.....	40
45.	WISHING FO' YOUR LOVE, Voxpoppers, Mercury.....	80
46.	FOR YOUR LOVE, Ed Townsend, Capitol.....	—
46.	LOOKING BACK, Nat King Cole, Capitol.....	56
46.	WITCHCRAFT, Frank Sinatra, Capitol.....	37
49.	LONELY ISLAND, Sam Cooke, Keen.....	39
50.	SHORT SHORTS, Royal Teens, ABC-Paramount.....	32
51.	TUMBLING TUMBLEWEEDS, Billy Vaughn, Dot.....	35
51.	DEDE DINAH, Frankie Avalon, Chancellor.....	43
51.	YOU EXCITE ME, Frankie Avalon, Chancellor.....	70
54.	JUST MARRIED, Marty Robbins, Columbia.....	80
55.	LET THE BELLS KEEP RINGING, Paul Anka, ABC-Paramount.....	—
55.	YOU ARE MY DESTINY, Paul Anka, ABC-Paramount.....	40
57.	ALL THE WAY, Frank Sinatra, Capitol.....	45
58.	MAYBE, Chantels, End.....	38
59.	CLICK CLACK, Dickey Doo and the Don'ts, Swan.....	56
60.	YOU WERE MADE FOR ME, Sam Cooke, Keen.....	48
60.	BEEN SO LONG, Pastels, Argo.....	50
60.	HIGH SIGN, Diamonds, Mercury.....	86
63.	THE STROLL, Diamonds, Mercury.....	42
63.	SO TOUGH, Casuals, Back Beat.....	47
63.	YES, MY DARLING, Fats Domino, Imperial.....	58
66.	SING, BOY, SING, Tommy Sands, Capitol.....	58
67.	I MET HIM ON A SUNDAY, Shirelles, Decca.....	—
67.	DO I LIKE IT? Nat King Cole, Capitol.....	67
69.	ALL I HAVE TO DO IS DREAM, Everly Brothers, Cadence.....	—
69.	DON'T LET GO, Roy Hamilton, Epic.....	48
69.	THE SWINGING SHEPHERD BLUES, Moe Koffman Quartet, Jubilee.....	58
69.	MAGIC MOMENTS, Perry Como, Victor.....	50
69.	ROCK AND ROLL RHAPSODY, Four Aces, Decca.....	70
74.	DONCHA' THINK IT'S TIME, Elvis Presley, Victor.....	—
74.	NOW AND FOR ALWAYS, George Hamilton IV, ABC-Paramount.....	62
74.	ARRIVEDERCI ROMA, Roger Williams, Kapp.....	95
77.	CRAZY LOVE, Paul Anka, ABC-Paramount.....	—
77.	TRYING, Billy Vaughn, Dot.....	—
77.	TEQUILA, Eddie Platt, ABC-Paramount.....	65
77.	STOOD UP, Ricky Nelson, Imperial.....	74
81.	TEACHER'S PET, Doris Day, Columbia.....	—
81.	DANCING WITH MY SHADOW, Four Voices, Columbia.....	80
81.	BIG GUITAR, Owen Bradley Quintet, Decca.....	80
84.	ALL THE TIME, Johnny Mathis, Columbia.....	—
84.	AT THE HOP, Danny and the Juniors, ABC-Paramount.....	53
86.	COME TO ME, Johnny Mathis, Columbia.....	80
87.	BELONGING TO SOMEONE, Patti Page, Mercury.....	65
87.	APRIL LOVE, Pat Boone, Dot.....	67
87.	DIZZY MISS LIZZY, Larry Williams, Specialty.....	75
90.	LOLLIPOP, Ronald and Ruby, Victor.....	62
90.	RAUNCHY, Billy Vaughn, Dot.....	70
90.	ANGEL SMILE, Nat King Cole, Capitol.....	75
90.	THE SWINGING SHEPHERD BLUES, David Rose, M-G-M.....	75
90.	BOP-A-LENA, Ronnie Self, Columbia.....	86
90.	THE STORY OF MY LIFE, Marty Robbins, Columbia.....	—
90.	WILD IS THE WIND, Johnny Mathis, Columbia.....	—
97.	LET'S BE LOVERS, Playmates, Roulette.....	—
97.	"7-11," Gone All Stars, Gone.....	75
97.	LIECHTENSTEINER POLKA, Will Glahe, London.....	70
100.	BAD MOTORCYCLE, Storey Sisters, Cameo.....	—

LINDSEY REPORT:



Bing's boy Lindsey makes his RCA Victor debut with a red-hot hit in the big Crosby tradition!

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A SOLID MILLION SELLER.. for

FATS DOMINO

SICK

and **TIRED**



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NO, NO

5515 4-7-58

• Review Spotlight on . . .

POP RECORDS

FATS DOMINO . . . Imperial 5515 . . . **SICK AND TIRED**
(Travis, BMI)

NO, NO . . . **(Travis, BMI)**

"Sick" has the artist shouting on a blues. "No, No" is also a salable side in the "Poor Me" tradition. Domino's fine performances on each have the loot sound, and both should also go well in r. & b. marts.

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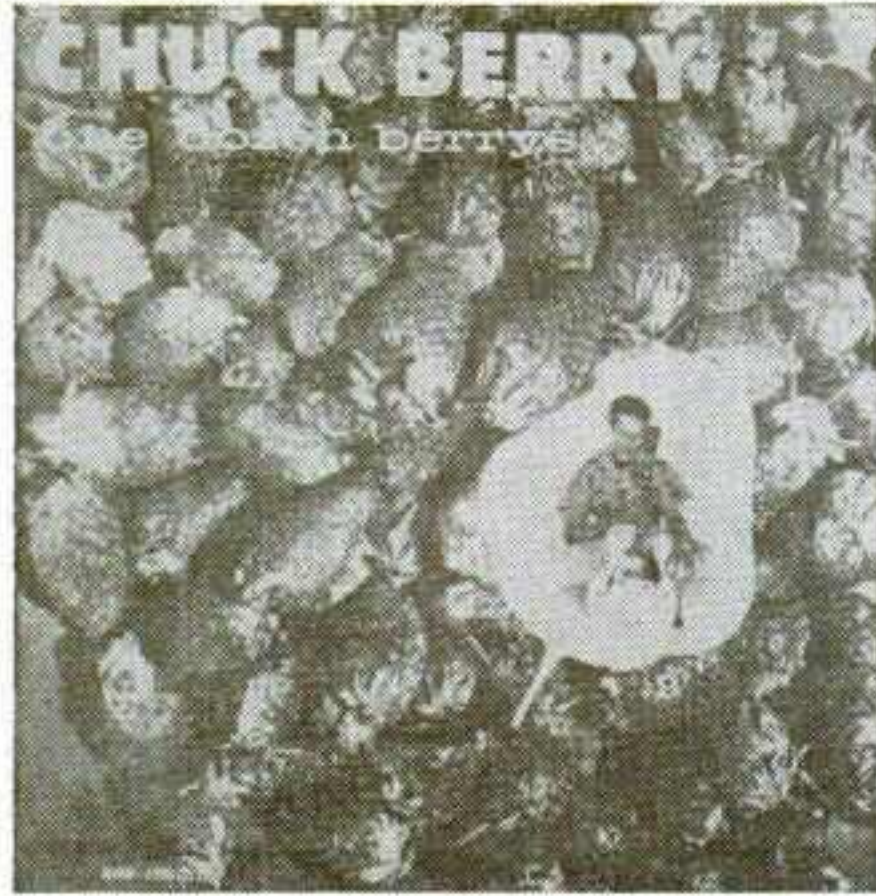


DOMIN



THE HIT LP OF '58

— Album Cover of the Week —



ONE DOZEN BERRYS, Chess LP 1432. The cute cover idea makes good use of Chuck Berry's name. It's an eye-catcher and should lure buys.

• Review Spotlight on Albums . .

ROCK 'N ROLL ALBUM

CHUCK BERRY—ONE DOZEN BERRYS (1-12)"—
Chess LP 1432

Here's a solid package of rock and roll sides by Berry, highlighted by a striking cover shot. Selections—some culled from past singles—include "Sweet Little Sixteen," Rock and Roll Music," "Guitar Boogie," etc.

RHYTHM & BLUES ALBUM

THE BEST OF MUDDY WATERS (1-12)"—
Chess LP 1427

A great package of primitive-styled Southern blues. Muddy Waters' shouting, accompanied by his funky guitar and Little Walter's mouth organ, will absolutely prove a gasser to true lovers of this folk blues genre. Sides include "Louisiana Blues," "Honey Bee," "I Can't Be Satisfied"—a dozen in all, and every one with the stamp of authenticity.

and

MORE SINGLE HITS TOO!

- "Book of Love"—Monotones
Argo 5290
- "Johnny B. Goode"—Chuck Berry
Chess 1691
- "Everybody Rock" b/w "Get Tough"—
Jimmy McCracklin
Checker 893
- "Who's to Know"—Wendell Tracey
Argo 5296
- "Six Months, Three Weeks, Two Days, One
Hour"—Jack McVea & The Sharps
Chess 1690
- "Little Pig" b/w "Tornado"—Dale Hawkins
Checker 892
- "Soda Pop"—Moonglows
Chess 1689
- "An Innocent Kiss"—The Tops
Singular 712

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• Best Selling Sheet Music in U. S.

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

This Week		Last Week	Weeks on Chart
1.	SUGARTIME (Nor-Va-Jak)	1	16
2.	HE'S GOT THE WHOLE WORLD IN HIS HANDS (Chappell)	4	4
3.	CATCH A FALLING STAR (Fisher)	2	12
4.	LOLLIPOP (Marks)	6	5
5.	WHO'S SORRY NOW? (Mills)	4	6
6.	SAIL ALONG SILVERY MOON (Joy)	3	15
7.	THE LITTLE BLUE MAN (Trinity)	14	4
8.	RETURN TO ME (Southern)	—	1
8.	ARRIVEDERCI ROMA (Hill and Range)	12	3
10.	ARE YOU SINCERE? (Cedarwood)	7	7
11.	ALL THE WAY (Barton)	13	23
12.	TWILIGHT TIME (Porgie)	—	1
12.	TEQUILA (Jat)	10	4
14.	A WONDERFUL TIME UP THERE (Fowler)	9	5
15.	KEWPIE DOLL (Leeds)	—	1

• Best Selling Sheet Music in Britain

(For week ending April 12)

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.

Magic Moments—Chappell (Chappell)	Oh-Oh, I'm Falling in Love Again—Sterling (Planetary)
April Love—Robbins (Feist)	All the Way—Barton (Maraville)
Catch a Falling Star—Feldman (Marvin)	Raunchy—Aberbach (Hi-Lo)
I May Never Pass This Way Again—Chappell (Oval)	At the Hop—Bron (Singular)
Sugartime—Southern (Nor-Va-Jak)	Forgotten Dreams—Mills (Mills)
Swinging Shepherd Blues—Sherwin (Benell)	Wholte Lotta Woman—Sheldon (Geronimo)
The Story of My Life—Sterling (Famous)	Why Don't They Understand—Henderson (Hollis)
Mandy (The Pansy)—World Wide (Duchess)	You Are My Destiny—Mellin (Pamco)
Nairobi—Leeds (Favorite)	Maybe Maybe—Southern (Nor-Va-Jak)
To Be Loved—Duchess (Pearl)	Love Me Forever—Kassner (Greta)

• Best Selling Pop Records in Britain

(For week ending April 12)

This Week	Printed thru the courtesy of the "New Musical Express" Britain's Foremost Musical Publication.	Last Week
1.	MAGIC MOMENTS—Perry Como (RCA)	1
2.	WHOLE LOTTA WOMAN—Marvin Rainwater (M-G-M)	2
3.	MAYBE BABY—Crickets (Coral)	5
4.	SWINGING SHEPHERD BLUES—Ted Heath (Decca)	7
5.	NAIROBI—Tommy Steele (Decca)	3
6.	A WONDERFUL TIME UP THERE—Pat Boone (London)	15
7.	TEQUILA—The Champs (London)	9
8.	LA DEE DAH—Jackie Dennis (Decca)	4
9.	DON'T—Elvis Presley (RCA)	6
10.	CATCH A FALLING STAR—Perry Como (RCA)	11
11.	IT'S TOO SOON TO KNOW—Pat Boone (London)	13
12.	MANDY—Eddie Calvert (Columbia)	16
13.	WHO'S SORRY NOW—Connie Francis (M-G-M)	10
14.	THE STORY OF MY LIFE—Michael Holliday (Columbia)	8
15.	BREATHLESS—Jerry Lee Lewis (London)	24
16.	GOOD GOLLY, MISS MOLLY—Little Richard (London)	12
17.	APRIL LOVE—Pat Boone (London)	21
18.	TO BE LOVED—Malcolm Vaughan (HMV)	17
18.	OH-OH, I'M FALLING IN LOVE AGAIN—Jimmie Rodgers (Columbia)	19
20.	JAILHOUSE ROCK—Elvis Presley (RCA)	14

• 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	Television
A Very Precious Love (R) (F)—Witmark—ASCAP	All I Have to Do Is Dream (R)—Acuff-Rose—BMI
All the Way (R) (F)—Maraville—ASCAP	Billy (R)—Mills—ASCAP
Another Time, Another Place (R)—Famous—ASCAP	Book of Love (R)—Arc-Keel—BMI
Are You Sincere? (R)—Cedarwood—BMI	Careful, Careful (R)—Witmark—ASCAP
Billy (R)—Mills—ASCAP	Fever (R)—Lois—BMI
Chanson D'Amour (R) — Meadowlark—ASCAP	Gigi (R)—Chappell—ASCAP
Everything Is Ticky-Boo (R)—Commander—ASCAP	Glitter and Glow (R)—Gilbert & Kahn—ASCAP
Gigi (R) (F)—Chappell—ASCAP	Happiness (R)—Conley—BMI
He's Got the Whole World in His Hands (R)—Chappell—ASCAP	He's Got the Whole World in His Hands (R)—Chappell—ASCAP
How Are You Fixed For Love (R)—Tamarisk—ASCAP	How Are You Fixed For Love (R)—Tamarisk—ASCAP
I've Got Bells on My Heart (R)—Southern—ASCAP	It's Too Soon to Know (R)—Morris—ASCAP
Kewpie Doll (R)—Leeds—ASCAP	Johnny B. Goode (R)—Arc—BMI
Lollipop (R)—Marks—BMI	Lollipop (R)—Marks—BMI
Long, Hot Summer (R) (F)—Feist—ASCAP	Long, Hot Summer (R) (F)—Feist—ASCAP
Magic Moments (R)—Famous—ASCAP	Looking Back (R)—Eden-Sweco—BMI
Marching Saints (R)—Clara—ASCAP	March From the River Kwai & Colonel Bogey (R) (F)—Columbia Pictures-Boosey & Hawkes—ASCAP
The Night They Invented Champagne (R)—Chappell—ASCAP	Nee Nee Na Na Na Nu Nu (R)—Deane & Doo—ASCAP
Oh-Oh, I'm Falling in Love Again (R)—Planetary—ASCAP	No Fool Like an Old Fool (R)—Evans—ASCAP
Return to Me (R)—Southern—ASCAP	No No (R)—Travis—BMI
Secret of Happiness (R) — Planetary—ASCAP	Nothing in Common (R)—Morris—ASCAP
Seventy-Six Trombones (R) (M)—Frank—ASCAP	Oh-Oh, I'm Falling in Love Again (R)—Planetary—ASCAP
Swinging Shepherd Blues (R)—Kahl-Bennell—BMI	Saloon (R)—Witmark—ASCAP
Tango Boogie (R)—Bregman, Vocco & Conn—ASCAP	Skinny Minnie (R)—Valley Brook—ASCAP
Tequila (R)—Jat—BMI	Stroll (R)—Meridian—BMI
There's Only One of You (R)—Korwin—ASCAP	Tequila (R)—Jat—BMI
These Worldly Wonders (R)—Brenner—BMI	When My Baby Smiles at Me (R)—Von Tilzer—ASCAP
Twilight Time (R)—Porgie—BMI	Who's Sorry Now (R)—Mills—ASCAP
Who's Sorry Now (R)—Mills—ASCAP	Witch Doctor (R)—Monarch—ASCAP
Witch Doctor (R)—Monarch—ASCAP	You (R)—Instant—BMI
Witchcraft (R)—Morris—ASCAP	You Excite Me (R)—Debmars—ASCAP

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playing

"THE SLIDE"

b/w

"SHAKIN'"

= 254

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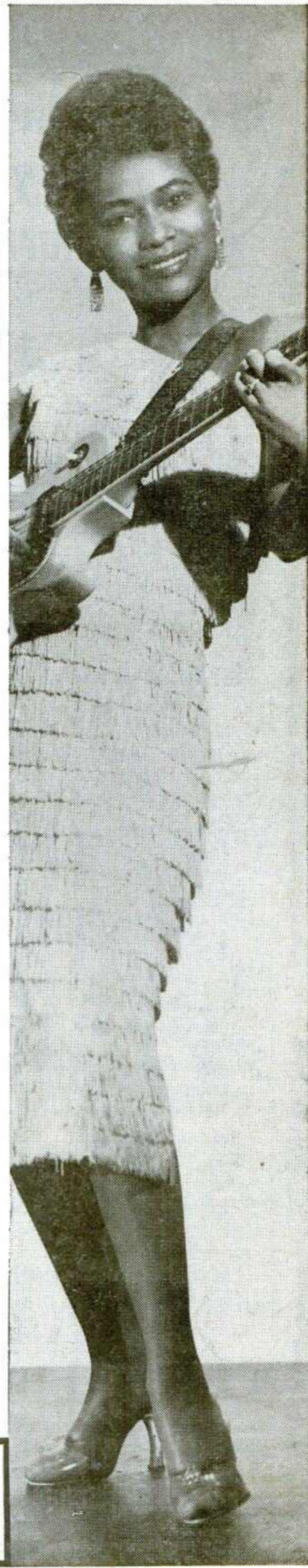
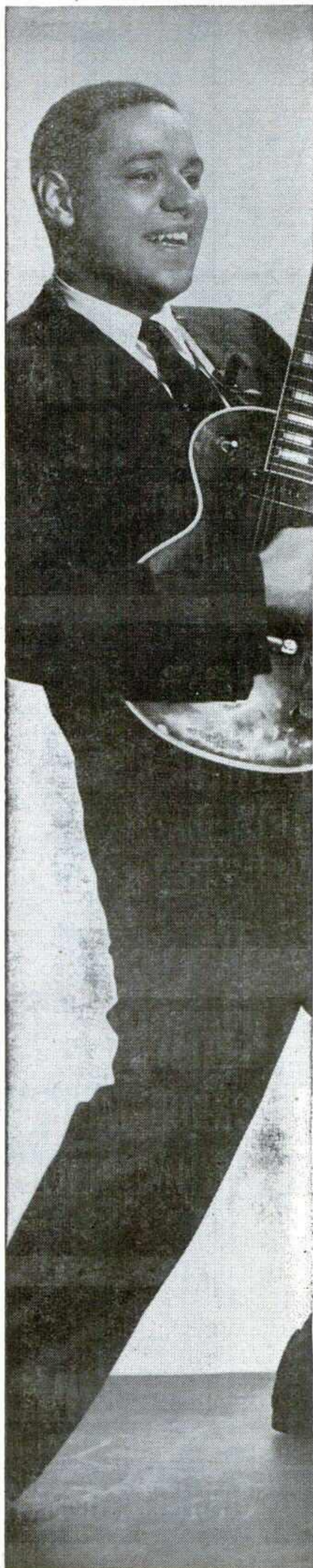
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- ST. LOUIS 1, MO. 812 Olive St., CHestnut 1-0443. Frank Joerling.

VOX JOX

• Continued from page 10

a Saturday night hour-long TV amateur show April 12.

Jim Lounsbury averages six record hops thruout greater Chicago-land each week, has started a 6 to 7 p.m. daily show over WAIT, Chicago. He is also doing other free-lance radio and TV locally. . . . Howard Miller, WIND, Chicago, around-the-clock personality, rates kudos for starting the No. 1 hit from Germany, here. Miller got a copy from a GI listener in Germany, started playing it on his local and CBS network radio shows and informed Mercury that it was by their Scandanavian licensee, Metronome Records. . . . Sandy Singer, the former Iowa and Minneapolis spinner, now at WIND, Chicago.

Ben Calderone, deejay-program director, KWYR, Winner, S. D., writes: "It has long been a mystery to me why any self-respecting radio station would play the 'top 40' tunes all disgusting day long. Now I am not opposed to rock and roll. Once in a while a rock tune breaks up what might be an overly sedate session. However, rock and roll is, as the man said,

mainly junk. If someone disputes this I would ask him to compare any rock tune to any tune in the long list of standards. I say let's play the 'top 40' but not all day. To do otherwise is to ignore the several other age groups who desire the really fine stuff that records and songs are made of."

In another vein, Mel Bernam, WAMS, Wilmington, Del., teed off at Mitch Miller's recent attack against "Top 40" via a letter to Miller, which he later made public to the trades. "The average citizen," said Bernam, "is not an advanced musically learned person such as yourself, and therefore, does not look upon popular music with the disdain that you exhibit. Let us examine the facts. First of all if it were only the sub-teens who listen to today's popular music, how do you account for the fantastic success of the so-called 'Top 40' stations? Do you honestly believe that the eight-to-14-year-olds are capable of swinging the fabulously large ratings for these stations?"

"If you had grounds for your remarks, it would be a different story, but your uninformed opinion, concerning the audience for popular music, will not change—not one iota—the large mass of the population's taste in music." Commenting on his own show, Bernam states: "Our ratings are the highest in this city. We produce excellent results for our advertisers. My show itself boasts an audience share of 56 per cent."

GIMMIX: Lee Rodgers, KTHS, Little Rock, recently interviewed a prominent psychiatrist on the subject of current teen-ager tastes in music. Rodgers says the conversation concentrated in particular "on the recent rash of records having to do with teen-agers in love with their teachers, older men, older women, etc." . . . Tim Osborne and Don LeBlanc, KTRH, Houston, report that "surveys of record shops and juke boxes and high school dances show the younger set is trending away from rock 'n roll." They predict lively ballads may force rock 'n roll into second place.

YESTERYEAR'S TOPS—

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

APRIL 17, 1948

1. Now Is the Hour
2. Manana
3. I'm Looking Over a Four-Leaf Clover
4. Beg Your Pardon
5. But Beautiful
6. Sabre Dance
7. Baby Face
8. The Dickey-Bird Song
9. Tootie Oolie Doolie (The Yodel Polka)
10. You Can't Be True, Dear

APRIL 18, 1953

1. Doggie in the Window
2. Pretend
3. Till I Waltz Again With You
4. I Believe
5. Your Cheatin' Heart
6. Tell Me You're Mine
7. Tell Me a Story
8. Side by Side
9. Don't Let the Stars Get in Your Eyes
10. Wild Horses

2d Annual Golf Tournament

• Continued from page 3

ners of North, South, East and West, in each of four handicap categories (16 in all), to be flown, all expenses paid, as guests of D-I-S-C to Fred Waring's Shawnee Inn, Shawnee, Pa. In a gala 520-day climax, late in September, winners of the four handicap categories will be decided.

Last year's winners received trophies presented by Fred Waring, The Billboard and Cash Box. According to Mickey Addy, chairman of this year's prize committee, many additional awards are planned.

Co-ordinating area competition will be the following chairmen:

- NEW ENGLAND—Harry Carter Music Suppliers of New England, 263 Huntington Ave., Boston, COpley 7-1170
- PENNSYLVANIA - LOWER N. J. — Ed Barksey, Edward Barksey, Inc., 2522 N. Broadway, Philadelphia. BALdwin 3-9650
- NEW YORK-UPPER N. J.—Lou Del Guercio, 20th Century-Fox Records, 157 W. 57th St., New York City
- MIDWEST—Sellman C. Schulz,

Decca Records, 153 West Huron St., Chicago. MOhawk 4-4800

SOUTHEAST — Hirsh de La Viez, 1320 Rhode Island Ave., N. E., Washington. HObart 2-3170

WEST AND SOUTHWEST — Bob McCluskey, The Billboard, 1520 N. Gower, Hollywood. HOLlyood 9-5831. and Jack Devaney, Cash Box, 6272 Sunset Blvd. HOLlywood. HOLlywood 5-2129

Anyone interested in joining D-I-S-C or obtaining additional information may contact Bernie Boorstein, of Leslie Distributors, 639 10th Ave., New York City, or Murray Luth of the Fred Waring organization, 157 W. 57th St., New York City.

The D-I-S-C Golf Tournament proved enormously popular in its first year, and all indications point to a membership this year of well over 1,000 music-industry golfers. The enthusiasm being generated is summed up by a record exec who commented: "It's a pleasure to get in on something that won't be covered, purchased or banned."

BEST SELLERS!

LITTLE WILLIE JOHN
**TALK TO ME,
TALK TO ME**
King 5108

BILL DOGGETT
BLUES FOR HANDY
b/w
HOW COULD YOU
King 5130

BOO-DA-BA
b/w
PIMENTO
King 5125

JOHNNIE PATE
MUSKEETA
b/w
PRETTY ONE
Federal 12325

**SWINGING
SHEPHERD
BLUES**
Federal 12312

THE "5" ROYALES
**DEDICATED TO THE
ONE I LOVE**
King 5098

EARL BOSTIC
BACK BEAT
King 5127

LESTER LEAPS IN
King 5120

TINY TOPSY
CHA-CHA SUE
b/w
**WESTERN
ROCK 'N ROLL**
Federal 12323

DANNY OVERBEA
SPACE TIME
b/w
CANDY BAR
Federal 12322

KING RECORDS

Another "Silhouettes"
**"RAGS TO
RICHES"**
The Rays
Cameo 133
G&M RECORDS

RELIABILITY—QUALITY
RECORD PRESSING
Originators of the Patented
rim drive; thick-thin
type record
RESEARCH CRAFT CO.
1011 NORTH FULLER
HOLLYWOOD 46, CALIF.

Introducing



RECORDS

A PRODUCT OF LOEW'S, INCORPORATED
1540 BROADWAY, NEW YORK 36, N. Y. JUDSON 2-2000



FIRST RELEASES

THE VELOURS

REMEMBER
PICKED BY CASH BOX

and
CAN I WALK YOU HOME

CUB K9001

JIMMY WILLIAMS

YOU'RE THE ONE

and
I'LL ONLY GIVE MY LOVE

CUB K9002

THE WANDERERS

A TEENAGE QUARREL

and
MY SHINING HOUR

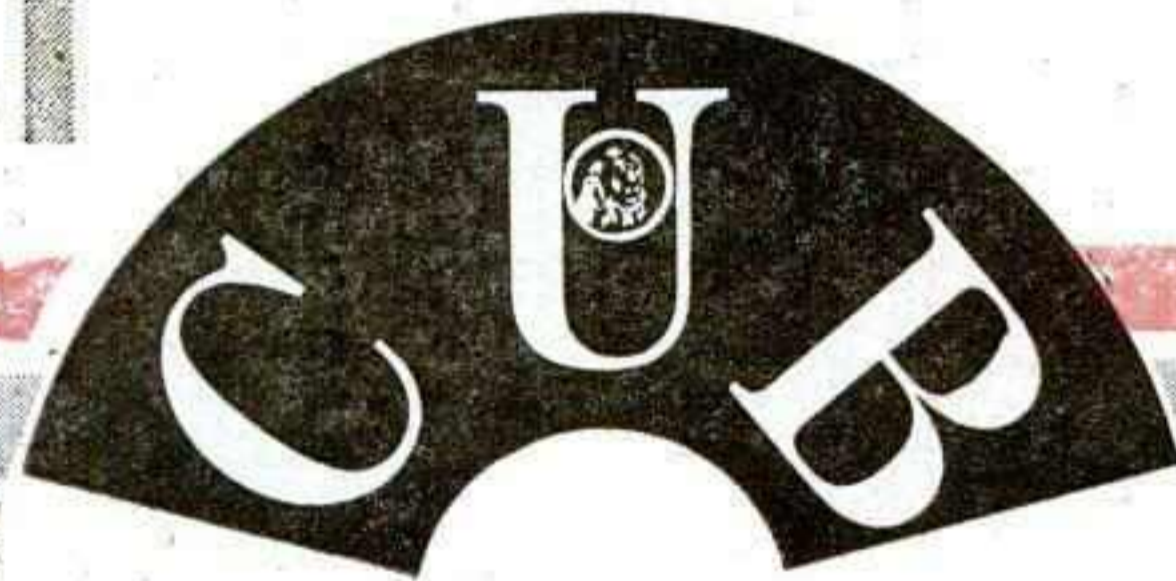
CUB K9003

SEAN DOWNEY

YOU LET GO

and
HEARTS ARE WILD

CUB K9004



45 R.P.M.

CUB RECORDS

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901 Girard St. N. E.
Washington 17, D. C.

For further information contact IRV JEROME and HAROLD DRAYSON

VP and Sales Director

Sales Manager

1540 BROADWAY, NEW YORK 36, N. Y. JUDSON 2-2000

FOR SURVEY WEEK ENDING APRIL 12, 1958

Weekly Juke Box Programming Guide

OPERATORS BEST BUYS

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

- BEST BUY**
PAUL ANKA.....Let the Bells Keep Ringing Love Crazy
ABC-Paramount 9907
- BEST BUY**
HANK LOCKLIN.....It's a Little More Like Heaven
Blue Grass
RCA Victor 7203
- BEST BUY**
FRANKIE AVALON...You Excite Me Darlin'
Chancellor 1016
- BEST BUY**
JIMMIE SKINNER.....What Makes a Man Wander We've Got Things in Common
Mercury 71256
- BEST BUY**
CHUCK BERRY...Johnny B. Goodie Around and Around
Chess 1691
- BEST BUY**
ED TOWNSEND....For Your Love Over and Over Again
Capitol 3926

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.

- OPINION**
PAT BOONE.....Sugar Moon Cherie, I Love You
Dot 15750
- OPINION**
BUDDY HOLLY.....Rave On Take Your Time
Coral 61985
- OPINION**
JIM EDWARD, MAXINE & BONNIE BROWN....Crazy Dreams Ain't No Way in the World
RCA Victor 7208
- OPINION**
JIMMIE McCRACKLIN.....Everybody Rock Get Tough
Checker 893
- OPINION**
THE CHORDETTES.....Love Is a Two Way Street Zorro
Cadence 1349
- OPINION**
JIMMIE RODGERS.....Secretly Make Me a Miracle
Roulette 4070
- OPINION**
THE FOUR PREPS.....Big Man Stop, Baby
Capitol 3960
- OPINION**
BETTY SMITH.....Hand Jive Bewitched
London 1787

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

- JUST A LITTLE LONESOME**
★ BOBBY HELMS ★
LOVE MY LADY
Decca 30557
- CURTAIN IN THE WINDOW**
★ RAY PRICE ★
IT'S ALL YOUR FAULT
Columbia 41105
- STAIRWAY OF LOVE**
★ MARTY ROBBINS ★
JUST MARRIED
Columbia 41143
- BALLAD OF A TEENAGE QUEEN**
★ JOHNNY CASH ★
BIG RIVER
Sun 283
- 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 30551

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

- TO BE LOVED**
★ JACKIE WILSON ★
COME BACK TO ME
Brunswick 55052
- TALK TO ME, TALK TO ME**
★ LITTLE WILLIE JOHN ★
SPASMS
King 5108
- GOOD GOLLY, MISS MOLLY**
★ LITTLE RICHARD ★
HEY-HEY-HEY-HEY
Specialty 624
- EVERY NIGHT**
★ The Chantels ★
WHOEVER YOU ARE
End 1015
- OH, JULIE**
★ CRESCENDOS ★
MY LITTLE GIRL
Nasco 6005

POPULAR

- THE LITTLE BLUE MAN**
★ BETTY JOHNSON ★
WINTER IN MIAMI
Atlantic 1169
- TWILIGHT TIME**
★ THE PLATTERS ★
OUT OF MY MIND
Mercury 71289
- TEQUILA**
★ THE CHAMPS ★
TRAIN TO NOWHERE
Challenge 1016
- CATCH A FALLING STAR**
★ PERRY COMO ★
MAGIC MOMENTS
RCA Victor 7128
- BOOK OF LOVE**
★ MONATONES ★
YOU NEVER LOVED ME
Argo 5290
- DON'T YOU JUST KNOW IT!**
★ HUEY SMITH ★
HIGH BLOOD PRESSURE
Ace 545
- OH, LONESOME ME**
★ DON GIBSON ★
I CAN'T STOP LOVING YOU
RCA Victor 7133
- BREATHLESS**
★ JERRY LEE LEWIS ★
DOWN THE LINE
Argo 5287
- SAIL ALONG SILVERY MOON**
★ BILLY VAUGHN ★
RAUNCHY
Dot 15561
- TWENTY-SIX MILES**
★ FOUR PREPS ★
IT'S YOU
Capitol 3825
- HE'S GOT THE WHOLE WORLD IN HIS HANDS**
★ LAURIE LONDON ★
HANDED DOWN
Capitol 3891
- ROCK AND ROLL IS HERE TO STAY**
★ DANNY AND THE JUNIORS ★
SCHOOL BOY ROMANCE
ABC-Paramount 9888
- DON'T**
★ ELVIS PRESLEY ★
I BEG OF YOU
RCA Victor 7150
- LOOKING BACK**
★ NAT KING COLE ★
DO I LIKE IT
Capitol 3939
- SWEET LITTLE SIXTEEN**
★ CHUCK BERRY ★
REELIN' AND ROCKING
Chess 1683
- ARE YOU SINCERE**
★ ANDY WILLIAMS ★
BE MINE TONIGHT
Cadence 1340
- MAYBE BABY**
★ CRICKETS ★
TELL ME HOW
Brunswick 55053
- MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY"**
★ MITCH MILLER ★
HEY, LITTLE BABY
Columbia 41066
- LAZY MARY**
★ LOU MONTE ★
ANGELIQUE
RCA Victor 7160
- 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
- YOU WERE MADE FOR ME**
★ SAM COOKE ★
LONELY ISLAND
Keen 4409
- LOLLIPOP**
★ CHORDETTES ★
BABY, COME-A BACK-A
Cadence 1345
- WEAR MY RING AROUND YOUR NECK**
★ ELVIS PRESLEY ★
DONCHA' THINK IT'S TIME
RCA Victor 7240
- THE WALK**
★ JIMMY McCRACKLIN BAND ★
I'M TO BLAME
Checker 885
- RETURN TO ME**
★ DEAN MARTIN ★
FORGETTING YOU
Capitol 3984
- MY BUCKET'S GOT A HOLE IN IT**
★ RICKY NELSON ★
BELIEVE WHAT YOU SAY
Imperial 5503
- WITCH DOCTOR**
★ DAVID SEVILLE ★
DON'T WHISTLE AT ME, BABY
Liberty 55132
- SUGARTIME**
★ THE McGUIRE SISTERS ★
BANANA SPLIT
Coral 61924
- BILLY**
★ KATHY LINDEN ★
IF I COULD HOLD YOU IN MY ARMS
Felsted 8410

it's new

it's different

it's Keen



WENDY POWERS

**AUCTIONEER
LOVER**

b/w

LUCKY LUCKY LOVE

KEEN 32004

KEEN RECORDS

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See Us in Booth 17 at M.O.A.

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

PAT BOONE . . . Dot 15750 SUGAR MOON

CHERIE, I LOVE YOU (Harms, ASCAP)
Boone presents two fine sides that appear winners. "Sugar Moon" is a pretty rockaballad that gets a soft, attractive warble. "Cherie" is a lovely standard waltz that is also rendered with hit appeal.

THE CHORDETTE . . . Cadence 1349 LOVE IS A TWO WAY STREET

ZORRO (Disney, BMI)
Either of these sides can be hit successors to "Lollipop." "Love" is a cute Hawaiian-flavored tune that is sparked by catchy ukes behind the vocal. "Zorro" is the theme from the popular TV show. Lots of sound effects here.

JIMMIE RODGERS . . . Roulette 4070 SECRETLY

MAKE ME A MIRACLE (Planetary, ASCAP)
"Secretly" is a slow rockaballad that is given a top-notch delivery by the lad who hasn't missed yet. "Miracle" is a folksy melody that is Latin influenced. The salable readings on both sides make the platter a strong contender.

THE FOUR PREPS . . . Capitol 3960 BIG MAN

STOP, BABY (Bourne ASCAP)
The young foursome can have hit follow-ups to "26 Miles" with either of these two fine sides. "Big Man" is a spiritual-type ditty that is solidly sold. "Stop, Baby" is a country-flavored theme that is also well handled.

BUDDY HOLLY . . . Coral 61985 RAVE ON

TAKE YOUR TIME (Nor-Va-Jak, BMI)
Holly appears to be back in chart form on "Rave On," a rockabilly item that he belts with hiccupy gusto. "Take Your Time" is a less frantic effort, but it also has the money sound. Also a strong bet for c.&w. coin.

JIMMIE McCracklin . . . Checker 893 EVERYBODY ROCK

GET TOUGH (Arc, BMI)
SEE REVIEW IN R&B SPOTLIGHT SECTION.

THE BETTY SMITH GROUP . . . London 1787 HAND JIVE

"Hand Jive" is a swingin' handclapper rhythm tune which tells about the new British-oriented dance that's done with the hands. Miss Smith has an easy-listing quality on the cute song. It could catch on. Flip, "Bewitched," is also done pleasantly (Chappell, ASCAP).

POP TALENT

THE SCHOOL BELLS . . . Dot 15746 WAITIN' FOR MY DATE

BILLY BOY, BILLY BOY (Trinity, BMI)
The youngsters have a real professional sound on "waitin'," a teen-slanted theme that allows them an impressive disk debut. "Billy, Boy" is also a rocker, taken at a slightly slower clip. It's done in equally winning style. This could take off saleswise, too.

POP DISK JOCKEY PROGRAMMING

ROSEMARY JUNE . . . Paris 516 ILL ALWAYS BE IN LOVE WITH YOU

Rich thrushing job by the chick on the evergreen should delight listeners. It's done in rockaballad style with appeal to any age group. The gal can really sing. Flip, "Person to Person," is a special-material type tune (Greta, BMI).

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

JOHNNIE RAY
Lonely for a Letter 81
COLUMBIA 41162 — Ballad with a country sound gets a very strong treatment from Ray, with whistling and arrangement reminiscent of his last hit, "Walkin' in the Rain." Could happen. (Beechmont, BMI)

THE FOUR VOICES
Ev'ry Hour, Ev'ry Day of My Life . . . 81
COLUMBIA 41167 — This has a majestic arrangement, with a concertish piano spotlighted behind the dedicated reading by the boys. A strong side that could land them up there again. (Kahl, BMI)

THE HOWARDS
Lola 81
ABC-PARAMOUNT 9897—Here's a wild reading of a driving rocker with a jumping beat by the Howards, who sing their lyrics with much heart and a South of the Border accent. Solid wax here with zing. It could break thru—watch it. (Jalo, BMI)

GENE VINCENT
Baby Blue 80
CAPITOL 3959—Gene Vincent can regain his winning ways with this sock reading of a funky blues effort. He sells it powerfully and the backing is low down. This can happen. (Central Songs, BMI)

MOE KOFFMAN QUINTET
Little Pixie 80
JUBILEE 5324—This is the flute side and the one to watch. Has a strong Latin quality with a bubbly blowing of the flute and companion high-pitched instruments. A crazy sound here that can attract attention. (Seeley, BMI)

SONNY JAMES
Are You Mine 80
CAPITOL 3962—Sonny James handles this country rhythm type tune with a fine, salable sound. An answering chick in the background adds plenty of interest. (Dandelion, BMI)

BARRY DE VORZON
Raindrops on My Window 80
RCA VICTOR 7226—A warm ballad receives a first-rate warble by the smooth voiced chanter who has overtones of both Johnnie Ray and Paul Anka. He sings it with feeling and the backing is in the groove. With exposure this could make it. (De Vorzon, BMI)

THREE D'S
I Never See My Baby Alone 80
PARIS 514 — Salable vocal by the group on a cute tune with "Tweedle Dee" ork backing. This could step out, watch it. (Greta, BMI)

T-BIRDS
Bag Pipe Stroll 79
ANDEX 4011 — Very cute instrumental effort here. It's in stroll tempo, but the horn sound has a bag pipe flavor. Scotch "Raunchy" could step out, watch it. (Andrea, BMI)

JOHNNY DESMOND & LAWRENCE WELK ORK
First, Last and Always 77
CORAL 61968—Johnny Desmond and the Lawrence Welk Ork team up to turn out a listenable cutting here of a warm new ballad. Desmond sings it well and the Welk ork adds a Latin beat. Many plays in store. (Chatham, ASCAP)

TEACHO & HIS STUDENTS
Rock-et 77
FELSTED 8517 — Strong medium-paced blues with touches of "Raunchy" and "Tequila." Voices used only as instruments add flavor here. Strong teen stuff that could happen. Bears watching. (Wild Cat, BMI)

EDDY ARNOLD
Before You Know It 76
RCA VICTOR 7221—A slow, warm ballad is sung in attractive style by the warbler, supported meaningfully by a chorus and the ork. Ballad tells a fine story about a teen-ager growing up. Should get coins. (Milbern, BMI)

DEBBIE REYNOLDS
This Happy Feeling 77
CORAL 61986—A happy side with an appealing melody. It's the title tune from her forthcoming flick. Definite potential here and the effort should be watched. (Carrie, ASCAP)

BILL TALAPAN
I'm Still Mad at You 76
REGAL 7501—A good, virile delivery of a medium tempo effort with chorus

as tho it has a chance to grab loot. (Guild, BMI)

FRANKIE LAINE
A Kiss Can Change the World 78
COLUMBIA 41163—A slightly calypsoish rhythm finds Laine giving out with various observations on nature, kissin', etc. Change of pace for the chanter; that nice arrangement could get attention for the side. (Exeter, ASCAP)

AL ELIAS
Now, Baby, Now 78
RCA VICTOR 7219—The warbler comes thru with a good performance on an attractive rhumba blues. Song is catchy and it tells a story. Side could move. (Triple EEE, BMI)

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(Continued on page 51)



ARCHIE, A "Z" I CAN'T MAKE WITH MY UMBRELLA
 BUT THE **CHORDETTES** HAVE IT MADE
 WITH **"ZORRO"***

*Published by Walt Disney Music.

***THE CHORDETTES' "ZORRO"—Cadence #1349.**

P. S. You'll note, please, how **"RUMBLE"** by Link Wray and his Ray Men (#1347) and the Everly Brothers' **"ALL I HAVE TO DO IS DREAM"** (#1348) are jumping. CADENCE RECORDS INC., 119 West 57th Street, New York. *In Canada, Apex Records.*

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING APRIL 12

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.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 C&W best sellers.

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING APRIL 12

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 most played C&W records by jockeys.

Reviews of New C&W Records

ERNEST TUBB & THE WILBURN BROTHERS Hey, Mr. Bluebird... DECCA 30610... How Do We Know... 71

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

CARL BLANKENSHIP: The Kind to Cheat/What's Another Broken Heart... BERNIE HESS: I'm Choosing Sides With Jesus/The River of Heaven... RICKY MCKINNEY: Washday Blues/Who Cares... VIRG, MURF & PROF: Buggin'/Way Out

FOLK TALENT AND TUNES

Continued from page 10

2-3. . . . Don Gibson makes his "Grand Ole Opry" debut May 12. He plays Cedar Rapids, Ia., April 25; East Dubuque, Ill., April 27, and Columbus, Ga., May 3. . . . Itinerary on Flatt and Scruggs is as follows: Oakland, Tenn., April 22; Vanceburg, Ky., 24; Edmon-ton, Ky., 25; Evansville, Ind., 28; Savannah, Tenn., 29; Tunnel Hill, Ga., May 5, and Fairview, Tenn., May 9. . . . The Wilburn Brothers stop off in Des Moines, Ia., May 4. Same date finds Rusty and Doug at Fort Jackson, S. C. . . . Cousin Jody is booked for Wichita Falls, Tex., April 22; Kingsville, Tex., 24; San Antonio, 25-26; Corpus Christi, Tex., 27; Lawton, Okla., April 30; Leesville, La., May 1-2; Mineral Wells, Tex., 3; and Altus, Okla., 4.

Lary Soloman, guitarist, has opened at the Corentes Club, Bell Gardens, Calif. With Larry are the Irwin Brothers, formerly known as the Blue Mountain Boys. . . . Vocalist Leesa Carroll is currently appearing Fridays and Saturdays at La Rosa's Little Italy, Los Angeles, where she shares the spotlight with Doug Davis. . . . John D. (Denver Dan) Spurrier, accordionist and a veteran of many years in the c.&w. field, has purchased the H.&H. Music Studios, Quincy, Ill. In between his teaching chores, Spurrier manages to work in TV and personal appearances in the territory. He continues as manager of the "Mississippi Valley Round-Up" in Quincy.

Lou Epstein, of the Jimmie Skinner Music Center, Cincinnati, reports that the firm has begun distribution of country records on a number of labels, including Hickory, Starday, Excellent, Event, Wheeling and Sage. On Ralph Bowman's recording of "The Tragedy of School Bus 27, on the Excellent label, the Skinner firm is donating 20 per cent of the sales money to a fund set up for the parents of the victims of the recent harrowing bus accident at Prestonburg, Ky. Fund is being administered by the Prestonburg Disaster Committee. Jockeys may obtain a copy by writing to Epstein at 222 East Fifth Street, Cincinnati 2. . . . George Jones was Saturday's (21) guest on "Louisiana Hayride," Shreveport. Faron Young occupies that slot this Saturday (26).

Jim Denny's country music package, featuring Ray Price, Kitty Wells, Johnnie and Jack, Marty Robbins and Brenda Lee, played the annual Firemen's Show in Houston Wednesday thru Friday of last week. . . . After a year of sojourning in the big city (Houston), Slick Norris has hied himself back to his old stompin' grounds, Highlands, Tex. Slick continues to handle record promotion on Webb Pierce and James O'Gwynn. Deejays who may have missed service on Pierce's latest Decca release, "Cryin' Over You" b/w "You'll Come Back," may obtain a copy by writing to Norris at Box 653, Highlands.

Carl Perkins and Roy Orbison embark on a Hap Peebles tour at Kansas City, Mo., April 27, following with Topeka, Kan.; Sioux City, Ia.; Omaha and Lincoln, Neb.; and Wichita, Kan. . . . Johnny Cash begins his first swing into the Maritime Provinces of Canada at Campbellton, N. B., April 28. Other features with the Cash unit will include the Osborne Brothers, with Red Allen, of WVVA, Wheeling W. Va.; Johnny Six, the Tennessee Two and Don (Continued on page 55)

This Week's C&W Best Buys

IT'S A LITTLE MORE LIKE HEAVEN (E&M, BMI) Blue Grass Skirt (Fairways, BMI)—Hank Locklin—RCA Victor 7203 The platter is doing well in all major c.&w. marts. "Heaven" is the most requested side at this point. A previous Billboard Spotlight pick.

WHAT MAKES A MAN WANDER (Starrite, BMI)—Jimmie Skinner—Mercury 71256—This is a strong side. All of the top marts report good action. Flip is "We've Got Things in Common," (Starrite, BMI).

Review Spotlight on . . . C&W RECORDS

JIMMIE RODGERS Secretly (Planetary, ASCAP) Make Me a Miracle (Planetary, ASCAP)—Roulette 4070 See review in Pop Spotlight section.

BUDDY HOLLY Rave On (Nor-Va-Jak, BMI)—Coral 61985 See review in Pop Spotlight section.

JIM EDWARD, MAXINE & BONNIE BROWN Crazy Dreams (Hi-Lo, BMI) Ain't No Way in the World (Anita, BMI)—RCA Victor 7208—"Crazy Dreams" is a pretty country-styled theme with a mild pop flavor. The trio hands it their usual appealing vocal treatment. "Ain't No Way" is a sprightly tune that is also well done. Two likely c.&w. clicks.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING APRIL 12

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. Stairway of Love, Marty Robbins, Col.
2. Wear My Ring Around Your Neck, Elvis Presley, Vic.
3. Just Married, Marty Robbins, Col.
4. Breathless, Jerry Lee Lewis, Sun
5. Oh, Lonesome Me, Don Gibson, Vic.
6. Stop the World, Johnnie and Jack, Vic.

Dallas-Fort Worth

- 1. Ballad of a Teenage Queen, Johnny Cash, Sun
2. Oh, Lonesome Me, Don Gibson, Vic.
3. Stairway of Love, Marty Robbins, Col.
4. Is It Wrong? Warner Mack, Dec.
5. Don't, Elvis Presley, Vic.
6. Stop the World, Johnnie and Jack, Vic.
7. Breathless, Jerry Lee Lewis, Sun
8. I Can't Stop Loving You, Kitty Wells, Dec.
9. I Can't Stop Loving You, Don Gibson, Vic.
10. It's All Your Fault, Ray Price, Col.

Houston

- 1. Stairway of Love, Marty Robbins, Col.
2. Ekimo Pie, George Jones, Mer.
3. Oh, Lonesome Me, Don Gibson, Vic.
4. Wear My Ring Around Your Neck, Elvis Presley, Vic.
5. Breathless, Jerry Lee Lewis, Sun
6. What Makes a Man Wander? Jimmie Skinner, Mer.
7. Don't, Elvis Presley, Vic.

Memphis

- 1. I Can't Stop Loving You, Don Gibson, Vic.
2. Stairway of Love, Marty Robbins, Col.
3. Send Me the Pillow You Dream On, Hank Locklin, Vic.
4. This Little Girl of Mine, Everly Brothers, Cde.
5. Curtain in the Window, Ray Price, Col.
6. Pink Pedal Pushers, Carl Perkins, Col.

Nashville

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. Stairway of Love, Marty Robbins, Col.
3. Ballad of a Teenage Queen, Johnny Cash, Sun
4. Curtain in the Window, Ray Price, Col.
5. Send Me the Pillow You Dream On, Hank Locklin, Vic.
6. Just Married, Marty Robbins, Col.
7. What Makes a Man Wander? Jimmie Skinner, Mer.
8. Stop the World, Johnnie and Jack, Vic.
9. Breathless, Jerry Lee Lewis, Sun
10. Don't, Elvis Presley, Vic.

New Orleans

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. Ballad of a Teenage Queen, Johnny Cash, Sun
3. Breathless, Jerry Lee Lewis, Sun
4. Don't, Elvis Presley, Vic.
5. I Beg of You, Elvis Presley, Vic.
6. Gelsa Girl, Hank Locklin, Vic.
7. This Little Girl of Mine, Everly Brothers, Cde.
8. Stop the World, Johnnie and Jack, Vic.
9. Curtain in the Window, Ray Price, Col.
10. My Shoes Keep Walking Back to You, Ray Price, Col.

St. Louis

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. Breathless, Jerry Lee Lewis, Sun

- 3. Believe What You Say, Ricky Nelson, Imp.
4. Ballad of a Teenage Queen, Johnny Cash, Sun
5. Oh-Oh, I'm Falling in Love Again, Jimmie Rodgers, Rit.
6. Just Married, Marty Robbins, Col.

Number of Releases This Week

Table with 4 columns: Label, Pop, R&B, C&W. Lists release counts for various labels like ABC-PARAMOUNT, ANDEX, BARB, etc.

Total 64 8 10

Breaking Wide Open Pop and C&W JOHNNY CASH BALLAD OF A TEENAGE QUEEN b/w BIG RIVER Sun #283

• This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

R&B RECORDS

JIMMIE McCracklin

Everybody Rock (Arc, BMI)
Get Tough (Arc, BMI)—Checker 893—"Everybody Rock" is a swingin' boogie blues that spotlights sax and guitar solos.

• Reviews of New R&B Records

THE SHARPS

6 Months, 3 Weeks, 2 Days, 1 Hour... 78
CHESS 1690 — Exciting performance by group on strong rockaballad with good title. Lead singer has spirit.

TINY TOPSY

Western Rock 'n' Roll ... 75
FEDERAL 12323—Lusty piping by gal on entertaining rocker, blending titles of Western TV shows and r.&r. pop tunes.

DANNY OVERBEA

Space Time ... 73
FEDERAL 12324—Ingratating vocal stint on humorous novelty, spotlighting speeded-up "space creature" voice.

JAMES C. ARLINE

J. A. Rock ... 73
FRIENDLY 104—Driving rocker gets some eight-to-the-bar licks from Arline for some excitement.

PORKY HARRIS

Porkypine ... 72
CRYSTALLETTE 716—Rockabilly gets inventive instrumental from combo.

ROY BROWN

Hip Shakin' Baby ... 72
IMPERIAL 5510—Roy Brown bows on the label with a spirited reading of a swinging effort about a hip little chick.

(Continued on page 55)

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING APRIL 12

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. To Be Loved, Jackie Wilson, Brk.
2. Tequila, Champs, Chal.
3. Don't You Just Know It? Huey Smith, Ace

Charlotte

- 1. Twilight Time, Platters, Mer.
2. Tequila, Champs, Chal.
3. He's Got the Whole World in His Hands Laurie London, Cap.

Chicago

- 1. Twilight Time, Platters, Mer.
2. Book of Love, Monatones, Argo
3. Tequila, Champs, Chal.
4. Don't You Just Know It? Huey Smith, Ace

Cincinnati

- 1. Talk to Me, Talk to Me Little Willie John, King
2. Have Faith, Gene Allison, V J

Detroit

- 1. He's Got the Whole World in His Hands Laurie London, Cap.
2. Twilight Time, Platters, Mer.
3. Witch Doctor, David Seville, Lib.

Los Angeles

- 1. Tequila, Champs, Chal.
2. He's Got the Whole World in His Hands Laurie London, Cap.
3. Lollipop, Chordettes, Cdc.

New Orleans

- 1. Tequila, Champs, Chal.
2. Talk to Me, Talk to Me Little Willie John, King
3. Sweet Little Sixteen, Chuck Berry, Chs.

New York

- 1. Tequila, Champs, Chal.
2. Twilight Time, Platters, Mer.
3. He's Got the Whole World in His Hands Laurie London, Cap.

Philadelphia

- 1. Twilight Time, Platters, Mer.
2. Tequila, Champs, Chal.
3. Book of Love, Monatones, Argo

(Continued on page 55)

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING APRIL 12

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 throught the nation with a high volume of sales in rhythm and blues records.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like TEQUILA (The Champs), TWILIGHT TIME (Platters), HE'S GOT THE WHOLE WORLD IN HIS HANDS (Laurie London).

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING APRIL 12

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes entries like TEQUILA (The Champs), SWEET LITTLE SIXTEEN (Chuck Berry), BOOK OF LOVE (Monatones).

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• This Week's R&B Best Buys

YOU GOT ME CRYIN' (Conrad, BMI)—Jimmy Reed—Vee Jay 275
Go on to School (Conrad, BMI)
A previous Billboard Spotlight pick.

Vee Jay — FALCON RECORD CORP.

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All Phones: Calumet 5-6141

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TONY SPADE

LIFE IS A MYSTERY and WHAT'S GWYNE ON!
Back Beat 505

BACK BEAT RECORDS
2809 Erastus, Houston, Tex.

Another Hit by The 3 Playmates

"I DREAMED" (do-oo do-oo) b/w "GIVE YOUR LOVE TO ME"
Another Hit by Jive Bombers
"IS THIS THE END" b/w "JUST AROUND THE CORNER"

SAVOY RECORD CO
58 MARKET ST
NEWARK, N. J.

BRUSSELS FAIR PEGGED AS SMASHING TRIUMPH

Total Gate of 30-50 Million Termed "Not Unrealistic" for 186-Day Run

• Continued from page 1

in either side of the water stairway is a cable-way, part of the system on the grounds. The system has 200 two-per capacity "chairs" which bear a 40-cent per person charge, and was installed by Von Roll, a Swiss firm, which made a similar installation at Disneyland.

There are many delightful touches to the grounds, which reflect the high regard Belgians put on full utilization of land. Spotted thruout are gardens, which were well-advanced at opening time.

Old and New

A recreated Belgium town of the turn-of-the-century period provides a contrast with the advanced design of the many pavilions. A "Children's Kingdom—a counterpart of a U. S. kiddieland—and the fair's midway, with its new full-sized Roller Coaster are spaced at opposite ends of the grounds and lend color and added variety.

Towering over everything is the Atomium, the fair's symbol. Widely publicized as a symbol, it is sure to compel much attention. Escalators are used to transport patrons to the top section of the 334-foot-high Atomium. Descent is by stairway, much of it opened-sided to enable easy viewing of the grounds.

The Belgians, to whom operating fairs seems part of their nature, had planned and worked on the current edition for six years prior to the opening. At unveiling time,

everything of major importance under their own control was up and ready to go.

They had mastered many problems—problems stemming from the many changes wrought since the last World's Fairs. In troubled times they had won the active participation of more than 40 nations. They had developed a tremendously spectacular and significant show, with the avowed purpose of "bring-

ing home to people of all races the vital problems facing humanity" and providing "mutual contact that should lead to mutual understanding."

On past performances, Belgium faces up to upholding an unmatched record for staging successful fairs. On indications and from observation, Belgium has come up with another winner, artistically and financially.

Tantor Rodeo Set For Polo Grounds

Report Autry Ebbets Field Balk; Bronx to Get 18 Shows in 10 Days

NEW YORK—New York looked last week to be heading for more rodeos than it can shake a stick at this year, with both the vacated Polo Grounds and Ebbets Field casting for cowboy classics to run in advance of the World's Championship Rodeo in Madison Square Garden.

Two of these locations have rodeos definitely set. In addition to the Madison Square Garden event, Al Tantor, Western promoter, contracted last week with the Polo Grounds for an 18-show, 10-day event to encompass the July 4 holiday week. It appeared the best possible date for such an outdoor try, barring Labor Day.

In Brooklyn, a deal has been in the works for weeks at Ebbets Field, former home of the Brooklyn Dodgers. Promoters Tommy Steiner and Tom Packs have been angling for a program to feature Gene Autry, but Autry was in New York last weekend and reportedly told business acquaintances he is not interested.

First Since Sunbrock

The Tantor show will be New York's first ball park rodeo since 1947 when Yankee Stadium was played May 30-June 7 by Larry Sunbrock's Rodeo, Inc., of Florida. Tantor has been around rodeos for 17 years, having been a racetrack jockey, trainer and horse owner prior to World War II. His shows have played still dates and fairs

in the West and Northwest. A Chicago native, he resides now in Livingston, Mont.

His show is the Bronx ball park will not feature a name attraction or overemphasis on the competitive aspect of rodeo, but will be a rounded show-type production employing singing and dancing, black lighting and other theatrical effects. The program submitted to New York Giants officials is as follows:

Event 1, three clowns working
(Continued on page 59)

Orange Show Leaps Ahead of '57 Pace

Change in Dates Brings Good Weather; Western TV Cowboys Are Featured Lures

SAN BERNARDINO, Calif.— Staging of the 43d annual National Orange Show a month later than usual got good weather for the event which opened Thursday (10) with a record first-day crowd and pulled a total attendance of 137,466, thru Tuesday (15), sixth of the 11-day run. This was 5,217 ahead of 1957.

Intermittent rains prior to the opening pressured some of the exhibitors to open on time. A nine-day stretch of downpours ended the Sunday before the exposition opened, with Gov. Goodwin J. Knight making the dedication and Ezra Taft Benson, Secretary of Agriculture, speaking in Swing Auditorium.

During the first six days, the exposition ran ahead of last year on three occasions. Opening Thursday's record of 15,169 almost doubled last year's start, and attendance on Saturday and Sunday (12-13) was up from 1957 comparable days.

Feature Cowboys

Using "Frontier Fantasies" as the theme, G. Walter Glass, NOS manager, featured Western talent, particularly TV stars. Molly Bee, singing star of the Tennessee Ernie show, was a headliner for three days starting Friday (1). Appearing daily in this order were William (Hopalong Cassidy) Boyd, Richard (Sgt. Preston of the Yukon) Simmons, Rex (Frontier Doctor) Allen,

(Continued on page 59)

U. S. Brussels Fair Exhibit Building Tops USSR Effort

Soviet Pavilion Resembles Factory; Americans Push Democracy Features

By HERB DOTTE

BRUSSELS — The U. S. at the end of the first few days of the Brussels World's Fair was way out in front of Russia.

The breath-takingly beautiful U. S. pavilion gave the U. S. a commanding lead.

The Russian pavilion, built at twice the cost, lagged far behind, with the buildings of a number of other nations, besides the U. S., sparking the greatest praise.

Russia's building exterior was likened before the opening to a refrigerator laid on its side.

Its interior, when unveiled, was even less inspiring. It resembled in the main something akin to a huge trade show of power equipment such as can be seen from time to time in the States at such places as Chicago's International Amphitheater.

"All it lacks," quipped one observer, "is an overhead crane to make it look like a real factory."

Heavy on Machinery

Dominating one of the buildings is a king-sized statue of Lenin. Huge murals are on the wall. The main floor is given over to power machinery with some few exceptions, notably four Russian automobiles.

Consumer items, mostly art objects, are on the balcony interspersed with more machinery and some exhibits on Russian schools.

The tone of the building, both inside and out, is anything but happy. Almost all of the signs and decorations are big, with the signs shouting achievements in big, bold letters.

There is little in the building to interest women, and virtually nothing except a small display of books and some games, off in a remote corner, to interest children or suggest an interest in children.

The U. S. pavilion and its exhibit contrast sharply with those of Russia.

The U. S. building, likened in advance to a drum laid on its side, does resemble a drum, but an extremely beautiful drum. It is 80 feet high and 381 feet in diameter.

Unlike the Russian building, which has many steps to climb before entering it, the U. S. pavilion has an approach which is marked by a lagoon, 244 feet, that is flanked by 130 apple trees, each with four lights at their base. The lagoon contains fountains, submerged lights and a piece of revolving sculpture as a center piece.

The pavilion itself, except for
(Continued on page 60)

Ringling Show Lists 45 Girls

NEW YORK — There are 45 show girls on the Ringling Show this year, all but five of which are returnees from previous seasons. New are Gloria Bermudez, Barbara Brinley, Irene Dumont, Mary Over and Lou Dateo.

Others on the roster are Ana Aguilar, Rose Alexander, Bonnie Armour, Francesca Bisbini, Manuela Bostock, Tomoko Burrows, Lea Cohen, Shirley Coombs, Juana Del Moral, Magdalena Del Moral, Martha Del Moral, Jeanne Ferroni, Eva Horwath, Haruyo Kaneda, Takako Kato, Tsuneko Kojima, Frances Kubick, Emma Large, Pat McMurray, Sally Marlowe, Ruth Murphy.

Also Eva Nemedi, Liliane Parbot, Rusty Parent, Ruta Paulis, Carole Rea, Patricia Ready, Gladys Rimmer, Antonietta Dover, Harumi Santana, Marion Seifert, Yone Seki, Beryl Smith, Margaret Smith, Louise Spere, Stephanie Thompson, Margot Weidemann, Lynne Hutton-Williams, Dorothy Yerkes and Masako Yoshikawa.

Waco, Tex., Inks Rogers For Rodeo

WACO, Tex. — The Heart of Texas Rodeo has signed Roy Rogers as the name attraction during the June 18-22 run here.

The Rogers singing group of cowboys, "Sons of the Pioneers," will also be featured.

His appearance here will be his first of the season, followed by appearances at five major State fairs and he will be featured at Madison Square Garden in New York this fall.

Wirth Kicks Off 4-Week Run With L. I. Success

HARTFORD, Conn. — Frank Wirth's circus production opens its Shrine date in the Armory here today, following a rousing success at the new Island Garden Arena in West Hempstead, N. Y. Added here was Barbara Autry, rope spinner. Dates ahead are the Shrine date in Springfield, May 1-4, and the Fresh Air Fund show in New Haven, May 9-11.

West Hempstead, where Wirth went in without auspices in association with arena builder Arnold (Whitey) Carlson, opened Friday (4) and first shows indicated a possible blank in the works. But Easter week business spiraled due to a combination of good publicity in the Newsday, strong local daily, and returns on discount tick-

ets placed in schools and supermarkets by Joe Daly.

Turnaways were the order at every mid-week matinee. Place seated about 4,500. Night business did not dip below half capacity at any time. A third show for Saturday (12) was scheduled at mid-week.

Sign for 1959, Future

On Monday (14) Carlson awarded Wirth the contract for 1959 with an option for the following year. Mickey Sullivan also shared in the arena's operator's largesse, being tagged music director for ensuing shows in the hall. The 1959 opener will be March 28. It will run for nine days and
(Continued on page 59)

Humphrey Urges U.S. Part In Moscow Gorki Park Fair

WASHINGTON — A strong appeal for action on the proposed American fair to be held in Gorki Park, Moscow, this summer was made in the Senate last week by Sen. Hubert Humphrey (D., Minn.).

Humphrey termed as "ill advised" recent Senate and House action which withdrew \$1,850,000 from the \$2,200,000 appropriated in August, 1957, for official U. S. participation in the fair. Funds were withdrawn on the assumption that there would be no U. S. participation in the fair. Humphrey believes the assumption is "un-

warranted" and that there is still time for action.

The senator urged the President to appoint a commissioner to arrange for participation in the fair and to spend the funds authorized and remaining for the purpose. Some private exhibitors have already signed contracts for the fair and intend to go ahead with their plans. Humphrey charged that the government has not co-operated with the exhibitors and said that government participation is needed to give an "image that is true to American life."

"Our Wheel is our big money-getter" says Mrs. Betty Handel, Secretary Mississippi Valley Rides. Then she adds: "We own six rides, our BIG ELI is the pride and joy of our group." Why not investigate the ride that has remained a popular leader on Midways and in Parks for many years? That's the Reliable BIG ELI WHEEL. Ask for information including price list A-72.


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ARENAS & AUDITORIUMS

New York, Chicago Seek To House Cultural Shows

By TOM PARKINSON

NEW YORKERS are launching a campaign to raise \$75,000,000 with which will be built an 11-acre Lincoln Center near Columbus Circle. The center is intended to replace such landmarks as Carnegie Hall and the Metropolitan Opera House. The Met, as well as the New York Philharmonic and other attractions, would appear in the new halls, which also would have facilities and funds for other activities including educational and scholarship organizations.

While New York is looking to the problem of new housing for cultural entertainment, Chicago is betwixt and between. The Civic Opera House has contracted to present "Cin miracle" and will be unavailable for the numerous ballets, concerts and other shows that have used it. Lone exception is that the Chicago Lyric Opera Company will have use of the hall in October and November. There also is the problem of how to replace Orchestra Hall, which is considered inadequate any longer.

MEANWHILE, IN A Chicago courtroom, the argument continues over the estimates of income expected for the proposed Lake-front convention hall. The convention hall authority indicates it foresees good rentals and good income with which to pay off bonds it plans to sell to the State. Opponents claim that the bonds would not be a good investment for the State to enter into. Unless the court action changes over-all construction plans, the proposed hall is to include a theater section with about 5,000 seats. That, however, does not provide the immediate answer to how certain attractions will be accommodated in Chicago.

When the Wall Street Journal recently discussed the Lincoln Center project, it referred also to similar cultural fund campaigns in Fort Wayne, Louisville and other places where the opera companies and symphony societies are operated in co-operation with auditoriums and the building managers. It also referred to programs in such auditorium cities as Birmingham, as well as the building plans in Pittsburgh and Portland.

AT PITTSBURGH, it is expected that construction of the new arena may get started in May. The Public Auditorium Authority has negotiated \$14,450,000 in notes, awarded contracts for more than \$15,000,000, and accomplished other financing steps.

STRONG ATTRACTION

Russian Dance Troupe Thrills Debut Crowd

• Continued from page 7

currently being released by Epic, under Galperin's baton, as "Great Russian Folk Dances," LC 3459.) The audience at New York's Metopera, where the Soviet dancers are filling a three-week engagement prior to a 10-week tour of key cities in the U. S. and Canada under S. Hurok's management, were aware of the electrifying impact of the company almost as soon as the curtain rose.

Working with virtually a minimum of scenery—but with a lavish hand in the embroidered, color-drenched costumes—the dancers set the evening's pace with "A Suite of Old Russian Dances," sweep into the light-hearted "Dance of the Tartars of Kazan" for a quartet of the company's featured artists, bounce back humorously in "Yurocka," shifted to the heroic male dance patterns of "Khorumi" done to the throb of an on-stage drum, and burst out with youthful vigor—and for huge applause—in "Polynka" (The Meadow), in which a group of young girls and boys dance in pure springtime joy to an old folk melody.

There is no let-up in the bright, sparkling pace. In the first half of the program, further highlights come in an exquisite, graceful solo by Viva Pak as the "Mongolian Figurine," and in a laugh-getting, satirical number called "City Quadrille" in which the venerable waltz known here as "Over the Waves" suddenly pops forth from an instrumental group on stage.

But the big moment of Act One is a choreographic scene called "Partisans," in which the dancers,

cloaked in huge Persian lamb robes, give an incredible imitation of mounted Russian scouts battling unseen Nazis near a burning village. With its rousing music, and choreographic gymnastics, it is a genuine show-stopper.

In the program's second half, the opener is an all-too-brief, but very funny, satire on soccer, which to the Russians occupies a sports importance equaled only by big league baseball here. It is a sprightly job, filled with flying figures, high comedy and masculine high-jinks.

As a breather, there's a specialty act called "Two Boys in a Fight," in which what seems to be two midget wrestlers throw each other all over the stage—only to bring audience gasps when it's revealed that the "wrestlers" are one male dancer in a trick costume.

For the windup, the company presents a Ukrainian folk story of the "Lovers Parted, Lovers Reunited" variety, with the whole company joyfully finishing in a

(Continued on page 59)



KIDDIE BOAT RIDE

41,432 RIDERS IN 11 DAYS

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."

SUMNER RITTENBERG, BOSTON, MASS., SAYS: "Of all the Kiddie Rides we have, the Allan Herschell Boat Ride is outstanding. Boats gliding over actual water create a wonderful illusion for children. The allurements and appeal of this ride are fantastic and thus our grosses are high. We also like the ride because it is fast loading and safe."

LLOYD D. SERFASS, STROUDSBURG, PA., REPORTS: "The portable Boat Ride which I purchased from Allan Herschell more than paid for itself in less than a season."

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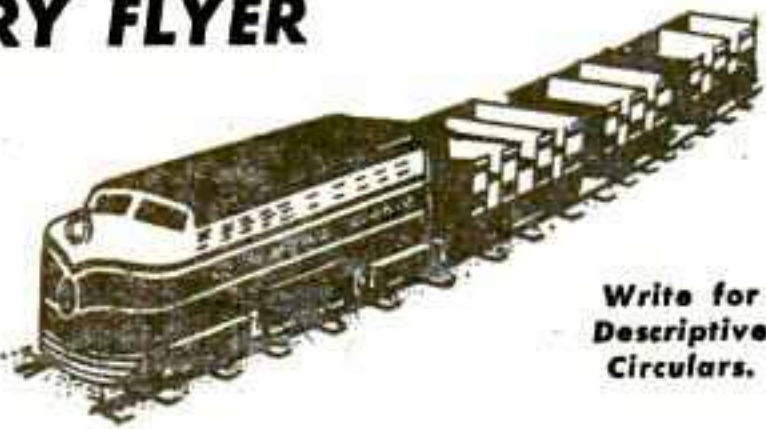
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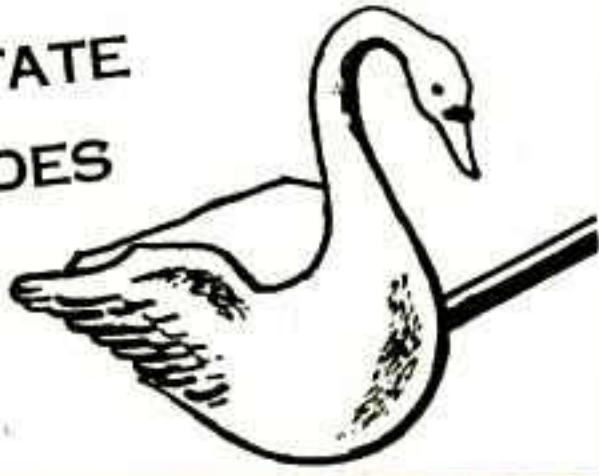
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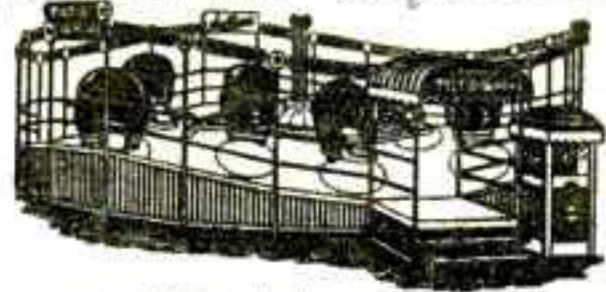
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96 Minn. Fairs Gross \$1,630,941 in 1957

\$916,667 Received From Annual Runs;
Year's Expenditures Total \$1,251,326

ST. PAUL — Minnesota's 96 county fairs grossed a total of \$1,630,941.12 in 1957, according to a statistical report prepared by Hubert Ransom, secretary of the Minnesota Federation of County Fairs.

Of this total, \$916,667.14 was derived from the fair operations alone, with an additional \$714,273.98 coming in the form of aid from the State, counties and municipalities, donations, building and ground rentals and miscellaneous sources.

Total expenditures for the operation of the 96 fairs came to \$1,251,326.26. Included in this figure were total premiums of \$301,293.71 which included \$155,154.76 to 4-H and FHA activities. Next largest premium receivers were livestock exhibitors, who shared in \$81,175.86.

In the total receipts from operation of fairs, outside gates accounted for \$250,112.87; grandstands, \$230,508.98; auto parking, \$30,010.29; concessions, \$295,971.59; entry, stall and pen fees, \$20,943.30; premium book and other advertising, \$32,419.69; other receipts, \$53,148.09.

The 96 fairs shared in a total of \$179,000 from State aid; \$377,889.74 in county aid; \$7,470, municipal aid; \$23,642.93, donations; \$81,608.08, rentals of buildings and grounds; \$6,576.03, membership dues, and \$38,087.20 from miscellaneous sources.

The 96 events spent a total of \$97,935.90 on advertising; \$314,-

793.56 on entertainment and music; \$49,788.67 on concessions, carnival and midway; \$70,665.17 on salaries and expenses, and \$416,849.25 on other fair expenses.

Top county fair from the attendance standpoint was the Steele County Fair, Owatonna, which estimated 164,410 came thru its free outside gate. The Owatonna income figure also led all others with total receipts of \$90,065.68.

Second in line was the Mower County Fair, Austin, which reported attendance of 141,387 and gross receipts of \$77,735.95.

Only other fair to top the 100,000-mark in attendance was the Martin County Fair, Fairmont, which reported 128,000. Others over the 50,000-mark included annuals at Albert Lea, 85,000; Rochester, 85,000; Ramsey County Fair at St. Paul, 80,000; Hibbing, 62,000, and Wabasha, 50,000.

W. Kerr Scott Ally of N. C. Fairs, Dies

BURLINGTON, N. C.—W. Kerr Scott, U. S. Senator and former State Commissioner of Agriculture, died Wednesday (16) in Alamance Hospital here. He died the day before his 62d birthday.

Kerr was a friend of fairs thru-out the State during his term as agricultural head from 1940-48, and from 1949-'53, when he served as governor.

Kerr graduated from North Carolina State College of Agriculture and Engineering in 1917. Following World War I service he was a county farm agent for 10 years and master of the State Grange for three years.

Kerr was a regular at annual banquets of the North Carolina Association of Agricultural Fairs. During his administration the State Fair in Raleigh experienced remarkable growth and development. He was popular on all levels of the fair business.

Dalton, Ga., Fair Will Spend \$16,075 On New Buildings

DALTON, Ga. — Plans for the construction of two new exhibit buildings were approved at a recent meeting of directors of the North Georgia Fair.

According to Burl Scoggins, secretary-manager, the livestock exhibit building will consist of 8,372 square feet and will be of creosoted pole type construction.

Scoggins said the commercial building will consist of 8,736 square feet of exhibit and office space with walls and floors of masonry and concrete construction.

Low bids were approved for a total of \$16,075 for the two exhibit buildings.

Further improvements, including grading and sodding of grounds, fencing and service entrance were planned at the recent meeting.

Scoggins said the new buildings and improvements will be ready by time of the 10th annual fair to be held September 22-27.

NO LOTTERY

Fairplay, Colo., Residents Now Breathe Easy

FAIRPLAY, Colo.—Some 4,000 residents of this mountain community and nearby Leadville are breathing easier after their pack burro race was cleared of a lottery tag and a heavy tax threat lifted.

The U. S. Internal Revenue Service ruled Wednesday (9) that the race, sponsored by Fairplay's Chamber of Commerce and Leadville's Lions Club, is not a lottery and, therefore, it will not seek to collect gambling taxes from persons who sold tickets.

Revenue Director George H. Allen, Denver, said the ruling came on a technical issue.

"We found that the sponsors do not require everyone to contribute during this civic event," he said. "Therefore, it cannot be called a gambling contest under the law."

Under the race rules, a person could buy a ticket which would permit him to enter a guessing contest on the winner's time in the World Championship Pack Burro Race between the two mining committees. Non-ticket viewers could watch the race free. Prizes of about \$2,000 were awarded the best guessers.

If the contest had been labeled a lottery, businessmen, high school band members, Boy Scouts and Campfire Girls would have been liable for gambling purposes — a \$50-a-year item. In addition, sponsors of the race would have had to pay 10 per cent in taxes for total wagers.

Following the decision, the sponsors immediately went into action laying plans for this year's race.

Woods Expands At Okla. City

OKLAHOMA CITY — Maurice Woods has enlarged his Wedgewood Park here by the addition of a new Allan Herschell Twister, a Roadway Ride from Philadelphia Toboggan and an additional locomotive and coach for the G-16 Miniature Train.

The train now has four coaches and an extra locomotive for increased flash. The spot has 4,200 feet of track and provides a five-minute ride.

Woods has moved his 36-foot Merry-Go-Round and Roller Coaster from his old location. A moat is planned to accommodate an Allan Hawes Jungle Boat.

B-C No. 1 Show Gets New Theme

CHICAGO — Plans for the Barnes-Carruthers No. 1 review, which will play a route of eight major Midwest and Southern fairs this year, are progressing at a rapid pace, Sam J. Levy Sr., top man at B-C, announced last week.

A new theme will be adopted for this year's presentation and the office reports it has assembled a group of top-rated acts in the variety field, Levy said.

The show will open at the Ionia (Mich.) Free Fair and then move, in order to the Illinois State Fair, Minnesota State Fair, Kansas Free Fair, Kansas State Fair, Oklahoma State Fair, Alabama State Fair and the Louisiana State Fair.

Al Sweeney Sets May 25 Opening Race

CHICAGO — Al Sweeney's National Speedways swung into action last week with a full staff making ready for the opening of its 18th season. The lid-lifter will be a mixed program of sports and stock car events on May 25 at the Ozark Empire Fairgrounds, Springfield, Mo.

Following are 64 other dates under sanction of the International Motor Contest Association, Sweeney said.

Bill Clark, NS publicity director, has opened the press headquarters at Des Moines where, assisted by Wayne Grett and Phillip Young, he will turn out copy and feature stories on drivers and car owners who will participate in the early still dates.

Second race program on the list will be a Memorial Day 200-lap stock car meet at Topeka, Kan., the following day. Big cars will also race under the Sweeney banner at Belleville, Kan., on May 30.

Other major still dates include the fourth annual Hawkeye Futurity at the Iowa State Fairgrounds, Des Moines, June 8, plus programs at Donnellson, Burlington and Mason City, all in Iowa.

First fair on the National Speedway schedule is on July 18 at Fargo, N. D., and the final race will be run on October 4 at the Alabama State Fair, Birmingham. Sweeney will close his season two weeks earlier than in recent years, but will have six more dates than last year.

Gene Van Winkle has been resigned as chief starter, while Bruce Clifton will handle the bulk of the announcing chores. Gene Harmon will again supervise outdoor advertising. Bernice Sweeney, distaff side of the Sweeneys, will be on a full-time basis this year as secretary-treasurer and will also double in assisting with promotions.

Wirth Kicks Off

• Continued from page 56

extend to two weeks if the demand is anything like this year's.

Wirth brought in Prince El Kigordo's wild animals; Linares, wire act; Bobbie Nelson's pig act; Great Galasso, finger stand; Cole's elephants; Lacy Troupe, rolling globes; Flying Victors, flying return; Sonny Moore's Roustabouts, dog act; Irah Watkin's chimps; Marcos, double trapeze; Tokayers, teeterboard, and the Albanis, aerial motorcycle. Jack Montez was announcer, and clown alley comprised Jerry Bangs, producing clown; Al Florenz, Charley Frank, Slim Collins, Al Haviland, and Jeff and June Dewsbury, who will be joining Howard Suesz in Canada this year.

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Tansor Rodeo

• Continued from page 56

a half hour before the grandstand prior to show time; 2, interlude of music by 12-piece band; 3, grand entry of all personnel, mounted; 4, introduction of officials; "Death at the Water Hole," cowboy-Indian sketch; 6, bareback riding, three horses; 7, native Indian tribal dances; 8, saddle bronk riding, three horses; 9, Texas Rangers singing and dancing; 10, bareback riding, three horses; 11, trick and fancy roping; 12, saddle bronk riding; 13, Northeast Mounties patrol drill, 12 men; 14, wild horse race, six horses; 15, trick riding, two men and three girls; 16, intermission; 17, calf roping, three calves; 18, Texas Rangers singing and dancing; 19, calf roping, three calves; 20, Northwest Mounties patrol drill team, 12 men; 21, bulldogging, three steers; 22, horse act; 23, Brahma bull riding, three bulls; 24, square dance on horseback, eight riders; 25, Brahma bull riding, three bulls; 26, gunfight scene at the OK Corral with men portraying Wyatt Earp and Doc Holiday, and 27, grand finale.

Tansor has been legging it around New York for more than two weeks working on various deals such as telecasting of the show and sponsorship of his intended promotion, a Pony Express ride from Washington into the Polo Grounds.

The show will reportedly present 250 head of stock and 100 people, and will have no connection with Rodeo Cowboys' Association. Polo Grounds concessions are contracted for, but Tansor is retaining the program and novelties. Prize money would total \$20,000 over the 10 days.

Scottish Games Scheduled for Altamont, N. Y.

ALTAMONT, N. Y. — More than 10,000 persons are expected to attend the annual Capital District Scottish Games, largest and most spectacular event of its kind in the United States, at the Altamont (N. Y.) Fairgrounds on August 30.

Pipe bands and individual contestants in the various competitions will come from a dozen States and Canada to compete for cash prizes totaling \$1,800.

The games will open at 10 a.m. and continue all day under the sponsorship of the Clan Mac Rae, No. 158, O.S.C., Schenectady, N. Y.

Site of the games is being switched after six years at the Locomotive Club grounds in Schenectady because of the increasing number of entrants and spectators, according to James M. Fowler, general chairman.

Fund-Raising Laws Printed

NEW YORK — Texts of three laws regulating charity fund raising, passed by the Legislature, are available in booklet form from the City Welfare and Health Council, 44 East 23d Street. The 16-page pamphlet sells for a dime a copy. It describes registration of fund raisers and fund-raising agencies, uses of persons' names for solicitation, and other subjects.

Orange Show

• Continued from page 56

ministration Building and Featured Exhibits Hall.

Frank W. Babcock United Shows were featured on the midway with Cecchini & Levaggi handling a major portion of the concessions on the lot.

Tuesday's guest was George Meany, president of the AFL-CIO.

Fun Center For Conn. Is Tabled

NEWINGTON, Conn. — The Town Zoning Board of Appeals has tabled petitions submitted by Fred H. Callahan Jr. for authority to build a kiddieland and bowling plaza off the Berlin Turnpike. Callahan would invest upwards of \$1,000,000 in the project and the town would receive a minimum of \$20,000 a year in taxes, Callahan's lawyers said.

Some property owners are protesting, however, that the facility would create noise and also serve as detriment adjacent property.

Syracuse Okay For Francisco

SYRACUSE—The Shrine Circus here experienced generally good business at the Armory during the period from Monday thru Sunday (7-13). Featuring Don Francisco's Pan American Circus, it offered matinee and night shows Wednesday and Thursday, three shows Saturday, and a single performance on the other days.

The run was marred by the death of Carl Flynn, finger-stand act, Saturday (12). He was stricken during the matinee and died that night in St. Joseph Hospital.

Line-up was assembled by Francisco, with Leo Grund as talent consultant. Acts included the Lang Troupe, acrobatic; La Blancs, aerial bars; Mr. and Mrs. Jack Usim's Llamas; Honey Girls, acrobatic; Walter Shyretto, Bobby Whaley and Jack Meyend and Jeanette, all unicycles; Gloria Peebles and Her Dogs; Ray Sinclair and Miss Carol, dogs.

Also, Barbara Autry, rope act; Al Haney and Company, the Ninon Sisters, double trapeze; Sechrest flying act; Sabos, Hungarian contortionists, and Hunt's Elephants. Joe Basile provided the band. A clown alley had Ray Sinclair, producing clown; Charley Cheer, Bucky Allen, Al Ackerman, Thomas Johnson.

Russian Dancers

• Continued from page 57

fiery series of soaring leaps and swirling ensemble patterns.

As an "attraction," the Moiseyev company is nothing short of first-rate, and likely to be as much at home in an outdoor or arena showcasing as on the Metopera stage.

The company's emphasis is primarily on vigorous simplicity, rather than on subtle intricacies and lavish scenery. And from a purely physical standpoint, the Soviet performers constantly startle onlookers with what are practically muscular impossibilities.

There are, for example, two male dancers who do slow high kicks—while squatting, hands on hips, in a traditional folk dance. There is another male dancer who soars over the heads of the female chorus in what looks like the Olympic high jump record. There is a pretty blond girl who whirls about the stage in fast pirouettes—on her knees. These are just a few highlights.

As a further guarantee — if any were needed — the group is receiving fabulous attention from the press, rightly deserved since they are the first major dance group from the U. S. S. R. to visit here. Artistically, musically, and visually they have to be seen to be believed.

Tony Alfano, with the Playtime Amusement Company of Eugene Burr for the past 15 years, will be with it again as Merry-Go-Round foreman and kiddieland foreman this season.

Herman Penn Named Manager At Greenville

GREENVILLE, S. C. — Herman J. Penn has been appointed general manager of the new Greenville Memorial Auditorium here. He is expected to take over on May 1. The building now is under construction and the dedication probably will be in September or October.

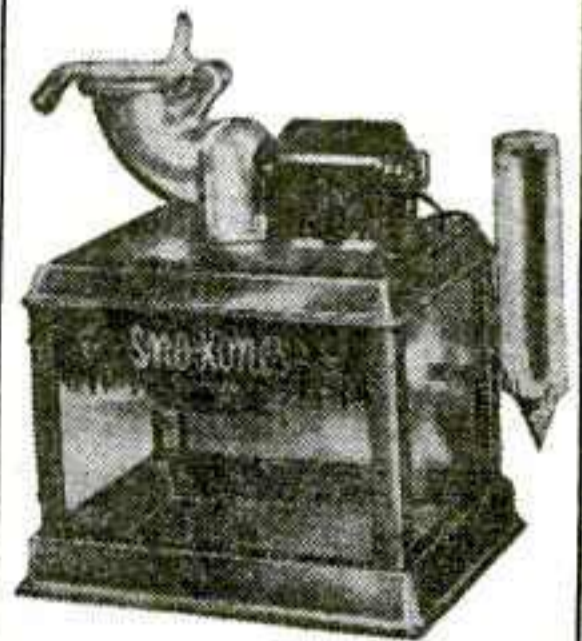
Penn has been with the Harlem Globetrotters for the past two seasons. Earlier he was arena manager of The Gardens, Pittsburgh. From 1948 thru 1955 he was with the Armory at Louisville, and he was manager there 1949 thru 1955.

Penn has been active in the International Association of Auditorium Managers and has written a series of articles about promotions for the IAAM.

The new Greenville building is a multi-purpose structure with about 5,000 permanent and 3,000 additional seats. It is to be fully air-conditioned.

New Yorker magazine has a two-issue profile of Nat Eagle starting in its April 19 issue. Eagle, midget show operator, is managing the Ringling Side Show in New York and will go out with the World of Mirth Shows this season.

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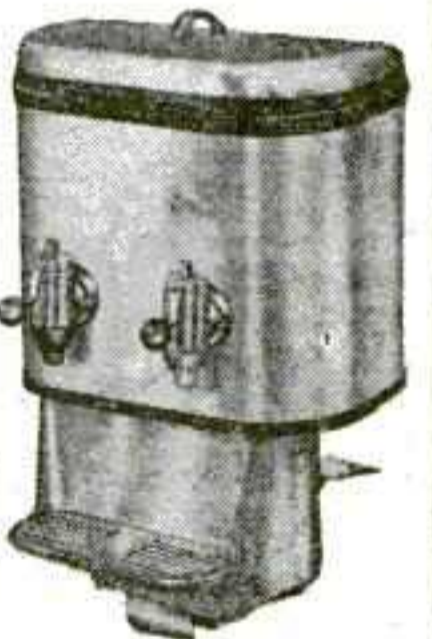
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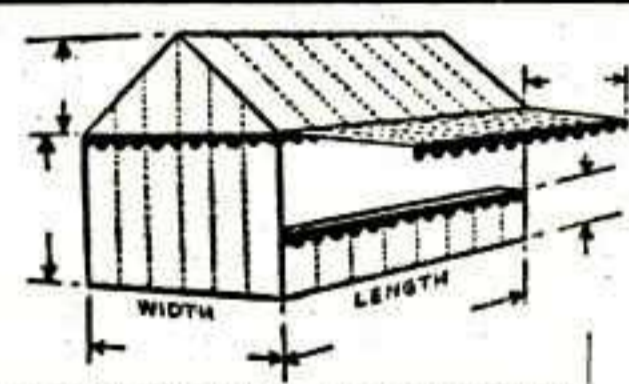
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U. S. Tops USSR in Brussels

• Continued from page 58

glass doors and ground level windows, is entirely of plastic. The roof, which has been compared to a bicycle wheel in design, has a center 60-foot aperture which allows free daylight to flood the interior and, in the event of rain, the rain falls into a central interior pool.

Unique Ceiling

The pavilion ceiling is decorated with a bronze metal mesh which permits daylight to flood the interior. The walls are interlaced steel bars. Eleven giant willow trees, undisturbed in construction, and one large and one small pool, lend to the sense of openness.

The total effect is of light, gaiety and openness.

The exhibits themselves are light, gay and meaningful.

They do not shout, but they sell.

Consider a few:

1) A newsstand with racks of periodicals not only from the U. S. but around the world. (This is in contrast to the linotype machine on display in the Russian building.)

2) A display of sports clothes, clearly suggesting that Americans have the time and the wherewithal to enjoy sports and outdoor life.

3) A display of 5 and 10-cent store-type articles so common to the U. S., carrying merely a price tag.

4) A window display, tastefully executed, of women's clothes, indicating the finished products available to American. (This in contrast to a textile machine in the Russian machine.)

5) A play room (or kindergarden room) for youngsters where they can finger paint and make things out of assorted colorful materials while adults peer, much like sidewalk superintendents, thru holes in the walls that enclose the room.

6) A display of toys, including Lionel trains in action, and scores

of toy automobiles and trucks.

The list of such is long, but there are other exciting demonstrations of the U. S. economy.

Features Milk Bar

Not the least of these is a milk bar, operated in the pavilion by the Brass Rail Company, New York City restaurateurs, who have the food and drink concession in the building.

At the milk bar many Europeans will have their first opportunity to eat soft ice cream (frozen custard) or U. S. ice cream, which is more solid, has higher flavor and sugar and butter fat content than European ice cream. Here, too, Europeans will drink for the first time carbonated draft dispensed drinks served in paper cups. (All soft drinks in Europe are bottled.) And they'll be able to buy canned beer for the first time. All beer in Europe is bottled.

Elsewhere in the pavilion Europeans can see color TV for the first time. Nearby they'll be able to drop in and hear high-fidelity recording. This room is equipped with six RCA stereophonic high-fidelity reproducers, with a library, all drawn from RCA Victor, consisting of 100 tapes and 250 records. The ceiling of this room, incidentally, is attractively decorated with color record and record album jackets. The room is equipped something in the fashion of a living room and will accommodate 35 at one sitting. Those who visit it can request their own numbers to be played. The library, now confined to records in the U. S., will be augmented by RCA Victor records from France, Italy, Spain, Germany, Sweden, England and South Africa, Arnold G. Klein, RCA Victor manager of European record sales, said.

In addition to the pavilion, the U. S. also has a theater with a seating capacity of 1,150.

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One of these rides at the Canadian National Exhibition in 1957 opening day's receipts, \$1,406.30 — closing day, \$4,261.25. 14 days' total gross, \$38,202.85.

This ride can be seen in operation at Belmont Park, Montreal, Quebec, this year.

John Panas of Playland at Rye, N. Y., took delivery of a ride this month. This Wild Mouse will be running after May 15.

If anyone wants to build his own WILD MOUSE, we will sell complete structural plans. If desired, we can furnish the track and the cars, manufactured in Germany.

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THE FINAL CURTAIN

AYRES—Willis (Toots), 68, Belle Fourche, S. D., stock buyer and quarter-horse breeder and for many years active in rodeo competition, recently in Tucson, Ariz., where he was visiting a sister. Born March 21, 1889, in Texas, he went to Miles City, Mont., in 1912 and in 1920 went to Belle Fourche. He was a veteran of World War I. Services at the Frost & Son Funeral Home, Belle Fourche, with burial in Pineslope Cemetery. Surviving are a son, Eldon, Spearfish, S. D.; a daughter, Mrs. Treva Dowdy, Los Angeles, and a sister, Daisy Tinsley, Tucson.

CAPP—Frank H., 74, head salesman for the Baker-Lockwood tent company until his retirement in 1940, at Kansas City April 9. He was widely known among buyers of tents and concession canvas over the years. Since 1908 he had taken the role of Santa Claus annually as the only identified member of a Kansas City organization which distributes gifts and food. He was a native of Chicago and had lived in Kansas City 55 years. Among survivors are a sister and four brothers.

CHAPEAU—Ted, 48, general manager of Greater Jacksonville (Fla.) A. & I. Fair, April 14 in Jacksonville. (Details in Fairs section.)

CHISHOLM—Donald J., 40, long-time midway concessionaire, April 9 in an auto crash near Tampa. During his many years in the business, he had been with Joe Star Amusements, Hill's Greater, Alamo Exposition, Tinsley, Mighty Sheesley and Cavalcade of Amusements. His wife, who was critically injured and is in a Tampa hospital, and his mother, survive.

ELDER—Mrs. Claude, wife of the veteran circus fan of Missoula, Mont., at Rochester, Minn., March 29. She was a native of Rochester. Survivors include three daughters. Burial at Rochester.

ERICKSON—Carl (Kayo), 40, midget formerly with carnivals, at Phoenix, Ariz., March 28. He appeared in "The Wizard of Oz" and two other movies. For 12 years he was with the Kramer Midgets playing carnivals and clubs. After a two-year stint as salesman for a candy outfit, he settled in Phoenix. Burial at Sioux Falls, S. D. Survivors include two sisters, Mrs. Alice Laurie and Mrs. Agnes Erickson, both of Sioux Falls.

FLYNN—Carl, 21, circus performer billed as the Master of Balance, Saturday, April 12, in a Syracuse, N. Y., hospital of a cerebral hemorrhage after being stricken during a matinee show. (Details in Outdoor section.)

HARRISON—R. E., 77, a past president of the Lamont (Alta.) Agricultural Society, recently at Lamont. Survived by a son, a sister and a brother. Burial at Lamont.

LANE—Elizabeth, 92, widow of George E. Lane, one of the founders of the Calgary Stampede, April 2 in Red Deer, Alta. Surviving are three sons and three daughters.

MILES—J. C. (Jack), 80, veteran med pitchman, recently. Survived by his widow, Thelma. Burial in Rocky Mount, N. C. (Details in Pipes column.)

SCOTT—W. Kerr, 61, U. S. senator from North Carolina and a long-time ally of agricultural fairs during his capacity as State Commissioner of Agriculture, April 16 in a Burlington, N. C., hospital. (Details in Outdoor section.)

MARRIAGES

HOWARD-PALESKI— Al Howard, secretary-business manager of the I. T. Shows, and Camille Paleski, non-pro, April 5 in Brooklyn.

BIRTHS

FODEL— Twins, Daniel and Deborah, to Mr. and Mrs. Norman (Tiger) Fodel April 2 in Detroit. Father is a former theater concessionaire and the mother is a dancer in midway Girl Shows.

MILLER— A daughter, Michel Annette, April 9 in Aransas Pass, Tex., to Mr. and Mrs. Mike Miller, girl show operators who were with the Bill Hames Shows last year and are booked with the William T. Collins Shows in 1958.

Carnival Routes

American Beauty: Flatriver, Mo.
Bee's Old Reliable: Harlan, Ky., 23-May 3.
Belle City: (N. Tentonia & W. Capitol Sts.) Milwaukee, Wis., 21-27; (N. 2d & W. Capitol Sts.) Milwaukee 28-May 7.
Borderland: Ozona, Tex.
Briggs Am. Co.: Miamisburg, O.; Marengo, Ind., 28-May 4.
Brodbeck & Schrader: Ulysses, Kan., 24-26.
Burke, Harry: New Iberia, La.; (Fair) Litcher, May 2-4.
Byers Bros.: Lake Charles, La.
Capell Bros.: Bisbee, Ariz.
Capital City: East Point, Ga.
Coleman: Middletown, Conn.
Crafts Expo.: (Fair) Yuma, Ariz., 23-27.
Dickson United: Xenia, O.
Drew, James H.: Oak Hill, W. Va.; Marmet 28-May 3.
Gentsch, J. A.: Pascagoula, Miss.
Gold Medal: Pleasure Ridge, Ky.
Grand American: Ottumwa, Ia., 25-May 3.
Hale's Shows of Tomorrow: Kansas City, Mo., 21-May 11.
Heart of America: (7th & Osage) Kansas City, Kan.; Manhattan 28-May 7.
Holiday Am. Co.: Fairmount, Mo.; Kansas City 28-May 5.
Hottle, Buff, No. 1: New Iberia, La., 21-24.
Hugo Novelty Expo.: Tonganoxie, Kan.; Leavenworth 28-May 3.
Inland Empire: Asotin, Wash., 25-26; Payette, Idaho, 29-May 3.
King Bros.: Boise City, Okla.
Manning, Ross: Richmond, Va.
Mercury: Belle, Mo.; Eldon 28-May 3.
Midway of Mirth: Poplar Bluff, Mo.; Mound City, Ill., 28-May 3.
Moore's Modern: Artesia, N. M.
Page Bros., No. 1: Franklin, Tenn.
Page Comb.: Concord, N. C.
Playtime Am. Co.: Manchester, N. H.; Wakefield, Mass., 28-May 3.
Powell Am. Co.: Newark, O.; Barberton 28-May 3.
Rose City Rides: Sikeston, Mo., 27-May 3.
Siebrand Bros.' Comb.: Tucson, Ariz.
Strates, James E.: Washington, D. C.; Wilmington, Del., 28-May 3.
Sunset Am. Co.: Excelsior Springs, Mo., 24-May 3.
Tatham Bros.: Illiopolis, Ill.; Kincaid 28-May 3.
Tennessee Valley: Crossville, Tenn.; Johnson City 28-May 3.
Thomas Joyland: Madison, W. Va.
Tinsley, Johnny T.: Greenville, S. C.; Spartanburg 28-May 3.
20th Century: Port Arthur, Tex.; Tyler 28-May 1.
Virginia Greater: Suffolk, Va.; Crisfield, Md., 28-May 3.
Volunteer: Russellville, Ky.
West Coast, No. 2: Stockton, Calif.; (Fair) Los Banos 28-May 4.
Wolfe Am. Co.: Greer, S. C.
Wonderland Expo.: Tularosa, N. M., 21-27.

Circus Routes

Beatty, Clyde: Palisade, N. J., 21-May 4; Morristown, N. J., 5; Allentown, Pa., 6.
Carson & Barnes: Boulder City, Nev., 23.
Cole, Famous: Belleville, Tex., 21; Hallettsville 22; Luling 23; Sequin 24; New Braunfels 25; Round Rock 26; Burnet 27; Llano 28; Mason 29; Brady 30; Winters, May 1; Roscoe 2; Roby 3.
Cristiani Bros.: East Point, Ga., 21; Marietta 22; Rome 23; Dalton 24; Oak Ridge, Tenn., 25-26; Kingsport 28; Elizabethton 29; Bristol, Va., 30; Big Stone Gap May 1; Richlands 2; Welch, W. Va., 3; Bluefield 5.
Davenport, Orrin: Duluth, Minn., 21-26; Winnipeg, Man., May 3-10.
Gray, Gil: Springfield, Mo., 21-26; Hastings, Neb., 28-May 1; McCook 2-3; Yankton, S. D., 5-6.
Hamid-Morton: Altoona, Pa., 21-

26; Washington, D. C., 29-May 6.
Kelly-Miller: Paris, Tex., 26-27.
Mills Bros.: Newton Falls, O., 21; Hubbard 22; Sebring 23; Ravenna 24; Mentor 25; Solon 26; Lorain 28; Huron 29; Clyde 30; Maumee May 1; Monroe, Mich., 2; Dearborn 3.
Polack Bros.: Fort Sill, Okla., 23-24; Fort Chaffee, Ark., 26-27; Spokane, Wash., May 2-4; Tacoma 9-11.
Ringling Bros. and Barnum & Bailey: New York 21-30.

Legitimate Shows

Auntie Mame, with Constance Bennett: (Aud) Louisville, Ky., 21-26; (Pabst) Milwaukee, Wis., 28-May 3.
Auntie Mame, with Sylvia Sydney: (Proctor's) Schenectady, N. Y., 21-22; (Loew's State) Syracuse 23; (Stanley) Utica 24; (Aud) Providence, R. I., 25-26; (Masonic Temple) Scranton, Pa., 28; (Community) Hershey 29-May 3.
Damn Yankees, with Leon Janney: (Aud) Shreveport, La., 21-22; (Music Hall) Houston 23-26.
Diary of Anne Frank: (Wilber) Boston, Mass., 21-May 10.
Happiest Millionaire, with Walter Pigeon: (Civic) New Orleans, La., 21-26.
Jane Eyre: (Shubert) Washington, D. C., 21-26.
Long Day's Journey Into Night: (Geary) San Francisco, Calif., 21-May 3.
Most Happy Fella: (Curran) San Francisco, Calif., 21-May 24.
No Time for Sergeants: (Moore) Seattle, Wash., 21-26.

Miscellaneous

Ballet Russe de Monte Carlo: Wilmington, Del., 21-22; Hershey, Pa., 24; Philadelphia 23, 25-26.
Cornell, Katharine: (Colonial) Boston, Mass., 21-26.
Lunts, The: (Shubert) New Haven, Conn., 21-26.
Mareau, Marcel: (Shubert) Detroit, Mich., 21-May 3.
Moiseyev Dance Co.: (Met Opera House) New York, 21-May 3; (Forum) Montreal, Que., 5-8.
Morris, Philip, Music Show: Fresno, Calif., 21; Modesto 22; Stockton 23; Oakland 24; San Jose 25; Alameda 26; San Francisco 27-28.
O'Day, Marie, Palace Car: Mount Vernon, Ind., 21-23; New Harmony 23; Mount Carmel, Ill., 24-26.

Ice Shows

Holiday on Ice of 1958: San Antonio, Tex., 22-27; Mexico, D. F., May 1.
Ice Capades, 17th Edition: Lubbock, Tex., 21-27; Los Angeles, Calif., 29.
Ice Capades, 18th Edition: Denver, Colo., 22-27; Los Angeles, Calif., 30-May 25.

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Circus, New Units Bolster Palisades

Front Gate Price Upped; Some Rides Get Nickel Raise; Circus Does Okay

PALISADES, N. J. — New devices and a sparkling face are being put forth by Palisades Amusement Park this year as the Jersey amusement spot continues among the leaders in the display of park developments.

Virtually every improvement of note is annually incorporated in Irving Rosenthal's operational

scheme, and this year's effort follows the pattern. On view are the Paratrooper cars of Frank Hrubetz, which inject a new and modern vitality into the Spitfire ride, also Chicago Dynamic's Commando machine gun gallery and an Archery Range.

George Riser is building a Merry Mixer in the park to be near the kiddieland. This has Skooter-like cars rotating on a third rail principle.

The Clyde Beatty and Hamid-Morton Combined Circus has done pretty well despite inclement weather on two weekends during the Easter period, it is understood. A large tent is expected to be used as a closing attraction this year, and Rosenthal is figuring on a combined auto-motorcycle-boat show.

Palisades' gate price has been raised a nickel to 30 cents this season. Some rides are also up a nickel.

On promotion work, where the park shines, Rosenthal has put a season discount plan into effect at factories and other industrial outlets. This calls for distribution of 500,000 season passes which entitle the bearer to buy a combination ticket at the outside gate and replaces the former system of re-issuing one-time discount tickets three or four times a year.

On matchbooks the park continues imprinting 25,000,000 such books, and also has its Superman tie-in in which a coupon is reprinted in the comic book.

Council Head Backs Coney Improvements

Stark for 4-Point Plan; Handwerker Starts 2d Term

NEW YORK — City Council President Abe Stark outlined and pledged his support Tuesday (15) to a four-point program designed to make Coney Island an even greater tourist and local resort attraction than ever. Occasion was the 35th annual dinner of the Coney Island Chamber of Commerce at the Hotel St. George.

Stark was the main speaker at the dinner at which Murray Handwerker was installed for his second term as Chamber president. Three

(Continued on page 80)

Mouse, Boat, Round-Up for Willow Grove

PHILADELPHIA — Suburban Willow Grove Park will have a host of new attractions this year for the season opening April 26.

Already installed are a Schiff Wild Mouse and a Round-Up bought from Frank Hrubetz and labeled the Satellite Ride. An Allen Hawes unit, the Mississippi River Boat, is on order and will be operated in the same pool as the former Water Skooters. It will have a 38-person capacity.

Elsewhere on the grounds the usual refurbishing has been going on in anticipation of the opening. Jerry Katz is again handling publicity.

Canobie Lake Sets No Change

SALEM DEPOT, N. H. — Fifty-acre Canobie Lake Park will operate with no prominent changes this year, new owners report. The spot, acquired from the Holland family, is operated by Canobie Lake Park Corporation.

New officers are Mr. and Mrs. Anthony Bernie, Kasimer Ulaky and C. Louis Captell.

Facilities at Canobie Lake, one of New England's scenic fun and recreation locations, include a quarter-mile lakefront with boating, a ballroom, roller skating, Roller Coaster, kiddieland, pool, Dodgem Arcade, Carrousel and speedboats.

Walled Lake Opens Gates

DETROIT — Walled Lake Park, operated for 30 years by the veteran Fred W. Pearce, former NAAPPB president, opened April 20 to run weekends only. It will begin full-week operations the middle of May.

A number of new rides are being added. Jess Bell, manager of the skating rink, will also serve as picnic promotion manager this season.

ROLLER RUMBLINGS

Milwaukee's Pallo Cleared Of Discrimination Charge . . .

MILWAUKEE — Clement Pallo Jr., operator of Pallomar Roller Rink here, was declared not guilty by a District Court jury March 4 of charges that he denied a Negro youth counselor admittance to the rink because of the latter's race.

The Negro, Lucius Walker Jr., testified he had been denied admittance on two occasions, November 2 and January 18. Walker charged that Pallo answered "yes" on November 2 when the former asked if he was being denied entry because of his color. Pallo denied the statement. He said Walker had asked for free admission to the rink on that night because he was a counselor and did not intend to skate.

Pallo related that while talking to Walker on November 2 that he ordered from the premises a group of white boys and girls from the Milwaukee Christian Center, who accompanied Walker, after they had become boisterous. Six of the youngsters testified that they had not been permanently barred from the rink on November 2, that they had not caused a disturbance, and that they had asked for refunds

after Walker was refused admission.

Pallo said in court that he does not discriminate against customers because of race. A defense witness testified that she had taken her Girl Scout troop, composed of both whites and Negroes, to the rink on several occasions, but admitted under cross-examination that she had reported to the Commission on Human Rights in 1955 that someone at the rink had told her, "We let them (mixed groups) in, but we prefer not to."

Charter Rollery at Weatherford, Okla. . . .

WEATHERFORD, Okla. — Weatherford Roller Rink, Inc., capitalized at \$5,000, has been granted a charter by the secretary of state at Oklahoma City. Principals include Homer Eaton, Herman Lowe and Mabel Lowe, all of Weatherford.

Granfor Buys Chinn Interests in Fargo . . .

FARGO, N. D. — Julius Granfor has bought the roller-skating businesses which have been operated by R. E. Chinn in Avalon Ballroom in the Auditorium and at the Fargo Arena. Granfor operated a rink in Memorial Park for the past five years, as well as rinks in other North Dakota towns. He also plans the opening of the Lake Shore Pavilion at the Detroit Lakes (Minn.) Fairgrounds in April.

Babb's Reopens at Congamond Lakes . . .

WEST SUFFIELD, Conn. — Babb's Skating Rink at Congamond Lakes near here opened for the

(Continued on page 77)

List Officers Of Bridgeport Park Group

HARTFORD, Conn. — Bert Nathan and associates, operating Pleasure Beach, Bridgeport, this season, have filed a certificate of organization with the Connecticut secretary of state at State Capitol here.

They list subscribed capital for the Pleasure Beach Operating Company, 255 Bedford Street, Stamford, Conn., as \$1,000; paid in cash, \$1,000; officers, Bert Nathan, president; Frank Sonsine, vice-president; Rosalyn Nathan, secretary, all of New York; Sydney C. Perell, Stamford, assistant secretary, and Sidney Rudnick, Hartford, treasurer. Directors are Bert and Rosalyn Nathan and Frank Sonshine.

Pa. Parkmen Name Helprin

HARRISBURG, Pa. — Joseph A. Helprin, general manager of Willow Grove Park near Philadelphia, was elected president of the Pennsylvania Association of Amusement Parks at the annual meeting held Thursday (10) in Penn Harris Hotel here.

Other officers are Ed Lee, of Sans Souci Park; Ben Sterling, of Rocky Glen Park; and William Carr, of Conneaut Lake. Among the speakers was John Bowman, new executive secretary of the national association.

Program included a discussion of problems affecting the park business, which was termed as stimulating as any program in the past. For the second year, it was decided, the association will retain a law firm in the State capital here as a watchdog on legislative matters.

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Circuses come to you live. The circus is one of few remaining phases of show business available to all which offers a performance by live performers.

Not only are the human performers the real thing, but the wild animals are alive. Outside of schools there are few bands, and the live bands of circuses are among the features of some shows.

Fact that a circus performance is made up of live talent is one of the things that sets it apart in this age of electronic entertainment. Observers credit much of the current popularity of circuses and similar forms of outdoor entertainment to the fact that live talent means participation. And participation is one of the principal advantages they hold over other forms of amusement.

There is entertainment and excitement in participating in a

show, even as a member of the audience. And at a circus there is more of this all-important participation when one sees, hears, and smells elephants, giraffes, rhinos, hippos and other wild animals. Even horses are rare animals in many areas now—but they come live with circuses.

Run down the full list of circus attractions—clowns, human oddities, real Indians, Arabian tumblers—and there is extra entertainment in seeing them live.

Moreover, there are many types of acts which can not be shown adequately in any other medium. Big spectacles, production numbers, grand entries and aerial ballets can be appreciated only on the spot with the real thing. The widest screens can't handle the scope of a giant arena, stadium or big top.

These observations have been made by show people thru recent seasons and in the face of competition which is met just as earlier kinds of competition were answered. Circus people today believe they have something better than ever to offer on the entertainment market, they declare.

Their opinions have been backed up by the sponsors that have contracted circuses regularly over the years and supported by the continued increase in interest among other organizations that are looking to the circus as the new answer to their project schedules.

INDOORS OR OUT

Building or Tent? Each Has Points

With the circus business split down the middle—half indoor shows and half tented shows—the sponsors, publicists and public are divided, too.

Many favor one kind of presentation. Many favor the other.

But just what are the differences and what are the merits of each?

Simplified, it boils down to this. Advocates of indoor circuses point to advantages of clean buildings, comfortable seating and independence from weather. Backers of the tented circuses declare only this way brings the unique excitement of the traditional circus. And each group challenges the other's opinions.

There are important differences in means of operation of each kind of show.

Longer Stands

A typical indoor circus plays each stand for about a week. Its two principal departments are those of promotion and production. The promotion department handles the advance sales of the tickets and advertising for the show. The production department, of course, supplies and presents the performance. In some cases, indoor circus organizations are producers only and do not enter into the promotion phase. In any case the sponsor's principal function is to sell tickets.

An indoor circus together with its sponsor rents a suitable

building in which to give the show. This can be at any time of year and many of the most successful indoor shows are held during mid-winter weeks annually.

The circus personnel travel in private cars and house trailers in most cases. Sometimes indoor shows move all or part of their people and properties by railroad. Once in town, the show people usually live in hotels near the show building.

Indoor shows normally give performances each evening. Some give afternoon performances every day and some give matinees only on some of the days. A generalization has afternoon business given over to children who attend on special tickets. Often scores of school buses and even special trains are used to bring thousands of youngsters to the circus.

Evening shows, on the other hand, are largely attended by adults or family groups. Sometimes Sunday night shows are scheduled as "twilight" shows, starting at about 7 p.m. instead of 8. Sometimes the sale of special children's tickets is such that extra shows have to be scheduled and these frequently are set for Saturday mornings.

Tent Operation

Meanwhile, the tented circuses usually play a town for one day only. Exceptions to this rule are frequent in the cases of

(Continued on page 64)

Circus Business Doing Well; About 30 Shows Tour in 1958

- Roster evenly divided between tented shows and those using buildings and ball parks.
- Most shows are sponsored by local groups; various shows designed for different places.

How American circuses are doing has been a public question for the past two years, and a

SPECIAL Circus SECTION

general impression has been that the shows have nearly disappeared.

MORE KIDS

Suburbs Prove Big For Big Top Shows

- Tented circuses find sure business in areas around big cities
- Organizations want to raise money and families want entertainment

Draw circles around the six or eight principal metropolitan areas on a map of the United States and you have indicated some of the prime territory for tented circuses.

For the Big Tops have moved to the suburbs.

Like main line department stores that have new superstores in outlying shopping centers, like suburban drive-in theaters that have outflanked some centrally located indoor theaters, like any number of other businesses—circuses have found that often their best customers are now in the suburbs.

One oval penciled on the map around New York and Boston; another one taking in Philadelphia to Baltimore and Washington and a third rounding up Cleveland's suburbs give the location of scores of towns that have proved sure-fire business-getters for circuses.

Other circles may be drawn around the suburban territories linked with Detroit, St. Louis, Los Angeles and others. And among those most successful are those suburbs indicated by a circle taking in Chicago and Milwaukee areas.

Sure-Fire Business

Circus owners and agents confirm that suburbs of the large cities are almost universally good for circus appearances. They point out that in most cases today's suburbanites have money for amusements and they all are looking for something unusual to do.

Suburban youngsters and their mothers are excellent customers for afternoon tickets. Suburban families easily are sold on the idea of going to the

circus for an evening's different entertainment.

Moreover, many suburbs have highly active and successful organizations which want to sponsor special events. Many of these clubs, lodges, posts and associations bring in a circus as a way to make money for their own organizational operations. The money may go for a favorite charity, for equipment such as recreational supplies or fire and police department needs, or it may be set aside for routine needs of the organization.

Other suburban organizations bring in circuses as something of a public service, feeling that the community will enjoy a show, that some will count as something new and different while others see it as a revival of old amusement traditions.

Behind it all, perhaps, is the basic feeling that youngsters should have a chance to see the circus. And no place has more kids than suburbs.

Half Under Tents

As a matter of fact, the number of tented circuses in the U. S. currently is about half of the total. A quick check turns up an even dozen circuses which work regularly under big tops.

Another dozen circuses are the so-called indoor circuses. These include not only shows which invariably appear inside big auditoriums and arenas but also those which operate in these buildings during the winter and in other facilities during the months of good weather. Under the latter conditions, these shows perform in rings and on rigging which are set up in front of the seats at ball parks, football stadiums, fairgrounds grandstands or similar places. In such cases the performances are given in the open air, without tent or roof.

Completing the line-up of shows are several which play special types of engagements using neither tent nor permanent facilities. Sometimes a circus of this kind performs on the streets or square of a town where they are sponsored by the merchants. In other cases, a show like this may operate at some of the nation's many shopping centers. They set up rings and rigging in the center's parking lot and perform as a free attraction as a promotion for the shopping center.

Many Good Years

Business for circuses has been generally good for the period since World War II. Many of today's circuses have come into their own in that period and there has been a major turnover of titles since the period of 1938-1948, when the shows experienced violent years of both good and bad business. Thus, today's list of circuses does not include some of the names familiar to the public a few years ago.

But the roster does count plenty of new names that represent shows of good quality, size and entertainment.

Much of the growth has come to the indoor style of show. And some of the loss has come in the next-to-Ringling class of tented circuses. With the indoor shows growing, they have stepped up into the major category. With the closing of some big tented circuses 10 and 20 years ago, a vacancy was left into which the indoor outfits grew.

A later development tied with the switch of Ringling from tents to indoors is that circus men feel new opportunity now lies in the tented field. Therefore, some of the present tented circuses are making major

(Continued on page 66)

HOW GOOD?

Today's Kinkers Do Rare Tricks

- No. 1 show has them all but each has a share
- Publicity, entertainment values in present shows

Just how good is a circus performance likely to be?

Surprisingly, today's circus performers include some of the best in history. Despite changes in economics, in apprenticeships and most other pertinent factors, modern performers are accomplishing virtually every difficult trick in the book.

Animal training in particular has brought some outstanding developments in recent seasons

and acts are displaying these accomplishments with circuses now touring.

Until very recent seasons, there was no such thing in American circuses as an elephant that could stand on one forefoot. Polack Bros. came up with one, followed later by some others, including Hugo Schmitt. John Cuneo has climaxed the current set with baby African elephant, one of few Africans in the country, and about the only one that is trained. It also does the rare one-foot stand.

Among performers no stunt is more respected than the triple

(Continued on page 67)

Presenting . . . **THE ALL-NEW**



HAROLD BROS. CIRCUS

Harold R. Voise, General Manager
Albert Tucker, General Agent

Proven . . . by successful engagements at Lansing, Bangor, Lewiston, and subsequent stands,

and Promised . . . for upcoming Shrine

engagements at Toledo, Roanoke, Lexington, Mobile, Austin, etc.—the fastest growing major route in show business. Producing Quality Circus Entertainment Indoors or at Stadiums, Grandstands, etc. For First-Class Auspices Everywhere.

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HELP WANTED—Can place for full year's work one more high-type Contracting Agent capable of dealing with top sponsors. Also one or two more top Promoters with references.

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ROBERT C. KING, Secretary

P. O. Box 235-B, Richmond, Indiana

Pix, Books, Television See Circus

Circuses are scheduled to reap bonus publicity and attention this season thru the mediums of movies, books and television.

Currently in the first-run theaters and scheduled for playing thru much of the summer is Danny Kaye's "Merry Andrew," a film with a circus setting.

In the making and projected for future release are two more movies. One is to be called "The Big Circus." Another is scheduled to be based on the lives of two of the most famous circus performers, Alfredo Codona and Lillian Leitzel.

Meanwhile, a major television network has prepared an extensive program about a circus that is currently traveling. Whether the material will be used on a special broadcast or as one episode in a weekly series had not been determined at last reports.

In the book stores now is "The Pictorial History of the American Circus," a de luxe volume with many photos and much text about circuses of the past and present. Another book is "Circus! From Rome to Ringling."

Bldg. or Tent?

• Continued from page 63

circuses playing larger cities or special engagements. But the rule is one-day stands and other arrangements are the exception.

All tented circuses now are motorized and the show carries all necessary equipment. Ahead of the show is a staff of agents and in most cases there are bill-posters, press agents and others who advertise and promote the show after the agents have contracted a town.

Nearly every tent circus uses local auspices, and this sponsor is called on to sell tickets and to make arrangements for the show grounds, licenses and some other requirements.

Personnel live in house trailers for the most part. A dining department often is operated for circus people. The show carries its own electric power generating equipment. It is a self-sufficient unit in most cases.

Performances of the indoor and outdoor circuses are similar in most respects. Both have the popular standards in the way of clowns, acrobats, animals, horses and more. Indoor circuses, in some cases, are more expensively produced. Tented circuses are the only ones with menageries, Side Shows and similar added attractions that often are counted part of circus day.

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Spring specials galore! 400 1 sh. lithos Cole, HW, Sparks, 101, RBBB, SF, Dorsey, Downie, Mix, Robinson, etc., \$1.50 ea.; all perfect, Norris Rowe 5x7 pix, 12 for \$5 plus 12 fancy tickets free; six 1893 Main wreck 5x7 pix, \$2.50; 12 air cal. wagons, \$4; 12 old heralds, any title, name them, \$7.50; 50 ornate letterheads, \$40—12 for \$15; 12 Pawnee Bill lot pix, \$4; 100 old passes and tickets, \$25. Want old iron circus toys, routes, lithos, programs, pix.
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COLLECTORS ITEMS

JUST RECEIVED: From a veteran Circus Man, a collection of route books, photos and many other items ranging over the last 50 years or more. Also have an extensive list of old-time photos—parades, wagons, lot scenes, performers, etc. Many exclusives. Items you'll be interested in. List on request.
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CRISTIANI BROS. CIRCUS

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- ★ LARGEST COLLECTION OF WILD ANIMALS
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Now Making A 30 WEEK GRAND TOUR

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EVERYTHING NEW—EVERYTHING DIFFERENT—LOTS OF FUN FOR EVERYONE

A solid 2 hours of thrilling Circus entertainment. The supreme achievement in amusement for the whole family.

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General Manager

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General Agent

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Daily location published weekly in The Billboard

CIRCUSES

ADAMS BROS. CIRCUS — Bill Griffith, manager; Bob Couls, general agent; playing under auspices at auditoriums and ball parks. It is a new organization from Appleton, Wis.
ALBRIGHT CIRCUS — Leo Albright, manager; playing at fairs,

celebrations, etc., under auspices. Most of performance given from portable stage unit outdoors. Operates out of Belle Plaine, Minn.
McClosky, general manager; **Walter Kernan**, assistant manager;
CLYDE BEATTY CIRCUS—Frank Floyd King, general agent; featur-

SPECIAL Circus SECTION

ing Clyde Beatty's animals. Operating under tents and with local auspices. Winter quarters at De Land, Fla.

BEERS-BARNES CIRCUS — Charles Beers and Roger Barnes, managers; Gene Christian, agent. Operating under tents and usually with local auspices. Long-established family show operating from Hialeah, Fla.

BENSON BROS. CIRCUS — Bill Morris, manager; Al Porter, agent. Operating under tents and with local auspices. Winter quarters at New Smyrna Beach, Fla.

CARSON-BARNES CIRCUS—Jack Moore, manager. Operating under tents and usually without sponsors. Features Col. Tim McCoy, Western star. Headquartered at Hugo, Okla.

DWIGHT BROS. CIRCUS—Scheduled to open at mid-season and play under auspices in either arenas and auditoriums or ball parks and grandstands. Headquarters are at Chicago. Dwight Pepple is in charge.

FAMOUS COLE CIRCUS — Herb Walters, manager; Floyd Hill, agent. Operating under tents and occasionally using sponsors. Headquartered at Hugo, Okla. Playing one-day stands.

CLYDE BROS. CIRCUS—Howard Suesz, owner-manager. Indoor circus playing sponsored dates in the U. S. and Canada. Featuring the Wallenda Family. Permanent offices at Oklahoma City.

CRISTIANI BROS. CIRCUS—Lucio Cristiani, general manager; Paul Cristiani, general agent. Operating under tents. Playing one-day stands and extended runs under auspices. Winter quarters at Sarasota, Fla.

ORRIN DAVENPORT CIRCUS—Orrin Davenport, producer. An indoor circus playing Shrine dates in the Middle West and in Canada. Established in 1906, and based in Chicago.

GARDEN BROS. CIRCUS — Bill and Ian Garden, owners. Operating indoors or at ball parks generally but sometimes playing under tents. Based at Toronto and playing in Canada.

GIL GRAY CIRCUS — Gil Gray, owner; William Moore, agent. Playing ball parks and arenas with local auspices. Based in Dallas.

HAGEN BROS. CIRCUS—Howard Suesz, owner; Joe McMahon, general agent; out of Edmond, Okla. Operating under tents and with local auspices, playing one-day stands.

HAMID-MORTON CIRCUS — George A. Hamid, general manager. Playing indoor arenas under

Circus Biz Doing Well

• Continued from page 63

investments to enlarge and fill a new demand. This season will see some of the results of this growth as the Clyde Beatty and Cristiani Bros. circuses take steps into what previously has been considered Ringling's private territory of larger cities.

Sponsors Important

Strength of the indoor field has been built largely with the connections indoor shows have with such sponsoring organizations as the Shrine temples and clubs in various cities, the police associations and the other service clubs and lodges. The Shrine in particular has become a major factor in circus business. Several shows play few if any engagements that aren't sponsored by the Shrine. In these cases they generally are billed as the Shrine Circus of the community rather than under the show's own name. This has given rise to the public notion that there is a single Shrine circus rather than many shows which share the numerous Shrine engagements.

sponsorship of local organizations. General offices, New York.

HAROLD BROS. CIRCUS—Harold Voise, manager; Albert Tucker, agent; playing sponsored dates at indoor arenas and outdoor ball parks. New organization this year, maintaining headquarters at Sarasota, Fla.

HUNT BROS. CIRCUS — Charles and Harry Hunt, owners. Operating under tents and usually using local auspices, making one-day stands. Based at Burlington, N. J.

JUNGLE RACING — Special type of show featuring circus animals and performers in performances at fairs and as a sponsored event in buildings, ball parks, stadiums or special locations. Operated by Jack Joyce and Jack Kochman. Agent for sponsored dates is Dwight Pepple, Chicago.

TERRELL JACOBS CIRCUS — Jean Jacobs, owner; operating as a free attraction with a show playing engagements at shopping centers.

AL G. KELLY & MILLER BROS. CIRCUS — Obert Miller, general agent. Operating under tents and rarely using a local auspices. Plays one-day stands. Winter quarters at Hugo, Okla.

MONARCH CIRCUS — Todd Henry, manager; Jack Poster, agent. Playing sponsored dates indoors and outdoors. Based at Phoenix, Ariz.

MILLS BROS. CIRCUS — Jack Mills, general manager; H. W. Ahrhart and Larry Lawrence, agent. Operating under tents as a sponsored event. One-day stands. Offices at Cleveland Heights, O.

TOM PACKS CIRCUS — Tom Packs, owner. Playing indoor and ball park engagements under local auspices. Offices at St. Louis.

POLACK BROS. CIRCUS—Louis Stern, general manager; Sam Polack, general agent. Playing indoor and ball park stands under auspices. Offices at Chicago.

RING BROS. CIRCUS — Franco Richards, owner. Operating under tents and playing one-day stands. Based at Pensacola, Fla.

RINGLING BROS. AND BARNUM & BAILEY CIRCUS — Arthur M. Concello, general manager; Harry S. Dube, general agent. Operating in arenas, ball parks and stadiums, usually without auspices. General offices, Sarasota, Fla.

RUDY BROS. CIRCUS—Rudy Jacoby, manager. Operating at ball parks and stadiums under auspices. Quarters at South San Gabriel, Calif.

SELLO BROS. CIRCUS — Roy Bible, manager. Operating under canvas on one-day stands.

JOHN STRONG CIRCUS — John Strong, manager. Operating in schools and under tents on one-

In the past season or two business for circuses has continued good and showmen generally expect their grosses to hold well during this summer. The recession that was noted in show business as well as elsewhere in the fall of 1957 is expected to have little effect on circus business. And the experience of shows, especially the indoor units that got started early in 1958, has been that the attendance and gross is not far from last year's high pace. In fact, some shows indicate their business has not declined at all.

One factor involved is that a general tightening of money may cause part of the buying public to put off purchase of major items such as automobiles. And having done that, they may find more ready cash available for such things as circus tickets.

Constant Field

Over a long term, circus business has remained relatively constant. There has been no sudden or sharp decline in the number of shows. A general pattern is that numerous new shows are organized and opened nearly every year and, as in any line of business, some of these fail. But for every failure there is another newcomer. There usually is another showman ready to take out a new show and keep the over-all census steady.

A couple of summers ago there were several circus closings, at least three of them affecting important shows and getting wide publicity. But a full examination shows that in the past few years there have been fewer closing than normal and some seasons since 1954 have passed without a single financial failure—a rarity in show business. One affect of recent changes in circus business has been to eliminate a few less stable organizations. The net result is that today's circuses, as a group, probably are in better financial shape than usual.

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(Continued on page 69)

KINKERS DO RARE TRICKS

• Continued from page 63

somersault in a flying trapeze act. Circus historians list only a handful of persons who ever have accomplished the triple. This was the theme of a recent motion picture. But playing circuses now is one troupe, the Flying Malkos, which performs the triple regularly.

Trained horses of today include some doing the most difficult feats. Bushboms' dressage horse that does the capriole, in which all four feet are off the ground at the same time, is among these. Other examples of finely trained horses are to be seen with various shows.

In the clowning department, the name of Emmett Kelly has become known far and wide. Circus people regard him as one of the several names from circuses to reach the level of "household word". To get there, he perfected comedy material that is effective and popular. There are other good clowns, among them Otto Griebing, Felix Adler, Happy Kellems, Lou Jacobs, Paul Jung and more.

Camels were a rarity as trained performers and spent their circus time merely standing in the menageries for the most part. Then Jack Joyce proved with skill that camels can be trained after all and that they can comprise unique entertainment. Others have trained more camels in the past couple of years, ending a previous impression that they were virtually useless to a circus.

In the same way, the zebra has come into the circus ring now as a trained animal. Joyce, Schmitt, Cuneo and Tony Sma-

ha have trained these balky animals to perform where only a short time earlier they were considered untrainable. Guanacos, an animal like a llama, also have become performers recently.

In the more wild species, too, new acts have come out. Cuneo's leopards and wolfdogs combination is unique. George Keller, Pat Anthony, and others now accompany the master, Clyde Beatty, in the top echelons of wild animal training.

Balancing, Teeterboard

While the animals and spectacular things like the triple are outstanding, there are equal accomplishments among performers in many other lines. The highwire antics of the Wallenda Family, of Harold Alzana, Josephine Berosini and more are as skilled as any humans have ever offered.

Head-to-head balancing, teeterboard somersaulting to three and four-high human tiers, not only backward somersaults but also the rare forward somersaults on the tight wire, and daring aerial work by many performers are among the star turns of the day. And these compare with the best of any era.

Bareback riding is a field in which there are skillful acts like the Hannefords, famous big families like the Cristianis, and capable newcomers like the Dorchesters. The Zoppes, Conleys, Cucciolas, Newmans and several single performers also are in the line-up of bareback riding performers.

Circus producers and bookers report it is more and more diffi-

cult to find some types of acts—mainly troupes with a large number of members. And performers explain why. It is simply that times when apprentice acrobats are available have ended. Wages expected by each member of a troupe like this add up to more than a circus producer can pay for an act. Consequently, there are fewer such populous troupes. Similar economics are limiting the number of major animal acts owned by individuals. Most are owned by shows because expense of maintaining a big act is such that few can continue.

The circus is a great field for tradition. Performers in every specialized branch cite famous forerunners who accomplished particularly difficult stunts. Circus owners recall when earlier shows awed their customers with displays of scores of people in each of several kinds of acts. There is plenty of pointing to the old days.

But the fact is that modern day circuses and their performers need not take a back seat to their predecessors on many counts. It is true that no one circus, then or now, has a monopoly on all the best performers or productions.

SPECIAL
Circus
SECTION

How Big Is Big Among Circuses?

Since earliest days of circus-ing, size has been at a premium. For a century, shows have advertised their own size and the size of their features.

And everyone looking into circus business as a sponsor, writer, broadcaster or other temporary observer asks how big is the show he's concerned with?

The whole question of size probably is over-emphasized and if it could be brought into reasonable focus, several enterprising showmen would be quick about building shows with a smaller appearance but, in opinion of some, a better format for showing and watching.

Meanwhile, size is a factor and must be considered. But how it is to be measured is the next problem. For circuses measure their size in several ways and often one is just about as good a way as another. Yet the answers come out differently.

One scale is by the number of vehicles on which it moves. Some of the big motorized shows use about 40 units, but it is possible to move an equally large indoor show on perhaps three trucks. This is because the latter uses local arenas and does not move its own tent or power supply or seats. Besides that, to each total must be added the considerable number of trucks, cars and trailers which are owned by performers with the shows and which are used for carrying much in the way of properties and animals that are seen in the program.

Virtually every show has three rings. Among indoor shows, however, the number in use may vary according to the shape of the building, and a show may be a better one when presented in one ring than in three. Or a tented circus may have three rings but use them all simultaneously only a few times during the performance. Again the entertainment value is only partly reflected by this measurement and the better show might sometimes be the one using fewer rings.

Elephants, Tents

Elephants have been counted as a gauge of circuses since the start. But again it is not an accurate gauge. Several shows of the present time have from 12 to 18 elephants and by this measurement they exceed the names of another time like Sells-Floto, Hagenbeck - Wallace, John Robinson, and Al G. Barnes in part of their prime years. Yet some of these shows are larger and some are smaller than the older ones.

A fair gauge of size among tented shows is the description of its big top since this reflects the seating capacity. Roughly speaking, a tent's size is described by its width, and the length is determined, again approximately, by adding from 120 to 150 feet to the width. Today's leading tented circuses are headed up by two with tents 140 feet wide, another with a 130-foot tent, about three at the 100-foot class and several with 80 and 90-foot tents.

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UNIQUE COMBINATION OF NATURAL ENEMIES

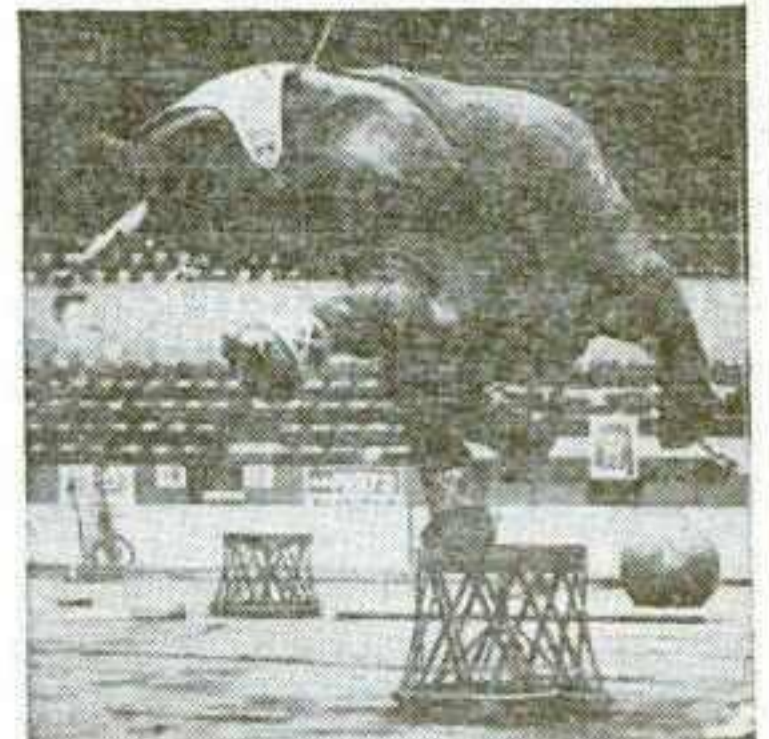
Now bringing together the most unusual assortment of Spotted Leopards and White Wolf Dogs being featured with the very colorful Zebra and a deadly, stalking Black Panther, all in one amazing display.



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The Paramount Bears including the only uncaged, trained, on-stage-performing Polar Bear.

The only performing Baby African Elephant featured in the unbelievable One-Foot Stand.



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PRESENTED ONLY BY

JOHN CUNEO JR., HAWTHORN MELODY FARMS

LIBERTYVILLE, ILLINOIS

CRISTIANI OPENS IN RAIN, BOWS WITH BIGGER SHOW

Kuhn's Cats, Zacchini, La Tosca, Indians, Calliope Highlight Offering

MACON, Ga.—Cristiani Bros. Circus had a successful Macon engagement (16) after battling rain and winds in South Georgia the first two days of the season.

The enlarged show had its full contingent of 19 elephants. The performance included the Cristiani principal riding act and the Del Ray Trio flying act. Street parade attracted attention with its line-up of animals plus steam calliope, sound truck and clown band.

New and larger big top was damaged slightly in an 11-hour rain storm at Valdosta, Ga., first day of the season. The new menagerie top is to be delivered at Oak Ridge, Tenn., to complete the full spread of new canvas.

Valdosta gave two half houses. At Americus the matinee was lost to wind and the night house was half full. Macon grossed around \$8,500, best of recent spring circus dates here, despite competition from baseball.

No Recession Talk

There's no talk or appearances of recession in the Cristiani Bros. Circus 1958 production. On the contrary it is the most ambitious undertaking of this circus family.

The show has been doubled in capacity and in motor units, and personnel has been increased by 65 per cent over last season. All of the canvas is new, there are many new mechanized labor and time-saving devices, and capital outlays

during the winter exceeded \$100,000.

"We do not believe the outdoor circus under canvas is on the road downhill," explained Lucio Cristiani. "Our experiences in 1956 and 1957 with a much smaller tent circus convinced us there is a heavy potential for a large tent circus with outstanding, traditional circus entertainment."

The 1958 Cristiani show has ingredients of the old-time circus—street parade, a peppy band, a lot of clowns, a big herd of elephants and large assortment of strange animals—plus thrill features, including a cannon act.

On the lot the big top, blue with orange trim, is a 140 with three 60-foot middles. The new Side

Show top is a 70 with two 30-foot middles. The new menagerie top was not completed in time for the opening but is expected in a week. It will be a 70 with four 20-foot middles.

New Squadron

To allow some extra time for the parade, a new squadron has been organized. This travels a day ahead, with a stake driver and an extra set of aluminum center poles. The stakes are driven and the center poles are up when the show arrives. It is estimated this saves two hours' time in getting the doors open for 1 p.m. Another expensive time-saver is a new Terra-Trac tractor, which has hydraulic lifts,

(Continued on page 69)

2-DAY OPENER SET FOR KELLY-MILLER

Starts Tour at Paris, Tex.; Heads for Coast Territory

HUGO, Okla.—Al C. Kelly & Miller Bros. Circus will open its new season at Paris, Tex., April 26-27. This will be the first time in years the show has not opened at its Hugo winter quarters and the first time within recollection that the show has played a two-day stand.

Show will be in Paris April 25 for a rehearsal. Stand is under auspices of the Lions Club, and the advance sale has been reported very heavy. Frank Ellis and James Crabtree have the phone promotion in Paris. Second stand will be Bonham, Tex.

The show has been newly painted.

Staff and program have not yet been announced, but it is expected that the show will be considerably changed from other years, with new acts and department heads included along with the numerous regulars who are returning.

Advance billing crew opened April 17. General agent Art Miller has contracted dates in Texas, New

Mexico and Arizona as he wends the way to California.

Early reports indicated that Art Sturmak, former manager of the Biller circus, will have the K-M banners. Alfonso Loyal, whose riding act closed with Gil Gray Circus after a few days, will be on Kelly-Miller as a juggler. David and W. K. DeLock, last year with Carson-Barnes, will be with K-M.

Hunts Match Cristianis' Philly Week

BURLINGTON, N. J.—Harry Hunt said this week that the Hunt Bros. Circus will show Philadelphia during the Decoration Day week, when Cristianis Bros. Circus will be playing Lighthouse Field at Front and Erie Streets.

Hunt will show at Navy Yard across town, Harry Hunt said.

Harold Signs Roanoke, Toledo, Mobile Dates

CINCINNATI—Harold Bros. Circus has contracted to produce the Toledo Shrine Circus, it was announced here by show owner Harold Voise. The booking was the latest in a series, which now gives the new show these dates, among others:

Austin, Tex., Shrine show, May 7-10; Roanoke, Va., June 20-21; Lexington, Ky., August 13-16, and Mobile, Ala., August 28-30. The show played Camp LeJuene, N. C., for the Marine Corps last week and part of its personnel will be included in the St. Louis Police Circus, starting late this week.

Regulars in the Harold Bros. line-up were augmented by Prince E. Kigordo and the Fredonias at Camp LeJuene. At the Austin date will be the Cuneo Wild Animal Fantasy, Paramount Bears and African Elephant acts plus the Fredonias.

The show played dates at Lansing, Mich., and Lewiston and Bangor, Me., to strong business to launch its first season.

CFA Selects Hilton Hotel For Convention

CHICAGO—The Conrad Hilton Hotel will be home base for the convention of the Circus Fans' Association here, June 26-28. This was announced by Ken Fishleigh, president of the Chicago CFA group which will be host to the convention.

Convention will meet on the Cristiani Bros. Circus, which will appear at the Chicago Lakefront, June 27-July 13.

Rudy Adds Shriners, Books Strong Acts

HOLLYWOOD—Rudy Bros. Circus will open its eighth season in Phoenix under auspices of the Shrine on May 2.

New dates in the 14 weeks already booked include those for the Shrine in Casper, Cheyenne and Laramie, Wyo.; Rapid City, S. D., and Billings, Mont.

Rudy Jacobi, owner-manager, has added a new and semi to the rolling stock.

The line-up will feature Prof. George J. Keller and his wild animals. Also signed for the opening date are Helen Haag and her chimps, William Woodcock and his three elephants; Tell Teigen, high pole; the Olveras, perch; Torionos, wire; Les Orilios, trapeze; the Flying Wards; Cilly Feitne and her horse; Berg's Seals; Stan Valero, high pole; Three D's, horizontal bars; aerial ballet, and Dwight Moore's Mongrel Revue.

Don Ray, at the electric organ, is musical irector, with Jimmy Goff, drums, and a trumpet player.

Polack Tabs Straw Crowd At Canton, O.

CANTON, O.—Polack Bros. Circus, playing here for the Shrine, drew a straw house for its night performance Tuesay (8) at Canton Memorial Auditorium. The two afternoon performances of the two-day stand pulled about 4,200 people each. The second night performance (9) had 3,000 attendance.

Extra chairs were placed in the 4,500-seat building to handle the 4,700 persons who turned out for the first night. Among the youngsters attending afternoon shows were 2,100 members of school safety patrols.

Dobritch Outlines St. Louis Program

ST. LOUIS—Details of plans for the upcoming St. Louis Police Circus have been announced by Al Dobritch, producer of the show this season. Show rehearses Wednesday (23) and runs Thursday (24) thru May 4.

Performance will include the animal acts of John Cuneo, several of the acts of Harold Bros. Circus; other talent, and TV's Matt Dillon.

Dobritch said the show will kick off with a tournament. Then acts will follow in this sequence:

Tubby and Spatz, knockabout; Jacobsmeyer, trampoline; Ivanovs, bars; Land on Midgets, tumbling,

clowns; Gerda and Pero, aerialists, along with loop-the-loops by Miss Rita and Miss Kathy, plus aerial ballet; Edith Beketow's dog act; the Monticon Troupe, balancing, and the Great Roby and Zeld, contortion; Cowboy Francesco and cowboys and cowgirls; Count Beketow, dressage riding; clowns.

Monticon Trio, trampoline; Roberti Troupe, acrobatics; Les Pedrolas, tight wire; Liberty horses; Spanish web number plus Lydia and Linda, aerial perch; Miss Arizona, Western ring; Walter Reith, comedy trapezist, an Kerwich, trapeze balancing; clowns; Carchelis, balancing; high school riding an high jumps; clowns; Miss Gerda, iron-jaw, slide-for-life; The Bakers, plate spinning, and Harry Walther, comey acrobatics; Janine Duo, swinging trapeze, and Mills Bros. elephants, worked by Virgil Sagraves.

Beatty Plans New Kid Show For Road Tour

PALISADES PARK, N. J.—Clyde Beatty Circus has the Side Show of Charles Hodges booked for the Palisades Park engagement and will pick up its own Side Show under management of William J. English when the show starts its regular tour at the conclusion of the Palisades run.

Hodges has brought on his top, front and acts. The show's own annex tent, new canvas built by O. Henry Tent & Awning Company, is serving as separate menagerie here. In it are the motorized cages of the Beatty act plus six cross-cages constructed new for this season. Also in it are the show's elephants, camels and llamas.

When the show starts its road tour, the Side Show and menagerie are to be combined under English's management. He will bring on his own set of Side Show acts, he stated.

English said that there will be more emphasis this season on traditional Side Show bally and platform acts. The new top is a 60 with three 30's and has a new marquee and side wall. The bannerline has been repainted by the Snapp Wyatt Studio.

and Dells, trampoline, all in one display.

Wild Animal Fantasy, with leopards, wolf-dogs and zebra; the Aerial Harolds, a aerial bars; the Honeymooners, comedy car, an a five-act display including Piet Van Brecht, contortion; Walitha an Al-dino, barrels; Fredonia, Risley; See Hee Family, balancing, and Jackie, balancing. Clown walkaround is to follow.

Moto-Kola, Cuneo's African elephant doing a one-foot stand, will be centered while Paramount Bears and Antonucci Chimps work.

(Continued on page 69)

HOME COMING SKEDDED:

Junior Achievement Returns To Eastern States Expo

WEST SPRINGFIELD, Mass.—The new vast Junior Achievement program, founded by the late Horace Moses at the Eastern States Exposition in the 1920's, will come back home this year for the first time since before World War II.

Jack Reynolds, ESE general manager, disclosed that an agreement has been reached between JA officials and the fair that will result in the establishment of an active program during fair week. The added activity will be in addition to the fair's well established 4-H and FFA programs.

The agreement provides that JA will provide a live manufacturing demonstration in the Youth Building during the nine-day fair. Fair officials feel that in keeping with modern trends that more emphasis on youth and industrial progress thruout the country could be applied.

JA officials will forward two applications from each JA area. Final judging will be done by a committee appointed by the Eastern

States Exposition. This committee will include the director of the fair, several members of the board who are familiar with the youth work organization and any other qualified members.

Awards will be a plaque or suitable citation for presentation to winning companies at their year-end activity. There will be nine areas with two winners within an area, a total of 18 individual companies. In September the winning companies will be transported to the grounds of the exposition where they will be on display during a particular day which will be called Junior Achievement of

a certain area day. The fair will provide them with two free meals and will pay their transportation.

The display on the grounds will be provided by Junior Achievement of Western Massachusetts and Junior Hartford of Hartford. Each junior company will man the same ready-made display and produce the same product. This product must be something that can be manufactured, packaged and sold right at the display. It must also be of public interest and the production steps must be easily explained and demonstrated to the incoming companies in 15 or 20 minutes time.

EXPANDS PITCH

Pleasanton, Calif., Hypos Coml. Exhibits

PLEASANTON, Calif. — The Alameda County Fair has launched a long-range program to build up its commercial exhibits, and a number of new shows are planned for the June 30-July 13 run. Robert L. Jordan, of Jordan Associates, has been named sales manager.

One major improvement will be air-cooling of the huge new exhibit building, which is expected to attract more people and hold them for a longer time.

The fair's new Home and Modern Living Show will be held in the big structure, and Jordan reports that over half the space has been sold. Also new is a mobile

home exhibit to be held adjacent to the sports show, which will be expanded and called the Vacation, Sports & Recreation Show. Included in the latter will be sports and foreign cars, boats and vacation and resort area exhibits.

Last year's fair attendance was close to 400,000.

Colo. State Names Fugate To Mgr. Post

DENVER — Clyde P. Fugate, former Colorado revenue director, has accepted the position of manager of the Colorado State Fair. He succeeds Bill Kittle, who resigned following the 1957 fair.

Fugate, a Grand Junction insurance man and a Fruita resident, will assume his duties May 1.

Colorado Civil Service Chairman Averill Johnson announced that 22 men applied for the position and that 14 took the oral examination. No written test was given. The commission gave 40 per cent weight to results of the oral examination and 60 per cent to experience.

The fair this year will feature Nat King Cole on the nights of August 19-21. Auto races will take place the afternoons of August 19 and 20 and stock car racing August 21. Rodeo performances will be held both afternoons and nights on August 22, 23 and 24.

ESE Pacts Scots Guards

SPRINGFIELD, Mass. — The Eastern States Exposition has booked the Highland Dancers of Queen Elizabeth's Scots Guards as an added feature at this year's fair, Jack Reynolds, general manager, announced last week. In addition to the dancers, the attraction will include the Massed Pipers and Regimental Band of the Grenadier Guards.

Their first performance will be (Continued on page 80)

Chapeau, Jacksonville General Manager, Dies

JACKSONVILLE, Fla. — Local radio-TV personality Thomas (Ted) Chapeau, who had guided the infant Greater Jacksonville A.&I. Fair thru its first three seasons, died Sunday (14) in the hospital here. He was 48 years old.

Chapeau pulled \$3.62 out of his pocket in 1955 to pay for the association charter, and managed the three editions thru last fall. Vice-president of the association and past president of the Variety Club, he would have been taken on, on

a paid basis, if plans under discussion went thru.

Kay Armstrong, secretary, said the directors are still intending to pay a manager from August thru the fair week in November, and that the post would likely be filled from within the organization. Chapeau's duties with radio station WZOK, it was felt, left him enough time to devote full energy to the fair beginning in August.

A native of Savannah, Ga., Chapeau entered radio business in 1929 with WTOC there and came to Jacksonville in 1934. He gained a steady following with his Lazy Bones show and did the first live TV show in Jacksonville. Tributes were paid him last week over all news media in the city. St. John's Cathedral was filled with more than 500 persons at services on Tuesday (15). Burial was in Oaklawn Cemetery.

The board will meet Wednesday (23), it was learned, to resolve the question of a successor. At the April 2 meeting Chapeau came out for eliminating the grandstand show and devoting the entertainment budget to give-aways of an automobile and major appliances. Also planned are a Navy Day and a possible talent contest. Cetlin & Wilson Shows will again provide the midway.

Set Plans for Greenville and Rocky Mount

ROCKY MOUNT, N. C. — A total of \$13,000 in premiums will be paid out this season by the two fairs managed by Norman Y. Chambliss, the Rocky Mount Agricultural Fair, which he owns, and the Pitt County Fair at Greenville. Rocky Mount will offer \$7,000, and Greenville, \$6,000, he said.

Chambliss is entering his 39th year at the helm of the fair here, and opened his office for the 1958 edition last week. He confirmed that the O. C. Buck Shows would play both dates.

The two fairs will offer three kiddie days each, on Tuesday, Wednesday and Friday. Other attractions for both are the Jack Kochman Thrill Show, on the two Sundays before the fair openings,

and hypnotist Joan Brandon, with other attractions to be announced.

Dates are the week of September 22 for Rocky Mount, and the week of October 6 for Greenville. First order of business will be compilation of the premium catalogs. Chambliss is also associated with the Beaufort County Agricultural Fair at Washington, D. C., the week of October 20, also to be played by the Buck show.

PNE Face-Lifting To Cost \$1 Million

Upgrade Fun Zone Enlarge Stadium; Commercial Bldg., to Be Modernized

VANCOUVER, B. C.—Pacific National Exhibition has disclosed plans to upgrade the entire grounds for this year's British Columbia centennial celebration at a cost of close to \$1,000,000.

President J. F. Brown announced details of the program for the August 18-September 1 fair, after a tour of the already improved Exhibition park.

The program got under way immediately after last fall's fair and includes construction of the new fun zone in the southeast corner of the plant. Also planned are increased stadium seating and modernization of the Commercial Building.

Work on the gayway was stopped by a province-wide strike of teamsters, but officials still expect it to be completed in time for the July 1 opening.

Ink Swim Show

Fair features this year will include a water show, produced by Sam Snyder, who also has a troupe at the Brussels World's Fair. A swimming pool, diving tank and stage will be built in front of the stadium grandstand for the show.

Other features will include the Royal Canadian Mounted Police Musical Ride, nightly exhibition and public square dancing, a new Hawaiian show and a British Columbia talent contest.

Director Tom Steeves reported that all commercial exhibits will be upgraded, with particular emphasis on the Pure Foods exhibit hall. The remodeled Commercial Building will be renamed the Pacific Show-market and will be themed to travel, recreation and vacation.

The livestock exhibition will be split with only heavy horses and dairy cattle being shown for the entire run.

The PNE will run two weeks this year and if it works out well, that will be the rule in future years, Brown said.

Saint John Proceeds on 300G Project

SAINT JOHN, N. B.—The New Brunswick Legislature has given this municipality the authority to guarantee debentures which the Exhibition Association intends issuing, to pay for \$300,000 in improvements at Exhibition Park.

Included in the plans is a large, new building for cattle and agricultural exhibits, which would be used for skating in the winter. C. N. Wilson is the association's planning committee chairman.

The association may not build this year. It has a representative in Ottawa obtaining data about federal grants for fairgrounds construction. Gaylord Lewis, Findlay, O., fairgrounds consultant, was in town last week in connection with the 10-year expansion plan he has drawn up for the association.

Shreveport, La., Adds Aqrl. Dept.

SHREVEPORT, La.—Louisiana State Fair has created an agricultural department which will be headed up by H. H. Annison, former associate county agent. In making the appointment, fair Manager Joe Monsour said that Annison has been engaged in livestock and 4-H Club work since 1950.

CALGARY EX SELLS 50,000 ADVANCE TIX

CALGARY, Alta. — More than 50,000 reserved seat tickets for the Calgary Exhibition and Stampede grandstand were mailed by the end of March. Counter sales opened Tuesday (1).

Requests came from Germany, France, Scotland, England, Wales, Ireland, South America, Australia, South Africa, Hawaii, the Yukon, Alaska, every province in Canada and from at least 20 States in the U. S.

Altho the show opens July 7, there will be an extra day of horse racing July 5.

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Orange Show \$\$ Off Despite Bigger Gate

Babcock Grosses Even With 1957; Fun Zone Line-Up Includes 56 Rides

SAN BERNARDINO, Calif.—Altho attendance at the National Orange Show hit 137,466 thru Tuesday (15), sixth of the 11-day run, and was up 5,217 over the same period last year, spending on the Frank W. Babcock United Shows midway was "about the same as last year and the last time we played it," Frank W. Babcock, show owner, said.

Babcock could not explain the situation. Weather was the best (the show being held a month later than usual) and the fair featured a TV Western star daily. The show owner said the lack of increase may be attributed to the changing of the carnival location. Lot is on the east side, opposite its former position.

Concessions were handled for the first time on an independent basis, with Cecchini & Levaggi, veteran Sun Valley, Calif., operators, operating or selling approximately 1,500 feet as representatives of the exposition. Babcock shows retained approximately 600 feet.

Show featured 56 rides, including 32 majors and the Kiddieland complement of 24. Three entrance arches added to the flash of 45 light towers, some 40 feet high down the middle of the lot.

Shows on the lot were attractively framed, with Harry C. Seber's Cover Girls front drawing much attention. Also exceptionally well presented were Pete Kortes' Side Show and the snake exhibit formerly owned by Cal Lipis and recently acquired by Joe Blash and

Lloyd Hilligoss. M. E. Arthur's gorilla show joined after opening. Also shown was Tom Hughes' crime car exhibit.

Showmen's Day was held Tuesday when Babcock and his staff, including F. M. Pete Sutton, manager; Martin E. Arthur, special representative, and Cecil Cutler, auditor, were hosts to the Regular Associated Troupers. A show within a show and other events were expected to earn approximately \$750 for the organization.

Prell Quarters Buzz; Set May 12 Va. Debut

GOLDSBORO, N. C.—Winter quarters are buzzing for Prell's Broadway Shows here, and work is expected to be finished for the opening on May 12 in Eastern Virginia.

The show is altering its routing somewhat this year, skipping Long Island completely during the still-date season and avoiding unpredictable New Jersey, except for the fair in Bridgeton. Several weeks will be spent in Eastern Pennsylvania.

Abe Prell is supervising winter quarters. Also on hand are Charley Guttermuth, ride superintendent; Johnny Burro, Drome operator, and a crew of some 10 men. Work will extend to virtually every ride and piece of rolling stock.

Sam Prell, senior member of the family, will make the tour again this year, and other staff members will be Maxie Sharpe, business manager; Abe Prell, vice-president; Joe Prell, general agent; Ben Prell, secretary-treasurer; Johnny Hoffman, lot superintendent, and

McCrary Gets Buccaneer Pact For Next Year

CORPUS CHRISTI, Tex.—E. D. McCrary and Mrs. Jack Lindsey have again been awarded the 1959 midway contract for Buccaneer Days, Bob Finke, general manager, announced. Dates for next year are April 29-May 3.

This year's celebration, which wound up its five-day run Sunday (13), had 14 major and seven kid rides, plus 50 concessions, all brought in by McCrary and Mrs. Lindsey. The fun zone was set up directly opposite the Coliseum, focal point of the celebration. Ride gross was up over last year when rain marred several days of operation.

High point of this year's event was the appearance of Jayne Mansfield and Mickey Hargitay, who served as judges and generally scored big publicity breaks. An estimated 200,000 people saw the annual parade.

Art Briese, Thearle-Duffield, Inc., provided fireworks on two nights of the run. Valentines, aerial act, were featured in the Saturday night stadium show.

BIZ REPPED ON TV SHOW

LOS ANGELES — The carnival business was well represented when Ralph Edwards had thrush Roberta Sherwood on his NBC "This Is Your Life" program, Wednesday (16).

Miss Sherwood, who's really Mrs. Don Lanning in private life, was a former midwayite herself, having grown up on backend shows operated by her late father, Robert.

Also present on the program were Robert K. (Bob) Parker, veteran concessionaire and past - president of the Showmen's League of America, and Mrs. E. T. George, who helped rear Roberta on the old Brown & Dyer Shows.

SLA SECRETARY:

First Midway View Sold Hank Shelby

By CHARLIE BYRNES

WHEN Hank Shelby, with his Army discharge papers still in his pocket, saw his first carnival midway in 1922, it made an impression—one that's lasted for over 36 years.

He's been with it ever since in many phases of the business and just last year added another one—the post of secretary of the Showmen's League of America.

During those 36 years the affable Shelby was a talker for a back-end show, concession agent, concessionaire on carnivals and at parks, park manager, night club operator, Penny Arcade op and even spent

now big in show business were at one time with the same walkathon. Red Skelton, for instance, was an emcee. Others who were contestants during those years included Frankie Laine, Betty Hutton and June Havoc, to name a few.

Enters Park Biz

By 1935 the walkathons had run their course so Hank moved to Flint, Mich., where he managed refreshment and game concessions in the park for the next five years. In 1940 he bought into the business to become a partner with Lacy Kerner in that operation, an arrangement that lasted for some eight years. During the off-season, Shelby, never one to waste valuable time, operated night clubs and bars in Kansas City. And concurrently with his Flint park operation, he and Benny Bernard, ex-burly comic, had a Penny Arcade in downtown Flint.

After a year as co-manager of Edgewater Park in Detroit for the Charles Rose Enterprises, Shelby moved to Muskego Beach just outside Milwaukee where he was named park manager. Heretofore, he had confined his efforts to concession row in his park connections, but at Muskego he was also in charge of rides.

His baptism in the ride business was anything but good. The day before the park opened its season, a heavy storm hit and demolished the Roller Coaster, one of the spot's prime lures. The park operated that year without the ride but at the end of the season Shelby again looked around for greener fields.

His opportunity came in 1950 when the Fun-on-the-Farm amusement zone was established at Wisconsin State Fair, Milwaukee. Shelby, in partnership with Jack Duffield, took over the concessions at the Ralph Ammon-Archie Gayer operation, and have operated them ever since with profit.

The Milwaukee fair operation took up only a few weeks of Shelby's time, so for several years he took out concession units to major fairs, some owned by himself, others owned by Bob Parker. During the 1954 season, he was concession manager on the William T. Collins Shows.

Felled By Stroke

Everything operated smoothly for years until April, 1955, when Shelby was knocked out of action *(Continued on page 80)*



HANK SHELBY

several years on walkathons which flourished during the depression years.

Like the tree—Hank was born and started growing in Brooklyn, but at an early age the family, which included four girls and two boys, moved to Hartford, Conn., where his father went into the real estate business. There Hank had his schooling, but at 15 was back in Brooklyn where he got his first job, pitching candy in a burlesque theater.

This was too tame, however, and a few years later young Shelby tossed it up for a military career. He joined the Army and wound up as a field artillery battery clerk at what is now Fort Sam Houston in Texas.

Midway Impresses

When his enlistment ended in 1922, Shelby again was looking around for something new. He received his discharge in San Antonio at the same time the Battle of Flowers was going full blast with the C. A. Wortham Shows providing the midway attractions.

This was the first carnival the youthful Shelby had seen and he immediately said to himself, "this is for me." His talent at pitching candy helped him, and his first job was a talker on a Minstrel Show. A month later, however, he moved to the front end where he worked for Kentucky Ray and Denny Pugh for the next eight years.

In the early 1930's business was off and Shelby teamed with Johnny O'Shea to operate concessions at walkathons, one of the depression's few big money-makers. During the next several years he worked 12 months of the year, selling refreshments and candy packages over a route that included Michigan and both Carolinas.

Hank recalls that many names

Sorenson, the billposter. Harry Weiss will return with his bingo.

The show will go out with about 10 major and 5 kiddie rides, 6 to 8 shows and a couple of dozen concessions.

Business Okay At Providence Legion Show

PROVIDENCE—Business was fairly good for concession people at the Legion Town Show promoted by J. C. Herlicker and featuring acts booked in thru Al Martin. Featured were Frank Fontaine, comic; Morrison Sisters, vocal; Evy and Everto, cycle; Bordini Troupe, acro; Eve Walker, trapeze; Eddie Norton, juggler; Jimmy Hines, announcer, and Ed Drew's band.

Best night was Saturday (12), with Friday having been hurt by a freak snowstorm. There was a sizable advance sale, which helped, and the crowds, while slimmer than hoped for, spent pretty well. Show was held April 9-12 at the Cranston Street Armory.

On hand were Mrs. E. Colbert, of Colbert Fiesta Shows, dolls; Whitey McTeague, dogs, lamps and bottle game; Frank Pacia, cork gallery; Pat Fera, rolldown, plush wheel, pan game and Coke bottles; George Boier, polish demonstration; Ted Miner, dusk pond; Whitey Johnson, pet wheel.

Also, James Sweeney, bushel basket; Sam Frank, novelties; John Baptista, arcade. Some of the Saturday night visitors were Mr. and Mrs. Ted Goloski, Homer Van Pelt, Pat DiPalma, and Kid Hope of the Little Rhody Shows.

Work Begins At Olson WQ

HOT SPRINGS—Refurbishing work was scheduled to get under way here Monday (21) on rides, shows and equipment of Olson Shows. Show is scheduled to open its season here at its winter base on May 30.

Norman Schlossberg, one of the show's co-owners, will supervise the work until Manager Paul Olson comes in at a later date.

Chicago Meet To Discuss Eats, Drinks

CHICAGO—Food and beverage concession operations will be explored from every possible angle at the 1958 Midwest Regional Merchandising clinic to be held here May 5 under sponsorship of the National Association of Concessionaires. The meeting will be in the Hotel Sherman.

Bert Nathan, NAC board chairman, and Lee Koken, president, will head up the conference.

Jim McHugh, editor of Funspot, will present a paper based on a nation-wide survey. John S. Bowman, executive secretary of the National Association of Amusement Parks, Pools and Beaches, will talk on "Successful Amusement Area Concessions."

William E. Smith, executive director of the Popcorn Institute, will discuss "Successful Popcorn Promotions"; H. McGregor Tuttle, National Confectioners Association, "Making Candy a Profitable Concession Seller" and Maurice Glockner, Automatic Canteen Company of America, "A Look at Industrial Concession Vending". The Ice Cream Institute will also have a speaker on the program.

A soft drink panel discussion will high-point the program. Participating will be Charles A. Bourdelais Jr., Coca-Cola; Philip Briggs, Orange-Crush; Norman Wasser, Pepsi-Cola, and Walter Smith, Canada Dry.

Morris Hannum Shows

One of the Great Eastern Shows

OPENING PRINGLE (WILKES-BARRE), PA., APRIL 24-MAY 3
10 BIG DAYS STARTING THIS THURSDAY

CONCESSIONS Custard, Photos and Game Concessions of all kinds except Bingo.

SHOWS Can place one Girl Show with own equipment and any good Grind Shows with own equipment.

HELP Ride Men who drive semi trailers.

All replies to **MORRIS HANNUM**
Phone: Chestnut Hill 7-8176
934 Murdoch Road Philadelphia, Pa.
or Sterling Hotel, Wilkes-Barre, Pa.

PENN PREMIER SHOWS

worlds • cleanest • midway

3 OF THE MOST OUTSTANDING SPOTS IN THE EAST, WITH MORE TO FOLLOW. GREENSBORO, N. C., SESQUI-CENTENNIAL, APRIL 29-MAY 10—2 WEEKS; FOLLOWED BY SUFFOLK, VA., SESQUI-CENTENNIAL.

We hold exclusive rights, including street sales.

CONCESSIONS: Can place Age, Scale, Photos, Custard and all legitimate Concessions.

SHOWS: Can place Monkey Show, Wild Life, Life Show, Mechanical Show or any Shows not conflicting. Can place Manager for Monkey Motordrome. One who can keep the cars in repair and stand prosperity. Carl Thompson, answer.

These are big, bona-fide Celebrations coming up. Can place Drome Rider.

RIDES: Can place Roundup, Scrambler, Flyoplane, Rockoplane or any major Ride not conflicting. Address all mail or wires to

LLOYD D. SERFASS, OWNER, or HARRY (BUSTER) WESTBROOK, MGR., PENN PREMIER SHOWS, LYNCHBURG, VA.

Monarch EXPOSITION SHOWS

WANT FOR 14 FAIRS—THIS IS A 15 RIDE SHOW

Opening Pacific, Mo., April 24 — Followed by the Industrial Fair, Granite City, Ill.
(This is a big spring spot.)

CONCESSIONS Can place first-class Cookhouse, also Hanky Panks of all kinds, Novelties, Photos, High-Striker, Age and Weight, Break-the-Record, Glass and Bear Pitches, Long and Short Range, Balloon Darts and other Merchandise Concessions. (No flats or gypsies.)

SHOWS With own equipment, Snake, Monkey, Mechanical, Funhouse or any clean Grind Show. Have several exceptionally good spots for first-class Girl Show.

HELP Can place good, reliable Foremen and Second Men who drive semis. Can place Wives as Ticket Sellers. Especially want Foremen for Rock-a-Plane and Coaster.

E. L. WINROD, MGR. Box 177, Pacific, Mo. Phone: Clearwater 7-2228

Sunset AMUSEMENT CO.

OPENING DOWNTOWN EXCELSIOR SPRINGS, MO., THURS., APRIL 24

1958 FAIRS AND CELEBRATIONS

Clear Lake, Iowa, July 3-6	Rochester, Minn., Fair, Aug. 5-10	Lamar, Mo., Fair, Sept. 9-13
Winona, Minn., Steamboat, July 10-13	Webster City, Iowa, Fair, Aug. 12-17	Dexter, Mo., Fair, Sept. 15-20
Wilton Jct., Iowa, Funfest, July 14-19	Audubon, Iowa, Fair, Aug. 18-22	Harrisburg, Ark., Fair, Sept. 22-27
Mt. Pleasant, Iowa, Fair, July 21-26	West Point, Neb., Fair, Aug. 24-27	Caruthersville, Mo., Fair, Sept. 29-Oct. 5
Zumbreta, Minn., Fair, July 30-Aug. 3	Bethany, Mo., Fair, Aug. 31-Sept. 4	

CONCESSIONS Novelties, Long Range, Athletic, Drome, Monkey, Arcade, Animal, Mechanical, Photos, Age, Striker, Foot Longs, Short Range, Ball Games, Hanky Panks.

HELP Sober 2d Men who drive. Agents; 6 Cat-Buckets. Acts for Side Show.

701 N. Main St., Excelsior Springs, Mo.

The Aristocrat of Show Business

REITHOFFER

In Business Over 50 Years

BLUE UNIT
Opening Huntington, L. I., April 21, for one week, then Manhattan, N. Y., for a full summer's work.

WANT CONCESSIONS NOT CONFLICTING. SHOWS WITH OWN EQUIPMENT ONLY.

WANT CONTACT PAT REITHOFFER SHRINE ACRES, DALLAS, PENNA.

VOLUNTEER SHOWS

Russellville, Ky., April 21-26.

Charlie Griggs and Johnnie Reed no longer connected. Will place Hanky Panks of all kinds—Flashpond, Pitch-Till-You-Win, Spindle, Ball Games, Tip-Up Coke, Balloon Dart, Cork Gallery, Digger, Popcorn, Snow, Floss and Apples. Raffle and Pin Store with two or more Hanky Panks. Need Agents for Pin Store, Raffle and Skillo, P.C. and Hanky Panks. Want Octopus or Tilt-a-Whirl.

C. R. LEONARD, per route.

Badger State Shows

OPENING MANKATO, MINN., MAY 12

WANT for Fairs and Celebrations to follow till late September.

SHOWS—Side Show, Athletic, Panny Arcade or any not conflicting.

CONCESSIONS — Straight Sales, Jewelry, Photo, Basket Ball, Pitch Till You Win.

HELP — Foreman for Ferris Wheel, Merry-Go-Round; Second Men also needed who drive Semi.

J. VOMBERG
P. O. Box 92
Wauwatosa, Wis.

TEX ROBERTS

Wants Agents. Opening Bee's Old Reliable Shows, April 23, Harlan, Ky. Peek and Count Store, also Buckets. Mike, Tony, A. & P., come in. Frenchie Moore, call me or come in. Want Weight and Age and other Hanky Pank Agents. Want Up-and-Down Men. All replies to Harlan, Ky.

WANTED—AGENTS—WANTED

For the following concessions: Milk Bottle, Scale & Age, Balloon Dart, Add-Ball, Over & Under, Pitch-Till-U-Win, Duck Pond, Basket, Cig. Block, Pop In, Bear Block, Add-Dart. Only 15 Joints on Show. No Grift or Control Stores on Show, and one of a kind on the Hanky Panks. This is a Gooding Unit, opens May 5, Niles, Ohio. Set up May 3. Plays in and around Cleveland, Ohio, until July 4; Fairs until November; all winter in Florida. Plays ten State Fairs. Cracker White, Jimmy Nolan, Joe Rollins, contact. NEAL CARLIN or WAYNE SNODGRASS, Garfield Hotel, 382 Prospect, Cleveland, Ohio. Phone: UT 1-2600.

CARNIVAL WANTED

American Legion wants to book small, clean Carnival for a week stand around the end of June. Have good location and plenty of room. Address:

Clint Bohley, Commander
American Legion Post 196
Bloomfield, Ind.

FOR SALE FLYING SCOOTER

Now in operation, good shape, loads on one semi. Terms to responsible party.

FRED NOLAN
Route 2, South Zanesville, Ohio

CONCESSIONS WANTED

OPENING FULTON, N. Y., MAY 15

Male and Female Help Wanted on Office-Owned Joints. Contact

H. MORLEY
225 W. 5th St. Oswego, N. Y.

FOR SALE

Herschell-Spillman Speedway Ride, complete with cars, canvas, lights, etc. Portable for road use. Ride complete, \$3,500.

NORWOOD AMUSEMENT PARK
2025 E. Main St. Columbus 5, Ohio

TATHAM BROS.' SHOWS

Want Stock Concessions of all kind. Want Foreman for Wheel, also reliable Help on all Rides; must have license and drive. No cars. Illinois, Ill., this week; Kincaid, Ill., week April 28—first show in this town in 14 years. All on the streets, so why play cow pastures this year.

OPENING

May 2, New Amusement Park in the Chicago area. Can use two Kiddle and one Major Ride not conflicting the ones we now have. Can also book Stock and Eating Concessions on P.C. Can use man and wife for Bingo; must know all angles. Call or write

CARL BURKHART, Plano, Ill.
Phone 8-5693 after 6:00 P.M. No collect calls please.

SIDE SHOW ACTS WANTED

Half & Half to feature, Snake Show Operator. All old Help come in. Winter Quarters, Prell's Broadway Shows, Goldsboro, N. C.

EARL MEYER

FOR SALE

Late 16-foot Mangel Shooting Gallery with Duck Pond, A-1 condition; also Automatic and Pump Guns.

AMUSEMENT ARCADE
437 Liberty Ave. Pittsburgh 22, Pa.

CONCESSIONS WANTED

North Webster, Indiana—13th Annual Mermald Festival
Marion, Indiana—South Marion Businessmen's Fair
Carleton, Michigan—Homecoming
Greentown, Indiana—Howard County 4-H Fair
Bloomington, Indiana—Monroe County 4-H Fair
Buchanan, Michigan — Centennial on Streets
Lawton, Michigan—Centennial on Streets

All good spots.
GEORGE H. PROUGH
2327 Homewood Ave., Mishawaka, Ind.

MIDWAY OF MIRTH SHOWS

Want Stock Concessions of all kinds, Fishpond, Duckpond, Guess-Your-Age, Short Range, Add-Em-Up Darts and Punk Rack. Wants Shows with own outfits.

Address
Poplar Bluff, Mo., this week; Mound City, Ill., next week

MOTOR STATE SHOWS

Opening Apr. 25, near Detroit, with small unit. Want few more Hanky Panks, etc. Ride Help on Merry-Go-Round, Wheel, Octopus, Kiddle Rides, 2d Men who drive. No lishes. Help on Monkey and Animal Shows. J. T. Moore can place man and wife for Cookhouse. All replies

J. J. FREDERICK
2263 Newton Detroit 11, Mich.
Phone: Trinity 3-2860

TEXAS CONCESSIONS

Our Mr. Clarence Balleras will be at the WHITE PLAZA HOTEL, SAN ANTONIO, April 23-24-25, with fabulous Flash, Plush and Bingo items—Spindle, Hoop-La and Flat Store exclusives—Watches at low, low prices—Knives from all over the world—You are invited to come and look with no obligation or pressure.

McDANIEL COMPANY
715 W. 51st St. Chicago 9, Ill.

Thank you

WM. (Bill) McMINN
Cookhouse, Photos, Dave Endy Shows, for your new AMERICAN MOBILE HOME purchase.

"Save Money With Johnny"
JOHNNY CANOLE
8861 N. W. 18th Ave. Miami, Fla.
Phone: Plaza 1-0206

CARNIVAL WANTED

LAWRENCE CO. FAIR, Bridgeport, Ill.

Week of August 18. Can open Aug. 17. A money maker for Carnivals and Concessions in the past. Space for 10 Major and 6 Kiddle Rides plus Shows and Concessions. Contact

CLIFFORD C. GRAY, Chairman of Concession Comm. Phone: Office 3001 or Residence 3181.

WANT

Carnival for the

FALL RIVER COUNTY FAIR
August 22-23-24. Contact

LEWIS YOUNG, Treas.
Edgemont, S. D.

WANT TO BOOK

MUG JOINT FOR SEASON

Must be sober and dependable. No cousins, please.

Opening April 25, SIKESTON, MO.
Contact **DUTCH SCHRADER**, Mgr. Rose City Rides, Gen. Del., Sikeston, Mo.

STEPHEN'S SHOWS

Want an Eli Wheel Foreman; must know Wheel and drive semi. Top salary. Contact us. Also want Dart, Coke, Bears, Muggers, Strings, Ball Games, other Stock Joints. Opening Centerville, Iowa, on the Square. Contact

STEPHEN'S SHOWS, Queen City, Mo.

OPENING MAY 15

HELP WANTED AT ONCE
Top Ferris Wheel Man. (Willing to pay over and above average wage for good man.) Also Ride Help for Central New York season.

ONTARIO AMUSEMENT
225 W. 5th St. Oswego, N. Y.

MANUFACTURERS OR INDIVIDUALS

If you have good equipment, clear, experienced operator has six to eight thousand operating cash on 50-50 basis. Fairs or parks; other. Might buy after proven. No slum. Must stand rigid inspection. Have high cash potential capacity.

BOX 5075, Atlanta, Ga.

AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1958 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

AL BROWN SHOWS

Box 547, Madison, S. Dak. Phone 4473

18 FAIRS STARTING JUNE 23

WANT

For Opening in Madison, S. Dak., May 19

- Rides** Spitfire, Roll-o-Plane, Round-Up, Looper, Rock-o-Plane, or any non-conflicting. Will book Live Pony and one more Kid Ride.
- Shows** Motordrome, 10-in-1, Animal, Snake or Wildlife, Funhouse, Monkey, Athletic or any Grind Show.
- Concessions** Arcade, Photos, 6 Cats, Buckets, Pan and Rat Game, Ball Games, Glass or Bird Pitch, Short Range, Fish and Duck Ponds, String Game, or any non-conflicting.

D. S. DUDLEY SHOWS

Opening April 28, Wichita Falls, Texas

For season of 30 weeks—14 weeks of Fairs beginning July 1 in Colorado, Kansas, Oklahoma, New Mexico, Texas.

FOR SALE—Set of Diggers on Trailer. Will book same.
CAN PLACE Novelties, Mats, Photos or any non-conflicting Hanky Pank. Need Hanky Pank Agents, Bingo Caller, Cookhouse Help for Pop Davis.
SHOWS—D. R. Thompson needs capable Show Help.
RIDES—Need Foremen for Rolloplane, Kiddieland and Looper; Bill Howrey, phone collect if available. Can place a few Second Men on Rides.

D. S. DUDLEY

Phone 2857—until April 27

Mankins, Texas

The Aristocrat of Show Business

REITHOFFER

In Business Over 50 Years

GREEN UNIT

Opening April 25-May 3, Essington, Pa.; Darby, Pa., to follow and then Bridgeport, Pa. All spots near Philadelphia.

WANT CONCESSIONS—ALL TYPES AND KINDS. **WANT** SHOWS WITH OWN EQUIPMENT ONLY. **WANT** Monty Cannon, contact.

BILL GOODMAN
 PARK PLACE, KINGSTON, PENNA.

ATTENTION: AGENTS

All those contracted for Prell's Broadway Shows, please contact me at once. Can place one more Count Store and one Peek Store Agent. Will give the head of new Bowling Alley to capable man with crew.
 Get with the best show in the East and a show that works every week. My agents do not have to jump around the country to make a living. This show has the finest route of still dates and fairs in the East. Show opens about May 12. Following people contact me at once: Mike Gatto, Leo Lussin, Mac Macolley, Jack Kahn. Can also place up and down help for season.

I can be reached at the following address:

MAX SHARP

5986 Indian Creek Dr., Miami Beach, Fla. Phone: Union 6-8477 until April 29; then I will be at the Goldsboro Hotel, Goldsboro, N. C., May 1.

FIFTH ANNUAL

LIONS' CLUB FESTIVAL

JUNE 9 THRU 14, E. HARTFORD, CONN.

NOW BOOKING

Rides: All types. Shows: What have you? Must have presentable equipment. Concessions: Hanky Panks only. Western horse show and rodeo with name TV western star here. Contact

LIONS FESTIVAL, 252 ASYLUM ST. JACKSON 2-0575.

COLEMAN BROS. SHOWS

OPENING APRIL 24, MIDDLETOWN, CONN.

WANT SHOWS—5-in-1 or Snake Show, Monkey Show, or any other good Show having its own equipment. Will buy or book a Fun House.

CAN USE RIDE HELP who can drive semi trailers.

HAVE FOR SALE—Show Office Wagon on semi-trailer for \$600. This is a two-room unit with grilled front check-in and back entrance.

WANT GIRLS for Girl Show. Long season. Good salary. Come on or wire Stanley Zurek, c/o Show.

All replies to:

DICK COLEMAN, Coleman Bros. Shows

P. O. Box 886, Middletown, Conn.

DRAGO AMUSEMENTS

No. 2 Unit

Opening Peru, Indiana, May 2 thru 10. Two Big Fridays & Saturdays, including Soldiers' Payday.

Want—Grab Joint (give good proposition), Glass Pitch, Ball Games, Fishpond, Pitch-Till-U-Win, Cork Gallery, Balloon Dart, Bean Pitch, Novelty, Scales & Age, Bird Joint, Ice Cream or Custard, or any Hanky Pank. Must work for stock. All those booked please recognize this ad. Will book any show catering to women and children for small per cent. Bobbie Snork, please contact. All replies

CHET PIERCE

1711 E. Markland Ave. Kokomo, Ind.
 Phone: GL 9-4907

TEXAS CONCESSIONS

Our Mr. Clarence Balleras will be at the White Plaza Hotel in San Antonio on April 23, 24, 25, with free catalogs and information for you on all Evans Games and Supplies: Strikers, Wheels, Bee Hives, Bumpers, Razors, Cigarette Blocks, etc. Plus parts for all Evans devices including Galleries.

You are cordially invited.

EVANS PARK & CARNIVAL DEVICE CORP.

2855 N. Halsted Street
 Chicago 14, Ill.

HUGO NOVELTY EXPOSITION SHOWS

WANT FOREMAN FOR #5 ELI FERRIS WHEEL. Top pay every week.

H. DUKE MITCHELL WANTS CONCESSION AGENTS.

Address:

CAPT. E. H. HUGO, Mgr.
 Tonganoxie, Kans., this week; Leavenworth, Kans., next week.

STAFFORD'S SHOWS

Opening May 2-10, Greensburg, Ind. 20 weeks to follow.

Can use Cookhouse, Foot-Long, Bingo, Popcorn, Candy Apples, Snow Ball, Short Range, Glass Pitch, Hi-Striker, Ball Games, Fishpond, Pitch-Till-You-Win, Hoopla, Coke Bottles, Jewelry, Cork Gallery and Balloon Darts. Any other Stock Concessions. Any small Shows. Also want Ride Help, First and Second Men on Wheel, First Man on Merry-Go-Round. Must be good and sober. All replies write **KENNY STAFFORD**, R. R. #2, Seymour, Ind.

GALA EXPOSITION SHOWS

Want for Grand Opening, May 3: 3 Saturdays at Bald Knob, Ark., Strawberry Fleeta, Cook House, 5e Pitches, Snow & Floss, 3 or 4 Side Shows (Marge?). One more Flat Ride not conflicting. Largest route ever. Watch The Billboard. Write, wire or phone 2178, Searcy, Ark. Box 202 until May 1; then Bald Knob, Ark.
B. E. MILLER

LEERIGHT MIDWAY SHOWS

Celebrations start May 8-10. Join now. Concessions: Photos, Floss & Snow, Popcorn, Grab, Hi-Striker, Targets, Water & Pitches. Any Hanky Panks. No Joints. Shows: Fun House, Mechanical, Grind Shows, Kitty Kelly, come on. Wire or write (no phone, please), J. R. LEERIGHT, Richfield, Utah, now; then Celebrations in Utah and Idaho.

GENERAL AGENT

For immediate work booking 15-ride Show Must know his business and have own transportation. George Harr, answer.

BOX D-44

Care Billboard, Cincinnati 22, Ohio.

OPENING

April 30, at 211 S. Broadway, Roller Rink lot, Central City, Ill. Want Hanky Panks of all kinds. Will book Six Cats with Hanky Panks. Can use Ride Men who drive.

ROCK CITY SHOWS

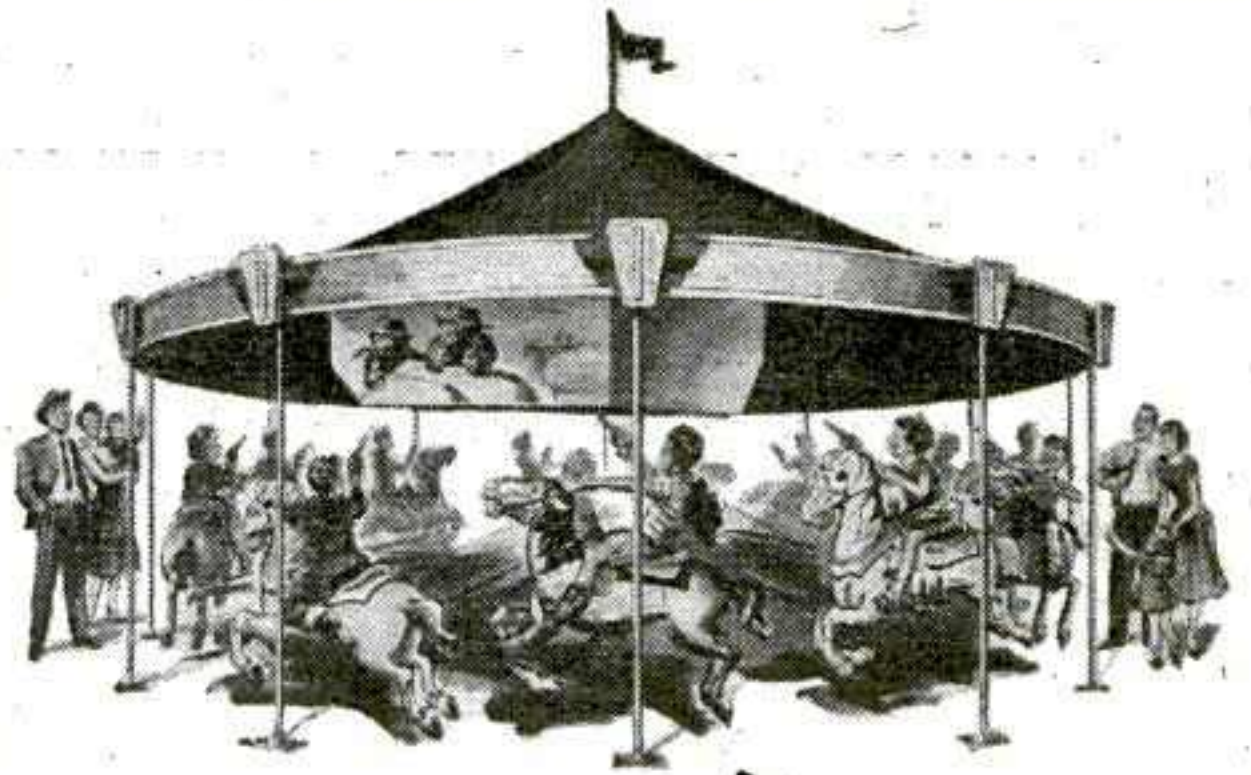
General Delivery **GEO. ISENHOWER**, Morris, Ill.

FOR SALE

MONKEY or MICKEY MOUSE SHOW Built on Trailer, 40' Front, FUN HOUSE. Walk-thru with air. Built on 26' Fruehauf Trailer. Opens up to 50' WUR-LITZER ORGAN—125 MODEL. Built in Trailer. Needs small amount of work. **BELLY TANKS**—\$30.00 EACH. Build your own Airplane Kid Ride. All replies: **MICKEY STARK**
 Box 229 Mt. Sterling, Ill.

FOR SALE KIDDIE RIDES

Auto Cars, Pony Carts, Ferris Wheel, Merry-Go-Rounds, Tubs. (Last three built on Trailers.) Sell one or all, or will trade for #5 EH Wheel and Adult Jenny. Also 2 new aluminum Parker Horses—Himane Style.
C. A. GOREE
 3420 Roosevelt St. Fort Worth, Tex.
 Phone: MA. 6-4412.



New, Novel with proven profits . . . **THE ALLEN HERSCHELL RODEO RIDE**

FINANCE PLAN AVAILABLE

"After operating the new Allan Herschell Rodeo on the road last season, I am more than pleased with its performance," Billy Lynch, veteran railroad show operator, of Halifax, has written to Allan Herschell. "Ride appeal, extreme portability and low operating expense sold me on the Rodeo Ride when I saw it set up at your factory. As far as I am concerned the proof of the ride is in the profit; the Rodeo is a proven profit maker."

In the Allan Herschell Rodeo Ride the all-aluminum horses with western saddles gallop around the center and the young buckaroos shoot at the "bad men" in the center. Lights in villains' guns blink to simulate a realistic "shoot-back." Adult size horses . . . no horse-pipe, cranks or platforms . . . extreme portability.

MERRY-GO-ROUNDS • MINIATURE TRAINS • BOAT • AUTO • PORTABLE ROLLER COASTER • SKY FIGHTER • TANK • HORSE AND BUGGY • JOLLY CATERPILLAR • HELICOPTER • ROADWAY RIDE • RODEO • TWISTER • 18-CAR CAT • RECORD PLAYER • RECORDS • TAPES • RIDE TIMERS • CANVAS

ALLAN HERSCHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"

104 OLIVER ST.

PHONE: LUDLOW 4300

NORTH TONAWANDA, NEW YORK

FOR SALE--RIDING DEVICES

IMMEDIATE DELIVERY

MAJOR RIDES

Fly-O-Plane \$7,000
 16 Car Octopus 7,000
 Rolloplane 6,000
 Caterpillar 8,000
 Looper 7,000

KIDDIE RIDES

Allan Herschell Coaster \$6,500
 Allan Herschell Boat Ride 4,000
 Space Chaser 3,500
 Adventure 2,500

These rides in excellent operating condition and were used at the Canadian National Exhibition in 1957. All rides can be returned to U.S.A. duty free. Reason for selling, importation of new rides from Europe. We will also sell, 72-foot Railway Baggage Car, \$2,500, with steel under frame; equipped for passenger service.

TERMS TO REPUTABLE PURCHASERS

CONKLIN SHOWS

BRANTFORD, ONT., CANADA

Phone: Plaza 3-2619

APPLE BLOSSOM FESTIVAL

WINCHESTER, VIRGINIA, MAY 1 AND 2, THURSDAY AND FRIDAY

Novelties and straight sales only. See Mr. Pete Clements at Working Man's Store all week, beginning Monday, April 28.

ATTENTION, DINGERS—Do not come in; if you do, you will be prosecuted by order of the combined commanders of the LEGION and V.F.W. and D.A.V. and the Chief of Police.

GRAND AMERICAN SHOWS

Opening in Ottumwa, Iowa, April 23; Ames, Newton, Ft. Madison, Keokuk, Cedar Rapids and Ft. Dodge to follow.

Want Shows with own equipment. Want Concessions: Photo, Pitches, Ball Games, Age, Scales, Hanky Panks. Want Ride Help: Merry-Go-Round and Roller Coaster Foremen, Truck Drivers. Glen G. Larson, contact me.

L. O. WEAVER, Mgr., Fairbank, Iowa

America's Biggest Spring Celebration DIAMOND JUBILEE-75th ANNIVERSARY CELEBRATION

Anniston, Ala., May 1-10 10 Big Days—10 Big Nights

Sponsored by Diamond Jubilee Committee, produced by Rogers Producing Co., greatest location in my 35 years of show experience, in the heart of the city, right downtown.

Want Concessions of all kinds. Will sell ex on Novelties, Hats, Age and Scales, Jewelry, Popcorn, Long Range, Short Range, Grab, Foot-Longs, Photos, Palmistry and Diggers. Also Hanky Panks and Alibis of all kinds.

Want help. Foremen and Second Men for Caterpillar, Wheel and other rides.

Want Agents for Hanky Panks and Alibi Stores.

This will be the biggest spring date of the year.

Contact **MORRIS LIPSKY, Concession Mgr.**

Care Jefferson Davis Hotel, Anniston, Ala.



14 RIDES & 8 SHOWS 40 CONCESSIONS & FREE ACTS

21 FAIRS & CELEBRATIONS

IN THE HEART OF THE WORLD'S GREATEST WHEAT COUNTRY WITH THE BEST PROSPECTS IN HISTORY

OKEENE, OKLA., SNAKE HUNT, APRIL 25-27; DODGE CITY, KAN., RODEO, APRIL 29-MAY 4.

CAN PLACE Fun House, Drama, Monkey Show, Midgets, Sideshow or any good Grind Shows.

CAN PLACE Hanky Panks. Want Agents for Hanky Panks, Buckets, Cigaret Block, Age & Weight.

CAN PLACE Ride Men on Spitfire, C-Cruise, Octopus, Merry-Go-Round.

W. W. MOSER, Mgr. Hazelton, Kansas Phone: 2911 (6 to 7 p.m.)

MIKE SMITH
OWNER-MANAGER

WILMA SMITH
SECRETARY

NORTHERN EXPOSITION SHOWS

"Northwest's Finest Midway"

PERMANENT ADDRESS:

WORTHING, SOUTH DAKOTA

WANT

For entire Montana "B" Circuit of Fairs and Wolf Point Wild Horse Stampede, plus early June Fairs in North Dakota, and usual strong Spring Route. Opening Date May 15.

WANT

Will give ex on Pitches—Glass, Bears, Bird, Duck; Long & Short Range, String Game, Roman Target, Arcade, Hi-Striker, Basket Ball, or any Hanky Pank not conflicting. We book only one of a kind. Must stay till Sept. 1. No Milt Camps or Grind Shows. Fred Howey, Contact.

WANT TO BUY

Well Framed Fun House for cash. NO JUNK.

WANT

Can place Foreman on Wheel, Roller Coaster, Rollo-Plane, Second Men on Rocko, Rollo, Coaster, Octopus; must be semi drivers, sober and reliable. Can use married men's wives as ticket sellers. No personal cars; can park them at Winter Quarters for season.

WANT

Mechanical, 10-in-one, Snake or any good show with own equipment and transportation.

WINTER QUARTERS NOW OPEN

PHONE 2691 OR WRITE BOX 68, WORTHING, SO. DAK.

MIKE SMITH, Owner **WM. G. AVERILL, Concession Manager**

Rhody Opener In W. Warwick

PROVIDENCE — Little Rhody Shows open May 5 under Eagles auspices in West Warwick, R. I. Owners are Kid Hope and Colonel Brayton, with the latter's addition giving the show the major rides it had lacked in the past.

Colbert Fiesta is slated to open May 5 in Clinton, Mass.

Concessionaire Kenny Myers, who has been with the I. T. Shows, Coleman Bros.' Shows and others, died Friday (11) in Miami.

WANTED

Legitimate concessions for Quakertown, Pa., May 1-10.

Will buy Merry-Go-Round and Kiddie Rides.

D. VAN BILLIARD
Oaks, Pa.
Office Phone: Glendale 2-4561

FOR SALE

Allan Herschell Kiddie Merry-Go-Round, 20 jumping horses, 2 chariots. This ride guaranteed to be in first-class condition.

MERCIER ATTRACTIONS
3931 Mt. Pleasant Rd. N.W.
North Canton 20, Ohio
Phone: Hyacinth 9-7842

\$100.00 REWARD

For the location of **STEPHAN L. VIERS**

Information confidential. Call collect — Andrew 2-2614. Grand Prairie, Texas.

TOMMIE ALFORD
BONNIE JAY

BELLE CITY SHOWS
Milwaukee, Wis.

Concessions, Shows and Ride Help who drive. Big Decoration Celebration, Oconto Falls, Wis., May 28 to June 1; 3d Ward St. Rocco Street Festival to follow, June 5 to 8; Waukesha for 4th of July. Get with it.

CHAS. PANACEK
N. Tenthon & W. Capitol, Milwaukee, Wis., April 18 to 27.

WANT

EXPERIENCED OPERATOR

For Eli No. 5 Ferris Wheel; playing in and around Baltimore.

SUPERIOR NOVELTY CO., INC.
22 S. Fulton Ave., Baltimore 23, Md.

AGENTS WANTED

Reliable Man and Wife to work Diggers; must have reference. Agent for Pan Game, Balloon Dart and Hit & Miss Ball Game. Open with Grand American Show, Ottumwa, Iowa, April 25-May 2; then per route.

GEO. CABLE

CONCESSIONS WANTED

MAY 5-10

IRONTON, OHIO

Can place Hanky Panks of all kinds, also some Direct Sales.

MAY 7-10

MARYSVILLE, OHIO

JAYCEE'S FESTIVAL
ON THE STREETS

Can place Hanky Panks and Direct Sales. No Grab.

GOODING

AMUSEMENT CO., INC.

1300 NORTON AVENUE
COLUMBUS 8, OHIO

STRANGEST ATTRACTIONS

On earth. Devil's Child, Wolf Boy, Jungle Pygmies, many others. Free Folder.

Tate's Curiosity Shop
3858 E. Van Buren St.
Phoenix, Ariz.

SPITFIRE RIDE

In A-1 condition. Priced for quick sale. I will not refuse any reasonable offer. Ride can be seen at Ocean City, Md. Contact me.

PEARL M. TRIMPER
Ocean City, Maryland

SHOW OPENING

April 21, Boise City, Okla.; Derby, Colo., May 1 thru 11. Will book non-conflicting Hanky Panks. Also Grab and a nice Family Show. Low P.C. Want Foreman for Eli #5 Ferris Wheel for 30 Fairs and Celebrations. All replies:

KING BROS.' SHOWS

GEO. TOPPS WANTS

Swinger Agents and Bucket Agents. Johnny Sells, Mitchell (Tiny) Chaplin, call or wire. Also want Colored Man and wife.

Care G. & B. SHOWS
Ravenswood, W. Va., this week.

**GIVE TO DAMON RUNYON
CANCER FUND**

SMILEY'S AMUSEMENTS

Opening May 2-10, Victoria, Va.—2 Saturdays; then Celebrations and Fairs until Labor Day in Western Pennsylvania.

CONCESSIONS: All open except Popcorn. RIDE HELP: Want Ferris Wheel Foreman and Merry-Go-Round Foreman, must drive semis. SHOWS: Can use Fat Show, Illusion, Funhouse, Sideshow or any Grind Shows. Lefty and Marge, contact Louie. Mr. Roack, contact Smiley's Amusements about wrestling baboons. Pop and Mom Kaminsky, Grab, contact

SMILEY'S AMUSEMENTS, BOX 104, FORT McCOY, FLA.

WANTED

General Help for Long Range Buckets. For the Royal American Shows. Good pay. Leaving Miami May 1.

Contact

DOROTHY MILLER COHN
9674 N.W. Tenth Ave. Miami, Florida
Phone: Plaza 8-5561

WANT AT ONCE

Girl Show Manager with two or more girls. French Fries, Photos, Long and Short Range. Want Working Acts for Side Show, Pony Ride, Snake, Wildlife and Funhouse.

Suffolk, Virginia, this week; Crisfield, Maryland, April 28 to May 3; Delmar, Delaware, May 5 to 10. Mail and wires to

William C. "Bill" Murray, Virginia Greater Shows

THOMAS JOYLAND SHOWS

CAN PLACE AT ONCE

RIDE HELP: FOREMEN AND SECOND MEN FOR FERRIS WHEEL, OCTOPUS, TILT AND ROLL-O-PLANE. (Must drive.)

CONCESSIONS: Can place Photo Gallery, High Striker. (Gee-Chee, answer.)

MARVIN BARRETT wants to hear from Johnnie Royal and Jack Rogers. Harry Schwartz, Lucky Beverly and Chóisilít, come on.

Address: L. I. THOMAS, MGR., MADISON, W. VA., THIS WEEK.

BRIGGS AMUSEMENT COMPANY

Wants for Miamisburg, Ohio, April 23-26, on the streets; with Marengo, Ind., Rodeo and 65th Year Homecoming, May 1-4.

Want Bingo, nice Sitdown Grab. Want Grind Shows with own equipment. Will book Tiltawhirl or Roundup.

All answers: DOLLY YOUNG or A. R. BRIGGS, Miamisburg, Ohio.

WANT—MERCURY SHOWS—WANT

OPENING BELLE, MO., APRIL 21-26; ELDON, MO., APRIL 28-MAY 3.

RIDES: Will book any major Ride not conflicting with what we have.

CONCESSIONS: Will book Concessions of all kinds, especially want String Game, Photos, Fish Pond, Cork Gallery, Pottery Pitch, Glass Pitch, Hi-Striker, Short and Long Range, Bear Pitch, Duck Pond, etc. (Only booking two of a kind.)

HELP: Want Foremen for Dodgem and Tilt-a-Whirl. Second Men on all Rides. Whitey Slaten wants Agents for Buckets and Swinger, also Hanky Pank Agents of all kinds.

Contact J. R. ALSOBROOK, Mgr. (Phone: Clearwater 7-2232), Pacific, Mo. Or per route above.

NOLAN AMUSEMENT CO.

Zanesville, Ohio

April 16-26

Want Bingo, Sitdown Grab, Concessions, Shows.

FRED NOLAN
Route 2, South Zanesville, O.

WANT

Hanky Panks of all kinds. Want Hanky-Pank, Grind, Pin, Bucket and Skillo Agents. Foremen for Tilt, Spitfire, Rolloplane and Chairplane; Second Men on all Rides who drive. Want Man and Wife to manage small Cookhouse.

PAN-AMERICAN SHOWS
Baton Rouge, La.

WANTED

#5 Wheel Foreman, \$60.00 per week, also \$25.00 per week bonus and 2% of gross. Licensed semi driver. Sleeping quarters. If married, wife can work office-owned concession. Also, Chairplane, Kiddie Rides and Joint Men.

Quakertown, Pa., April 28.

D. VAN BILLIARD
Glendale 2-4561 Oaks, Pa.

WELCH, W. VA., MAY 12-17

CENTENNIAL



CELEBRATION

CAN PLACE CONCESSIONS

HANKY PANKS, ALSO A FEW DIRECT SALES

ALL LEGITIMATE GAMES OF SKILL

WRITE OR WIRE

GOODING AMUSEMENT CO.

1300 NORTON AVE.

COLUMBUS, OHIO

FOR SALE

FOR SALE

RANEY UNITED SHOWS

10 Rides—Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Octopus, Roll-o-Plane, Looper, large Rollo Coaster, Flying Scooter, Electric Planes, Kiddy Auto Cars, 17 late model Trucks, 17 Trailers, Six beautiful Light Towers. All Rides reconditioned and equipped with fluorescent lighting. Numerous other accessories and equipment. In best of shape. Also, due to the enviable reputation of this show under the late Roy Raney a route of over a hundred thousand gross can be had for the asking. Leads and correspondence on file will sustain this figure. This is one show that can be booked on past performance and by phone in Minnesota territory with no competition. It always was and can be continued in a class by itself.

Price \$60,000.00.

HELEN RANEY, EXECUTRIX, 3650 N. HUMBOLDT, MINNEAPOLIS 12, MINN.
Phone: Jackson 2-0348

GOLD BOND SHOWS

OPEN CREVE COEUR, ILL., MAY 16 THRU 24.

WANT WANT WANT

CONCESSIONS: Photos, Age and Weight, Ball Games, Pitch Games—Birds, Glass and Ducks.
SHOWS: Want capable Operator for 5-in-1 and Snake Show, with good transportation. Want Help for new Fun House, Mirror Show and Peek Show.
RIDE HELP: Want Ride Help who drive, with licenses. Report to Winter Quarters, May 10. No drunks. All replies:
MICKEY STARK, Mgr., P. O. Box 229, MT. STERLING, ILL.
Winter Quarters at Fair Grounds.

WANT WANT WANT
FREAK SHOW—EXHIBITS—CANDY KITCHEN
FOOD CONCESSIONS
Contact:
VENICE AMUSEMENT CORP.
Grant Ave. & Broadway Seaside Heights, New Jersey
SEaside Park 9-1100

HOLIDAY AMUSEMENT COMPANY

Can place capable Foremen on Merry-Go-Round, Wheel and Octopus. Concessions: Any not conflicting. Can use for suburbs of Kansas City until July 4, then 18 of the better fairs in our territory, one Grind Show.
FIELDING GRAHAM
Fairmount, Missouri, until April 27; Kansas City, Missouri, 7415 State Line, April 29 to May 8.

EXPERIENCED RIDE MEN

SINGLE, NO HABITS, MUST DRIVE AND HAVE LICENSE.
Want A-1 Wheel Man Want A-1 Merry-Go-Round Man
Want A-1 Round-Up Man Want Second Man—Octopus
Want Man who can take care of four Kid Rides and assist green help; unless you are experienced, clean and do not drink, don't answer this ad as you will not last. We play Shopping Centers 4 months and have 10 County Fairs. Have sleeping quarters for you. Pay is tops if you can qualify.
W. R. GEREN RIDES
EASTOWN SHOPPING CENTER, DAYTON, OHIO, UNTIL MAY 31, 1958.

BEAM'S ATTRACTIONS

OPEN THIS FRIDAY, APRIL 25, AMELIA, VA., FAIRGROUNDS

CONCESSIONS—Book Custard, Novelties, Hi-Striker, Hanky-Panks.
SHOWS—Girls for Revue; Norma, contact Fritz. Talker and Drome Help. Book any worthwhile show with own equipment.
HELP—EXPERIENCED FLY-O-PLANE FOREMAN and SECOND MAN. Couple for French Fries. Capable Concession Agents and other carnival help. CONTACT: STEVE DECKER, FAIRGROUNDS, AMELIA, VA. Tel. 153F30 (no collect calls). Kenbridge, Va., May 5-10.

DIXIE AMUSEMENTS

WANT NOW AND FOR ALL SEASON. OPENING COMMERCE, OKLA., APRIL 30.
CONCESSIONS: Bumper, Ball Games, String Game, Glass Pitch, Age and Weight, Photos, Coke Ring, Penny Pitch and Hi-Striker. (We book only one of a kind and all must be Hanky Panks.)
RIDE HELP: Ride Help on Ferris Wheel, Merry-Go-Round, Mix-Up and Kid Rides. (Must stay sober and be able to drive.)
WE HOLD CONTRACTS FOR 18 FAIRS AND CELEBRATIONS. OTHERS PENDING.
Address: CLIFFORD DAVIS, Mgr. Box 53, BENTONVILLE, ARK., until April 27; then Commerce, Okla.

HEART OF AMERICA SHOWS

WANT TO BOOK FOR MANHATTAN, KANS., ARMY PAYDAY, APRIL 29-MAY 7.
CONCESSIONS: Scales, Derby, Novelties, Short Range, others not conflicting.
RIDES: Roll-o-Plane, Rock-o-Plane, Kid Rides.
SHOWS: Girl Shows, other Grind Shows.
NOW SHOWING 7TH & OSAGE, KANSAS CITY, KANS.; MANHATTAN FOLLOWS; THEN TWO WEEKS IN DOWNTOWN OMAHA, NEBR. 15 CONSECUTIVE FAIRS AND CELEBRATIONS, STARTING JULY 1.
All replies to TED CORY, Mgr., per above.

BIG CITY SHOWS

Opening Madison, Ga., April 21-24; then 3 weeks in Decatur, Ga., under De Kalb County School Safety Patrol. This is no fly-by-night promotion—biggest thing in State of Georgia. You should leave here with spring bank roll.
Will book Hanky Panks of all kinds, Photo, Age and Scale, Cork Gallery, String Game, 6 Cats, Foot Longs, Bingo. No flats or gypsies, please. Rides—Major Rides not conflicting, such as Scrambler or Flat Rides. Also Set Kiddie Rides for this date and coming season. Carl Bartels, wire if coming. Shows—Grind Shows with own equipment, Monkey, Snake, Wildlife or Illusion. No Girl Shows needed. Agents for Hanky Panks, Buckets, Swinger. All reply to J. W. STONE or JACK LANCE.

TENNESSEE VALLEY SHOWS

OFFERING A TOP MONEY ROUTE THRU TENNESSEE, WEST VIRGINIA AND OHIO

WANT THE FOLLOWING TO JOIN NOW AND FOR ENTIRE SEASON

- RIDES**
- SHOWS**
- CONCESSIONS**
- HELP**

Will book Kiddie Rides, Live Pony Ride and one major Ride not conflicting.
Motordrome, Side Show (Lisa Del Mar, contact), any family-type Grind Show. Want Girls for Girl Show. (Good salary.)
Bingo (Art Ludwig, call), Diggers, Six Cats, Pan Game, Cigarette Block, Mitt Camp and Hanky Panks of all kinds.
Ride Help on all Rides (top salaries); Concession Agents for Buckets, Swinger, Count Store and Peek Store.

TED MEADOWS

Gen. Mgr.

A. C. HILL

Con. Mgr.

CHARLES GRIGGS

Bus. Mgr.

Address: CROSSVILLE, TENN., APRIL 21-26; JOHNSON CITY, TENN., APRIL 28-MAY 3.

WADE GREATER SHOWS

WANT FOR MICHIGAN'S BIG THREE

Legitimate Concessions of all kinds.
Experienced Help on ALL Rides.
These Locations are FIRST 1958 Showings.

Metropolitan Club
Spring Carnival
10 Mi. Rd. & Gratiot
May 2 thru May 11

Taylor Township Democratic
Club Spring Festival
Telegraph Rd. at Hayes
May 13 thru May 20

Marine Corps League
Pontiac, Michigan
May 23 thru June 1

Write, Wire or Call C. D. MURRAY, Manager
18931 Prest Ave., Detroit 35, Michigan Phone: Vermont 8-0708

PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

WINTER QUARTERS NOW OPEN. WANT FOR 1958 SEASON OPENING IN VIRGINIA, MAY 12, 1958.

WANT WANT WANT

CONCESSIONS Cook House, Age & Scales, Novelties, Palmistry, Long & Short Range Shooting Galleries, Glass Pitch, Bear or Lamp Pitch, Ball Games, Photo, Cork Gallery.

SHOWS Want Glass House and Fun House. Earl Meyers wants Side Show Acts. Johnny Burro wants Drome Riders. Want well formed Wild Life.

RIDES Scrambler, Round-Up, Live Pony Ride, Dark Ride, Helicopter, Coaster.

HELP Want Show Painter. Good Mechanic for International Trucks. Want Carpenter and men for all rides; semi drivers preferred.

All those who have worked with show before, contact.
SAM PRELL, % Fairgrounds, Goldsboro, N. C. Telephone 5809.

GROSCURTH combined CIRCUS AND CARNIVAL

LAST CALL! For 1958 season opening Owensboro, Ky., Thursday, May 1. 2—Big Children's Days—2.

Followed by continuous route of industrial cities where there's no recession
Eighteen Big Fairs and Celebrations, commencing at the Keokuk, Iowa, Street Fair and Fourth of July Celebration
CONCESSIONS—Hanky Panks and Prize-Every-Time Games, African Dip, Hi-Striker, Age and Scale, Name-On-Hats, Photos, etc.
SHOWS—Will book one good Bally Show with own equipment. Prefer Motordrome or Globe of Death. Liberal proposition.
HELP—First and Second Men on all Major Rides. Want Man for Marquee and Fence, also Man for Towers. Useful Help in all departments. All must be licensed semi drivers. All wire.
C. C. GROSCURTH, Gen. Mgr., Owensboro, Ky., or Phone Murray 4-2753

WANTED KIDDIE RIDES

On Concession Basis.
Preferably Space Angled.
For details Call
OSCAR FISSTEIN or MR. MEYER
Lakewood 6-9300, or write
P. O. Box 321 Lakewood, N. J.

WM. T. COLLINS SHOWS

OPENING JUNE 2, AUSTIN, MINN. WINTER QUARTERS NOW OPEN.
SHOWS: Want Side Show, Motordrome, Monkey Show or any Grind Shows of merit. All with own equipment.
RIDES: Will book Dark Ride and Looper.
CONCESSIONS: COOK HOUSE OF FIRST-CLASS SIT-DOWN GRAB. Photos, Ball Games, Scales and Age and Hanky Panks of all kinds.
HELP: Want Foremen on all Rides. (Bob Johnson, come on in.) Electrician who knows Transformers.
WANT TO BUY: National Train and #5 Ferris Wheel. (Must be in first-class shape.)
All replies: WM. T. COLLINS, Mgr., 801 East 78th St., Minneapolis 23, Minn.

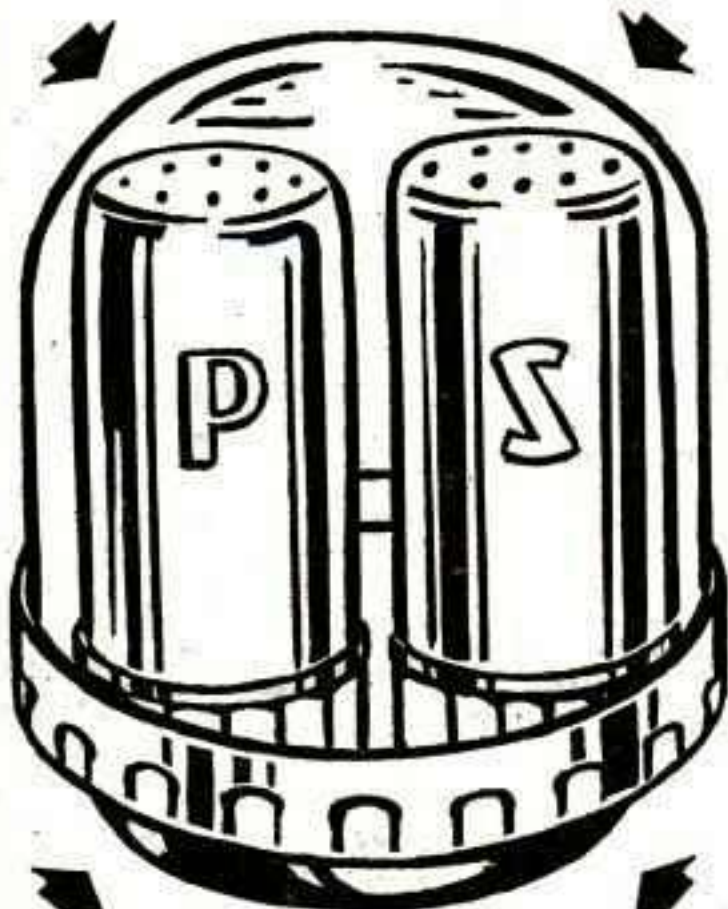
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BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

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of each item presented to us, provided merchandise is properly sized and priced right for 25c vending.

Send at least 6 samples and prices based on this quantity. We will send you capsules for proper sizing to be contained in this capsule.

Actual Size
World's Largest Manufacturer of Bulk and Capsule Venders

VICTOR VENDING CORP.

5701-13 W. GRAND AVENUE CHICAGO, ILLINOIS

140 EXHIBIT:

Gadgets' Success Stems From Better Mousetrap

By IRWIN KIRBY

The wonderfully imaginative and often fantastic world of gadgetry was unfolded last week in the New York Trade Show Building, with more than 140 exhibitors taking part. This was the second such effort promoted by a group of businessmen and managed by Hal Sommers, and the number of inventions aimed at simplifying everyday tasks came within a shade of doubling the total exhibited last year.

Gadgets have always held a fascination for the man on the street and his better half. Among the items which have been sure-fire crowd stoppers in the past are the little gimmicks—the better mousetrap, so to speak—which show at a glance how to do something quicker and cleaner. Some of those shown in New York, however, are a bit obscure as far as practical purpose is concerned, but they still are interesting enough to win attention.

Personal Balloon

Take, for example, a 19-foot balloon which inflates with helium after being strapped to the buyer's back. An automatic device controls the flow of helium so the wearer can ascend or descend as desired, and the gadget can reportedly support a 300-pound weight. But there are more practical devices, many of which have a place in the low-priced line displayed in gift and resort stores, as well as in metropolitan theatrical areas and at fairgrounds. Some of these are the following:

- No-Twist Rudder: Prevents twisted fishing lines.
- Cap Remover: Removes bottle caps with fingers alone.
- Handwriting Analysis Guide: Makes anyone an expert.
- Dry-Color Art: Provides a kit for making pictures and toys without paint.

Dispenser for Tubes: Eliminates messy tubes which dispense creams.

Deodorizing Dog Collar: Keeps pets "sweet smelling."

Accelerator Control: Permits setting and holding a car at a desired speed.

Book Buddy: Holds book for the reader, whether sitting, standing or reclining.

Butter-King: Provides an easy, quick method for buttering corn-on-the-cob.

Non-Slip Pot Holder: Fits either hand.

Nail Shield: Makes home manicuring simple for novices and experienced people.

Toilet Paper Sprayer-Hanger: Fills the air with deodorant as paper is consumed.

Book Clamp: Holds pages and shows the last line read.

Sno-Duke: A double-handled shovel which converts into a wheelbarrow.

Turbo-Broil: Automatically rotates roasts outdoors without electricity.

Many for Fairs

Included were several items attractive for the demonstrator, for workers in stores and on fairgrounds who usually do best with unique numbers not familiar to the public. Since a good many of the inventions are directed at household use, they have an impulse appeal for vacationers who are apt to snap up an object they feel might be useful around the home and which they have not seen in their local neighborhoods.

The Gadget Show was initiated last year as a showplace for thousands of unknown innovations that flow from the American inventive mind. To facilitate the marketing of practical gadgets the show management formed a Gadget Manufacturers' Institute to counsel exhibitors in this year's show. It is staffed to conduct market research studies on both consumer and trade levels, to define the potential markets for inventors and manufacturers. The show was open to both consumers and the trade.

WEINMAN WATCH Values!

BULOVA! ELGIN!

BENRUS! GRUEN! WALTHAM!

Guaranteed like NEW!

Choice Lot! 6 for \$49

Men's and Ladies! All famous makes! Complete with expansion band! Reconditioned—Guaranteed like NEW!

(Sample, \$9.95)

SPECIAL

10 Men's Watches \$68.90

New style Elgin, Waltham, Benrus, Gruen. Complete with expansion band. Rebuilt and guaranteed like new. (Sample \$8.95.)

Standard Brand WATERPROOF WATCHES

Bulova, Elgin, Benrus—with expansion bands! New style cases—rebuilt and guaranteed like new. In lots of 3 or more. (Sample, \$10.95) each

\$9.95

GET A BETTER DEAL AT

WEINMAN'S

182 S. MAIN ST., MEMPHIS, TENN.

LOOK!! FISHING SPECIALS!

ROD
Large Deluxe Casting Rod. Top Quality. Grip Handle. Seat-Tite Reel Holder.
VALUE—\$5.95 Doz. \$9.00; Sample \$1.00

REEL
Cork Arbor. Adjustable 100-Yard Capacity. Level Wind. Smooth Running Gears!
VALUE—\$4.00 Doz. \$21.60; Sample \$2.00

NET
Strong Alloy Aluminum. Light But Sturdy. Special "Take-Down" Feature Allows Stowing in Space 5"x18". Expert Mesh!
Doz. \$9.00; Sample \$1.00

25% dep., bal. C.O.D., f.o.b. Chicago

LINE
18-Lb. Test Dupont Nylon! Extra Strong 100-Yard Line.
VALUE—\$4.00 Doz. \$9.00; Sample \$1.00

WRITE IN FOR OUR SENSATIONAL MONEY-MAKING OFFER TODAY!!

DAMEN-LAWRENCE SALES, INC.
4727 N. DAMEN AVENUE CHICAGO 25, ILLINOIS

FRAMING! YOU NEED THESE!

4 IN. PIPE IN MOUTH FUR MONKEY..... Gro. \$ 4.00
TINSEL HEAD FLYING BIRDS..... Gro. \$ 6.50
8 IN. RAINBOW FRINGE STRAW HAT..... Gro. \$ 8.00
NATURAL STRAW BEACHCOMBER HAT..... Doz. \$ 1.55
16 IN. PLUSH MAJORETTE, ASST. COLORS..... Doz. \$11.00

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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum. Special Bingo Merchandise.

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Make BIGGER PROFITS WITH Galentine!

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519 E. JEFFERSON BLVD. SOUTH BEND 17, INDIANA

We Sell Below Market MFRS.' CLOSEOUTS

8" TO 24" FANS
1/2 TO 3 TON AIR-CONDITIONERS

Brand New In Original Cartons, Name Brands—GE Westinghouse, Burns, Abbott.

Send for free Inventory List
Minimum of 25 Fans.

HOUSE OF FANS
800 W. Randolph St. Ph.: MO 6-8728 Chicago, Ill.

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TROUBLE LIGHTS
with all-copper wire
25 Ft. Cord... \$.85 ea.
100 Ft. Cable, Neoprene Jacket, 14 Gauge, U. L. Approved... \$3.50 ea.

50-Ft. Cable, Neoprene Jacket, 14 gauge... Ea. **2.30**
10-Pc. Magnetic Screw Driver Set, Complete with Rack. Ea. **65¢**
7-Pc. Same as Above. Packed 50 to a case. Per case **\$20.00**
10-Pc. Flex Handle Socket Set. Ea. **70¢**
6-Ft. Returnable STEEL Tape. Doz. **\$3.00**
12" Hack Saw Blades, flexible steel, good quality. Per Gro. **\$3.00**

Write for FREE Price List
Appliances • Dinnerware • Blankets • Giftware • Portable Electric Drills • Saws • Hand Tools • Wrench Sets of all Varieties • Fishing Rods and Garden Hose

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Good quality, long lasting; fits most pens including Paper Mate; choice of Red, Blue, Green, Black.

\$29.50 per 1,000
\$3.50 per 100
24 Samples, \$1.00

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100-\$10.50
Sample 8 for \$1

Save shipping charges by sending full amount. 20% deposit with C.O.D. orders. Money Back Guarantee. Mail Order Only

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550 5th Ave. New York 36, N. Y.

WATCH SPECIALISTS FOR 68 YEARS

Unbeatable Charm Bracelet Watch, \$7.50.
New Thin Watch, terrific band, boxed, \$7.00.
New seventeen jewels, copy Diamond Cover Watch, boxed, \$10.95. Copy \$85. 2-button Chronograph \$3.95. Nat'l adv. 10-piece sets \$5.95; 8-piece \$4.60. Top name brands, many 70% disc. Catalog.

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580 FIFTH AVE. NEW YORK 36, N. Y.

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BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

APRIL 21, 1958

THE BILLBOARD

MERCHANDISE

79

NORELCO SHAVERS

LADY NORELCO AND SPORTSMAN'S (Battery Operated) ELECTRIC SHAVERS WHILE THEY LAST, \$13.98 Each. Plus \$66 for Postage and Handling. Retail Value \$24.95.

We Have IT! Mechanical Drinking Bear

Pours and Drinks continuously. Battery Operated. In Bright Colors. Individually Boxed.

ORDER NOW—SUPPLY LIMITED
\$36.00 Per Doz. **\$4.00** Sample Postpaid

Place your orders now for DRINKING RABBIT.

NEW BUBBLE BLOWING MONKEY

Delivery about June 1.

IT'S A WINNER

"KIDDIE STOLE"

Like Mother's Mink

This imitation Mink Stole for little girls has already taken off like wild fire. This is made of an exclusive type plush which looks like mink, full length, nicely shaped, fully taffeta lined, brown or silver, packaged in ploid film bag.

PRICED RIGHT FOR YOU TO UNLOAD A MILLION.

F.O.B. East \$17.00 per dozen.
 F.O.B. Kansas City, \$17.00 per dozen.
 F.O.B. Milwaukee, \$19.00 per dozen.
 Sample postpaid, \$2.00 each.

Write for free 1958 catalog. Ready for mailing about May 1. State your business.

F.O.B. Milwaukee, 25% deposit, balance C.O.D. to non-rated firms.

Wisconsin Deluxe Co.
 1902 N. Third St. Milwaukee 12, Wis.

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PIPES FOR PITCHMEN

By BILL BAKER

A LIKELY... spot for pitchmen in Cincinnati is a new Farmers' Mart to open soon at 4343 Kellogg Avenue. Advertising that space is available for concessions, the 22-acre layout is being pushed as an outlet for fruits, vegetables, groceries, pets, hardware; wear for children, men and women; sporting goods and drugs. Space is being leased by the day, week or season at the location which is set up to handle 30,000 people on a weekend. Those seeking particulars may write to Box No. R 488, Cincinnati Enquirer.

THE BRENNANS... of Gibsonton, Fla., would like to hear from John Wandol, the polish worker. Anyone knowing the whereabouts of Wandol is urged to contact the Brennans at Box 532, Gibsonton.

CLIFF HORTON... sporting a brand new station wagon, has left his Connecticut haunts to join his side kick, Harry R. Day, in Greensboro, N. C. Horton is also carrying with him a dandy frame-up. He and Day have been putting in some time fishing prior to the kick-off of their season at the local Sesquicentennial, May 2-10. Following that date they will work at the beach until start of the fair season. "I ran into Heavy Forkner recently, and he was getting his share," said Day. "Heavy advised that our friend Mausey had been very sick, but that he is showing improvement. Also ran into Marvin Hutchins, who was working coils in Asheboro, N. C. He works clean and is a credit to pitchdom. Another vet coil work-

ing duo in the area is Ed Olson and his frau. Both are good workers and were doing well."

"IT'S NICE... to hear from the old-timers," writes D. E. (Doc) Wood, a heart and cancer patient at the Shut-In Club, 1194 Coker Street, Memphis. "I saw old Chief Deerfoot recently," reports Doc. "He is now 95 years old. Only the oldest of the old-timers will recall him and his home remedy wagon of years ago. "I'd like to extend a word of thanks to those who wrote to me recently. I'll answer the letters as soon as possible. I am down to 83 pounds and am in bed for good. I'd like to say thanks to the party who sent me the hi-fi albums. I love music and they'd help pass the time, but unfortunately I don't have a record player. If anyone has an old phonograph he no longer needs, could sure make use of it. The big harbor and new auditorium being built here is helping business. Would like to read pipes from Ted Merrill and Johnny Reingold."

WRITING... from Scottsville, Ky., Frank Curry reports the recent death of J. C. (Jack) Miles, veteran med pitchman. About 80 years old, Miles, who was born in Minneapolis, was responsible for the tutoring of such well known med pitchmen as Dan Smiley and W. Y. Rowe. During his career he covered the entire North American continent and also made a tour of the Hawaiian Islands. He is survived by his widow, Thelma. Burial in Rocky Mount, N. C.

Letter List

Letters and packages addressed to persons in care of The Billboard will be included in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

- MAIL ON HAND AT CINCINNATI OFFICE**
 2160 Patterson St.
 Cincinnati 22, O.
- | | | | |
|---|--|--|--|
| <p>Ackley, James
 Albert, Elmer
 Anderson, Bud
 (Bud Anderson Circus)
 Anderson, Norman
 Ansher, Joe
 Archer, Louis Donald
 Art Sales
 Asher, Charles
 Bagget, Jimmie
 Bailey, Mrs. Kitty
 Baker, Lois Ann
 Baldwin, Andrew R.
 & Mary
 Banks, Alfred
 Barnes, Don
 Barnes, Tom C.
 Barrett, Henry L.
 Beals, Mrs. Marian
 Bean, Jesse & Mrs.
 Beck, Bob
 Benson, H. E.
 Besaw, John Robert
 Blandin, Harold
 Blease, Cole
 Blue, Tony
 Bluestein, Morris
 Boring, George
 Boynton, Cornelius F.
 Braa, Jerome A.
 Brady, or Brody, Pete
 (Hollywood Thrill Show)
 Brady, L. P.
 (United States Shows)
 Break, Frank
 Brill, Tony
 Brody, Ermal H.
 Broeffie, Mrs. Anna
 Brosie, H. J.
 Broome, Yvonne
 Brown, Charles
 (Chuck)
 Browning, J. J.
 Bruckner, Charles
 A.
 Burchett, Claude
 Burk, Jerry
 Bush, Carroll H.
 (License Plate, 15c
 42c)</p> | <p>Bustwick, Edward
 Calk, Tommy
 Cane, Dorothy
 Carlisle, Russ
 Carlola, Tom
 Carroll, Larva
 Carter, Dave & Mrs.
 Carter Jr., James &
 Mrs.
 Casey, James
 Cassidy, Patrick
 Cassidy, Mrs. Kay
 Cassidy, James
 (glass pitch king)
 Charon, George
 Chey, Leo
 Church Jr., Clayton
 Collins, Mrs. Dale
 Clancy, Carl D.
 Clark, Finely
 Clark, Laurence
 Clements, Bob
 Cody, H. L. (Jim)
 Colins, Mrs. Dale
 Conway, Mike
 Cook, Charles
 Cooke, Filchie
 Cooke, Paul Delbert
 Cooper, Miss Billie
 Cooper, Lushy
 Cooplard Jr., Harry
 Cor, Barney (bear
 pitch)
 Courtland, Leona
 Lee
 Crenshaw, Doc W. C.
 Curran, Red
 (Telephone)</p> | <p>Foreit, John W.
 Fox, Carlene
 Fraker, Russell
 Gallagher, Joyce
 Gamble, Ray
 Geer, Frank H.
 Gentry, Rye
 Girouard, Anthony
 (Curley)
 Glass, W. T.
 Glynn, Peter E.
 Golden, John C.
 Golds, Melvin Lefty
 Goodman, William T.
 Green, Pete
 Green, Ralph
 Greenlin, Mrs. Jean
 (Rieley)
 Grignon, N. Connie
 Groffo, Ruby
 Hale, D. D.
 Harris, James W.
 Harris, Ray
 Harrison, A. C.
 Henberger, Michael E.
 Henderson, Grabo
 Hickok, John W.
 Hill, Mrs. Marie
 Hinderer, Mrs. Ruth
 Hinkle, Milt D.
 Hoge, Mack
 Hollenbeck, Virginia
 Holt, Bill
 Hornfield, Jack
 Houston, Lee
 Howard, James M.
 Howard, John L.
 Hoyte, Don E.
 Hunger, Jimmy
 (Props)
 Hunter, Joy
 (Huntre)
 Jack, Mrs. B. E.
 Johnson, Mike
 Jones, Doc
 Joseph, Frank &
 Peter
 Joslin, Claude
 Joyce, Mrs. C. R.
 King, Catherine R.
 King, Dottie
 Kominer, Marvin L.
 Kreuger, Ann or
 Bill
 La Follette Sr.,
 Charles W.
 Lajoie, George A.
 Lane, Joe Gilbert
 Laughlin, John
 Joseph
 Lavell, Frank X.
 LeRoy, Buddy
 Lee, T. Tony</p> | <p>Leib, Roderick
 Lewis, W. T.
 Lilly, George W.
 Lines, Rev. W. J.
 Lott, Walter & Mrs.
 Loveless, Kenneth
 Wilbur
 Lowe, George D.
 Luens, Nick
 Lyons, Mrs. Earl
 Mac Evoy, Bill
 McCoy, Bill
 McGill, Rosa
 McGinnis, Cleburn
 & Gladys
 McGowan, Frankie
 McHugh, Jerry &
 Mrs.
 McLane, Francis J.
 McSpadden, John R.
 McSpadden, Myrtle
 McSpadden, Richard
 McSpadden, Vinita
 Mack, LeRoy E.
 Mannuzza, Thomas
 Manstein, William W.
 March, Curly
 Marchette, Robert
 Marshall, Charles
 Alfred
 Marshall Sr., Walter
 G.
 Martain, Fred
 Mason, Tex
 Masters, Eddie
 Matthews, Henry
 Maurer, John S.
 Maynerd, Sally &
 Jimmy
 Merlino, Tony
 Metzger, Bert
 Meyers, James C.
 Miles, Davie
 Miller, Clifford M.
 (Red)
 Miller, F. W. &
 Jahala
 Millison, George
 Moisson, Charles
 Monroe, George or
 Bonnie
 Morris, Eddie &
 Barbara
 Murphy, Charles
 Nolan, Scotty
 O'Dare, Jack
 O'Dare, Lynn
 Osborne, Mrs. Anna
 Owens, Theodore L.
 Palmalier, G.
 Richard
 Pannebaker, David
 E.
 Peacock Jr., Deane
 S.
 Perren, Mable & Bill
 Bill</p> |
|---|--|--|--|
- (Continued on page 80)

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Hawaiian TI PLANT LOGS... KEEP LONGER, SELL FASTER!... Sherfy's

New York Coney

Continued from page 62

former presidents, George Kister, I. H. Klein and C. J. Hilbert, were also honored for their years of service to the Chamber.

The four points were: 1. Improvement of the beachfront to prevent erosion and make Coney Island's beach second to none in the nation.

2. Creation of municipal off-street parking facilities at Coney.

3. Installation of a public-address system on the boardwalk, which would permit the description of off-shore spectacles such as the Armed Forces air show featuring the Navy's supersonic jet acrobatic team, "The Blue Angles," which is scheduled for Sunday, May 18.

4. The creation of new convention facilities at Coney Island.

The Chamber has long campaigned for municipal parking at Coney Island and has on several occasions in the past pointed out to the Board of Estimate and the City Planning Commission its necessity.

With Park Commissioner Moses already having announced improvement programs for other New York beaches, Handwerker expressed gratitude that City Council President Stark has an improvement program in mind for the world-famed beach. He told the audience he had been informed a 52-piece all-woman Air Force band was requesting the park department's permission to give a band concert on Steeplechase Pier to be carried over temporary speakers on the boardwalk on May 10. In relation to Stark's suggestion for "convention facilities" Handwerker expressed the hope they might be combined with a domed municipal stadium that would permit all-weather sports events.

Scots Guards

Continued from page 70

on Saturday night for the governors of the North Atlantic States and each night thereafter thru Tuesday. The fair will run Roy Rogers with matinee shows, two on Sundays, and one on the other days while the Grenadiers are at the fair.

Following their appearance here the troupe will open a nationwide tour under auspices of Sol Hurok.

They will fly to Springfield from London and arrive here two days before the fair opens.

27" Cotton Stuffed BEAR, pile fabric w/plush trim, \$15.50 dz. 33" Taffeta DOLL, bagged \$9.60 dz. 42" Taffeta Dancing Doll \$9.60 dz. 17" Lazy Baby Doll \$5.00 dz. 7" Chenille Animals \$9.00 gr.

No extra charge for Samples. 36 Pcs. \$19.85 F.O.B. (1/2 doz. each of Plush plus 1 doz. Chenille Animals.)

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Letter List

Continued from page 79

Perkins, Alonzo Harris Phillips, Harry Phillipson, G. Pierce, Austin (Doc) Pierce, George Hubert Pike, W. D. Pinkleton, Earl Pisarsky, Edward Pickett, George Purdin, De Wife Reid, Elmer Reynolds, Harrington Reynolds, Hoyt R. Reynolds, Larry (motordrome) Rhodes, D. E. Ricordo, Rickie Rice, A. C. (Sword Swallower) Rierdon, Jerry Riley, William Ritchie, Kenneth L. Ritter, Leroy F. Robertson, Paul T. Rollo (The Clown) Ross, Jimmie Rucker, E. H. Rubin, SI & Mrs. Sales, Art Schomburg, Vaughn Schultz, Oram D. Serebneff, Wm. Settle, Inez Shaffer, James Earl Showalter, Harold Shumaker, Willard H. Siss-Cimes Troupe Sincilar, Charles Slak, Carl Smith, Bert Smith, Lucious Snooks, Shirley Spain, F. E. Spoonmaker, Bert Spurlock, Charles Star, Hedy Jo Stein, Jack Stevens, H. G. (Lucky) Stewart, James H. Stout, Slim

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A sensational device for all types of hand sewing needles, darners, etc. Actually, two threaders in one. Threads cotton, silk, nylon, darning cotton and mending wool, as well as many other types of thread. Comes in an attractive looking plastic case. A big bargain at only \$1.00 retail. Tremendous money-maker for everyone. Sell it to homes, church groups, stores, at fairs and as a promotional item. Any way you look at it, it means BIG PROFITS. Your profit as high as 300% on every single sale. Rush \$1.00 for demonstrator Needle Threader, or \$6.00 for 1 doz., \$15.00 for 3 doz. Additional discounts on larger orders. RUSH ORDER TODAY. Big profit facts will be sent free.

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First Midway View Sold Shelby

Continued from page 71

by a stroke. Never one to take adversity sitting down, Hank immediately launched a fighting campaign to get back on his feet. With the doctor's okay, he fought the paralysis that accompanied the stroke thru exercise and treatment and three months later he was back at the Wisconsin State Fair operating the long line-up of concessions.

Altho the stroke occurred two years ago, to this day Hank daily exercises his arms and legs and now laughs when he remembers the doctor's verdict that "you'll never be able to use that right arm again." His successful fight to overcome his illness impressed the doctors, and today when they're faced with a patient who tends to give up, they call in Hank to talk to him.

During the 1958 season, Shelby will confine his operations to the Milwaukee fair and to his League secretary chores, all of which will keep him plenty busy.

The many years of operating concessions has aided immeasurably in Hank's new job as secretary of the Showmen's League. The continuous detail work that goes along with concessions operations, to say nothing of the countless friends he made during his years in the business, is now standing him well in this new job. In the six months that he's held it, he's already brought many delinquent League members back into the fold and has also displayed a natural bent for the position.

A long-time member of the League, Shelby also holds cards in the Detroit, Hot Springs and Miami clubs. And his non-business connections include memberships in the Masons, Elks, B'nai Brith, Moose and Knights of Pythias.

He married his present wife, Betty, in 1948, in Detroit. A previous wife, Helen, who died in 1944, was well known to hundreds in the business.

PROFILE OF THE WEEK

The Quiet, But Active Man

The most vivid memory Alvin Kantor has of his recent Mediterranean cruise is a visit made to the famous ancient city of Pompeii. Situated on the Bay of Naples, the city was completely buried by volcanic ash when Mount Vesuvius erupted unexpectedly one day in 79 A.D. Now extensively excavated, Pompeii offers the visitor a rare sight of an ancient city left substantially intact.

A pensive person and a careful observer, Kantor quickly noticed human details like ruts worn in the streets by passing carts centuries ago. Such details gave him the uncanny feeling that the citizenry had been there but a short time ago. As he threaded his way thru the ruins this sensation of immediacy worked upon him more and more until a modern parallel struck him. He reports that he couldn't help thinking of how suddenly an atomic holocaust in our contemporary world could stifle all life in a city, leaving it for future ages to ponder why man would possibly wreak such havoc upon man.



ALVIN R. KANTOR

... the coach selected him

But Kantor doesn't collect records. He remarks dryly that he sees little point in limiting himself when there is such a profusion of FM stations in Chicago playing fine music. Seldom does he watch television. He is not disdainful. He just shrugs—he feels that his time is better used doing something besides watching television.

Kantor is as sedentary as he is sedate. The closest he ever gets to exercise is work done in his flower garden in Glencoe.

Kantor's sedate, thoughtful nature quickly comes to light in his daily pleasures. Simply sitting quietly at home during the evening, reading and listening to FM music, he finds rewarding. In literature he prefers non-fiction and specializes in the American Civil War. Altho far from a hi-fi bug, he purposely built his own set in order to be able to fully appreciate the potential of frequency modulation.

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(Continued on page 84)

Record 18 Slated AS NVA Exhibitors

CHICAGO — Eighteen exhibitors had signed for the National Vendors Association convention to be held in Miami Beach, May 1-4, at press time. Of the total, 16 are manufacturers.

VEND QUOTED IN RUSS LITERATURE

CHICAGO — The first issues of Vend, The Billboard's sister publication, began slipping under the heavy Iron Curtain in 1956, when the Ministerstva Torgovli (Ministry of Commerce) in Moscow ordered several subscriptions.

Last January, the subscriptions were not only renewed again, but several more were ordered, all for the same address in Moscow.

Word of Vend has apparently spread fast.

Last week an enterprising student in Berlin, writing a dissertation for his Doctorate on vending machine operating, wrote to Vend's editor asking for a copy of the magazine. Not only has he heard of Vend in standard Western business literature, he writes, but just recently finds it quoted quite frequently by the Soviets in their trade magazines.

Several more manufacturers are expected to have booths at the convention, said Jane Mason, convention secretary.

All except one manufacturer exhibiting at last year's convention will be present this year, while four new exhibitors will be at Miami Beach, said Mason.

Each manufacturer will have a separate room at the Deauville Hotel, and all rooms will be located on one floor. Exhibitors will also have hospitality rooms in which to entertain when the exhibits close at 7:30 p.m.

Those exhibiting are as follows: Albert Fischer Company; Atlas Manufacturing Company; Calex Manufacturing, Inc.; Cramer Gum Company; Green Duck Company; Joseph Lipshutz & Company; Karl Guggenheim, Inc.; Leaf Brand, Inc.; Oak Manufacturing Company; Paul A. Price Company, Inc.; Plastic Processes, Inc.; Ringmaster Charms; Popcorn, Inc.; Samuel Eppy & Company, Inc.; The Billboard Publishing Company; The Penny King Company; Vend-Rite Manufacturing Company and Victor Vending Corporation.

New exhibitors are Popcorn, Inc., which manufactures a popcorn vender; Calex Manufacturing, Inc., makers of post card venders; Joseph Lipshutz & Company, an insurance firm, and Vend-Rite Manufacturing Company, makers of a compact floor-model coffee vender.

Winner Ball Use Will Key NVA Convention Open Talks

CHICAGO—The problem that use of the winner ball poses to the bulk vending industry will be a dominant issue of this year's open discussion at the National Vendors Association annual convention.

A number of key spokesmen for the bulk vending industry are sharply divided on whether the winner ball is threatening the industry with legal action by the federal government.

A winner ball is typically a striped ball of gum entitling a person to a prize from the location owner.

Both groups agree that use of winner balls in penny machines entitling a person to prizes in excess of 5 cents retail value is the most dangerous practice that a bulk operator can pursue. Under federal ruling of the Internal Revenue Service, such machines are subject to the \$250 federal gambling tax.

Both groups agree that any outcropping of such practices poses a serious threat to the industry. Clamping on the \$250 tax in a single locality could cause a wave of legal action thruout the U. S. hurtful to bulk vending. State and municipal legislation can often be contained, but federal action is more serious in nature.

This is the only point of agreement between the two factions. Each gives widely disparate estimates of the percentage of machines on location vending winner

balls. Representatives from both groups traveling thru the same sections of the country give different reports on the use of winner balls.

The group that considers the winner ball a threat claims that widespread use of them began two years ago. The other group counters that production figures of winner balls indicates that there has hardly been an increase over a period of three years.

This latter group further insists that traditional winner ball operation

(Continued on page 97)

Eppy Launches 4-Pt. Expansion Program

New Bulk Machine, Foil Wrappings, Ball Candy Line Are Major Planks

JAMAICA, N. Y. — Samuel Eppy & Company, local charm manufacturer, this week announced a four-point expansion program. The Long Island firm will soon begin full-scale production of its own bulk vending machine, will introduce a hard candy line for bulk units, will bow foil-wrapped candy for gum machines and will set up a franchised operator program.

President Sam Eppy disclosed that his firm has already begun production of a trial run of 100 bulk machines. These units will be field tested in late April and May, with the first production run of 5,000 to get under way in late May.

Eppy said that he is making all parts of the unit, including globe, coin mechanism and cabinet. The price will be announced next month when the unit goes into full production.

The coin mechanism can be set for a penny or a nickel and can also be converted for foreign coins.

Eppy calls the new machine "Charmy," and stickers on the globe proclaim the name. The globe itself is unbreakable, clear lucite and is cylindrical and tapered in shape. Beveled flutings inside the globe pick up light to give the globe a sparkling appearance.

Built-in Ramp

Money doesn't spill from the all-metal base, which contains a built-in ramp which allows the collector to scoop out the coins. The cover locks on the face of the globe.

According to Eppy, the globe won't discolor and will withstand the elements. He said that scuff marks may be removed by wax. Replacement cost, he added, is less than \$1.

Eppy said that the machine is waterproof and that the cash box can not be reached from the globe. No tools are required to break the machine down he added.

Cabinet Colors

Cabinets are painted in baked enamel with a hammertone finish in various color combinations. Front plate is aluminum.

According to Eppy, about \$25,000 has been invested in tools, dies and development of the machine. Sales will be made directly to operators, but Eppy added that distributors will be given volume discounts.

The second phase of Eppy's vending program is the foil wrapping of ball gum and candy in both 210 and 100 counts. Eppy has had four wrapping machines designed and built at a cost of

\$65,000. Foil comes in assorted colors and is design printed.

Sanitation Feature

Eppy feels that board of health objections to bulk ball gum can be overcome if the individual gums are foil wrapped. He also feels that color fading can be prevented.

The candy line will begin with a half-ounce candy ball (100-count) and 210 count. Candies come in four colors and flavors and are sugar in the center and thruout.

Aim of Eppy is introducing the candy line is to reach the adult market. Eppy feels that adults who are not prone to drop a penny into

(Continued on page 82)

Corsair Pares Price, Interest

WESTBURY, N. Y.—The Corsair 30-column cigarette machine has been reduced in price from \$345 to a cash price of \$287 on individual sales, with quantity discounts available on larger orders. Dan Carr, general sales manager of the Continental Vending Machine Company, announced last week. The new prices are currently in effect.

All prices include the \$22.50 prepaid advertising allowance. Cash prices are \$287 on single units, \$277 on orders of 10 or more, \$272 on orders of 35 or more, and \$267 on orders of 65 or more. Net prices (on financed machines) run \$10 higher.

Carr also announced that interest rates have been cut in half, with financing now available at 6 per cent simple interest.

5 Mfrs. Sponsor Miami Breakfast

CHICAGO—A unique feature of this year's eighth annual National Vendors Association convention is a manufacturer-sponsored breakfast.

The line-up of manufacturers is Green Duck Company, Oak Manufacturing Company, Inc.; Penny King Company, Ringmaster Charms, and Victor Vending Corporation.

The breakfast will begin at 9 a.m., and will be held in the Deauville Hotel, where the convention takes place.

The NVA convention runs from May 1-4.

BULK BANTER

Send Bulk Banter items to the Bulk Banter editor, The Billboard, 188 West Randolph Street, Chicago.

By FRANK SHIRAS

An informal group of Chicago operators was to meet last Thursday (17) for discussion of problems of competition. Altho the group has a central nucleus, there is no formal roster of members, no dues are levied, and no name is given the group. In this instance, the complete informality pays off. A sudden slump in business, a rash of location bumping, or a new product often causes one operator to call another on the phone and suggest a meeting.

Post cards are then simply dropped in the mail, designating the time and place. It was reported to The Billboard that at these meetings operators freely give information to one another, because they have found in the past that each learns more than he tells. Further, in trusting one another as fair competitors, over a period of time the Chicago operators have learned that information they give is not used against them in the form of location bumping. The Thursday meeting was to be the

(Continued on page 96)

Leaf Sets NVA Party Plans

CHICAGO—The Leaf Brands, Inc., party will fall Saturday night (May 3) at the National Vendors' Association convention in Miami Beach, said Jane Mason, convention secretary.

A buffet dinner will lead off the fete, to be followed by a piano player and entertainment, including a comedian and novelty act. Afterwards, an orchestra will provide music for dancing, and the guest's choice of drink will be served at the bar.

Leaf Brands has worked closely with NVA since its inception in 1951. The annual convention dances are designed to entertain Leaf customers and at the same time promote the convention.

The party will be staged in the Grand Ballroom of the Deauville Hotel, and begins at 7:30 p.m. It is by invitation only.

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RABBITS FEET LARGE SIZE \$6.50 Gr. SMALL SIZE \$6.00 Gr.
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 Two machines in one—weighs, tells fortunes

State Cigarette Taxes For February, 1958

State and rate per package	Gross amount of taxes (a)	Packages taxed during February		Packages taxed January thru February	
		1958 (add 000)	Per cent change from 1957	1958 (add 000)	Per cent change from 1957
Alabama.....(4)	\$ 728,654	18,216	- 5.5	41,401	- 1.5
Arizona.....(2)	211,491	10,575	+ 12.2	22,024	+ 6.6
Arkansas.....(6)	595,509	10,060	+ 7.2	20,890	- 0.9
Connecticut.....(3)	732,160	24,405	+ 10.1	50,490	+ 3.8
Delaware.....(3)	151,797	5,060	+ 36.5	8,699	+ 10.5
District of Columbia.....(2)	172,770	8,638	+ 12.0	18,667	+ 13.3
Florida.....(5)	2,317,270(b)	46,345	- 0.7	96,247	+ 4.5
Georgia.....(5)	1,156,696	23,134	- 12.5	52,144	- 4.7
Idaho.....(4)	152,259	3,806	- 18.0	9,108	+ 2.3
Illinois.....(3)	2,696,703	89,890	+ 1.7	184,235	- 0.4
Indiana.....(3)	1,199,886	39,996	- 1.2	86,321	+ 4.6
Iowa.....(3)	570,687	19,025	+ 3.2	42,487	+ 5.5
Kansas.....(4)	645,247	16,131	+ 11.7	33,765	+ 3.0
Kentucky.....(3)	717,404	23,913	+ 22.1	53,623	+ 9.3
Louisiana.....(8)	1,839,357	22,992	+ 3.9	48,845	+ 3.0
Maine.....(5)	444,170	8,843	+ 8.4	17,931	- 1.7
Massachusetts.....(5)	2,291,016	45,820	+ 3.6	93,857	+ 3.3
Michigan.....(5)	3,687,337	73,747	+ 0.9	149,446	+ 0.9
Minnesota.....(4)	982,054	24,551	+ 10.3	53,739	+ 5.4
Mississippi.....(5)	557,341	11,147	- 1.0	25,635	+ 5.0
Missouri.....(2)	757,158	37,889	+ 14.4	76,823	+ 6.3
Montana.....(8)	430,454	5,381	- 12.2	11,391	- 2.4
Nebraska.....(4)	423,520	10,588	+ 6.1	21,854	+ 6.4
Nevada.....(3)	91,842	3,061	+ 17.5	6,672	+ 6.7
New Hampshire.....(3)(c)	228,612	6,891	0.0	13,914	+ 5.5
New Jersey.....(5)	2,493,570	49,371	+ 0.1	107,284	- 0.1
New Mexico.....(5)	336,627(b)	6,787	+ 16.9	13,815	+ 21.6
New York.....(3)	4,971,738	165,725	+ 8.7	339,452	+ 3.3
North Dakota.....(6)	252,612	4,210	+ 7.0	8,539	+ 5.3
Ohio.....(3)	2,502,247	83,408	- 0.2	177,569	+ 1.8
Oklahoma.....(5)	817,694	16,354	- 3.5	36,809	+ 3.3
Pennsylvania.....(5)	4,445,876	88,918	+ 5.0	187,823	+ 2.8
Rhode Island.....(3)	281,325	9,378	- 0.4	18,409	- 0.9
South Carolina.....(3)	429,720	14,324	+ 1.3	30,447	- 2.1
South Dakota.....(3)(4)	184,210	5,668	+ 28.6	11,350	+ 24.9
Tennessee.....(5)	1,065,920	21,318	+ 0.7	46,332	- 1.9
Texas.....(5)	3,521,215	70,424	+ 0.7	158,311	+ 5.3
Utah.....(4)	170,364	4,259	+ 12.3	8,890	+ 7.1
Vermont.....(5)	168,975	3,380	- 10.6	7,338	0.0
Washington.....(5)(c)	1,077,258	21,533	+ 0.2	46,277	+ 3.3
West Virginia.....(5)	782,484	15,650	+ 6.1	36,521	+ 7.5
Wisconsin.....(5)	1,366,220	27,324	- 1.0	59,384	- 4.1
Wyoming.....(3)	87,375(b)	2,912	+ 20.7	6,159	+ 5.9
TOTALS	\$48,737,097	1,201,585	+ 3.6	2,540,917	+ 2.8

No. of States showing increase in volume from: Feb., 1957...30 Jan. thru Feb., 1957...31
 No. of States showing decrease in volume from: Feb., 1957...12 Jan. thru Feb., 1957...11
 No. of States showing no change in vol. from: Feb., 1957...1 Jan. thru Feb., 1957...1
 Total taxing States including District of Columbia...43

Footproof—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 mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

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Note: Above data compiled from reports received from State tobacco tax administrators.
 (a) Represents the face value of the cigarette stamps and meter impressions sold within the month, and in the case of Massachusetts and Michigan, the gross amount of taxes assessed under their respective reporting systems. Exceptions are Louisiana, Maine, South Carolina, Utah and Kentucky, in which States the dollar figures shown relate to net collections from cigarette taxes adjusted to a gross value basis; the package figures for these States are derived from the gross value figures thus obtained. The figures here shown for Massachusetts and Michigan reflect the operations for the month of January.
 (b) A part of the State-imposed cigarette tax here shown is returned directly to the political subdivision of the State. This figure includes both the State and local shares of the gross value of stamps sold within the month.
 (c) A rate per package somewhat higher than the rate here shown is imposed on certain premium price cigarettes.

Eppy Launches
 • Continued from page 81
 a bulk machine for a piece of gum might buy a penny piece of candy. In addition, Eppy feels that a

bulk candy machine could get into locations that might prove difficult for a bulk gum unit—theaters, for instance, where gum is frowned upon for obvious reasons, and industrial locations.

The final phase of the Eppy expansion program is the franchised operator arrangement, which is still in the blueprint stage. Roughly, Eppy plans to sign locations to contracts and turn the locations over to franchised operators. The operator would agree to buy all machines and supplies from Eppy, while Eppy would sell to no other operators in his area. Eppy would also assist the operator in expanding his operation and would provide him with promotional material.

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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.

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Cashew Whole	.64
Cashew Butts	.42
Peanuts, Jumbo	.33
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.50
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.50
Hershey's	.47
Rain-Bo Gum, 60 ct.	.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Blo Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
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Minimum Order, 25 Boxes Assorted.	

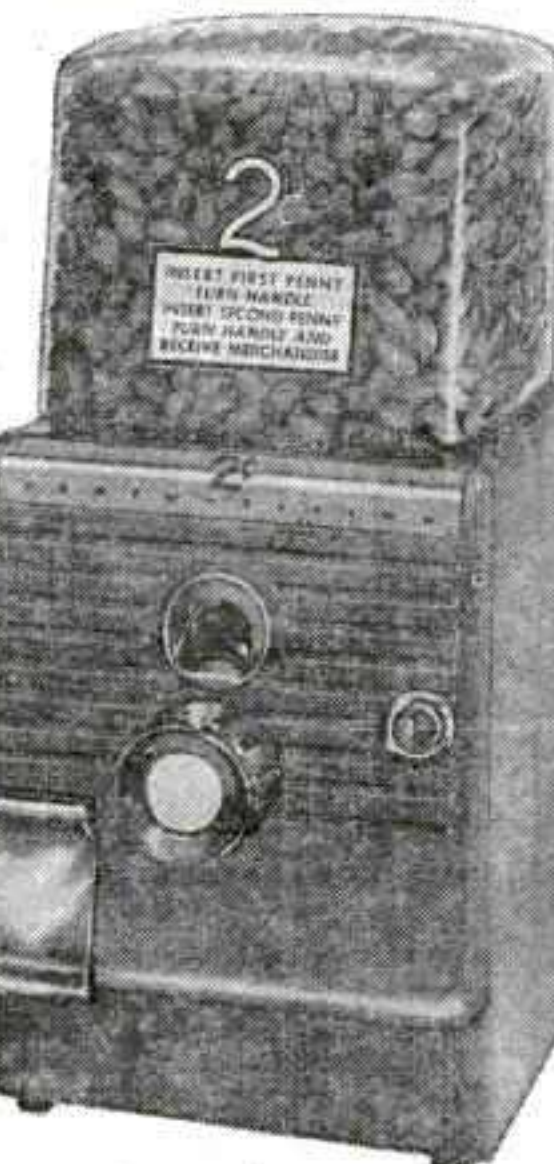
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News in Brief

Pepsi Reports Highest Earnings in 1957...

Highest earnings and case sales in history reported by Pepsi-Cola Company for 1957. Net income for the year reported at \$9,559,675 a 7.6 per cent increase over net income of 1956. This equaled \$1.61 per share compared to \$1.50 per share previous year. New record also set by domestic bottlers, who invested 25 per cent more in plant expansion in '57 than in previous year. Erection of 15 new plants and installation of 26 new bottling lines increased annual production capacity by 29 million cases, according to report. Number of domestic plants selling more than one million cases of Pepsi annually jumped by three to 58, last year.

Announce Tentative Ice Cream Standards...

Federal Register of March 26, 1958, carried tentative standards for ice cream and related products subscribed to by government. Objections to standards must be filed within 90 days for consideration by Food and Drug Administration in preparing final code. Thereafter final standards will be published and effective date set. Brief of tentative federal standards for ice cream is: 10 per cent butterfat; 20 per cent total milk solids; 4.5 per cent pounds per gallon; 1.6 pounds total food solids; 8 per cent butterfat and 18 per cent TMS minimum for bulky flavors.

Court Issues Injunction Against Canada Dry...

Canada Dry Bottling Corporation, Hartford, Conn., received court injunction restraining company from marketing a citrus soda in bottle closely resembling product of rival firm. Cott Beverage Corporation, Hartford, brought suit alleging Canada Dry marketed mixed lemon and grapefruit drink last year which is exact copy of Cott's "Half and Half." Complaint said name of drink as well as bottle design is identical with Cott's. Court issued order against Hartford Canada Dry firm only, with statement that parent firm did not supply bottle and other Canada Dry bottling firms had not made sales of citrus drink. According to injunction, Canada Dry firm in Hartford may still market drink but must use different type bottle.

Pasco Announces New Products Division...

Pasco Packing Company, Dade City, Fla., one of world's largest citrus processing plants, announced formation of special products division. Export sales, bulk sales, by-product sales, juice dispenser programs, advertising, sales promotion, publicity and public relations will be handled by division. Max J. Hanke will head division, continuing as manager of sales promotion and public relations. Hanke has Master's degree in business administration from Syracuse University.

Miscellaneous News From Around the Country...

Lily-Tulip Cup Corporation has scheduled May 6 as opening date of new plant in Riverside, Calif., said Walter J. Bergman, president. Lovitt Enterprises has 21 more of its malted milk machines now on location in New York area, report two New York and New Jersey distributors. Soft-drink can shipments went up 79.8 per cent over February of last year, according

Lorillard Shows Record Earnings

NEW YORK—The P. Lorillard Company last week reported that its sales for the quarter ended March 31 were the highest of any quarter in its history and 116 per cent more than the figure for the comparable quarter last year.

Sales for the three months were \$104,094,971, with net earnings of \$5,597,012, up 369 per cent for earnings of the 1957 quarter. Earnings were equal to \$1.90 a common share.

Cigarette Manufacture

Cigarettes manufactured in February totaled 33,732,129,341, according to Treasury Department. Figure represents a drop of 2.37 from the same month in 1957.

to Can Manufacturing Institute. Metal can industry consumed 305,322 tons of steel in February, according to CMI, representing increase of 24,875 tons over same month of last year.



VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR \$13.25 ea. \$12.75 EACH 100 or more Packed and sold 4 per case.

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Direct LOW Factory Prices

- Bubble Ball Gum, 140-170 & 210 ct. 27c lb.
- Chicle Ball Gum, 130 ct. 35c lb.
- Clor-o-Vend Ball Gum 40c lb.
- Clor-o-Vend Chicks, 320 ct. 40c lb.
- Chicle Chicks, 320 & 520 ct. 36c lb.
- Bubble Chicks, 320 & 520 ct. 27c lb.
- Tab (short stick), 100 ct. 38c box
- 5-Stick Gum, 100 packs \$1.90

F.O.B. Factory 150 Lb. Lots

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The latest craze that's sweeping the country!

Wear 'em on your neck, wear 'em on your waist, wear 'em on your watch chain! Make assorted colorful bracelets, necklaces, belts, watch chains. A million uses and once you buy 'em you'll be back again, again and again! Fabulous repeat sales for you because it takes several purchases to make that real lo-n-g chain! Low prices, too. Order today.

Drum lots of approx. 100 M \$3.00 per M or 5M more \$3.25 per M Less than 5M \$3.50 per M

Send 35c for Sample Kit of Charms.

World's Largest Selection of Miniature Charms
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WE WILL PAY MORE THAN YOU THINK.

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The Quiet, But Active Man

• Continued from page 81

a suburb north of Chicago. His disinclination for violent physical exercise dates fairly close to a track meet back in 1936, when he was a student at Austin High School in Chicago. A junior then, he had been building up his wind for three years on the mile run. The coach finally selected him to run and put him in the outside lane in the line-up of runners staggered on the circular track.

Kantor, a little exuberant, pic-

tured himself cutting into the inside lane and holding the lead all four times around. But instead of cutting in front of the others, he ended up behind. Instead of holding the lead, he never overtook a single runner. But he gamely finished last in the race. He also finished off any further sports.

Born in 1921, Alvin Robert Kantor entered the University of Wisconsin after he was graduated from Austin High. He studied in the School of Liberal Arts, majoring in economics. He then went on to Wharton Business School in Pennsylvania and took his Master's Degree. War came shortly after, and Kantor spent the duration jumping from island to island in the Pacific behind B-25's as a staff sergeant in Air Force Intelligence. His itinerary earned him 11 battle stars. It was his job to interrogate crews returning from bombing missions on every detail they could remember. Information from similar interrogators—at the squadron level—was worked up by Central Intelligence into a master map and passed back down for instruction of bombing crews.

After the war, Kantor got into bulk vending via coin-operated radios. In the postwar shortage he was able to locate enough coin-operated radios in motels and hotels to warrant seven servicemen. The market fell out when American mass-production regeared from the war and began turning out a flood of consumer goods. Kantor heard of a bulk vending route of 1,400 machines for sale in Chicago, carefully went over the owner's books with an accountant and immediately bought the route. Since that time 10 years ago, Kantor has more than quadrupled the number of machines, he says. The operation is broken down into two firms, Confection Specialties, Inc., and First National Vending Service.

Confection Specialties is a route serviced by four employees, and it extends into Southern Illinois, into Michigan and Iowa. In expanding this route, Kantor generally gets a chain of widely separated supermarkets, and his routemen fill in between stops with stores along main highways. First National was set up four years ago, and is a national mail-order business. Stores around the country simply send in orders for merchandise, which Kantor sells at a markup. When a store fails to re-order

for an extended period of time, Kantor begins sending out post cards as reminders. Failing response, he has the machines returned.

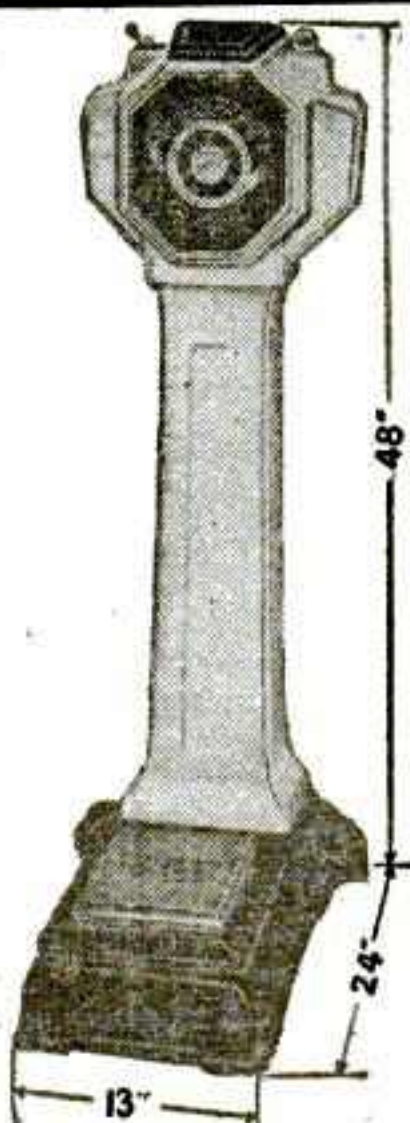
Altho a quiet person, Kantor has been active in organizations throughout most of his life. As a Boy Scout he attained the top Eagle rating, and was elected by his troop to attend the first National Boy Scout Jamboree, held in Washington in 1937. At the University of Wisconsin, he was president of his Phi Sigma Delta fraternity. He continued as president of the fraternity while taking his Master's in Pennsylvania. In tribute to his tact and ability to conciliate, he was elected the first president of National Vendors' Association (formerly National Association of Gum Vendors).

Altho he had been a member of the 1,300-strong suburban B'nai B'rith Lodge a mere three years, last year he was elected president. The work of this national service organization takes up a good deal of his time, and he spends two or three evenings a week presiding over meetings of a few of the 21 different committees. Administrative and co-ordinating work in the lodge take up the majority of his time spent in it, but when he can he personally finds time to work with a committee.

An example is trips he makes with other members to the Veteran's Hospital in Downey, Ill., for the mentally afflicted. Working

closely with the hospital staff, B'nai B'rith members provide a type of informal therapy for the patients that is generally unavailable to them. They casually participate with patients in singing, quiz games, or croquet, for example. Kantor is currently planning a dance.

Kantor married the former Marjorie Sereed in Chicago, January, 1947. They have two daughters, Jean, 10, and Nancy, 8.



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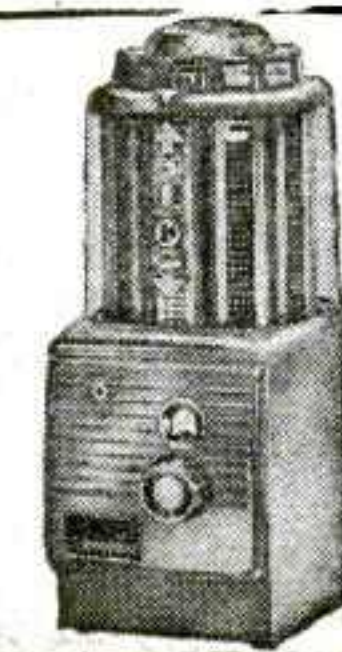
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Wurlitzer Consent Decree Is Entered

End U. S. Antitrust Suit by Agreeing To Judgment Similar to Seeburg, AMI

BUFFALO — A consent judgment terminating civil antitrust proceedings against the Wurlitzer Company was entered by the Justice Department last week (15) in the Federal District Court here.

The government's complaint, filed in February, 1957, charged Wurlitzer with violating section 10 of the Sherman Act by having engaged in "an unlawful combination and conspiracy with its dis-

tributors to allocate territories and customers for the sale and distribution of coin-operated phonographs."

The complaint alleged that each of the distributors had agreed with Wurlitzer to refuse to sell new or used Wurlitzer products to "operators" or any other person outside a restricted sales territory allotted to the distributor.

Restrictions

The final judgment entered by the Justice Department prohibits Wurlitzer from "restricting or limiting the persons to whom its machines can be sold." It also prohibits any "restriction or limitation by Wurlitzer on the territories within which any of its distributors or operators may sell coin-operated machines manufactured by Wurlitzer."

The judgment prohibits Wurlitzer from canceling any distributorship because of the refusal of the distributor to "limit or restrict his sales or the territories within which he chooses to sell Wurlitzer products."

A complete statement released by company officials the same day the judgment was ordered, stated that:

"The civil antitrust action by the government against the Wurlitzer Company, which has been pending for some months in the United States District Court for the Western District of New York, was ended April 15 by the entry of a [\(Continued on page 95\)](#)

20 to Testify In Copyright Case for Ops

CHICAGO—The case for the juke box operator, to be argued in the three-day hearings this week on the Senate bill to remove the juke box exemption from performance fees, will be presented by 20 witnesses. Hearings begin Wednesday (23).

Music Operators of America and the Automatic Phonograph Manufacturers' Association, their counsels, and witnesses, are meeting Monday (21) and Tuesday (22) • [Continued from page 85](#)

New LA Group Meets May 29

LOS ANGELES — The first annual "social" to be staged by the Los Angeles Music & Games Operators Association will be held May 29 at Victoria Hall (2570 West Pico) to acquaint non-member operators and suppliers with the aims and functions of the group.

The event was discussed along with plans for adopting a Code of Ethics and the drafting of bylaws at the regular semi-monthly meeting held Tuesday night (15) in a hall at 5560 Santa Monica Blvd., here.

Meeting was conducted by Phil Shatz, president. All officers, including Herb Press, vice-president; Frank Lopez, secretary, and Kenneth Albrecht, treasurer, attended.

The program for the social includes the appearance of a number of recording stars, who will be contacted by William Leuenhagen, and Norty Beckman, operators of one-stop record centers. Dancing will start at 8 p.m. with a buffet supper served about 9:30. All operators will be invited to attend as guests with mailings to be made [\(Continued on page 88\)](#)

JUKE EXPORTS NOW LISTED AS 'NEW' OR 'USED'

WASHINGTON — Beginning in this issue, The Billboard's monthly listings of juke box exports, as reported by the U. S. Department of Commerce will be broken down into "new" and "used" machine categories.

All of the 1958 months' export listings will be made in this manner, starting with the reports on January shipments in this issue (see Amusement Machines section for story and chart).

COLLECTIONS: DENVER & LOS ANGELES

Slump Cripples Mountain City, But Coast Optimistic

By SAM ABBOTT

LOS ANGELES — Southern California juke box operators are out of step with the recession parade, fortunately. They are buying more new records and phonographs and eagerly anticipating a big summer business.

Altho collections are down in some spots, a check of operators in this area showed record buying up, and operators hoping for good weather to fill the tourist spots and increase grosses in those areas.

"Last week I had the biggest gross since I entered the business," said Walt Hemple, who has operated First National Music in San Fernando, a suburb, for more than a decade. Hemple recently added quite a few juke boxes to his route.

"It's not panic and I look for a very big summer," added Jack Gutshall, who operates under his own name in Corona, Orange County. "I really think we're going to have a good season, but it is down now. We've had bad weather all over the country and it has hit the resorts."

More Records

"We are buying new records because it is necessary to keep [\(Continued on page 86\)](#)

BB SURVEY SCANS WEST

This is the third in a series of reports on collections from major cities thruout the country. Previous reports have dealt with the effects of the current national business recession in New York, Memphis and Miami.

This week The Billboard surveyed operators in the Denver and Los Angeles areas. Altho the recession was felt in both spots, Los Angeles operators were optimistic, most feeling they were on the verge of recovery from about a 10 to 15 per cent slump. In Denver, however, it's an entirely different story. Collections slumped as much as 60 per cent in some spots, and operator reaction is definitely glum.

This survey goes into detail on the level of collections in each area, why they are where they are—and, most important—what the operators are doing about it.

By BOB LATIMER

DENVER—Not only the current recession, but a combination of local factors have combined to produce an all-time low in both phonograph collections and machine sales, report Denver distributors and operators.

Hardest hit have been the distributors, such as Pete Geritz of Mountain Distributors, AMI outlet for the Denver area, and Leo Negri and Mike Savio at Draco Sales Company, Wurlitzer distributors. New phonograph sales are down a full 90 per cent for the first three months of 1958 as compared to 1957, according to Geritz.

"Low operator collections are one of the reasons," the AMI distributor said. "Another has been the sudden growth of demands for high payments for locations by location owners. The operator who must pay \$500 or more to obtain what he feels is a worthwhile spot is a lot more likely to move a machine already in his string than to buy a new one for it. Then, of course, the sharp drop in phonograph play as well as amusement machine play thruout the city has caused a lot of operators to change their minds about buying equipment which would normally be going on their routes this time of year. However, we are selling plenty of records, service and parts, which indicates to me that the average operator is putting more into an [\(Continued on page 88\)](#)

McClellan Aims Bill At Union Rackets

Justice Dept. Asks Speed-Up on Laws To Tighten Clamps on Slots Gambling

WASHINGTON—Sen. John L. McClellan (D., Ark.), chairman of the Senate Racket Committee, has introduced a bill (S.3618) designed to curb abuses by "arrogant and dishonest union officials."

He based the legislation on findings of the racket investigating committee he heads, but acted as an individual Senator in introducing the bill. The measure would give the Labor Secretary broad new powers to police and clean up union affairs, and would punish crimes such as bribery, extortion, collusion or falsification of union records.

The bill was referred to the Senate Labor and Welfare Committee for study and comment. Hearings will most likely held on the measure before the end of the session.

The racket probers give June or July as target dates for continuation of their investigation of racketeering in the juke box and amusement machine industry.

Justice Entry

In other action in the capital, the U. S. Department of Justice last week (15) called on Congress to speed up passage of legislation "designed to assist the drive on organized crime" and tighten the Johnson (Slot Machine) Act.

In a letter sent to Sen. Warren Magnuson (D., Wash.) and Rep. Oren Harris (D., Ark.) chairmen of the Senate and House Commerce Committees respectively, Deputy Attorney General Law [\(Continued on page 91\)](#)

AMI Names New Toronto Distributor

GRAND RAPIDS, Mich.—Toronto Trading Post, Ltd., was named AMI distributor in the Toronto area.

"We're happy to welcome Toronto Trading Post as a member of the world-wide family of AMI distributors," said Ed Ratajack, director of sales, in announcing the appointment last week (17). The distributorship, headed by Albert Clavir, has offices and service facilities at 736 Yonge Street in Toronto.

UMO Opens Campaign On Detroit Problems

DETROIT — A five-point program to combat major problems of Motor City operators was proposed at the April meeting of the United Music Operators of Michigan.

The program, outlined in a review of the minutes of the meeting, released to The Billboard last week (16), covers these subjects:

1. Bringing about a more equitable personal property valuation, especially as it applies to depreciation.
 2. The question of a change in the local licensing ordinance.
 3. The direct solicitation of locations by distributors.
 4. "Exposing" distributors who encourage new operators to start in business without finances and uniting forces to stop this unethical practice.
 5. Continuing to uphold the good reputation of music operator.
- Roy Small, UMO conciliator and public relations counsel, sug-

gested that definite steps be taken now to eliminate "exorbitant taxation" of the personal property of music operators for next year.

Small reported on his meeting with Lt. Schwartz of the Detroit License Bureau. The board of assessors, thru the license bureau, are trying to obtain complete location lists of each operator and a proposal has been made to change the licensing ordinance. The ordi- [\(Continued on page 97\)](#)

AMI Moves Chi Office

CHICAGO — AMI, Inc., last week announced the moving of its Chicago office from 134 North La Salle Street to 140 South Dearborn Street.

The new quarters will be opened May 1.

N. Y. State Guild Maps Plan for Annual Banquet

KINGSTON, N. Y.—Members of the New York State Operators' Guild met at the Governor Clinton Hotel here Wednesday night (16) to discuss plans for the organization's sixth annual dinner-dance to be held at Grossinger's Liberty, N. Y., June 14.

The affair will be combined with a coin machine weekend at the Catskill Mountain resort, with juke box and game operators being offered a special rate for Friday, Saturday and Sunday, June 13-15.

Present at the meeting were Tom Greco, Max Cohen, Murray Cohen, Les Smith, Russ Carpenter, Jack Wilson, Mrs. Gertrude Browne, Mac Douglass, Nick Nuccitelli, Lou [\(Continued on page 86\)](#)

Fort Pitt Ind. Changes Name to Seeburg Corp.

PITTSBURGH — Fort Pitt Industries, parent company of the Seeburg Corporation, will be known as The Seeburg Corporation, and its authorized common stock will be boosted from 1,250,000 shares of \$1 par value to 3,000,000 shares of \$1 par value.

The stockholders approved these changes at an annual meeting here Wednesday (16). Actually, the J. P. Seeburg Division in Chicago is Fort Pitt's only operation since it disposed of its brewing and overcoat divisions last year. The stockholders felt that the name change

would reflect more properly the operation of the company.

Seeburg is the world's largest manufacturer of coin-operated phonographs. It also manufactures missile components for the government and facsimile telefax and teleticket equipment for the Western Union Telegraph Company.

Elected as directors at the meeting were Robert A. Maes, executive vice-president and director of the Donner Foundation; Sidney Bear, president of the Lucky Furniture Company, and Louis Tose, president of Tose, Inc.

West Coast Juke Collections

• Continued from page 85

them on the phonographs," said Al Cohn, of Trico Music here. "We want to keep our gross as high as possible and this takes new records. Our purchase of new machines is to keep grosses from going any lower and also for the sake of expansion, which we planned some time ago."

"In January and February we spent about 16 per cent of our gross for phonograph records and then we jumped to 20 per cent," declared Jack Neel, of G. F. Cooper Music, Riverside.

E. F. McGlone, of Orange County Music, Santa Ana, said that he has been discussing a plan to change the few machines his company has on four for a quarter to three for a quarter. All of the route is on a dime. About going back to a nickel, he said emphatically, "No, no. I had one call last week from a location that wanted to go back to 5 cents, but I told him we could not do it. Once in a while somebody asks about nickel play."

Collections Down

Operators are not denying that business is down. Some report grosses off 15 per cent and others say "substantially."

There are two things bringing this about—bad weather and cur-

tailment by plants with the elimination of overtime and lay-offs. Even those whose pay checks are not affected have tightened their purse strings.

A representative of the California Tavern Association said that eating-and-drinking business was good prior to Christmas, then dropped and increased in early January. Since then it has gone down. The association estimates that 65 per cent of the people eat and drink at home.

More Jukes

Hemple, of First National Music, operates in an area in which there are aircraft plants. Feeling that grosses would decrease, he has fortified his position in the field by buying more machines. "It would be impossible to operate music or games alone in this area today. Together they do all right," the veteran operator explained. He has had no pressure for cutting his machines, all of which are on a dime, back to a nickel.

"Grosses are down," added Gutshall, who has been a music operator here and in Corona for 25 years. "It is the general conditions. Our good eating places are down along with the rest. People are not spending money; they're going without music. I don't think it is that we don't have the music they want, for I have an awful lot of 200's and we have them pretty well categorized and we have a little of everything."

Kid Stuff

"You can't curtail record buying. Mine is up because you've got to keep new tunes in there. One thing that's happening and I don't know what to do about it: We're having to buy too much kid stuff—and its life is short. Take a tune that's popular today. You have to put it on a machine because they demand it. This stuff skyrockets and is at the top for two weeks or a month. Boom! It's dead, and I mean dead. "I operate on a dime and in a nickel area I have about 60 per-

cent of my machines on 10 cents. I don't have any trouble with the locations. My 200's run three for a quarter and some of the 100's, four for a quarter. Grosses are down, let's face it. But it's not panic. I look for a very big summer."

Neel said that his juke box gross was down about 15 per cent, and he attributed to the closing of one large plant and the curtailment of employment in another. Another factor, he said, is that the area did not have any "orange picker crop," which employs a large number of people. When they don't work, neither do the orange packers, the truck drivers, the boxcar loaders and others.

EP Jackets

"We are trying to keep our routes up and in as good shape as possible," Neel added. "We are using EP album jackets on the machines and that has helped. The routemen tell me that whenever there is a good picture displayed, the players will go all around the dial."

"There is not enough loose money for the working man to be able to go into the bar and have six or seven beers. He may be able to have one or two but he hasn't the money to sit there and visit and play the juke box. There is no pressuring, however, for nickel play."

"In the last two weeks I changed over some nickel machines in the valley. I got together with the operator and told him that I wanted to get away from the nickel and asked him to go along with me. So we changed over to 10 cents, four for a quarter."

"In January and February our record buying amounted to 16 per cent and then jumped to 20 per cent. We've tried to hold it down."

In Santa Ana at Orange County Music, the gross is down "substantially," McGlone, a veteran operator who at one time was a

N. Y. State Guild

• Continued from page 85

Nuccitelli, Steve Nekos, Jim (Pie) Haley, Mike Mulqueen, Joe Reich, George Shapiro, Tom Gobel, Collins Troy, Harold Pincus, Mrs. Amelia McCarthy, Nick Kuprych, Joe Zilella and Dick Wenzel.

Guests

Guests were Bob Catlin, manager of the Albany, N. Y., branch of the Bilotta Distributing Company, and Irv Kempner, good-will ambassador for Runyon Sales.

A delegation from the Westchester Operators' Guild was on hand to discuss industry problems with the local group. The Westchester delegation included Carl Pavesi, Max Klein, Harold Rosenberg, Pete Rosano, Lou Tartaglia and Malcolm Wein.

Also at the meeting was Stretch Hanofee, public relations director of the New York State Coin Machine Association. Hanofee had been acting as legislative representative for the State group at the legislature in Albany. During the next few weeks, he will devote his time to recruiting new members for the organization.

phonograph distributor, is working to increase the take.

"Where spots are not even paying the overhead without depreciation and operating cost, we have to dump them," McGlone said. "We can no longer give people music for nothing. We have a few four-for-a-quarter spots and we are thinking of putting them on three for a quarter. I think people are just staying out of taverns."

The operators were asked if the locations were pressuring for more commissions. This demand seems to be no worse today than any time in the past. As one expressed it, "They always want all they can get."

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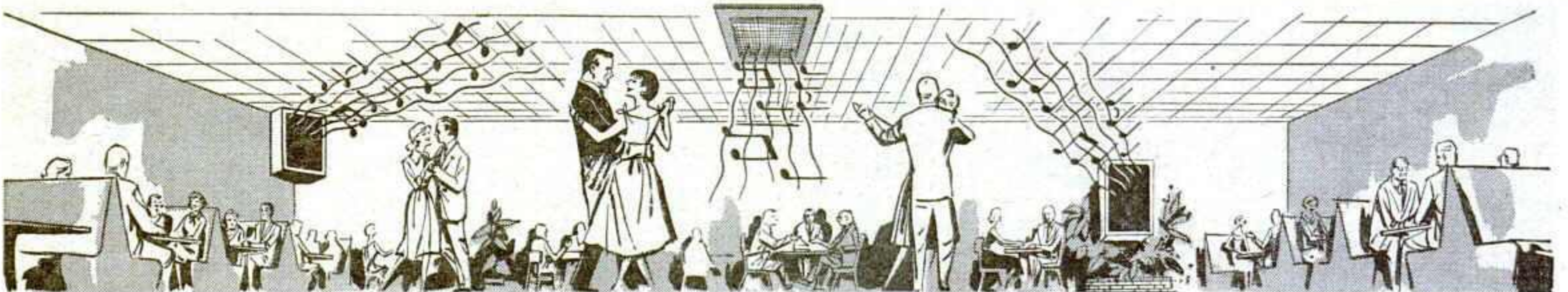
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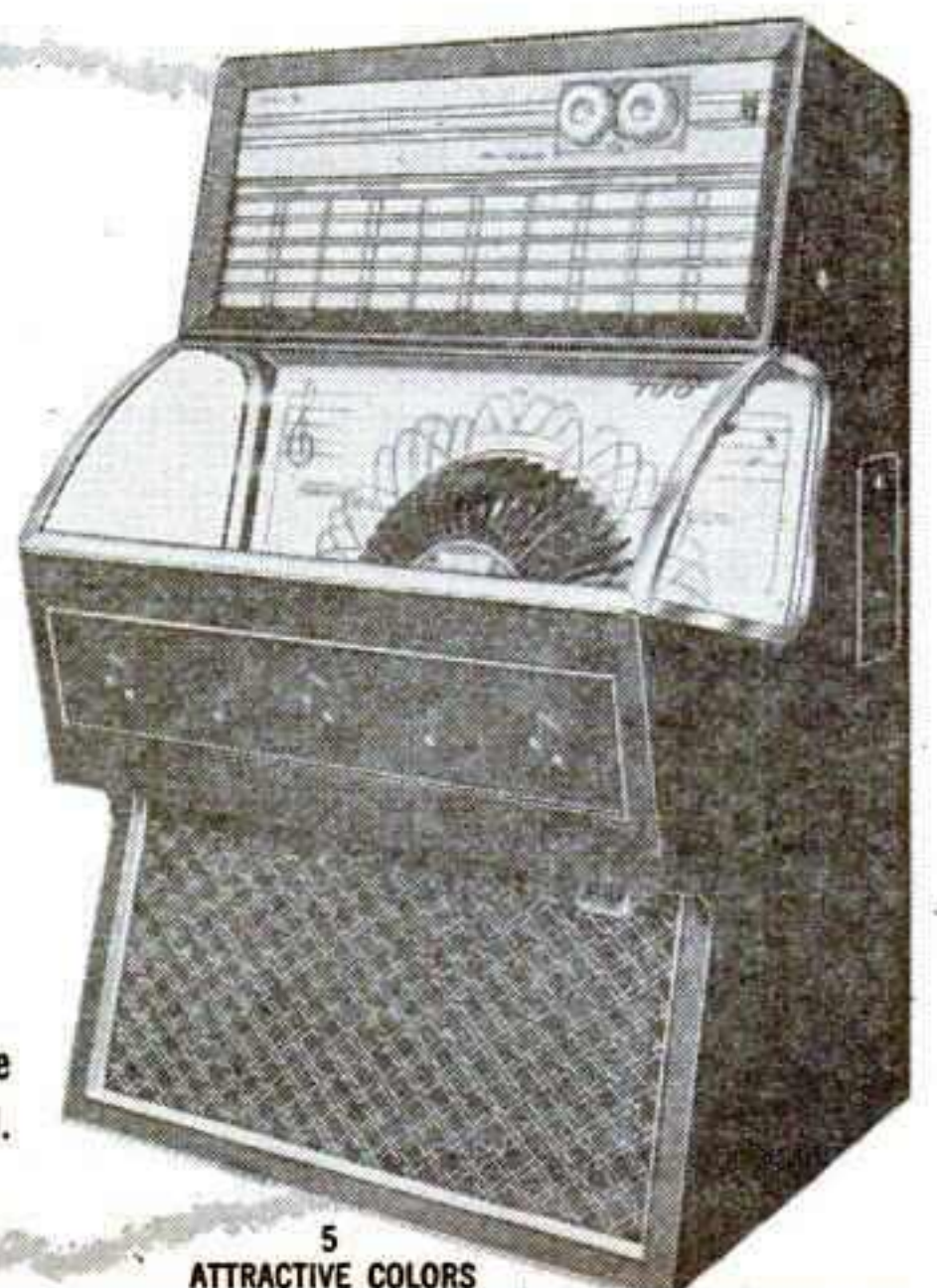
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Denver Juke Box Collections

• Continued from page 85

attempt to keep the phonograph attractive to his location customers."

Similar sentiments were echoed at Draco Sales, where juke box orders are still coming in, but the same conditions have been noted. Operators are hesitating to commit themselves to long-term payments in the face of a sharp drop-off in collections, it was noted.

Ops Down

Where the operator is concerned, volume is down in some spots as much as 60 per cent from 1957, and with little indication of getting better, such operators as John Knight, Midwest; Frank Huber, Century-Supreme Music Company, and Doyle Harrington, who operates in Salida, agree.

All three believe that the per capita investment in phonograph music in such locations as taverns and restaurants is about the same as it has been over the past several years. The drop in revenue is due to fewer people at any location, such as a total of 5 to 10 patrons per evening in a tavern which has facilities for 50, and which was usually jammed just a year ago.

Combined with the fact that people are spending less time in taverns and restaurants probably in the attempt to save money against what they feel may be a future de-

pression, has been the local weather conditions.

Thru much of February and all of March, Denver suffered a protracted cold spell, with zero temperatures day after day, which was enough to make plenty of would-be juke-box players elect to stay home.

Location Loans

"Helping to make the situation more discouraging is the fact that location owners are pressuring for better commissions and payment for the spot, even tho we may have been operating in it for many years," Frank Huber, of Century-Supreme, indicated. "It poses quite a problem when we find that the take-in a location has dropped sharply, but at the same time the location owner suddenly wants us to pay him a flat lump sum for the location to keep someone else from moving in. The only recourse, of course, has been to give up locations where the sort of returns indicated show that the box simply cannot be operated profitably."

Few operators are taking the current slump lying down, however. This is evidenced by the fact that even in premium spots, over 30 Denver operators have gone into four for 25-cent play, and where 50-cent chutes are involved, offering nine plays for a half dollar.

Iowa Ruling: Wired Music Must Also Pay 2% Tax

DES MOINES—Iowa Attorney General Norman Erbe has ruled the State 2 per cent sales tax must be paid on charges made for piping music to various business places.

Altho the sales tax is not supposed to be levied on services, the statute does include amusement receipts and receipts from the operation of musical devices.

The opinion pointed out the statute is clear and if the musical device were physically located in a place of business at a fixed fee per month, the charge would be subject to the sales tax. The opinion continued that the intervention of a telephone line does not change the situation.

This bargain appeal has helped to some extent, particularly where younger customers are concerned. Bill Storey, Park Hill operator, made a point of telephoning every location owner and asking him to instruct his waitresses and bartenders to inform their customers of the bargain rates available on the phonograph. This helped out in at least half of the locations involved.

More Records

Other steps which are being taken by operators to combat the slump include changing records more often to offer brand new hits, posting signs on phonographs inviting customers to request specific number to be placed on the juke box and making certain that the location owner and his employees have plenty of dimes available to make change.

One of these methods, however, will have any effect on bringing people into the location itself, all of the operators agree. "When a man is laid off at work or his expenses increase sharply, just about the first step he is going to take is to cut his entertainment cost," Storey said. "That means fewer people in the taverns, and, consequently, fewer nickels in the juke boxes."

Despite the dismal situation recounted above, it is noticeable that very few routes in the Denver area are being offered for sale. To date, members of the Colorado Music Merchants' Association have uniformly and doggedly refused to go back to nickel play, feeling that cutting profits still farther is no solution to the dilemma.

New L. A. Group

• Continued from page 85

about May 19 and again May 24. Music Merchants Association local representative, announced that a Code of Ethics, prepared by an attorney, would be turned over to the LAMGOA legal adviser, Herman Stern, for examination. Stern is to report to the body at the next meeting on April 29.

Leonard Rubin urged from the floor that the association immediately draft its bylaws. Elliott and Shatz will work on the preparation of these rules and submit them to Stern. They will be submitted to the body for approval and vote.

Vince Passaro, business representative of Local 2, Automatic Equipment and Coin Machine Operators Service and Repairmen's Union, spoke briefly at the request of President Shatz. Passaro emphasized that operators could have union benefits by becoming a member. Speaking of the union's function, he said, "Our job is to make a location a union service one." Union's function, he added, was wages and hours.

Right to vote was given Ken Albrecht, the treasurer. He joined as an associate member, representing Calstate Escrow Service. Originally associate members were not to be allowed a vote.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

April 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

April 28—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

April 29—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

April 29—Western Vending Machine Operators' Association (bulk merchandisers), monthly meeting, Unique Restaurant, Washington and Figueroa, Los Angeles, Calif. Dinner, 7 p.m.; meeting, 8 p.m.

May 1—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters, Sacramento.

May 1—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland.

May 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

May 5—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

May 6, 7, 8—Music Operators of America, Inc., Convention, Morrison Hotel, Chicago.

May 6—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

May 6—Washington Music Merchants' Association, monthly meeting, Seattle, Wash.

May 7—Music Operators' Association of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

May 7—Summit County Music Operators' Association, monthly meeting, Akron, O.

May 13—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

May 15—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati, O.

May 13—California Music Merchants' Association, Los Angeles division, monthly meeting, association headquarters, Los Angeles.

May 14—New York State Operators' Guild, monthly meeting, Nelson House, Poughkeepsie, N. Y.

May 14—Retail Amusement Association of Canton, O., monthly meeting office of Elum Music Company, Massillon, O.

May 15—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.

EP Record Debate Heats Minneapolis

MINNEAPOLIS — If there's one thing that two operators in this city won't agree upon, it's EP programming.

Some feel that EP's should be removed from juke boxes.

Some feel that EP's will eventually replace ordinary 45's.

The debate here goes on and on. There appears to be no one taking the middle road.

One operator, Norton Lieber-

man, Twin City Novelty Company, said that "sooner or later operators all over the country are going to realize that using EP's on either single or dual-price is a poor investment, that in general, transient locations are going to result in a huge loss of profits. Nothing can draw like top hits."

On the other hand, Cliff MacKenzie, Superior Music Company, who has converted all his dual-unit machines to straight 10-cent play, reports that 20 per cent of his machines are using EP's "and the number is growing." MacKenzie also expresses surprise at a growing demand for all-jazz EP programming. He is now operating six juke boxes with all-jazz EP programs.

M. O. A. CONVENTION

MAY 6-7-8

MORRISON HOTEL, CHICAGO

The Billboard's

M.O.A. CONVENTION ISSUE

WILL BE DATED MAY 5

Advertising Deadline—April 30!

Manufacturers, Distributors, Suppliers, be certain your firm is represented with a strong advertising sales pitch in The Billboard's M.O.A. issue. Reach all of the operators who cannot attend the Convention as well as those who do attend. More than 2,000 Billboards will be distributed from the Convention floor.

CONTACT YOUR NEAREST BILLBOARD REPRESENTATIVE FOR FULL INFORMATION.

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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

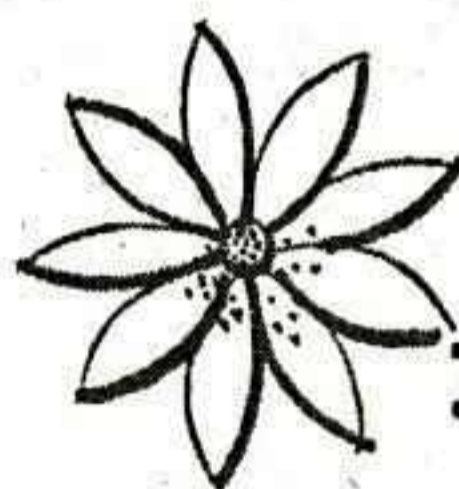
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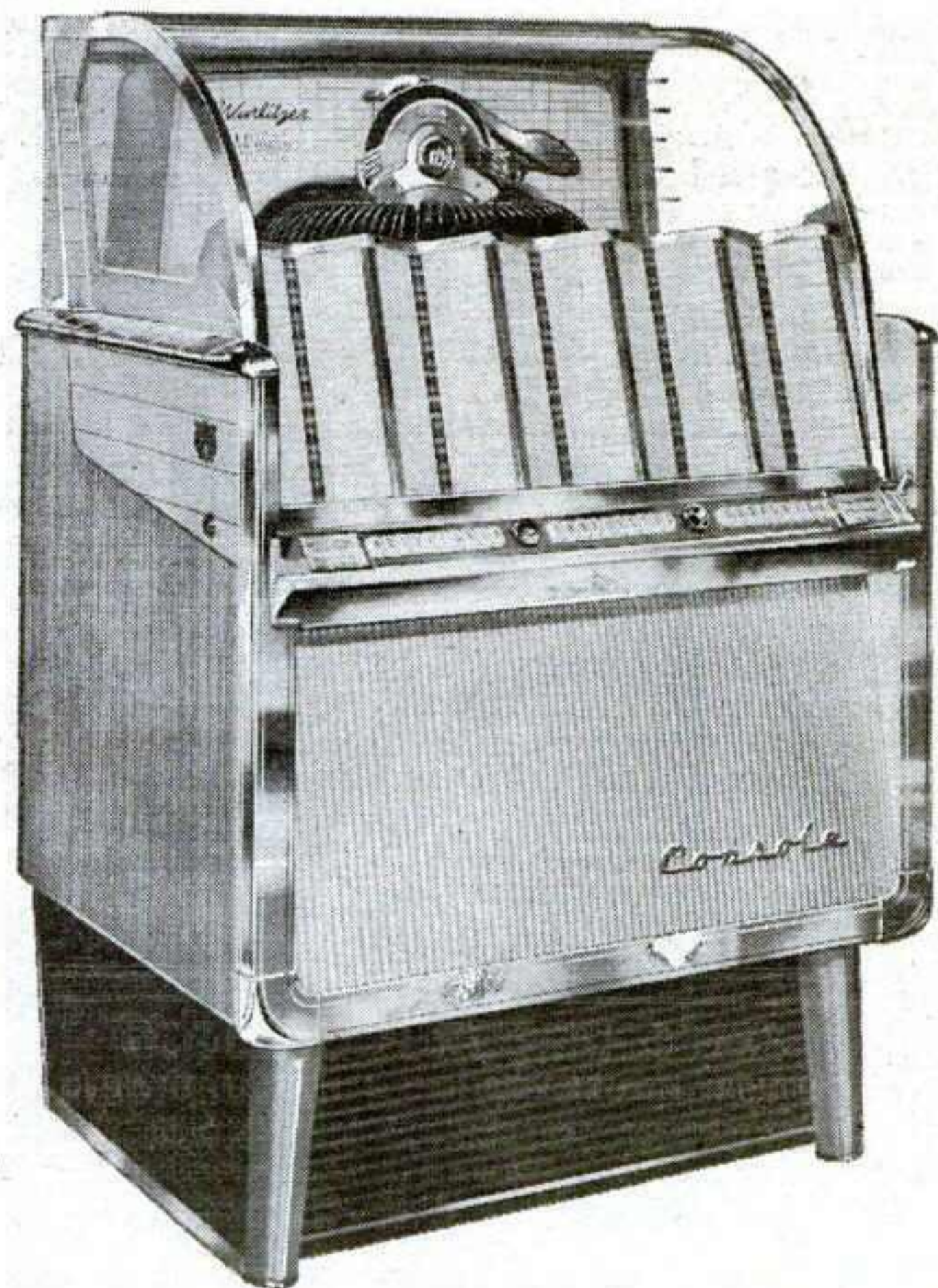
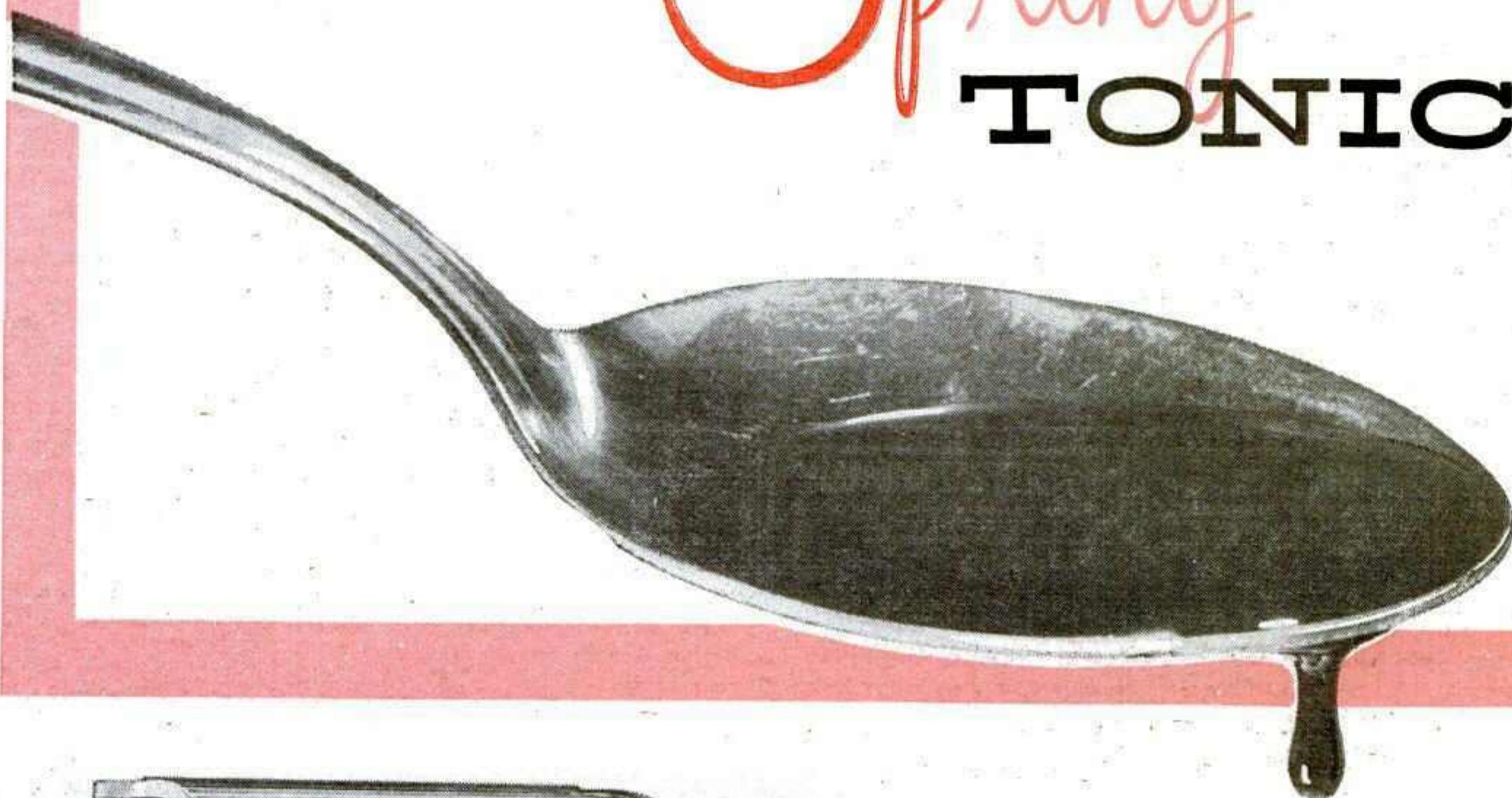
The Information Booth, handled by The Billboard, will take the message or "call-back" number and will reach me quickly. The booth will be in operation from 10 a.m. to 8 p.m. CST each day.

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.



LIKE A

Spring TONIC



Nothing will give a location a livelier new lease on life like one of these fascinating new Wurlitzer Console Phonographs. This new dimension in automatic music peps up patrons, perks up play, does wonders for you in a financial way.

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Console

PHONOGRAPH

THE WURLITZER COMPANY • NORTH TONAWANDA, N. Y.

Established 1856

M.O.A. PROGRAM

MOA Convention Morrison Hotel, Chicago May 6-7-8, 1958

COMPLETE PROGRAM FOR MOA CONVENTION

George A. Miller will make his address and officially open the convention at 10 o'clock, Tuesday morning, May 6, 1958.

Speakers who will address the Music Operators at our general sessions during the three-day meet will be as follows:

Nicholas B. Allen, of Armour, Herrick, Kneipple & Allen, legal counselors for MOA; Zan Perkel, of the California Life Insurance Company; Perry Alexander, songwriter and publisher; John Haddock, of AMI, Inc.; Bill Gersh, of Cash Box; Norman Ditchburn, of London; George P. Miller, Congressman; Mayor John T. Copenhaver of Charleston, W. Va.; Stan Dale, Chicago deejay; Leo Kaner, on topic "Depreciation and Form 1099"; Hilmer Stark, of The Billboard; Jack Mitnik, of United Music Corporation; Gordon Marks, of London; A. F. Adieckes, of Hamburg, Germany; Peter Potter, National Television Show.

Tentative Speakers are:

Dr. V. M. Franceschini, of Milan, Italy; Dr. Henry Klein, of Paris, and Ng Lian Chin, of Singapore.

Professional Speakers will be:

Chuck Hanna, founder of the Play-As-You-Go-Plan, whose topic will be "The Conquest of Confusion." If you are interested in a good belly-laugh, fun, frolic, faith and philosophy, you won't want to miss this speaker Tuesday morning, May 6, at the general meeting.

Chuck Lapp, of Washington University, St. Louis, will speak on either Wednesday or Thursday. His topic will be "Up the Ladder to Success." He may fall off the ladder in his demonstration, but he is recommended by G. Herbert True, assistant professor of Notre Dame, who stole the show last year with his address. Consequently, I am sure you won't want to miss this speaker.

This is a real great line-up for a three-day meet, and no speaker will speak long enough to bore you. So, be sure to be present for all business sessions during May 6, 7 and 8.

ALL GENERAL MEETINGS will be held in the Venetian Room on the second floor, and all forum meetings will be held in Parlor F, Parlor G and the Walnut Room on the second floor.

REGISTRATION will be open Monday all day and will continue thru the convention on the first floor where all exhibitors will show their merchandise.

HOSPITALITY SUITE 505 ON THE FIFTH FLOOR.

Here's a private suite for ladies only, where they will congregate to enjoy brunch each morning at 10 o'clock, spend the rest of the day becoming better acquainted, and partake of sandwiches, soft drinks, coffee and hors d'oeuvres thru the courtesy of Music Operators of America. Come one; come all.

FASHION SHOW LUNCHEON FOR LADIES AND GENTLEMEN.

This is another affair sponsored by Music Operators of America on a complimentary basis, with a tasty luncheon, a Fashion Show and Fur Parade to be presented at 12:30 p.m., Wednesday, May 7. Get complimentary tickets on the convention floor.

RCA COCKTAIL PARTY AND PUBLIC RELATIONS FILM.

Tuesday, May 6, at 8 p.m., in the Venetian Room on the second floor. All conventioners welcome.

BANQUET AND FLOORSHOW.

Thursday, May 8, at 7 p.m., in Terrace Casino. Tickets may be purchased on the convention floor. Greatest show of all time. Get your tickets now.

FORUM MEETINGS AND MODERATORS

Group Discussion

FUTURE COPYRIGHT LEGISLATION

Moderators:
Clinton S. Pierce, Albert S. Denver and Nicholas B. Allen.

DIVERSIFIED OPERATIONS

Moderators:
J. Harry Snodgrass, John A. Wallace and Howard N. Ellis.

SALES AND LOCATION RELATIONSHIP

Moderators:
Louis J. Casola, Ted Nichols and Les Montooth.

STATE LEGISLATION AND TAXES

Moderators:
Louis Ptacek, David J. Baker and Harlan Wingrave.

PUBLIC RELATIONS AND NATIONAL PUBLICITY

Moderators:
Gordon Stout, Norman Gefke and William Blatt.

PERCENTAGES, 10-CENT PLAY, DEPRECIATION AND TAX FORM 1099

Moderators:
James Hutzler, J. Harry Snodgrass, Frank R. Fabiano and Leo Kaner.

Record artists who will appear at the MOA Banquet and Floorshow

- ★ Jimmie Rodgers, Roulette Records
- ★ Mahalia Jackson, Columbia Records
- ★ Tom and Jerry, Big Records, Inc.
- ★ Marti Barris, Keen Records
- ★ Ames Brothers, RCA Victor-Hugo Winterhalter
- ★ The Champs, Challenge Records
- ★ Charlie Margulis, Carlton Records
- ★ Bobby Helms, Decca Records
- ★ Barbara McNair, Coral Records
- ★ Connie Francis, M-G-M Records
- ★ Margie Meinert, Fraternity Records
- ★ Charles Aaron, Vocalist and Triple-Threat Musical Comedy Act
- ★ Roy Hamilton, Epic Records
- ★ Fontane Sisters, Dot Records
- ★ Tina Robin, Brunswick Records
- ★ Mickey and Sylvia, Vik Records
- ★ Dan Belloc Orchestra, Fraternity Records
- ★ Claire Powell Dancers
- ★ Peter Wood, International Comedian
- ★ The Renowas Comedy Dancers
- ★ Jerilyn Jane Oliver, Tap and Acrobatic

EXHIBITORS AND BOOTH NUMBERS

MOA CONVENTION—MORRISON HOTEL, MAY 6, 7 AND 8, 1958

Booth No.	Name
100	Music Vendor
1	Star Title Strip Co.
2-3	National Rejector Co.
4	J. P. Seeburg, Inc.
5	Rock-Ola Manufacturing Co.
6	The Wurlitzer Co.
7	A.M.I., Inc.
8	Broadcast Music, Inc.
9	The Billboard Publishing Co.
10	Challenge Records
11	The Cash Box
12	Columbia Records
13	Epic Okeh Records
14-15	Roulette Records, Inc.
16	Capitol Records, Inc.
17	Rex Productions
18	M-G-M Records
19	Mercury Record Corp.
20	Cameo Records
21	United Artists
22	Coral Records, Inc.
23	Decca Distributing Corp.
24	RCA Victor Record Co.
25	Dot Record Co.
27-28	Valley Sales Co.
29	Paul Bennett & Co.
30	National Vendors, Inc.
31	Auto-Photo Co.
32-33-34-35-36	United Music Corp.
37-38	Edolite Products
39-40-41-42-43	United Mfg. Co.
44	Capitol Projector Corp.
45	Perfumers' Guild of America
46-47	American Shuffleboard Co.
48	Tusko Corp.
48A-48B	Irving Kaye Co., Inc.
49-50-51-52-53-54	Lion Mfg. Co.
55-56-57-58-59-60-61	Bally Mfg. Co.
62	Advance Automatic Sales Co.
63	Paul W. Hawkins Co.
64	Calif. Music Merchants' Association
65	Logan Distributing Co.
66	
67	
68-69	Williams Manufacturing Co.
70-71-72-73	Chicago Coin Machine Co.
74-75	National Shuffleboard Co.
76	Calif. Life Ins. Co.
H	Pan-A-Vend Corp.

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AMUSEMENT MACHINES

APRIL 21, 1958

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

91

Chi Coin Ships New Baseball, Batter Up

Game Features Electronic Play, 2-Way Competition

CHICAGO—Batter Up, a new type of coin-operated baseball game with electronic ball action, was shipped to distributors last week by Chicago Coin Machine.

Two players can compete, one pressing a button to "pitch" a ball, the other a button to swing a miniature bat at the ball. Single player can pitch and bat.

The ball is actually a swiftly moving electronic sphere which flies out from the pitcher's mound when the button is pressed and travels to the plate in a variety of angles from pitch to pitch.

The player batting can actually "pull" the ball, in following thru on the swing, thru open spots on playfield for safe hits.

If player swings relatively early, (Continued on page 98)

United Moves Shooting Star Puck Game

CHICAGO—United Manufacturing Company began shipments last week of its new puck game with in-line scoring, Shooting Star. Principal play attraction is a "launch all balls" feature which gives player a better chance for in-line score opportunities.

Shooting Star is a two-player model which permits players to compare their scores on the backglass from game to game. The game can be operated by a single player as well.

Player presses a button on cabinet to rack up in-line scores made (Continued on page 99)

Elect Joseph Flesch President of Bally

CHICAGO—Joseph Flesch was elected president of Lion Manufacturing Company, the organization which operates Bally Manufacturing Company, major game manufacturers. Election took place at a board of directors meeting at the Bally plant here last Monday (14).

Flesch thus succeeds the late Ray Moloney, who died February 26 of a heart attack (The Billboard, March 3).

James D. Yates, formerly secretary of Lion, was elected secretary-treasurer. Herb Jones continues as vice-president.



BIG INNING, a new show to debut on WGN-TV, Chicago, on Sunday, April 27, will feature electronic equipment specially designed for it by Bally Manufacturing Company. Checking over the equipment are, left to right, Ron Terry, host and quizmaster of Big Inning; Paul Calamari, Bally engineer, and Bill O'Donnell, Bally sales manager.

BALLY DESIGNS EQUIPMENT FOR TV QUIZ SHOW

CHICAGO — When Ron Terry, of Chicago TV fame, created his new TV quiz show, "Big Inning," he ran into difficulties planning a special visual presentation which would show viewers results and tabulations of scores. To the rescue came Bill O'Donnell and Paul Calamari of Bally Manufacturing Company, and all the brain power of the Bally amusement game factory.

Result: A "Big Inning" scoreboard which will make its debut with the new show on WGN-TV, Channel 9, Chicago, on Sunday, April 27, immediately following the baseball telecast. This marks the first time that an amusement machine manufacturer has developed equipment specifically designed for TV presentation. (See picture, this section.)

January Game Exports Shoot To Record \$1,273,000 Mark

Pass Juke Box Total for First Time On Heavy Italian, Swiss Demand

WASHINGTON — U. S. coin game exports rocketed to an all-time high for a one-month period in January, breaking into the seven-figure bracket for the second time in history with a \$1,273,138 volume. It was made on just 5,686 units shipped—an average number.

The previous high mark for game shipments in one month stood at \$1,137,043, recorded in November of last year on a greater number of units (7,488) shipped.

The big boom in games came surprisingly on the heels of a mediocre December run of \$341,695 on just 1,754 units shipped.

Dollar volume in games shipped out thru the 1957 year averaged \$646,301 per month, totaling over \$7,755,607 for the year.

The new record in games was made on the strength of heavy demands from Italy, Switzerland, Belgium, West Germany and Cuba. (See accompanying chart, this section.) Game dollar volume was swelled by new equipment shipments, making the 5,686 units shipped look bigger than actual.

March Third Best

The pre-November high mark for game shipments in one month stood at \$854,168, registered in March, 1957, on 6,068 units.

For the first time, games surpassed juke boxes in dollar volume. Jukes barely nosed out games in November, when the ratio stood at \$1,172,851 to \$1,137,043.

January's juke box volume came

to \$924,045, under the game total by \$349,093. Of the total juke box volume for the month, the major part (\$652,626) was in new equipment.

Three markets were heavy in juke boxes: West Germany, Belgium and Venezuela, all strong in new equipment. Italy and Belgium led in used juke box imports during the month. (U. S. Department (Continued on page 99)

CHICAGO MERRY-GO-ROUND

CIAA's Pact With Local Union Didn't Solve Game Ops' Problems

This is the second of a series of articles on the Chicago Independent Amusement Association and the local coin game business. The first article appeared in The Billboard, April 7

By KEN KNAUF

CHICAGO—On February 23, 1957, game operators thruout the city were hit by a wave of hi-jackings. As many as a dozen coin games, including a number of new long bowling games, were frisked from locations.

It was the boldest and most forceful move against city opera-

tions to occur in years.

About two months before, a representative of the Chicago Independent Amusement Association had signed a contract with Local 134 of the Electrical Workers Union.

On December 21, 1956, CIAA had mailed to members a letter calling for payment on dues, which had been hiked to \$1 per month per machine to pay for union labels.

On January 7, 1957, CIAA had mailed out a second letter to members urging payment of dues.

Pattern Sets In

Following the initial hi-jacking wave of February 23, things quieted down. But soon, hi-jack-

ings, damage to games on locations and threats against location owners became the general pattern.

Did local game operators need a union? Theoretically, the union—electrical workers' union—might have pitched in to improve the wages and services of electrical repairmen and servicemen who work on coin games.

But the majority of game oper- (Continued on page 93)

McClellan Aims Bill At Union Rackets

• Continued from page 85

rence E. Walsh said enactment of pending legislation "will be of material assistance" in the fight against crime.

Legislation that the Justice Department would like passed (S. 1368 and H. R. 4917) was introduced in the Senate and House last session by Sen. Magnuson and Rep. Harris. Bills were introduced at Justice's request. They would strengthen the Johnson Act by clearing up vague language, tightening filing requirements, and by allowing FBI personnel to check records kept by

manufacturers and dealers of gambling devices.

Senate passage of the House-approved Forand (D., R. I.) Excise Tax Bill, would make remote control machines subject to either the \$10 tax on coin-operated machines (if they're amusement devices) or the \$250 tax presently imposed on coin-operated gambling devices, when the remote machines are gambling devices.

The Forand Bill is being studied by the Senate Finance Committee. Committee spokesmen expect hearings to be held on the measure before Congress adjourns.

Indications are that Justice's (Continued on page 96)

Gottlieb Speaks At Planning Dinner For New Hospital

OAK PARK, Ill.—David Gottlieb, president of D. Gottlieb & Company, game manufacturers here, spoke before a planning dinner of the West Towns Hospital Association here last Monday (14).

Gottlieb, general chairman of the association's \$1,200,000 building fund campaign, said that a seven-acre tract of land for the (Continued on page 99)

COIN MACHINE EXPORTS

JANUARY, 1958

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Italy	—	—	90	\$68,000	1,216	\$ 374,759	1,306	\$ 442,759
Belgium	173	\$143,440	232	68,672	1,202	182,379	1,607	394,491
Switzerland	98	71,786	32	18,540	925	269,316	1,055	359,642
W. Germany	222	159,752	54	31,279	738	163,053	1,014	354,084
Cuba	40	33,208	21	11,055	1,003	107,915	1,064	152,178
Venezuela	125	107,335	82	16,821	5	1,465	212	125,621
Canada	59	41,489	10	2,474	122	54,840	191	98,803
Austria	10	6,067	42	31,621	—	—	52	37,688
Sweden	16	11,197	—	—	56	17,830	72	29,027
France	—	—	—	—	71	21,812	71	21,812
Denmark	23	16,805	—	—	20	4,190	43	20,995
Morocco	—	—	—	—	52	13,224	52	13,224
Other Countries	81	61,547	82	22,957	276	62,355	439	146,859
Totals	847	\$652,626	645	\$271,419	5,686	\$1,273,138	7,178	\$2,197,183



GOTTLIEB Memorial Hospital, the proposed 180-bed structure to be built in Leyden Township, Chicago, at a cost of \$4,600,000 under sponsorship of the West Towns Hospital Association. The hospital will be named in memory of Samuel and Bertha Gottlieb, parents of D. Gottlieb & Company President David Gottlieb, general chairman of the association's \$1,200,000 building fund campaign. The Gottlieb Foundation has contributed \$500,000 to the hospital building fund.

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
- See-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
- 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.

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- 1448 Hi-Fi Rock-Ola, 120 Sel. \$525.00
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- 1434 Rock-Ola 50 Sel., 45 R.P.M. 145.00
- ChiCoin Ski Bowl... 195.00
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All machines have been checked, cleaned and ready for location.

5 BALLS

- Blondie... \$145.00
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- Bally Double Header... 225.00
- Genco Showboat... Write
- Bally Circus... Write
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Coinmen You Know

New York

By AARON STERNFIELD
Louis Gordon, son of Mr. and Mrs. Nash Gordon (Music Operators of New York) will be bar-mitzvahed May 3 at B'nai Jeshuran, Manhattan. The reception will be held at the Hotel Esplanade.

Bob Romig, of Davis Distributing, Syracuse, left last week for a three-week European business trip. . . . New members of the Music Operators of New York are Jimmy Durante, East End Music;

Gene Penkos, who bought a route from Marty Hodas; Sheldon Schultz, Apex Music; and Ray Bohleber, Raydel Music, who bought one of Red Zirpoli's routes. . . . Harry Siskind, Master Automatic Music, is back from a Florida vacation.

Twin Cities

By MAURICE BERNSTEIN

Harold Lieberman, head of Lieberman Music Company, will return here May 1 after a four-month vacation trip around the world. Lieberman began his trip during the first week in January, has spent most of it in the Middle and Far East, visiting Tokyo, Hong Kong, Northern India, and Laos, Cambodia. He is now in Israel, where he is spending the final month of his vacation.

Herman Pastor, head of Mayflower Distributing Company, St. Paul, recently returned from a two-week vacation in Miami. . . . Attending next month's MOA convention will be operators Ted Lawn and Marvin Doerr, L & M Sales, Minneapolis, and Wurlitzer distributor Irving Sandler.

Lou Ruben, sales manager for Lieberman Music Company, reports that juke box sales were "almost completely unaffected" by the recession scare, have even picked up a bit since the advent of several "Buy What You'd Like" campaigns being carried on by local business groups.

Detroit

By HAL REVES

The Dairy Sales & Service Company, active in fruit juice vending

Wolberg to Talk At UJA Dinner Honoring Simon.

NEW YORK—Sam Wolberg, of Chicago Coin Machine, will be guest speaker at the annual Coin Machine Division United Jewish Appeal Dinner to be held at the grand ballroom of the Hotel Astor here May 14.

Wolberg will introduce the 1958 guest of honor, Al Simon. The latter, a Chicago Coin distributor for many years, will be feted by members of the industry for his work in UJA.

To date, the coinmen have raised \$12,000 for the drive, but the bulk of the contributions is expected in during the next two weeks.

Pep Talks

The coinmen held an executive committee meeting at the Astor Wednesday night (15), with Lou Boorstein, general chairman, presiding. Pep talks were given by Al (Senator) Bodkin and Al Denver.

To encourage attendance at the meeting, the ladies were invited to grace the table. Attending the last meeting were Claire Morano, Eleanor Boorstein, Frances Bodkin and Muriel Sternfield. The turnout was substantially greater than that of the previous meeting.

Guests at the dinner were Ed Doyle, deputy licensing commissioner for New York City, and Al D' Inzilio, Al Simon's righthand man.

The committee voted to cut down on the number of speeches at the affair to leave more time for dancing and entertainment. The final executive committee meeting of the year will be held Thursday (24).

for the past year or more, is revamping its name to the Serv-All Vending Company, in line with their actual field of operation. They were originally in the field of supplies, selling to dairy companies, with a warehouse at Jackson, Mich., but this company became strictly a vending firm about a year ago. Owners are William M. Harris and Avery W. Gordon, who manage the business personally. They have specialized in distribution of orange juice. Currently, following the wholesale price increase, they are switching their machines from 10 to 15-cent operation, vending an eight-ounce carton.

They have specialized in "white collar and quality locations," rather than industrial locations, according to Harris, and have found orange juice goes over especially well in such sites as banks, health clubs, hospitals and Y.M.C.A.'s—"places where people are health conscious." In line with their new name, they are planning to broaden their scope of operations and go into full-line vending.

Memphis

By ELTON WHISENHUNT

Wallace Reasons, Ormatt Amusement Company route manager, seen out servicing machines. . . . Johnny Novarese, partner in Poplar Tunes Music Service, seen changing an old standard at a night spot location where he says they get good play.

Clarence A. Camp, president of Southern Amusement Company, reported a good catch of fish on Horseshoe Lake, Ark., 30 miles from Memphis, where he spends weekends at his cabin. . . . Edward H. Newell, Ormatt Amusement Company, was seen on a Scout outing with his troop recently, taking advantage of the first warm spring weather. Newell is also an official in the Scout organization in Memphis.

Jack Canipe Jr., vice-president of Consolidated Amusement Company, hit the road last week calling on operators in the Mid-South territory. Jack handles the traveling for the distributorship. . . . Joe Coughi, partner in Poplar Tunes Record Shop, one-stop, and also partner in a phonograph route with Johnny Novarese, reports the in-

duction of Presley into the Army here recently has not hurt the sale of his records among Memphis teen-agers.

Frank Smith, president of S & M Distributing Company, went fishing recently and reported a good catch. . . . Doug Highfill, owner of Rainbow Amusement Company, seen buying several hundred new records at Poplar Tunes Record Shop.

Billy Harbin, partner in Harbin Amusement Company with his father, Robert, seen putting some new EP's on a big 200 machine at a popular restaurant location. . . . Bill Forsythe, Forsythe Amusement (Continued on page 95)

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

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F.O.B. Chicago and Los Angeles

In operating condition. All parts complete.

L.A. Chgo.	Type of Ride	Price
X	Miss America Boat	\$225.00
X	Meteor P. T. Boat	175.00
X	Dopey Duck	100.00
X	Gym Cycle	100.00
X	Drive-Mobile	150.00
X	Bally Space Ship	150.00
X	Flying Saucer	150.00
X	Atomic Jet	100.00

WHIRLING SPECIALS

Carousels that please that age-old fancy of all youngsters.
Lane Merry-Go-Round... \$225.00
Deco Merry-Go-Round... 200.00
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Merry-Go-Round... 200.00
Capital Merry-Go-Round... 200.00
Joy Merry-Go-Round... 125.00
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Terms: 1/3 Certified Deposit, Balance C.O.D. or Sight Draft.

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ARCADES

Leading World Wide Distributor of Coin Operated Machines

Here Are a Few of Our Used Games at Very Special Prices!

- Gypsy Grandma... \$125.00
- Bangsrams... 125.00
- Air Football... 245.00
- Genco Sky Rocket... 195.00
- Genco Quarterback... 165.00
- Exhibit Sportland... 145.00
- Chi Coin Basketball... 125.00
- Sidewalk Engineer... 100.00
- Williams Crane... 125.00
- Telequiz... 100.00
- Pitch 'Em and Ball 'Em... 125.00
- Drivenobile... 125.00
- Exhibit Vibrator... 95.00
- Evans Bat-A-Score... 95.00
- Genco High Fly... 150.00
- Ringer Ball... 100.00
- Midget Movies... 145.00

WE CARRY COMPLETE LINE OF NEW EQUIPMENT INCLUDING EVERY EXHIBIT MODEL!

Many, Many OTHER USED PIECES AT TERRIFIC PRICES. WRITE!
EXPORT—ALL MACHINES

MIKE MUNVES CORPORATION
BRyant 9-6677

577 Tenth Ave., New York 36, N. Y.

BINGO SPECIALS AT CLEARANCE PRICES!

Everything Goes! Sacrifice! While They Last!

BALLY	Beauty... \$35.00	Surf Club... \$50.00	Gayety... \$70.00
Spotlight... \$25.00	Yacht Club... 35.00	Palm Springs... 50.00	Variety... 75.00
Atlantic City... 30.00	Beach Club... 40.00	Hi-Fi... 50.00	Gaytime... 90.00
	Dude Ranch... 50.00	Ice Frolics... 50.00	Miami Beach... 105.00

THE SOONER YOU CALL THE SOONER YOU SAVE!

UNITED	Take Your Pick	\$25.00 each	Ready to Go!	Stardust
Tropics... \$35.00	Havana	Mexico	to Go!	Caravan
Star... 35.00	Hawaii	Rio	\$90.00 each	Pixie
Circus... 60.00	Nevada	Singapore		Starlet
Manhattan... 80.00				

Like New! EXTRA SPECIAL PRICE SLASH! Like New!

Bally ALL-STAR BOWLERS... \$375.00

NOTE: ALL BINGOS ARE IN WORKING CONDITION. ALL CABINETS HAVE BEEN CLEANED AND RAELS SCRAPED. GOOD SHAPE!

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Cable: INAMCOM

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Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

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Then head straight for Booths 74 and 75 at the MOA Convention, May 6-7-8.

Morrison Hotel, Chicago

NOTE—We cannot be responsible for putting you in a higher income bracket.

"WHEN 2 ARE PLAYING 1 PITCHES WHILE THE OTHER BATS"

SHORT-STOP

Williams

MANUFACTURING CO.

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CHICAGO 12, ILL.

ARCADE BARGAINS

- 1 United Classic Shuffle Alley \$ 25.00
 - 1 United Super Flash Imperial Shuffle Alley 25.00
 - 1 Seeburg Bear Gun 50.00
 - 2 Exhibit Dale Guns, ea. 50.00
 - 1 Chicago Coin Pistol 50.00
 - 1 Quizzer 50.00
 - 1 Mutoscope Drive-Mobile (Stand Up) 75.00
 - 2 Exhibit 4-Shooters, ea. 75.00
 - 1 2-Player Genco Basketball 100.00
 - 1 Chicago Coin 2-Player Hockey Game 175.00
 - 1 Mutoscope Knockout Boxer 195.00
 - 1 Under-Sea Raider 75.00
 - 2 Exhibit Silver Bullets, ea. .. 95.00
 - 1 Exhibit Ringer Ball 35.00
 - 1 Scientific Batting Practice 50.00
 - 3 Exhibit Jet Guns, ea. 75.00
 - 1 Astracscope-Horoscope 65.00
 - 1 Williams World Series Baseball 65.00
 - 1 Photo Mutoscope (Takes 2 Pictures) 150.00
 - 4 Select-A-Vues, Electric, ea. .. 20.00
 - 1 Bally Bulls-Eye Gun 195.00
 - 1 Mutoscope Sky Fighter 50.00
 - 1 Chicago Coin Midget Skee-ball 95.00
 - 1 United Target Shuffle Alley 65.00
 - 1 Mutoscope Voice-O-Graph 150.00
 - 1 Genco Night Fighter 195.00
 - 1 Set Shot Basketball 95.00
 - 1 Exhibit Gun Patrol 95.00
 - 3 Tunnell Guns, ea. 100.00
 - Guess-Your-Weight Toledo Scale, Large Dial, Complete with portable display cabinet. 150.00
 - 1 Lead Shooting Gallery, Complete with moving targets, duck pond & steel plates. 12-foot gallery 850.00
- Prices F.O.B. San Diego.
1/3 with order. Balance C.O.D.
AUTOMATIC AMUSEMENT CO.
728 4th Ave. San Diego, California

Parties to AAMONY Dispute Await Verdict

NEW YORK — Both parties to the dispute involving nominations for officers and board members of the Associated Amusement Machine Operators of New York are awaiting the decision of New York State Supreme Court Judge Spectator.

Parties to the dispute are the Association, on one hand, and four AAMONY members—Ray Knoss, Charles Morrell, Irv Fenichel and Jack Gavarin, on the other hand.

Briefly, the four operators claim that AAMONY nominations were held illegally, with non-eligible members voting and nominations closed as soon as the recommended slate was presented.

Denies Charge

AAMONY denies that any ineligible members voted and adds that nominations were closed by a 37-2 vote of the membership.

The plaintiffs seek to overthrow the nomination results and bar any election until new nominations

have been held at least 30 days before election. The case was argued in New York Supreme Court before Judge Spectator, and, to date, no decision has been handed down.

Another case, still unresolved, is the complaint made by Local 1690, Retail Clerks International Association, against AAMONY. The arguments have been presented before the State Labor Board, and the case has been continued with no date set for resumption.

Local 1690 Claim

Local 1690 maintains that the Association, in attempting to negotiate a collective bargaining agreement with Local 266 of the International Brotherhood of Teamsters, had refused to bargain with Local 1690. The RCIA local claims it represents a majority of local servicemen.

Both sides have been ordered to produce lists—Local 1690 of its members, and AAMONY of the employees of its members.

Windy City Merry-Go-Round

• Continued from page 91

ators in this city—about 90 per cent—do their own servicing, and there probably aren't more than 15 or 20 game servicemen in the city. Was the union needed to organize these 15 or 20 servicemen?

The union was obviously in to provide "teeth" for the association.

At a CIAA meeting on September 25, 1956, about 50 operators attending hotly debated the question of union affiliation. It was argued by some that union membership would do much to solve the problem of how to fight against local troublemakers who used unethical means to get locations.

Wanted Independence

But the majority of operators present at this time expressed the view that the association should remain independent and true to its name. The CIAA directors were to discuss the question further among themselves.

Less than three months later on December 11, 1956, a CIAA "labor committee" was abruptly given the go-ahead to negotiate a contract with Local 134. The 65 operators attending the meeting gave a unanimous vote of approval—but the vote was not by secret ballot.

Many operators have since told this reporter that had it been by secret ballot they would have voted against union affiliation.

Game operators here still want an association. About half of them (this is an estimate) feel that union affiliation is necessary to the success of an association.

But they seem to all be in accord with one thing: Next time round (if there is another next time) they will want to know from month to month where their money is going. They will want to have access to the association's books and records.

Where's Money?

Where the money went last time is a question that federal, State and local investigators, as well as local operators, would like to know.

Now operators have received new union labels (reportedly about 4,000) to cover their machines for the second quarter of the year, already under way. Some, after receiving the labels, later received bills for these labels.

With each bill was the following note: "Enclosed you will find your bill for current dues. There has been some interruption in our office service because of unfounded investigation. However, your association is now providing the same service as heretofore. All members should display on their machines the stamps which will be provided by Local 134."

Most operators reportedly tossed the new bills into the wastebasket. "They ought to hold a meeting and decide what to do, before going further," one operator commented.

Such is the sentiment of most operators here. They want the facts. They want to be sure that any association-union set-up they subscribe to is a legitimate one.

According to the newly appointed CIAA legal counsel, attorney James A. Brown (The Billboard, April 7), the association intends to hold a meeting, but not until the heat is off. The meeting should prove an interesting one.

Right now, according to local amusement game sales outlets, "the town is dead." Operators are holding off on new game purchases because of the unsettled operating situation. The CIAA-union stink has apparently caused the Chicago game business in general to crawl into a hole.

Analysis of the Chicago game-union situation will be continued in subsequent issues.

REMODELING SALE!

Shopped and Ready for Location

MUSIC WURLITZER

- 1700 \$445.00
- 1800 545.00
- 1900 625.00
- 2000 695.00

SEEBURG

- 100 Sel. Wall Boxes, Chrome \$ 40.00
- Model C Hideaway 395.00

BINGOS

- PIXIES \$ 70.00
- TROPICS 35.00
- YACHT CLUB 35.00
- VARIETY 70.00

ARCADE

- GENCO RIFLE GALLERY ... \$115.00
- BALLY JET BOWLER 85.00
- CHGO. COIN AUTOMATIC 45.00
- T.V. BOWLERS 645.00

1/4 down, balance C.O.D.

Low Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 North Capital Avenue
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N. E. OPERATORS: NOW! REAL-LIFE BOWLING WITH REGULAR SIZE BALL!!

... The BALLY TROPHY BOWLER

WURLITZER MUSIC

- 2100 — 2150 — 2000
- 1900 — 1800 — 1700
- 1500 — 1500A

PHONE COLLECT or CABLE FOR PRICES!

SEEBURG MUSIC

- KD-200 (Like New) \$845
- V-200 545
- R 595
- C 385
- B 325

AMI MUSIC

- H-200 (New) Write-Call
- G-200 525
- G-120 545
- F-120 495

ROCK-OLA MUSIC

- 1448 \$475
- 1446 450
- 1438 325

KIDDIE RIDES

- SPACE SHIPS (Bally-Deco) \$235
 - MERRY-GO-ROUNDS 350
 - STEAM SHOVELS 135
- Largest 100% Guaranteed Stock in the World

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- SHUFFLE ALLEYS
- BALLY KEY WEST
- BALLY SUN VALLEY

We will ship NEW CARTONS PREPAID for easy packing.

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Exclusive Distributors for
WURLITZER BALLY CHI. COIN GENCO FISCHER

WANTED FOR CASH !!

- BALLY BINGO GAMES
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- SEEBURG M100A's, B's, G's & R's

Send in Complete Lists

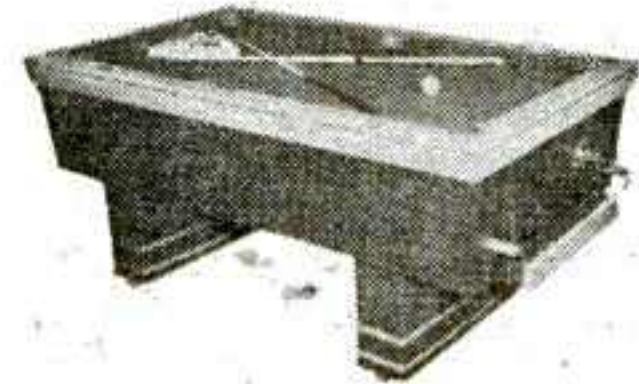
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Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

INTRODUCING



The MAGNIFICENT Model "88" 6 POCKET POOL

by GOLISH

- Removal of complete top in one section reveals entire mechanism.
- Choice of double dime or 25c coin chute.
- Choice of slate or composition playfield.
- Set of No. 1-15 colored balls and cue ball.
- Four cues in different colors.
- No. 1-16 tally peas and plastic pea bottle.
- Simple scoring unit.
- 15-ball triangle.
- Cue ball return.
- Hard white maple top rails.
- Dimensions: 73 1/2 x 41 1/2 x 32.

See your favorite distributor or write

GOLISH SALES COMPANY

(Sales Division of Golish Mfg. Co.)

424-28 S. GRANGER ST. Clearbrook 3-7153 HARRISBURG, ILLINOIS



WATCH FOR

Sensational New

BASEBALL GAME

by Bally

it's REAL BASEBALL!

when answering ads ...

SAY YOU SAW IT IN THE BILLBOARD!

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 April 14, 1958)

MUSIC MACHINES

Table listing music machines under the AMI category with columns for High, Low, and Mean Avg. prices.

Table listing music machines under the ROCK-OLA category with columns for High, Low, and Mean Avg. prices.

Table listing music machines under the WURLITZER category with columns for High, Low, and Mean Avg. prices.

PINBALL GAMES

Table listing pinball games under the BALLY category with columns for High, Low, and Mean Avg. prices.

Table listing music machines under the CHICAGO COIN category with columns for High, Low, and Mean Avg. prices.

Table listing music machines under the EVANS category with columns for High, Low, and Mean Avg. prices.

Table listing music machines under the GENCO category with columns for High, Low, and Mean Avg. prices.

Table listing music machines under the GOTTIEB category with columns for High, Low, and Mean Avg. prices.

Table listing music machines under the UNITED category with columns for High, Low, and Mean Avg. prices.

Table listing music machines under the WILLIAMS category with columns for High, Low, and Mean Avg. prices.

SHUFFLE GAMES

Table listing shuffle games with columns for High, Low, and Mean Avg. prices.

Table with columns: Machine Name, High Price, Low Price, Mean Avg. Price. Includes items like Gold Medal (B), Hi Speed Triple Score, Holiday Match Bowler, etc.

ARCADE EQUIPMENT

Table with columns: Machine Name, High Price, Low Price, Mean Avg. Price. Includes items like ABT Challenger, AA Gun, All Star Baseball, etc.

Table with columns: Machine Name, High Price, Low Price, Mean Avg. Price. Includes items like Mercury Counter Gripper, Midget Movies, Midget Racer, etc.

Wurlitzer Consent Decree

Continued from page 85

final judgment to which both the government and the Wurlitzer Company consented. Officials of the company, in announcing this disposition of the case, indicated that the agreement was of the same general character as that reached in suits against other automatic phonograph manufacturers, and stated that it would involve no significant change in the company's operations.

The judgment further prohibits Wurlitzer from "maintaining any list of its distributors' customers or the serial number of phonographs sold by them for the purpose of restricting or limiting the freedom of choice of the distributors in selling Wurlitzer products."

Assistant attorney general Victor R. Hansen, head of the antitrust division, said:

"This is one of three suits instituted by the antitrust division to put a halt to illegal practices by the major producers and distributors of coin-operated phonographs. The two earlier cases were those against J. P. Seeburg Corporation, in the Federal District Court of Chicago, and AMI, Inc., in the Federal District Court at Grand Rapids, Mich. The judgment en-

tered today (15) together with the judgments in the two previous cases, should free the sales and distribution of coin-operated phonographs from artificially imposed restraints."

W. Garramone Dies Suddenly

ALBANY, N. Y. — Funeral services were held at the Stanko Funeral Home here Friday (11) for William Garramone, 41, who died suddenly at his home two days earlier.

Garramone was connected with his brother, Mike, in the operation of the Gary Music Company, a juke box and amusement machine route. He had been in apparent good health until the time of death, which was caused by a heart attack.

The funeral was one of the largest ever held in Albany, as more than 1,000 friends paid their final respects. Garramone leaves a widow and two small children.

20 to Testify

Continued from page 85

to discuss strategy and testimony.

Each association has 10 industry witnesses ready to testify. MOA's witnesses include seven juke box operators and two songwriter-publishers, besides George A. Miller, MOA president, and Nicholas E. Allen, MOA's counsel, of the Washington law firm of Armour, Herrick, Kneipple and Allen.

One of the songwriter-publishers is Paul Barrett, of San Francisco; the identity of the other, from New York, is being withheld until he testifies.

The operators scheduled to testify are: Eugene Zigmund, of Cheyenne, Wyo.; Lea Holliday, Charleston, S. C.; Albert S. Denver, New York; J. Harry Snodgrass, Albuquerque, N. M.; Clinton S. Pierce, Brodhead, Wis.; Harold M. Mims Jr., North Charleston, S. C.; and William Hullinger, Delphos, O.

APMA's counsel are Perry Patterson and Hammond Chafetz, both members of the firm of Kirkland, Fleming, Green, Martin and Ellis.

The identity of APMA witnesses was not learned by press time.

COINMEN YOU KNOW

Continued from page 92

Company, Millington, Tenn., has reports continued brisk business in West Tennessee cities and reports new and used juke boxes among that collections in the rural areas operators both in Memphis and in are holding up as well as in his the Mid-South territory of East city locations. . . . Allen Dixon, Arkansas, North Mississippi and general manager of S & M Sales West Tennessee.

Advertisement for The Billboard magazine featuring a coupon to request a subscription. Includes text: 'WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?' and 'Find out every week in The Billboard'.

SPRING SPECIALS!

BINGOS!

Yacht Club
Dude Ranch
Hi Fi
Bart Club
Joe Frolica
Palm Springs

ARCADÉ

Genco Hi Fly \$150.00
Genco Champion B.S. 175.00
Genco Motorama 395.00
Genco Rifle Gallery . 135.00
United Carnival Guns 140.00

GAMES

Chi Coin Ski Bowl .. \$190.00
Crisp Cross Targette. 100.00
Genco Match Pool .. 60.00
Genco Shuffle Pool .. 50.00
Genco Skill Ball 150.00
C.C. Bowling Team .. 245.00
Seaburg M-100-A Conv. to 45 RPM
14 Ft. Bowlers 450.00
Bally All Star Bowler 395.00

Keeney Bowlette \$245.00
Keeney National 175.00
Keeney Speedlane 165.00
Century 145.00
United Imperial 95.00
United Team Bowler 95.00
United Super Flash. 125.00
United Super Flash. 125.00
United Super Flash. 125.00
United Super Flash. 125.00

POOL TABLES

6 Pocket Pools \$175.00
Jumbo Pools 95.00
Bumper Pools 75.00
Flicker Pool 125.00
4-Hole Pool 95.00

PURVEYOR Better Buys
DISTRIBUTING CO.

4322-24 N. WESTERN AVE
CHICAGO, ILLINOIS
JUNIPER 8-1814

BULK BANTER

Continued from page 81

first attempt by the group to bring in part-time operators. The meeting was to be the first attempt by the group to bring in part-time operators. The meeting had not yet been held at Billboard's press time.

Myer Markuson, a veteran op, has a route between St. Louis and Chicago, which he covers every two to three weeks. Leaving from Chicago, he hits his stops on a main highway going to St. Louis. He lays over for a while, and then takes another main highway back to Chicago, along which he has another string of stops. . . . There has been a last-minute change in speakers at the National Vendors Association convention to be held at the Deauville Hotel in Miami Beach May 1-4. Instead of Everett Graff, Bert Fraga will give a talk. Title of speech is "Merchandising Tips to Increase Your Volume."

Very glad to hear that the wife of Moe Mandell, New York City distrib, is no longer on the sick list. . . . Fred McCollum, Bellwood, Ill., op, is reported the hunter par excellence. Hunting everything from the big moose to the duck, he has made treks to such places as Canada, Alaska, the Northwest and the Rockies. He is said to have enough antlers hanging from his walls to accommodate a battalion's overcoats. On his last trip, tho, he limbered up his fishing rod and took off for Wisconsin for a crack at the walleye.

Jack Nelson, Chicago distrib, has found that a simple innovation is saving quite a bit of time at Logan Distributing Company. The super-market idea of aisles of merchandise along which customers wheel carts is used in his salesroom. In the past operators with full baskets

hit a bottleneck when unloading purchases on a small desk. To remedy the situation, Nelson simply installed a large billing table, four feet by seven feet. He reports that now all merchandise can be spread out on the table and easily checked off on invoices. . . . Dick Boylan, Nelson's sales manager, is hitting the high notes for this year's first performance of the Skokie Chapter barbershop quartet, in which he sings tenor.

Western Pennsylvania has recently been plagued by a thief who believed in making a clean sweep. The Pittsburgh Post estimates that the man not only robbed 500 bulk machines but made off with the vendors themselves. Posing as a serviceman, he unlocked the machines in front of location owners, doled out the correct commission and made off with the machine under the pretext of "repairing" it. Police nabbed one hapless individual on suspicion, but the courts released him when the victims failed to identify him as the culprit.

McClellan Aims

Continued from page 91

drive on organized crime, racketeering and gambling machines came about partly because of disclosures made by the McClellan (D., Ark.) probe into racketeering in labor and management. In its early days, the probe uncovered attempts by a West Coast branch of the Teamsters to gain control of pinball operations in Portland, Ore.

During that phase of the probe, Portland pinball operator Stanley G. Terry denied charges that he paid \$10,000 or more to Teamster vice-president Frank W. Brewster, to break up the union's pinball monopoly. (The Billboard, March 9, 1957). Brewster later was cited for contempt of Congress for refusing to answer questions and produce records requested by the committee. He was sentenced to a year in jail and fined \$1,000.

The U. S. Court of Appeals reversed the conviction last week (15) on the grounds that the committee was investigating in a field beyond its authority. It is now up to the government to decide whether it wants to ask for a hearing by the full Appellate Court, appeal to the Supreme Court, or simply forget about it.

Supplies in Brief

Confectionery Sales

Manufacturers sales of confectionery and competitive chocolate products were estimated by Commerce Department at \$97,364,000 in February. This was 3 per cent below sales for January, 1958, but 7 per cent above last year's February total. Sales of bar goods the first two months of this year decreased 1 per cent in poundage value, but increased 1 per cent in dollar value. Sales of bulk goods during the same period increased 6 per cent in poundage value and 8 per cent in dollar value.

Sugar Deliveries Up

Deliveries of sugar for U. S. consumption during February totaled 597,000 short tons, raw value, up 11 per cent from February, 1957, according to Agriculture Department. Spot price for raw sugar at New York averaged 6 cents per pound during the first 25 days of March. Average for the first quarter will be a 10th of a cent less than the 6.21 cents average for the comparable period in 1957.

Glass Containers

Factory shipments of machine-made glass containers during February totaled 10,771,000 gross, according to Commerce Department. Shipments of returnable beverage containers accounted for 1,322,000 gross, against only 801,000 gross in January. Non-returnable beverage containers accounted for 124,000 gross, against only 93,000 gross in January.

MAKE US AN OFFER ON ALL OR ANY PART

All machines are clean, have all glass plastics and parts and are in good working order.

ROCK-OLA

- (4) Model 1432
- (8) Model 1434
- (10) Model 1436
- (15) Model 1438
- (10) Model 1446
- (12) Model 1448
- (2) Model 1454 (200 selection)
- (3) Model 1455

WURLITZER

- (2) Model 1500 A
- (2) Model 1900
- (5) Model 1400
- (3) Model 1259
- (5) Model 1100
- (4) Model 1015

SEEBURG

- (8) Model 100A
- (2) Model 100C
- (2) Model 100R

AMI

- (1) Model D 40
- (1) Model D 80
- (2) Model E 80
- (1) Model E 120

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Model "H" 200 (in crate) Write
Model "I" 100 Write
Model "I" 120 Write
Model "I" 200 Write
Model "I" 200 M. Write

USED PHONOGRAPHS

Model "C" AMI converted 45 \$110
Model "D" AMI converted 45 140
Model "G" 80 575
Model "G" 120 AMI 600
Model "G" 200 (H. mechanism) 400
Model "H" 100 AMI (like new) 595
Model "H" 120 AMI 765
Model "H" 200 AMI 695
Model "H" 200 AMI 845
Model 1600 Wurlitzer Phonograph (converted 45) 235
Model 1900 Wurlitzer Phonograph (like new) 675

USED GAMES

Williams Kings \$250
Gottlieb Classy Bowler 195

NEW GAMES

Williams Soccer Kick Off
Williams Top Hat (2 Player)
Williams Short Stop
Chicago Coin Rocket Shuffle
Bally Miss America
Bally Target Roll
Williams Ten Strike
Williams Jumbo Ten Strike

PHONE
WIRE
OR
WRITE

Gottlieb Gypsy Queen \$120
Gottlieb Sweet Adaline 140
Gottlieb Harbor Lights 150
Gottlieb Wishing Well 150
Gottlieb Frontiersman 100
Gottlieb Green Pastures 60
Gottlieb Easy Aces 145
Williams Reno 265
Gottlieb Gladiator (2 Player) 190
Gottlieb Register (4 Player) 265
Gottlieb Scoreboard (4 Player) 190
Gottlieb Flagship (2 Player) 295
United Stardust (in line) 110

Bally Beach Beauty (in line) \$165
Bally Big Show (in line) 260
Bally Show Time (in line) 350
Chicago Coin Blondie 150

USED ARCADE

Williams Peppy the Clown \$195
Genco Gypsy Grandma Fortune Teller 225
Mutoscope 3 D Art Parade 100
Marvard Metal Typex 295
Chicago Coin Steam Shovel 110

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CHICAGO COIN DOES IT AGAIN!

Batter Up

MIRACULOUS ELECTRONIC BASEBALL GAME!
Revolutionary! Mixes up the pitches—keeps the players on their toes with incurve, outcurve, fast ball! Registers strikes!

FAST, FAST, FASCINATING PLAY SCORES WITH FAT COLLECTIONS!

5-BALLS

GOTTLIEB

SEA BELLES, 2 PL. \$275
SCOREBOARD, 4 PL. 225
DERBY DAY 185
EASY ACES 105
GYPSY QUEEN 170
WISHING WELL 165
SLUGGING CHAMP 165
QUEEN OF HEARTS 95
GUYS AND DOLLS 85
CROSS ROADS 75
CHINATOWN 75

WILLIAMS

JIG SAW \$325
BAND WAGON, 4 PL. 295
PICCADILLY 245
RACE THE CLOCK 145
SMOKE SIGNAL 145
COLORS 135
SPITFIRE 115
GUN CLUB 90

BALLY

CIRCUS \$340
BALLS-A-POPPIN' 210
CHICAGO COIN
BLONDIE \$160

BOWLING GAMES

United 14' BOWLING ALLEY \$475
Bally 14' BOWLING LANE 475
C.C. 14' BOWLING LEAGUE 495
C.C. 6-Player SKI BOWL 175
C.C. 16' CLASSIC BOWLER Write

SHUFFLES

CHICAGO COIN

BULL'S EYE \$295
HOLLYWOOD 225
HOLIDAY 215
THUNDERBOLT 185
MIAMI SHUFFLE 95

BALLY

CONGRESS \$375

UNITED

SUPER BONUS \$225
VOGUE (Targette) 195
TARGETTE 125
ROYAL w/ Flash-O-Matic 120
OLYMPIC w/ Flash-O-Matic 120
CASCADE w/ Flash-O-Matic 120
POOL ALLEY 110

ARCADÉ

Ex. POP GUN CIRCUS Write
Genco MOTORAMA \$395
Genco CIRCUS GUN 375
Genco STATE FAIR 250
Genco DAVY CROCKETT 225
C.C. TWIN HOCKEY 220
Wms. SAFARI 215
Genco BASKETBALL 175
Un. CARNIVAL GUN 165
Genco RIFLE GALLERY 155
Evans SUPER BOMBER 145
Wms. CRANE 135
C.C. STEAM SHOVEL 135
United JUNGLE GUN 135
Cap. MIDGET MOVIES 125
C.C. BASKETBALL CHAMP 120
Exh. JET GUN 110
Exh. RINGER BALL 95
Wms. QUARTERBACK 85

NEW GAMES

Chicoin BATTER UP
Chicoin ROCKET SHUFFLE
Genco SPACE AGE
Genco GUN CLUB
Genco FUNFAIR
Genco GYPSY GRANDMA
Gottlieb BRITISH STAR
Wms. TEN STRIKE
Wms. KICK OFF
Bally SKILL ROLL
Bally TARGET ROLL
Bally MISS AMERICA
VALLEY 6-POCKET POOL
Kaye ELDORADO 6-POCKET
Kaye COMPETITOR 6-POCKET
Auto Ball PLAYBALL
Keeney DELUXE BIG TENT
United BONUS BOWLING ALLEY

Chicago Coin's 2-Player

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WURLITZER 2000 695.00
WURLITZER 1800 \$595.00
WURLITZER 1900 645.00
WURLITZER 2000 695.00

SEEBURG C \$400.00
SEEBURG R 550.00
SEEBURG V200 575.00
AMI G200 595.00

Write for prices on other models

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HO 4-3504

SLATE TOPS

REG. PRICE \$49.50 **NOW BUMPER POOL 32" x 48" \$44.50 4 or more \$42.50**
 REG. PRICE \$90.00 **NOW 6 POCKET 35" x 67 1/2" 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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MIAMI BEACH \$120.00	ICE FROLICS \$55.00
VARIETY 75.00	BEAUTY 60.00
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Immediate Delivery. 1/2 Deposit.
FRANK MILLS, Mgr., Dept. R-6

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NAME YOUR OWN PRICE

BIG TENT • HUNTER GUN SMOKE

NO REASONABLE OFFER REFUSED

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ATLAS SLASHES PRICES!

MUSIC

WURLITZER 2150	\$725
SEEBURG 100-B	395
SEEBURG 100-D	645
SEEBURG 100-G	595
A.M.I. E-120	345
SEEBURG V-200—Modified with VL Selection Receiver	\$775

All phonographs reconditioned and refinished.

GAMES

Chicoin ROCKET, SHUFFLE
 Bally SKILL-ROLL
 Bally TROPHY BOWLER, 14'
 Keeney LEAGUE LEADER

THIS WEEK

SEEBURG 100-C \$470

45 RPM CONVERSION FOR M-100A
 \$69.50

Exclusive Seeburg Distributors



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SHUFFLE GAMES	CHILDREN'S RIDES	Williams Perky	\$225.00
United Super 10th Frame	Capitol Midget Racer	Gottlieb Hit & Run	45.00
United 6-Player Bowler	Exhibit Sea Skate	Gottlieb Coronation	45.00
United Clover	Drum 2-Ride Merry-Go- Round	Gottlieb Flying High	65.00
United Cascade	Nate Schneller Merry- Go-Round	Gottlieb Queen of Hearts	65.00
United Olympic	Drum Rocket Ship	Gottlieb Poker Face	75.00
United Star 10th Frame	Bert Lane Circus Wagon	Gottlieb Shindig	90.00
United Super Bonus	Exhibit Big Bronco	Gottlieb Jockey Club	110.00
Bowler		Gottlieb Mystic Marvel	120.00
United Mars		Gottlieb Diamond Lil	120.00
United Capitol		Gottlieb Lady Luck	120.00
Chicago Coin Crown		Gottlieb Four Belles	125.00
Chicago Coin Criss Cross		Gottlieb Daisy Mae	125.00
Chicago Coin Starlite		Gottlieb Slugging Champ	125.00
Chicago Coin Playtime		Gottlieb Gold Star	150.00
Chicago Coin Holiday		Gottlieb Frontiersman	150.00
Chicago Coin Triple		Gottlieb Dragonette	150.00
Strike			
Chicago Coin Thunder- bolt		GUNS	
Chicago Coin Arrow		Genco Rifle Gallery	\$150.00
Chicago Coin Hollywood		Genco Sky Rocket	195.00
Chicago Coin Blinker		Genco State Fair	235.00
Genco Shuffle Pool		Genco Davy Crockett	325.00
Westside Conversion		Exhibit Jungle Hunt	350.00
Bowler			
Exhibit Ringer Ball		PIN GAMES—2 & 4 PLAYER	
		Gottlieb Duetta, 2-Player	\$165.00
		Gottlieb Scoreboard, 4-Player	225.00
		Gottlieb Jubilee, 4-Player	250.00

We are distributors for ROCK-OLA

MODERN DISTRIBUTING CO. 3222 TEJON STREET, DENVER 11, COLORADO. Phone: GRand 7-6834

Key NVA Talks

Continued from page 81

tion is a legitimate business. Under the IRS ruling, a penny machine entitling a person to a prize (in exchange for a winner ball) not in excess of five cents retail value is subject to \$10 federal amusement tax. It is the contention of these spokesmen that since the IRS ruling, operators have in fact been paying the amusement tax to the government.

Cannot Compete

The other group maintains that the ball gum and charm machine cannot compete with the amusement tax winner ball, and that operators who began using it extensively two years ago have driven others to comply in order to merely stay in the bulk vending business.

The rejoinder is that the typical winner-ball operation that gives a nickel candy bar or cheap toy as a prize does not constitute a threat to other types of bulk vending. These spokesmen claim that 12 years ago the winner ball was widespread and that the wide scale introduction of charms was only possible because they competed advantageously with winner balls.

They go further in claiming that charm manufacturers have failed to come up with a popular item for a long period of time. They assert that what they consider a legitimate winner ball operation is being blamed for what in actuality is a failure to produce charms that will sell.

UMO Campaign

Continued from page 85

nance would require an identification, furnished by the Detroit Police Department license bureau, for each machine and would entail an additional license fee.

Tony Siracuse urged members to adopt the idea of printing literature detailing specific grievances that operators may have with distributors selling practices for distribution to locations. The idea was passed unanimously.

Bad publicity and its effects were also discussed. The minutes read: "Recent publicity, attributed to statements by chief counsel Robert F. Kennedy of the Senate Labor - Management Investigating Committee, has been detrimental to all music operators. Detrimental statements and publicity should be challenged regardless of the source. You know best whether you want to let it be taken for granted that you are a Racketeer or a member of the MAFIA."

A copy of the review of the minutes of the meeting, together with a postcard listing the five problems, were mailed to operators in the area. Each operator was asked to indicate whether he would support UMO in solving the problems. There were "Yes" and "No" blanks next to each problem.

NEW KIDDIE RIDES




Kiddie Tug Boat Ride Kiddie Train Ride

Other MONEY MAKING RIDES in our line
FIRE ENGINE • AUTO

All rides use identical bases and can be quickly interchanged on location.

FOR DESCRIPTIVE FOLDER AND PRICES—WRITE

KING-PIN EQUIPMENT COMPANY

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IF YOU LIKE ATTRACTIVE FIGURES... YOU'LL GO FOR WORLD WIDE PRICES ON TOP QUALITY EQUIPMENT!

ARCADE SPECIALS!

United PIRATE GUN	\$275
Genco DAVEY CROCKETT	245
Wms. POLAR HUNT	210
Wms. SAFARI GUN	175
Genco STATE FAIR	245
United CARNIVAL GUN	125
Exhibit JET GUN	75
Seeburg COON HUNT	75
Chi Coin BASKETBALL CHAMP	75
Wms. CRANE	95
Chi Coin STEAM SHOVEL	95
DeCo SPACE SHIP	125

NEW GAMES

Bally SKILL ROLL	
Bally MISS AMERICA	
Wms. SHORTSTOP	
Gott. 2-PI. BRITISH STAR	
Bally TROPHY BOWL-G ALLEY	
Games' DOUBLE SHOT	
Chi Coin ROCKET SHUFFLE	
Fischer 6-POCKET POOL	
United 2-PI. SHOOTING STAR	
Genco SPACE AGE	
Gott. CRISIS CROSS	
United MIDGET ALLEY	

SPECIAL! UNITED 13' and 16' JUMBO BOWLING ALLEYS

LIKE NEW! \$675 EACH

5-BALL GAMES

4-PI. FALSTAFF	\$465	STRAIGHT FLUSH	\$310
4-PI. MAJESTIC	395	SILVER	295
4-PI. REGISTER	295	WORLD CHAMP	275
2-PI. CIRCUS	275	ROYAL FLUSH	255
2-PI. SUPER CIRCUS	410	ACE HIGH	235
2-PI. CONTINENTAL CAFE	310	AUTO RACE	195
2-PI. FLAGSHIP	295	CLASSY BOWLER	175
2-PI. SEA BELLES	245	HARBOR LITES	185

BINGO SPECIALS!

Bally NITE CLUB	\$175
Bally BROADWAY	155
Bally BEACH BEAUTY	125
Bally MIAMI BEACH	95
Bally GAYETY	65

WANT TO BUY


ALL TYPE UPRIGHT GAMES. ALSO SUN VALLEY, SNOW-TIME, KEY WEST, BIG SHOW.

Will Trade Late 5-Balls or Pay Highest Cash Dollar

ALL EQUIPMENT THOROUGHLY RECONDITIONED

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SPECIAL BUYS!

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Guarantee**

- Phonograph Steam Cleaned
- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Sound System Tested
- Speaker Examined

SEEBURG

V200 Rebuilt w/VL Sel. Rec.	\$795.00
HF100R	669.00
HF100G	569.00
M100C	469.00
M100A	189.00
3W1 Wallboxes, Chrome (100 Selections)	49.50

WURLITZER

2150 (200 Selections)	\$749.00
2000 (200 Selections)	649.00
1900 (104 Selections)	595.00
1800	549.00
1700	469.00
1650	239.00
1400	149.00
5205 (104 Sel. Wallbox)	27.50

AMI

G200 (like new)	\$649.00
-----------------	----------

ROCK-OLA

1446 (120 Selections)	\$495.00
1436 (45 rpm)	199.00
1434 (45 rpm)	139.00

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Chi Coin Ships

• Continued from page 91

ball is more likely to be hit toward left field; if he swings as ball is over center of plate, ball will more likely be hit toward center; a late swing will tend to carry ball toward right field.

Hit for Markers

Markers along the simulated grandstand in the background score singles, doubles, triples and homers when hit.

Infield and outfield is covered by miniature plastic baseball figures, some registering an out against batter when ball is hit to them, some registering a single.

If player scores three home runs by hitting balls to all three outfield markers — left, center and right—he makes a bonus score. In addition to bonus score, player can try to top the previous high score as registered on a carryover panel on backglass. This feature is adjustable.

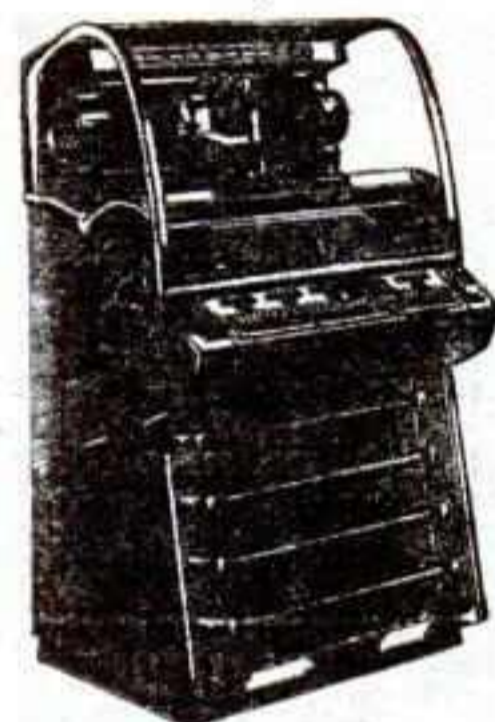
All balls pitched are registered as strikes, unless hit. Players get "three outs" for a dime.

Batter Up is five feet long, two feet wide. It has a translucent plastic, green-colored playfield, metal legs.

The game has been approved for operations by the Chicago Game Panel, which passes on each new game introduced for operation in the city.

**SHOP
HERE**

**FOR THE
BEST BUYS
IN REBUILT
PHONOS**



**SEEBURG
V-200
\$625.00**

completely
Reconditioned—Refinished

**V-200
With VL Receiver
\$695.00**

"200" Selection Specials

AMI

H200	\$750.00
G200	595.00

ROCK-OLA

1455	\$650.00
------	----------

WURLITZER

2000	\$595.00
------	----------

"100" Selection Specials

WURLITZER

1800 (104 Sel)	\$495.00
----------------	----------

SEEBURG

HF 100R	\$595.00
HF 100G	495.00
M 100C	395.00
M 100B	325.00

WALL BOX
Seeburg 3W1 100 Sel ..\$49.50

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Write for Illustrated Catalog

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1327 N. Capitol Ave.
Indianapolis, Indiana
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IT'S HERE!



**chicago coin's
'BATTER UP'
BASEBALL GAME**

With the All New Feature
Lite-O-Matic

SEE IT AT YOUR
DISTRIBUTOR NOW!!

chicago coin machine

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of
**Chicago Dynamic
Industries, Inc.**

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

Keeney Bows

• Continued from page 91

the infield and into elevated score racks in the background. Eight of the score racks register hits ranging from singles to homers, two others register outs.

Super Homers

In addition, the home run score racks each contain a small ball-size target which registers "super homers" when hit. These score four bonus runs when hit.

If ball is hit, but not solidly, it tends to land in the infield section of the playfield, where it lands in either an out hole or single hole.

When a super homer is hit, a pennant lights up on the backglass and a buzzer sounds.

As hits are made, flashing figures of base runners circle the bases, moving across the plate to score runs.

Each player gets "three outs" for a dime.

One player can operate the game alone, pressing one button to pitch, one to bat.

League Leader is 60 inches long, 26 inches wide. It is equipped with a National Slug Rejector coin chute. Suggested list price is \$495.

**New ON THE
PROFIT HORIZON!**

GOTTLIEB'S BRILLIANT

**BRITE
STAR**

2-PLAYER 5-BALL

The most terrific action and suspense in years! Double Number Match Feature! Roto Targets! Bonus Score . . . Roto Star lights all Roto Targets for 18 TIMES TARGET VALUE! All Steel Light-Box Door. Many other features.

N. ILLINOIS, N. INDIANA and
IOWA OPERATORS . . .

ORDER TODAY!

**NATIONAL
COIN MACHINE EXCHANGE**

1411-13 Diversey, Chicago 14, Ill.
BUckingham 1-9211

United Moves

Continued from page 91

and bounce rubber balls out of ball pockets for new in-line arrangements.

Player can spring balls out of any of the vertical lines of ball pockets by shooting a shuffle puck to trip contacts corresponding to any one of the vertical lines.

10 Puck Shots

The game gives player 10 puck shots per dime, and the opportunity to rack up in-line scores at will by pressing the automatic score button.

Ball hole playfield is reflected from the bottom of the cabinet, giving a three-dimensional visual effect.

Shooting Star production plans were announced in The Billboard, April 7.

Gottlieb Speaks

Continued from page 91

New six-story structure has been purchased in Leyden Township (at 805 West North Avenue just west of Fifth Avenue—8800 West Chicago numbered) at a cost of \$172,000.

Gottlieb told the dinner audience that the fund drive, which kicked off following the dinner meeting, will continue thru May 31. He said plans for the new hospital call for it to open its doors to the public in the fall of 1960.

Rabbi Moshe Babin of the West Suburban Temple, principal dinner speaker, told of the critical need for additional hospital facilities to serve the growing West Suburbs area. (See picture of hospital, this section.)

January Exports

Continued from page 91

of Commerce now breaks down juke box figures into new and used categories.)

Vending machine shipments (not shown on the chart in this section) totaled \$116,725 in January on 2,372 units shipped, a relatively small volume for a one-month period.

A total of \$2,197,183 volume was done for the month in games and juke box shipments totaling 7,178 units. Total for games, juke and vendors came to \$2,313,908 on 9,550 units shipped. This is on a par with 1957 monthly averages, but far ahead of December's relatively slim \$1,581,488 total.

Now Delivering



The New

Valley
DELUXE

6-POCKET POOL

Valley's "Cadillac Quality" and exclusive features protect your investment!

- Modern Styling—Beautiful Mahogany Finish with Formica Rail Protectors, Gold-Trimmed Pockets, Genuine Billiard Cushions.
- Separate, Fast, No-Stoop Cue Ball Return.
- Exclusive Easy-Count Scorer.
- Exclusive Plexiglas Viewer—Accurate Record of Balls Played—Speeds Play.
- Cheat-Proof, Burglar-Proof. Composition or Slate Beds. Double Dime or 25¢ Chute.

See Your Distributor or Write

VALLEY SALES CO.

(Sales Affiliate of Valley Mfg. Co.)
333 Morton St. Bay City, Mich.
TWINBROOK 5-8587

Flesch New Bally President

Continued from page 91

In the late 1930's and early 1940's he was general manager of manufacturing operations.

In the mid-1940's he served as president of two of Lion's wood-working plants, and as president of the kiddie ride manufacturing plant. He has been a co-ordinator of the other Lion subsidiaries.

Prior to joining Lion, Flesch held executive positions with a number of metal manufacturing plants working on tools and dies, die casting, and adding machines.

Flesch said he will continue to work very closely with all the Lion

departments. He said that Bally intends to continue production and development of in-line pinballs, bowlers, and other amusement games, as well as kiddie rides.

Flesch said, "I am sure I have the co-operation of all members of this organization."

Flesch lives in River Forest, Ill., is married, and has two children, both married.

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ELSIE	ALL STAR HOCKEY	LORD'S PRAYER
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SPACE SHIP	Mod. 9	MERCURY ATHLETIC
PALOMINO HORSE	ATOMIC BOMBER	SCALE
SEE-SAW	BALLOON-O-MAT	METAL TYPERs,
SMALL CAR RIDE	BALLY ALL STARS	HARVARD
SCIENTIFIC BOAT	BALLY BULL'S-EYE	MIDGET SKEE BALL
MISS AMERICA	BANGORAMA	PANORAMS
2 HORSE CAROUSEL	BASKETBALL	PEPPY
CRUSADER HORSE	CHAMP	PERISCOPE
DOPEY DUCK	BATTING PRACTICE	PITTSBURGH
MOON RIDE	BEAR GUN	VIBRATORS
ROUND THE WORLD	BOOMERANG	PITCHER & BATEM
TRAINER	BONUS GUN	PUNCHING BAG
WELLS FARGO	BASKETBALL, C.C.	PHOTOMATIC
LANE'S HORSE	C.C. BANDBOX	RECORDIO
CADILLAC CAR	CAPITOL PANORAMS	ROCK 'N' ROLL
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TROLLEY	C.C. TWIN HOCKEY	SPOTLITE
HOT ROD	CHAMPION HOCKEY	SET SHOT
WHIP	CHESTER POLLARD	SIDEWALK
DRIVE-IT-YOURSELF	FOOTBALL	ENGINEER
FIRE ENGINE	CIRCUS GUN	SILVER GLOVES
	COON GUN	SIX SHOOTER
	DRIVE MOBILE	SPORTSMAN GUN
	DALE GUN	SCI. BASKETBALL
	EX. POP GUN	SCOOTERS
	EX. SILVER BULLET	STATE FAIR GUN
	EX. VIBRATORS	TEAM HOCKEY
	EX. VITALIZERS	TRASURE COVE
	EVANS BATASCORE	TUNGO
	FLYING SAUCER	UNDERSEA RAIDER
	FOOTBALL	UN. SUPER SLUGGER
	FOOTBALL KICKER	VOICEGRAPH
	GENCO BINGOROLL	WMS. CRANE
	GENCO GUN CLUB Write	WMS. JET FITER
	GENCO MOTORAMA	WMS. 4-PL. SKEE
	GENCO QUARTER	BALL
	BACK	WMS. SUPER
	GENCO RIFLE	BASEBALL
	GALLERY	WMS. TEN STRIKE Write
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GAMES, SHUFFLE
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MACHINES.



SPACE AGE

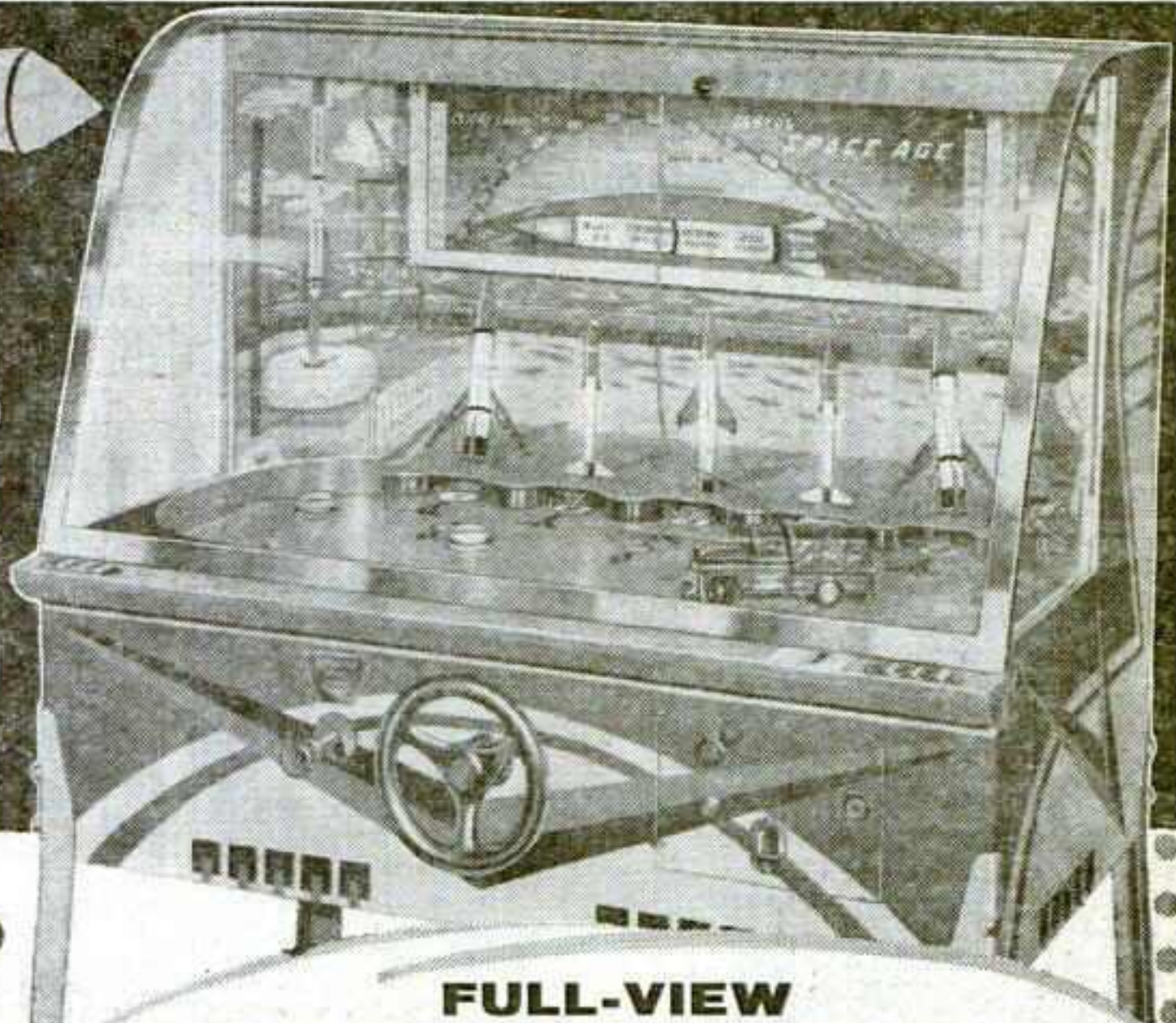
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NEWEST THRILL-PACKED ADULT SKILL GAME!

A tricky, timely, terrific idea!
Miniature army truck with MAGNETIC
BUMPER PUSHES AND PULLS DISCS,
BULLDOZING THEM OVER ROLLOVER
TARGETS AND INTO SLOTS for varying
scores! Player actually drives truck
by remote control. No tracks...
no rods or wires... it's amazing!

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Scene of
Missile Testing Base

In-line bonus-style scoring
from 5 rocket loading slots.
Plus regular playfield score.
(All scores are in hundreds and
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FULL-VIEW "SHOWCASE" CABINET

with Clear Plexiglas Juke-Box Type Front
Only 44" Wide, 26" Deep, 60" High



Authentic Scale-Model
PICK UP TRUCK
CONTROLLED BY
Realistic Steering Wheel

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Adjustable
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SEE IT AT YOUR GENCO DISTRIBUTOR NOW!

OTHER GENCO FAVORITES STILL SCORING HIGH IN ALL LOCATIONS!

FUN FAIR
5-BALL GAME

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2621 N. ASHLAND AVE • CHICAGO 14, ILL.

ON ITS WAY!

**United's New
3-Dimensional
Shuffle Game**

**SHOOTING
STAR**

Write for advance information, now!

UNITED MANUFACTURING COMPANY
3401 North California Avenue
Chicago 18, Illinois

**Eli Kasper Joins
National Novelty**

VALLEY STREAM, N. Y.—Eli Kasper, veteran coin machine man, has joined Joe Green and Irv Holzman's National Novelty Company here as route manager.

Kasper was on the staff of the Associated Amusement Machine Operators of New York for nearly four years, and previous to that had operated juke boxes on the West Coast. He has been in the coin machine business for 25 years.

KIDDIE RIDES

2 Exhibit SPACE SHIPS \$350.00
1 Deco CAROUSEL 350.00

MUSIC

AMI D 80 (New Paint) \$199.50

PINS

Gottlieb REGISTER \$275.00
Gottlieb MARATHON 225.00
Gottlieb GLADIATOR 225.00
Gottlieb SCOREBOARD 195.00
Gottlieb SLUGGIN' CHAMP 165.00
Gottlieb LADY LUCK 145.00
Gottlieb SWEET ADD A LINE 175.00
Williams KINGS 225.00

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ChiCoin T.V. BOWLING LEAGUE \$595.00
ChiCoin CLASSIC BOWLING LEAGUE 595.00
ChiCoin 14' BOWLING LEAGUE 450.00
ChiCoin BONUS SCORE, S.A. 195.00
ChiCoin ADVANCE BOWLER 95.00
United ROYAL BOWLING ALLEY 595.00
United 14' BOWLING ALLEY 450.00
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United ROYAL B. A. Bally TROPHY BOWLER Genco SPACE AGE
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6 POCKET POOLS

5 BALLS

GOTTLIEB
Easy Aces \$185
Deluxe Sluggin' 175
Champ 160
Dragonette 160
Stagecoach 150
Frontiersman 128
Jockey Club 100
Arabian Night 100
Shindig 100
Pinwheel 85

WILLIAMS
Surf Rider \$250
Arrowhead 250
Piccadilly 250
Hot Diggity 245
Super Score 235
Perky 225
Cue Ball 225
Fun House 195
Three Deuces 165
Tim-Buc-Tu 165
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Regatta 145
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Ten Strike Write
All Star Bowler Write
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Genco Circus Rifle 375
Round the World T. 345
Gypsy Grandma 345
Grandma 325
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Voice-o-Graph 245
Star Slugger 245
Twin Hockey 225
Genco Sky Rocket 210
2-Player Basketball 185
Quarterback 175
Exhibit Sportland 150
Coon Hunt 145
Silver Gloves 145
Shoot the Bear 125
Super Home Run 125
Exh. Shooting Gallery 100
Sidewalk Engineer 100
Telequiz 95
Dale Gun 85

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Bally Miss America \$185
Nite Club 225
Double Header 225
Variety 75
Caravan 145
Brazil 245
Big Show 285
Broadway 185

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Chicago 6-Player \$189.50
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Skill Ball 189.50
Wms. 6-Player 189.50
Roll-a-Ball 189.50
UN. 14' B.A. 445.00

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It's Fun to Play! More Fun to Compete!

- Hitting Roto-Star Lites All Roto-Targets for 10 Times Target Value
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- Bottom Rollovers Score 100 Points When Lit
- 4 Places to Spin Roto-Targets
- New All Steel Lite-Box Door
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- 2 Super-Powered Flippers

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ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS



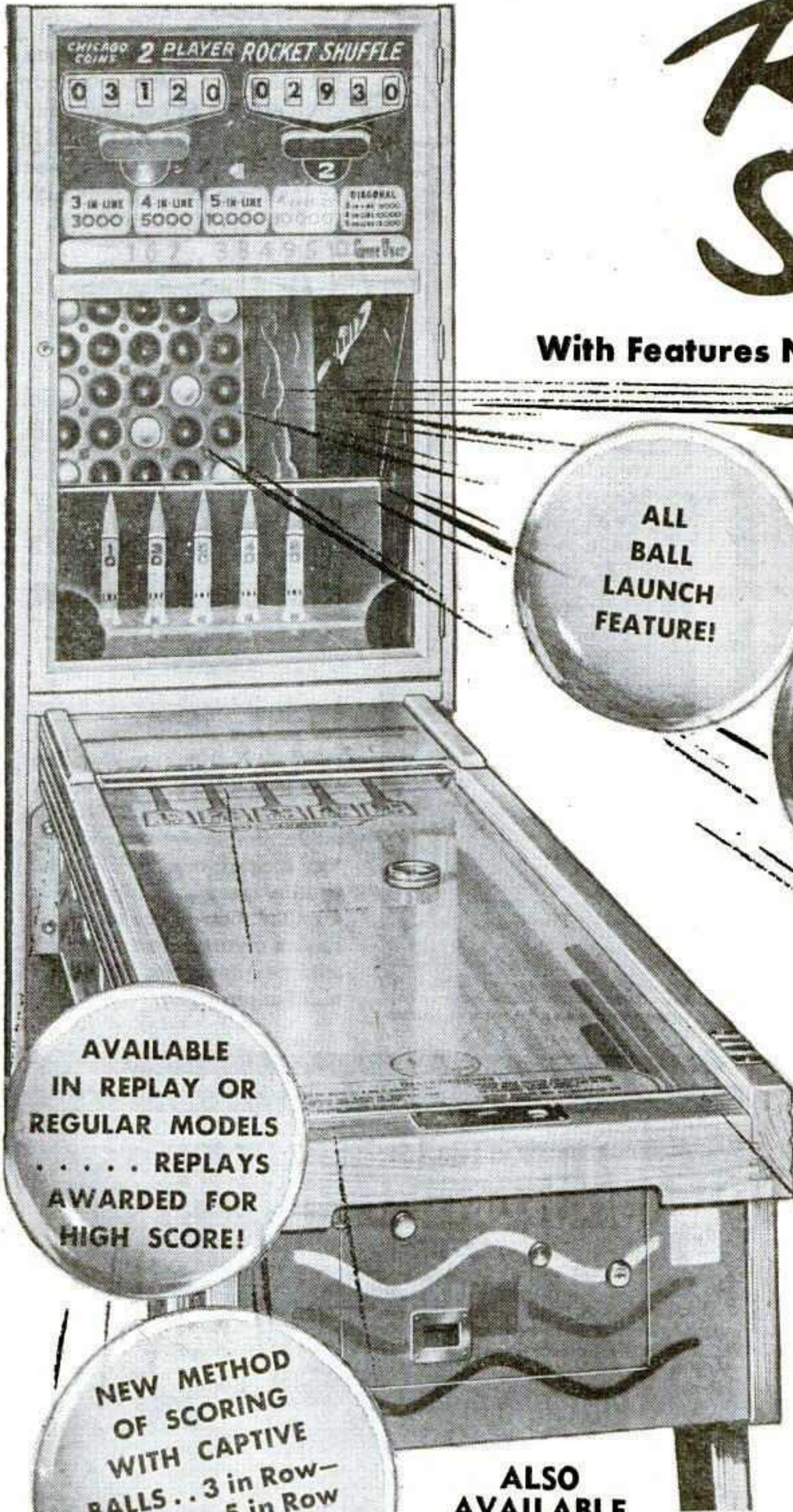
Amusement Pinballs
as American as Baseball and Hot Dogs!

Now! 2-PLAYER MODEL

chicago coin's **BIG PROFIT MAKER...**

Rocket Shuffle

With Features Never Before In A Shuffle Type Game!



ALL BALL LAUNCH FEATURE!

Featuring The World's Newest Action Packed SATELLITE ROCKET THEME!

CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH SPACE!

UNUSUAL AND NEW 3 DIMENSION MIRROR EFFECT . . . GAME IS ONLY 7'7" YET GIVES THE APPEARANCE OF A GAME 11'11"

AVAILABLE IN REPLAY OR REGULAR MODELS REPLAYS AWARDED FOR HIGH SCORE!

NEW METHOD OF SCORING WITH CAPTIVE BALLS . . 3 in Row—4 in Row—5 in Row—4 Corners—DIAGONALS SCORE DOUBLE!

ALSO AVAILABLE IN A 1 PLAYER MODEL

PLAYER DETERMINES WHEN AND IF HE WANTS TO ACCEPT IN LINE BONUS SCORE OR CONTINUE TO PLAY FOR A HIGHER BONUS SCORE!

ADJUSTABLE TO 5 AND 10 SHOTS PER GAME STRAIGHT 10c PLAY

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Division of
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YOU CAN BANK ON A *Bally* GAME

Trophy Bowler



New streamlined easy-to-install cabinet.
 New quiet alley. New foul-light protects equipment from abusive play.
 New extra husky pins. 4-inch rubber or hard ball. Popular 7-10 pick-up.
 Official bowling scores.
 1 to 6 can play.

11 ft.
 14 ft.
 18 ft.
 Choice of DIME PLAY or 2-FOR-QUARTER

All-Star DE LUXE Bowler

for *match-score* order
Super-Bowler

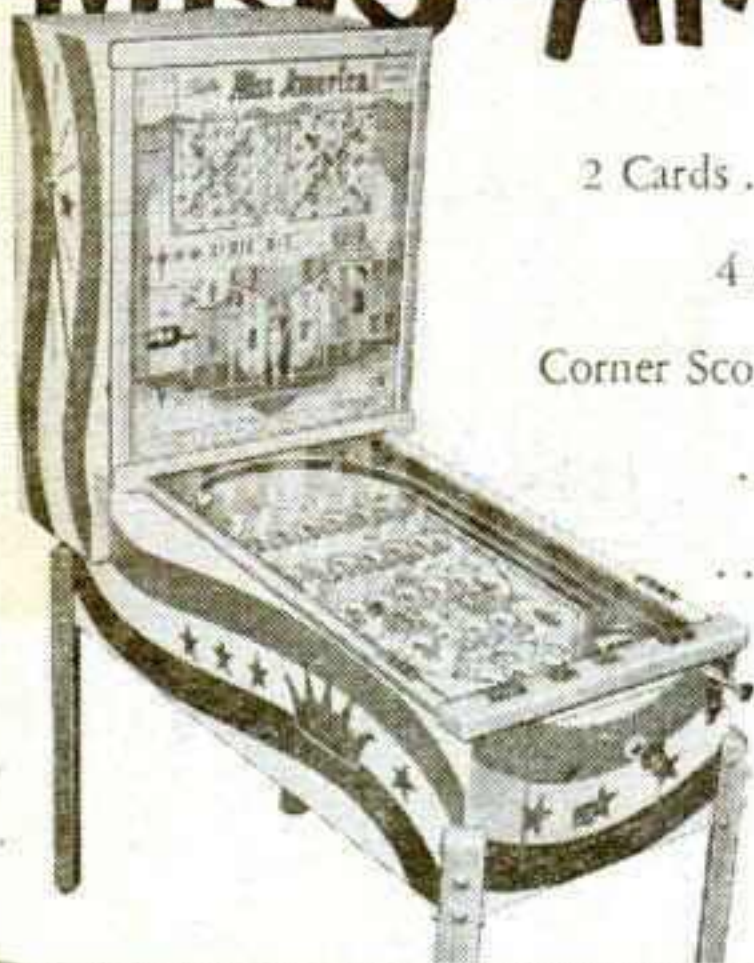


New instant-loading ball-gun doubles dimes-per-hour earning power. Get your share, get ALL-STAR DELUXE BOWLER with or without Free Play, and Match Model, SUPER-BOWLER.

Only 5½ ft. by 2 ft. floor space

Available in **FREE PLAY Model**

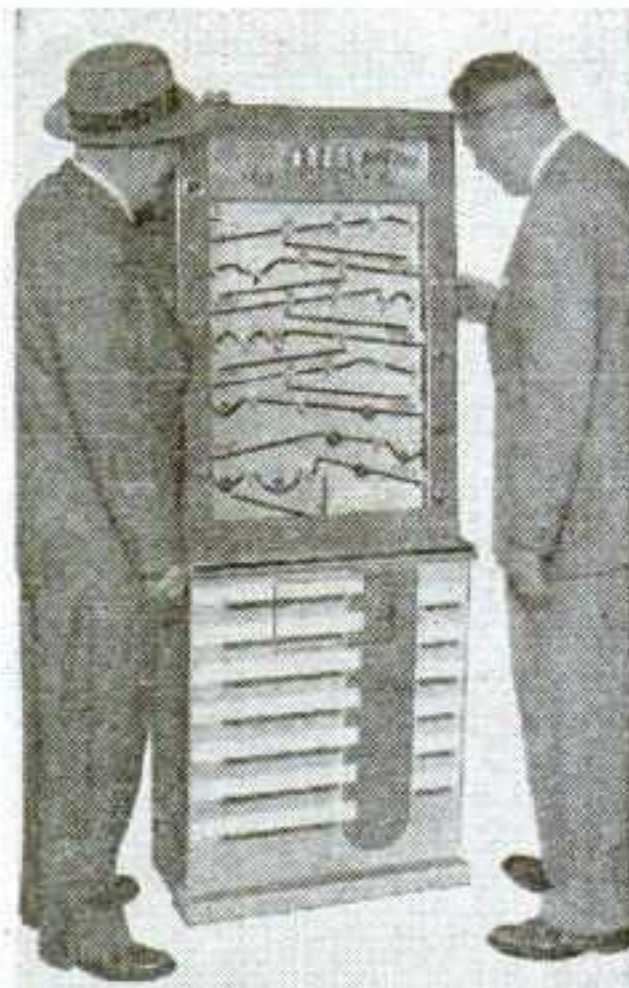
MISS AMERICA



2 Cards . . . 10 Magic Lines . . .
 4 sets of Advancing Scores . . .
 Corner Scores . . . Extra Balls
 . . . 2 Extra Time Rollovers
 . . . all add up to profit-packed play-appeal.

SKILL-ROLL

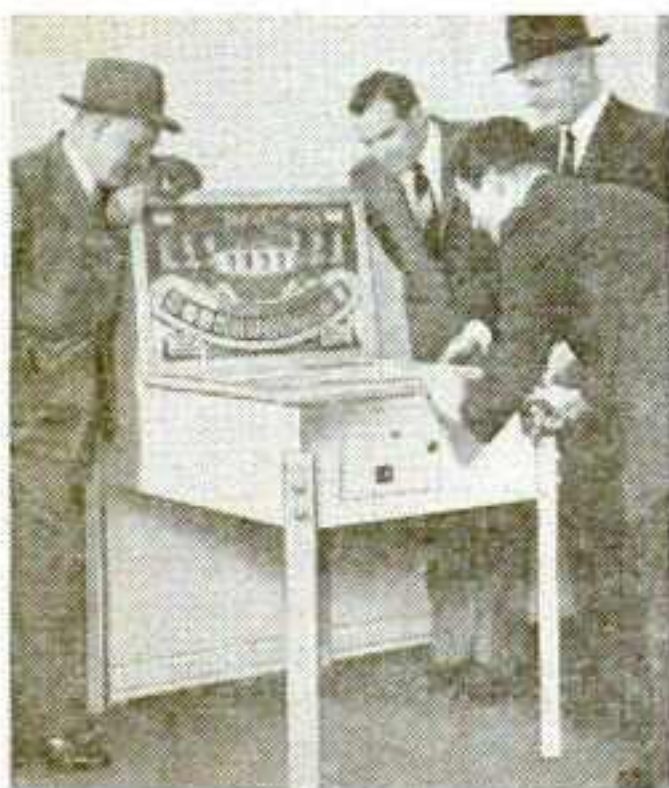
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Player rolls coin along tricky tracks. 100 per cent skill; welcome in all territories. New look gets immediate attention on location. Fast action. Big earning power. Simple mechanism, minimum servicing. Very compact; requires only 15 in. by 26 in. floor space. Easily, quickly installed. Low-priced to permit blanket coverage of territory with minimum investment. Choice of nickel or penny play.

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TARGET-ROLL



Fastest competitive-play money-maker ever built! High-score plus new Match-Target feature gets continuous repeat play. See TARGET-ROLL . . . and see!

Bally
KIDDIE RIDES

FOR STEADY PROFITS YEAR AFTER YEAR

THE CHAMPION
 BALLY HORSE

TOONERVILLE TROLLEY

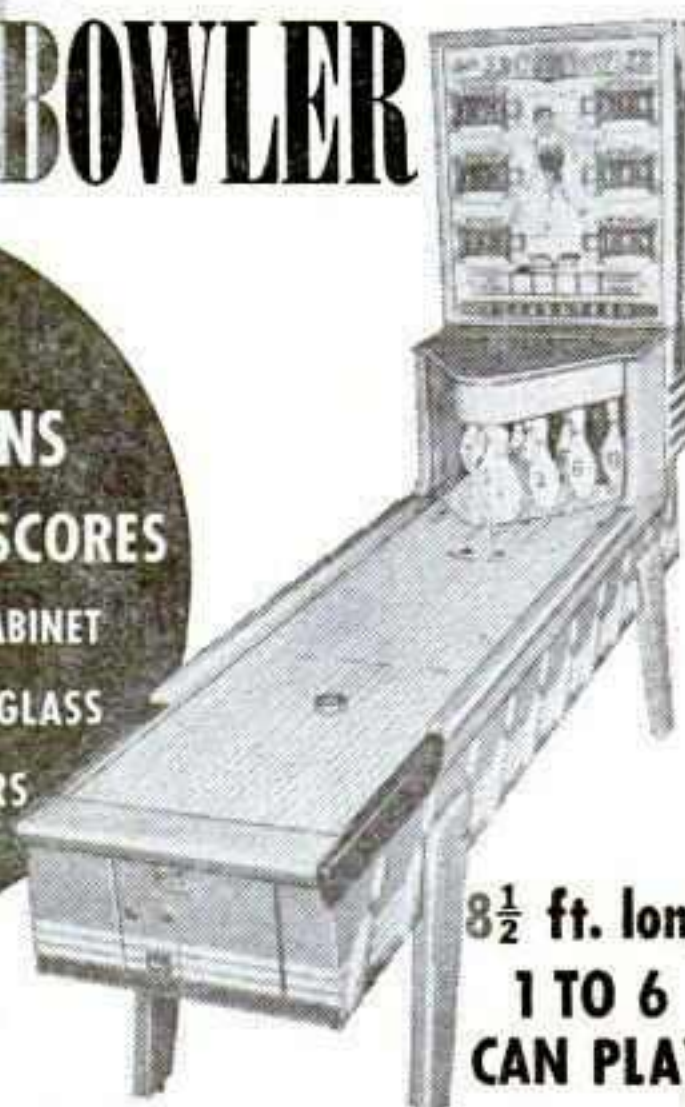
Bally **BIKE**

MODEL T

ABC SUPER DELUXE BOWLER

SUPER-SIZE PUCK

SUPER-SIZE PINS
 OFFICIAL BOWLING SCORES
 DE LUXE CLUB-STYLED CABINET
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 SPEEDY PIN-SET



Biggest money-maker in shuffle-puck class!

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 1 TO 6 CAN PLAY

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United's Sensational New Two-Player

MIDGET ALLEY

with Tantalizing Ball-Action

Completely New Ball Ejector

**MUST BE RE-AIMED AFTER EACH SHOT
MAKES EVERY PLAY REAL SKILL**

**6-INCH
FLY-AWAY PINS**

**2-INCH
COMPOSITION BALL**

**6 FT. LONG
2 FT. WIDE
6 FT. HIGH
TO TOP OF BACK-BOX**

**SCORES EXACTLY LIKE
OFFICIAL BOWLING**

**IDEAL FOR
COMPETITIVE PLAY**

**DROP-CHUTE
COIN MECHANISM
WITH
NATIONAL REJECTOR
ON PULL-OUT DRAWER
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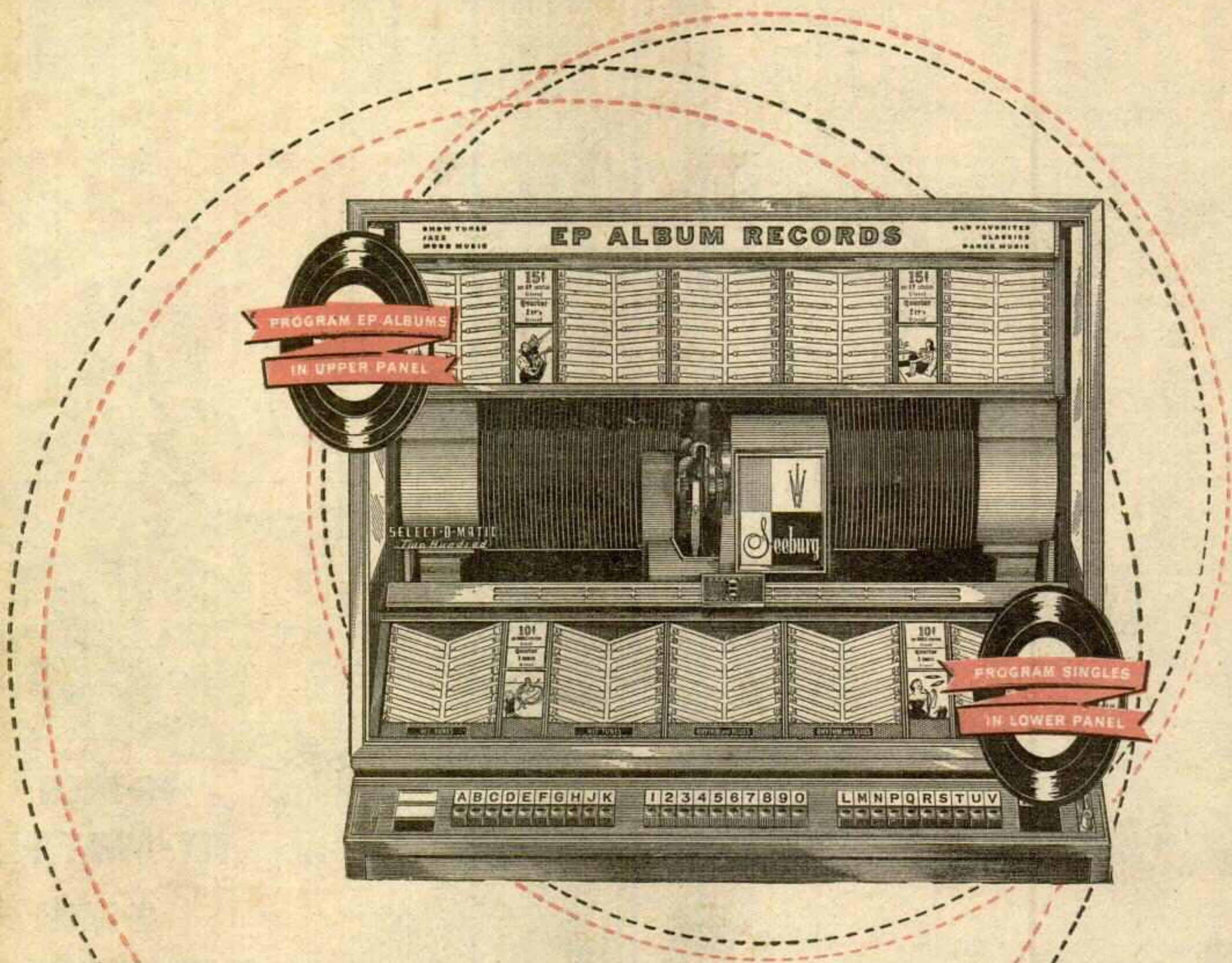


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BACK-BOX
FOR
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NEW STYLE
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