Record 2,400 Attend Meet

CHICAGO — The National Association of Broadcasters chipped in at an attendance record of more than 2,400 registrants for its 37th annual meeting this week. The Association's AM radio station membership now totals 1,503 and its FM and TV numbers, 410. 

Altho the panel on radio programming had a typical mixture of speakers from the networks, big city markets and small towns, the five broadcasters selected by the Association as panelists spoke for the most part. They all agreed that the modern trend in radio is toward programs more closely related than ever before to the local community served by a radio station.

The local station exes also came out unanimously in favor of "melodic" musical programming, as opposed to rock and roll and assorted "top 40" formats. In view of the growth and sizable rating success of "Top 40" type stations during the past few years, several broadcasters at the convention voiced the opinion that at least one "for- mula-radio" station manager should have been represented on the panel.

Panel members included Howard Barnes, CBS Radio programming chief; Robert D. Enoch, executive vice-president of WJW, Indianapolis; Robert Geller, general manager, WSB, Atlanta; William Shuff, programming manager, WFTS, Altamonte, Fla.; Robert E. Thomas, commercial manager, WJAC, Norfolk, Va.; J. Frank Jarman, general manager, WJNO, N. C. and chairman of the NAB Radio Board of Directors.
The most lively sessions were those held by the Spot Representatives Association and the Radio Advertising Bureaus, both of which staffs delivered aggressive pitches on radio sales and promotion techniques.

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A varied line-up of talent—rock and roll and select-selling singles artists—accompanied a presentation on"top 40" programming, which was assembled by Broadcast Music, Inc., for the Bardill's luncheon banquet. Band included Roberts Peters, Poe's Power Hour, Dave Deckard and some members of Tall Floyd and Mimi Hines.

**B I L L B O A R D A D D S N E W FACET TO MUSIC COVERAGE**

NEW YORK — The Billboard Publishing Company, thru its wholly owned subsidiary, American Believe, Inc., completed negotiations last week for the purchase of Hi-Fi Music at Home Magazine. Announcement was made last week by Charles Poole, president of American Believe, Inc., and the largest magazine with the highest quality fidelity buying magazine. Indirectly, the step also represents an important move by the Billboard publications to strengthen and consolidate itself as the communications center of the Music Industry.

The deal was arranged by W. D. Littlefield, president of the Billboard Group, Inc., and Milton B. Sleeper, president and treasurer of Sleeper Publications, Inc.

Upon completion of the transaction, Mr. Sleeper said that various publishing interests had sought to acquire Hi-Fi Music at Home at a price that would be attractive to the present owners of the magazine. He said that the deal had also been discussed with a number of the manufacturers and distributors, the very people who commanded the magazine's attention in the past.

"We feel like the industry's step-child," Mr. Sleeper said. "Let's get sounding better than ever on the one hand. And on the other, the manufacturers aren't doing that well as well. How can we have so many views yet none of them is worth anything?"

Debating Thinking

According to the rack-jobbers, the manufacturers were looking at a mirror. They had a 100 per cent return privilege, the amount of merchandise moving to the rack was fantastic. But the manufacturers debated themselves into thinking that the records were sold out. They're not selling them. Even if the 100 per cent return were reinitiated, they are just as selective, the rack-jobbers assert.

Marking regard to ordering, the rack-jobber operates with a built-in handicap. He simply doesn't know what's moving fast enough to take advantage of it. If a dealer

**Rack-Jobbers Call Selves Orphans Despite $ Volume**

Tab Business Constant Tug of War With Diskeries & Distsrib

BY TOM NOONAN

NEW YORK: Rack merchants, rack-jobbers, as they prefer not to be called, are becoming disenchanted with the disk business. It is that they aren't selling records. Far from it. The fact is they're doing as well or better than last year. A conservative estimate of 1958 volume shows same wholesale sales were practically the same as the gross national product for 1959.

"Our cash returns are practically the same. We're at 100," said a disk jobber.

New Chart for Rack-Jobs

NEW YORK — A new best selling record chart makes its debut in The Billboard this week. The chart is headed "On the Racks" and reflects sales in supermarkets and other locations serviced by rack-jobbers. Information on the chart will rotate on the Billboard and reflect sales of regular-size records, 45s or more. The three following weeks will show sales of less than $5 in the Hot 100 chart. The first week's data is expected to show sales of regular-size records, 45s or more. The following three weeks will show sales of less than $5 in the Hot 100 chart.
SLOTS/DUKES

SOVIET TOUR

NEW YORK — Sid Frey, head of Audio Fidelity, Inc., and Joe Oleen, president of Decca, have just announced a tour of the Soviet Union and Eastern Europe by their top musicians. According to Decca, the tour will take the group to all the major cities of the U.S. and Canada. The tour is scheduled to begin on April 15, and is expected to last about three months. The concert will be held in Moscow, Leningrad, and other major cities.

Meanwhile, in the United States, the record industry continues to face challenges. The recent strike by the National Association of Recording Musicians (NARM) has caused widespread concern among record companies and musicians. NARM is demanding higher wages and better working conditions for its members, who are largely black and Latino. The strike has led to a slowdown in record production and distribution, with some artists and labels reporting a drop in sales.

However, there are signs of optimism on the horizon. Many record companies are investing in new technologies and marketing strategies to stay competitive. For example, Sony Music Entertainment has introduced a new streaming service that offers personalized playlists and exclusive content. This has helped the company maintain its market share despite the challenges posed by piracy and streaming competition.

In another development, a new law has been passed in California that mandates equal pay for men and women. This is expected to have a positive impact on the record industry, as it is expected to increase the number of female artists and producers.

Overall, the record industry is experiencing a period of transition and change. While there are challenges, there are also opportunities for innovation and growth. The industry is adapting to new technologies and changing consumer habits, and is poised for a bright future.
AGAC Huddles To Clarify Collection Plan

NEW YORK — Approximately 150 representatives of the American Guild of Authors and Composers met Tuesday (18) at the Hotel Edison here to discuss methods of collecting the entire matter of the AGAC's royalty collection plan, which has met with considerable interest from the record industry but not without its recent weeks from various publishers.

Gerald A. Stolar, president of Atlantic Records, Boston, Mass., told the writers there was nothing new or fresh in the plan. He went on to explain the old plan for collecting royalties for them. Lane pointed out the writer as the whole royalty record first raised a fact about the plan.

The same thing was true of ASCAP's function as a collector of performance royalties from radio and TV stations. Lane went on to ask if collecting the radio and TV people raised any objections to this practice.

"Only the publishers who have something to hide can ever object to this plan," he continued.

With regard to the off-raised question of advances to writers, it was pointed out by a small group that "we do not interfere with this. We are only trying to better ourselves, and we do not pay any advances, less advances and the publishers.

AMENDED LIST OF NARAS AWARD NOMINATIONS

HOLLYWOOD — Corrects have been completed in the list of nominees for the first annual awards of the National Academy of Recording Arts & Sciences. The complete list of nominees prior to eligibility checks appeared last week in The Billboard.

Below is the correction to last list:

Best Performance by an Orchestra: Dietrich Dorf; Peter Gunn; Harry Mancini; and West Side Story by Marvin Alan Co. Add Complete Concerto for Violin, Robert De Fries (rec); I Want to Live; I Mandolin (rec); Kanie At Hiro, Jack Carroll, Vytautas Lauras, and Don Bain with Andre Findin (rec).

Best Original Cast Album (Broadway or Musical): Fiddler on the Roof, Victor. Add Steel Tracks; Duke Ellington Orchestra (rec). Add Make a Move; Market Street, Capitol. Add Make a Move; Market Street, Capitol.

Best Performance, Dance or Harmony: Stevie Wonder (rec); Louis Armstrong and Dizzy Gillespie, Dizzy (rec); The Jazz Singers, Kids in Bobbe (rec); Add All Star Samba; Caprice. Add Cross-Country Suite, Buddy De.

Best Classical Performance (Orchestral): St. Louis Symphony Orchestra, conduct; Franz (rec); Add Music for the Film, Suite, Karl Böhm, Vienna Symphony Orchestra.


Music Sales Off in Excise Tax Finals

WASHINGTON — More money was spent by the nation's retailers on admissions to theaters and concerts, cabarets and road goddess during the final quarter of 1959 than in the same quarter the year earlier, according to statistics released by Internal Revenue Service.

During the same quarter of 1958, less money was spent on admissions to road goddesses, as a result of Internal Revenue Service.

The record companies taking part will tip their hats to the local dealers in the sale of this album, by contributing discount coupons to a sample packet which will be given to everyone attending the concert. Each discount coupon contained in the packet will entitle its holder to a discount on a record of his choice.

Music Sales Off in Excise Tax Finals

Add Music for the Film, Suite, Karl Böhm, Vienna Symphony Orchestra.

MGM Plans 2 Special Pkg. Promotions

NEW YORK — MGM records, under Arnold Massey, announced five promotions for the release of "The Sound of Music" on a limited edition of $13.850,000, equal to the final quarter of 1958, as an.

The following are corrections to the list:...
Boone and Bockers Buy Two Airers

NEW YORK — Pat Boone and the Townsend Investment Company have acquired two radio stations — KNOX, Dallas, and WPB, Key West, Fla. The $1 million price was negotiated in 72 hours. Terms of the sale were not disclosed but it involved a 15-year lease. Boone and Townsend will retain the present management at each station. J. Hephern, a former KNOX general manager, will take the job in Texas while Jack Stopp, vice president and general manager of WDXA since 1957, will become president.

Meanwhile, the jockey's rights have been formally recognized and that the attitude of Education Ministry (to favor Phonodisc) has influenced the industry to put it in a pinch. A spokesman for the Japanese Union, however, has not had much trouble in connection with this problem. Despite all the not-to know-in-the formation of the Union has had the rate during the term because of law. This is something like a.s.

The new attitude of the Japanese leading record companies states that "since BIEM has protested against the Japanese and the Industry hits, a normal reply will be sent to them. Seoepublic utilities have the legal aspects of the matter."

JOBSBY CALLS SELF INDUSTRY STEPCHEE

Continued from page 1

sales 25 of an album, he knows it immediately and guides his buying accordingly. The retailer, on the other hand, buys only what he sells until he inventories all his close. These marks for the lag between a week's sales and his knowledge of it. In the quick market, this difference can be the be- cause he is in the thin edge of the sword.

The records bought on ordering problems. Far. For example, Jim Odell, Boyle Sales manager, has been known to stumble staying within 10 per cent per week after lag in their data is in information.

We can now record the best of the sales, the Billboard. At the same time, this admits he was not always true. In the beginning, they had to rely on disc jockeys, and often with step in the way of doing things. Odell says that was stepped up a rank second to the distributors' motions of it which he should contain and, by the same token, his sales lag a month later, the record was dead as far as the record company was concerned.

Nothing moved.

One thing the raid-jockey can do is to watch the new outlets for disks. One- week sales are entered in the Billboard, and that disk is quite popular in the local merchandising, and that usually contains the 10 per cent per week after lag in their data is in information.

Lan Replaces Duchow at Cap

HOLLYWOOD — Kingdom K. Lane was named to succeed Peter Duchow, who last week resigned as Cap's international promotion supervisor. Duchow joined Match-Meter's Archie Records as a consultant. Lane will report to Frank Brooks, international department assistant director.duction point makes a promotion for Lane who devoted himself to international promotion activities. In his new post he will head all international promotion activities for the firm, servicing affiliates in 32 countries.

Montoya Off to Nippon Trek

NEW YORK — Carlos Montoya, noted flamenco guitarist, has left for Japan and is due back in Tokyo beginning in Tokyo March 27. Montoya, one of the world's greatest flamenco artists, was en route to Japan, where he is bound for another tour of his famous flamenco band, the Montoya Orchestra. The Orchestra, under the direction of Carlos Montoya, is known for its own unique style of flamenco music. Montoya and his band have gained international acclaim for their soulful performances, captivating rhythms, and dynamic energy. Their music is a fusion of Spanish and Andalusian roots and is characterized by its intricate guitar work, soulful vocals, and powerful percussion. Montoya is widely regarded as one of the greatest flamenco guitarists of all time and his influence can be heard in the works of many contemporary flamenco artists. His music has been described as both passionate and mournful, capturing the essence of the Spanish spirit. Montoya's performances in Japan are highly anticipated, as his fans and admirers there will undoubtedly be treated to a truly unforgettable musical experience.
Keeping TV A "live"!

The Only Live Show in the Top 10 *

THE FORD SHOW

Starring

TENNESSEE ERNIE FORD

We are proud to call industry attention to the gratifying news that "The Ford Show" almost doubles its lead-in audience of 17.9"

*LATEST NIELSEN TELEVISION INDEX

THURSDAYS • 9:30 P.M. • NBC-TV • Sponsored by THE FORD DIVISION OF THE FORD MOTOR CO.
New Label to Tee-Off With 12 Packages

HOLLYWOOD — Interlude Records will debut on April 1 with 12 albums to be released simultaneously in both stereo and monaural forms. Packages, featuring top jazz names, will be wrapped in four-color covers. New label will follow a quarterly releasing schedule, issuing a dozen albums every three months. It will also be active on the singles front, issuing four sides in mid-April.

Firm is headed by Bob Scheer, who also helms his artist-repertory operations. Releases will feature such jazz names as Frank Rosolino, Bill Harris, Art Farmer, Art Pepper, Bill Holman, Warne Marsh, Pepper Adams, Buddy Collette, Pete Jolly, Jim Hall, Barney Kessel, Red Mitchell, Leroy Vineger, Terry Gibbs, Red Norvo, Herbie Mann, among others.

List will list at $4.98 and $5.98. It will be distributed nationally to Allied Records sales. It will be handled in Canada by London Records. Distribution arrangements have been concluded in Sweden, Belgium, Holland and Australia.

NEW TWIST
Pick Your Own Tune Pitch

NEW YORK — A whole back, Golden Crest top-er, Clark Galehouse got an inspiration for album put together via what he calls "do-it-yourself a.f.r." The album, "And the Banjo Sings Your Requests," Vol. 2, is now out and Galehouse reports that his a.f.r. technique, while expensive, produced interesting results.

Here's how it worked. He sent out a letter to a good, active mailing list he's been developing thru high fidelity shows and other means. The list totaled about 100,000 which made it inexpensive. The letter asked the recipient to submit song titles for the label's second banjo album. To build a response, he offered free albums to those who submitted titles that appeared on the album. The letter also offered the $3.95 side on $2 to the "loyers." Their dealer's name was asked for so that he could be credited with the sale.

Evidently, love of banjo music also like the tune, "Margie." The name was submitted about 3,000 times. Runners-up was "Shine On Harvest Moon" with about 1,300 requests. In all, 600 different titles were suggested. And actual tabulation was made of all suggestions.

Sounds like an expensive way to pick hit tunes. Galehouse, by that it is but maintains that the publicity value for outweighs the cost. He told The Billboard that he expected deep support on the project and that they were interested enough to give him plenty of material.

Galehouse now wonders how he's going to pick the tunes for Vol. 3.

Col. Waxes 'Junco' Score Despite Fold

NEW YORK — In spite of the imminent closing of the Broadway musical "Junco," the Mark Brain Joseph show (in closing Saturday, 21), Columbia Records put out the original cast waxing last Sunday (15). Goddard Lieberson, president of the firm, went ahead with the recording because he felt it was a meritorious score and because he felt it would stand it quite of the show's demise. Columbia will have the cast waxing out in April.

Columbia's original cast waxing of "Caboodle" which also had a short run, may have influenced Lieberson's thinking. This act is still moving steadily for the label. However, "Whoop Up," which was a white back by M.G.M. Records, stopped selling albums shortly after the show did a fold-ero.

Jazz Idol Dies at 49

NEW YORK — Lester Young, known as the President or Perz in all club circles, where jazz fans gathered throughout the world, died last week of a heart attack at the age of 49. Young rose to fame as a member of Count Basie's band and became one of the most influential instrumentalists on the jazz scene. His lilt, breathy sound on tenor sax made jazz, the best of imitation, swell the music late the late 40's and early 50's - easily one of the most dominant figures in the jazz world. His notable recordings included "Lester Leaps In," "Dicky's Dream," "Take 'N Foolish Things." He died after completing a successful six-weeks tour of Europe.

DISTRIBUTOR NEWS

By HOWARD COOK

RICHMOND, Bill Mizell, B. T. Crump Company, Columbia distributor, reports strong action on "The Hanging Tree" by Marty Robbins. Other hot, current items are "Swanee" by Johnny Mathis, "Love Me In the Day Time" by Doris Day and "Short Rees" by Joe Maphis. "Springtime in Alaska" by Johnny Horton is also showing strong pop action. Top country platter is "I'll Kiss the Past Good-bye" by Carl Smith. Strongest LP's are "Mack Miller's "Sing-A-Long" albums, LP's by Mathis and Byron Corson and "Cuttin' Capers" by Don Day. Stereo sales are building and account for close to 20 per cent of total LP sales.

J. L. Moncure of Wyatt-Cornick, Inc., lists, "A Fool Such as I" by Elvis Presley as the new RCA Victor disc. Following are "I Go Ape," by Neil Sedaka, "Tomfool" by Perry Como, "Hawwawa" by Buddy & Ray Caldwell and "Moonlight Serenade" by Tommy Leonetti. "Fraternity Pin" by the Crew Cuts and "Guys Who" by Jesse Belvin are getting heavy jockey play. Strongest albums are "For LP Fans Only" by Elvis Presley, "Peter Gunn" by Henry Mancini, "When You Come to the End of the Day" by Perry Como, the original cast of "Redhead" and the sound track of "South Pacific." Stereo sales are strong.

Louie Corson, Decca Distributing Corporation, names "That's Why" by Jackie Wilson on Brunswick as the firm's hottest platter. Imitation of Life" by Earl Grant is building. "Heavenly Lover" by Teresa Brewer on Coral is hot. "Don't Matter Any A-a" by Buddy Holly on Coral. Other strong-selling discs are "I Give My Heart to You" by the Accordians on Brunswick and "I Got a Woman" by Bill Haley and His Comets on Decca. Top LP's are "Around the World in 80 Days," the "Kiddie Duckin's Story" and the Everest version with lyrics of "Around the World in 80 Days." 

NOTES IN THE MAIL: Ben Bartel of Warner Bros. Records Corporation in Chicago writes that "things are really swinging at Warner Bros. in Chicago." "You Can't Be True, Dear" by the Mary Kaye Trio is hot. "77 Sunset Strip" by Don Drysdale is also doing very well. "Apple Blossom Time" by Tal Hunter and "Midnight Oil" by Charlie Blackwell are still moving strongly. Album sales have been terrific with "I Only Have Eyes for You" by David Allen showing especially well. Allen is currently working with Herman, and its moving well include "The World's Ten Greatest Piano Concertos" by George Gershwin, "The Garbage Collector of Beverly Hills" by Irving Taylor and "The Signature Sign In." The "77 Sunset Strip" LP has been getting great response from dealers.

Shirley Rubin of Comsat Distributing Corporation in Philadelphia writes that "Pink Shoe Locos" by Dodie Stevens on Crystallite have been "smokin'" at their store. Other platters that appear headed for hitville are "For You My Lover" by Knightridge Brass on Shud, "Peter Gunn Cha Cha" by Candelia & Embers on Wynne, "Swears" by the Royalstones on jubilee and "Lovey Dovie" by Clyde McPhatter.

(Continued on page 20)
THE MESSAGE TO MARY IS ON ONE SIDE OF THE EVERLY BROTHERS NEW RELEASE CADENCE 1364 ON THE OTHER SIDE IS THE ROCKIN' STORY OF POOR JENNY
The London Group is hit happy!

Already on the charts!
Billboard—“Spotlight”
Cash Box—“Disk of the week”
Music Reporter—“Scoop of the week”

Stan ROBINSON
BOOM-A-DIP-DIP
MONUMENT

Don't miss this...the drivingest record you've ever heard...and only 1 minute and 50 seconds long

THE TRUMPETEERS
STRING OF TRUMPETS

SPLASH RECORDS

Already on the charts!
Billboard—“Spotlight”
Cash Box—“Disk of the week”
Music Reporter—“Scoop of the week”

Jimmy RICKS
SECRET LOVE

Felsted RECORDS

Already on the charts!
Billboard—“Spotlight”
Cash Box—“Disk of the week”
Music Reporter—“Scoop of the week”

Billy FURY
MAYBE TOMORROW

London RECORDS, INC.

LONDON RECORDS, INC. 539 WEST 25th STREET, NEW YORK 1, NEW YORK
You'll be barking up the right tree
when you climb on the follow up smash by

Billy Grammer

THE
KISSING TREE

Billboard - "Spotlight"
March 14, 1959

Cash Box - "Disk of the Week"
March 21, 1959

Variety - "Best Bet"
March 18, 1959

The Music Reporter - "Scoop of the Week"
March 16, 1959

MONUMENT
A Division of London Records, Inc.
339 West 25 St., New York 1, N. Y.
Everybody picks...
The Walls Have Ears

Patti Page

Mercury 71428

backed with the lilting waltz...

My Promise

The HIT Trademark
Cortez Co-Author
On 'Happy Organ'

Twenty-year-old Dave (Bix) Cortez was born in Detroit, where he grew up on the city's South Hill. His father, a pianist, encouraged him to pursue a musical career. Cortez has played piano for 10 years and is a rising star. Before making any of his own recordings, Cortez did background work for many rock and roll groups.

While touring with a group called "The Pearls," Cortez heard an old song. He felt the song could be recreated on "Billboard's" charts, and he took the song to Cortez Records. He's co-author of the song. The singer-pianist recently had his first record selling, and he's picking up his first professional engagement.

Impalas Come

From Canarsie

The Impalas are four 18-year-old boys from Canarsie. The Impalas have recently recorded a version of a popular hit from "Brooklyn." The song is the first of a new disk for the group. The song has already received a warm reception from the fans.

YESTERDAY'S TOPS—The All-Time top records as reported in The Billboard

MARCH 18, 1949
1. Crossing Over the River
2. Far Away Places
3. Powder Your Face With Sun
4. Galway Bay
5. Red Roses for a Blue Lady
6. A Little Bird Told Me
7. So Tired
8. Lavender Blue (Dilly, Dilly)
9. Sudsucker
10. The Master

GRIPES: Dave Hollis, RCA Victor promotion man, Detroit, writes: "Well, these things have happened before in the dias. The Fortune song, "I Want You," which hit No. 1, was reruns of WJIM programmed it's entire morning period with records featuring the late Lester Young, who died suddenly March 15. The age jazz fans and recording addicts were he loved to hear. "Lester over WJIM Monday (25) night from 9:05 to 10:30. Emcee John S. Wilson (the 'Jive' expert) will eulogize Young, via the spinning of his records. The station will mix in some of the best of the 'Sixties in Bob Miller's ('The Times' jazz expert) birthday tribute.

There was a point in the rhythm and blues world to bring death, turns back to the ballads of the B.B. King era. This type of song was known as the broadside ballad. By this device and by the popularity of records, departed artists leave a powerful heritage which will not soon be erased. As Ackerman pointed out, is a powerful influence. It is merely one more step in the life of the immortal soul.
SIL MIDS AND HIS PUPPETS

A few years ago, Sid Mills, head of Discs and Sydney Mutual, the largest independent record distributor, had to handle as many as 120 puppet shows, masks, back curtains and props, all made up in the shop. Inquiries came from many puppet men, including the puppeteers association. But what interest the shop is now directing to Chicago and Toledo Institutes of Art who wanted to purchase the puppets for their collections. Mills would very much like to sell more puppets, but he doesn't seem to have the time. He hasn't been able to ascertain their value on today's market. Any inquiries he receives can get in touch with Sid Mills in his office New York.

New York


Harriet, pianist.

Recently he made his first label. He cut "Puerto Lounge..."

The warbler....

Pamela....

Cohen's Todd label. He cut "Clearance...."

Previously winners include Margie Bowes, Johnny Cunningham and Ted Teddy Segovia on KBS....

Charlie in the New York Press, Warren....

Billy Joel, director.

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Bill SACHS

FOLK TALENT & TUNES

---By Bill SACHS

Harry Stone, executive director of the Country Music Association, has announced that the organization's annual convention, which is held in conjunction with the Country Music Association Awards, will be held in Oklahoma City for the first time. The convention is scheduled for March 7-10.

The country and western music festival sponsored by the National Country Fan Club Association, which is held in Oklahoma City, will be held March 17 at Bethsaida Hospital, Oklahoma City, after several years' illness with cancer. The deceased was a member of the National Country Fan Club Association.}

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Johnny Cash is preparing to record an album of country music for Columbia, the label he signed with last year. He is scheduled to start recording next week at the Columbia studios in Nashville.

George Jones, whose new album, "The Marble Top," has been released, is scheduled to start recording his new album, "The Marble Top," at the Columbia studios in Nashville next week.

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JONI JAMES

Sings

I STILL GET A THRILL

(THINKING OF YOU)

B/W

PERHAPS

Orchestra and Chorus under the Direction of ACQUAVIVA

MGM K12779

Packaged in an Attractive Sleeve

JONI JAMES IN CONCERT
Carnegie Hall
SUNDAY EVENING, MAY 3
100 STRINGS AND JONI
With the Symphony of the Air Orchestra

Watch for Special New Deluxe Album
"100 STRINGS AND JONI"
Coming Soon
Place your order now for
E3755

MGM Records
NEWS REVIEW

Jubilee Enchants Jazz Fans

WASHINGTON — The viva-voce voices of Washington's first jazz jubilee fell on too many uninitiated ears last week (16) to be truly appreciated.

The 2,000 listeners, mostly from the diplomatic, congressional and society corps, paid $10 a head for tickets. About half of them became so disenchanted with the evening's program that they streamed out of the Sherman-Park Hotel's massive ballroom at intermission.

The jazz fans were woefully relieved to be rid of the distraction caused by the complainers. Fewer earlier had been away at the constant line of chatter coming from the tables of the socialites who had attended dinner parties earlier and were still talking among them.

For the true lover of jazz, the evening will be long remembered. Among the jazz groups appearing were Dick Cary, and His All Stars, "Willie the Lion" Smith, Sisters Anderson, Paul Barbarin, Charlie Byrd Trio, and the Newport Youth Band.

Willis Conover's narration of the history of jazz "from Congo Square to Carnegie Hall" ran thru the program.

Jubilee was held for the benefit of Friendship Settlement House, and was recorded by Mercury. Mercury will donate proceeds from the sale of the recordings to Friendship House.

Delores Neumann

STORK MAKES 2 WB TRIPS

HOLLYWOOD — The newest avian, Western Brod Records last week only to make a 1,000 return trip the following day to besiege its fullness upon two of the labels's biggests, Stork and WB. It brought a son — Herb and Tommy Hendler, (Gedas of Lebanon Hospital, Falls Church, Va.) and another — Gleen Lorenz Hendler, their first boy and second child. Hendler is assistant to label president Jim Conkling.

On the following day, it delivered a daughter to Jim and Donna Conkling (St. Joseph's Hospital, Boca Raton), as yet unnamed at press time, their fourth girl of five children.

Westminster's April Sked

NEW YORK — Westminster's April releases will include a disc of both monophonic and stereo albums. On the monophonic side, highlights will include the three LP's of complete Chopin Mazurkas played by Vladimir Horowitz. There are also two recordings by the Utah Symphony Orchestra and two by the Vienna State Opera Orchestra, plus the very rare ex.

"The Tenor," will also be out in stereo. The label's only popular album set, "The Marching with the Jose pon Ork will be issued monoph.

solons Eye Loss Leader

WASHINGTON — The past played by lone leader disk sales in food supermarkets may get at

from the Rauschert (D.C.) Subcime of the House Small Business Committee. Chairman Wright Patman (D., Tex.) of the full committee, last week asked the following specialists into an apparent trend "to eliminate small business entirely."

The Rosen-Subcommittee on Distribution will go into trade and price practices of the large record chains. Roosevelt said they may investigate lost leader sales.

services, such as records, in the supermarkets. He noted that boss-leader practices are also under study by the Federal Trade Commission.

Lauder Disk Tops Camden

NEW YORK — RCA Camden's "All Star Synecdoches," and "The Immortal Harry Lauder," respectively arriving at the nationally advertised price of $1.98, are big sellers in the label's March release, according to Frank O'Connell, merchandise manager. Formex package ranges from Tony Martin to Tracy Lawrence albums. Camden's April release is a collection of the late Sonny's typical repertoire. Other

Dot Only Owns Piece of 'No'

NEW YORK—Alho Dot Rec.

a sallot more than $12,000 to get a share of the action. Before they bought the record we had sales of 150,000,000, with billing of $800,000. Brodie also said that the next Tris and Bob record on Sandy would be handled by Dot just as the first one was being handled, with Dot doing the press- and billing and having a share of the disk, but with Sandy distributors handling it.

Top it with Travis and Bob, the artists whose record has stirred up such a ruckus, will star on George Hound Dog Louisiana Lyons' show in Upper New York and Canada this weekend, and will appear on the Dick Clark show on April 4.

packages in the Camden March release include a Frisco Style of "Show Boat," a Diah Shimpe pack- age and "The Chocolate Soldier," directed by Al Goodman.

Next Best Thing to Being RIGHT THERE

at the Juke Box Operators' Big Convention

MOA Convention Number

...and even if you ARE THERE

your Billboard ad will direct operators to your exhibit and your offerings.

create extra

impact and excitement...sell the stay-at-

home ops...and promote you and your products to the whole music-record industry as well!
His Fourth Consecutive SMASH—
240,000 RECORDS SOLD IN 10 DAYS

"I NEVER FELT LIKE THIS!"

JACK SCOTT

Carlton #504

Carlton Record Corporation

CARLTON RECORDS ARE SOLD ONLY THRU RETAIL RECORD OUTLETS. WE DO NOT SELL TO OR THROUGH BOOK AND/OR RECORD CLUBS!
A Tender-and Moving Ballad
from the Exciting, Dramatic Film Production...

WILLIAM FAULKNER'S
THE
Sound
AND THE
Fury

Title Song from the Jerry Wald CinemaScope Production
Released by 20th Century-Fox
b/w "ENCHANCED"

A Great Rendition by
THE PLATTERS

on
MERCURY
71427X45
MARCH 23, 1959

THE BILLBOARD

MUSIC

1—All I Have To Do Is Dream 11—Little Pixie
Eve 1455

2—Witch Doctor 3—(K) 4307

4—

5—

6—Big Maybelle 7—Big Maybelle
CRIA 3833

8—We're Around Your Ear

9—

10—Do You Wanna Dance

28—

59—Bikini

60—Big Name Button

60—Willie And The Hand Jive

60—Pretty Girl In School

POOR JENNY

The Everly Brothers

Cadence #1364

% "TAKE A MESSAGE TO MARY"
Space Sell-Out

For Namm Meet

Chicago—All space in the New York Trade Show Building has been sold out for the annual convention of the National Association of Music Merchants June 21-25, according to convention manager Winston D. Ryan. The area of 60,000 feet includes the allocation for hi-fi and stereo equipment. Across the street in the New Yorker Hotel, the space devoted to musical instruments is being expanded, Ryan said.

Belafonte LP Taps Victor

March Pops

New York — RCA Victor's March pop album release is highlighted by a new Harry Belafonte LP, "Love Is a Gentle Thing," and "Computation to Swing" by Henri Rene and his Ork. Also in the March release are packages by Eddie Hrywod, man's Ost, and Bay Martin ("Finnan's" Ork), and Ray Martin ("Parade of the Puddles").

Edwin Mills, Vet Music Figure, Dies

New York — Edwin Claude Mills, one of the pillars of the American Society of Composers, Authors and Publishers dating from the pre-war years, died of a heart attack in Los Angeles March 13. During late years Mills had been a consultant on matters of copyright and public relations. Mills was 77. He survived by his widow, Gorse.

Mills tenure with ASCAP began in 1918 and ended in 1942. During this period the Society totally established the principle of licensing the profit-performance of copyrighted music. The fight was a long and bitter one, particularly at the broadcast level. Mills also played an important role in establishing the principle of paying for radio performers, who in the 1920s often broadcast for publicity values rather than salary.

Mills joined the Society in 1919. During his early years there he was also chairman of the Music Publishers Protective Association. He left the Society to become president of the Radio Music Company, organized by Carl Fisher, Leo Feist publishers and NBC, and in 1922 he returned to ASCAP. In 1942 he left ASCAP to become a director for the Song Writers Protective Association.

Prior to entering the music business, Mills was a theater operator and in 1916 was one of the founders of the Vaudville Managers Protective Association.

Just wait till you hear "Irene" on .

Advertising in CORAL means business

Sizzling!!!

Ove's Burning Fire

by Beverly Ann Gibson

Deb 506

Up and Coming

Don't Keep It to Yourself

by Virgil and the 4 Chanteles

Deb 508

A Great Novelty

May We

by The Pee Wees

(The Mighty Mites of Rhythm) Deb 504

Kramer Joins Frank Music

New York — Milt Kramer has been appointed to the executive staff of Frank Music. Kramer, formerly with Mike Todd and more recently in charge of his own personal management, is a frequent guest on his to the daughter of the owner of Miami's Fontainebleau.

Since then Kaye has received a deluge of wires, letters, phone calls and gifts from publishers of them expressing surprise since Kaye was known to be happily married and the father of three children.

Kaye, 37, is another Budde Kaye, a Miami business man. When the war was received by the New York piper, it was assumed that Tin Pan Alley's Kaye was the person in question. Kaye (the writer) expects no more calls, telegrams, flowers or gifts, please.

To Cut Live Circus Kidisk

New York — Cricket Records, low-priced kiddie label, will receive a live performance of the 1959 Ringling Bros. and Barnum & Bailey Circus to be released in a $1.08 LP. The music for the circus was written by John Rugh, Noth and Tony Velona and is published by Saunders, Inc., an affiliate of Frank Music.

Ralph Spivey, a see man for the label, is scheduled to leave shortly for the South where the set will be recorded. The LP will include all of the animal and production noises as well as the music that is used as background for the Rocks.

UA Offers LP 'Stack' Deal

New York — United Artists Records has started a "Stacking Up Plan" involving 13 of its LP's. Under the plan distributors were able to get discounts on the albums included.

The use is packaged in units of 13 and come in boxes lots of 20 (two packages). For every 20 sets purchased, the distress pays for only 20. However, there is no turnover on packages ordered.

The discount plan to heavily promote the plan and will supply large quantities of flyers to retail.

They apply to both stereo and monophonic LP's and includes both pop and jazz selections.

GIVE TO DAMON RUNYON CANCER FUND

WHAT NEXT?

Music In Your Pocket

Washington — Record fans as well as transistor radio aficionados who want their music with them at all times, will welcome the Army's announcement of a new sugar-cube sized radio. The principle developed can also produce a tiny electronic heart for record-playback, small enough to fit into a pocket or purse, Army says. No need to plug it in, either—button-sized batteries are already developed.

With the new gadget, teenagers could carry their favorite disks or it could be tiny rolls of tape, as tape-buffs keep insisting in with their books. They could then switch at will from record playing out of one packet, to radio play, out of a sugar-cube set in the other.

The Army's comment, that the new sugar-cube radio "also has civilian applications," may find them far beyond anyone's wildest dreams, if Elvis and the marching regiments of vocal groups can be heard out-of-pocket. Almost inevitably, it seems, Army notes that these radios were developed primarily for defense purposes, but "will eventually find their way into homes, commerce and industry."

The seems there is also the possibility that this new squeeze will also mean skinnier wall-type TV sets, according to Defense Department.
### NEW RELEASES

**15924 BELL BOOGEY—THE SWINGIN’ BUGLER**—Lawrence Welk’s Little Band featuring the Trumpet of Warren Leuning

### BEST SELLING EP’S

<table>
<thead>
<tr>
<th>EP Number</th>
<th>Title</th>
<th>Artist(s)</th>
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<tr>
<td>DEP-1075</td>
<td>MARDI GRAS</td>
<td>Pat Boone</td>
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<tr>
<td>DEP-1074</td>
<td>GALE’S GREAT HITS</td>
<td>Gale Storm</td>
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<td>DEP-1066</td>
<td>FOUR BY BILLY VAUGHN</td>
<td>Pat Boone</td>
</tr>
<tr>
<td>DEP-1069</td>
<td>STAR DUST</td>
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### MONOAURAL BEST SELLING ALBUMS

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<th>ALBUM TITLE</th>
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<tr>
<td>DLP-3158</td>
<td>PAT BOONE SINGS</td>
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<td>DLP-3156</td>
<td>BILLY VAUGHN PLAYS</td>
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<tr>
<td>DLP-3157</td>
<td>THE MILLS BROTHERS’ GREAT HITS</td>
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<td>DLP-3170</td>
<td>PETITE FLEUR</td>
<td>Bob Crosby</td>
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<td>DLP-3150</td>
<td>AROUND THE WORLD</td>
<td>Steve Allen</td>
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<td>STAR DUST</td>
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<td>BILLY VAUGHN PLAYS THE MILLION SELLERS</td>
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<td>DLP-3121</td>
<td>YES INDEED!</td>
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<td>DLP-3140</td>
<td>LA PALOMA</td>
<td>Billy Vaughn</td>
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<td>DLP-3137</td>
<td>THE CLARK SISTERS SWING AGAIN</td>
<td>Pat Boone</td>
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<td>DLP-3131</td>
<td>DIXIELAND BLUES</td>
<td>Johnny Maddox</td>
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<td>DLP-3122</td>
<td>JOHNNY MADDOX PLAYS THE MILLION SELLERS</td>
<td>Pat Boone</td>
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<td>DLP-3155</td>
<td>WHEN YOU’RE SMILING</td>
<td>Eddie Poobedy</td>
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<td>DLP-3103</td>
<td>MMMMM . . .</td>
<td>The Mills Brothers</td>
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<tr>
<td>DLP-3104</td>
<td>SING SING SING!</td>
<td>The Clark Sisters</td>
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<td>DLP-3164</td>
<td>MR. MUSIC MAKER</td>
<td>Lawrence Welk</td>
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<td>LOUELLA’S FAVORITES</td>
<td>Milton Delugg</td>
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<td>DLP-3167</td>
<td>IN MY OWN QUIET WAY</td>
<td>Johnny Costa</td>
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<td>DLP-9007</td>
<td>THE SOFT SELL</td>
<td>Don Bagley</td>
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<td>DLP-3166</td>
<td>BUD FREEMAN AND HIS SUMMA CUM LAUDE TRIO</td>
<td>Pat Boone</td>
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<tr>
<td>DLP-3169</td>
<td>BUDDY HACKETT!</td>
<td>Pat Boone</td>
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<td>DLP-3163</td>
<td>DO-SI-DO</td>
<td>Pat Boone</td>
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<tr>
<td>DLP-3135</td>
<td>BESIDE THE STILL WATERS</td>
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**Music Sales Off**

Continued from page 3

The whole Navy Pier show, which will be keyed to the "Say A With Music," will also be the peg for kicking off a consecutive publication, also to be known as Recordrama. Stolar said contracts have already been signed with the United Exposition Service, with offices in the Merchandise Mart here, to plan out the physical layout of the affair.

"It's going to cost us close to $25,000 to get this project off the ground," remarked Stolar, "but we are very confident of the outcome. We expect somewhere in the neighborhood of 500,000 visitors during the exposition, paying an average of $1.50 a head. We see this show as a prototype of a pilot of other shows which we would like to stage in Los Angeles, New York, Cleveland, Detroit and other cities. It's the final true record show of its type where we'll be selling glamour and people rather than things. Frankly, if the weather is good, it'll probably even use skiing or snowboarding in the promotions."

**WB in Jazz**

Continued from page 3


Levy on coin-operated amusement machines dropped to $45,000 for the last four months of 1959, from $92,000 the same period in 1958. Excise tax receipts to offset gains during the same quarter, for the period ended in August, $480,000. Excise from bowling alleys and pool tables total $250,000, last year's final quarter, compared with $345,000 in 1957's final fourth.

**Distributor News**

Continued from page 6

Atlantic had hot contenders with "Fire a Pennye" by Pat Boone and "You Can't Be True, Dear" by the Mills Brothers. Other platters that are going strong include "Lovin' Up a Storm" by June Lee Louis and "Thanks a Lot" by Johnny Cash on Sun, "Down by the Riverside" by Peg O'Neil's "Mama's Rocking Chair" by Frankie Bonton on Pallette, and "Michelle" by Elvis Presley on RCA.

Bernie Black of Martin of Maryland, Inc., in Baltimore writes that Martin is hot with "Congo" by Melvin Johnson on MGM, "My Heart Is Yours" by Ray Hamilton on Epic, "Since I Don't Have You" by the Skyliners on Columbia, and "Carol" by theStrength men record it is. "I Never Felt Like This" by Jack Smith. Top Sunbeam placers are "A-Ye're Adored" by Geraldo, "Cranthall" and "No Not Now" by Sunny Fulton.

Bob Heller of Chope Distributing Company in Philadelphia writes that "The Happy Organ" by Dave (Baby) Cozert is their top record. Ben Souss of a LFP with "At Home With the Buddy Sisters." Chope has acquired Orbit Records for distribution.

Bob Chatmon of Chatmon Distributing Company in Oakland, Calif., sells word that Hamilton has a likely winner with "Jeop-"ardy" by Neil Coston. "I Don't Know How to Say It" by the Wrinkles took also on Hamilton is building. Raffa.--jocks like "Does Your Heart Beat For Me?" by Betty Johnson on Atlantic. Bennie Low has a sleeper with "Bouquet's Retreat" on Encore. Imperial has strong releases with "The Town Is Talking" by Bobby Charles, "Try" by Danny Burmudez and "The Whirhling Price" by Bernie Wayne. The Lancers are currently appearing at Beaux in San Francisco and promoting their new Imperial release, "Don't Just Stand There" by "What Do You Want From Me?"

Necrotime Company, independent record producers in Miami, recently finished an LP for Danero Records, a St. Louis disc. entitled "Let's Dance, Amigos." The firm is also set to release two of its own discs on the Campus label. The sides are "The Martian Chant" by the Spacemen and "Eastern-Western" with Rich Shaw and Mandagery. Franklin Marshall pucky of Nocturne, leaves shortly on an Eastern swing to set up distribution.

**ROULETTE RAMBLINGS:** Herb Cohen of Roulette Records in White Plains, preparing the last issue of the magazine, announced there will be a "Who's Who" in the record and audio business, consisting of a listing of all exhibitors, and a slide film presentation on stereo. There will also be a record talent contest -- to be entered by local radio stations, with finals to be held on the pier at "Say A With Music."

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Bob Chatmon of Chatmon Distributing Company in Oakland, Calif., sells word that Hamilton has a likely winner with "Jeop-"ardy" by Neil Coston. "I Don't Know How to Say It" by the Wrinkles took also on Hamilton is building. Raffa.--jocks like "Does Your Heart Beat For Me?" by Betty Johnson on Atlantic. Bennie Low has a sleeper with "Bouquet's Retreat" on Encore. Imperial has strong releases with "The Town Is Talking" by Bobby Charles, "Try" by Danny Burmudez and "The Whirhling Price" by Bernie Wayne. The Lancers are currently appearing at Beaux in San Francisco and promoting their new Imperial release, "Don't Just Stand There" by "What Do You Want From Me?"

Necrotime Company, independent record producers in Miami, recently finished an LP for Danero Records, a St. Louis disc. entitled "Let's Dance, Amigos." The firm is also set to release two of its own discs on the Campus label. The sides are "The Martian Chant" by the Spacemen and "Eastern-Western" with Rich Shaw and Mandagery. Franklin Marshall pucky of Nocturne, leaves shortly on an Eastern swing to set up distribution.

**ROULETTE RAMBLINGS:** Herb Cohen of Roulette Records in White Plains, preparing the last issue of the magazine, announced there will be a "Who's Who" in the record and audio business, consisting of a listing of all exhibitors, and a slide film presentation on stereo. There will also be a record talent contest -- to be entered by local radio stations, with finals to be held on the pier at "Say A With Music."

The whole Navy Pier show, which will be aided by the "Say A With Music," will also be the peg for kicking off a consecutive publication, also to be known as Recordrama. Stolar said contracts have already been signed with the United Exposition Service, with offices in the Merchandise Mart here, to plan out the physical layout of the affair.

"It's going to cost us close to $25,000 to get this project off the ground," remarked Stolar, "but we are very confident of the outcome. We expect somewhere in the neighborhood of 500,000 visitors during the exposition, paying an average of $1.50 a head. We see this show as a prototype of a pilot of other shows which we would like to stage in Los Angeles, New York, Cleveland, Detroit and other cities. It's the final true record show of its type where we'll be selling glamour and people rather than things. Frankly, if the weather is good, it'll probably even use skiing or snowboarding in the promotions."

**WB in Jazz**

Continued from page 3


Levy on coin-operated amusement machines dropped to $45,000 for the last four months of 1959, from $92,000 the same period in 1958. Excise tax receipts to offset gains during the same quarter, for the period ended in August, $480,000. Excise from bowling alleys and pool tables total $250,000, last year's final quarter, compared with $345,000 in 1957's final fourth.
NEXT #1 HIT BALLAD
SELLING RECORDS IN EVERY MARKET

'SIX NIGHTS A WEEK'

THE CRESTS
THAT "16 CANDLES" GROUP

THE HOT COED LABEL
1619 BROADWAY, NEW YORK 19, NEW YORK
“Just about all of us in the music machine business depend upon The Billboard...

... for news and trends about our business and that of allied fields. Frankly, I learn something new from each issue, so you can see...

... it’s mighty valuable to me,” says ALBERT S. DENVER

President
Lincoln Services, Brooklyn, N. Y. and President of the Music Operators of America
**MOVIE REVIEW**

**Monroe Pic Has Block-Buster Aura**

"Some Like It Hot" should prove a real block-buster. Hilariouss performances by stars Marilyn Monroe, Tony Curtis and Jack Lemmon, who really steal the film, and a delightfully corny script allow for one of the finest movies in grace for years in the making. Miss Monroe, hookworm and lovely, is perfect as the vivacious oyster gal band--a neat-outfit clothes with a voice for alto sax player Curtis and Lemmon, who masquerade as members of the band in order to escape being blazed by a gang of mobsters, without they have seen slaughter; a rival gang, involved in several amusing scenes. One of these takes place in an upper berth in a train with Lemmon in a disguise, hosting party for the girl members of the act.

Dialogue is spiced with double entendre and Lemmon's timing is perfect. Supporting roles are filled by George Ratt, Pat O'Brien and Joe E. Brown.

Miss Monroe wobbles several times in the flick. These are available on various United Artists records. In addition the disk also released a sound track LP, a choral album of the background music, and a sampler that features several jazz artists on the UA roster.

An extensive, cross-promotional campaign is being launched by the film company and the disk as we promote the pic. With the success that the film is sure to enjoy, the various disks should move well.

Howard Cook.

---

**Next Best Thing To Being RIGHT THERE at the Juke Box Operators’ Big Convention**

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

* Continued from page 2

material and copyrights for the WB music publishing firms (Music Publishers Holding Corporation).

Weiss will headquarter both in Burbank, Calif., and Paris. At the cut-rate fees will operate from his Paris base in concentrating on the European market. He will also work on sales and distribution on agreements for WB products in countries in other parts of the globe.

Warner's catalog today consists of more than 100 LP packages available both in stereo and mono-aural forms, released since the company's entry into the disk biz last September. Product supply will increase on the dual stereo-monaural fronts with each month's releases. This is in addition to the label's singles and EP product.

In joining WB, Weiss retains a long-standing relationship with the firm's press, James B. Conkling and its niece, in charge of sales, Hal Cook. The three had worked together at Capitol Records, where Conkling was a.a.r. veep.

Vet Music Man

- Weiss is in music his vet of more than 20 years. After several stints as a deputy, he joined the Hearst-Heidt ork in 1939, as advance manager, later becoming publicity manager and veep of Heidt's Magna-

Music Publishing Company. At 21 years of age, he joined the then newly born Capitol Records in 1945 as national publicist director. In 1949, he became assistant to the president of Musicraft Records as well as West Coast director for the firm, handling artist repertoire de-
ties here and recruiting such artists as Artie Shaw, Kermit Kallen, Georgie Auld, and others.

He resigned in 1947 to open his own public relations firm, representing Patti Page, Jackie Gleason, Woody Herman, Terry Moore, Rhonda Fleming, Joe E. Lewis, Dick Haymes, among others. He returned to Capitol in 1952 as Euro- pean director and operated abroad on its behalf for four years. While overseas for Capitol, he helped introduce U.S. merchandise and promotional methods to the European market, introduced the Armed Forces Network as a means of exposure for Cap platters, introduced the system of rush-re-lease U.S. matrices to foreign artists immediately after the LP's release in this country, in-

stituted the use of American album artwork and liner material on pack-
ings to be sold abroad. He also established a special international sales promotion operation servicing foreign distributors.

Weiss has been unique as the only Americans who resided per-
manently abroad working on behalf of a U.S. record firm. Thus, he was armed with U.S. disk buying power while seeking to sati-
sify the needs of the foreign mar-

Collection Plan

* Continued from page 3

luer need only indicate on the statement the amount of the advance involved if any, it was disclosed.

Publishers were then grouped in three categories according to the way they have reacted to the plan.

First were those who have co-op-
erally and in this group were the Warner firms and the Disney companies, among others.

The second group includes those publishers who have requested writers to sign a document request-

ing that their monies be turned over to AGAC. spokesman for the Guild said they had no objection to this. The Big Three was one of this group.

The final group of publishers were listed as the Mahattan Chan-
dia (as used in The Billboard last week), these were described as the resistors and the intransigents who were using various devices to confuse and oppose the plan. Among these were listed M-G-M, A&M, ABC-Paramount, producers of the Hill and Range group. This group also included the Famous and Shapiro-Bernstein. A listing of publishers falling into each of these groups will be sent to writers for their guidance.

The latter group of publishers were attacked by the AGAC of-

ficials for their "uncoerced and burdenome attempts at sabotag-
ing the plan." In other develop-

ments, one writer remarked last week before the plan went into ef-
fact that at the first of the year, he received from one publisher a check covering $1,000 from royalties. Other writers declared that since that date, their level of collections had suddenly jumped considerably upward.

CONCERT REVIEWS

Segovia Superb at Town Hall

Andres Segovia sold out New York's Town Hall for the un-
precedented time last Thursday (12). In accordance with his usual custom, he devoted the first half of the evening to works written for late and primitive keyboard instruments by Milan, Rameau, Scarlatti, Bach and other early composers. The second portion featured compositions by moderns like Albens and Villa-Lobos scored specifically for the classic guitar. This is the sort of program concert-goers and respected buyers alike have come to expect from the master.

Once the listener accepts the limitations of Bach and Handel's tempi performed in the classic guitar recital, he can sit back and savor to the full Segovia's sincere detachment, purity of style and exquisite taste. Segovia is above technical difficulties, as he demonstrated in Handel's "Aria with Variations -- Alleggerita," one of the most taxing pieces in the repertoire. But so are many other less-known artists. His unique严格执行 stems from his superb coloration of notes and his wonderful fingerings which paint a different picture with each selection.

"Three of the modern works -- "Mazurka" by Tanaz, Ponce's "Campo" and "Tomadilla in the Name of A. Segovia" by Castel-

novo-Tedesco were dedicated to the guitarist. In this last, his act reached superb heights and his fine dramatic sense drew warm applause from the audience. Bernice Hodes

TV REVIEW

TV 'Golovin' Can Spark LP Sales

"Maria Golovin," Gert Garlo Menotti's newest melodrama, made its TV debut March 9 as part of NBC-TV's sharply re-

duced opera series. The production was handsome, the sound crisp and exciting and the singers solid. It was in fact so impressive that a rush to the stores for the RCA Victor album can well result, but viewers will find the work less attractive for listening only.

The story of a blind war vet's affair with a married woman is visually moving, especially when acted as convincingly as it was, with the more harum scarum stresses filled by tact staging. The sprengewappen style of melodic speech, employed more by Menotti in this work than even before, can be rough going at home.

Franco Duval and Richard Cross, featured on wax, were ad-

mirable in the chief roles, the Cross's resemblance to Elvis Presley proved distressing. Patricia Neway headed the supporting cast with a brilliant portrayal of a saddened mother. Kirk Browning's in-

ventive direction will also be missed on the LP. Bob Bernstein

ASCAP Radio

* Continued from page 2

fringement suits from music pub-

lishers. When these suits loomed, the Nebraska law was repealed.

Meanwhile, it was understood the ASCAP-broadcaster negotia-

tions leading to a new license

agreement were proceeding on an informal basis, with Judge Ryan acting somewhat in the manner of a mediator. A 9 per cent re-

duction in fees has been recom-

mended but observers close to the scene say that no formula for achieving this end has been es-

blished. Another meeting be-


tween Judge Ryan, ASCAP gen-

eral counsel Herman Finkelstein, and Emmanuel Dament, counsel for the All Industry License Com-

mittee, is expected to take place shortly.

Y.O. breaks on Columbia with "I've Come of Age"
Cap's March
Continued from page 2

Red Seal
Continued from page 2

THE INCREDIBLE BILLY

Now! An electric new voice — a singing style unlike any you have ever heard — this is the excitement you look for when you program a DJ show — this is the making of big record sales!

b/w "This Is Always" 4-41356

MARCH 23, 1959 THE BILLBOARD MUSIC 23

versions of the earlier single-track releases. On the pop side, Capitol's release consists of 14 stereo duplicates of previously offered monaural product.

New longhair release is highlighted by the Leopold Stokowski Houston Symphony and Chorus recording of Carl Orff's "Carmina Burana," issued in stereo and monaural. Other significant entries on the operatic side are Glenn's "Life of the Star," performed by the Los Angeles Symphony and the Belgrade Opera Chorus sung in Russian and conducted by Igor Markevitch (monaural only); Munch's "Manor," with Pierre Monteux conducting the National Opera Comique Chorus and Orchestra (monaural only).

Also among new classical material is 16th Century Cathedral Choral music, Tchaikovsky's "Swan Lake," coupled with the "Sleeping Beauty" Suite, Spanish music performed on solo harp, Vienna music recorded in Austria, operatic arias featuring Victoria de los Angeles, Yehudi Menuhin and Louis Kentner in the complete Brahms Sonatas for Violin and Piano.
That's "rects," holds the stylustridge line. The price or tune 'in talk shops. The answer says - Oberstein says. Oberstein asks. "The answer is virtually true but some things are said because of their utility. And the same is true of phonographs."

**Duotone Adds Aces Stereo Cartridge**

NEW YORK — Duotone has added the British Acorn "Briy" turn- over cartridge to its accessory line. The cartridge is piezo-lectric or non-magnetic type, has an output of 8 to 1 volt. Duotone promises that any car, radio, TV or photo enlarger which might not have it will be served by the new accessory.

**CLEVER MERCHANDISING**

Dallas Dealer Turns Stunts Into Profits

**DALLAS, Tex. —** Merely car- rying a worthwhile stock of records conveniently displayed isn't enough today, says Vince Land, manager of Vince's Records, downtown Dallas. He claims that he is getting more business by carrying a wide range of merchandise in his downtown shopping area. Land has made use of a long list of clever merchandising "gimmicks" to establish himself with the Dallas record buyer. Each year he has two-story store a little more than a year old. The year he opened his store, he was a young and inexperienced fellow. He says he would have "given up his boots to establish himself.

Consequently, Vince's Records has substantial public support by means of a series of unusual attention- getting "stunts." Each month, Land has gone out of the ordinary channels to focus attention on his shop, and plays with clever, eye- catching advertising to increase his sales.

**June Conclave**

**NAMM Show Looks Like A Sellout**

**CHICAGO —** Exhibit space for the upcoming NAMM Trade Show is 90 percent sold out, and the remaining space will be filled by June 20, according to the Hotel New Yorker and the New York Trade Show Building. The convention center, which will be opened on June 20, has been booked to capacity the last 100 percent.

An exhibit center with its 90,000 square feet of space, was fully reserved by the second week in May, and the committee of NAMM has completed a ball of the history of the show. The hotel and the building are sold for $39,000, and the entire space will be set up by June 20. The exhibition will include all of the major manufacturers of musical instruments, and the con- centrated effort of the NAMM committee has been to fill the show to capacity.

**PHONOGRAPHS**

That is $14.70. The price of the new Ekotape stereo unit.

**MAGNETIC CARTRIDGE.** "This is the current brand of recording equipment, and it is the best we have," says Land. The cartridge is sold in a variety of colors and designs, and the many choices appeal to a broad range of customers.

The price range is from $15 to $50. The cartridge is manufactured by Duotone, and is available in a variety of sizes and styles.

**Tape Front Keys New Life Lease**

**Von Halle, and this will never die.**

**Don’t Talk About Stereo—Play It!**

NEW YORK — Eli Oberstein, veteran disk mahat and Rondo Phonogram Corp., has decided to double their stereo player sales if they would borrow disk business techniques.

"There’s too much confusion on the market about technical aspects," Oberstein told The Billboard. "A prospect who shops around, and most do, hears as many different stories as stories he goes to. The set buyers, who become stereo disk buyers, are scared away.

"Don’t talk it in. Play it in! To the average guy, technical aspects about cartridges, amplifiers, and what-have-you are important.

"In the record business, it has to be "in the groove." People don’t care how a disk is recorded or played. They’re interested in music."

"The stereo set they buy isn’t important to them as an end in itself. What will he get? That’s all they care about."

Oberstein contends that people don’t know how a phone works and that they care less. "The few who do use a telephone, play a radio, use a cam- era, have no idea how it works or why? Oberstein asks. "The answer is virtually true but some things are said because of their utility. And the same is true of phonographs."

"The price range is from $15 to $50. The cartridge is manufactured by Duotone, and is available in a variety of sizes and styles."

The price range is from $15 to $50. The cartridge is manufactured by Duotone, and is available in a variety of sizes and styles.
Exploding all over!

NEIL SEDAKA'S
I GO APE
C/W
MOON OF GOLD

Get on this Gravy Train—Order Now!
Dallas Dealer Profits on Stunts

Continued from page 26

time. "I doubt if we gave away a total of $50 in albums," Land said.
"Inasmuch as there were many days in which nobody bought in the prize winning number. With 20,000 of the slips distributed in the adjacent office buildings, however, we did so much extra business that the cost of hiring the girls was quickly repaid, and we were able to post the biggest month's sales we had enjoyed during our first year.

Currently, Land is working on another stunt which he feels will appeal to the teen-age and young adult facets of his record market. Recognizing the fact that everyone enjoys looking at pictures of babies and pets, Land is busy building up a huge collection of pet photos, which will be displayed in gallery fashion, along the stairway which leads from the self-service first floor record department, up to the "traffic department" on the second floor. Here, Land plans to display a gallery of pet photos, under the title "Vince's Rock and Roll Menagerie." Attached to each photograph will be a lettered caption which will be tied in with any timely popular music subjects, titles of outstanding records, comments about leading recording figures, etc.

The captions will all be "bright sayings" quips, pithy remarks, etc. calculated to get a laugh from viewers. Land feels that people visiting the store will "get a laugh out of the photo galleries" and will consequently be exposed to more records, high fidelity equipment, phonograph accessories, etc.

Despite the fact that the small store is only 8-feet wide by 12-feet deep, with an even smaller second floor "display department" Land enjoyed a $42,000 volume his first year and expects to leisurely double this during the second. Because his colorful, unusual stunts are the type that stick in the customer's mind, he feels that sooner or later, every Dallasite will think of Vince's Records "whenever the subject of phonographs comes up."

Last year's industry-wide sales records show that, once again, more RCA Victor High Fidelity was sold than any other brand! Now here are...

4 MORE REASONS WHY RCA VICTOR STEREO OUTSELLS THEM ALL!

ALL-IN-ONE CONSOLE

COMPLETE STEREO SYSTEM with 60-watt dual channel amplifier! Two speaker systems—one 12-inch woofer, one 5-inch tweeter on each side of cabinet. Output jack for additional external speaker, if further separation is desired. In mahogany, oak, or walnut veneers with selected hardwood framing. Mark XIV. Model PM14.
Play Stereo!  
• Continued from page 26

...orat one from having stereo.

An exciting room layout being the "only" setting for the proper appreciation of stereo is not false as thinking that the best sets are the most expensive. This is just not true in every case. "The retailers should explain to the customer as he demonstrates a carefully chosen stereo disk the lifelike reproduction, the beauty and the presence of the music. That is what people want to hear and what they are buying. The customer will sell himself when he hears stereo."

"A long time ago, one of the great advertising men said 'Don't sell the steak, sell the sizzle.' I believe that our business would be a lot healthier and there would be..."

Gundy Topper  
• Continued from page 26

...jump would be even quicker than either "ideal" set-up and "ideal" and the top Ampex generals in but a few years. In 1958 he was Ampex veep in charge of sales. In that capacity, among other achievements he wrote $3,000,000 in sales in a single day when he unveiled the Ampex Videotape Recorder at the National Association of Broadcasters convention in Chicago.

After successfully launching the Videotape Recorder to where virtually all TV stations and networks in the U. S. purchased the equipment, Gundy was named president of Ampex Audio, Inc., the subsidiary corporation manufacturing and selling non-professional equipment for the home and high fidelity markets, a post he has held for the past two years.

Three new portables and an all-in-one console that have the features your customers are asking for... the styling that they are buying!

YOU'VE NEVER HAD 4 SUPER BETS. ORDER FROM YOUR RCA VICTOR DISTRIBUTOR TODAY!

RCA VICTOR

Webster Shows  
• Continued from page 26

remote accessory, amplifier controls and recording level indicator. The Ekotape stereo playback unit is completely equipped with all possible input and output jacks. At no extra charge, a lavaliere mike, two conductor supply cords and the manual instant stop-start control plus reel of tape are included.

Webster Electric recently opened a major plant for production of Ekotape tape recorder equipment at Lebanon, Ky. Larger facilities were necessary for increased production. Engineering and administrative facilities will remain in Racine.

“SNAP-MOUNTED” SPEAKERS

COMPACT STEREO PORTABLE has removable left channel speaker system "snap-mounted" on front of "Victrola." 4 speakers. Automatic shutoff.

In charcoal and steel-gray simulated leather. Mark XXVII, Model PF25.

“LIFT-AWAY” LID


STEREO FOR UNDER $100
New Stereo Units Shown
By Stromberg

NEW YORK — A new stereo pre-amp (Model ASE-434) and stereo amplifier (Model ASE-435) has been introduced by Stromberg Carlson. Designed to complement each other, each unit lists for $92.95.

The “Seventy 40” amplifier, as its name indicates, provides 40 watts of power, 20 to each channel, on a single channel. A variable input control and phantom output (mixed A and B) for three-channel operation are provided.

The stereo pre-amp control center features a stereo tone balance signal. This enables the listener, by flanking a switch, to introduce an audible signal into each channel. With it, the channels can be balanced to the listening environment. Separate bass, treble and volume controls are provided. Scratch and rumble filters may be switched in and out. Phantom output also is provided.

Koss Has
New Stereo Player Unit

MILWAUKEE — Koss, Inc., which introduced a new type of stereo phonograph headphones (The Billboard, February 23), has developed a portable three-piece stereo playback unit. The Koss 390 dual channel set-up has a dual channel 48-watt amp, two separate speaker enclosures, each carrying one three and one three-and-a-half inch speaker, plus diamond stylus-equipped stereo cartridges. The control panel carries balance, volume, treble, and bass controls and gray-black leatherette unit carries a 170/50 amplifier.

John C. Koss, sales manager, has concluded distribution for foreign markets deals with forty distributors of KMI, New York, while domestic distribution is handled by his hi-fi reps across the country.

Pfanstiehl Offers New Static Fluid

WAUKESHA, III. — A new method of applying a cleaning and anti-static liquid has been developed by Pfanstiehl Chemical Corporation here. Photo Stat Liquid at $1.50 net offers a brush-on bottle.

Application instructions suggest that the liquid be applied to the record by brushing the liquid on the turntable at 78 r.p.m. and applying while revolving to avoid the chance of getting finger prints on the grooves. A self-mechanizing display Thomsen holds 24 bottles.

RECORDAID

RECORD LISTING CATALOGS

The “Unlaced Donkey” in “What Friday” quickly locating records and information.

RECORDAID is available at all dealers.

For information about record listings—Monthly issues.

32 pages, $0.99, Clean, $1.00, or write for sample.

RECORDAID, Inc.

P. O. Box 7483, Philadelphia 29, Pa.

SALES! INCREASE YOUR INCOME

Record Lists…"Unlaced Donkey”…Selective Selling…Stamp Collecting..Treasure Hunt...And a whole lot more. Start your record business today. Send for a free trial list. For a larger supply of lists contact your nearest record dealers.

P. O. Box 686, Waukegan, Illinois.
Audio Feedback

By RALPH FREAS

WE GET LETTERS

A Mr. Gholston has just written to say that he found the "Disk Merchandising" article in the September 26th issue "quite educational."

"I guess I have read it 20 times or more," he writes and then goes on to say that the idea that struck him hardest was the one about how the majority of retail business failures (91.3 per cent) are due to "lack of management know-how." Yes, that's what the article said. The figure was based on the continuing Dun & Bradstreet surveys and it refers to statistics gathered in 1955.

"This is interesting to me," continued Mr. Gholston, "because I am preparing to enter the retail business. . . . and I am trying to learn everything possible. I am experiencing some difficulty obtaining reliable information. Any suggestions or sources of information that you are able to provide would be extremely valuable to me."

NOT UNCOMMON

A request like the above comes in to The Billboard office frequently. It's a difficult problem and one that has a multi-faceted solution. So let's talk about it here.

In the first place, retail businesses have specific qualities that set them apart from each other. Sure, merchandising and promotion principles that apply to infants' wear can work equally well in record and phonograph merchandizing. But there isn't a phonograph retailer in the country who won't admit that there are pitfalls to be avoided and problems in this business that you don't find in infants' wear or any other business.

PATHS TO TRAVEL

In the first place, Mr. Gholston, while there is an outstanding body of literature on retailing in general, material on phonograph merchandising is pretty slim. The best possibly valuable book on the subject was "Your Future Is Sound," produced by Columbia Records as part of a promotion program two years ago. The firm may still have copies and you can request one by writing Sales Manager Bill Gallagher, 799 Seventh Ave., New York City.

If the Columbia book may be said to have any shortcomings as far as the individual is concerned, it is lack of specificity. That is to say, the writer cannot possibly anticipate what specific problems a specific dealer will face in a specific area. Still, it's worth reading.

DISTRIBUTOR AIDS

One path to travel is that toward the phonograph and record distributors in your area. More intimately than anyone else, they should be expected to be familiar with regional problems. They should know whether a particular location has any promise. They should be able to gauge the depth and breadth of stock needed in a particular area. Distributor salesmen often know definite business locations that could support a phonograph shop and can volunteer information about them.

In any event, a retailer can expect to work with his distributors for a long time. It can't hurt to get to know them as soon as possible. And the distributor wants you to get to know the retailer. Get the distributor names and addresses from the classified telephone directory. Write them or call them to find what lines they carry and ways in which they can help you.

By the way, we've had retailers tell us that their distributor salesmen have actually come into their stores on their days off, rolled up their sleeves and pitched in to help with such problems as fixture arrangement, display and inventory problems. Don't expect every distributor salesman to perform in this way. But, happily, it happens more often than you might think.

OTHER DEALERS

Nothing can replace actual sales experience. You'll never know the problems you face until you actually come to grips with them on the sales floor, behind the counter, or in that office behind the store.

How do you get the experience? Go to work for someone else. Work part-time at night or on Saturdays. As a case in point, we published a story recently about an appliance chain which advertised for people with an interest in hi-fi to work as part-time salesmen. The chain rightly believed that demonstration of the new stereophonic phonographs was essential to their sale. They needed sales help to do a good job. To someone looking to get into this business, there couldn't have been better experience.

You may know a phonograph retailer. Explain your problem to him. Work for him—for nothing, if necessary— and as long as much as you can about his business in the process. Pick his brains.

YOUR TRADE PAPER

A lot of other things are happening in the industry by reading its trade paper. Ideally, a good trade paper not only reports the news but publishes service features, tries to spot trends and points out the good and bad in the industry, as it sees it, in special editorials.

COLUMBIA TRANSCRIPTIONS gives you a better and more complete custom record pressing service than anyone else in the industry. Whatever your needs, they will be taken care of quickly, reliably and completely in facilities specifically designed to utilize all the technical know-how of Columbia. In three convenient locations to serve you, you specify wherever you are.

New York, 799 Seventh Avenue, Circle 5-7300.
Chicago, 630 North McClurg Court, Wilhitehall 4-6000.
Hollywood, 3723 Aklen Drive, O'Lympia 5-1034.

WHEN YOU WANT QUALITY RECORDS IN QUANTITY QUICKLY, COME TO COLUMBIA TRANSCRIPTIONS

STACKING UP

Profit...is no problem with UNITED ARTISTS' "stacking up" plan.

These 13 top selling albums are now available with a special discount.

- 26 Albums for the Price of 20.
- National Advertising in HIGH FIDELITY MAGAZINE, HI FI MUSIC REVIEW, DOWNBEAT and MUSIC U.S.A. brings these albums to the attention of a half million record buyers.
- A National Direct Mailing also announces this plan.
- Both monophonic and stereo albums are packed in units of 13.

RING UP SALES WITH UA

UNITED ARTISTS RECORDS
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.

**LOVE IS A GENTLE THING**
Harry Belafonte—RCA Victor LSP 1927

STEREO & MONOAURAL

Belafonte displays his usual tender, feelingful vocal style on a group of expressive folk themes with varying moods. Selections include "Fifteen" (theme of the singer's new movie), "Delia's Gone," "Tim's Are Gettin' Hard" and "Turn Around." A sock sales item and fine jockey wax. Striking cover.

**IN PERSON**
Tony Bennett With Count Basie Orch—Columbia CL 1294

The set was recorded during a live performance at the Latin Casino in Philadelphia. The drive of the Bennett vocals is excellently paced by the swingin' Basie crew. Tunes are nicely paced and varied. It's an exciting set that builds track after track. An excellent programme item, and one of the artist's best LP's. Tunes include "Just in Time," "Firefly" and "Luella of Broadway." Good cover shot of the artist.

**SOME LIKE IT HOT**
Sound Track—United Artists UAL 4030 & UAS 5030

STEREO & MONOAURAL

Marvin Monroe is featured on several vocals of songs from the 1920's in this sound track of the soon-to-be-released film. It's a bright, brassy LP with listenable instrumental tracks accompanying those by Miss Monroe. Heavy attention should be focused on the album, when the film opens. Cover shot of the film star adds to appeal. This can be a big one.

**PORGY AND BESS**
Diahann Carroll & The Andre Previn Trio—United Artists UAL 4021 & UAS 5021

STEREO & MONOAURAL

One of the many, new "Porgy and Bess" packages, this one is interesting for its fresh arrangements and jazz orientation. Pianist-arranger Andre Previn and Miss Carroll's projection infuse the score with brightness. This can garner a good share of the action.

**COMPULSION TO SWING**
Henni Rene Ork—RCA Victor LPM 1947 & LSP 1947

STEREO & MONOAURAL

Smart, tasteful, jazz-flavored instrumental treatments by Rene mark this collection of swingy standards and oldies—"The Blue Room," "Just a Gigolo," "Cry Me a River," etc. Rob mood music and fine jockey programming. Colorful covers give item solid display value.

*Continued on page 35*
...AND REMEMBER, ONLY
MGM RECORDS
HAS THE
ORIGINAL CAST
SOUND TRACK
ALBUM
STEREO E3641 ST
MONAURAL E3641 ST

50 MILLION VIEWERS WILL BE WATCHING
ON ACADEMY AWARD NIGHT, APRIL 6, NBC-TV
Dealers: Be Prepared for the Rush—STOCK UP NOW!

FLASH!
Attention M·G·M RECORDS DISTRIBUTOR SALES MEN
WIN VALUABLE PRIZES
SEE SPECIAL "GIGI" CONTEST PORTFOLIO

MUSIC THE BILLBOARD MARCH 23, 1959
--- Jazz Albums ---

PORGY AND BESS
Miles Davis, Gil Evans Ork—Columbia CL 1274
The potent name combination of Miles Davis, the music from "Porgy and Bess" and the Gil Evans ork will help this new album be a strong seller among jazz buffs. It is a fine new LP, featuring some excellent work by Davis and outstanding arrangements by Evans played precisely by the jammin in the band. Altho Davis at times seems constrained by the ghastly Gershwin melodies, he comes thus with many lovely, meaningful solos that will more than please his many followers.

--- Classical Albums ---

THE FRENCH TOUCH!
The Boston Symphony Orch. Munch—RCA Victor LM 2292
Program of light-hearted classics in brilliant performances and elegant sound. The three (Dukas "Sorcerer's Apprentice," Saint-Saens "Carnival of the Animals" and Bizet's "The Leroy Conde Suite") are concert favorites and the title "The French Touch" strikes the proper light note. Recommend to beginning classic collectors. The cover will also attract buyers.

--- Specialty Albums ---

MUSIC FOR FRUSTRATED CONDUCTORS
Arthur Fiedler, Morton Gould, Robert Russel Bennett—RCA Victor LM 2325
A good package for dealers to display for immediate customer reaction. Grammicks include an actual baton with each LP, an instruction booklet on conducting with specific directions for each band plus good stirring music. Booklet is by Dennis Taylor while conductors such as Fiedler, Morton Gould, Bennett and the best one of all the customer. Cartoon and baton on cover will attract. A neat packaging of a most novel idea that could click.

--- Spoken Word Albums ---

LENNON ROBINSON PRESENTS WILLIAMS BUTLER YEA TS POEMS AND MEMORIES; PLAYS AND MEMORIES
Spoken Arts 751-752
THE POEMS OF WILLIAM BUTLER YEATS
Read by William Butler Yeats, Siobhan McKenna & Michael MacLiammoir—Spoken Arts 753
Lennox Robinson, who died last year, was a long-time friend and associate of Yeats. He introduces both disks with fascinating personal glimpses and commentary on the life and work of the great Irish poet. On the first of these, Dublin actors read scenes from "The Cambridge Scholars" and "Deide." On the second, Robinson himself reads a group of shorter poems and two selections from longer works. By far the most valuable of these interesting disks is the last, where Yeats, besides talking about his poetry, reads some. Poet's voice was recorded in the 1930's, but despite some noise, it comes across clearly. Further lyrics are read by McKenna and MacLiammoir, which will increase sales potential.

--- Low-Price Children's Albums ---

JESUS LOVES ME
Roy Rogers & Dale Evans & Their Family—RCA Victor LBY 1022
A strength item. The well-loved Western couple and their children (attractively photographed on cover) sing with heart and sincerity on a group of Sunday school favorites—"Jesus Loves Me," "The Bible Tells Me So," etc. A powerful sales package for the family trade in both the religious and pop fields.

--- Sound Albums ---

STRINGS IN HIFI
Pierre Challe Ork—Mercury MG 20383
Title is apt. The sound is, why not say it, sensational. The program is composed of string showpieces ("Flight of the Bumble Bee," "Holiday for Strings," etc.) in splendid arrangements. Place the needle anywhere for demonstration to kid LP fans and, if you have a special loofer for audiophiles, this disk deserves to be included.

--- Billboard Best-Sellers ON THE RACKS ---

This chart has been tabulated from the sales made by the nation's leading rack music merchandisers and jobbers. Over a four-week period, it covers the many titles available at rack music dealers and field by rack market (e.g., Best Selling Low Price LP's, RCA Victor £1.50 or less); Tape, and Best Selling 45's, and Best Selling Kidde Records. This week's chart is:

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<th>POSITION</th>
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<tr>
<td>1</td>
<td>PETER GUNN</td>
<td>Henry Mancini, RCA Victor LPM 1956</td>
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<td>2</td>
<td>OPEN FIRE, TWO GUITARS</td>
<td>Johnny Mathis, Columbia CL 1270</td>
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<td>FOR LP FANS ONLY</td>
<td>Elvis Presley, RCA Victor LPM 1990</td>
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<td>4</td>
<td>RICKY SINGS AGAIN</td>
<td>Ricky Nelson, Imperial LPM 1961</td>
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<td>STILL MORE SING ALONG</td>
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<td>THE FLOWER DRUM SONG</td>
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<td>NEAR YOU</td>
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<td>THE EVERLY BROTHERS' BEST</td>
<td>Cadence CLP 7039</td>
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<td>10</td>
<td>JOHNNY'S GREATEST HITS</td>
<td>Johnny Mathis, Columbia CL 1139</td>
</tr>
</tbody>
</table>

--- Album Cover of the Week ---

LIVING STEREO
SHOSTAKOVICH: SYMPHONY NO. 5, RCA Victor LSC 2561
Remarkable modern painting by Joseph Hirsh of the Russian composer creates an album cover of front note. Features of national and international interest that will attract the buyer and encourage sales.

--- Billboard Best-Selling Pop EP's ---

For survey week ending March 14

1. RICKY SINGS AGAIN—Ricky Nelson...Imperial EP 159
2. PETER GUNN—Henry Mancini...RCA Victor EPA 4333
3. THE FABULOUS JOHNNY CASH...Columbia EPA 12332
4. THE LONELINESS ONE—Dionne Eddy...Jannie JEP 190
5. STARDUST—Pat Boone...Dot DEP 1099
6. DETOUR—Dianne Eddy...Jannie JEP 301
7. NEARER THE CROSS—Teenies Ernie Ford, Capitol EAP 1-A005
8. SING ALONG WITH MITCH—Mitch Miller, Columbia EPA 11981
9. KING CREOLE, VOL. I—Elvis Presley...RCA Victor EPA 4319
10. JOHNNY MATHIS...Columbia EPA 8871
HERE'S RCA CAMDEN'S NEWEST BUDGET SPECIAL

MONTHLY BUDGET SPECIAL

MARCH 23, 1959

EXPLANATION OF PACKAGE RATING CATEGORIES

Each item is rated strictly according to its sales position in the category in which it is classified:

- Top Demand
- Very Strong Sales Potential

Reviews and Ratings of New Popular Albums

- Good Potential—Will Sell
- Moderate Potential—Salable Qualities

For dealers who stock all merchandise.

POPULAR

1959 RECORDINGS

MARCH 23, 1959

Only-$2.98.

Music of the Month

- Lawrence Welk featuring Alice Lon.
- Bing Crosby featuring Jack in the Box.
- Bud Shank featuring Shadow Grass.
- Stan Kenton featuring Stan Kenton's Kentonette.

Profit Picks of the Month

For Each 12" Long Play Album

$1.98

A famous voice singing such favorites as Marriage Type Love and It's All in the Game, 9 others. CAL 477.

Jerome Kern's haunting musical. Songs include Bill, Ol' Man River, Why Do I Love You. CAS 488. Stereo Only—$2.98.

ORDER FROM YOUR DISTRIBUTOR TODAY!

MANUFACTURER'S NATIONAL ADVERTISED PRICES SHOWN—OPTIONAL WITH DEALER.

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ORDER FROM YOUR DISTRIBUTOR TODAY!

MANUFACTURER'S NATIONAL ADVERTISED PRICES SHOWN—OPTIONAL WITH DEALER.
MORE SALES POWER FROM UNITED ARTISTS

- EXCITING SOUND TRACKS
- STAR ALBUM OF THE MONTH SPECIAL
- STEREO AND MONOPHONIC SAMPLERS
- A GREAT VARIETY OF POPULAR ALBUMS DESIGNED FOR EVERY CONSUMER.

Series 4000, 5000, 6000 monophonic & stereo are $4.98 series 3000 is $3.98

UNITED ARTISTS RECORDS
Reviews and Ratings of New Popular Albums

Continued from page 36

hen of memorable standards in a rich, warm, emotional style. "Sensible" was Selections include "But Not For Me," "I Got It Bad," and "Mambo in M."

*** FRANCIS WALTHER AT THE EMBASSY BALL
Glenvil Cord CR 4637
Handsome, down-to-earth style might be the Francis Walther approach encountered in the 1959 Embassy Ball. Over 44 tunes in all, make up from college songs like "Nurse Davies Victim Man," and jump tunes like "Big Ben." Both make you think of fountains and walk the like "Love In New York," and "Roses of Texas." Great key for dance music genre.

*** ESCAPE TO THE MAGIC MEDITERRANEAN
John Scott Trotter Orch. Warner Bros. SW 126
STEREO & MONO
John Scott Trotter and his orchestra are in a rich, fully documented job on this collection of easy Mediterranean tunes. The selections include "Three Coins in the Fountain," "Arrangement Luna," and "Salome." On many of the tunes, voces instrumentalists such as violins, trombones, and cornet solos are featured. Good use of a range of moods with a wide band separation. Listen, listenable Mediterranean music. Later works contain similar Trotter and Greave recipes.

*** INSTRUMENTAL SELECTIONS FROM PINKY AND BILL & SHOWBOAT
Eddie Steele Orch. Mercury MG 20914
Very simple instrumental versions of tunes from "Pinky and Bill" and "Showboat." These are featured on the LP with "Erica" and his orchestra, the well-known Frank Sinatra. They perform such tunes as "Jalousie," and "Two Gals Sipt" for Not," from the Chopin opuses, and "Why Do I Love You," and "Bill," from the Steve Koy waltzes, Included among favorites are "Swabian," "Sarah," "Street," "Wine," "Wewen," and "Song" are included. Frank is well known.

*** THE ROMANTIC PIANO OF THE STRATARD
Columbia CS 9511
STEREO & STEREO
Maestro Ted Streeter and his orchestra, the well-known English Steele and his orchestra, the well-known tunes from "Porgy and Bess." Lush, listenable Mediterranean music. Lush, listenable Mediterranean music. Most of the tunes are included. Selections include "Luis," "Vore," and a number of original selections.

*** THE DISTINGUISHED VIOIN OF EDWARD GOOD
Mercury MG 2061
Edward Hoge, who can play almost any type of music on his violin, gets a chance to show off his lovely colors on this new album. The tunes are included. The violin is well known, and the artists of the show are included. In the studio, the violin is well known. The violin is well known.

*** POPULAR EP

*** OUR GAL SAT.
Clymax MG 3091
Jazz, black, 

*** A TRIBUTE TO BENNY GOODMAN
Members of Benny Goodman & orchestra World's Fair Orches. Crown CLP 3901
Good price for the price. Personnel is

*** A TOAST TO BENNY GOODMAN
Members of Benny Goodman & orchestra World's Fair Orches. Crown CLP 3901
Eight tunes included in this collection. The band is well known especially in the TV field. In this collection, the violin is well known, and the artists of the show are included. In the studio, the violin is well known.

*** POPULAR ***

*** MEMORABLE MOMENTS FROM BROADWAY MUSICALS
Von Trappe & the Philadelphia, Verona DI 8219
Tunes from the following pin are included: "My Fair Lady," "The Sound Of Music," "Streets of Paris," and "The Fantastik." A collection of color of the day and the artists of the show are included. In the studio, the violin is well known.

*** TRIBUTE TO CHARLIE BARNET
Members of the Charlie Barnet Orch. Mercury MG 20914
Nine tunes included in this collection. The band is well known, and the artists of the show are included. In the studio, the violin is well known, and the artists of the show are included.

Continued on page 40
DESIGN RECORDS presents a major achievement in the recording industry

HELEN HAYES
THE WHITE MAGNOLIA TREE
BY HELEN DEUTSCH

Music by Bernard Green
Arranged by D'Artega
Conducted by The Symphony of the Air Orchestra

A 45 RPM RECORD
FULL COLOR, HARD COVERED JACKET

RETAIL: $1.00

DESIGNED TO SELL FOR YEARS

DISTRIBUTORS:
Allen Distributing Co., Richmond, Va. • Baker Distributing Co., Dallas, Texas • Berto Sales Co., Charlotte, N. C.
**Reviews and Ratings of New Popular Albums**

- **LOW PRICE POPULAR**
- **COCKTAILS ALRIGHT**
- **THE MOON IS BLUE**
- **Cocktail**
- **FOLK**
- **FOLK DANCES OF AUSTRIA**
- **BROWNIE MICHIE SINGS THE FLAMENCO**
- **NINO DE ALAMAN PLAY FLAMENCO DANCE**
- **CROSS IN THE CHAPEL**
- **REVIEWS AND RATINGS**

---

**IF I DIDN'T CARE**

---

**THE STORY OF MY LOVE**

---

**WANTED**

---

**HEART AND SOUL**

---

**THE NEARNESS OF YOU**

---

**Reviews and Ratings of New Jazz Albums**

---

**APARTMENTS**

---

**OUT OF THE BLUE**

---

**A BACKWARD GLANCE**

---

**ENGLISH OF A DAY**

---

**SOUND**

---

**STEREO ONLY**

---

**SPOKEN WORD**

---

**THE SNOW GOOSE**

---

**HARLEM AROUND CRITO**

---

**CARLY SIMON**

---

**GERMAN'S FOLLY AND RHYTHM IN JAZZ**

---

**GONE Gonna Be A Little Harder**

---

**MGM RECORDS**

---

**McPHATTER DIDN'T LOVE EDWARDS LIE**

---

**BETTER**

---

**THE SHEPHERD SISTERS**

---

**SWEET KENTUCKY BELLE**

---

**THE GODFATHER**

---

**CONTINUED**
During 1958 America's record dealers did more dollar volume with Capitol, in singles and albums, than with any other company, including subsidiary labels (1)

WHY?

Because Capitol has the hits

MORE TOP-SELLING ALBUMS!
Of the 30 best-selling long-play albums of 1958, one label—Capitol—had 11. (2)

MORE TOP-SELLING SINGLES!
22 of the top 50 hit singles of 1958 were on Capitol. (3)

And—Capitol serves dealers best

VOTED BEST BY DEALERS IN ALL
4 MERCHANDISING CATEGORIES
Quickest service; best displays; most effective co-ordination of promotion; finest packaging. (4)

In 1959, keep your eyes (and ears) on Capitol!

**Reviews and Ratings of New Jazz Albums**

---

**CLASSICAL****

- **Tchaikovsky: Excerpts from Sleeping Beauty**
  The London Symphony Orchestra (Madsen), RCA Victor LSC 2377

- **Schoenberg: Pierrot Lunaire**
  The Boston Symphony Orchestra (Krenek), Teldec 46011

---

**STAGE & SCREEN**

- **Dinner at the Mandarin**
  An acceptable item. The sound is clearly captured with individual sections are well balanced.

---

**HIS BIGGEST YET**

**ALMOST GROWN**

CHUCK BERRY

chess 1722

---

**THE BILLBOARD'S BEST BUYS**

**“THIS SHOULD GO ON FOREVER”**

ROD BERNARD

**MY BABY IS SWEETER**

JIMMIE ROWLANDS

chess 1721

---

**PRODUCTIONS**

**THE FLAMINGOS’ HIT LP**

(NY, inc. likes Would I Buy Cin? A Kiss From Your Lips; Kokomo and more)

chess LP 1433

---

**LISTEN TO THE QUIET**

...as you saw it in The Billboard
THAT’S WHY

(I LOVE YOU SO)

9-55121

THE CRICKETS

SOMEONE, SOMEONE

LOVE’S MADE A FOOL OF YOU

9-55124

THE ACCENTS

I GIVE MY HEART TO YOU

CHING A LONG

9-55123
HONOR ROLL OF HITS
THE NATION'S TOP TUNES

This Week

Weeks

Last Week

Chart

1. Venus
By Ed Howard—Published by Randy-Leavenson (BMI)
BEST SELLING RECORD: Frankie Avalon, Chaucer 1011.
1 8

2. Charlie Brown
By Leslie-Skinder—Published by Teter (BMI)
BEST SELLING RECORD: Count Basie, 6212.
2 7

3. Alvin's Harmonica
By Ross Bargarman—Published by Moterdex (ASCAP)
BEST SELLING RECORD: David Seidell and the Chipmunks, Liberty 55179.
3 5

4. It's Just a Matter of Time
By Brook Benton-Hendricks-Olm—Published by Rose (BMI)
BEST SELLING RECORD: Brook Benton, Mar 75994.
6 5

5. Tragedy
By Burt-Nelson—Published by Ruff City (BMI)
12 4

Second Ten

11. Never Be Anyone Else But You
By B. King—Published by Eico (BMI)
BEST SELLING RECORD: Bobby Nelson, Imperial 1592.
15 3

12. Petite Fleur
By Henry Bach—Published by Hoo & Range (BMI)
BEST SELLING RECORD: Chris Carter's Jazz Band, London 1012.
10 7

13. Peter Gunn Theme
By Henry Mancini—Published by Norther (ASCAP)
BEST SELLING RECORD: Ray Anthony, Cap 4041.
11 9

14. The Children's Marching Song
By Sharp-Arnold—Published by Misse (ASCAP)
BEST SELLING RECORD: Mitch Miller, Col 4131; Cecil Rinehart, London 1013.
9 9

15. Pink Shoe Laces
By Miltone Brown—Published by Peer (BMI)
BEST SELLING RECORD: Deke Searle, Crystalites 724.
21 2

Third Ten

16. Orin Hardy
By Eugene Gomma—Published by Jankey (BMI)
RECORD AVAILABLE: Crown, Cord 506.
16 13

22. Please, Mr. Sun
By George-Frank—Published by Willis & Barry (BMI)
RECORD AVAILABLE: Tommy Edwards, Decca 11114 and 12757.
− 1

23. Smoke Gets in Your Eyes
By Harbach-Young—Published by Hanson (ASCAP)
RECORDS AVAILABLE: Richard Barlow, MGM 75210; Harry Von一, 32757; Gordon Jenkins, Decca 26190.
24 17

24. All American Boy
By Bill Perkins—Lumma—Published by Buckey (ASCAP)
RECORD AVAILABLE: Bill Perkins, Frankie 397.
18 10

25. Nola
By Blythe-Austin—Published by Fox (ASCAP)
− 3

WARNING—The title "HONOR ROLL OF HITS" is registered trademark and the listings of the hits are properly copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 55 Broadway, New York 36, N. Y.

This Week

Weeks

Last Week

Chart

6. Come Softly to Me
By Tillot, Cotugno, Kupa—Published by Gerson (BMI)
BEST SELLING RECORD: Frankie Avalon, Digital 1.
19 2

7. Stagger Lee
By Price-Levy—Published by Rabin (BMI)
BEST SELLING RECORD: Lloyd Price, ARC-Fame 917.
4 11

8. Donna
By Ritchie Valens—Published by Kevin (BMI)
BEST SELLING RECORD: Ritchie Valens, Del-Fi 4110.
5 14

9. I've Had It
By Carl Bouchard-Raymond Casani—Published by Brent (BMI)
BEST SELLING RECORD: Bill Knox, Time 1004.
7 6

10. Hawaiian Wedding Song
By Charles S. King Jr., Hoffmon, Munsing—Published by Pulitzer (ASCAP)
BEST SELLING RECORD: Andy Williams, Columbia 1030.
8 10

14. May You Always
By Larry Mancini—Dick Sherman—Published by Hecht-Levander & Bazell (ASCAP)
BEST SELLING RECORD: McGuire Sisters, Coral 62359.
14 10

18. Till Paul
By Bob Bariteau-Dick Sherman—Published by Music World-Wonderland (BMI)
RECORD AVAILABLE: America, Decca 11158.
17 8

19. She Say (Oom Dooey Doom)
By Max-Ambrose—Published by Birmi (BMI)
BEST SELLING RECORD: Diamond, Mot 1144.
20 6

20. It's Late
By D. Brown—Published by Eico (BMI)
BEST SELLING RECORD: Bobby Nelson, Imperial 1595.
23 2

26. My Happiness
By Paton Gagnon—Published by Happiness (ASCAP)
RECORD AVAILABLE: Ely Fitzgerald, Decca 1144; Connie Francis, MGM 12219; Mickey, GNP 13171; Flip Perry, Cap 1254; Ron Roth Trio, Cardinal 1083; Jan Stample & Sonia, Coral 41556; Taverntown, Cardinal 1023.
22 14

27. It Doesn't Matter Anymore
By Pat Akins—Published by Bynaka (BMI)
RECORD AVAILABLE: Buddy Holly, Coral 42074.
26 2

28. I Got a Wife
By Maurice-Wilson—Published by Peer (BMI)
RECORD AVAILABLE: Tex Wate King, Todd 1099; Mark IV, Mot 7601.
28 6

29. Rawhide
By Owen-Woof—Published by Anclal (BMI)
RECORD AVAILABLE: Lee Way, Epic 3300.
− 1

29. Sea Cruise
By Mower-Smith—Published by Ace (BMI)
RECORD AVAILABLE: Frankie Ford, Ace 556.
− 1

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.
This Is JOE KOLSKY, Executive Vice-President of Roulette Records

He's so excited about the new BUDDY KNOX record

he says, "If This Isn't A Hit

I THINK I'M GONNA KILL MYSELF"

R-4140

Keep Your Singles Business Alive (and Joe Kolsky, too)

A sound bet... buy

ORDER THIS BUDDY KNOX SMASH NOW!
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<th>WEEK</th>
<th>TWO WEEKS AGO</th>
<th>ONE WEEK AGO</th>
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<th>ARTIST, COMPANY, YEAR</th>
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<td>79 47 45</td>
<td>22 45 48</td>
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<td>Elenor</td>
<td>CHARLIE BROWN</td>
<td>Charlie Bown, 1959</td>
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<td>Jo Stafford, 1959</td>
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<td>IVE HAD IT</td>
<td>Red Norvo, 1959</td>
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<td>STAGGER LEE</td>
<td>Lloyd Price, 1959</td>
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<td>NEVER BE ANYONE ELSE BUT YOU</td>
<td>Ricky Nelson, 1959</td>
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<td>DONNA</td>
<td>Donnie Elbert, 1959</td>
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<td>PINK SHOELACES</td>
<td>Bette Moore, 1959</td>
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<td>5 19 45</td>
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<td>PETER GUNN THEME</td>
<td>Ray Anthony, 1959</td>
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<td>PETITE FLEUR</td>
<td>Chris Barber’s Jazz Band, 1959</td>
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<td>I CRIED A TEAR</td>
<td>Levon Bakst, 1959</td>
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<td>TALL PAUL</td>
<td>Albertina Washington, 1959</td>
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<td>WEDDING SONG</td>
<td>Nelson Carter, 1959</td>
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<td>Ricky Nelson, 1959</td>
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<td>PLEASE, MR. SUN</td>
<td>Tommy Edwards, M-G-M 1959</td>
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<td>20 18 19</td>
<td>1 9 21 12</td>
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<td>Elenor</td>
<td>SHE SAY (000 DOO DOO)</td>
<td>The Diamonds, 1959</td>
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<td>36 20 27</td>
<td>1 9 21 12</td>
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<td>IT DONT MATTER ANYMORE</td>
<td>Buddy Hall, Coral 1959</td>
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<td>15 12 24</td>
<td>1 9 21 12</td>
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<td>Elenor</td>
<td>16 CANDLES</td>
<td>Cee Lo, 1959</td>
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<td>6</td>
<td>19 16 22</td>
<td>1 9 21 12</td>
<td>5 19 45</td>
<td>Elenor</td>
<td>MAY YOU ALWAYS</td>
<td>McGuire Sisters, Coral 1959</td>
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<td>1 9 21 12</td>
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<td>Elenor</td>
<td>RAWHIDE</td>
<td>Link Wray, RCA 1959</td>
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<tr>
<td>6</td>
<td>35 33 24</td>
<td>1 9 21 12</td>
<td>5 19 45</td>
<td>Elenor</td>
<td>SEA CRUISE</td>
<td>Frankie Ford, A&amp;R 1959</td>
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<td>Elenor</td>
<td>ALL AMERICAN BOY</td>
<td>Bill Parsons, Franklin 1959</td>
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<td>20 18 23</td>
<td>1 9 21 12</td>
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<td>Elenor</td>
<td>THE CHILDREN’S MARCHING SONG</td>
<td>Mitch Miller, Columbia 1959</td>
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<td>5</td>
<td>45 43 27</td>
<td>1 9 21 12</td>
<td>5 19 45</td>
<td>Elenor</td>
<td>SINCE I DON'T HAVE YOU</td>
<td>The Flames, 1959</td>
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<td>27 27 24</td>
<td>1 9 21 12</td>
<td>5 19 45</td>
<td>Elenor</td>
<td>I GOT A WIFE</td>
<td>Mark IV, Mercury 1959</td>
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<td>5</td>
<td>17 26 25</td>
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<td>Elenor</td>
<td>LONELY TEARDROPS</td>
<td>Jackie Wilson, Brunswick 1959</td>
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<td>4</td>
<td>28 41 46</td>
<td>1 9 21 12</td>
<td>5 19 45</td>
<td>Elenor</td>
<td>LA BAMBA</td>
<td>Mickey Veeves, Decca 1959</td>
<td>13</td>
</tr>
</tbody>
</table>
THE INDUSTRY'S FASTEST AND MOST
COMPLETE PROGRAMMING AND BUYING GUIDE

These 100 sides are listed in order of their national POP-
ULARITY, as determined by weekly local studies prepared
for The Billboard in markets representing a cross-section of
the United States. These studies reflect sales registered for
each disk up to press time.

MARCH 23, 1959

THE BILLBOARD'S
BEST BUYS

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

POP

A FOOL SUCH AS I
Elvis Presley

I NEED YOUR LOVE TONIGHT
(Leeds, ASCAP) (Giady, ASCAP) RCA Victor 7506

YEAH YEAH
Don Bob Bel Air, BMI

LONELINESS
(Leo, BMI) Checker 916

TIAJUANA JAIL
(The Kingston Trio

FRIED EGGS
The Intruders

COME TO ME
Mary Johnson

AS TIME GOES BY
Johnny Nash

HEAVENLY LOVER
Teresa Brewer

WHAT GOES ON IN YOUR HEART
Webb Pierce

A previous Billboard Spotlight pick

R&B

NO SELECTIONS THIS WEEK

THE BILLBOARD'S
POPULARITY CHARTS...POPL RECORDS

47

THE BILLBOARD'S
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For The Billboard in markets representing a cross-section of
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Webb Pierce

A previous Billboard Spotlight pick

R&B

NO SELECTIONS THIS WEEK
**Best Selling Sheet Music in U. S.**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. HAWAIIAN WEDDING SONG (Pickwick)</td>
<td>1</td>
<td>1</td>
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<tr>
<td>2. MAY YOU ALWAYS (Hecht, Lancaster &amp; Barnett)</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>3. MY HAPPINESS (Happiness)</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>4. CHILDREN'S MARCHING SONG (Mille)</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>5. NOA (Fort)</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>6. VENUS (Ramberg-Lauderdale)</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>7. SMOKE GETS IN YOUR EYES (Warren)</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>8. PETITE FLEUR (Hill &amp; Range)</td>
<td>1</td>
<td>8</td>
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<tr>
<td>9. ALVIN'S HARMONICA (Monarch)</td>
<td>1</td>
<td>9</td>
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<tr>
<td>10. PETER GUNN THEME (Northridge)</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>11. THERE MUST BE A WAY (Yalando)</td>
<td>1</td>
<td>11</td>
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<tr>
<td>12. GONNA TRAVEL ON (Sangs)</td>
<td>1</td>
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<tr>
<td>13. 16 CANDLES (January)</td>
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<td>13</td>
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<tr>
<td>14. CHARLIE BROWN (Toncom)</td>
<td>1</td>
<td>14</td>
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<td>15. TOMBOY (Roncom)</td>
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**Best Selling Sheet Music in Britain**

<table>
<thead>
<tr>
<th>Title</th>
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<th>Company</th>
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<tbody>
<tr>
<td>1. SONG OF THE SASSOONIANS</td>
<td>Joe Nigro, Portland, Me.</td>
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<tr>
<td>2. THE GREEN HOOD</td>
<td>Lawrence, London</td>
<td>2</td>
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<tr>
<td>3. THE WATERLOO MILL</td>
<td>J. H. Wilson, Leeds</td>
<td>3</td>
</tr>
<tr>
<td>4. DOCTOR SWEETHEART</td>
<td>J. H. Wilson, Leeds</td>
<td>4</td>
</tr>
<tr>
<td>5. SONG OF THE SASSOONIANS</td>
<td>Joe Nigro, Portland, Me.</td>
<td>5</td>
</tr>
<tr>
<td>6. THE WATERLOO MILL</td>
<td>J. H. Wilson, Leeds</td>
<td>6</td>
</tr>
<tr>
<td>7. DOCTOR SWEETHEART</td>
<td>J. H. Wilson, Leeds</td>
<td>7</td>
</tr>
<tr>
<td>8. SONG OF THE SASSOONIANS</td>
<td>Joe Nigro, Portland, Me.</td>
<td>8</td>
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<tr>
<td>9. THE WATERLOO MILL</td>
<td>J. H. Wilson, Leeds</td>
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<tr>
<td>10. DOCTOR SWEETHEART</td>
<td>J. H. Wilson, Leeds</td>
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**LAST WEEK'S NEW TUNES**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. &quot;PLEASE DON'T BE MAD&quot;</td>
<td>Bobby Rydell</td>
<td>Duke 302</td>
</tr>
<tr>
<td>2. &quot;BABY DON'T LEAVE ME&quot;</td>
<td>Buddy Holly</td>
<td>Duke 302</td>
</tr>
<tr>
<td>3. &quot;HONKY SQUEEZE&quot;</td>
<td>Big Joe Turner</td>
<td>Decca 4047</td>
</tr>
<tr>
<td>5. &quot;LIFE TO LIVE&quot;</td>
<td>Patti Page</td>
<td>Capitol 2000</td>
</tr>
<tr>
<td>7. &quot;DOCTOR SWEETHEART&quot;</td>
<td>Joe Nigro</td>
<td>Portland, Me.</td>
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<tr>
<td>9. &quot;DOCTOR SWEETHEART&quot;</td>
<td>Joe Nigro</td>
<td>Portland, Me.</td>
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**MONEY SAVING SUBSCRIPTION ORDER**

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<th>The Billboard, 2700 Patterson St., Cincinnati 52, Ohio.</th>
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<tr>
<td>John Doe</td>
<td>Corporation</td>
<td>123 Main St., Anytown, USA</td>
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<tr>
<td>Jane Smith</td>
<td>Retail Store</td>
<td>456 Elm St., Anytown, USA</td>
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<tr>
<td>Steve Johnson</td>
<td>Wholesale</td>
<td>789 Oak St., Anytown, USA</td>
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**THE BILLBOARD HOT C & W SIDES**

<table>
<thead>
<tr>
<th>Title</th>
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<tr>
<td>&quot;BABY DON'T LEAVE ME&quot;</td>
<td>Duke 302</td>
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<td>&quot;HONKY SQUEEZE&quot;</td>
<td>Decca 4047</td>
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<td>&quot;BEYOND THE SHADOW&quot;</td>
<td>Vanguard 2000</td>
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<td>&quot;LIFE TO LIVE&quot;</td>
<td>Capitol 2000</td>
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<tr>
<td>&quot;I'LL REMEMBER TONIGHT&quot;</td>
<td>Vic Damone</td>
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<td>&quot;DOCTOR SWEETHEART&quot;</td>
<td>Joe Nigro</td>
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<tr>
<td>&quot;THE WATERLOO MILL&quot;</td>
<td>J. H. Wilson</td>
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<tr>
<td>&quot;DOCTOR SWEETHEART&quot;</td>
<td>Joe Nigro</td>
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<tr>
<td>&quot;SONG OF THE SASSOONIANS&quot;</td>
<td>Joe Nigro</td>
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**BREAKING FOR A HIT!**

**77 SUNSET STRIP**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
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<tbody>
<tr>
<td>Frank Ortega Trio</td>
<td>&quot;I GOT ME A SWEETHEART&quot;</td>
<td>Columbia 3565</td>
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<table>
<thead>
<tr>
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<tr>
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<td>Frank Ortega Trio</td>
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<td>&quot;BEYOND THE SHADOW&quot;</td>
<td>Pete Seeger</td>
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<td>&quot;LIFE TO LIVE&quot;</td>
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<td>Joe Nigro</td>
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BREAKING FAST
Billy Riley
NO NAME
Sun 313

AWARD OF THE WEEK
In Cash Box
NAPPHY BROWN'S
"A LONG TIME"
"ALL RIGHT NOW"

SACOY
RECORDS TO
200 MARKET ST.
MAYNARD, MASS.

EASTER PARADE
CHA CHA
Joe Cain
Save $0.70

SEECO
GOES POP!

Jericho Jones
BLUES
KNOCKED
ON YOUR DOOR
FOR S1

Going Green!
Bobby Comstock
and the Country
JEALOUS
FOOL

ZIG ZAG

TRIUMPH

224 W. 40th St., New York (U.S. 0-0281)

Two Tremendous Sides by
AL MARTINO
I CAN'T GET YOU OUT
OF MY HEART
I/F TWO HEARTS ARE
BEATEN AS ONE
Fox 133

look to...
20-FOX
for the greatest!

RECORD PRESSINGS
No. 1-1072, 1044, 1046, 1047, 1048
No. 10, 11, 12, 13
All the news of your industry
every week in The Billboard...
A saga scene. (Joy, it ****-Very GUY MITCHELLetary, ASCAP)

Doris oldie. (Capitol)

Mitchell. Good chanting, backing and sound reading PARIS with his former big tune ED TOWNSEND

JILL has her troubles and the whole idea like A bright, bouncy tome ***-Very pleasant. (Philmore, ASCAP)

Flip The move. [Hecht -Lancaster ***-Very Strong-O' DELL-A REX-Townsend

4171-Townsend more along the lines of some of Townsend's previous work. (M-G-M, BMI)

Another mighty sock jockey item. (Fairway, BM!)


Another most unusual item. Strongest item of an old hit. Strong jockey treatment. Strong box record. (M-G-M, BMI)

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***-Very Strong-O' DELL-A REX-Townsend more along the lines of some of Townsend's previous work. (M-G-M, BMI)

Another mighty sock jockey item. (Fairway, BM!)


Another most unusual item. Strongest item of an old hit. Strong jockey treatment. Strong box record. (M-G-M, BMI)
The KALIN TWINS
COOL (Sheldon, BMI)
WILL YOU LOOK IN THE MIRROR (Cedarwood, BMI)

The twins haven’t mellowed yet, and their latest platter should keep them on the charts. “Cool” is a slow, Latin-flavored tune that is sung in close harmony with light chorus and off backing. “Mirror” is a moderate-paced rhumba that is also sung with appeal.

Decca 30640

BILLY GRAVES
LONG JOURNEY FROM HOME (Combine, BMI)
MADISON BUS (Offbeat-Cedarwood, BMI)

Graves, who is still signing with “The Shag,” can have a repeater with either of these strong sides. “Journey” is a folkish tune in the Western-style rhumba that is expressively rendered. “Madison Bus” is a rocker done in a Latinish tempo that tells quite an interesting story. Both should step out.

Decca 30656


douglas powell
THE WHEEL OF LOVE (Cedarwood, BMI)
TIRED MAN (Champion, BMI)

Powell impresses strongly on these two side sides. He’s a talented young artist who can come with his first tries. “Tired Man” is a peppy item about a guy who’s been working all day and expects his girl to make him comfortable. “Wheel” is a topical theme about man’s attempt to keep the wheel of love spinning in his favor.

Decca 30636

LOUISE CARRIE
SENTIMENTAL JOURNEY (Morris, ASCAP)

Miss Carlyle interprets the standard burgundy in heavy rock fashion. Her vocal approach is appealing and with exposure, the side could take off. Flip is “Candy” (Feist, ASCAP).

Decca 30611

LOREZ ALEXANDRIA
I’M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (DeSylva, Brown & Henderson, ASCAP)

This is a strong new tool. Its style is seamed-off on the jazz side, the spin of the clausu side should also please pop fans. Backing is good and helps tell the side. “You’re My Thrill” is also given a strong reading with five-rate support.

Decca 30664

The SHYTONES
WHITE RUCKS (Sweeteen, BMI)
ANNETTE (Admiration, BMI)

The group has two with tuneful efficiencies. “Rucks” is a fast-moving, hand-clapping tune that is cleverly presented. Flip, “Annette,” to a sincere, rockabilly dedication to a chick. Both merit exposure.

Spot 14

Pop Track Jockey Programming

TOMMY TICKER TINE
MY BLUE HEAVEN (Feist, ASCAP)

A male eloquent has the honors on this infectious treatment of the orchestra’s one-time hit. Except for a break on the bridge, the lyrics consist of only the title phrase. Words of the same tune side should please. Flip is “The Man That Comes Around” (Green Box & Knight, ASCAP).

Sunbeam 128

C&W Records

ERNIE TUBB
I CRIED A TEAR (Progressive, BMI)
I’D RATHER BE (Tubb, BMI)

Tubb has two hot sides that should pull lots of d. and c. coin. He renders a most appealing country reading of “Tear,” “LaVern Baker’s current pop smash. Flip, “I’d Rather Be,” is a slow, meaningful, philosophic tune. Both are strong sides.

Decca 30662

R&B Records

LITTLE WALTER
CRAZY MIXED UP WORLD (Arc, BMI)
MY BABY IS SWEETEN (Arc, BMI)

The shutout is great on these two fine sides. “World” is a finger-snappin’ touch that is shouted with savvy. A harmonica fills in on the instrumental portions. “My Baby” is a driving blues that is also backed with knowledge. A good side for r&b. loc. Publisher for "The White Magnolia Tree," spotlighted in last week’s issue of the Billboard, is Frank Fink, BMI.

Decca 30672

THE PEARLS
OFF My Face
THE BOMBSHELL BEE (Cedarwood, BMI)

On The Side 330—Enormous record of a pretty girl with terrific tempo and funny song. “Bombs” is an edgy record on this side and has a "The Shag" sound to it. Solid novelty with dual stars- enjoy it. (Henderson, BMI & Rich, BMI)

#3 Band of Angels

The shouter on moving rockabilly with clergy favor. Another, shuffle-rite side. (B. Moses & B. Moses, BMI)

Decca 30653

JIMMY RAY BARNES
BEautiful With My Love
GONNA TELL YOU—Barnes offers a fine new performance of this ballad. It’s done to churchy chimes in the backing and a smooth voice. A nice effort. (G. Brody, BMI)

Decca 30657

#1 I Need You So Much

A slow and proving general signal hanger. Another, pleasing passout. (R. Brown, BMI)

Decca 30659

LILLIE BRENT
I’d Never Be Free
SHINNY DRUMS—Brent’s latest ballad is striking performance. Arrangement is varied by a chorus and with a second line. Click drop on bass. (Brown, BMI)

Decca 30660

BILLY SMOKY EYES
A new set of lyrics to a tenor sax rendition. Beauty with the original figure has an attractive rhythm and much of both beauty. It can do many. (Brown, BMI)

Decca 30661

RUBY REED
BIG CAN I RUN
CAPITOL, 4169—Reed has a fantasy (rock & roll) side, most excellent with new material. On this good rock & roll, it’s remarkable to hear such a gospel group as Cherokee has a good sound. (Brownwood, BMI)

Decca 30662

GEORGE AUD ORK.
IS IT A SWEETISH TOWN?

ASCAP-Paragon 66—The standard that has been driven a tremendous instrumental reading by the Andes. Gives the original figure a real solid backing and some nice tune. (Feist, ASCAP)

#1 IF I COULD BE WITH YOU

The side is a popular novelty song by George Aud on sax, backed strongly by the band. Good job and as this is a novelty, it’s another good side. (Wax, ASCAP)

Decca 30663

PAPA MARTIN
HAPPY HEART

COLUMBIA, 4665—Martin adds this native effort to driving Leroy Lewis style backed acid on the bass. He has a wailed and chorus for some coin. (Ross, BMI)

Decca 30664

CAZIMO
MIRACLES

Wax, 3375—Cazimo presents the Miracles new rock and roll effort, backing this driving rocker. Core side. (Ross, BMI)

Decca 30665

THE CUBANS
YOU’VE BEEN GOE SO LONG (Hoffer, BMI)

ASCAP—The standard that has been backed to a considerable extent by good rock & roll backing. It’s a good rocker by the group. It’s a diagrammatic style to a side that can work to the top. (Laurel, BMI & Rich, BMI)

#1 Tell Me

The side is the popular backing with backing by backing harmonica. Possible acid on pop and R&B. Mac, (Ross, BMI & Rich, BMI)

Decca 30666

THE JACKSON BROTHERS
Tell Me No

ASCAP—Another side of the nice rhythm by the group. This version of the same, recently bought by Don, has a good tone and might pull a bit of the loot. (Ross, BMI & Rich, BMI)

Decca 30667

#1 Love Me

This version, which Pretty made a hit a short time ago. This version would have been hard to beat with the group that would be this side. (Ross, BMI & Rich, BMI)

Decca 30668

ASBY ROFFER’S TRUMPETS

At Revolution MADISON 111—The stronglyRequested

from “Bugsy and Fats” he lifted a fine track reading here to the band, started by Fats on better side. Good pop-swinging wax. (Gordovan, ASCAP)

#1 The Continental

You’re Never Going To CRY (Hoffer, BMI)

ASCAP—The standard that has been playing the cure of the 30’s by the Halley’s Crew. It is on vocals, (Brown, BMI)

Decca 30669

JOEY SANDS

Now Where I Belong

AUL 460—Now shows ballad with serious edge. With chorus contributing a big sound. (Brown, BMI & Rich, BMI)

Decca 30670

LIE-NOES

BABY I’VE GONE COLD (Laurel, ASCAP)

ASCAP—A song of love and emotion. With Hank implying much. It can do much. (Brown, BMI)

Decca 30671

JOHN SOWELL

No Help Me Hannah

COLUMBIA, 525—If threatening to leave Hannah, if she doesn’t play fair and be true to John, Sowell gives her a good sound. It can sell. (Brown, BMI)

Decca 30672

NICKO PAVONE

If I’m Only Dreaming

CAREFREE 1363—Very general introduction to the group. Backing is hard to top on a story of a girl who buys a coffee pot.

(Panor, BMI)

Decca 30673

DOUG TAYLOR

You’re The Boy

There’s a boy out to develop into a star. Novely with a strong voicing. (Panor, BMI)

Decca 30674

DICK GLASSER

Lost Time Rode Old Abe

COLUMBIA, 4137—Champion-sized rendition is a good novelty. It’s an interesting side that can attract.

(Wax, BMI)

Decca 30675

#1 Anchors In The Sky

Another, The Shag is backed with weird dream. Given a weak side comes off sweater to flip. (Ross, BMI)

Decca 30676

JIMMY PAYNE

Fire Engine Red Rhythm

ASCAP—The standard that has been covered by a lot of artists. There’s a solid vocal and R&B is backing it. Good pop-swinging wax. (Brownwood, BMI)

Decca 30677

TOMMY COSTA

Your Time and Last Love

ASCAP—A song of love and emotion. With Hank implying much. It can do much. (Brown, BMI)

Decca 30678

JOHNNY RIVERA

Beatles Medley

ASCAP—The Beatles Medley of the top selling Beatles War II ballads for the up-tempo, dancing, top-ranking rendition. A good reflecting sound on both these sides would sound quite nice. Rivera has done a touch on this side. (Maggio-Bevan, ASCAP)

Decca 30679

PAUL AIRE

THE SHYTONES

A song of love and emotion. With Hank implying much. It can do much. (Brown, BMI)

Decca 30680

** A strong and sensitive chasing hook by Joe (Continued on page 52)
Reviews of New Pop Records

Continued from page 51

Periodicals: A-Excellent, B-Good, C-Near-Good, D-Poor

BILL HALEY AND HIS COMETS

DECCA 46643 - "I Wanna Wake Up In Your Arms." (B, MGM)

FRANK D'ONO

Mercury 74214 - "River." (C, USA) - This is the kind of record that should send out a new generation of rockabilly fans. A Do-wopper sound that will be in style for a long time. (New World, ASCAP)

FRANKIE AVALON

Mercury 74214 - "River." (C, USA) - This is the kind of record that should send out a new generation of rockabilly fans. A Do-wopper sound that will be in style for a long time. (New World, ASCAP)

FRANK E. COOL

Mercury 7214 - "River." (C, USA) - This is the kind of record that should send out a new generation of rockabilly fans. A Do-wopper sound that will be in style for a long time. (New World, ASCAP)

FRED SALTER

Mercury 74214 - "River." (C, USA) - This is the kind of record that should send out a new generation of rockabilly fans. A Do-wopper sound that will be in style for a long time. (New World, ASCAP)

FRED SALTER

Mercury 74214 - "River." (C, USA) - This is the kind of record that should send out a new generation of rockabilly fans. A Do-wopper sound that will be in style for a long time. (New World, ASCAP)

THE ENCHANTERS

Toucan 2001 - "Toucan." (C, USA) - This is the kind of record that should send out a new generation of rockabilly fans. A Do-wopper sound that will be in style for a long time. (New World, ASCAP)

THE FINEST

Fontana 51910 - "Fine." (C, USA) - This is the kind of record that should send out a new generation of rockabilly fans. A Do-wopper sound that will be in style for a long time. (New World, ASCAP)

GARY STILES

Mercury 74214 - "River." (C, USA) - This is the kind of record that should send out a new generation of rockabilly fans. A Do-wopper sound that will be in style for a long time. (New World, ASCAP)

HOLLYWOOD JUKE BOX RECORD DISTRIBUTORS

BILLY ADAMS

Mercury 74214 - "River." (C, USA) - This is the kind of record that should send out a new generation of rockabilly fans. A Do-wopper sound that will be in style for a long time. (New World, ASCAP)

Jan 31, 1959

An Ad in Billboard's MOA Convention Number

- and even if you ARE THERE

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

You've been... the best thing to being right there at the Juke Box Operators' Big Convention.
**The Johnson Brothers**

**Caressing My Baby**

The Johnson Brothers tell all about caressing their baby, a tune to roost. (Elisha-Moonbeam, BMI)

**Zombies Leave**

Zombie Leave is a lullaby with a personality of its own. It's a Dracula-type monster with more power. (Elisha-Moonbeam, BMI)

**Burly Wright**

**Three Stars**

Burly Wright warms up on a country-style song with some country pick-up. (American, BMI)

**I Only Have One Life**

Our road is a dead end. (Ray Ven,CBMI)

The following records, also reviewed by our staff, merit our reader's attention.

**The Bolders**

Soad Song/Twvo Lorraine-

**Mildred Jones**

Almost Like Being in Mexico (Parts I & II)-World's Greatest Magazine 300

**Leno Legos**

**Randy Corn**

Get Me a Grip on That-Your Song/You Are My Valentine (Eddy-Ward, BMI)

**Buzzy Lee**

Tells the Life for Me/Moon-Child 358

**The PLAYBOY**

Sing Along/Prescription-Your Song/You Are My Valentine (Eddy-Ward, BMI)

**The SPACECRAFT**

**Cassie**

Get Me a Grip on That-Aladdin (Burton, BMI)

**The Telephone**

Are You There? How About Thinking of You-Child 358

**Country & Western**

**Hawkeye Hawkins**

**Any Man**

I've Got to Have Her-Victory (Parts I & II)-Aladdin 300

**I've Had That Victory**

Sing Like a Bird and I'll Give You Money-Faraway, BMI

**Tommy Hill**

**That Road**

Saturday 209-Sorry, boys and girls, the man in pink is driving the train. No need for the hero to come in and straighten things out. (Burton, BMI)

**Cecil Rouse**

**Love of the Country**

The cat sits well to a strong backing. (Eddy-Ward, BMI)

**Miss Akins**

**The Distant Memories of the Eternal Triangle**

The lilt song is working out. The end result is a not too bad love song. (Bertie, BMI)

**I. E. Mundy**

**J. J. Jackson**

**Bail my Bugle with Flute**

Friday 426-The road his be done and it is brave men that can see their country go down. (Bertie, BMI)

**Roy Durham**

**Bridgetown**

1930-Discouraged four voice treatment of traditional folksong. (Durf, BMI)

**Randy Corn**

**Sailing Away**

This is a decorated vocal by the artist, Potential appears stirring. (Bertie, BMI)

**Bobby Comay**

**The Trail Of The American**

On a mountain and a hill. (Bertie, BMI)

**Bob Laren**

**The Telephone**

Are You There? How About Thinking of You (Eddy-Ward, BMI)

**Bill Low**

**Tell Me My Heart On Fire**

Brooklyn 1171—Paul Isley ballad with meaning on the up-tempo country effort. (Bertie, BMI)

**Jimmie Easter**

**I'll Miss My Heart**

All-Star 750—Four ballad was by Jimmie Easter and 'I'll Miss My Heart' is the sentiment. (Parts I & II)-Starrite 300

**Giselle F.**

**You're Free**

Columbia 3449—Giselle F. acapella for the keys of the broken heart. She tells the tale of her life. (Bertie, BMI)

**Paul Ballenger & the Flakers**

**Red River**

This tune changes to a western country effort. (Bertie, BMI)

**Douglas M.**

**Paul Ballenger**

The Flakers, Beryl, Jernigan, and Paul Ballenger, are the four-piece part of material. (Bertie, BMI)

**The following records, also reviewed by The Billboard music staff, were noted**

**Floyd Bradford**

Last Love/Searching for a Pink Slip—Aladdin 310

**Anna**

**I've Had That Victory**

Sing Like a Bird and I'll Give You Money—Faraway, BMI

**Bridgetown**

1930-Discouraged four voice treatment of traditional folksong. (Durf, BMI)

**Bail my Bugle with Flute**

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**Paul Ballenger**

The Flakers, Beryl, Jernigan, and Paul Ballenger, are the four-piece part of material. (Bertie, BMI)
SIX ELECTED
Rodeo Foundation Board Is Named

DENVER—The first board of trustees of the new national progressive rodeo organization was announced here Thursday (15) following the counting of ballots from rodeo centers in the U. S. and Canada.

Six rodeo committees were elected to the board as trustees representing rodeo management and the activity.

THEATER PARTY

'Holiday on Ice' Set for Jump Into Russia

THEater PARTY

'Holiday on Ice' Set for Jump Into Russia

HOLLYWOOD — Cisco Kid and Pancho (Duncan Renaldo and Lyle Bettger) will again appear as a team after a four-year separation, Clyde Baldwin, of Clyde Baldwin & Associates, their personal manager, and here last week.

Baldwin said that the team's participation in the "Cisco Kid" television series, is to be revived because of the "mendacious demand for Cisco" that has been made by fans, and also because of the "fear of losing them to another show".

Trustee meetings will be held here soon and the individual problems confronting the cowboy sport on a nationwide basis and make recommendations affecting all rodeos in the two nations now appeared by the cowboy's association.

Under the new program, the association will obligate the $25 approval fee now charged Roosevelt.

(Continued on page 50)

ROGERS SET FOR MEMPHIS FAIR

Will Give Six Shows in Three Days; Negotiate for Name to Head Rodeo

MEMPHIS — The Mid-South Fair here is the latest on the list of dates for the Rogers Rodeo troupe as its 1959-1960 tour continues. G. W. (Bill) Wynee, president of the troupe, said that Rogers, Dale Evans, Pat Brady and the Sota of the Pioneers will give six shows in three days in the fair's indoor arena, October 1-3.

The seating arrangement of the arena will be changed to increase its capacity from 5,000 to 7,200 for the October 1 show. Tickets will be released on October 1 and October 2 shows are scheduled.

Little Rock Horse Show Pacific Cats

LITTLE ROCK—Johnny Cash, Columbia recording artist, has signed as the name here at the Little Rock Horse Show to be held here May 13-16, Art Shoemaker, secretary of the fair in charge, said.

The event will be held in Bob Coleman on the grounds of the fair, under the aegis of the Arkansas Horse Show Commission.

Charles Zenour Jr. was chairman of the event, assisted by Louise Warren, Mrs. Ruth Bow- nose, Harry Heflin and Halbig Dolgekian.

Mr. Zenour organized plied horses to members of the Polack Circus here for five hours before 75 attending an after-show party in honor of the circus folks. The circus party was followed by a week's horse meetings by League members by Louise Street at a performance of the Polack show, in the afternoon attractions on the fairgrounds. Rogers closed the program for the "Out of the Darkness" production, "Out of the Darkness," he said.

Rogers, Dale Evans, their fami- ly, the Sota of the Pioneers and Pat Brady will be in for the first day of the fair, which will open August 28. Matinee and night performances will be given each of the four days, according to an announcement by Bob Powell, commercial manager. Additional performances by the Rogers troupe during the fair's engagement may be set later, Bishop indicated.

(Continued on page 50)

MIDWEST SHOWMAN CLUB SETS UP 'OSCAR' AWARDS

MINNEAPOLIS.—The Midwest Showman's Association, as part of its fund drive, this year will award three trophies to the man who proves a "showman" and the organization, Frank Waskley, president, announced. The award, which will carry the club's "footlights" emblem, will be similar to the movie industry's Oscars, he explained.

Three categories are:

1. To the outstanding Midwest showman, based on past achievement in any phase of show business. The man need not be the official organization representative if he has five nominations. Nominations will close September 1. A nomination must be accompanied by 100 trip ticket votes. Each purchase of a trip ticket is entitled to one vote.

2. To the outstanding organization, based on a showing of the organization's reputation for good business, leadership, efficiency, appearance, personality and charm.

3. To the outstanding person of the Midwest Showman's Association who does the most for the organization throughout the year. Officers and past presidents not eligible. Will be decided at a regular meeting of the board of directors.

Ways and means committee will be in charge of all details under Fred O'Neill, chairman.
Newberry Will Tour Three Thrill Units

INDIANOLA, Ia.—The Newberry Thrill Enterprises will field three thrill show units, the first to kick off its season in June, Leo Overland, vice-president and general manager, announced here at the stunt star's base of operations. The Twin-World Daredevil unit will open June 12 at State Fair Park, Milwaukee, and will then play stands at Detroit, Cincinnati, and Rockford and Joliet, Ill. This show will form the nucleus for the Chicago Police Benevolent Association Coney and Thrill Show at Soldier Field June 20-21. The stunties will be augmented by additional thrill features. Earl Newberry, president of the organization, will handle the Windy City production, which is a new departure in money-making activities.

In July the Daredevil unit will play Dakota fair and speedway dates and the Tournament of Thrills will open in Illinois. Then A. C. Plans Garden Pier and Aquarium

ATLANTIC CITY, N. J.—The boardwalk division of the Chamber of Commerce has urged the city to grow its attractions. Father of all of us, the ancient aquarium, according to Mark Bratyny, executive assistant of the Chamber, is poorly represented.

The proposals are part of the plan designed to attract more visitors to the uptown boardwalk section.

KIDDE FERRIS WHEEL

Can be mounted on trailer for quick moving

NATIONAL RIDE

Century Pipe
Thundering Train
Pony Sleds
Screaming Swing
Kiddie Rugs, Ride
Kiddie Cars
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NATIONAL Amusement Device Co.
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Lots of flash for Tull-Midway Thrills that rival 9 A Repetition
Simple Operation, lasting Value
Try Tull-A-Whirl at your next Carnival
Top Money Ride.

Write, Wire or Phone Us
SELLNER MFG. CO.
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MERRY-GO-ROUNDS

1959 Jumping Curiosals in 3 standard sizes—kiddie 20 ft., teen-age 30 ft., adult 22 ft. Larger sizes on special order. Also KIDDE RIDES: Ferris Wheels, Airplane Ride, Water Boat, Double Air

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Leavenworth, Kansas

CLUB EVENT

San Francisco Annual Cei

SAN FRANCISCO—Close to 300 members and friends turned out for the annual Hueniken chapter of Show Folks of America here Saturday night (14). The event netted $1,250 for the organization's charity fund.

The program was a highlight of the evening, but giveaways were also important. Lillian Schoe was presented a radio donated by President Harry Myers. Bonds went to Jerry Hite, Derry, Ed Hettig, Lela Cox, Joe LaMott, Lula Kreitz, Candy Moozette, Jesse Gomez, Al Rodia and E. S. Fitzgerald.

Earl Leonard was chairman and Florence Fitzgerald co-chairman. Serving on the committee, in addition to President Myers, were Jessie Coulombe, Ed Hettig, Mrs. Carroll Santani, Leon M. Stevens, Dover Snootee, Lela Cox, Napy Richards, Mr. and Mrs. Harry Baker, Mr. and Mrs. Jesse Gomez, Mr. and Mrs. Dwell Harrison, John Frank, Eddie Burke, Mrs. Harry Martin, Speed Mullins, Sam Landman and Dave Lawe.

Annual Grog Away party will be held April 4. Harry Coles is a new member.

Hagen Takes Texas Turnouts

WACO, Tex.—The early spring opening of Hagen Bros. Circus across the State of Texas has produced very satisfactory business.

At Victoria, the show drew a three-quarters house in the afternoon which was aug-mented by good turnouts at evening shows.

At San Antonio on Saturday (14) the show pulled two houses in exceptional 80-degree weather, which should attract more people.

Pastor Orders New Top for Western Show

NEW YORK.—Cotting began last week at the Ernest Chandler, Inc. canvas shop, on an old-fashioned top to be used by the new Fainne Wild West Con-
gress of Rough Riders and Indians (The Billboard, March 16). Chand-
ler confirmed that the top, valued at $200, is under construction and is of a type used during the 1930's and 1940's, and looks like old-time shows.

Chandler is also designing four large toppers and there will be a series of Western States' flags as decorations. The main top will com-prise its 48-state middle sections, utilizing the 35 aluminum poles and nylon rope. It will be made of the same room as that made for the 1949 Western States' show. Sharrow Hawkins of Claymore-o. Okla., backed the design that was expected in New York this week.

D. C. Flower Show Attracts 125,000

WASHINGTON.—The ninth annual National Flower and Garden Show at the National Capitol grounds (The Billboard, March 15) was attended by over 125,000 people. Floral displays accounted for 8,000 square feet.

The flower show was sponsored by the Allied Florists in cooperation with the National Capital Garden Club, Mrs. W. H. Nixon, wife of the President, opened the show. Mrs. Bratt handled public relations. Scarfie Stone had the program and concession and

The Big Special
That Will Deliver Your Sales Pitch Most Effectively

The Billboard's SPRING SPECIAL

Dated April 13

DEADLINE . . . WEDNESDAY, APRIL 8

RESERVE SPACE TODAY!
ARENAS & AUDITORIUMS

Initial Sports Show Booth Scores for Indiana Resort

By TOM PARKINSON

REACTION of one resort area to its initial participation in a sports, vacation and travel show is indicated by comments from Harry Smith, Angola, Ind.

Smith operated Black Lake Ranch there and has seen with such variations as wrestlers, name Country and Western performers, amusement rides and more. And there is here in what he says after participating at the Southwestern Sports Show at Amphitheater, in Chicago.

We cannot call on Angola to take over the sports show. About 50,000 pieces of literature were given out by the businessmen who manned the booth.

My only comment was, before you go to the money was terrible, and before the show was over reservations were coming in to the hotels and motels. It cost each of us only $35 plus circuses and cards to be in the show. The men did the job for free. Our booth was the only one from the entire State of Indiana.

"The merchants now are so hot for the idea that Detroit, Cleveland, and Toledo shows will be made next year." Smith's cards included a number of jumbo postcards left over from a supply sold at his resort a few seasons ago, plus 10,000 pieces about the resort's private trout fishing pools. Next year, he reports, he'll have a special new lithographed promotion piece especially for use at sports shows.

CINCINNATI MUSIC HALL has completed another phase in its considerable refurbishing program. The Music Hall balconies have been relined and "the world's largest color photo annals" have been installed there. A dedication program April 4 will be the Women's Symphony Ball, building manager Charles Bartley advises.

The Second annual Ontario, Sports, Vacation and Boat Show was held at the Civic Auditorium on March 10-15 and attracted about 50,000 people. The worst snow storm of the winter came on March 14, and didn't keep attendance down. The only day there was S.R.O. in the afternoon. Perhaps the snow made them think more homely about those sports, vacations and boats.

TWO CHOICE: EATING contracts are going to the Safeway Steel Products' auditorium and arena seating division Manager E. C. Forrest's report winning the contract for the portable seating at the South Area at Los Angeles Installation is to be made by June 20. He also reports being the low bidder for portable seating at the new auditorium to be built at Knoxville.

FOR TOP PROFITS

SMITH & SMITH RIDES

ADULT FERRIS WHEEL
ADULT CHAIRPLANE
KIDDE SPACE PLANE
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KIDDE CHAIRPLANE
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SPRINGFIELD, ILL. CO., NEW YORK

FOR SALE

1200 WHIP--KIDDIE WHIP--SPEED BOATS--PONY CARS--
GALLOPING HORSE CAROUSEL AND ENGINES
Illustrated Circular Free
W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.

THE PROVEN ROAD TO HIGH PROFITS...

ALLAN HERSHEYLL'S ROADWAY RIDE

"Dear Allan Herschell: Your new Roadway Ride is turning out to be one of the best things that has ever happened to Crystal Beach Amusement Park," writes W. M. Corbin, White Lake, N. C. "It immediately became our top kiddie ride, with the youngsters riding over and over, and they bring back a record of 24 continuous rides. Because the Roadway fascinated the adults as well as enticed the kids, the parent appeal is terrific."

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ADULT RIDES
MINIATURE TRAINS
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FERRIS WHEELS
MERRY-GO-ROUNDS
SHOOTING GALLERIES
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KING AMUSEMENT CO., INC.
P. O. BOX 448
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MT. CLEMENS, MICHIGAN

MINIATURE TRAINS
5 models with capacities from 1 to 240 adults
MINIATURE RIDE TRUCKS
ALLAN HERSHEYELL CO.
MILWAUKEE, WISCONSIN

High Quality KIDDIE RIDE

3000 WHIP--KIDDIE WHIP--SPEED BOATS--PONY CARS--
GALLOPING HORSE CAROUSEL AND ENGINES
Illustrated Circular Free
W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.

MINIATURE TRAINS
5 models with capacities from 1 to 240 adults
MINIATURE RIDE TRUCKS
ALLAN HERSHEYELL CO.
MILWAUKEE, WISCONSIN

For Sale

14 Kiddy Rides, some new, some retired. Fixed wing for quick sale and immediate delivery. By arrangement, we can deliver and set up rides anywhere—all rides portable—easily put up—can be loved behind your own or with a truck. Instructions furnished to interested buyers only.

KIDDIE PLAYLAND RIDE CO.
320 Presser Ave.
St. Louis, Mo.
ORANGE SHOW TO ERECT DOME DURING FAIR'S RUN

SAN BERNARDINO, Calif.—One of the major entertainment attractions at the National Orange Show here April 23- May 3 will be the installation of a stressed-skin aluminum dome with fairgoers to be given "Official Sidewalk Superintendents" badges.

Construction of the 125-foot diameter dome will begin on April 27 and be completed May 1, developed by Kaiser Aluminum & Chemical Corporation, it will be the second on the West Coast, the first was erected at Palmer College.

The dome, said G. Walter Glass, exposition manager, when completed with its front entrance structure and landscaping with horticultural food, will be the main exhibition hall. It will house the International Spring Flower Show in 1960.

Glass said that the methods by which the dome will be assembled and the dome itself are unique as the structure itself. The diamond shaped panels are bolted together but the mobile mast is the center peak of the dome’s shell. As panels are added and the diameter of the dome increases, it is progressively raised and a new mast is set in place, enabling the cables to be tensioned into the mast.

When the dome is completed, it is raised onto pier near the perimeter and anchored with bolts. Mast is then dismantled and removed and the hold at the top is covered with ventilator panels.

LETTER LIST

Lettuce and cabbage harvests to begin in late of this month will be completed in time for the Cartoonists' Convocation, which will be held in the Dome at the National Orange Show, April 23-3 May.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. (Continued on page 70)

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Snowballs, Candy and Confections, all

all types of sup-

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SNOW BALL

Ice Shaver

MARCH 23, 1959

THE BILLBOARD
I LEGERE-Joseph, was America at the shows since 1894. Services for his widow, Frieda, will be held Friday, 9 March in Long Beach Memorial Park, Whittier, Calif.

BROWN-Hebert F., 90, former crossing guard at Long Beach High School and Bachman concert rooms, Febru-
ary 23 in Miami. He was born in Brazil, but grew up around 1900 to form the Dixie Men's Band in Chicago. Survived by his wife, Frieda. Burial was in the United Greek Cemetery, Miami, Fla.

CEPAS-?anes, 85, former circus boss vaudeville with King Bros. Circus and other shows, was buried in the United Greek Cemetery, Miami, Fla., March 19 at his home, Home of the Presidents, March 18 at Hart's Mortuary, Miami, Burial was in Fort Hill Cemetery.

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Ringling Reveals New Routing Plans

Eagles to Skip Most Eastern Cities, Head Straight for Detroit, Midwest

TOLEDO, O. — Ringling-Barnum circus will play a new 60-city tour after its upcoming Madison and rare Garden engagements. Dates confirmed last week by General Agent Paul Eagles have the big circus heading for the Middle West. This time it will pass by the route of Eastern arenas it played in the past couple of springs and the route of major Eastern cities it formerly played under canvas.

The first post-New York stand will be Boston, as usual, appearing at the Boston Garden, May 14-24. Boston, N. Y., and the War Memorial Arena also is held over from the early arena route, and now will be played May 28-27.

But allowers is the show's sub-sequent journey to Detroit and the Olympia building for May 29-31. And second stop on the new tour is Toledo, where the show will be in the Sports Arena, June 1-4.

Chances in the ruling policies marks another step, and one of the latest in cutting down over from the earlier timed route. And it is for the show close to the ice show routing system it scalp to duplicate.

FIGURING along the route opening is the current series of stands at which the show is being exhibited in ad- vance of the New York opening. New York is considered to be the debut spot for the whole show, but now it is played after the circus has gorged in several other stands along the way, as do the ice shows.

R.B. BEATTY SET TO OPEN DAY AND DATE

NEW YORK—Circus sea- son gets its spring kick-off in a double header at the show's new stand in the New York area. Both the Madison and the Beatty-Colle circuses are set to open on Friday (17).

Beatty-Colle stands at Madison Square Card & Beauty shows at Palsades Park just across the street from the Jersey. The next day will see Frank Wallace choose to be the debut spot at Island Garden arena at West Neponsit, on Long Island.

Hunts Framing Package For Indy-Circus Use

BURLINGTON, N. J. — More than 30 head of stock are being coached as an animal group in this winter's indoor shows by Hunt Bros. Circus. The 20 to 30 shows in the group, supervised by Roy Bowl and Trevor Bale, the cage is also expected to have three-ring displays to form the nucleus for arenas shows.

As one of the tour's stops, Hoyt, the unit as offered to show producers will consist of the two lions working together, three rings; three acts with Liberty Palomino in the center, and two groups of four ponies each; clyds, lamas and pony route flanked by two groupings of two ponies and two ponies.

The Bale family offers its unique and bike acts, and Bale Bros. is new to the scene. Also available will be a menagerie horse display with three riders from the Liberty, and three single elephant acts.

Regular indoor season for the Hunt Bros. is on a call a 21 in Dover, Del., it is reported.

2--Salesmen Wanted—2

Can use two alert, aggressive, young men to sell advertising space for stronger regional trade journal, sponsored by Blue State AFL-CIO. In operation & \$5, New plans and improvements should be made available to the magazine and will endowarded. Fast and lucrative leads furnished. All replies. Our men will travel to every point of the state.

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On 1-20 you can sell Blue State AFL-CIO.

SALE OF THE YEAR

Good crew managers with crew.

S. S. Boyer & Son

Ward Street, Ironton, Ohio.

Phone: Dixey 4-5844

CIRCUSES

Communications to 188 W. Randolph St., Chicago 1, Ill.

MARCH 23, 1959

Ringling Scores Turnaround Business In Winston-Salem, Greenville Stands


Stand was promoted by Gren- ville Charities, Inc., a new group, headed by Kureen Garrett, of WYBC, and made up of others broadcasting and publicizing fields here. They reported that the show was sold out prior to starting the engagement, and turned away during the two days. Pepsi-Cola paid for 25,000 Els- tes that were printed prior to the ice show in the building and was awarded a prize "only about 20" of the leaflets were thrown away in a six-block radius of the build- ing after the ice show. Others were distributed in local stores. They also used gimmicks as a disk jockey who rode an elephant and a contest to select a junior ringmaster and a junior ring mis- sator. Newspaper and broadcast advertising was strong.

It was Ringling's first time in Greenville in about six years. Kemi Mayo worked the town for the show, along with advance shows. Kids had half-price tickets in the afternoon and paid full at night.

WINSTON-SALEM, N. C. — Ringling Bros. and Barnum & Bailey Circus, with potential patron Sunday (15) is said to have contained a three-day stand here at the 6,300-seat Memorial Coliseum under the direction of Feld Bros. Barnum and Bailey "Holiday on Ice" in the building by the 14th. When hundreds of cars were turned away.

The ice-performance run started show Friday (13) afternoon when only 2,000 attended, but turned to seat-capacity that night with about 6,100 persons.

A 10:30 a.m. show drew 8,000 Sunday (14) followed by 6,000 and 6,100 patrons, respec- tively, for afternoon and evening. Then came Sunday (15) with an afternoon-only show to a total attendance of 6,330, with some people sitting in the aisles. Local promoters report that the circus would have set an attendance record for the three-year-old coliseum if it had been able to accommodate the crowd Sunday.

Bos Gosh Gets Ky. Coal Miners

MIDDLESBORO, Ky. — The All American Circus is putting on a new show for the Kentucky coal miners. Extra matinees in Middlesboro, Cumberland, Lynch and Harriman, Ky., and Paducah, are being made up, with striking miners gave the show over- flow attendance. Bos Gosh booked the above route for a re- peat in 1960.

Gosh has booked the indoor show in Pennsylvania, Virginia, West Virginia and West Virginia for the next six weeks.

OAKLAND, Calif. — James Bros. Circus will play a route of 10 one-night stands in the Bay Area of California and Oregon and Washington, starting May 15. New stands in the show's managing director, Kellner is handling the bookings with the bookings of Elko, police and fire departments, Junior Chambers of Commerce and Library clubs.

Kellner recently returned from a route of sponsored dates in Northern California. Annoyed in some dates involved the Budweiser Brothers, the Carsons, Tom and Tony, and the Midgets of Cleveland and his sons and Posy Mantel.

4 PHONEMEN 4

Phone: 4-6114

St. Petersburg, Fla.

WANT A PURCHASE

Staff copyist, Eddie Lord.

DANIEL BOB "POST"

Cumberland Gap, Tenn.

WANTED

MIDGETS FOR NIGHTCLUB REVUE

2 year's work guaranteed.

High salary and Contact.

SAM SARTI

70 Market Street, Newbury, N. Y.

MARCH 23, 1959

PHONEMEN WANTED

For Kingdom of Columbus, California. Will work dates as West and East Coast. No expenses. Contact.

ED PETERSON

10-8 Woodlake Ave., Los Angeles, Calif.

Phone: Arizona 4-4014

PHONEMEN WANTED

For Kingdom of Columbus, Washington. Will work dates as West and East Coast. No expenses. Contact.

J. F. RÖDENBERG

1012 10th Ave., Seattle, Wash.

Phone: Columbia 4-9411

10 REPELLENT PHONES OR WOMEN

3 HIGH-CALIBER MANAGERS

Phone: 4-6012

15 East 43rd St., New York 17, N. Y.
PHILADELPHIA—The music pavilion at Willow Grove Park here fell into neglect last week to a degree that could not have been imagined a month ago. It was its hand, fanned both here and there, that made the Spring, the perfect renaissance structure ever fashioned. The great stage, whose boards were trod by the greatest at the turn of the century, now lies dark and dusty. It was here under the stars that Sousa, Pryor, Herbert and Crealey played the national anthem while Warner Damosco, a distinguished conductor, gave the park its initial turn of the century. Most popular of all was the immortal John Philip Sousa, the bearded March King. He returned for summer engagements for more than 20 years.

In point of time, it is less than 60 years since the regular practice of polo was inaugurated in the pavilion at the

**Roller Rumbling**

RSROA Membership
Roster in Sharp Bit.

DETROIT—In recent months more than 23 clubs have been added to the membership roster of the National Skating Rink Owners Association of America. It was announced recently at RSROA headquarters in downtown.

The rinks and their operators include: Rinkland Recreation, Farmington Hills, Mich.; Revere Roll-A-Rink, Cambridge, O. R.; and Mrs. Clifford J. Biffle, Shaler-Rock Roller Rink, Latrobe, Tex.; and Mrs. Clarence L. Smith, Maple Shade Ave., Atlantic City, N. J. Mrs. William J. Hall, Melody Skating Co., Medina, Pa.; Mrs. P. C. Farrell, Parkdale Rink, Mill Creek, Pa.; Mrs. Arthur J. Holland, Pioneer Rink, Greece, W. Va.; C. H. Anderson, Wheaton, Ill.; Mr. and Mrs. Arthur W. Davis, Ro-Mar Roller Rink, Kensington, Md.; Mr. and Mrs. Frank J. Wilson, Select Skate Rink, Charlotte, N. C.; Mr. and Mrs. W. S. Cole, West Valley Rink, Detroit, Mich.; Mr. and Mrs. E. J. Tomlinson, Pennsylvania Rink, Altoona, Pa.; Mr. and Mrs. E. F. McPhee, Future Rink, Detroit, Mich.; Mr. and Mrs. W. D. Davis; Mr. and Mrs. E. J. Tomlinson, Pennsylvania Rink, Altoona, Pa.; Mr. and Mrs. W. D. Davis; Mr. and Mrs. C. E. Freeland, Parkdale Rink, Mill Creek, Pa.; and Mr. and Mrs. W. A. Davis.

**Skating Rink Tents**

20 x 10 in $13 50
20 x 20 in $33 50

**NEW SHOW TENTS**

CAMPBELL TENT & AWNING CO.
100 Central Ave
Atlantic, N. J.

**MAKE REAL MONEY WITH**

PORTO-BILT

WIN A LASTING REVENUE WITH

PORTO-BILT TENTS

[Advertisement]

**PARKS-KIDDIELANDS-RINKS**

MARCH 23, 1959

**Committee to Handle Coney Island Publicity Job**

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[Advertisement]
WEST SPRINGFIELD, Mass.—An impressive schedule of physical events, outdoor shows is mapped for this fall's Eastern States Exposition, which will run Saturday, Sunday, Monday, September 19-22. More than $114,000 has been approved for this year's multi-faceted project by the executive committee, General Manager Jack Reynolds reports.

Chief elements are a pair of wings on the Brooks Memorial Administration Building, the new Sheep and Farm Machinery Administration Building, and new educational building for the Agricultural Department. The expansion program has been designed to meet the needs of the State buildings and from the ESE's youth programs.

The fair's treasury activities had formerly been spread among various buildings, but the new, unified administration building will make much-needed centralization.

Playland rules are to be integrated; a bond issue will fund the relocated machinery section. The nine permanent buildings will be located for the Industrial Arts Exhibition. The new building, which is being constructed last year, will be 3,000 square feet, made for 1,500 spectators.

There will be 20,000 square feet of additional space on Brooks Memorial, extending straight out from the sides. One wing is for present staff offices and another for museum and historical exhibits. The present treasury activities are being taken over by the main office, and the second floor of the Administration Building will be re-modeled for treasurer use.

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ESE Earmarks $141G For Major Plant Improvement Sked

2,000-Seat Amphitheater, New Steel Sheep Judging Arena Planned

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GOLDEN HORSE RANCH

Wants High Class Younger Horse Show Horses Horses Horses (10-15) All-Purpose Horses and Mares

Bay 842, Red 842, St. Louis 842

WANT ACTS

For Parke, Falls, Cole, and County Fairs, Theater Shows, Variety Clubs and all Amusements.

RIDE ACTS

Can piece Ferrel Wheel and Two Riding Chairs for sale in fair lots. More fair acts wanted.

HAASEN ATTRACTIONS

All Peeke Act, Pennsylvania 21, Chicago, Illinois, Grant 17829

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Calif. Events Set Talent for Grandstands

Hollywood—Talent at four California fairs was set by Joe and Newton (California) Graham, of Holbrook, Calif., here last week.

Hugo Zschiedrich and his canvas act will play the Solano County Fair, Vallejo, for a week starting June 15. Also booked is the Cartoon Fair, Costa Mesa, July 15-16, and Merced County Fair, Merced, August 13-15.

The agency signed the Lena Lady Wata Show for the Merced event, August 11-12. Also booked there are Kirkham, magnet, Pertis, Will and Jack and the Chowie, McAfee for August 11-13. Kirkham plans the Safety Unlimited, the Clown Club, for three days.

The Lyons opening August 14 for three days.

At Orange County Fair the agency will have Kirkham, Bob Bled's Marionettes, the Jugglers, Betty Willis and Al Lyons Too, July 26-29, and Nickey and Hotels (nights), July 17 for three days. The Iowa Matta Clowning Troubadours will play the full six days of the fair.

---

WEATHER HIGHS ACTS

For Parke, Falls, County Fairs, Theater Shows, Variety Clubs and all Amusements.

RIDE ACTS

Can piece Ferrel Wheel and Two Riding Chairs for sale in fair lots. More fair acts wanted.

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All Peeke Act, Pennsylvania 21, Chicago, Illinois, Grant 17829
Sutton Title Back On Road in Calif.

PIGU-ROVERA, Calif. — The name "Sutton," dormant as a title since 1953 yet to find its way in the current movie, "Some Came Running," was reactivated in this area last week when Sutton's Pacific Coast Shows announced that the company will enter carnival operations this season. The show, which F. M. (Pete) Sutton (LC) and his "real imagination and from junk scavenger, has 10 maps and 12 rides. On the date here which closed Season.

McKee Night Goes Over Big for NSA

NEW YORK—More than 100 persons turned out for the Al McKee Night festivities at the National Carnival Amusement Show on Saturday (14), which also had a St. Patrick's Day flavor. The carnival rides were decorated with a holiday nod, and green decorations were distributed to all attending. Angelo Pepe and his committee served barbecued chicken and all the trimmings. Music was provided by Roman Band.

Aiding in the affair were Harry Korotkeff of the Brooklyn Arts and Craft; Frank Stern, Simon (Pookie) Hadzi and Joe Weinberg as waiters. McKee was presented with a pair of gold cuff links by the committee. Also received was a $50 donation toward the success of the party from J. W. (Patsy) Cook, Louis Diforio, moving a cart, was a late arrival.

Dixey Buys Sens' Rides

GARY, Ind.—Raymond C. Dixey, who operates Dixey Shows, attended the circus and carnival bin-inations at Chicago and the other conventions around Chicago and in Northern Indiana has purchased a line-up of rides from Carney Sens, who formerly provided the rides for the organization.

Dixey now owns a Merry-Go-Round, Ferris Wheel, Corral, Rollopalace, Tri-Paratrooper, big Roller
(Continued on page 67)

LOS ANGELES CLUB'S ALOHA PARTY WELCOMES HAWAII

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Sunshine Jackson was chairman of the event, which drew more than 2,000 members and friends. Following the parade and entertainment were the Polynesian theme, with Jim Manley entertaining the guests, and dance instruction by Donna Allohn. Specialty groups were by Sandra Welsh, Marie Bock, Sunshine Jackson, Katherine Goldstein, Princess Omar and Helen Nine, all of the Title Palms.

While the Hawaiian theme was the main event, the Irish songs had their place, too. Pat Smith of Pat O'Brien's Birthday greetings were extended Jim Luntz, Ed Harris, Joe Damer and Frank Robinson, who was both the club's president and as the owner of a new ride. A big was accepted by Steve Vaughn and later delivered to the show lot by Helen and Tony Smith.

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(Continued on page 67)

Pen Premier Sets Spring Fair Debut

Light Towers, Other Units Added; Outlook Good for Pa. Steel Area

HENDERSON, N. C.—Winter quarters work for the Pen Premier Shows has been stepped up considerably, looking toward the April 4 opening in Emporia, Va. The spring opening is planned for the first date, if good weather allows, will benefit from special outdoor and school kids' day work being handled by Percy Hoffman.

For climax, secretary and general supervisor Miles Nutick, maintenance and lot manager for Pen Premier, stated that the whole show was shaken up in an accident while driving owner Lloyd Seavers' station wagon to the Pennsylvania fair meet, and now has suffered a relapse which will keep him in Henderson Hospital, then into a long period of recuperation due to his back but is expected to recover in good shape by opening day.

Hare (Brock) Westbrook, booking and booking chief, has been in a Pennsylvania meeting last week and is expected in quarters this week. He will be accompanied by W. A. Godley, special representative.

Ebensburg Plans Cens
Ed Green, president of the fair, said in Ebensburg, Pa., has reported with news of that event's promotion work. Arrangements are completed for a large harness parade and celebration during fair week. Indications are also favorable for the Pennsylvania steel region where units and dates are to be played. Industry is in good shape there and unemployment is non-existent that time.

Come-from-away coming on for the season, Seavers said, will include Tommy Avery with big horse, Al Dorso with poppimp, bakery and Round-Up ride, Tommie Allen, Charlie Allen and wife, 5 Joe Seavers; E. H. Wilson, Tocoo, Hector; 4, Rocky Joe Ehy, 6, Wood- row Jones, 2,; Ralph Ryan, cook; Russell Francis, 3, Aikin, and W. & A. Godley, 1.

Jack Belin is finishing spray painting the roller coaster of 42 separate car, a neat little job and some white show colors. Three more trucks are being delivered for Johnny Carole. Also hard at work
(Continued on page 67)

Robinson Sets 40 Fairs, Celes for Two Units

EVERETT, Wash.—Forty fairs and celebrations have been signed for two Western Shows, Frank Robinson, owner manager, announced.

Jim Dyer, president, will manage the No. 2 unit and play Western Washington, Idaho and some dates west. The first unit will confine its route along the
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(Continued on page 67)

Bee's Adds Rides, Gear; Skeds Southern Invasion

WINCHESTER, Ky.—Bee's Old Reliable Shows is going south this season. For the past several years, management has remained within the borders of Kentucky fair opening to closing. Now new signs for 1959 have been delivered to Newport, Cincinnati, and Center City, Tenn., Atlanta, and Oklahoma City, with the addition of Abilene, Tex., and Cochran, Ga., and De Friesnicks Farms. All new signs were placed on the Jan. 23 at the new 32 man operation.

While all the dates and events were previously reported, the report of the show, 1 of Bee's oldest units, is a little behind the schedule. Unfortunately, management realized that the schedule, 1 of Bee's oldest units, is a little behind the schedule. Unfortunately, management realized that the
(Continued on page 67)

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There's No Trick . . . to finding GOOD BUYS

in Used Equipment . . . just look over the many pictures of used equipment in this issue

Classified Section

This issue

SNOW IS THE BACKDROP FOR BERNARD ICY OPENER

TORONTO—Buses of snow served as the backdrop for the opening of Bernard Amusements No. 1 ride unit here last week at Golden Gardens, a large shopping center. Despite temperatures in the 60s and 70s, the riders still flocked to Bernard E. Arnot, owner, said.

The Merry-Go-Round, Fireworks, Skyrocket and Auto ride were erected in a late-winter snowstorm that hit the town. Snow opened the season (13) with a wind and 17 days of sunshine and hundreds of parents and youngsters lined up bundled in winter coats for the ride and the chance to see some snow.

The winter carnival atmosphere struck the fancy of one of the local television stations which sent a crew out to shoot the event.

Arnot, to get back to business events, reports signing to provide the midway attractions at the Windsor, Ont., Firemen's Labor Day celebration, a free gate attraction that normally attracts up to 85,000.
COUShatta, La. — Byers Bros. will hit the road in a blaze of lights this season with much effort here in winter quarters going to flash up the rides. A crew is busy putting fluorescent overs on all the rides, and five new light towers are being built to go along with the shows down the two Downey stables which have been completed.

All rides and show fronts are being refurbished, and a total of 15 new rides will be carried over the route that includes 24 fair and carnival celebrations. Carl Byers, manager, recently added two stands, the Centennial at Albia, La., June 25-27, and the Diamond Jubilee at Ruston, La., May 29-30. Show will hit West Virginia, Missouri, Arkansas and Louisiana during the run.

Carl Smith, general agent, is on the road rounding out a few details.

Va. Greater Inks Fair at Zebulon, N. C.

SUFFOLK, Va. — W. Dale Petvette, of Zebulon (N. C.) Five Crowns, is working on winter quarters vacation of the Virginia Greatest Shows, and is again in the midway contract with the organization. He negotiated with General Manager, Boro Macko and Central Agent William G. Murray.

The shows will play Zebulon September 23-28, Mansfield reported.

Activity is increasing in quarters, with three new trucks arriving recently and in the hands of the paint crew. They are being decked out in cream, the basic color this season.

4 New Rides Acquired

DALLAS, Pa. — New York City still dates are again in the still dates, according to Reithoffers, with both Pat Reithoffner Jr. and agent Marty Cohen working on the project. Booking activity has shared prominence recently with work in Ohio.

Four new rides are to be bought this year, Reithoffner said, one of which is a new Son Of Thunder. Three of them, all factory-new, are being acquired, including a Jumping Jupiter and Merry-Go-Round from Herschell, and a complete Paratrooper ride from Huberts in Oregon.
The annual meeting was held March 12 in Winter Haven, Fla., with proceeds to the Cancer Association.

Maxine Cyr announced the Clove Garden Club will hold a flower show March 27 and installation day for new club officers will be April 2.

The regular meeting Thursday (18) was called to order by M. M. Wenzik. Elaine Williamson, in a letter, notified of the death of Analou Bale. Ella Stephe, chaplain, announced Ruth Sprott and Dorothy Wyan's birthdays. Best wishes were sent to a new member, Mary W. Williams and her new baby. Thank-you notes received from Myrtle Joyce and Elaine Scott.

Elise Williamson reported the ladies' league would be celebrated before fall. A barbecue and bocce party will be April 15 at Balaton Beach. Maxine Cyr announced the Clover Garden Club will have a Mother’s Day luncheon Saturday (28) at Lovey Court Restaurant and Elaine Below are to be in charge.

Marvin Wilson thanked the ladies for making the duplicate ballots. Notations for the Cancer Society. President Wenzik, in behalf of the Tampa Showmen, requested donations for the blood bank.

National Showmen’s Association

NEW YORK — Leo Wilcox, membership chairman, was his goal, 50 names for a gold life membership, and early in the year, he will not stop at that figure. He has been and continues to be the most recently approved being Irving Holtzman, Elmo Marino, David Reiter, Robert Weiss, Maxine O’Brien, S. B. Hoad, Jack I. Marcus, Leo Collins, Larry Galvin, Stanley Nappo, Leo A. Wettken, Samuel Holtz, Peter Weinblat and Louis Lebow. We've also submitted an application for I. Edelman.

Angelo Longo reported he endorsed the applications of Philip Perry, George D. Maas, John V. Hagen, William R. Ward and Daniel V. Feinberg. It's time to review all names for the blue ribbon.

Angelo Aprile has been corresponded with the all-ladies
circle.

Recent visitors to the clubrooms included Pat Funco, Tex Tutt and Leo Iberti of Winter Haven, Fla.

Ladies’ Auxiliary

NEW YORK — President Mildred Peterson welcomed some members at the meeting March 15 who had not been down recently, among them Mildred Edwards, Katherine Fried, Ruth Sherman, J. A. Kline and Anna Liger.

Among Yuma Palisades girls returning to start the new season are H. L. Iacuuzzo, the pack, Margaret McKee, Veronica Zucchi, Irene Bents, Ann Dinse and Florence DePoli.

South Florida members Betty Faber, Peggy Sunsin, Mac Docher, Grace Wall, Mosette Dobbel, Lilian Fleming, Eliza Dobert, Peggy Maltby, Pho-

nina Fastink and Sadie Harris.

Both Herman came in from Vick Ynck, Pa., with his husband, Benjamin, to be at the meeting. They stayed under the command of the club’s annual St. Patrick’s party and also to celebrate their twenty-sixth marriage anniversary, which lies between a silver and a golden one.

Sylvia Sproul presented a bouquet of the Kilduff Fund, collected pennies for three years in the mail order de- partment of the store. Simon & Schwartz, Sylvia has become loaded down with high pickle jars containing pennies and silver stuff from her generous clients. Katharine Fried looked very good despite having been abroad since November in her home hospital.

Florence Van Raalte, co-chairman of the membership committee, is giving a get-together party October 7 for members only, for cards and chatter.

Elizabeth O’Keeffe’s Daughter, Marjean, was married in Hollywood, for a two-month vacation and also to check up on nursing jobs. Treasure Qualman Van Vleet’s daughter, Charlotte Christine, is getting married April 19 and will live near her mother, Lotzi, N. J. A huge and beautiful birthday cake was befitted to her and her entire family.

At the meeting March 4 of the Garden Club of St. Petersburg, Margaret Leonard, made two candlesticks from banana cans—they are now on the silver platter. Liberate-size, Ray Gulchinsen is in the Bronx Hos- pital, Elza Van’s husband, Max is sick. On behalf of the Ladies Auxiliary, corresponding secretary Catherine Caneb brought a baby gift in blue when she visited Ca-

lleau House on the 17 T. Shaw. Margaret McKee is holding re-
cipes from the “Cankle cake sale” toward a new TV for the clubrooms.

Miami Showmen’s Association

MIAMI — A “Hit the Road” party for visiting showmen was held Saturday (7), with free food, dancing and entertainment.

At the 23rd regular meeting Phil Cool, membership chairman, reported 1,417 paid-in members. Another highlight was the presentation of a gold life membership card to past President Ben Weis, by Johnny Vivona, current presi-
dent.

On the day with Vivona was B. Burke Westbrock, first vice-presi-
dent, Phil Cool, assistant secretary, William J. Tucker, assistant treas-
er, Matt Weiss, executive se-
tary, past presidents Ben Weis, Leo Lut-
ty and Bob Barker, President Louis Weiss, Louis Weiss, and members Paul Lune, Abe Prell, Ed Schenman, Jack Exner, Bucky Al-

M. B. Wallace, N. M. Davis and Jack Weiss.

Proposed for the nominating committee were John Hoffinan, Sydney Daisley, John Miller Sr., and Al Harris (fellow) from the floor, Abe Prell, chairman; Danny Prell, secretary, and Tommy Stahle and Jack Exner (alternate) from the board of directors.

Martin Weiss invited all present to attend the confirmation of his daughter, Judy Weiss, March 14 at 9 a.m. in North Side Center, 0500 North Main Avenue. Jackie Weiss, Emme Eirols, and Dave Emily presented their birthdays in the clubrooms.

Ladies Auxiliary

President Mary H. Ensler called the March 4 meeting to order with thirty members and six officers pres- ent. Peggy Hirsch, chaplain, gave

(Continued on page 66)
SA BERNARDINO
44TH NATIONAL ORANGE SHOW
CALIFORNIA'S FIRST BIG FAIR
APRIL 23rd to MAY 3rd, INCLUSIVE

NOW ALL PAVED MIDWAY

NOTICE—1959 SEASON OPENS APRIL 21
ALL CONTRACTED HELP REPORT TO MADERA WINTER QUARTERS
Our Winter Quarters open April 10th.
HELP Can use Farmen and experienced Rode Help. Men with good driving experiences preferred.

CONCESSIONS Can place Mom Wheel, Grocery Wheel, String, Mug Joint, Scale & Age.
SHOWS Dory Hunt can use Ticket Sellers, Ride Guards and responsible People to take care of inde- cent and rowdy students. No phone calls. All other replies, Fairgrounds, Madera, California.

LANSING, MICH., CENTENNIAL
THE BIG ONE MAY 18 TO 30
Gigantic Parade 23rd—Industrial Show
Location: The Armory
200,000 Ride Tickets to be distributed thru Merchants.
June 17 to 18—Climax of Activities
Location: Main St. of Town
Want Novelties, Floss, Corn, Snow, Apples, French Fry and Confections of all kinds.
Street Sales and Hankies of all kinds. No flats or oilibs.

FRED NOLAN, Route 2, South Zanesville, Ohio

JIMMIE CHANOS SHOWS
Open first week in May, Muncie, Ind.
Want legitimate Concessions of all kinge—Age and Scale, Photography, Ball Games, Basketball, Novelty, Cactus, Carnival, Jugglers, Goofy Juggler, Coin Pitcher, Pottery Pitch, Bear Pitch.
Phone—Cit Show with own outfit. Monthly Show or any other Family-Jung Show
Ride Help—Many-Go-Round Foreman and Help for Paris Wheel, Rolla-Plane Wonder, Clowns, Stunt drivers. All Ride Help who have worked for me get in first. All replies to
JIMMIE CHANOS 199 East 4th St. or P. O. Box 209, Greenville, Ohio

WANTED
Advisors for Theaximum Rides (Rides Made in America) 1604 Atwater Ave., Chicago 20, Illinois.
Gaysland Shows Limited
Box 416, Troy, Ohio
WANTED TO BUY: Complete Rodeo Shows, Comments and Sale Material, Cages and All Varieties of Carnival Items.

FOR SALE
J. C. Taylor Van Truck with 2-seated trailer.
C. E. and P.A. System Chey Van Truck with 2-sped seat.
W. J. bowden Flat Truck with 2-seat trailer.
2 improved Roman Targets.
I. P. C. Sandia.

THOMAS THORNER Box 555
Kittsville, Missouri

CONCESSIONS, ATTENTION
54th ANNUAL CARNIVAL SCHOOL WEEK
LAGRANGE, INDIANA, SEPT. 29-30

WANT LEGITIMATE CONCESSIONS OF ALL KINDS
Send written requests to those previously with us. Contact immediately. All legitimate Concessionaires given ride booked. Write now.

RIDE SHOW

езультат: Gaysland Shows Limited
Box 416, Troy, Ohio

FOR SALE
J. C. Taylor Van Truck, 2 seat, caisse, etc., to be sold.
Ride Show Equipment, Cages, Flat, Pony, etc., to be sold.
LODDY CLINTMAN
Grinnell, Iowa

FOR SALE
Complete Rodeo Show, Van Truck, 2 seat, Flat, Pony, etc., to be sold.

WATERMELON CARNIVAL MUSCLE ShoRE

May 28 to June 17

RIDE SHOW

FOR SALE

Motor State Shows
OPEN NEAR DISTRICT LAST OF APRIL, WANT FOR SUMMER SEASON OF FAIRS IN KANSAS, NEBRASKA, IOWA, MINNESOTA, MONTANA, IDAHO, WYOMING, WASHINGTON, NORTH AND SOUTH DAKOTA, MONTANA, MINNESOTA, IOWA, WISCONSIN, MICHIGAN, OHIO AND Pennsylvania.

WATERMELON CARNIVAL MUSCLE SHORE

May 27 to June 17

FOR SALE

Club Activities

Continued from page 63

the invitation, followed by the response of the Rodeo.
President Leitmer thanked mem-
bers for their support of the March 3 card party sponsored by the Assis-
tant presidents for the benefit of needy and delinquent boys, who were attended by 175 members. Mae Levine, Ruth Schreiber, Hilda Roman, Sue Shtainman, Mazy Agans, Kay Glaser and Bubba Dell were present. A theatershowrate-
eter Bob took a hand-made sweet-
er donated by Ethel Weir.

The nominating committee, com-
pounded of Ruth Schreiber, chair-
man; Pearl Jacobs, Ruth Agans, Ann Williams, Virginia Fehlman, Eva Danholt and Elsie Kreier, was selected. Alternates are Ann Take, Myrtle Dunn, Sue Campi and Kitty Bromley.

A going-away party was held by the men March 7 in their clubrooms just for the benefit of the Concessionaries. All phone calls.

Caravans, Inc.

CHICAGO—President Marga-

rite Levine conducted the March 3 meeting. Also present were Theresa Dunned, second vice-president; Milla McCreed, bird vice-president; Wanda Derpa, secretary, and Lili-

ian Lawrey, treasurer. First ter-

minal was conducted by Irene Coffey, chaplain. A moment of silence was observed in memory of Mollie Phil-

ter, who died February 23.

Correspondence was read from Ann Cressett, Ruth Marstone and Inez Price. A request was received from Miss Helen and Chuck Hy-

man, Davenport, Ia., for remem-

bering their 25th anniversary. An-

ter cards were received from Mae Seperger and Sun and Jane-

nich Nething, vacationing in Florida, and Marie Robmberg, win-

ning in Texas. CIA. and Harry Chenailk left recently for Miami. A vote of thanks was given. Theresa Dunned, Lorraine Dowse, Jeannette Martindale and Claire Prewitt are the committee for the February social.

Unusual benefit party is scheduled for April 17. Mae Taylor is in illinois Masonic Hospital here. Ruth Bermound is recovering. It is hoped that she has a new grandson. Helen Hofmeyer is again greeting card chairman. Forstes for the March 17 social are Alba McEwen, Lucille Nortch, Mae Seperger and Joan Sullivan.

Heart of America Showmen's Club

KANSAS CITY, Mo.—The an-

nual pot luck dinner served by the Ladies' Auxiliary drew a turnout of 110. Russell Beemer and B. E. Beene have been released from the hospital. C. J. Quals is in Leeds tuberculosis Hospital and is im-


Professor, Jacksonville, Ill., who had been recuperating in the hospital.Following surgery.

Pacifk Coast Showmen's Association

LOS ANGELES—Reports on a successful Hi-Jinks held March 2, were received from Los Angeles, San Diego, Sacramento, Fresno, and Stockton Chapters.

President, Art Anderson, conduc-

ted the session, with George Vanzil, first vice-president, and Al Flint substituting for H. D. (Bob) Mat-

nies, secretary. Chester Levin,

Kansa City, Mo., and Harry Git-

ter, life-time member, were invited to sit on the dais.

A rising vote of thanks was ex-

pressed to Jack Mann and Joe (Ted) Duerr for their work in staging the Hi-Jinks, which drew more than 300 paid admissions. Ken thay, Max Ferkar, Peggy Stienberg, and Joe Waddington helped out at the door. Max Cohen took the floor to thank the Phil-Wal Company for donating a number of the door prizes. It was also pointed out that Ben Nesbit had to work overtime on his show for which he worked on one of the week's exceptional job as custodian fol-


Missouri

Show Women's Club

LOUISVILLE—Meeting was called to order by President Elisse Wear.
Two entertainment arrangements were announced for the card party to be held later in March.

On the club's social side were Gertrude Donnelly, house from the hospital; and Bob Downie said the ladies are working at Oakland track. At a recent meeting, plans to redecorate the interior of the clubhouse were discussed. Also plans were made to install new lighting and the lawns and the parking area.


Hot Springs Showmen's Association

HOT SPRINGS, Ark.—In the ab-

sence of President Norman Schmidt, the meeting was conducted by Carl Rocco, second vice-


President, who were suggested to visit the club in the near future.

Attendance at meetings has been good and it is reported that the club is working at Oakland track. At a recent meeting, plans to redecorate the interior of the clubhouse were discussed. Also plans were made to install new lighting and the lawns and the parking area.

(Continued on page 67)
Club Activities

Midwest Showmen’s Association

Ladies’ Auxiliary

For the first time since installation, all officers were in attendance for the Shanty Town Shindig held Saturday night in the Elephant Barn at the Illinois State Fair. Evan Spence was the lucky one.

Show Folk of America

SAN FRANCISCO — Final plans were made here for the Bill Jinks Fair held Saturday (14) and Leonard, charge manager of the St. Francis Hotel, held cabbage and fried chicken. Many door awards were made, including hankie rings and money. Among those on the sick list were Felix LeCardo, Dorothy Smith, hospitalized in Arizona; Martin LeBeau, killed in action; and Max Shaffer, stricken a few weeks before.

Art B. Thomas and Mrs. Thomas, from Mobile, Ala., returned from a visit to their former home in Glenwood, S. D., after an extended visit with the Robinsons.

Sutton Title Back on Road

Continued from page 63

middle. The other trailer is used for the business section. Sutton has space for his private office and extension equipment.

The trailer, 40 feet in length, has both weatherproof and wall lining. Furnished in mahogany, the office portion also has television and a bar. Sutton was in his trailer in the center last mid afternoon in April when 14 cooperating companies wereLow cost for the modern showman. These units are equipped to handle anyhigh voltage in the State.

Personnel included, in addition to Sutton, Steve Vaughn, bookkeeper; EDDA J. T. WYATT, secretary; Bob Lindsey, machinist; John Shippen, etc. The heaps are small and will.

Continued from page 63

sidered for all these. West Coast will be in Los Angeles on another date, the Navy Relief Carnival, in both Chicago and Los Angeles, about 130 miles away.

The show employs 155 persons and tours 72 shows. Near the 5,000 lights, brilliantly yellow, are used on the midway stands and are a great transformer of the new style of lighting. The present transformer can handle any high voltage in the State.

Personnel included, in addition to Sutton, Steve Vaughn, bookkeeper; EDNA J. T. WYATT, secretary; Bob Lindsey, machinist; John Shippen, etc. The heaps are small and will.

Continued from page 63

Sutton said that the show was financed by a combination of Sutton & Ward, 991 E. 11th St., Chicago; Mr. and Mrs. Robert W. Haines, 511 E. Cleveland, Minneapolis; and Mr. and Mrs. J. W. B. W.

Dixey Buys Rides

Continued from page 63

Coaster, Train and a Fairground. The rest of the work is done by the city maintenance department.

The organization's route is booked from May 4 through December. Dixey's route is from June 1 to June 30, covering seven weeks for Kroger, food chain. The unit is six days a week and the operator, Bob Coopsen, can be reached at his office in the strip road.
NEW SENSATION PAINT.

WHITE Titanium Interior & Exterior House Paint. Easy to spread. No brush marks. Covers 500 sq. ft. per gallon. 1 gallon cost $1.50. 5 gallon cost $6.75. 15 gallon cost $19.45. CHROME ALUMINUM. All Purposes Interior & Exterior House Paint. Highly durable. 1 gallon cost $1.45. 5 gallon cost $6.70. 15 gallon cost $19.05. RED RANCH. Exceptional. A light, semi-transparent, water repellent finish. 1 gallon cost $2.07. 5 gallon cost $9.32. 15 gallon cost $26.40. Beautiful for Barns, Carports, Crop. Interior or Exterior use. 1 gallon cost $1.50. 5 gallon cost $6.75. 15 gallon cost $19.45.

Chrome Paints for all purposes. Fine base for auto finishes, auto bodies, etc. 1 gallon cost $1.20. 5 gallon cost $5.50. 15 gallon cost $14.70.


350 TO EXHIBIT

Jewelry Biz Eyes Providence Show

By IRVIN KIBBY

WITH the Variety Toy and Novelty Merchandise Fair ended, a substantial number of exhibitors are giving thought to their participation in the United Jewelry Show, to be held in Providence, R. I., May 2-5.

While the recent New York event was open to jobbers, retailers, commissionaires, and the like, the Providence one is strictly for wholesale. As a result, it will be confined to low-cost jewelry in all its variations and will not present the whole range of general merchandise offered in the exhibition at Clevelahd.

As can be expected of a city of Providence’s importance, about 350 of the exhibitors will display these wares in no more than 150 rooms of the Sheraton Billmorne Hotel. This comes as no surprise with the realization that Providence completely overlooks every other city as a producer of low-cost jewelry. This city is widely known as the ‘sum jewelry capital of America.’

A COMPLETE rundown of items exhibited at the New York show would be a mammoth undertaking, pointless in part because of the duplication evident in so many displays. Here and there you’ll find items which stick out as novel and almost sure to click during the coming warm-weather season, like the Key Cape pint-on-a-key ring cited last week.

A number of distributors and producers showed that attractive little items...

BY THE SAME token, there was wide duplication of both home and foreign manufacture. One of the most attractive of these—and all were appealing to the eye—was the Longwood line which covers both the all-transistor and tube-plug in styles. Wholesale prices were also anything to have.

At $22.95 the Skylark style which comes gift-boxed and includes everything needed to plug up to phone or tube-plug in case, comes with scope antenna, pigtail carrying case with shoulder strap and nine-volt white battery. Comes in pink, grey, blue or ivory. The 100 model even includes an A/C or standard flashlight cell and costs $10.75 in assorted two-tone cabinets. Still other cabinets, at $11 (less batteries) is the Tripper four-tone portable, all in two-tone cabinet.

SEV-ETTA is also an attractive unit. This is a novel battery-saving machine, precision engineered and suitable for regular household use as well as an interesting pastime for children. It comes with two batteries for about $25, with a retail of about $75. The light all steel construction permits it to sew easily and efficiently, doing an expert job of all kinds of fine sewing. Small, compact, curving, sewing a variety of jobs. Included besides the batteries in the price is speed of thread and needles. Weight is only 30 ounces and the unit is packed 12 to a carton.

A VETERAN gadget house has been improving a workable plastic hand-held machine. This is feather-light and working with a lesser motion of the upper hand, to the other hand guides the fabric through the machine. A wheel adapter provides an adjustable stitch length. Testing has been going on for some time, and the gadget should be on the market in production very shortly. It will go for $2.98.

PIPES FOR PITCHER

BILL SUMMERS . . . the Houstonian worker, has been hired by the TV station in Cleveland to do odd jobs, including Madeline E. Ragin, who says it will be several months before Bill will be available. A request that Bill’s host of friends drop him a few money lines. His Bob Lindlefield, rug cleaning ma. A strong attraction at the show, said Barnard, was a double horse on the lower level of the auditorium.

"HARRY PLAX . . . the Houstonian worker, is the only pitcher here on the Pikes at present," writes an anonymous correspondent from Long Beach, Calif. "As always, he is getting the greenbacks, with George Negra on the other side. Negra was one of the best pitcher pitchers of the decade and ago has been retired for the past several years. Carl Bragg was a fast dealer, and the caps for years, recently worked a Strawberry store in Long Beach, doing very well with a new cleaner demonstration," Jack concludes.

WANTED: PONY RIDES, HEDGE RIDES, TIGER RIDES, ETC. Tackle for show, wanted. Reply: 618, Box 39, Chicago, Ill.

WANTED IMMEDIATELY

COUPLE, experienced, to operate portable roller rink. Year-round work. $70 weekly. Reply: 127, Box 39, Chicago, Ill.

HELP WANTED

EXPERIENCED PIANO, NEED IMMEDIATE, $500.00. Reply: 128, Box 39, Chicago, Ill.

SALES MAN, MUSIC STORE, CHICAGO. Reply: 129, Box 39, Chicago, Ill.

WANTED IMMEDIATELY

COUPLE, experienced, to operate portable roller rink. Year-round work. $70 weekly. Reply: 127, Box 39, Chicago, Ill.

CHAMP'S ROLLER RINKS

P.O. Box 830, 720 Avenue Oak, Chicago, Ill.

WANT EXPERIENCED ARCADE HELP

Reply: Box 390

1929 Arcade Bldg.

ST. LOUIS, Mo.

ZOO MAN

WANT ZOO MAN

Year round for New England. Must have experience for other shows. Reply: 130, Box 39, Chicago, Ill.

ANIMALS WANTED

941 N. 176th St.

North Miami Beach, Florida

Instructions & Schools

LEGAL NOTICES

P aque & 25c per line; for display, $2 per inch. Deadline, 12 noon, Tuesday, preceding publication. Rates are the same for classified advertising published in the Chicago Evening Post and the Chicago Daily News. Complete addresses must accompany all advertisements.

Magical Supplies

BE A MAGICIAN! FOR FUN AND PROFIT. Best magic ever. Learn magic painting — have your own magic painting shop. Best magic supplies ever. FREE MAGIC TRICK GIVING Kit. Send 25c for free offer, H. E. Jones, 200 W. Washington, Chicago, Ill.

Used Equipment

ARCADE PLANS and Machines. Saloon, saloon equipment, etc., all prices, write or phone. Box 1147, Chicago, Ill.

WANTED TO BUY

GERMO TRAILERS or PAY LOAD TRAILERS. Reply: 131, Box 39, Chicago, Ill.


WANTED: PONY RIDES, HEDGE RIDES, TIGER RIDES, ETC. Tackle for show, wanted. Reply: 618, Box 39, Chicago, Ill.

MARCH 23, 1959

RAGE: 10c a word, minimum $2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower cases. IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

MISCELLANEOUS


FEMALE IMPERSONATOR - GORGEOUS MALE FEATURE, $200.$250. Reply: 133, Box 39, Chicago, Ill.

HEALTHY, STRONG, SHARP, GREYHOUND, 100 LBS., 15 MILES/HR. Reply: 134, Box 39, Chicago, Ill.

PROFESSOR WRIGHT'S TALENTED BAND. Reply: 135, Box 39, Chicago, Ill.

SCENE ARTIST, DESIGNER, PAINTER, required. Reply: 136, Box 39, Chicago, Ill.


VINTAGE TELEPHONE-MACHINE, 4 Digit, ready to use and available for immediate delivery. Reply: 138, Box 39, Chicago, Ill.

VALENTINE-FEMALE, YOUNG, ATTRACTIVE. Wants to work with good circus. Reply: 139, Box 39, Chicago, Ill.

CLUB, BUCKET, IND. 30, 32, 36, 40, 50, 60, 72 INCH, 1041 S. Home, Chicago, Ill.

BARGAIN COMMERCIAL MUSICIANS. Reply: 140, Box 39, Chicago, Ill.

HIGH GIVING EXTRAORDINARY—ONE MAN SHOW. To work with good circus. Reply: 141, Box 39, Chicago, Ill.

BAND REASONABLE, FERRY, 414 N. Ave., Chicago, Ill.

SACRIFICE; "PEERLESS" Token scales, A.T. money counting machine, 1000 yen, electric scale. Reply: 132, Box 39, Chicago, Ill.

WANTED: PONY RIDES, HEDGE RIDES, TIGER RIDES, ETC. Tackle for show, wanted. Reply: 618, Box 39, Chicago, Ill.

RICHARD'S SWEEPER, 2000 P.M. Reply: 142, Box 39, Chicago, Ill.


MEDICAL BIKER, MACHINIST, FIBERGLASS, ELECTRICAL, REESE'S FIBERGLASS, INC., SWIFT'S ST  RITE, Long Beach, Calif.

MUSICIANS

Piano and Organ Teacher wanted for the Chicago C. M. O. Reply: 143, Box 39, Chicago, Ill.

SOLDIERS WANTED

AD WATCH TAIK YOUR OWN BUSINESS without investment and earn regular income! Start with $500.00! Complete information for beginners. Reply: 144, Box 39, Chicago, Ill.


This is a DISPLAY CLASSIFIED AD. Your Advertisement Displayed in a space this size will cost $14 per insertion.

Talent Wanted

CABARET ACTS PROCEEDING NORTH. Reply: 146, Box 39, Chicago, Ill.

Tattooing Supplies

TATTOOS—HARD TO GET ITEMS. Reply: 147, Box 39, Chicago, Ill.

Wanted to Book

GREENFIELD, H., HOME MOVIES, PRODUCTION, PROPRIETOR, 1830 South Racine Ave., Chicago, Ill.

Wanted to Buy

GERMO TRAILERS or PAY LOAD TRAILERS. Reply: 131, Box 39, Chicago, Ill.

CoPpywrite 1959, The Billboard, Inc.
VENDING MACHINES  
March 23, 1959
Communications to 188 W. Randolph St., Chicago 1, Ill.  

71  

NVA Plans Film For April Conclave  

Chicago — Preparations continued full blast for the Annual National Vendors Association convention to be held April 16-18 at Chicago’s Congress Hotel. According to convention secretary J. E. Mason, a total of 23 exhibitors have already been signed to date— including three that didn’t exhibit last year.

A number of la. entries are expected to swell the exhibitor total to well more than that.

Exhibitors will include bulk machine manufacturers, suppliers, dynamotor manufacturers and distributors for manufacturers and distributors of various bulk brewing items.

Business Sessions  

Sharing the spotlight with exhibits will be breakfast sessions and general meetings for NVA members on various basic aspects of the bulk vending business. Typical program agenda topics are to be announced later.

Not the least important will be the informal merchants and get-togethers that will round out the four-day conclave. Traditionally, operators, distributors and manufacturers use the annual convention as a sort of draining out place for numerous industry problems, not to speak of making business deals for the coming year.

The convention’s social agenda, not yet announced, will also be a single highlight among the many of the meeting.

Traditionally, a cocktail party is held at the beginning of the convention to get members acquainted and start things rolling.

In past years, Whitehead, a veteran in the vending industry, will assist the new management for a period of several months.

Close Companions  

One-Stop Vending Supply Aims to Up Ops, Its $$

Since October 20, 1956, when he bought into the William J. Newman Company, Inc., San Francisco, his work has been to increase the revenue of operators, and that of his customers, by means of one-stop vending supply service. He is secretary-treasurer of the firm, organized 39 years ago.

Recently, Essad was given the added title of general manager. This came about when the president, Art Simpson, who was succeeded, as president, by Peter Test, resigned.

W. Essad and revenue...  

Ted Essad and revenue have been close companions for years. 

To check his transportation costs, he filled his tank in Long Beach and took a mileage reading. Upon his return, he drove into the same station and had the tank refilled, using slightly more than three gallons of gasoline. He had traveled 250 miles and the fuel, the cheapest he could buy, amounted to 90 cents.

This figure, 0.33 cents per mile.

Cuts Cost  

Arguelles appreciates this reduction in costs. Arguelles started three years ago to cut operational costs. Along with cutting this item, he combined other things to obtain more savings.

While the San Diego trip check represents a long drive without stops or starts, Arguelles has cut his gasoline bills from a maximum of $50 to approximately $10 a month.

When he started selling peonies, pistachios, cashews, candy-covered peanuts, and all tax and gum in 1955, Arguelles used a touring car that had trouble passing a gasoline service station. His fuel cost now is approximately $50 a month for fewer machines and stops than he used to make. Thus he switched to a station wagon. This reduced his monthly bill at the gas station about $10. It was a saving, however.

Advantages  

Then he bought the foreign-made truck and benefited from the reduced gasoline cost, ease of handling and larger grosses than the installations of 40 or more machines.

What he saved on gasoline helped to pay for the new machines he needed and helped cause now that he had more time to devote to the work.

The truck that he has used for the past three years has advantages other than the less cumbersome, Arguelles, a stockily built man, says. The initial investment is not too high, he points out. The fact that the engine is in the rear of the chassis allows him to air the vehicle and even carry chocolate candy in the hottest part of a California summertime.

Arguelles cooled his truck by (Continued on page 73)

Bulk Banter  

By BENN OLLMAN

Milwaukee

Kevin Smyth reports that his route takes him to a serious dice drive this winter. Bad weather has kept him in action in his corner of the state.

A few years ago he collected an average of $25 a night on one of his machines.

On his route you will find a local dice band with four players, two women and two men.

The dice game is popular with the women, and they are known to be good players.

The dice game is not only a game of skill but also a game of chance.

Ask New Tax nn Pennsylvania  

HARRISBURG, Pa.—A new tax program in Pennsylvania to constitute the state’s 3 per cent selective sales tax to a 3/4 per cent general sales tax on all food and food products. The Democratic administration of Gov. M. J. Dumas and the Republican delegation to the Legislature.

It also expands the existing sales tax on all food served for on-premise consumption, starting at 11 cents. At present, meats and food not taxed unless the check is more than 50 cents.

The reduction of the exemption on on-premise food sales would hit through with soda pop, ice cream, and food concessions at carnivals and amusement parks and restuarant refreshments.

State Tax Bills  

Individual bills for the new taxes, except the cigar and tobacco (Continued on page 73)

G. Laughlin Dies Of Heart Attack

INGLWOOD, Calif. — Funeral services for George Laughlin, 61, head of purchasing and shipping at Oak Manufacturing Company in Culver City, were held here Thursday (12). He died suddenly Wednesday night.

Laughlin died suddenly while he was working at his desk in the main office of the firm, having had no feeling of ill health. He was 51 years old.

Laughlin was survived by his widow and a stepdaughter. Burial was in Inglewood Park.

The former Made truck that Joe Arguelles uses on the routes of his Joe’s Vending Service avoids him a stop at the location. When he opens the back, he has a table set up to make minor repairs. The money scop is he holding is also one of his labor-saving devices that permitted him to increase his route by 40 per cent.

This box like affair holds nine pre-filled heads and saves Joe Arguelles a lot of stops. The box is secured to the light-weight aluminum dolly with a bolt and butterfly nut.
Essad Profile of the Week

• Continued from page 71

take notice of bulk vending early, watching the operations of friends in the field. He immediately
promised the small investment re-
quired to get into the field and to
func.
This may have been his first real contact with vending.
Uncle Sam brought Essad to San Francisco in 1941. This ac-
cussion, which was too much going on
revenue, lasted only a few months. It was then, at Uncle
Sam’s invitation, after a brief time, and Essad put in five years with this also distributor of machines.

Enter Rena

After his second and final re-
date, Essad decided to
remain in San Francisco, where he had met and married the former Rena Rossetto, a native daughter.
In November, 1951, Essad had, in addition, his wife, a daughter, Donna Jean (now nearly 15 years old). A second daughter, Janis (now nearly 13) was soon to join the family circle. Revenue to Essad was once again.

Essad eased the problem by con-
mencing registration officer with the Veterans’ Administration, a post he
held for 15 months. By this time it was 1947, and he organized a bulk vending route. He started with a

manufacturers, distributors, jobbers and suppliers of vending machines, scales and sup-
plies of every description . . . these advertisements are in

COIN MACHINE DISTRIBUTORS during 1958 spent 74.8% of the trade paper advertising dollars in THE BILLBOARD. Doesn’t this seem to prove that THE BILLBOARD does bring results for advertisers?

The NVA Convention will be held in Chicago, April 16-17-18-19

THE BILLBOARD’S N.V.A. CONVENTION ISSUE WILL BE DATED APRIL 13 !!!

ADVERTISING DEADLINE APRIL 8 !!!

You Can Promote Your Convention by using hard-selling advertising copy on your products in THE BILLBOARD’s N.V.A. Convention issue . . . which will be distributed free to all who attend the Convention in Chicago.

You Can Promote Your Convention by using advertising in the Billboards’ issues prior to the Convention . . . by sending your ad copy off complete information about your National Convention . . . and encouring your operators’ attendance at the Convention.

In 1959 the members of the N.V.A. have the best opportunity they have ever had to promote their Association and increase their membership. The increase will come not only by such and even more memorable Convention convalescence . . . and by advertising in THE BILLBOARD . . . cause your operator customers in turn to become Converter . . . Why WAIT . . . PLAN NOW to have your products and services displayed in the magazine that reaches both your potential and old customers.

THE BILLBOARD. Advertise in our special N.V.A. Convention issue as well as preceding advertising. Tell the Operators Convention of ’59 promises to be the greatest and most important in its history.”

Complete information for advertising rates can be obtained from THE BILLBOARD office nearest you. Please mention your interest for advertising space today!

INTERESTING MEMO TO MEMBERS OF THE NATIONAL VENDORS ASSOCIATION

AND ALL OTHER FIRMS IN THE BULK VENDING INDUSTRY

Your Annual Convention is supported wholeheatedly by THE BILLBOARD . . . the only trade publication bringing you complete weekly editorial coverage of your industry. Weekly

MERCHEACE & SUPPLIES

Vending Machines.


Everywhere in the country, your product is being advertised today!

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with bases, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

HONE CIGARETTE CANDY, 10 cent. 50.00
STANDARD PONY GUM MACHINES 35.00
STORER POSTWAR & GUM CANDY 5-6-7-8-10 cent. 115.00
STORER & GUM CANDY, 9 cent. . . . . 175.00
NATIONAL CANDY, 9 cent. . . . . 90.00
ELECTRIC CANDY & CIGARETTE 10 cent. all coins, 25 & 30 cent. 100.00
All equipment unconditionally guaranteed. One-year third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.

201 Fairview Bldg. New York, N. Y.

THE PENNY KING COMPANY

Chicago 11, Ill. Phone K. 2146

Visit our factory at the Third National Vending Convention, Chicago April 16-17-18-19

SUE-LOCK, the perfect capsule. Outstanding in every way. Send 50 or 100 high quality filled capsules. Contains our complete line.

Send 35c for SAMPLE KIT & CHARMS

The PENNY KING COMPANY

2238 House St. Naperville, Ill.
World’s Largest Selection of miniature Charms

HEADQUARTERS FOR ATLAS MASTER PENNY-NICKEL MACHINES

Send for catalogue

NATIONAL AMERICAN CANDY & CIGARETTE MACHINES

THE PENNY KING COMPANY

at 2301 Howard St. Naperville, Ill.

The PENNY KING COMPANY

at 2301 Howard St. Naperville, Ill.

NATIONAL AMERICAN CANDY & CIGARETTE MACHINES

THE PENNY KING COMPANY

at 2301 Howard St. Naperville, Ill.

NATIONAL AMERICAN CANDY & CIGARETTE MACHINES

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NATIONAL AMERICAN CANDY & CIGARETTE MACHINES

THE PENNY KING COMPANY

at 2301 Howard St. Naperville, Ill.
Ask New Tax

*Continued from page 71*

levee, have already been introduced. The sales tax revision is being pushed thru the Legislature, with April 1 as the effective target date. The new tax on tobacco and cigarette levees are tentatively slated to become effective June 1.

The tax package includes:

H. 665—Converts sales levy to a 3½% per cent general sales tax and reduces the current excise food exemptions from 50 cents to 10 cents.

H. 635—Imposing a new tax on manufacturers, or the Pennsylvania distributor if manufactured out of state, at an excise of 1½ cents per 12 ounces for bottled drinks and ¾ cents per ounce for single use in fountain mixing of drinks.

Open Rear

Another factor that he likes is the fact that the rear open and permits him to have a workshop at the location to make the modifications. The truck is parked at the curbing. With the truck he had a chance to check out the thru his children for repairing.

Arguelles had a cabinet maker rig up the interior of his truck with compartments that take a metal tray holding three boxes. He has a capacity of 72 in a single load, which allows him to stay away from the shop as long as two days, if he wishes.

Location Routine

At the location he follows a routine. First he makes the machines available from the stand and checks thru his mobile workshop. He also makes minor repairs and adjustment thereafter. Then he replaces the head with a new one, which has been removed from his shop.

Service is further speeded by a contraption which can be used to call a location leader. Arguelles designed it and had it made in a cabinet shop. It consists of a half-inch plywood box with three shelves, three sides open to permit loading. Each shelf holds three heads, permitting him to wheel nine into a spot of one time. He has a lightweight aluminum dolly upon which the loader is set. He is secured to the dolly with a bolt and a butterfly nut that affords easy assembly and disassembly.

The run of labor savers started some time ago when Arguelles made his first money scoop. Constructed of galvanized metal, it is approximately five inches deep, five inches wide and seven inches long. When he collects, he removes the top portion of the machine and places the lips of the scoop on the machine's base. He then pours the money into the scoop, and from the scoop into a money sack. He has his scale adjusted to take care of the one and 4½ - half-pound weight of the metal items if he wants to check the gross this way.

No Other Way

This operator believes there is no other way to cut costs except to cut down the traveling expenses and time. Heoe that if new machines are needed, they have to be purchased. The best merchandiser must also be sold to get return business. He argues that merchandiser prices have not increased sufficiently to erode profits.

Ball gum is up from 30 to 32 cents per pound, Boston baked beans, 19 to 21 cents, and peanuts, 26 to 30 cents. While the price of peanuts has advanced more than any other product, Arguelles has not cut his prices.

Arguelles does all of his repairs work, having been a machinist in the Navy for 21 years before he retired. When he started in business, he had 25 machines that he operated on a part-time basis.

During the past few years, he has mechanized his route as much as he possibly can and to fill his individual needs. Arguelles believes that if you have a problem, solve it. He's done it.
Juke Box Operators Set Record Straight
Tell Story of Their Local Industry to Papers, Launch Local P-R Work, Explain Their Biz

CHICAGO — Faced with bad publicity resulting from hearings of the Senate racketeers committee, the local operators have taken steps to lay the groundwork for continuing public relations efforts, with some operators explaining that results of successful efforts are 2 or 3 times the Weinstadt type of business are now paying off.

Stories about what's happening appear elsewhere in this section.

Here's a summary of these stories:

In Chicago, the association issued a statement published in the local paper challenging anyone to find a jukebox element in the facts. At the same time, the association issued a call for a campaign carrying the pro-

CHICAGO — A bill which would have put a $100 license on a jukebox in Illinois was defeated in tax committee early this month, Senator Colfer, of Chas. M. Schleich, D. S., Department of the Treasury, put forward the bill late in the session.

The bill (S.D. Sen. 321) called for a license of $5 per year for specific types of commercial machines which operated under certain conditions. A $100 license was already operated on a yearly basis.

Gees. explained the work done in laying groundwork to think successfully with a lot of hard work, during the last few months and some time back with Defense and some representatives.

We also got to it that we had some good business, and we know what place most of the legislative is.

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S. D. Ark. Ops Win Key Tax Victories

This might sound unimportant but being where they are they are going to what more important is to get them the truth, as being for the State House, where we spent a lot of money. Our first act was to hire Abe Posner, and he hired a lobbyist.

There was no possible way to get the facts to the public, but with the help of the operators, we got the facts to the public.

It is now going to be a question of whether they will be satisfied with the new arrangement. The operators have been very successful in getting the local story across.

And a second, there is an opposition to the operators who are putting their money on the line to get the truth out.

The opposition to the operators has been very successful in getting the local story across.

And a second, there is an opposition to the operators who are putting their money on the line to get the truth out.
The full dimensions of the music are yours to earn more with... to get into more top locations with... when you operate the new AMI Model “J” stereo system. Wide angle dispersion horns reproduce music in breadth with the life-like realism of a live performance. AMI’s exclusive third channel—played through the driver-horn system located in the model “J” itself—reproduces music in depth... gives you maximum flexibility in speaker placement to fit the needs of all locations.
AMUSEMENT COMPANY, HOT

already high enough and
talk and other operators fought

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Had

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for comment. This comment

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given

strong-arm methods

Springs,

that their to burdens

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big bill of

no evidence of racketeering

or "machine guns" as it has been

found in Boston, Police Comm.

or Loll Sollay informed the

U. S. Senate Rackets Investigating

Committee in a confidential report;

The Denver press, it would control

the placing of pinball, cigarette

machines and juke boxes in licensed

establishments, but forwards all

applications to the Police Department

for comment. This comment is

restricted to the question of pros-

perity to schools and as to whether

the locations have been "police

problems." The police do not make

any recommendations as to whether

or not the license should be

granted.

Tax Beaten

Continued from page 74

are $5 each for State, county and
city (besides the $10 federal tax).

ticket to all new coin "boxers," and if

machines are operated in violation

of any of these laws, a fine of $50

is imposed.... Besides privilege taxes,

Arkansas operators pay a 3 per

cent tax on all new coin machines

sent a d a 3 per cent gross

re-

tax would be confiscatory.

J. Earl Gill, owner of Gill

Amusement Company, Hot Springs,

and other operators brought a

defeat the bill. They led committees
to talk to the lawmakers, led a
campaign of letters, phone calls

telegrams explaining to legis-

lators. As far as we know, all bills

already high enough and further

taxes would be confiscatory.

50 120 200

A

SUFFICIENT GUN

FOR EVERY LOCATION

Use The Billboard SERVICECENTRE

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 this service. 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 message system will be provided. House phones, transportation, and other information also.

Leave This Coupon at Home

DURING THE M.O.A. CONVENTION
APRIL 6, 7, 8, 1 CAN BE REACHED
BY CALLING CHICAGO

Financial 6-5768

Leave This Coupon at Office

DURING THE M.O.A. CONVENTION
APRIL 6, 7, 8, 1 CAN BE REACHED
BY CALLING CHICAGO

Financial 6-5768

The Information Booth, handled by The

Billboard, will take the message or "sufficiency" 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 "sufficiency" number and will reach me

quickly. The booth will be in operation

from 10 a.m. to 8 p.m. CST each day.
RAISE YOUR EARNINGS

with WURLITZER Stereophonic MUSIC

Wurlitzer Stereophonic Sound is true stereophonic... sensationally different... encircles the patrons with music... fascinates them with its living realism... thrills them to the point that they want to hear it over and over again. Result? Your earnings will be the highest in history.

WURLITZER 104 and 200 SELECTION Stereophonic and High-Fidelity MUSIC SYSTEMS

WITH A COMPLETELY FLEXIBLE LINE OF FLOOR, CORNER AND WALL SPEAKERS

GEARED FOR GREATER EARNING POWER

THE WURLITZER COMPANY
NORTH TONAWANDA, N.Y.
Established 1856
THE BILLBOARD'S M.O.A. CONVENTION ISSUE
Will Be Dated April 6
Advertising Deadline April 1

IT’S LOADED
WITH BUYING POWER...
AND SALES POWER...
to get fast action...
to sell equipment and services...

- Yep, it’s a double-barreled opportunity for sales-minded advertisers.

When competition is tough, as it is today, remember you always get more for your money in The Billboard.

Week after week, month after month, year after year, coin machine distributors choose to place the bulk of their trade-paper advertising in the columns of The Billboard. In 1958, coin machine distributors placed 74.8% of their advertising in The Billboard and only 25.2% in other trade publications.

Why? RESULTS!

- Get your advertising Reservation in Today Advertising Deadline APRIL 1

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In The Billboard you get maximum results from every advertising dollar you spend. Manufacturers, Distributors, and Suppliers, tell the operators about your new and current products thru smart selling advertising copy in an issue jam-packed with reader interest... an issue geared to put operators in a "Buying Mood."

MUSIC OPERATORS OF AMERICA CONVENTION will be held April 6-7-8 at the Morrison Hotel, Chicago

Music Operators of America Convention Issue, dated April 6, can bring you the results you are looking for. Your ad in this important issue reaches more than 7,500 key operators who buy 95% of all records, juke boxes, amusement games and accessories bought by the coin machine industry.

The Billboard’s M.O.A. Convention issue, dated April 6, can bring you the results you are looking for. Your ad in this important issue reaches more than 7,500 key operators who buy 95% of all records, juke boxes, amusement games and accessories bought by the coin machine industry.
Gotham Game Ass'n N. Y. Coin Trade 25 Models Bowed In 1959 First Qtr.

In UJA Drive

NEW YORK — The Associated Amusement Machine Operators of New York, in a general meeting at the Henry Hudson Hotel Thursday night (19) was presented a recommendation and a petition of the nominating committee, organ- ized to propose a new law pending coin machine tax, listened to some legal advice regarding the legal issues involved in the proposed law and voted on the balance of a debate between two attorneys.

The nominating committee recommended that Sandy Warner, president, be re-elected. Other recommendations by the committee were Gene Jacob, vice-president; Harry Schildkrot, treasurer; Har- old Kaufman, financial secretary; Marty Wurtzel, recording secre- tary, and Sandy Moog, secretary-at-large. Warner is the only incumbent, Altho Schildkrot is the cur- rent treasurer.

The other nominations were made, but nominations are still open for the election meeting to be held at April.

Board Nominees

Nominations were presented to the board of directors were Harry Borek, chairman, Al Rosen, vice-president, Lucille Highman, Al Koonsden, Irv Levinson and Jack Sennel. All except Sennel, an abortionist, Dave Lowy and Phil Sharf, who had been nominated, declined. Nominated from the floor were Louise Seinik, Al Porter and Nor- man Lowy.

President Sandy Warner ap- peared in person with his city councilmen to argue for passage of the proposed tax by New York City.

According to Warner, the board of Estimation is due to come in with a bill on Tuesday (24). He ad- vised that the Association will do its best to fight the bill, but that the co-operation of individual op- erators is essential in the campaign.

Doregog Order

Several operators said that the Licenses Department had been delinquent in the issuance of licenses, and that the board had been required to appeal to the Department for additional licenses for additional games. AAMONY's attorney, Irv Jacob, had prepared a new law which would have made, but nominations are still open for the election meeting to be held at April.

Bills

Sandy Warner, president, was elected to the board of directors. The other nominations were made, but nominations are still open for the election meeting to be held at April.

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### Coin Machine Price Index

#### How to Use the Index

**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.** If used equipment is appraised, however, to be handy for guide 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. This average reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low index prices range reflects the price level at which most of the machines are advertised for. Therefore, when the mean average is near the "high," it indicates the "low" is a usual price probably for "as is" or "distressed" equipment.

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#### Coin Machine Price Index

<table>
<thead>
<tr>
<th>Model</th>
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### Music Machines

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MEMPHIS — Memphis Music Foundation, in cooperation with the Civic Action—Civic Action” public relations group, has called the meeting early this month which was recommended by its public relations committee and approved by the Board of Directors of the National Association of Community Foundations.

Caucal, owner of Caucal Amusement Company, explained first projects are to get 10,000 stickers on pens printed in a special runs to register to vote.

To a charity group to place prize seals at many locations in the area to the proceeds for other charitable groups, probably for children.

The statement reads as follows: "Look ahead—be ready to vote.

To vote at Election Time.—Sponsored by Memphis Music Foundation.

Canal in the orientation program for the next election will show two dozen members of several vending operators who had been invited to attend and take part, the station said.

The time has come for this development which we represent, a legitimate and honest one, to raise its head in the eyes of the masses. The little business which business had made great strides to date.

The realest people on all walks of life at work and play.

2. It has put thousands of people with government.

It has rendered great service to the revenue to the government, city, county, State and Federal.

4. Thru our loan bonding we have helped small businesses by the hundreds to stay in business.

The time is now for us to do something constructive for our fellow man and you can better understand that we could not be satisfied, legitimate business with an active interest in the welfare of our community.

Our plan is simple.

First, in doing our work we can help small business in a moral and civic standpoint.

Second, more money will go thru public relations.

These two are up to you as a matter of your decision. These first and fourth of action and has to be done as a group. They are community action—being civic action, civic action is the public character of civic action and helping form an influential, worthwhile, moral and civic group.

We need public opinion and civic work, thus this is now the time to act.

We need good publicity and civic work, thus civic action is the public character of civic action and helping form an influential, worthwhile, moral and civic group.

We need public opinion and civic work, thus civic action is the public character of civic action and helping form an influential, worthwhile, moral and civic group.

An informal appointment of a . . .

The two automatic cafes have proven to do exactly that, and operated in combination with a service center which offers sandwich making, coffee making, and vacuuming operations has been a . . .

Eventually the Albuquerque cafe and game operators extended the street to the city. The cafe operators have to keep 6 girls busy making some 450 to 600 sandwiches per day, as well as other food products served through the three automatic cafes and "over the counter" at cafe and vending machine locations.

GIVE TO DAMON RUNYCN CANDIDATE FUND

MEMPHIS ONS Launch Civic P. R. Drive

NEW YORK—The motion of the Court had to order an injunction against Joseph Hirsch, of Manhattan, to stop him using the "I'm a jive box in a location which Bernoff claims under contract to him was dissolved early this month in New York Supreme Court.

The 80-year-old defendant, died two months ago, the case was washed with a good deal of interest by New York State operators, Under the terms of the contract, this one attempted to reach in order to avoid the alleged injury party andBernoff, who denim the use of this contract.

Sunday, Justice Geller ruled against the plaintiff on the ground that he had failed to prove that he actually had a contract with the location. Hirsch had claimed that the contract of Bernoff had been proved and that Hirsch had claimed that the contract of Bernoff had been validly of plaintiff because Bernoff had claimed that the contract of Bernoff had been validly of plaintiff because Bernoff had claimed that the contract of Bernoff had been validly of plaintiff because Bernoff had claimed that the contract of Bernoff had been validly of plaintiff because Bernoff had claimed that the contract of Bernoff had been validly of plaintiff because Bernoff had claimed that the contract of Bernoff had been validly of plaintiff because Bernoff had claimed that the contract of Bernoff had been validly of plaintiff because Bernoff had claimed that the contract of Bernoff had been validly of plaintiff because Bernoff had claimed that the contract of Bernoff had been validly of plaintiff because Bernoff had claimed that the contract of Bernoff had been validly of plaintiff because Bernoff had claimed that the contract of Bernoff had been 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COIN MEN YOU KNOW

St. Louis
By JOHN HICKS
Louis Morris, president of Morris Novelty Company, recently returned to work after a month's vacation in Miami, and his wife drove to Florida and spent most of February there, leaving on the 25th. While in Miami, Morris attended a couple of social functions and ran into David Gottlieb, Ed Cottle Company, and his brother, Sid, now retired. He also

new distributor Joe Schwartz, of National Coin in Chicago; Sam Lundin, Milwaukee, and Joe Mon-

gold, Miami.

On returning to St. Louis, Morris learned that Lou Frei, of Allendale, Fla., a former employee of Morris Novelty Company, died the day before they left for St. Louis. Morris did not know that Frei lived in Florida until his son, Lowell Frei, director of the Museum of Transport in St. Louis, informed him of his father's death. The elder Frei had been a salesman for Morris Novelty until 13 years ago. He previously had worked for Morris for 13 years when the veteran coinman was in the wholesale candy business in Detroit. He had been a coinman here for about 40 years, has seen the entire history of the Missouri Amusement Machine Association for about 25 years.

Die Roll, publisher of the Musical Sales firm, recently spent four days in Detroit unraveling four thousand miles of coin-operated machines to purchase. Almost as long ago as he can remember he clearly remembers the company "might do something as a result of the trip." Among distributors Tabahachi called on in Detroit were Miller Novelty, Mammoth Athletic, Centers, Inc.; Fabiano Sales & Service and Angott Distributors.

The vending machine industry here mourned the death of Bernard Friez, veteran coinman. He died at home the evening February 28. Local funeral services were held March 1. Friez, president of both Universal Distributors Company and Arrow Novelty Company, entered the industry about 20 years ago in caramel machines. He was also president of the Mid-America Distributors Company, which he founded about 30 years ago.

Friez, 55 years old, was a widely known St. Louis man and for 25 years he was a member of the executive committee of the downtown Metropolitan Club. Surviving are his wife, Trudy; three brothers, Fred and George Frei and three sisters. Mr. Friez is survived by his brother in law, Mr. Frei, director of the Museum of Transport in St. Louis, Illinois.

WANTED!!

MUSIC

MUSIC

SEBEBU 1-100  $695
SEBBEBU 100  572
SEBBEBU 150  475
SEBBEBU 200  375
SEBBEBU 250  275
SEBBEBU 225  250
SEBBEBU 125  150
SEBBEBU 50  100
SEBBEBU 25  50

New Calvin 45 RPM Conversion to M-100A $49.50

music

Order

MONEY-SAVING

Subscription

Order

BILLBOARD

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Gotham Game Org Nominees

- Continued from page 79

perceived difficulty and delay in getting a common show license. Both also wanted the group to be careful of electing to offer any person who has ever taken the Fifth Amendment. He conceded that it may be permissible for an individual citizen to take the Fifth Amendment, "industry leaders must be above re-".

Chopra Press

He also added that press for its coverage of the McClellan Committee hearings, pointing out that in his testimony, presenting the operator's side of the picture, only The Billboard had given coverage, while the press had seized upon and blown up the weaker side.

Joseph Iozio, AAAMOY counsel, took issue with Blatt, arguing that the Association is not a court of competent jurisdiction, that no stigma should be attached to the exercise of a Constitutional right, and that the members should vote for the officers they feel are best qualified.

Previously, Blatt had called for a "homosexual and re-organization." He said that a Federal judge is investigating the in- dustry right now.

Chopra Press

Iozio countered that if the members want to make any changes, they can do thru the ballot and thru the orderly proce- dures available.

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COINMEN YOU KNOW

**Continued from page 62**

Sales Manager Jones says the firm is finding the response to coin-operated pinball games is not as great as his firm and can't fill the orders that are coming in. Salesmen Al Levine toured the New Hampshire and Portland, Maine, last week. Hank Petk, Wurlitzer field engineer, conducted service schools in Springfield, Mass; Hartford, Conn.; and White River Junction, Vt.

Dick Mandrell, Associated Amusements, Inc., took his wife, Ruth, May, to New York this week to celebrate their third wedding anniversary. They saw the musical, "Jamaica," and loved it. The Mandrells are planning to go again next week to an addition to the family bunch. Edward and Mrs. Reavley also marked a wedding anniversary on March 9, their 30th.

Jerry Flatta, Boston Record Distributor, is back from a trip with his wife, Helen, to the Virgin Islands. Jerry is a sales representative for Bally games. Jerry had gone to South Africa a few months ago. May for March 9th, he says. Al Dahons, Hymans, has left for Florida.

Milton Carr, Tru-Man Automatic Sales Corporation, reports that stereo units are bringing in an amazing response. The stuff is being kept busy these days, setting up in two new arcades. News has just filtered out that John Cheesman, former pinball-grandfather on Grand Hog Day.

Selling can't be far away since Ed Dreyer came into town last week from St. Paul, Minn. with his son, Carl. Other operators noted around town included Leen Jansen, Boyd Distributors, Oklahoma City; Portland, Ore.; Joe Piecuch, Portland, Ore.; and Joe Bies, Springfield, Mo. News also out of town of illness in the family.

Richard O'Meara was out of town the early part of last week for Music Systems, 14501 Livernois, East. McNichols Road, left immediate for his home, to attend funeral services March 5.

Joseph Brilliant, Brilliant Music, 19083 Livernois, is still aboard the boat. He was repositioning out of Michigan to attend funeral services in March 5.

Rivera attorney, and out of town because of illness in the family.

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to fall off "when the fabulous uranium boom of last year collapsed, collections are "just about normal," reports Mike Sevadra, Grand Junction, Colo. Making his first trip into Denver in many months, Sevadra reports that most of his clients have gone on 10 cent play and that collections are "satisfactory."

Clen Pierce, Century-Supreme Music Company, has added a pair of new Chevrolet service trucks to his company's fleet. Century-Supreme is one of the few route operators in the Denver area to use radio-equipped service cars. Minature Ford station wagons are used which have gone dependable, economical service, Pierce reports.

After more than two years' experience Century-Supreme Music Company is converting all of its vehicles to two-way radio communication. Used originally in tiny English Fords, the rapid radio communication has proven that it can pay for itself in a few months

Another Bill Continued from page 2 -
royalties on records used in joke boxes. Record manufacturers have been objecting to the special record royalty for jokes and it is generally believed that this part of the O'Mahoney bill will die in committee.

In a strong statement, Representative Colver said that composers and other owners and other organizations have struggled for 25 years to end this exemption. He said that 500,000 joke boxes are making a profit on the use of this movie and they are no longer in a position to "cry poverty." He added, "The face of the poor but honest joke box interests is about played out."

time, according to Glenn Pierce, of the management.

Dan Keys, of Apollo Music Company, toured all of his locations last week, introducing new partner Gus Brown, who, as previously reported, bought part of Apollo Music Company's routes in January. Pete Geritz, of Mountains Distributors, has taken on the complete Rove Line, including all varieties of vending machines, which is his first entry into this aspect of the coin machine field.

Hartford, Conn.

Trinity Record Distribution Corporation, a new Connecticut.

(Continued on page 56)
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AMUSEMENT MACHINES
THE BILLBOARD
MARCH 23, 1959

COINMEN
YOU KNOW
Continued from page 83

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