

MARCH 14, 1960

AMUSEMENT

INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Marek Warns on Lost DJ Status

Sees Good and Bad Element in Current Climate in Wake of Payola Hearings

By PAUL ACKERMAN

NEW YORK - Analyzing the current "shook up" condition of the record industry in the wake of the payola hearings, George H. Marek, RCA Victor chief, expressed concern lest the disk jockey deteriorate into an ordinary announcer. Speaking at an informal interview last week, Marek foresaw much potential good resulting from the investigations. "Perhaps it will be harder to make a hit by shenanigans. . . . Perhaps commercial merit will mean more," he stated.

"Meanwhile, however, many lockeys are afraid to 'lay on' a record ... Many are 'playing it safe'. . They are losing the excitement factor. This is happening now, and it is bad for any entertainment

form." Warming to the subject, the RCA Victor exec added that it was a fine thing to stifle paid-for enthusiasm, but it would prove "is not a creation of payola....

continued to stifle honest enthu-

Necessary Function

"The honest jockey fills a necessary function. His ability to create day. enthusiasm for a record is beyond the ken of the announcer and the station librarian," Marek stated. He added that the maintenance of the honest jockey's function was necessary not only to the record industry, but also to the broadcasting industry. The latter, failing to realize this, stand to lose out in both audience and billings.

"If the jockey is competent, pay him well," Marek urged.

Marek's remarks crystallize the feeling of many tradesters at a time when the single market generally in a decline.

Returning to his statement that the investigations would perhaps create a climate wherein merit would mean more than hype and skullduggery, the RCA Victor exec expressed the hope that those who

Some Fear For Future

NEW YORK - One of the troublesome possibilities mulled by manufacturers these days is that while some labels may try to adhere closely to whatever legislative reforms might come out of the payola probe, others may not.

In the event some manufacturers return to their old sharp practices, many recording execs-willing to conform-fear they'll be at a competitive disadvantage. Some have expressed the hope that a firmer attitude by the FCC on the station level might serve as a bar to this kind of unfair competition.

entered disk business in order to make a "fast buck" would be discouraged enough to take their dubious talents elsewhere. In other words, more professionalism in the manufacturing and distributing segments of the business could be a happy end result. This attitude, incidentally, has been expressed lately by several of the established indie diskeries.

Favors Indies

Marek amplified: "I am all in favor of the small label. The good operators among this group have made a very real contribution to the record business, and they will continue to do so.

In view of the tendency of many non-tradesters to couple payola with rock and roll, and in view of a wide belief that rock and roll stands for bad music, Marek's views on The Big Beat are interesting:

"Rock and roll," he points out, damaging if the present climate No form of entertainment can be artificially created. . . . Rock and roll had something that made a fundamental appeal to its generation, just as 'Tea for Two' in its

> If The Rock were an outgrowth of payola, why is it that in Japan Elvis Presley and Paul Anka are the most popular singers? . . . And why was r.&r. so popular in England that it spawned a series of artists who specialized in The Big Beat? . . . Jockeys are relatively unimportant, or non-existent, in these countries. It was the music itself that appealed to the buyers."

Waxing philosophical, Marek noted that the history of music is (Continued on page 6)

MAJORS AGAIN SING HAPPY SINGLES SONG

NEW YORK - It seems as the the old days are back again in the singles business, with the big firms suddenly becoming very hot at the singles level. This week, for instance. Columbia has nine records in The Billboard's "Hot 100," including the number one tune, Percy Faith's "Theme From 'A Summer Place'." And there is an Epic Records on the chart, too. M-G-M Records has seven records on the "Hot 100" this week and to make it all the nicer, there is a Cub record (an M-G-M subsidiary label) on the chart as well. Mercury Records is up there with six hot ones on the charts, which isn't at all unusual for Mercury which has been hot for the past year. RCA Victor is riding high with five on the "Hot 100." Capitol Records has staged a strong comeback with five singles making it on the "Hot 100" this week.

ABC - Paramount has four records in The Billboard's "Hot 100" and the label that ABC - Paramount distributes. Chancellor, has three up there too. Decca Records has come back with three on the charts plus a hit on Coral, to round out the big firm list.

This is not to say that the indie labels are not coming up with hits. Cadence, for instance, has three on the charts and Carlton Records has two with another on with its subsidiary label, Guaranteed. Atlantic has three on the charts, plus one on Atco, and Dot has two. But the majors, and the largest indies appear to be on their way to a hot period in singles.

Battle for B'way Original-Cast LP Rights Intensified

Victor, Col., Cap Vie for Plums; Fantastic Inducements Offered

By BOB ROLONTZ

NEW YORK - The battle for original cast Broadway show altween RCA Victor, Columbia CBS for a 40 per cent interest. and Capitol Records with occa- In addition to the inducements sional forays into the struggle by Decca. These three firms are bidding now for shows that will not be presented on Broadway until next November, and some of the of the firms are offering producers of Broadway musicals for cast rights are properly described as "fantastic." The fight for Broadway cast albums, of course, is due to the fact that these cast sets when the show and music is a hit -can turn into phenomenal album sellers, such as the over 2,000,000 set on Columbia, the over 1,500,-000 sales of "South Pacific" on Columbia, and the better than 500,-000 sales of "Music Man" on Cap-

Right now there is a mighty tug-of-war going on for cast rights to the next Meredith Willson mu-Brown." Capitol, after its solid sales campaign on "Music Man" (a cast show which was turned down by a number of diskeries before it went to Capitol), nat-

urally feels it is in the number one spot to get the next Willson musical. Columbia Records meanwhile has been making a pitch for bums, which over recent seasons the album, and CBS has offered has become more and more inten- backing for the show that is resified, is reaching a new peak in ported to be between \$200,000 1960, with the struggle settling and \$400,000, backing similar to down to a three-way battle be- that given to "My Fair Lady" by

of strong single records on tunes from the show, as well as strong promotion and advertising of the album, diskeries, or their parent companies, such as CBS or NBC, inducements that one or the other have often been willing to come up with loot to help back shows. (Sometimes the parent firms have backed shows even when they were being waxed by another company.) "Bye Bye Birdie," the forthcoming Broadway musical, which Columbia Records will record, has an investment of \$50,-000 put up by CBS. CBS is also sales of the "My Fair Lady" cast backing the new Lerner & Loewe show "Camelot," exactly as it did "My Fair Lady" four years ago, when it put up \$400,000. (It is reported that on this \$400,000 investment, CBS earned \$2,000,000.) There is reported to be CBS money in another show that Columbia Records has just about sewed up sical titled "The Unsinkable Mrs. the original cast rights for, "Christine," the new Paul Francis Webster and Sammy Fain show,

> Name Inducements But even more important than (Continued on page 6)

NEWS OF THE WEEK

Albums Spawn Hit Singles; New Radio Formats Help . . .

More and more best-selling pop singles are coming out of albums, whereas in previous years hit singles were included in albums only after they clicked in the singles market. The increased number of stations programming albums and recent trend toward dropping "Top 40" formats in favor of "pretty" music is believed to have helped spark trend. . . . Page 2

British Yen for Stateside

Disk Names at Top Peak . . .

The demand for American artists in Great Britain has reached a crescendo as the spring of 1960 approaches. Seldom has there been such a concentration of American pop and jazz personalities making or about to make personal appearances in England, and seldom have advance ticket sales been so rewarding. Page 3

Ampex Exec Predicts

1960 as Hot Tape Year . . . Herb Brown, veepee of Ampex and head of

its United Stereo Tapes subsidiary, as well as

in an address before the seventh annual West Coast Audio Engineering Society Convention. Brown also said that within five years the pre-recorded tape market would hit the \$150,-000,000 mark, Page 16 DEPARTMENT AND FEATURES

prexy of the Magnetic Industry Recording In-

dustry Association, stated this week that the

pre-recorded tape market will increase 1,000

per cent in 1960. The prediction was made

Amusement Park	Music Pop Charts-
Operation	Top LP's 26
Arena, Auditorium	Honor Roll of Hits 34
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New Invasion By Producers

NEW YORK - An interesting new development is taking place in recordings of original cast shows. Rodgers and Hammerstein actually own the recording of "The Sound of Music" altho it is released on Columbia Records. And Frank Loesser owns the original cast waxing of "Greenwillow" and is releasing it thru RCA Victor, In fact Frank Music, the Loesser firm, produced the "Greenwillow" recording themselves, with the supervision of Victor.

This development, one that has been long in coming, probably sets a trend for future Broadway show scores, with the original cast waxing owned and produced by the producer or the music firm handling the score. In effect it is similar to Frank Sinatra's deal with Capitol Records, whereby he owns his recordings and releases them thru Capitol.

Albums Spawn Hit Singles; New Radio Formats Help

Roulette Sold on Current Trend; Culls 45's From Own Top LP's

By JUNE BUNDY

the singles market.

nally released in albums - on the "Hot 100" this week are Bobby Preps' "Down by the Station," Francis' "Mama," the Brothers Four's "Greenfields," Freddy Cannon's "Chattanooga Shoe Shine Boy," "Down By the Riverside," by the Les Compagnons de la Chanson, and Santo and Johnny's jority of (Roulette's) forthcoming "Caravan" (backed by another side single releases will all be tapped click, "Beyond the Sea," were from the LP "Summertime"). -

Roulette on Beam Convinced that the trend is here to stay, Roulette executive vecpee tions programming albums and re- "This Is Darin." Joe Kolsky is currently going all cent trend toward dropping out on releasing singles out of the label's strongest selling albums. Both sides of the new Jimmie Rod- played a major role in creating are still solid on the best-selling gers' single, "Just a Closer Walk more and more single hits out of album charts. Riding high on the With Thee," and "Joshua Fit the LP's. Battle O' Jericho," are from his latest album "When the Spirit Moves You."

Weinstroer **Exits Rank**

NEW YORK - Norman Weinstroer has left his post as general of the Record Division of the Rank signed by the committee chairman, have gone back to the old prac-Organization. The termination of Oren Harris. The letter asked disagreement and was described as listing all payments made to radio amicable, by both parties. For the or TV disk jockeys, librarians, or time being, Ness will act in the other radio or TV station personnel slot, formerly occupied by Wien- in 1958 and 1959, for consultant stroer. At week's end Wienstroer or advisor fees. The letter further said he expected to announce his asked that distributors tell to what plans shortly.

Shapiro on South, American Trek

NEW YORK - Nat Shapiro, Columbia's international a.&r. coordinator is off on a trip to South appeared to be casually examin-America that will take him to ing their own freebie practices -Brazil, Argentina, Venezuela, Cuba and Mexico. In Venezuela Shapiro will meet with the chief of Columbia's South American operation, Peter de Rougemont, to set up a new licensee in Venezuela. The new licensee is La Discoteca, in Caracas.

Other current Roulette singles favorably since LP sales now top NEW YORK — More and more culled from albums include Ronnie single sales (unit-wise), for the first best-selling pop singles are coming Hawkins' "Clara" and "Lonely time in the history of the record out of albums, whereas in previous Hours," from his "Mr. Dynamo" business. (See page 1 story, The years hit singles were included in LP; Joe Williams' "I Was Telling Billboard, February 15, 1960.) albums only after they clicked in Her About You" and "Here's to Under the new trend, companies My Lady," from his LP "That may now concentrate on building Among the big singles - origi- Kind of Woman"; Count Baise's strong LP lines. If single hits re-"It Had to Be You" and "How Am sult from the packages, it's merely I to Know," from his LP "Dance an added sales plus. Darin's "Beyond the Sea," the Four Along With Basie"; Johnny Smith's Marty Robbins' "El Paso," and his his Roost LP of the same title. a side is taken out of an LP and new one "Big Iron," the Connie The flip side, "Once in Awhile," is also from the album.

> Roulette's next Billy Eckstine than drop. single will be taken from his album Kolsky reports that "a heavy ma- from Atco albums. His smash hit, from albums."

> > New Formats Help

"Top 40" formats in favor of of the albums from which current "pretty music," has undoubtedly or recent singles hits were taken

Most labels look upon the trend

accounts such disbursements were

This was but one new develop-

ment on the part of the Harris

Committee in its continuing inves-

tigation into payola practices in the

but there was also little doubt

passing out of the picture, but the

method of giving them out has un-

dergone some changes on the part

the days b.h. (before Harris).

charged.

Harris Committee

Queries Distribs

Contrary to a one-time distribu-"My Dear Little Sweetheart" from tor belief, firms report that when becomes a hit single, sales on the album increase substantially, rather

For example, all three of Bobby 'Once More With Feeling," and Darin's last releases were taken "Mack the Knife," and his current pulled from his first LP "That's All," and his new single "Clemen-The increased number of sta- tine," is from his latest album

> It's interesting to note that most LP listings are Darin's "That's All"

(Continued on page 112)

LOS ANGELES NARAS ELECTS **NEW BOARD**

HOLLYWOOD - National Academy of Recording Arts and Sciences' Los Angeles Chapter last week elected the following to its board of gov-

Vocalists and singers: Bill Lee, Margaret Whiting; leaders and conductors: Sonny Burke, Billy May; a.&r. men and producers: Voyle Gilmore, Walt Heebner; songwriters and composers: Henry Mancini, Elmer Bernstein; studio engineers (mixers): Luis (Vla) Valentin, John F. Kraus; instrumentalists and musicians: Shorty Rogers, Dave Frisinia; arrangers: Van Alexander, Tutti Camarata; art directors and literary editors: Marvin Schwartz, Bill Claxton,

Others, including spoken word, documentary, children's comedy, education, etc.: Stan Freberg, Mel Blanc; classical: Morris Stoloff, Roger Wagner, Leonard Pennario, Miklos Rosza.

Burke, Valentin, Schwartz and Claxton were re-elected. All others will be serving for the first time. Initial meeting of the new board is scheduled for March 21 to elect new officers and exec committee.

NEW YORK—Consolidated net \$1.81 per share, was realized by NEW YORK - Distributors in of the more conservative record Decca Records during the calendar manager of Rank Records of Amer- major markets thruout the United firms. One hot firm has returned year 1959 according to a stockica. The announcement came in a States received a questionnaire from to the old practice of an 8 holders' report, issued by prexy joint statement by Wienstroer and the Congressional Committee on per cent promotional allowance Milton R. Rackmil. The figure in-Bernard T. Ness, general manager Legislative Oversight recently, each month. A few other firms cludes the results of operations of Universal Pictures Company. This tice of 1,000 records a month at no compared to a figure of \$2,76,7382 the association was by mutual tributors to fill in the questionnaire charge, which distributors estimate in 1958, which included a nonallows them about 10 per cent dis- recurring capital gain on the sale count and enables them to take of Universal Studio facilities.

Rackmil said the disk division's been reported that three firms have earnings were not as satisfactory started to charge 25 cents for free- as in the previous year due to inbies, enabling the manufacturer to tense competition and upward cost take care of his pressing cost, art- trends. However, there has been ist and publisher royalty, excise some improvement since the start tax and Music Performance Trust of 1960, including greater representation of the division's product Many distributors, faced by the on the lists of best-selling records,

Decca Net Off

income of \$2,321,923 equal to

(Continued on page 112) according to Rackmil.

industry. In a somewhat corallary action, some record manufacturers Classicals' \$ Volume that the "swingers" were still swing-Up 31% for '59 ing with one-for-one deals as of Freebies do not appear to be

care of the rack discount. It has



Fund payments.

record business business in recing 1959. Clas-

in 1959, whereas classical monodollar volume of classical record across the nation. sales in retail stores, 1959 over

NEW YORK — Classical rec- taled \$17,676,750 in retail shops in ords garnered a higher percentage 1959, while in 1958 total classical of the stereo LP sales were \$13,480,900.

These statistics are taken from than they did of the reports analyzing national the monophonic trends of record sales in retail stores as prepared by The Billord shops dur- board 13 times per year (every four weeks) under the supervision sical stereo rec- of the New York University School ords sold 14.2 of Retailing. The complete confiper cent of all stereo records sold dential reports, issued only to subscribers to this service, also provide phonic records sold only 9.5 per competitive figures by label, broken cent of all mono records sold last down by speed, price, mono vs. year. 1959 was also the biggest stereo, etc. The reports are comyear in total dollar volume for piled from diaries of actual cashclassical LP's in the history of the register sales, scientifically selected record business. The increase in rotating samples, of record dealers

The percentage of LP classical 1958, came to 31.1 per cent. In sales to total LP sales in dollar

(Continued on page 112) vol. 72

Blyth Named New Tops Head

HOLLYWOOD - Bob Blyth last week became prexy of Tops Records (Precision Radiation Instruments, Inc.), taking over the post held for the past 131/2 yearsby Carl Doshay, the company's founder. As exclusively reported by The Billboard (March 7), Doshay sold his 80 per cent interest in Precision Radiation (Tops' parent firm) to a group headed by the two top execs of Diners' Club, Inc.

Buyers included Diners' prexy Al Bloomingdale, its board chairman Ralph Schneider, Diners' board member Jack Lewis of Wall Street's Coleman Company and Florida real estate man Art Desser (Leftcourt Realty Company), who is a former Los Angeles attorney.

Doshay told The Billboard that no decision had been reached at press as to whether he would remain with Tops on a consultant's basis. He said that terms of his stock sale restricts him from starting another record company for a period of a year.

Blyth joined Tops a year ago as a veepee in charge of sales and became the company's second largest stockholder. He plans to beef up the firm's exec structure and said the firm will launch an agressive sales program to substantially boost its sales volume.

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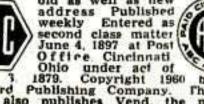
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Merc Branch **Distribs Test Bus Delivery**

CHICAGO — Taking the cue from recent one-stop experiments, Mercury branch distributors in Los Angeles and Cincinnati have each outfitted a salesman with a Volkswagen bus to carry several thousand pieces of rolling inventory to the dealer's door.

In each case, the salesman is one who covers outlying portions of the territory. If the experiments turn out to be economically feasible, they would eliminate the time taken to process and ship orders of fastmoving merchandise from a central warehouse, which often results in two or three days of lost sales.

Only fast-moving merchandise is carried in the warehouses on wheels. About 100 each of the 10 top singles, 20 or 30 each of the month's new album releases and appropriate quantities of the label's 10 top selling albums would ordinarily comprise the bus inventory, according to Kenny Myers, national manager of singles sales.

Myers said that the method may be spread among other branches if it proves to be a valuable service to dealers and if it is not unduly expensive to operate. The buses, he said, have been leased so the plan can be terminated without capital loss if it proves unsuccessful. He Fox Settlements admitted that the plan is borrowed from one initiated by Bobby (Continued on page 11)

AES MEET COOL TO COMPATIBLE

HOLLYWOOD - The compatible disk created little stir last week at the Audio Engineering Society's seventh annual West Coast convention. While it spurred considerable debate within the disk industry, the engineers gave it contrastingly little attention. It came up only once as the subject of an informal meeting during which it was decided to ask the AES board of governors whether the Society should investigate the innova-

Some engineers seemed to take the compatible disk development rather lightly. Harry Bryant, AES prexy, told The Billboard that in his opinion the compatible disk at best was a compromise. He hastened to point out that this opinion was voiced not as prexy of the Society but as an engineer. It works, he said, with certain types of music and specific recording techniques, but cannot be made practical for all recordings.

VICTOR RACKS A TOP WEEK FOR SINGLE SALES

NEW YORK—RCA Victor had its biggest singles sales week in 18 months the week of February 29 thru March 6.

RCA Victor veepee Bill Bullock points out that whereas usually one or two hot singles do 80 per cent of the sales volume, in this case the sales were spread over six disks. The wax sextette sold close to 500,000 during the seven-day period.

The six hot platters include Jim Reeves' "He'll Have to Go" (No. 2 on the "Hot 100"), the Browns' "The Old Lamplighter," Della Reese's "Someday," Perry Como's "Delaware," Sam Cooke's "Teen-Age Sonata," and the Ames Brothers' "China Doll." Also on the "Hot 100" this week are RCA Victor's "Just One Time" by Bob Gibson; while Ray Peterson's "What Do You Want to Make Those Eyes at Me For?" and Henry Mancini's "Mr. Lucky" are climbing on the "Bubbling" list. Bullock said he expects the Reeves record will hit 100,000 and believes the Reese, Como and Browns disks are likely to reach 500,-000 each.

Annoy AGAC

Guild of Authors and Composers

YANKEE DOODLE DANDIES

British Yen for Stateside Disk Names at Top Peak

By REN GREVATT

NEW YORK - Demand for American artists in Great Britain rewarding.

been noted by indie disk man, Joe

Despite this success on the has reached a crescendo as the strictly record front by the Engspring of 1960 approaches. Sel- lish performers, the public there dom in the past, it is noted here, apparently is in a greater clamor has there been such concentration than ever to see and hear the of American pop and jazz person- Yankee acts. It may be as the alities making or about to make the British rocker, Cliff Richard, re-British scene and seldom have ad- marked during a recent interview vance ticket sales there been so here, "It's no good for Britain to try to copy the Americans. Some-This is seen as especially inter- how, we've got to be different to esting in light of the fact that get exciting records. It's unfor-British artists in recent months tunate to have to say it, but most have tended to "take back" their of the British singers and instruown disk pop charts from the mentalists just don't get that ex-Americans. British acts, as has citement and drive into their work.

Another aspect of the situation Carlton, are getting the hits there. is the fact that whereas in the past many American acts and their managers have been known to refuse to make the British scene because of money considerations, they are now seeing things in a different light and have become willing to go over for what the British agents would consider as reasonable fees.

Little Net Loss

Tim Gale, formerly head of his own agency and now an integral part of the GAC-Feld pop talent set-up, explained it this way. "A good portion of the acts eventually reach a very high tax bracket. They will give up anywhere from 50 to as high as 90 per cent of their gross income to Uncle Sam. By going to Britain for considerably less money than they would get in the States they still lose very little in their net take, figured over the total year. On the other hand, they're solidifying themselves as stars in other markets. It's just insurance. America has fickle tastes. Once an artist has sold himself in England and in many foreign countries, he is likely to last for quite a spell. This has helped many artists to continue doing well for themselves

(Continued on page 11)

New ARDCO Wing For Album Product

Sets Up Blueprint to Handle Pkgs. By Show-Business Personalities

has had marked success with the often as high as 90 per cent. distribution of such big singles as sonalities.

Titled CONART (Consolidated has taken a verbal swipe at cer- Artists), the program enables an tain recent settlements reached by artist to record what he wants to the office of Harry Fox, publishers' record, at any time. It also enagent and trustee with at least ables the artist to have his own three recording companies, on be- record company. In structure, half of publishers. The settlements such a company would be set up it was understood, have to do with as a corporation, designed to save (Continued on page 11) the artist tax money — in other

HOLLYWOOD — Allied words, the artist would pay cor-Record Distributing Company porate tax of 52 per cent rather (ARDCO), which in the past year than personal income tax which is

Ned Herzstam, ARDCO vice-"Donna," "There's Something on president, states that under the Your Mind" and "The Big Hurt," CONART plan, an artist with a has organized a wing to handle album release will be able album product by well-known peralbum product by well-known per- to utilize exchange privileges and his single album can be merchandised as a catalog.

poration set-up will function as follows:

1. Artist forms his own corporation, with Allied owning as much as 50 per cent or as little as 1 per cent of the stock.

Money for a.&r. and merchandising will be spent proportionately to the ownership of stock in the artist's corporation. Thus, if an artist and Allied each owned 50 per cent, the artist would put up the money for a.&r. and Allied would put up the funds for albums and records. This would all be balanced out in the amortization

appear across the top of the record label, and the name of the artist ment plus 50 classical stereo LP's production company would appear underneath.

be distributed by ARDCO.

Temple and others.

70 New Tape Pkgs. in UST Issue

HOLLYWOOD - Approximately 70 new four - track tape packages recorded by 15 different labels will be issued this week by United Stereo Tapes, Inc., the Ampex Audio subsidiary. This marks one of the largest single releases made in one month since UST entered the quarter-tape distribution

New offering embraces the pop. jazz and classical fields. Highlight of the pop fare will be a fourtrack tape version of Verve's five-LP "Ella Fitzgerald Sings the Gershwin Song Book," recorded by Ella Fitzgerald with Nelson Riddle. It will be issued in five tape Tying in with the over-all theme packages and will include repro-(Continued on page 11)

According to Herzstam, the corporation set-up will function as

NEW YORK — A door-to-door sales campaign involving stereo phonograph equipment and premium stereo disks, being carried out in nearby Bergen County, New Jersey, by Columbia Records, has come under sharp attack by the Association of Record Dealers of New York and New Jersey. At a meeting of the Association, held here this week it was decided that member dealers should protest the practice in strong terms to Columbia headquarters in Bridgeport,

Salesmen, operating in the door-3. The name CONART would to-door canvas, offer a de luxe piece of Columbia stereo equipat a price in excess of \$400. The buyer can purchase the deal on 4. The CONART label would the installment plan. When he signs up he is given a coupon It is known that ARDCO is al- which is redeemable at any local ready blueprinting record ideas for dealer for a free Columbia stereo such showbusiness names as Burt LP of his choice. The dealer is Lancaster, George Gobel, Shirley then reimbursed the full list price of the disk, when he returns the coupon to Columbia.

Irving Rudolph of the Bandwagon Record Shop, East Orange, N. J., declared: "They are not going to infiltrate us this time like (Continued on page 11)

SHOLES REMAINS ELVIS A.&R. Man

NEW YORK - Clarifying statements in last week's Billboard (March 7 issue) regarding Elvis Presley's relationship to RCA Victor, it was noted this week that Victor veepee, Bill Bullock will be mainly concerned with co-ordinating the merchandising and promotion of special Presley projects. A.&r. functions will remain in the hands of Steve Sholes, as in the past. It was also noted that there were no changes in the Presley-RCA Victor contract bearing on tax matters.

Camden Plans Big Dealer Promotion

ords, which has gone well beyond still in midstream and is likely to the sales quotas set for the initial double the assigned sales quota, months of 1960, is planning an according to present indications. ambitious promotional and merchandising drive for the remainder a promotion highlighting the theme of the year. Much of the planning of diversified product. This prois centered at the dealer level, according to Ray Clark, Camden planning and merchandising chief.

Clark noted that the label's January monaural stocking program exceeded the assigned sales quota by 25 per cent. This was followed by a stereo promotion (purchase one album at regular price, get a

NEW YORK - Camden Rec- second for one dollar), which is

In April, Camden will kick off motion will entail many dealer aids and point of sale material focusing attention on such musical categories as pop singers, jazz, big band music, Broadway show music, etc. Also in April, Clark will inaugurate a dealer sales plan.

Details on the dealer plan are being worked out. It is known, however, that Clark has in mind the securing of 500 key dealer accounts, and 2,500 secondary dealer accounts by the end of 1960. Tying in with this drive will be a carefully-planned inventory blueprint, the aim of which will be to help dealers stock up on those items which, according to actual sales data, will prove profitable. For the key accounts, the inventory listing will include between 100 and 125 albums; for the secondary accounts, the inventory list will contain about 50 albums. "We don't want to load the dealer unnecessarily," Clark stated, addeach album would be suggested.

The inventory list will be checked and revised monthly, current as possible.

(Continued on page 11)

DOWN UNDER VIEWPOINT

Pye Manager Scores U. S. Disk-\$ Greed

NEW YORK—Recent provoc-printed virtually in its entirety: ative stories in The Billboard relative to the fact that the trend in Great Britain is toward British artists and British material, has drawn an interesting comment from Harry Sutcliffe, general manager of Pye at the expense of their American ing that reasonable quantities of Records, Ltd., of Australia. Sutcliffe feels that the policies of some interested and surprised to learn Indies in America have contributed to the situation.

His letter, titled "An Open Letter to the American Record Industry," is pertinent enough to be

"Many of the Australian record manufacturers are watching with interest the present trend in Great Britain of British artists garnering the lion's share of the hit parade counterparts. We are even more of the reaction of some of the independent American companies to Clark noted, in order to keep it as this British trend.

"May I respectfully suggest that (Continued on page 11)

Doerfer First Payola Political Casualty

By MILDRED HALL

WASHINGTON - Last week's resignation of FCC Chairman John Doerfer was the first major political casualty of the Harris Subcommitte's two weeks of hearings on payola. Ironically, Doerfer's damaging admission of plane and yacht hospitality from multiple came during the Federal Communications Commission Chairman's report on broadcast payola, including "junkets" for deejays which were paid for by the record in-(Billboard, March

Doerfer's successor, Cmr. Frederick W. Ford, West Virginia Republican, has had little to say specifically on payola thus far, but during recent FCC hearings upheld the agency's authority to supervise broadcast programming. Ford has proposed a "narrative"

Puerto Rico Song Fiesta Set for May

NEW YORK - Songwriters of Puerto Rico, Venezuela and Cuba tion, tagged The First Festival of Song of the Caribbean, May 6, 7, and 8 at the Theater of the University of Puerto Rico.

The Festival, described as "the San Remo of the Caribbean," is sponsored by a non-profit corporation with some assistance from San Juan's Municipal Government. Six winning tunes—two from each participating country — will be chosen from 12 song finalists.

Officers of the Festival corporation are Peer International's Puerto Rico rep, Angel I. Fonfraias, representing publishers; A. Pomares, AFM, Local 468 chief, musicians; Rafael Tirado, local Radio, TV and Theater Artists head, performers; and Antonio Contreras, local record distributor, record manufacturers.

Cardenas New UST Exec

NEW YORK-The Bloomfield, N. J., plant of United Stereo Tape, giant four-track tape one-stop, has new manager. He is J. C. Cardenas, former manager of Recording Services for RCA Victor Records Division. As manager of the Bloomfield operation, Cardenas is responsible for all manufacturer and consumer services for UST operations on the East Coast. All manufacturing and quality control in duplication, packaging and shipping of four-track tapes come under Cardenas' direct supervision.

The appointment, which became effective March 7, was announced by Bill Miltenburg, engineering head and manager of UST.

Carnegie San Remo Overflow

NEW YORK-The San Remo aways numbered close to 3,000. July, 1959.

type report by broadcasters rather than the categorical percentages of public service programming, et al., at license renewal time. To some broadcasters this could indicate a sympathetic ear for broadcasters who may have found it necessary to program a music-and-news format, or to change from longhair broadcast owner George Storer to other music, because of a need to meet community requirements and competitive station ratings. R.&R. Sidelight

The inevitable rock and roll sidelight came into the Doerfer resignation with revelation last week that anti-rock crusader Gloria Parker had wired President

(Continued on page 14)

PAYOLA PROBE LIKELY DELAYED

WASHINGTON - Resumption of payola hearings by the Harris (D., Ark.) Legislative Oversight Subcommittee may not take place until mid-April or even later, because of the scheduling of lengthy legislative hearings by the group, beginning this week (March 15).

Representatives of more than 70 organizations, including industry, government, and bar association groups, will be heard on bills introduced last session to remedy administrative problems of regulatory agencies, the Subcommittee chairman has announced. First on the hearing agenda will be the Federal Communications Commission.

DGG Imports to Be Strictly German-Made

aged product emanating from the contains a performance of the Deutsche Grammophon label in Germany will henceforth hit the American market via recordings "Piano Concerto in D Minor." pressed and packaged in Germany, it was announced this week by Sydney N. Goldberg, Decca Diswill participate in a tune competi- tributing's veepee in charge of sales.

> Previously the DGG product has been pressed here from the original German master tapes. Under the new set-up, the packages will be oureux Ork of Paris; and Haydn's bagged in polyethylene envelopes "Missa Sancta Caeciliae," with Euat the factory in Germany and will be imprinted, "imported." All new releases will be pegged at \$5.98 for monaural and \$6.98 for stereo. Decca branches will distribute the prestige line which was described as having the quality of almost being "hand made."

On the domestic side, Decca Gold Label will continue to issue its own line of product, with such top flight artists as Andres Se- top brass needled their foreign Green, Vice-President Art Talgovia, the New York Pro Musica, licensees at a Paris meeting last madge and European chief Brice five of its young artist-clients. Ruth Slenczynska and the Don week, producing charts to show Somers presided at the conclave. Cossack Choir.

a.&r. chief, said that 20 new sets centrating too heavily on the hot, this area, and to develop better would feature the initial release of obvious merchandise, the brass selling techniques in the various the new imported DGG product, argued, licensees are losing the countries. A sales demonstration Regular releases are expected from benefits of exposing the catalog film was shown to the delegates this time forward.

A highlight of the initial group,

Warren Dies On Met Stage

NEW YORK - Leonard Warhere March 4 during a performance of "La Forza del Destino"

Acclaimed as the greatest bari-Rigoletto. Warren is survived by tends to be repeated in Europe. his wife, Agathe Leifflin.

Festival in New York, which cial memorial recording, featuring held in the Hotel Scribe in Paris. wound up last Sunday (6) at Car- nine arias by Warren from works It was co-ordinated by Brice Somnegie Hall in New York, has so of Verdi, Leoncavallo, Giordano, ers, supervisor of Mercury's intermany turnaways that extra cops and Ponchielli operas which he national division, who headuqurters had to be called to control the sang at the Met. They include in Geneva. crowds. The Festival, produced by the Act II aria from "La Forza impresario Alberti Landi, was del Destino," the heretofore unrecompletely sold out on its last leased "Andrea Chenier" aria and night, and played to 300 standees. ["Il Balen" from "Il Trovatore," held its Fourth International Con-It was estimated that the turn- the last record he made - cut in vention here March 2-5, for its name singers including Lena ing by a rhythm combo, illustrat-

NEW YORK - All future pack- Sviatoslav Richter. First of these Schumann "Piano Concerto," while the second contains Prokofiev's "Fifth Concerto," and Mozart's These feature the National Philharmonic Symphony of Warsaw.

> Other highlights are a two-disk set of Dvorak's "Requiem," featuring Maria Stader, Kim Brog. Ernst Haefliger and Karel Ancerl; Berlioz' "Damnation of Faust," with Igor Markevitch and the Lam-

Elements of Cleffer-BMI

NEW YORK - The scope of the songwriter suit against BMI and major broadcasters has been sharply winnowed down and defined as a result of hearings before Judge Ryan Friday (4) by plaintiffs and defendants.

Judge Ryan's exclusion of the issue of performance rights of the category of a massive anti-\$150,000,000 in triple damages was pegged primarily on the performance rights angle. The action was started in November, 1953.

Judge Ryan, in the oral argument Friday, stated in part that in view of the limitations now set on the extent of the claims, the suit is now a comparatively simple

Judge Rosenman, for BMI, asked val. Judge Ryan: "May I ask your Honor to rule as a part of this promoters take in prime jazz terriruling that the plaintiffs may not tory from Chicago to Boston. They introduce any evidence of discrim- will handle a lot of talent, and ination by the defendants against will stage a number of national Radio Symphony, with Maria Sta- anybody except these plaintiffs?" jazz tours. Trio are throwing an

(Continued on page 112)

Suit Trimmed

Performance Rights Issue Excluded; Action Limited

based upon a recent decision by Federal Judge Weinfeld — and his further restriction that the suit is not a class action but merely limited to claims of the 33 defendants, is regarded by many as simplifying the case and taking it out trust suit. Adherents of this view hold that the original claim of

CORRECTION

NEW YORK - Last week The Billboard inadvertently stated in the column for Artists' Biographies for Jockey Programming that Paul Evans' latest waxing on Guaranteed was "not on the charts." "Midnight Special," as anyone can see, is moving quickly up our Honor Roll Charts and now stands at position Number 18.

Impresarios Team on Jazz Promotion

NEW YORK — Jazz promoters George Wein, Ed Sarkesian and Al Grossman are setting up a national jazz producing organization called PAMA, Production and Management Association.

The organization will combine the promotional talents of Boston's Wein, Chicago's Grossman and Detroit's Sarkesian. Altho the three men will be associated in new ventures they will continue to promote their current productions independently. This means that Wein will continue to handle the Newport Jazz Festival, French Lick, Boston and European tours; Grossman will continue with the Newport Folk Festival, and dates with Odetta and Bob Gibson; and Sarkesian will continue with his "Jazz For Moderns," and the Detroit Jazz Festi-

In joining together the three open house in New York on Wednesday (16) to celebrate the association.

Burton Talent Gets Contracts

NEW YORK - Burton Management, Inc. (Ed Burton), has lined up recording contracts for

Jamie Coe has been pacted by ABC-Paramount. Beverly Wright has signed with Bobby Shad's Time label. Bobby Sharp has inked an Epic contract. Billy Valentine has gone with Strand, and the Light Brothers have tied up with Canadian-American.

With the experience of Coe and Sharp, the performers will all be represented by masters cut by the Burton organization as their first releases in their new label affilia-

Col. 10%-Off Tape Deal

NEW YORK -- Columbia Records is offering a 10 per cent discount on the firm's complete prerecorded tape catalog during the month of March and part of April.

SINGERS AID KIT

Specialty Albums Gaited To Young Professionals

NEW YORK—Phil Moore, the roll and others, and has arranged arranger - conductor - composer, is and conducted many a record set, entering the diskery business with came up with the idea to create a a series of specialty albums with package for new young singers arrangements and orchestrations about a year ago. He has been for singers that will be called "For working on the first four sets ever Singers Only." The sets, which con- since. The idea of the package is sist of an LP record and six manu- to give a young singer a routine, script-size orchestrations, will be the backing to rehearse it, and orsold via mail order and thru key chestrations to use at a club date. record-music shops, for \$12.95 each. The first four sets will be are set up. The 12-inch LP record issued early in April.

Here is the way the packages contains six songs. Moore sings the Moore, who has worked with song on the first track over back-

(Continued on page 112)

Copyrighted material

Merc Plans Step-Up On Foreign Promotion

that too much of the label's catain depth.

They proposed a plan for ex-selling device. according to Horowitz, will be two tending artist exposure and supsets by the noted Russian pianist, ported it by offering funds for co- past and present Mercury hits in operative radio advertising.

declined to elaborate on these plans. He said that he, Prexy Irving Billboard because "we don't want land, France, Germany, Holland, ren, 48, leading baritone, died to tell the competition what we're Israel, Italy, Portugal, Spain, Swedoing."

Green, who left for a vacation on the stage of the Metropolitan upon his return to the States, was Opera House. He suffered a mas- unavailable for comment. Talsive brain hemorrhage immediately madge stayed on in Europe to look after finishing an aria at the end into a.&r. opportunities in capitals there.

In a prepared press release, tone of the Met roster, he won Steinberg said that EP's are on the the Metropolitan Auditions of the downgrade in Europe, a trend that Air 22 years ago. He had sung is more than offset by rising sales 631 performances of 22 roles at the in LP's. Any sales trend in the Met, over one-fifth in the role of United States, he commented,

The seminar, attended by 40 RCA Victor is releasing a spe- delegates from 16 countries, was

> PARIS - Mercury Record European and Middle Eastern dis- Horne, Julie Wilson, Diahann Car-

CHICAGO - Mercury Records tributors. Mercury President Irving

The purpose of the convention Is Horowitz. Decca's classical log is being neglected. By con- was to stimulate record sales in and put at their disposal as a

The film offered excerpts from both the classical and popular Irwin Steinberg, vice-president, fields, and emphasized aspects of Mercury's stereo sound.

At the convention, 40 delegates Green and Art Talmadge, v.-p., represented 14 European and Midagreed at a private meeting in dle Eastern countries, including Paris to withhold details from The Belgium, Britain, Denmark, Finden, Switzerland and America.



MORE GREAT NEW SUCCESSES OF

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Dinah Washington

PROMISE ME THOMAS and 2223 MILES Patti Page 71597

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Johnny Preston

71598

TOKEN OF LOVE

Benny Barnes

71600

GO ON, GO ON

Jivin' Gene

71561



B'WAY ORIGINAL-CAST ALBUM BATTLE BUILDS

Continued from page 1

name artists to be issued prior to tion. the Broadway opening of tunes from the show. One of the reasons that Frank Loesser's "Greenwillow" went to RCA Victor, it is understood, was due to the lineup of name artists, such as Perry Como, Della Reese, Bing Crosby, Rosie Clooney and others, that Victor offered to do tunes from the show. (Crosby and Clooney, not being Victor contract artists, necessitated special pacts.) In addition Victor proffered a gigantic sales campaign on the album.

It is also interesting to note the important role that record clubs are playing in who gets what cast albums. Altho no producer or record company wants to talk about it, it

Fremd Gets New Col. Post

NEW YORK - Peter Fremd has been appointed to the post of director of information services at Columbia Records. Information services is the new name of Columbia's public relations department, formerly headed by Debbie Ishlon, who was recently upped to creative services chief at the diskery. Fremd will report to Miss vertising and promotion, information services and art departments.

Fremd has been with Columbia since the fall of 1958, as manager of popular records publicity. Prior to his joining Columbia he was in charge of radio and TV films for Longines Wittenauer Watch Company. He has directed and produced TV shows, and is known to be a strong anchor man on drums with a small combo.

ITALIAN DISK LABELS BURGEON

ROME - Popularity of recordings can be seen in the fact that available labels in Italy have increased in three years from 21 to 67. The new company with its own label was virtually unknown here until 1957, but at the present rate the number may well hit 100 before the end of 1960.

financing to the producers of a is known that in some recent cast Broadway musical, it seems, is the album contracts, diskeries made name value and the number of specific arrangements on when the single records and instrumental or cast set would go into the club, jazz albums that a diskery is will- what type of promotion it would ing to issue of tunes from the musi- receive in club advertising, etc. cal. Producers are rougher than Since club sales can amount to ever on record companies with 100,000 or better on a hit album, their demands for single records by they are an important considera-

> So far this season, 1959-1960, Columbia has come up with the hottest of the new original casters, "The Sound of Music," which is tation before an organizing comreportedly close to the 500,000 mittee headed by Sevro Miron, mark. Capitol probably has the noted reporter and composer himnext hottest set in "Fiorello" and is self; Mariano Rivera Conde, vicedoing well with the off-Broadway president of RCA Victor of Mexscore of "Little Mary Sunshine." Victor is doing well with "Take Me of Mexico, Francisco Mendez, and Along" and hopes to have a hot Andre Toffel, a.&r. director for one with "Greenwillow," which was Columbia Records in Mexico. waxed last Sunday (13) and is due out next week. Columbia Records, which also spreads out in the direc- choose their own performing artist, tion of straight plays on wax now and may submit as many songs and then (such as "Ages of Man" last spring), has also just about The only specific requirement is pacted the record rights to "A that all composers must have been Thurber Carnival," which contains residents of Mexico for the past incidental music by Don Elliott.

UA Schedules 8 March Sets

NEW YORK - United Artists Records is kicking off its March album releases with an offbeat ft Cites "Original Amateur Hour's 25th Anniversary Album." The two-record set will retail for \$6.98 and contains performances by current only available in monophonic in- Miss. cludes performances by Pat Boone, Vale and other stars.

set are seven other new UA LP's riguez at the Palladium"; "March televison disk jockeys and other emble, entitled "All Points East"; two contends. sound track sets and one classical disk.

phony No. 7" in which Leopold tion of the FTC Act. Stokowski conducts the Symphony of the Air.

Mexican Music Fiesta Lures **Lunesmiths**

MEXICO CITY — Over 200 composers have registered for the forthcoming Mexican Music Festival to be presented here at the Palace of Fine Arts and Municipal Auditorium.

More than 1,000 tunesmiths are expected to file songs for presenico; director of artists at Peerless

The festival is open to all songwriters, foreign or native, who may for consideration as they wish. 10 years.

Among the more well-known composers represented are Augustin Lara, author of "Granada," and Consuelo Valdez, who penned "Besame, Besame Mucho." Last day for registry at general headquarters at the Alfer Hotel is March 21.

WASHINGTON — A payola Ishlon, who now overseas the ad- stars who made their break-thru complaint was issued by Federal to show business stardom via the Trade Commission last week (11), March as well as the catalog, and the aegis of either Major Bowes or against Ace Record Company, Inc., Ted Mack. The album which is and Record Sales, Inc., Jackson, Gee Records. As a direct result Records has appointed three new

> Also named in the complaint Teresa Brewer, Art Lund, Jerry are John V. Imbragulio, president of both companies, and Joseph Ca-Teamed with the Amateur Hour ronna, treasurer of Record Sales.

> FTC charges that the companies for March distribution: "Tito Rod- have made payoffs to radio and Along-Sing Along," a sing along al- ployees of broadcasting stations for bum by Glenn Osser's Marching the purpose of increasing sales of Band and Chorus; "Dream Con- their records thru exposure. Since certo," pop versions of piano clas- the deejays conceal the fact that sics by Ferrante and Teicher with payments have been made for air-Orchestra and Chorus; music from ing the songs, the public is misled Turkey, Armenia and Greece by into believing the records are se-Gus Vali and his Casbah Ensem- lected strictly on their merits, FTC

> Such "deception" misleads purchasers into buying the records, The two sound track versions and is capable of diverting trade are from "The Fugitive Kind," and unfairly from competitors. FTC "The Unforgiven." The one classi-cal selection is "Beethoven: Sym-method of competition" in viola-

Parties are granted 30 days to file an answer.

HOT 100 ADDS 10

NEW YORK - Ten new sides appear on this week's Hot 100 chart. These are:

65. Don't Throw Away All Those Teardrops (Rambed, BMI) — Frankie Avalon, Chancellor

76. At My Front Door (Conrad, BMI) — Dee Clark,

84. Straight A's in Love (Knox, BMI) — Johnny Cash, Sun 88. Big Iron (Marty's Music, BMI) - Marty Robbins, Columbia

89. Caravan (American Academy of Music, ASCAP) — Santo & Johnny, Canadian-American

96. The Old Lamplighter (Shapiro-Bernstein, ASCAP) — The Browns, RCA Victor

97. Ruby (Miller, ASCAP) — Adam Wade, Coed

98. Don't Deceive Me (Rush, BMI) - Ruth Brown, Atlantic Lonely Weekend (Knox, BMI) — Charlie Rich, Phillips International

100. Teenage Sonata (Marks, BMI) - Sam Cooke, RCA

MAREK WARNS AGAINST LOSS OF DJ FUNCTIONS

Continued from page 1

Roulette to

Sales Push

albums he purchases.

Extend Album

NEW YORK - Roulette Rec-

ords has entended its "Operation

Clean-Up" sales plan for dealers

mits dealers to return \$1 worth of

"dead" merchandise on any label

takes in Tico, Roost, Forum and

Cones, Lionel Thorpe, Jack Ross

and the Dick Lane Quartet, Lu-

He is also making plans for re-

cording Sarah Vaughan's first sin-

gle session for Roulette when

she joins the label the first of next

full of vituperative attacks against acceptance - which in turn gave These attacks in time softened to music generally.

anything new - such as the cake- way to the realization that these walk in its day, the waltz, etc. forms had made a contribution to

> "Who is to say that rock and roll is bad even tho it may not be your kind of music or mine?" Marek asked. He pointed out that all'eras of popular music had their bad songs, but that only the good ones were remembered years later.

With regard to the charge that The Big Beat contributes to juvenile delinquincy, Marek said: "This I doubt. Music has not the power to make a man better or to March 31. The plan, which worse. Homes, happy or unhappy, went into effect February 15, per- are responsible for this."

for every \$5 worth of Roulette UA Appoints The plan includes both the new Roulette releases for February and New Distribs

NEW YORK — United Artists of the new plan, Roulette's execu- key-city distributors to handle the tive veepee Joe Kolsky reports the company's line. Andy Meile, nalabel is "experiencing the heaviest tional sales manager for the label, volume of sales in albums since announced that Ideal Record Prodfirst going into the album business." ucts operated by Al Levine had At the same time Roulette's taken over New York distribution; artist and repertoire chief Joe Reis- Eric Distributors, headed by Irv man has signed and recorded more Piansky was the new representaartists during the last few weeks tive in San Francisco, and that the than any other time since he joined Southland Distributing Company the label. New pactees include under the aegis of Jacke Friedman the Chapparals, Connie and the was the new outlet in Atlanta.

RANK SETS UP cien Farrar, and Eddie Williams. HOSIERY TIE-IN ON PLASTIC DISK

NEW YORK - Rank Audio Plastic, the division of Rank Records of America, which manufactures what is known as the Thin Unbreakable Plastic TUP record, has launched its bendable plastic disk in its first commercial applications, one of which is a special teen-age premium deal, designed to sell girls' socks.

In the unique promotion, the Shamrock Hosiery Company of Brooklyn has placed an initial order for 50,000 of the disks. These will be packaged in polyethylene bags each of which will contain a pair of white crew type girls' socks and one pop recording. The disks will contain special versions of current top pop song hits. In the initial group of recordings, will be three different disks including "Theme From 'A Summer "Forever" and Place'," "Baby."

Price of the entire package will be 59 cents. James Galbally, veepee of the Shamrock firm, has predicted that his re - orders on the disk should run into the millions.

Another

SPECIAL-VALUE FEATURE OF



RECORD INDUSTRY

& DIRECTORY ISSUE



A Directory of Services and Supplies for the Manufacture, Distribution and Sale of Records and Allied Products-coming in the . . .

April 18 Issue

Ashley Joins MDS Firm

month.

NEW YORK-Al Ashley, long known as a respected music jobber and more recently an active music publisher, has joined forces with Larry and Maurice Richmond in Music Dealers' Service.

The trade is already seeing the new MDS entente as a good omen for the business. The Richmonds and Ashley between them, represent better than a century of experience in the jobbing field. The new set-up also involves enlarged quarters, streamlined facilities and an increased staff for the more efficient handling of dealer orders.

Prior to joining up with the MDS operation, Ashley had operated such music firms as Lewis, Schuberth, Century, Amsco, "Everybody's Favorite Series," Consolidated. Dorsey and Em-

Ashley moved into the MDS operation when the firm was recently undergoing proceedings under

(Continued on page 11)

Two of the greatest ROCK·N·ROLL BALLADS

and

PLEDGNG MYLOVE

as sung by

JOHN TOWN

with a lush orchestral backing by

ARCHIE BLEYER

CADENCE 1377

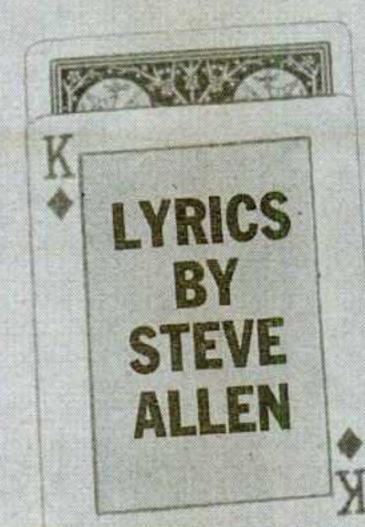
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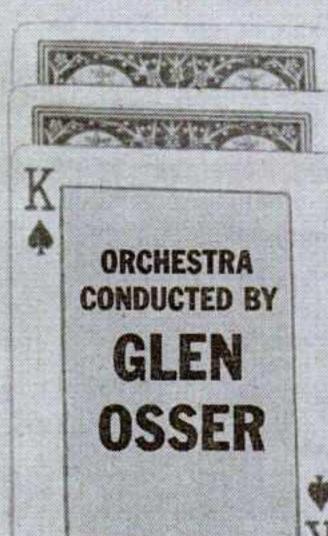


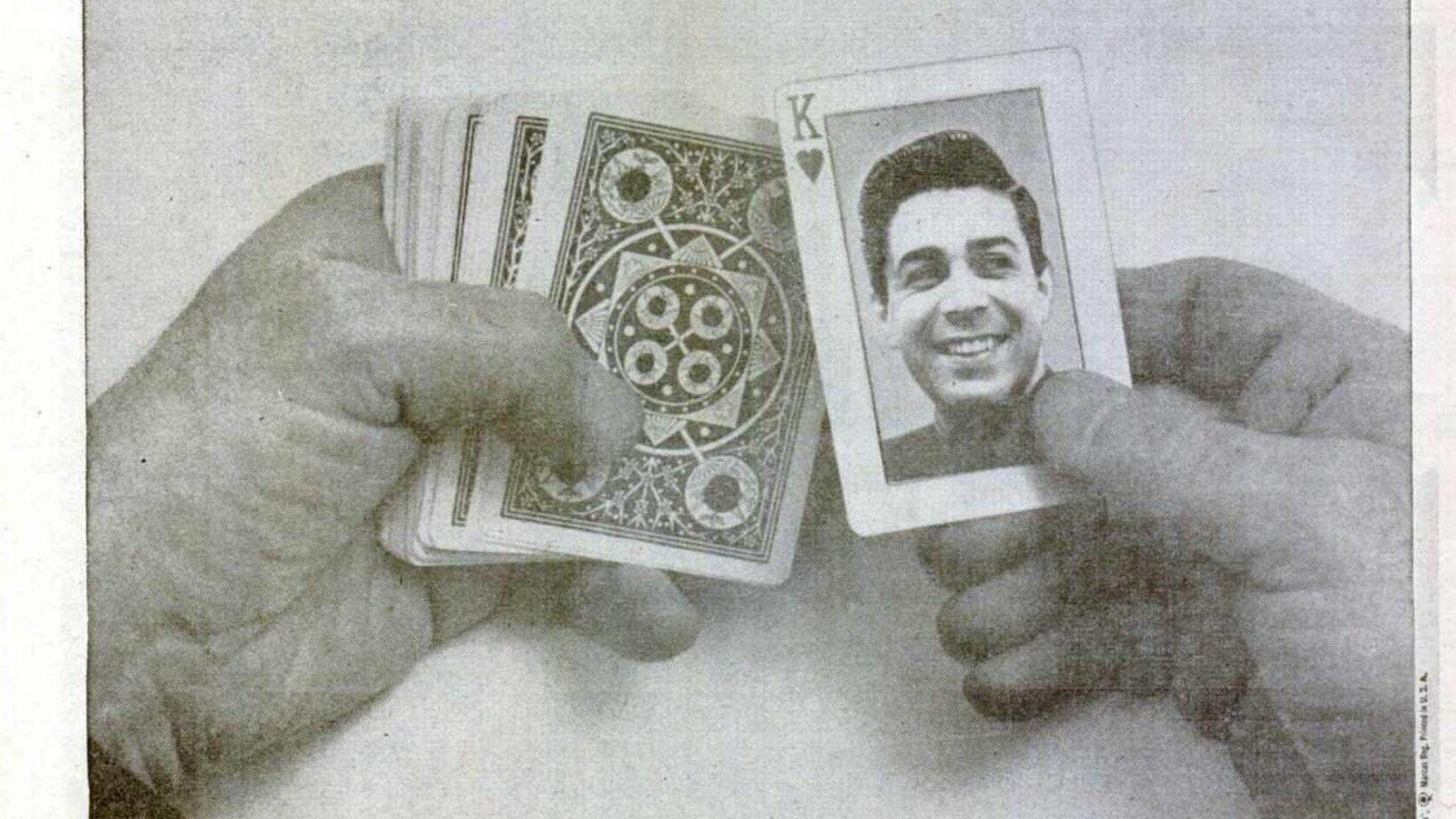


ANOTHER WINNING HAND FROM COLUMBIA #1 IN CONSUMER SALES









4-41594

FLASH! JERRY VALE HAS JUST BEEN VOTED "THE MOST PROMISING SINGER OF 1960" BY AGVA

Chi Dealers' **Suit Becomes Obstacle Race**

Cap, Victor Toss Fancy Blocking in Antitrust Hassle

CHICAGO-The status of an antitrust suit by five retail dealers here against RCA Victor, Columbia and Capitol, to use an almost extinct legal term, is "farblungit." This, in the lexicon of ancient courts of the Middle East, means mighty hasseled up.

Lawyers for Capitol Records, Inc., have considerably slowed the forward motion of arguments by denying that the Federal District Court in Northern Illinois, where the suit was filed, has any jurisdiction over their clients. They claim that the label does business only in California, where they sell to Capitol Records Distributing Company and to the Capitol Records Club, a separate corporation. Since they do not do business in Illinois, their lawyers contend, they cannot be sued here. The plaintiffs' lawyers, on the other hand, are arguing that Capitol does business here via advertising in national magazines and by having their products sold here, tures.

The farblungitness of the case became deeper by a more recent move by lawyers for RCA Victor. They have asked the plaintiffretailers to produce their income hearing will begin after the Capitol tax records as well as any papers relating to their activity in trade After both matters are resolved, associations. The dealers' lawyers there will be clear sailing ahead for interpret the latter move as an weighing the antitrust chargesattempt to involve the Society of maybe.

PAYOLA BY THE PINT PAYS OFF

WASHINGTON - Deejay Fred Fiske, WWDC, here, has demanded and got "blood money" from 10 local record distributors and one record act — the Brothers Four in return for "payola plugs" on his show last week.

The one - day "payola" agreement, set up to kick off Red Cross Month, called for Fiske to play the plug tune of each distrib on his show. In return the distributors and artists donated a pint of blood.

Donors included Augie Blume, RCA; Bernie Block, Marnel; Chick Silvers, Mercury; Jack Kirby, J. & F.; Johnny Lam, Schwartz Brothers; Chuck Gregory, Columbia; Bob Callahan, Decca; Nat Lopatin, Kapp; Eddie Kalicka, Mangold, and Harold Berkman, Joseph Zamoiski Company.

The Brothers Four received four spins for their Columbia disk "Greenfields," in view of their two quart contribution. Fiske originated both his morning and afternoon shows last Monday (29) from the Blood Donor Center of the Red Cross.

Record Dealers (SORD) in the case. SORD has admitted it has even if thru other corporate struc- financed the suit, but is not named as a plaintiff. Now a detailed hearing must be held to determine whether the income tax records and trade association papers are relevant to the suit-that is, this Records issue is settled.

Bill to Ban Imported Pic TV Tracks

WASHINGTON — A bill to make it a crime to use imported foreign sound track as background music for American TV and movies has been introduced by Rep. Thomas Pelly (R., Wash). Specifically, the Pelly bill would ban tape music originally performed outside the U. S. and reproduced by persons who at the time of the original performance were not eligible under the Immigration and Nationality Act to themselves enter and perform in person in the USA, Pelly told Congressmen last week

Pelly called the foreign-made recordings "mechanical wetbacks," and said they grievously harm cultural development in America. The imported "robot tapes" have long deprived American musicians of work in background music for TV and movies here, Pelly said. masquerading as art and culture, the foreign tapes "undermine our own residential artists and evade existing immigration restrictions on imports intended to protect and foster music and musicians in this country."

The Bill, H.R. 11043, has the hearty endorsement of AFM President Kerman Kenin, and now goes to the House Judiciary Committee.

Kanner Joins Dwain

NEW YORK - Jerry Kanner has been named as the new general musical director and chief conductor of Dwain Records. Kanner has been involved in recording conductorships, in radio, and with West Coast film production.

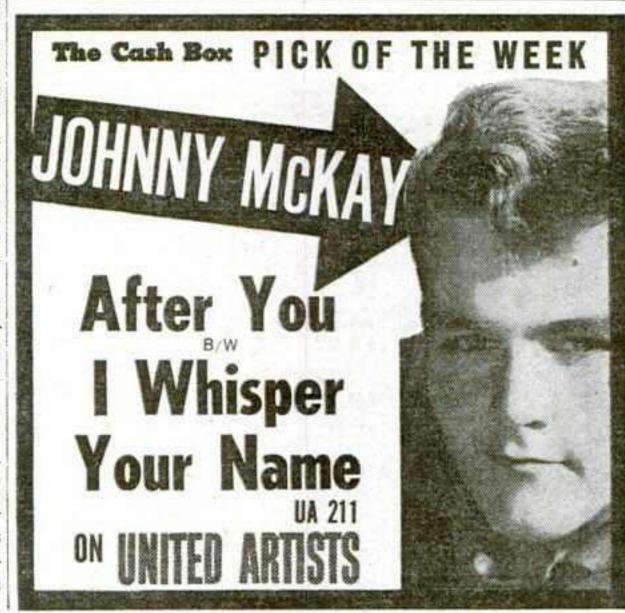
NEW AM-FM STATION GUIDE

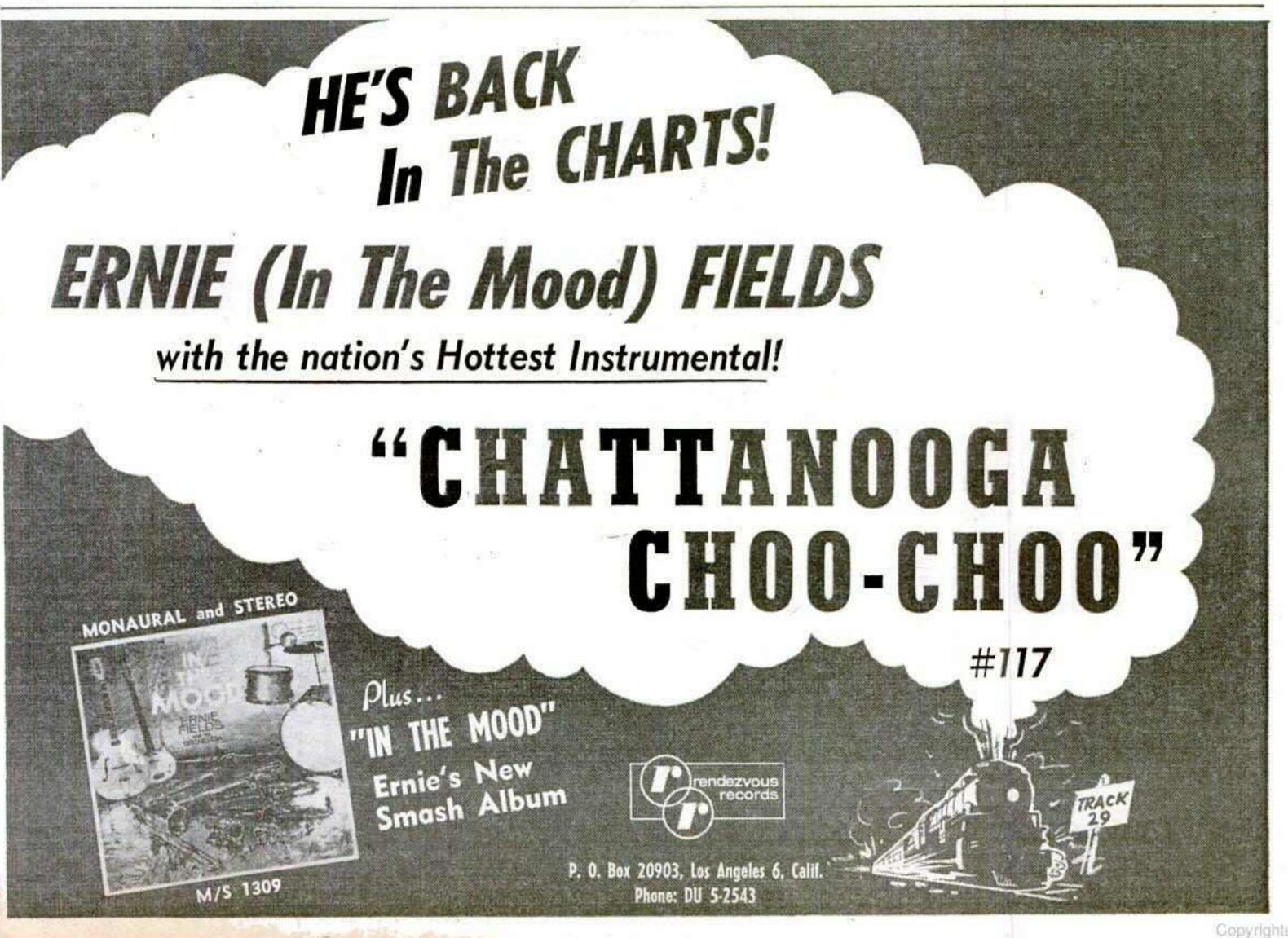
NEWARK, N. J. - Manufacturers and distributors of records will be interested to learn that the Blonder-Tongue Laboratories, Inc., of Newark, N. J., are offering a free pocket-sized guide to the nation's FM and FM-AM radio stations. The guide serves as a handy station finder and has detailed listing of the frequencies and call letters of some 600 FM broadcasters. Those desiring free copies should write to the Blonder-Tongue Laboratories and ask for Form FMS-10-129.

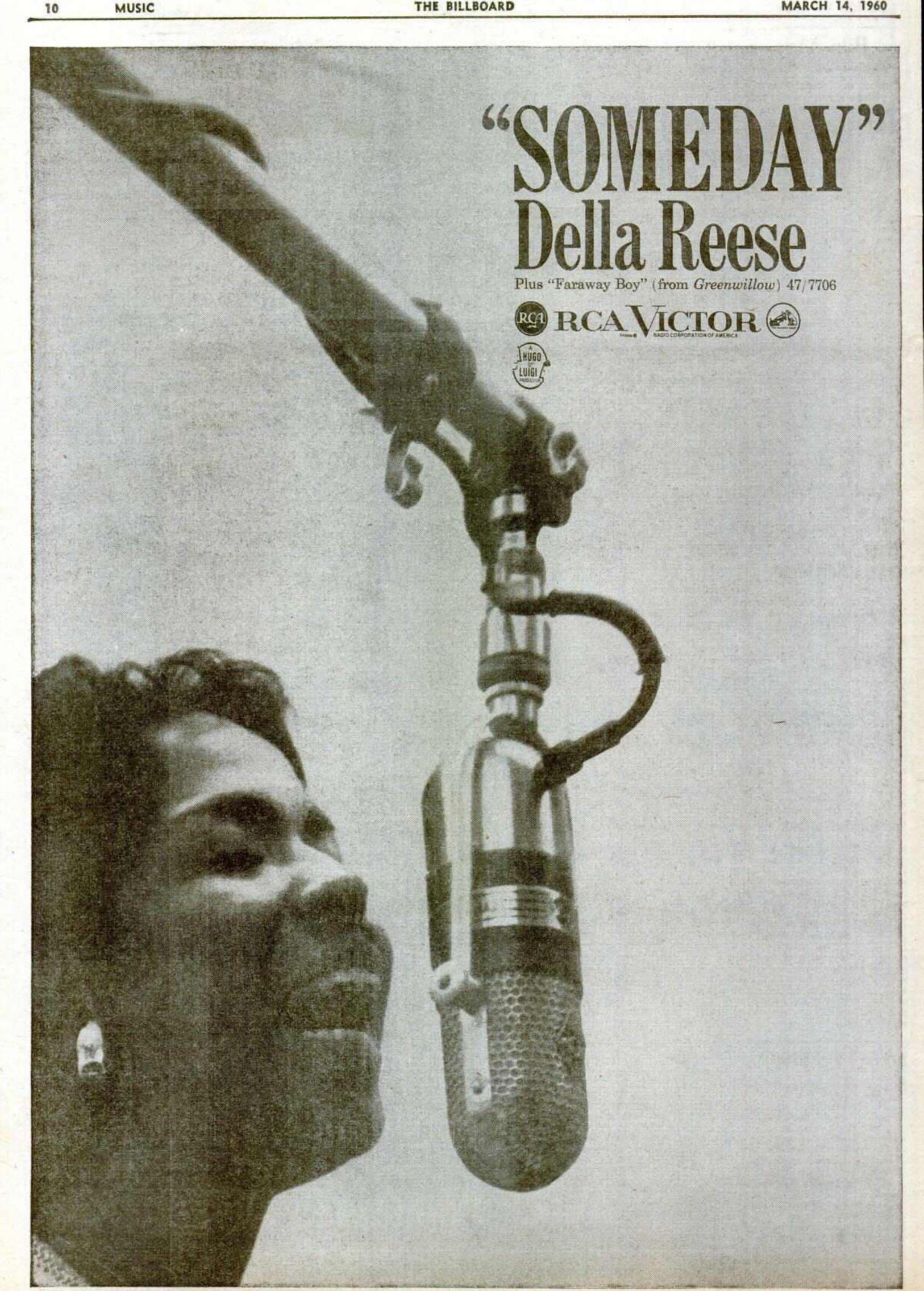
Action to Distrib Dot In New York

NEW YORK - Dot Records has made its second distributor change in this territory within a year. Official announcement came this week of Dot's move from London Record Distributors here to Action Records, Inc. London took over the line last spring from Jerry Blaine's Cosnat operation.

Action, helmed by Lou Klayman, is one-third of the so-called "Triple-A" organization, which also includes Astor Records in Pittsburgh, operated by Herbie Cohen, and Arnold of Chicago, headed up by Morrie Price.







Pye Mgr. Scores Disk Greed Col. Deal Irks

Continued from page 3

nies in the States have contributed manufacturers. You can take it in part toward this situation. The from me that more and more inmethod of their contribution cen- ternational companies are in revolt ters on their dollar hunger when against some of the ridiculous ad-

Hub Symph, Munch to Far East

WASHINGTON — The Boston Symphony Orchestra, under the direction of Charles Munch, will leave for the Far East on April 26 to begin an eight-week concert tour. Tour will be under the sponsorship of the President's Special International Program for Cultural Presentations, administered by the State Department.

Some 37 concerts will be given in Korea, Japan, the Philippines, Australia and New Zealand, Aaron Copland, noted American composer and conductor, will join the orchestra as guest conductor.

Before undertaking the assignment, Mr. Copland will visit the Soviet Union with Lukas Foss, another of this nation's leading orchestral composers. The composers will visit the U. S. S. R. under the terms of a 1958 agreement signed by State Department and Russia, which called for cultural exchanges.

Fox Settlements

Continued from page 3

with copies to all publishers, their own material; they then be-AGAC prexy. Burton Lane, has gin to lose interest in overseas catcalled attention to the fact that alogs. In a nutshell there will be "the consents of individual writers an awful lot of other countries concerned were not obtained in taking the same steps as those cur-

in obtaining individual consents is American manufacturers will only too difficult," the letter continues, have themselves to blame. "we would suggest that you submit such settlements to AGAC for ap- in which both our countries excel proval before completing negotiations. Would you be good enough My advice, for what it's worth, is to let us hear from you on this that when serving you will be well Bros., veterans with the Merc matter at your earliest conven- advised to place your shot careience?"

phia, told The Billboard that the ball out of court . . . when this hapwriters were particularly irked at pens the ball very often gets lost.' the fact that the Fox settlements on behalf of publishers were based on "x" number of dollars for "x" number of unspecified copyrights. "In other words," Lane said, "these are blanket or bulk settlements with no breakdown by song title. Hence, there is no way of determining now what part of the total monies are due each individual recording in 1960. More time ing naming of a successor to Harwriter. That's fine for a publisher who holds copyrights on the works of many different writers but how does the individual writer know where he stands?"

LIBERTY'S \$100 BOOMERANG BITE

HOLLYWOOD - Liberty Records' "Mr. Boomerang" contest last week boomeranged. Liberty's Aussie import, Johnny O'Keefe, tagged 1 Mr. Boomerang" by the label, has been attracting attention during his current promotional tour by offering \$100 to anyone who could outdistance his boomerang throw. Last week, during a contest staged by Liberty's Pelican Distributors in New Orleans, a native Louisianan tried his hand at tossing and walked away wealthier by \$100.

some of the independent compa- discussing deals with overseas vances and guarantees asked by some of the companies in the American industry when discussing possible deals for affiliation.

"It is the rule rather than the exception with many independent companies that they ask advances which are very much out of proportion with what they have to offer. They are also apparently forgetting, in many instances, that the population of some of the countries where they seek affiliation is very much less than the vast population of America.

"The American popular record industry is the greatest in the world, overyone knows that from the Dalai Lama of Tibet to the penguins in Antarctica. How did it become great? In my view by capable management and merchandising principally on the part of the major companies and the bigger indies, in that when they were establishing overseas affiliations the principal factor concerning them was the efficiency with which their records would be promoted and merchandised, as opposed to auctioning them to the highest bidder to offset 'promotion' costs.

"When overseas companies are consistently faced with repeated requests for astronomical advances they give up the ghost and start to build their own material-for some of the amounts asked they could record a healthy catalog of their own-and then they in turn could begin to lease it overseas. overdue mechanical royalty pay- A company only needs to drink ments of a relatively long-standing from the cup of success once or twice in this regard before gaining In a letter to the Harry Fox office sufficient incentive to get behind connection with these settlements. rently witnessed in Great Britain, Merc line in San Francisco thru one-nighter tour. Meanwhile Gene firmation was obtained here on a "If you feel that the detail work and I reaffirm the cry, some of the

"In tennis parlance — a game -I now say 'It's your service, Sir.' fully and strategically instead of Lane, speaking from Philadel- aiming too high and hitting the in Des Moines to Mid-America.

Camden Plans

Continued from page 3

it was started about six years ago, was strictly a vault project as far as product was concerned. This RIDDLE CAN CAN concept has changed in the last couple of years, and the change was stimulated by the coming of stereo. "We do a tremendous business from vault material, but we must freshen up the flow of product . . . that is why the concept of the label has changed," Clark added.

Initial planning for 1960 was predicated upon a 10-15 per cent increase in sales over 1959, Clark stated, adding that if the spurt of the first quarter continues the increase in 1960 will hit 25-30 per

Continued from page 3

they did with the record club without a fight. Yesterday (10) a committee from our association met with representatives of the Federal Trade Commission in New York to present our case. We feel there must be something legal that will protect a dealer against the manufacturer taking over his function.

The association meeting was also featured by reports that all distributors contacted recently have promised to live up to exchange guarantee deals. Earlier, there were complaints that distributor salesmen would make offers which their companies later refused to back up. Another point of discussion was an annual affair to be held by the association at which awards will be given to artists and the most co-operative distributors.

Merc Distrib Shuffle in **Buffalo Area**

CHICAGO — Mercury Records has made its fourth distributor change in a month, dropping its outlet in Buffalo, Metro Distributors, and dividing the territory between company-owned branches in Cleveland and New York.

central portion of the State, includ- 21-day one-nighter tour. ing the cities of Rochester, Utica Johnny Preston, whose Mercury strong point of sale merchandising by the New York branch.

Record Service.

formerly covered by Heilcher of Cliff Richard. label. In Minneapolis, the label was given to Coda Distributors and

NAB Names Interim Head

WASHINGTON — Everett E. of concentrating on better product, Revercomb has been selected act-Clark stated that Camden would ing administrator to the National cut down on the amount of new Association of Broadcasters, pendwould be spent on planning album old E. Fellows, president of NAB, releases and more promotional who died Tuesday (8). Revercomb push would be given each item. has been secretary-treasurer of the Money saved via fewer new re- NAB, and has been associated with leases would be used for point the group since 1935. Action was of sale material and other dealer announced by NAB TV Board aids, such as local promotions, pur- Chairman G. Richard Shafto of chase of radio time, special racks, WIS-TV, Columbia, S. C., and F. C. Sowell, NAB radio board Clark noted that Camden, when chairman of WLAC, Nashville,

DISK BEATS GUN

HOLLYWOOD - Capitol Records will beat itself out on the market with a Nelson Riddle dance version package of its own original sound-track "Can Can" album. The Riddle dance treatments are being issued this week as a special mid-month rush release while the original sound-track album from the 20th Century Fox film is scheduled to hit the market three weeks later.

British Yen for Disk Names

Continued from page 3

home territory.

scene is the triple threat package a full-hour show from a number of Bobby Darin, Clyde McPhatter of British locations for showing in and Duane Eddy, which opens America April 27. British bookers there next Friday (18). This GAC hope to persuade Como to appear unit is the first package to be sent locally on TV during the visit. to Britain and the jubilant book- On a related kick, Pat Boone, ers and promoters are reporting who flew to London for St. Valen-"the biggest rush for tickets since tine's weekend for TV, will move Bill Haley's tour just three years his whole troupe to the Continent ago."

Philharmonic package arrived in American ABC-TV slot. It's be-London for its tour, with reports lieved possible that Boone, too, will indicating it will be "the most pop- tape a show from Britain following ular American package ever to hit the work on the Continent. The Britain." Jack Higgins of Harold controversial Jack Paar will also Davison's booking office stated: "It do five shows from London with any American jazzmen have ever guests from March 25-30. had in Britain. We have never known such a demand for tickets. nett, who operates the Pigalle in The fans seem to have gone wild." London, has already booked The package includes Ella Fitz- Sammy Davis Jr. for four weeks gerald, Roy Eldridge, Shelly starting May 7. Burnett arrived Manne, the Paul Smith Quartet in the States last week bent on and the Jimmy Guiffre Trio.

Baise and company are due to open singer to come in for three weeks their fourth British concert tour in July. He is also going after in three years on April 15 at the Tony Martin. London Palladium. Miles Davis, long rumored for a British tour, will finally make it for 10 days, starting in London, May 7.

Impressive Talent

line-up is equally impressive. Upcoming April 3 will be the start The Cleveland branch takes over of the Everly Brothers' first visit the eight western-most counties of to England, a trip that has been form. UST will issue eight UA New York, including the cities of in the works for two years. The tapes. According to UST Market-Buffalo and Niagara Falls. The boys, Ivy suits and all, will do a ing Manager Bill Muster, the new

and Binghamton will be serviced slicing of "Running Bear," cata- program and a solid ad campaign. pulted him into the spotlight, Last week, Merc gave its line to opens a long tour on April 10. a newly formed distribbery in the The great Sister Rosetta Tharpe Washington-Oregon territory, Mu- also arrives in London in April • Continued from page 6 sic Distributors, owned by Stan for a tour with the Chris Barber Shulman and Lou Leventhal. Shul- Band. RCA Victor's Neil Sedaka Chapter 11 of the Bankruptcy man and Leventhal also handle the arrives later in the spring for his Laws. On February 26, court conanother company, C&C Distribu- Vincent and Eddie Cochran have settlement plan offering publishers tors. For the past year, the North- been in Britain for several months 121/2 per cent of their outstandwest States were handled by B-G on a joint tour of one-nighters. It ing claims. The settlement was Other recent changes were in enough, who defended British art- money represented by Ashley's Des Moines and Minneapolis, both ists against the blasts from America moving into the picture.

> Meanwhile, Johnny and the Hurricanes arrive about May 1 for a tour, while Conway Twitty opens his trek on May 7 with a TV slotting on Saturday Spectacular.

tors for Britain will be Nat King burgh. Cole, who will be making his Palladium, the next evening.

even tho they grow cold in their | Perry Como has never been to England in his life but on April One of the most talked-of at- 15, he arrives with key personnel tractions on the current London of his American TV troupe to tape

next month where five separate Last week the 1960 Jazz-at-the- shows will be taped for his regular looks like the most stupendous tour his American troupe, plus British

Night club impresario Al Burshooting for the moon - Frank Also on the jazz front, Count Sinatra. Burnett would like the

UST Tape Issue

Continued from page 3

ductions of the original full color On the pop front, the talent art work featured in Verve's albums.

Release also marks the debut of United Artists product in tape release will be backed up by a

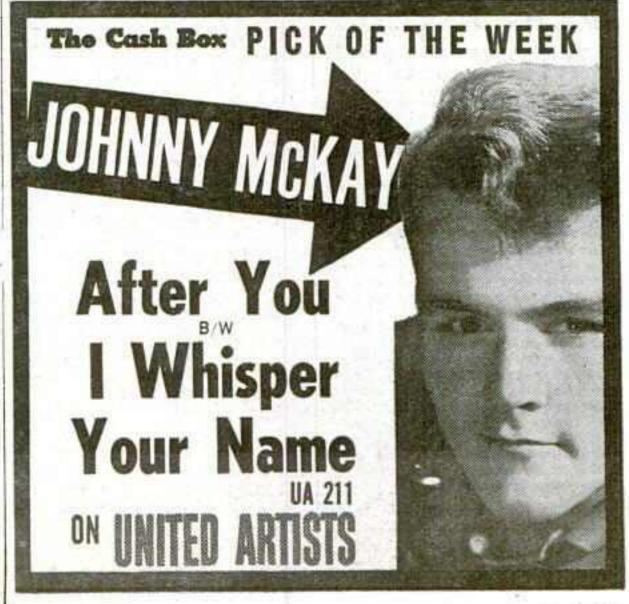
Ashley Joins

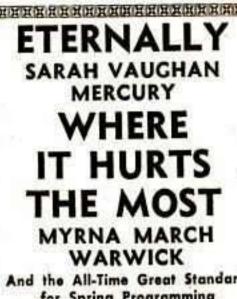
was Cochran in fact, curiously made possible in part by the fresh

Mercury Bus Continued from page 3

Klein's Mobile One-Stop operating One of the most important visi- in New York, Cleveland and Pitts-

Mercury's distributor in New first appearance there since 1954. Orleans was first to try the plan for Cole does a concert at London's the label but it flopped there. No, Victoria Theater May 14, followed not because it didn't pay-but beby the TV show, Sunday at the cause the salesman assigned to the bus quit his job.





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CIVE TO DAMON RUNYON

MOTION PICTURE REVIEW

'Can-Can' a Draw Despite Defects

It's hard to see how the new film based loosely on Cole Porter's "Can-Can" can avoid making a sturdy profit. It's got heavy marquee value and some choice Porter music. Capitol is releasing two LP's and at least one single which should benefit from the hoopla surrounding the picture; one LP is a sound track album, another is an orchestral version by Nelson Riddle, who scored the music for the picture. The single is a Frank Sinatra version of "C'Est Magnifique."

This film is blessed with potent names in Sinatra, Shirley MacLaine, Maurice Chevalier and Louis Jordan. Its songs include "C'Est Magnifique," "It's All Right With Me," "I Love Paris," "Come Along With Me," "Maidens Typical of France" and "Live and Let Live," from the original Porter score. In addition, having dropped some less successful works from the original, three Porter hits not from the stage version have added to the film: "Just One of Those Things," "Let's Do It" and "You Do Something to Me."

Yet, for all the talent and fine music, the film is somewhat disappointing. Not that it is a bad film; it simply does not measure up to its potential. At no time is it possible to feel that the characters are anything more than that. And this basic lack of sympathy and identification makes the dramatic aspects of the weak story seem merely a charade. The original was certainly hardly any better in this repect, but it is a matter of regret that as adept as Miss MacLaine and Sinatra may be in other respects, they were unable to portray their roles with real conviction.

The color, the music, the publicity deriving from Khrushchev's visit to the set—all these are plus factors, however. And, since most people don't seem to expect too much from a musical, dramatically, the prognosis is that "Can-Can" has enough assets to make it draw paying customers. It's screening as a reserved-seat attraction on its first run.

Sam Chase.

CONCERT REVIEW

Roselyn Tureck Interprets Bach

Roselyn Tureck showed how great her appeal has become as an exponent of Bach keyboard music when a full house turned out despite the severe snowstorm last Friday (4) to hear her play the "Goldberg Variations" at the Metropolitan Museum's Grace Rainey Rogers Auditorium.

Miss Tureck's way with this music is well known from her two-record Capitol set. She plays all the repeats and as a consequence requires far more time than any other artist, virtually all other versions being compressed onto a single record. As a result, the Variations comprised her entire program, there being no intermission or encores.

There's little doubt of the pianist's devotion to the composer and this is passed on to her audience. One might question certain mannerisms, not only in her playing but in her bearing onstage and at the keyboard, as being slightly theatrical. Some of her pianistic phraseology also tended to sound positively from the Romantic rather than the Classical period.

But this is quibbling. Miss Tureck has set out to interpret Bach in her own way. In the course of so doing (and with increasing success and acclaim) she has developed, consciously or not, her own set of idiosyncracies. These have tended to help her win a wider public, however. And Wanda Landowska, in her time, also had a distinct stage personality. Miss Tureck seems well on her way toward filling the role of Bach interpreter which was Miss Landowska's before the latter's death last year.

Sam Chase.

LEGIT REVIEW

Some Good Songs But No Magic

Frank Loesser has had a remarkable record of success with his past legit musicals, "Where's Charley," "Guys and Dolls," and "Most Happy Fella." His score may remain perfect in that his latest show, "Greenwillow," has a good chance to join its predecessors as a money maker. But its form and musical content are miles removed from his first two shows, without seeking to blaze any really new trails in the theater, as did "Fella" as a near-opera.

From a musical standpoint alone, Loesser's score does not redound with the kind of show-stopping songs in the popular idiom that marked "Guys and Dolls." But it contains a few which should have an excellent chance and a couple of others which, with sufficient exposure, can also create some excitement. What stands out as the surest shot is "The Music of Home," which gets two reprises after being heard early in the first act. This seems to contain all the needed elements to become a national standby such as "White Christmas" and "God Bless America." Bing Crosby has cut a single on it.

"Summertime Love" is a melodically happy inspiration; as sung by Tony Perkins in the show it carries a rhythmic pattern which may be a mite complex for the pop market; perhaps this has been resolved in singles cut by Eddie Fisher and Rosemary Clooney. A wistful minor ballad is "Faraway Boy," sung by the

ingenue, Ellen McCown, and recorded by Della Reese.

No singles are known to be scheduled at this time for "Walking Away Whistling," a hauntingly beautiful offbeat ballad, which has great merit, nor for a couple of joyous novelties, "Could've Been a Ring," which has a country lilt, and "What a Blessing," which also could be a novelty sleeper, perhaps with a bit of revision. The original cast album will be cut by RCA Victor Sunday (13) and should be available nationally within two weeks of that day.

The show's handicap is its book, by Loesser with Lesser Samuels, based on a novel by B. J. Chute. It doubtless was hoped the show would carry the audience along into its fairy-tale type town, set to no place specific, and featuring a group of characters imbued with rustic charm. But it turns out to be just

sufficiently lacking in theatrical magic as to make it appear contrived. But while one may never be swept away by the show, it remains enjoyable.

Peter Larkin's settings, which fly up and down and in from the wings, are a complete success and come closest to providing the needed mood. The cast is uniformly excellent. Young Tony Perkins should be a magnet for the young females, altho he overdoes just a bit the role of the gangly, lovable youth with the wide, crooked smile. Pert Kelton as his mother and Cecil Callaway and William Chapman as the town's two ministers, happy and dour, also are outstanding. Miss McCown as the love interest does her best, but the part is not oversympathetic. A little squirt of about five named John Megna does a great deadpan job as Perkins' little brother, especially in a couple of rollicking ballet sequences choreographed with style by Joe Layton.

"Greenwillow" is one of the season's big musicals. It should do well. If it does, the album should sell. But "Greenwillow's" story line wavers among a group of subsidiary questions. Will boy get girl is only one; also asked are will boy get disputed cow, will boy beat family curse, will benign minister outwit the stern one, and a few others. Finally, a show that relies so heavily upon the audience's imagination should seem to play itself; the subtle difference is that this show must be played, albeit most capably in a top professional mounting. But no magic; it obviously is the product of mortal hands.

Sam Chase.

NIGHT CLUB REVIEW

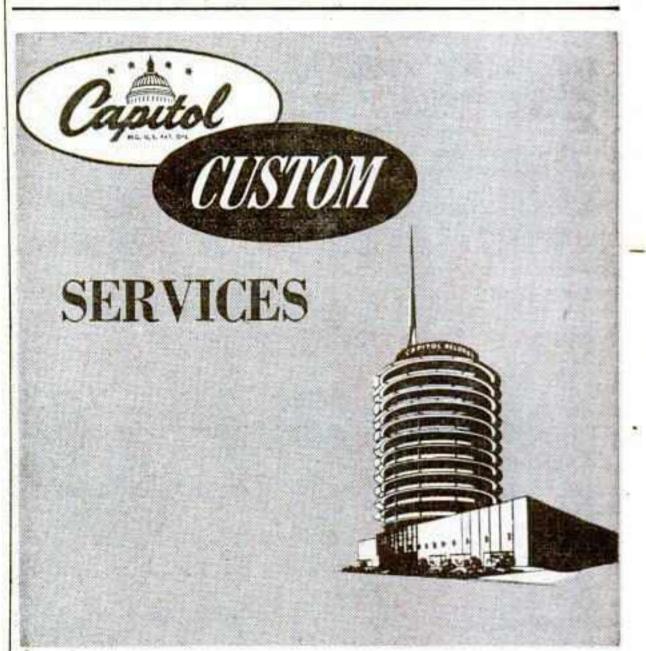
Sultry Eartha at the Latin Quarter

Eartha Kitt is vivacious, stunning and sultry in her usual feline manner in her current stint as the star of New York's Latin Quarter revue. The latest Donn Arden production, "Ski High," also spotlights the Bernard Brothers, tumbler Rudy Horn, the Kimo Lee Dancers and singers Kitty Dolan, Ruth Shepard, Jay Stern and Bruce Parnell.

Miss Kitt opens her set with a sly reading of "Independent," and proceeds onto several other of her past disk clicks, including "Santa Baby," "I Wanna Be Evil" and "C'est Si Bon." Her special material includes "After Me" and "I Can't Forget Him," which she does with a highly amusing Cockney accent. "Old-Fashioned Girl," "Love Is a Gamble" and "Uska Dara" were also most acceptable to the crowd.

The Bernard Brothers are master mimes. They apply their own witty lip-sync twists to "The King and I" and "My Fair Lady" and "The Boogie Woogie Bugle Boy From Company B." Tumbler Horn shows amazing balance. High point of his act is the mounting of six cups and saucers on his head, while riding a one-wheeled cycle.

The productions numbers are colorful and clever. A trek to the nitery proves most entertaining. Howard Cook.



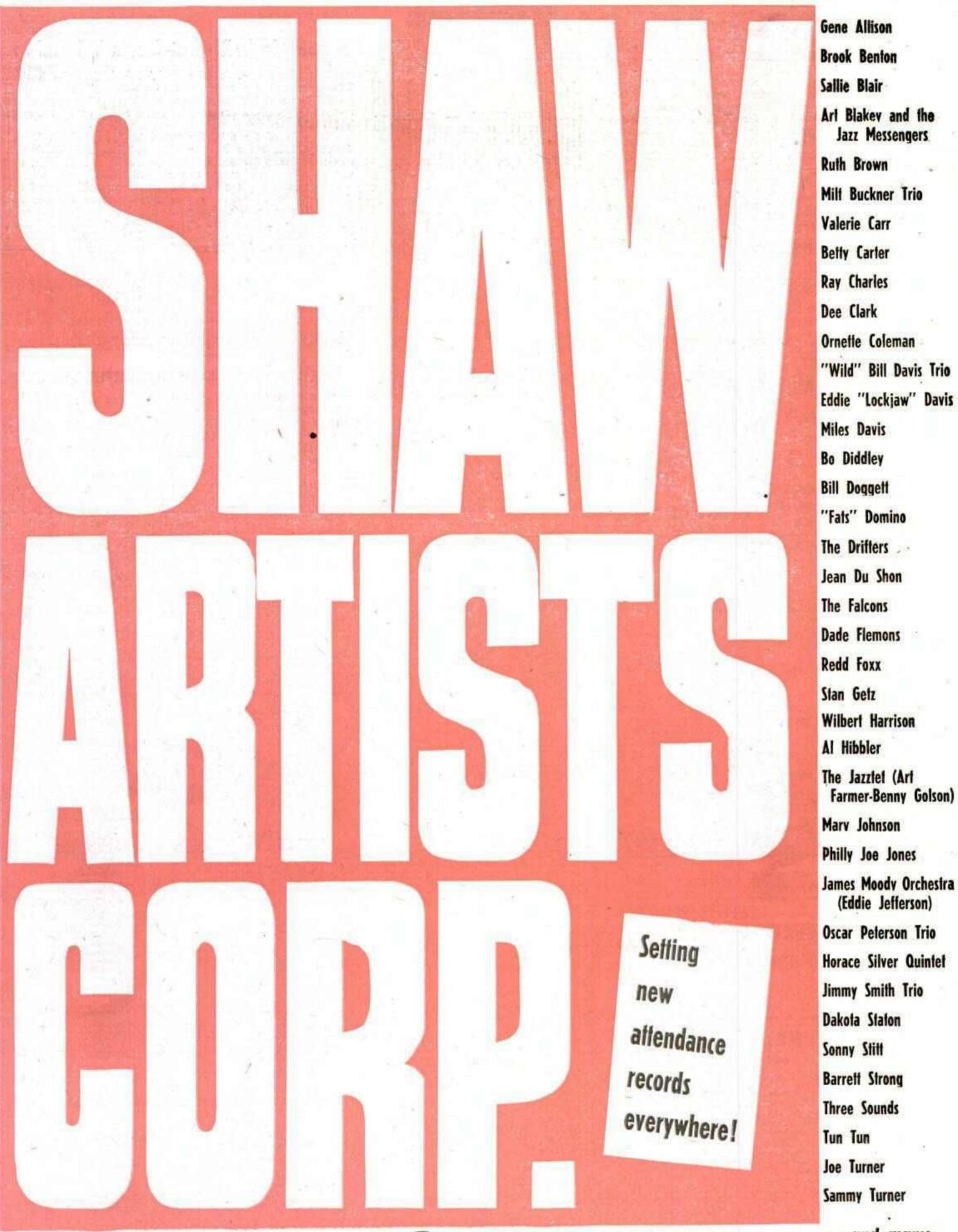
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Doerfer Is First Casualty

Continued from page 4

MUSIC NEWS

Eisenhower demanding Doerfer dismissal (9). Miss Parker told the reportedly a product of a Clark-President that she had made many Mammarella enterprise. Anthony attempts to get Doerfer to admit Mammarella, former producer of her testimony (accusing broadcast- the Clark shows on ABC, chose ers and broadcast music of a gi- to drop out of the network connecgantic promotion of rock and roll) tion and keep his music interests. into the recent FCC hearings on programming standards. Her final ignation is the turbulent history demand to know when Doerfer of head-rolling under the ax of could speak to her was answered House Legislative Oversight Subwith a single word "never" from committee. Hearings in 1958 rethe then-chairman's secretary, said sulted in resignation of FCC Cmr. Gloria.

given to the press by Rep. John England industrialist. Bennett (R., Mich.), ranking GOP member of the Harris Subcommittee, who has recently scored the delay in bringing Clark down for questioning before the payola prob-

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

The Record-Carrier items were

Backgrounding the Doerfer res-Richard Mack in the wake of tes-Another ironic outgrowth of the timony on gifts and loans from way payola investigations backfire Miami attorney Thurmon Whitecame in a report that the ABC net- side. Also part of the payola picwork, which required deejay Dick ture among the administration's Clark divestiture of all music in- bigwigs was 1958 resignation of terests, was itself getting a 7- Presidential Assistant Sherman cent royalty on every Dick Clark Adams, resulting from too much "Record Carrier" sold. Story was gifting by Bernard Goldfine, New

Turbulent History

The Harris Subcommittee is working on legislation to raise standards for regulatory agencies that are reportedly "captive" to their industries. The Celler (D., N. Y.) Antitrust Subcommittee of the Judiciary is also working on stiff conflict-of-interest legislation to set boundary lines for government officialdom in matters of industry connection.

WADO Sets 4-Way Music Programming

NEW YORK - Swimming against the current pretty music format tide, the new Bartell outlet here, WADO (formerly WOV) is going after four different listenership markets.

During the day, WADO offers current pop hits. In the early evening, Italian language disk shows are aired. From 10 to midnight, Jocko Henderson spins rhythm and blues platters; and the outlet's latest addition, Symphony Sid Torin, spotlights jazz wax from midnight to 5 a.m.

General manager Mel Bartell opined that a cosmopolitan city like New York needs a station which caters to four such different musical tastes, rather than concentrating on one segment of the population.

The exec said all records played on WADO (including those on Henderson's show) are selected by program director Al Heacock. Deejays are not permitted to program their own shows. However, Bartell said he believes in letting jocks Sponsor Jazz establish themselves as personalities via their chatter. In line with this, a plan is in the works whereby WADO spinners will emsee various community dances and charity affairs co-sponsored by the station.'

Riverside in Esquire Tie

NEW YORK - Riverside Records and Esquire magazine are co- tions, the proceeds from the Fesoperating in the exploitation of an tival will go to charities, in this article to appear in the April issue case one from each of the three of the magazine, written by Nat major religious groups, the Red Hentoff and titled "The Private Cross and the United Hospital World of Thelonious Monk." River- Fund. side, for whom the pianist records exclusively, is supplying its dis- travaganza are the Count Basie tributors with display cards featur- band, Sarah Vaughan, the Hi-Los ing the Esquire trademark and and Ahmad Jamal, who will aphandbills and flyers about the pear the evening of June 2; the story for their retail stores. The Dukes of Dixieland, Louis Armmagazine is doing an extensive strong, and the bands of Woody mailing to disk jockeys and review- Herman and Dizzy Gillespie, who ers utilizing the special Thelonius are slated to be presented June Monk postage stamps recently 3. Two more artists have yet to issued by the record company.

GIVE TO DAMON RUNYON Newspaper Points CANCER FUND

Daily News to

TV REVIEW

NEW YORK — Top jazz record talent has been lined up to take part in The New York Daily News Jazz Festival to take place in Madison Square Garden June 2 and 3. Inking the talent for The News Festival is George Simon of Bouree Productions who is talent co-ordinator, while William R. Frtizinger is producer.

As is true in other Daily News sponsored events, like the Golden Gloves and Silver Skates competi-

Already signed for the jazz exbe signed, one for each night.

Payola Finger at Indianapolis DJ's

from its Washington, D. C., Bureau, The Indianapolis Times, a Scripps-Howard newspaper, asserted Tuesday (8) that a number to represent exclusively "Jubilee of Indianapolis disk jockeys ac- U.S.A." talent on the West Coast, cepted money and gifts from the Hawai and Australia. McConnell Indiana State Record Distributors, Inc., as payola for playing certain records. The information was attributed to "a reliable source."

A complete list of the names of the deejays who have taken payola has been turned over to the Federal Trade Commission, according to The Times report.

record distributor, was one of 10 firms charged by FTC in recent Lee Gordon. AMB also has Johndays with making the illegal payments. The firm also owns the weeks. Latter trek was arranged Whirling Disc Record Distributors, Inc., also named by the FTC. Company officials, who maintain offices here in Indianapolis, were unavailable for comment.

Only Seymour M. Bagal, attorney for the firm, was willing to discuss the matter. "We don't admit we're liable but we agree with the government that payola is a bad practice and should be cleaned," he said. "We also agree that we'll refrain from doing anything like it in the future."

had "contacted several Indianapo- record distributing firm."

Nostalgia With Let-Down Trimming

Watching NBC-TV's "The Singin' Swingin' Years" (March 8, 8:30-9:30 p.m.) was tantamount to watching "The Late Late Show." The nostalgic value was undeniable, but too many of the re-created "great" musical memories of the '40's turned out to be letdowns.

In spite of the title, the sequel to "The Swingin Years" devoted at least half of its time to "pretty" sounds, via the durable music of Freddy Martin, Eddy Howard pianist, Jack Fina, and vocals by Vaughn Monroe and the Moon Maids.

Swing was represented by the sometimes exciting sound and showmanly vocalizing of Woody Herman, Stan Kenton, and Charlie Barnet, with variations on the beat by boogie-woogie maestro Freddie Slack and Ella Mae Morse and Louis Jordan. Dinah Washington was also on hand and in good voice, altho her current version of the 1945 hit "What a Difference a Day Makes" really didn't belong in the post-World War scene.

The most effective performer on the bill was Jo Staffordlooking at least 10 years younger than she did back in the '40's. She scored with "The Gentleman Is a Dope"; then gave the show its most genuinely exuberant moment, via her cornball thrushing stint as Cinderella G. Stump on "Tim-Tay-Shun" with a strong assist from the Red Ingle and the Natural Seven.

Ronald Reagan was a gracious emsee, but seemed lacking in any real enthusiasm for his subject matter. June Bundy.

> BASIE TO HEAD **2D JAZZ JUBILEE**

WASHINGTON — Count Basie and his band will headline the talent for Washington's Second Annual Jazz Jubilee, to be held here March 21 at the Presential Arms.

Willie (The Lion) Smith and Charlie Byrd, local jazz guitarist, will also be on the program.

Jubilee will benefit Southeast Neighborhood House, a United Givers Fund Settlement.

Patrons of the benefit include Mrs. Dwight Eisenhower, Mrs. Richard Nixon, Mrs. Earl Warren, Secretary of the Treasury and Mrs. Robert Anderson, Attorney General and Mrs. William P. Rogers, Mr. and Mrs. Robert E. Mc-Laughlin, Mrs. David B. Kerrick, Mr and Mrs. Sterling Brown, Dr. Dorothy Ferebee and Mr. and Mrs. George C. Hayes.

Cosse-Landau In 'Jubilee' Talent Tie

LOS ANGELES—Artists Management Bureau, formed here recently by X. Cosse, former Nashville c.&w. impresario, and Marty INDIANAPOLIS-In a dispatch Landau, veteran West Coast booker, has just inked an agreement with Jim McConnell, head of Top Talent, Inc., Springfield, Mo., is chief booker for "Jubilee," network c.&w. TV show.

Oscar Davis, widely known c.&w. promoter and booker, recently joined AMB to develop the night club and foreign market, Cosse says. The office recently sent Floyd Robinson to Australia and is following this up by sending The company, Indiana's largest Johnny Preston and Jerry Lee Lewis on a Down-Under tour for ny Preston going to England for 10 thru Bill Hall, Preston's manager, and Norm Riley, of the Foster Agency, who represents Preston in England.

> AMB covers a 12-State area, according to Cosse. Among acts that have played the circuit recently are the Browns, Marty Robbin, Jerry Lee Lewis, Johnny Preston, Hank Snow, Martha Carson, Floyd Robinson and the Little Dippers.

lis disk jockeys and each denied The Times said further that it ever receiving payola from the

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BUBBLIN

UNDER THE HOT 100 "At My Front Door" DEE CLARK

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ь/w "PASSIN" THROUGH" NRC-050



THE BILLBOARD

UST Exec Predicts Spiraling Tape Mkt.

Foresees 1,000% Sales Leap in '60; \$150 Mil Industry in Five Years

By LEE ZHITO

HOLLYWOOD - The musicon-tape market will take 1,000 per cent leap in 1960 over the previous year and within five years will hit the \$150,000,000 mark. So predicted Herb Brown, Ampex vcepce, head of its United Stereo Tapes subsid and the current prexy of the Magnetic Recording Industry Association, in an address last week before the seventh anmual West Coast Audio Engineering Society Convention.

Speaking on the subject, "The Tape Movement; How It Began and Where It's Going," Brown traced for the more than 100 people present the history of tape's growth. He told how it developed

IHFM Cancels Fall Show at N. Y. Coliseum

HOLLYWOOD — Institute of High Fidelity Manufacturers gained a release from its \$20,000 self by 15 d.b.; contract for the New York Coliseum to move the Gotham hi-fi show to the Trade Show Building. Ray Pepe, IHFM prexy, negotiated the contract release after mass market acceptance via the tion of new weapons systems. inspection of the Coliseum revealed that exhibitors would face in his opinion, there will be co- be Rep. Gerald R. Ford (R., difficulties in achieving sound separation from one booth to another.

While the problem of containing the sound within the individual exhibit rooms could be solved, Pepe said, the solution would be expensive and would further the cost of operating the show. Coliseum's management, Pepe said, replized the acoustical problem exhibitors would face and were willing to free the Institute from the \$20,000 rental commitment.

New York hi-fi show will run September 6-11. Care was taken, Pepe said, to avoid a conflict with (Continued on page 112)

MRIA Again To Sponsor S. F. Show

CHICAGO-A board of directors meeting of the Magnetic Recording Industry Association here decided to sponsor a San Francisco High Fidelity Show in 1961. This year's show netted \$1,500 for the MRIA treasury. The association expects that the 1961 show will prove much more profitable. James Logan, who directed the event this year will repeat, and the show will once again be held at the San Francisco Cow Palace.

members will be held May 18 in the music with stereo effect, the Chicago which coincides with the listener would have to sit three May Parts Show (May 16).

Two new full members of the organization were welcomed at the latest MRIA meeting held here last week, Webcor of Chicago, International Radio and Electronics machine. The engineers feel that Corporation of Elkhart, Ind., and Vanguard Recording Company, New York, which was accorded associate membership.

into a small but highly promising segment of the recording field until the advent of the stereodisk sent tape sales into a nosedive. He related the circumstances behind the birth of UST as a means of solving the old "chicken and egg" problem by providing a sufficient supply of four-track recordings to spur other manufacturers into building quarter-track playback equipment.

Since the advent of four-track, music-on-tape, sales shot up from near oblivion to hit the milliondollar mark within less than a year, Brown said. He then predicted that sales in 1960 would increase tenfold over those in the previous year to become a \$10,000,000 industry and will reach the \$150,-000,000 mark five years from now.

Brown told the assembled engineers that four vital developments will make these sales predictions actualities:

1. Engineers will have to improve master recording at short wave lengths (i.e. slower speeds);

2. Mass duplication of tapes will be solved, predicting that within three years it will be possible to duplicate tape from five

to ten times the present quantity; 3. Improvement of the tape it-

4. Improvement of the mechanical handling of tape (i.e. tape transport) within playback equipment.

tape magazine concept. However, the over-all market. He likened the sponsibility in Defense Planning." magazine to the record changer Of immediate importance to

PEPE NOMINATED **IHFM PREXY**

HOLLYWOOD - Rap Pepe, James B. Lansing Sound, Inc., veepee, last week was nominated prexy of the Institute of High Fidelity Manufacturers. Since he is the sole candidate, nomination is tantamount to being elected to the Institute's highest office. Nomination, however, is subject to membership approval with balloting scheduled for March 23.

Pepe was elected a veepee of the Instutue but in the absence of a prexy has served as acting president. His name was selected by the Institute's nominating committee headed by Joe Benjamin, the Institute's exec secretary.

This will mark the first time a West Coast based manufacturer will head the Institute.

Heavy Agenda For EIA Meet

WASHINGTON - More than 30 individual meetings of Electronic Industries Association divisions and committees will be held at the organization's annual spring convention here March 15-18. Highlight of the four-day conclave will be the first Defense Market Planning Seminar which will bring top government and industry defense planners together to trade Tape, Brown said, will enjoy a ideas for speeding up the produc-

Guest speaker at the seminar will existence between reel-to-reel tape Mich.), who is a member of the and the tape magazine since both House Appropriations Committee. will appeal to separate facets of His subject: "Congressional Re-

while reel to reel, he said, was dealers and distributors is the comparable to the fine turntable. EIA's Consumer Products Divi-The more discriminating and qual- sion meeting which will determine ity-conscious buyers, he said, will the advisability of launching a proprefer reel to reel while the con- posed promotion program for hi-fi venience - minded member of the and stereophonic phonos and TV mass market will be willing to sac- receivers. The program revolves rifice quality for price and sim- around a broad and heavy instituplicity and prefer the magazine tional advertising campaign which will kick-off the fall sales season.

Audio Feedback

AUDIO AD FENCE-CROSSERS

What's the best ad medium for audit component manufacturers to use for attracting consumers to dealer locations? This question is getting a lot of examination currently in the audio field. Nobody, however, has a perfect answer. Result: Some interesting trends are in motion, of which dealers should be aware.

For one thing, a number of component firms are beginning to experiment with mass-market media, as opposed to the more "vertical" media such as magazines (High Fidelity is a perfect example) devoted to hi-fi-record news, or the music sections of consumer publications. Heathkit and Shure Bros., just to name two, have lately been entering mass print media to broaden their market, and even dealers such as Hudson Radio & TV and Audio Exchange have found that ads in news sections of newspapers, rather than music sections, have brought in lots of business.

At the same time there's a constant influx of new audio fanciers into the field. Once a customer takes the plunge on an audio system, he's got the bug, even if he spotted his first audio ad in the news pages. So then what happens? He starts to read audio-slanted publications and music sections of newspapers and listening to classical music on FM. Only now he's looking for ways to improve his system and for ads on new products. And so the cycle goes 'round and 'round. We hope to explore this problem in the future with admen in the audio field and will bring you their comments.

HOW MANY CHANNELS IS STEREO?

On another advertising front, Magnavox has getten into the act on the question of three-channel stereo, letting go with a full-page trade ad blast this month at other packaged goods manufacturers (such as Motorola and Packard Bell) who sell packaged stereo on a three-channel basis, or with the use of the label "multi-channel."

In the dealer-slanted ad, Magnavox topper Frank Freimann pointed out that his firm has turned out stereo phonos with four amplifiers and four speakers, but that Magnavox "has never laid claims to a four-channel stereo system because there are still only two channels to reproduce." Freimann further noted that the Better Business Bureau also has frowned on the practice of labeling common-woofer stereo as "three-channel," a technical audio gimmick which, incidentally, is far from new and dates back to the earliest days of Emory Cook's experimentation with binaural records. records.

THE BERLITZ BIT: A NEW MARKET?

A new market for tape recorders, public-address systems and other audio gear that may eventually total \$460 million is currently opening up for alert dealers who sell and install such equipment. The market is being made possible by the National Defense Education Act (passed by Congress in 1958) which calls for \$280 million in government funds, and an equal amount of State funds, to be spent in improved educational facilities for teaching modern foreign lan-

Something like 300 colleges, universities and secondary schools are already in the act, utilizing the "language laboratory" techniques developed during World War II by the Army in crash programs. The usual gimmick is to expose students, individually or in groups, to prerecorded foreignlanguage conversations. Then, students speak the language into recorders and learn their faults in playback.

One major supplier of electronic school equipment has already taken the plunge into this field in a big way. The firm is Edwards Company, Inc., an 88year-old concern that's well known for its school signaling equipment, fire alarms, intercom systems, etc. Edwards has created a new Educational Equipment Division to market electronic language-teaching systems, and has named G. W. Rhein as product manager. The Edwards firm headquarters in Norwalk, Conn.

MORE AIDS FOR DEALERS, DISTRIBUTORS

Several large firms have lately been giving their dealers and sales executives a helping hand. A few: Westinghouse has just kicked off a new program of Workshop Weeks for distributor personnel at the firm's Metuchen, N. J., factory. The workshops are divided into a pair of three-day sessions, with Westinghouse playing host to between 30 and 40 men concerned with the sale of stereo and TV products in each Westinghouse distributorship. The sessions cover all phases of manufacturing and marketing and are designed to "enable distributors to offer better service to dealers.

The Audax Division of Rek-O-Kut is now making available to audio dealers a new three-dimensional point-of-purchase display promoting Audax Paraflex speaker systems. The displays feature a variety of decor applications of the speaker systems. Sylvania is offering to dealer servicemen a 12-lesson Radio-TV Training Association correspondence course on latest business techniques and practices. By: C.R.S.

CU Report Scores One-Piece Stereo

By JACK MAHER

MOUNT VERNON, N. Y. -The Consumer's Union, thru their official publication. Consumer Reports, has branded one-piece stereo as phony. The non-profit organization's March report states that no stereo effect can be expected from two loudspeaker systems mounted only two to three feet apart in the same cabinet.

In the 35 sets tested by CU engineers, the average separation between speakers was 32 inches, Annual meeting for the MRIA which means that to properly hear feet or less from the front of the cabinet. This practically places said listener on the floor in front of his set, his head snuggled precariously close to the works of the three feet or less is considered too close for normal listening. They feel that, in an average living on outrigger and multi-piece con-

to 10 feet apart to produce true separated stereo sound.

Altho four of the sets tested had a pleasing musical quality as regular monophonic units, not one could be labeled as stereo in the technical sense of the word. Even more serious was the claim that three or four of the phono consoles were outfitted with changers that proved to have one or more serious deficiencies," which, in CU's opinion, "substantially lowered the quality of the machines using them."

The test sum-up concluded that only one one-piece machine would satisfy musical quality with an adequate record changer, "and you can get satisfying reproduction (but little or no stereo) at around \$300 before possible substantial discount "

As a natural follow-up to its March report, CU engineers are now testing and preparing the facts room, speakers must be placed six soles for future publication.



ALL STEREO! ALL PORTABLE! **ALL PROFITABLE!**

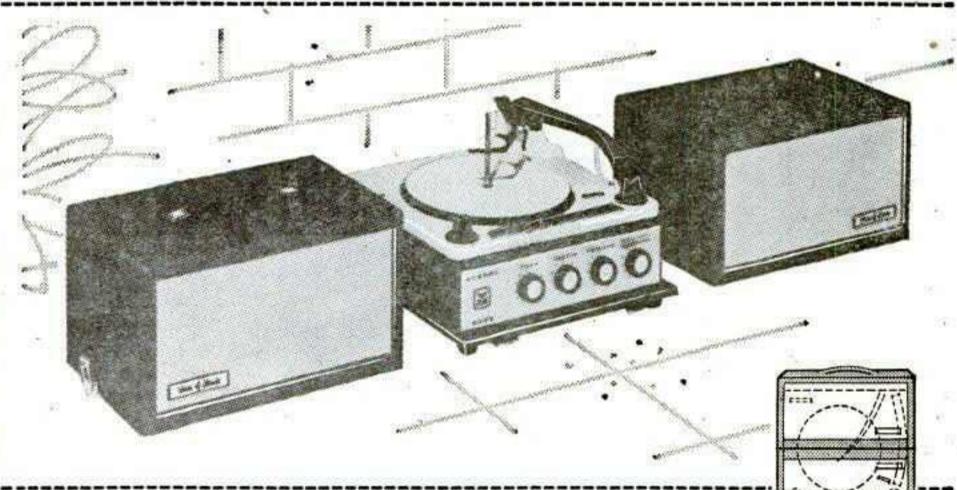
Typical of V-M value leadership is this sales-inciting trio of completely portable, self-contained Stereo Systems! With incomparable versatility and performance, there's a V-M model for your every prospect! Nail the sale with any one of these unique portables!

- Distinctive V-M Styling!
- Professional Component Features!
- Complete, Dependable Controls!
- Unparalleled Performance!

V-M/Portable Component Stereo System-Model 307 Detach the two powerful speaker sections and you have a third section with record changer, amplifier and all controls. Place the speakers anywhere-even in bookcases or on end tables. Put the central changer unit completely out-ofsight if you wish! Limitless arrangements!

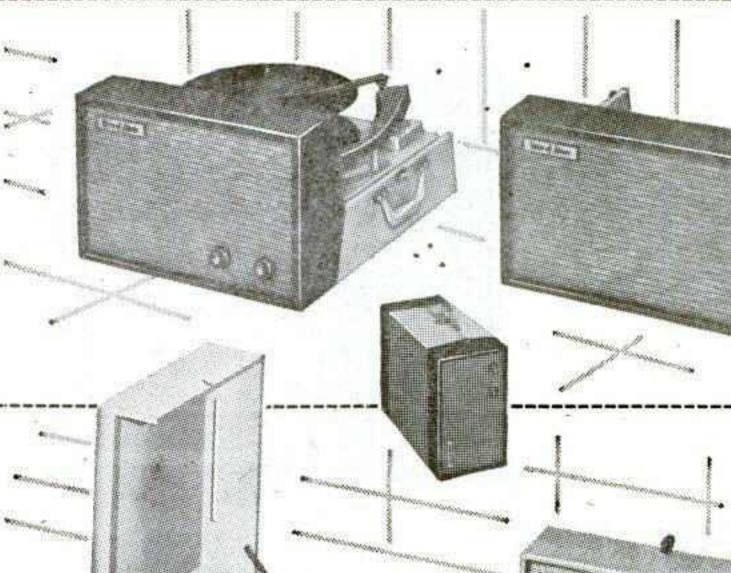
. FULL COMPLEMENT OF CONTROLS IN A PRO-FESSIONAL CONTROL PANEL . V-M'S EXCLUSIVE 'stere-o-matic'® AUTOMATIC 4-SPEED RECORD CHANGER PLAYS ALL STEREO RECORDS AND ALL MONOPHONIC RECORDS - ALL SPEEDS, SIZES! FOUR POWERFUL SPEAKERS . DURABLE GRAY PYROXYLIN CASE WITH QUALITY, PROFESSIONAL AS A 4-SPEED MANUAL-PLAY PHONO IT'S V-M

MODEL 207..... \$119.95 List*



V-M/Automatic Portable Stereo System-Model 314 Harmonious and exactly matched are the two sections which comprise this V-M self-contained portable stereo system. Quickly and easily assembled for compact, light-weight portability!

 PLAYS ALL STEREO RECORDS!
 ALL 33 AND 45 RPM MONOPHONIC RECORDS . COMPLETE CON-TROLS . BIG 51/4" SPEAKERS . DELIGHTFUL V-M STYLING IN BROWN AND WHITE LEATHERETTE. \$79.95 List*



V-M/Portable 4-Speed Stereo System—Model 312 Everything you could want in a completely selfcontained, light-weight personal portable system -and more! Style-matched speaker systems are easily detached for amazing stereo performance!

 V-M EXCLUSIVE :'stere-o-matic' AUTOMATIC 4-SPEED RECORD CHANGER . COMPLETE CON-TROLS . FOUR 51/4" SPEAKERS-TWO IN EACH SECTION . PLAYS ALL STEREO AND MONO-PHONIC RECORDS-ALL SIZES, SPEEDS . CARIB-BEAN BLUE AND WHITE LEATHERETTE CASE.

...... \$109.95 List*

*Slightly Higher West



Follow the Stereo Leader. V-M's Complete Sales Promoting Programs are Ready to Work for You!

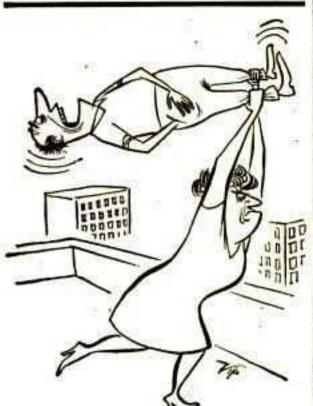
Let Your V-M Distributor Tell You How!



V-M CORPORATION, BENTON HARBOR, MICHIGAN WORLD FAMOUS FOR THE FINEST IN RECORD CHANGERS, PHONOGRAPHS, AND TAPE RECORDERS

SELF-SELLING, RENTALS **CULL STEREO DIVIDENDS**

-Getting away from some of the traditional aspects of stereo and high-fidelity merchandising has



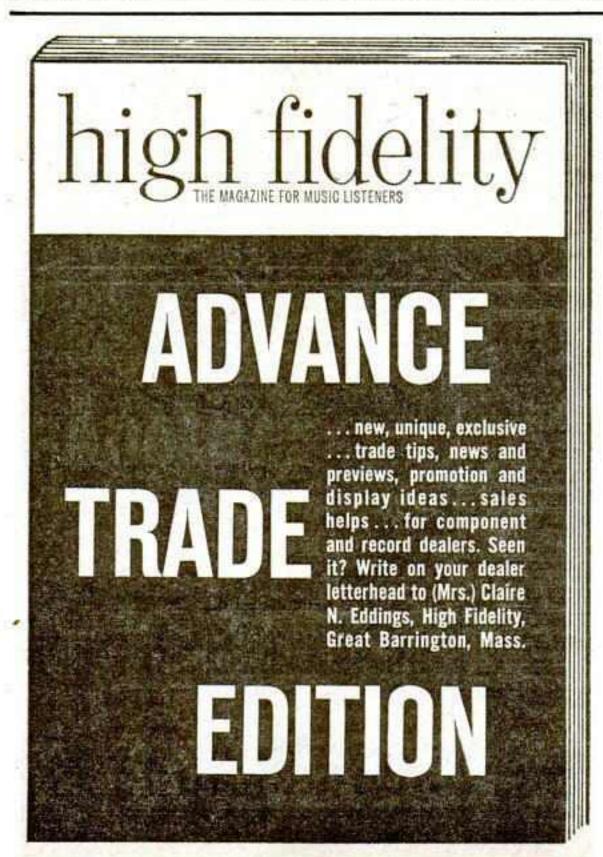
"Hold it, honey lamb. I found the JENSEN CARTRIDGE!"

COLORADO SPRINGS, Colo. paid impressive dividends for Al Massaro, retail dealer here.

Massaro's firm is TV Specialties Company, which began operations as an exclusive television dealership, and which now has branched out profitably into sound merchandising. Last year, Massaro sold more than 200 pieces of fine stereo equipment, and almost as many low-priced stereo portables, primarily because he "covers the

in "letting the stereo prospect sell himself." At the same time, he doesn't like a lot of blaring noise in the showroom. Accordingly, when he completely remodeled his big midtown building a few years ago, he included a glassed-in sep-arate stereo listening room, finished in blonde hardwood, with heavy plate glass walls, 18 by 8 feet. With a rear wall hung with drapes, comfortable lounges and chairs, this separated room is Massaro's stereo showroom. Inside he disdisplays not only the most expensive stereo carried in stock, but the lowest-priced portables as welland every stereo prospect, no mat-





Balloons Build Store Traffic

CHATTANOOGA — It takes something out of the ordinary to attract a maximum crowd of prospects today, according to Roy S. Potts, head of the House of Television, here.

In introducing the 1960 line of stereo phonographs and tape recorders which the downtown dealership carries, Potts set out to create just as much traffic as possible First, Massaro is a firm believer with a clever give-away. Instead of the usual drawing, he bought 300 ordinary penny balloons, each of which was filled with helium

> press against the store ceiling. Long, eight-foot strings were used on each balloon, and were wrapped around a tiny numbered (Continued on page 112)

> gas, and released, after tying, to

ter what price bracket he is intersound-proof room.

Massaro's favorite sales gimmick is to ask the customer what his favorite musical selection is, then locate it in stereo in the record department, after which the record is handed to the customer, and he is "turned loose" in the separated studio. If the prospect has voiced an interest only in a low price portable, Massaro knows that he will not only play that model, but likewise, will yield to the temptation to try the same record on some of the larger, more expensive sets shown in the same room. Invariably, the customer "sells himself up" from a rock-bottom priced stereo model to one of the higherquality, more appealing varieties.

With the sound-proof, glassed-in room, the prospect can let the music belt out just as loud as he wants, with no distraction inside, or no interference with people elsewhere in the store. "All of our customers appreciate the fact that we leave them pretty well to themselves when experimenting with stereo choice," Massaro said. "I think it is a serious mistake to show bottom - priced sets carelessly spaced away from the top end of the line. We give the same treatment to the customer who wants to buy a \$90 portable as the customer who is interested in a \$600 cabinet set, and they not only appreciate it, but sell themselves up to higher price lines."

Massaro rents high-caliber stereo equipment to customers who want to use them for dance music at parties, for special musical programs, a family get-together, etc. (Continued on page 112)

Phono Sales Dip in Jan.

WASHINGTON — Production figures for radios, television sets and phonographs showed a slight drop below December, 1959, statistics according to Electronic In-dustries Association tabulations released here this week.

The lowered totals of units sold at the factory, reflects a seasonal post-Christmas dip, and do not necessarily indicate a slump in who has already created a new purchases of equipment.

1960.

NEW AUDIO PRODUCTS

Hi-Fi Accessory Display Rack

A new display rack for stereo and hi-fi accessorieslabeled "Gibson Girls"-has been inaugurated by Robins Industries, makers of hi-fi and stereo accessories of Flushing, N. Y. The new design series is tailored to catch the eye and the hand of the impulse buyer — and get its name from the packages' cinch "waistline" effect achieved thru the use of four scored black borders which frame the orange center.

The hole at the top of the product-holding card makes it especially convenient for all sorts of hanging displays, but specifically suits it to the Robins "Add-a-Unit" board.



ested in, benefits by the colorful, Simplified Needle Replacement Catalog

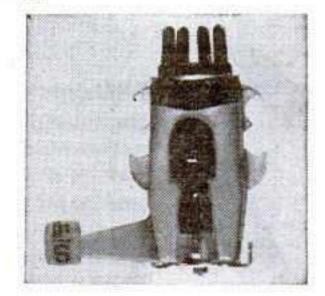
A catalog just published by the Clevite "Walco" phonograph needle company simplifies the ordering of replacement needles of all types. The new book, slated to lighten the ordering burden of distributors, dealers and phono service people, is divided into sections keyed to the name and number of cartridge manufacturers. Enlarged drawings aid in the identification of replacement needles whose numbers are unknown. Free copies of the catalog are available from Clevite "Walco," 60 Franklin Street, East Orange, N. J.

Tiny Speaker Unveiled

A low-priced miniature speaker is being marketed by the Trade Manufacturing Company of Chicago which claims to be half the size of a pack of cigarettes. The "Mini-Speaker" is designed to be a companion product for car and/or home radio, and can be clipped onto, or screwed into ledge, shelf or wall. It comes equipped with a three-way control switch for single or dual operation, measures 21/4 inches and retails at \$7.95.

Jensen Stereo Cartridge

Jensen Industries of Forest Park, Ill., has introduced a new ceramic stereo cartridge that claims to have the highest channel separation rating in the field. The new Jensen Stereo 5 has a peak response of 25,000 cycles and drops to a low of 16 cycles. The new cartridge is offered in four needle combinations which begin, in the two styli sapphire version, at \$10.95 and run to a \$22.95 two diamond unit. The company claims that the new cartridge is applicable as a replacement for



90 per cent of all stereo cartridges.

Japanese Tape Recorder

Concertone, Division of American Electronic, Inc., will market 300 stereo tape recorders for the Tokyo Electro Acoustic Company of Japan in the near future. The four-head tape unit measures 16.38 x 14 x 6.2 inches and weighs in the neighborhood of 44 pounds. It is export priced at \$495.

AUDIO NEWS BRIEFS

Matthew-Stuart & Company has formed a new selling division which is to be known as the Division of Industrial Development and will specialize in design, promotion and sales. Heading the new division is William Arnold, tape recording package designed Total radio unit sales at the for the educational market.... A factory for January, 1960, stood at new catalog has been issued by 1,355,788, compared to the 1,553,- the Fort Orange Radio Distribut-308 total for December of 1959. ing Company of Albany, containing TV set figures at factory were product listings of over 140 manu-593,170 for December of 1959 facturers.... Donald W. Burns has and 526,494 for the month of Jan- been made technical assistant to uary this year. Monaural phono Arthur Hatch, vice-president and factory sales were 154,574 and general manager of Commercial 118,400 for 1959 and 1960 re- Products Division of Stromberg spectively. Stereo figures stand at Carlson.... Ed Claffey has been 407,744 for the last month of last appointed merchandise manager of year and 341,329 for January of the Consumer Products Division of Glaser-Steers.

The Ampex Corporation has named Edmond C. Maroder to its corporate finance staff. Maroder was previously affiliated with Consolidated Western Steel, a division

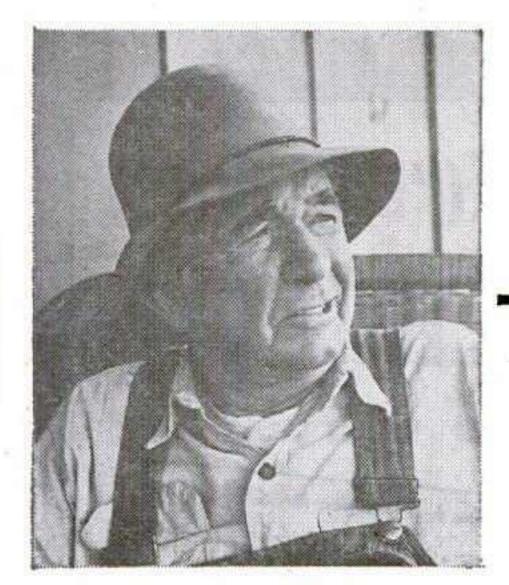
(Continued on page 112)

on 20 FOX

NEW HIT SINGLES

ON "THE NATION'S BEST SELLING RECORDS!"





WALTER BRENNAN

debuts on Dot Records with **BILLY VAUGHN & His Orchestra**

"DUTCHMAN'S GOLD" #16066 "BACK TO THE FARM"

DODIE STEVENS does it again!

"AMIGOS GUITAR" #16067 "CANDY STORE BLUES"



Dot RECORDS BEST SELLERS

REGULAR AND STEREO

DLP-3276	THEME FROM A SUMMER PLACE - Billy Vaughn	I	LP-3199	SIDE BY SIDE - Pat & Shirley Boone
DLP-3262	LOUIS PRIMA — HIS GREATEST HITS	D	LP-3198	OLD FASHIONED LOVE — Johnny Maddox
DLP-3261	PAT'S GREAT HITS, VOL. II	I	LP-3191	DEBBIE — Debbie Reynolds
DLP-3260	BILLY VAUGHN PLAYS STEPHEN FOSTER	E	LP-3170	PETITE FLEUR — Bob Crosby & His Bobcats
DLP-3251	SONGS OF THE ISLANDS — Lawrence Welk	Ī	LP-3165	BLUE HAWAII — Billy Vaughn & His Orch.
DLP-3250	BEST-LOVED CATHOLIC HYMNS — Lennon Sisters	Ī	LP-3164	MR. MUSIC MAKER — Lawrence Welk
DLP-3241	BE MY LOVE - Keely Smith	1	DLP-3157	MILLS BROTHERS GREAT HITS
DLP-3224	DANCE WITH LAWRENCE WELK	1	DLP-3156	BILLY VAUGHN PLAYS
DLP-3212	DODIE STEVENS	1	LP-3155	WHEN YOU'RE SMILING — Eddie Peabody
Selfer Sections	The state of the s		LP-3122	JOHNNY MADDOX PLAYS THE MILLION SELLERS
DLP-3210	LOUIS AND KEELY	1	LP-3098	GALE'S GREAT HITS — Gale Storm
DLP-3205	GOLDEN SAXOPHONES - Billy Vaughn & His Orch.	I	LP-9500	FIVE PENNIES — Danny Kaye & Louis Armstrong from the
DLP-3200	VOICES AND STRINGS OF LAWRENCE WELK	F 12		Paramount Pictures Sound Track

SINGLES

AM I THAT EASY TO FORGET—Debbie Reynolds	16057	ON TREASURE ISLAND - Gale Storm
(WELCOME) NEW LOVERS—Pat Boone		I NEED YOU SO — Gale Storing
WHEN MY BABY SMILES AT ME— Louis Prima and Keely Smith	16056	LOVE ME WHISPER YOUR LOVE —The Phantom
SUMMER SET Lawrence Walk	16058	ALL THE WAY—Mort Lindsey
HOUR OF PARTING -Lawrence Welk	16061	ROSEMARY—Kimm Charney
DADLING ITIC WONDEDFILL	16045	ONE MINT JULEP DRIFTWOOD ON THE RIVER — Mac Wiseman
BAD BOY—Robin Luke	16047	WAS THERE ONCE Mike Minor
P.S. I LOVE YOU Hilltonners		YOU WON'T BE SATISFIED - MIKE MINOR
TO BE ALONE	16049	I MISS YOU SO - Mills Brothers
OL' MAN MOSE ON THE CORNER — Connie Haines	FF-1704 Titan	YOUNG MAGGIE—The Strangers
	(WELCOME) NEW LOVERS—Pat Boone WHEN MY BABY SMILES AT ME— Louis Prima and Keely Smith SUMMER SET HOUR OF PARTING—Lawrence Welk DARLING, IT'S WONDERFUL THEME FROM A SUMMER PLACE—Fontane Sisters BAD BOY—Robin Luke P.S. I LOVE YOU—Hilltoppers TO BE ALONE OL' MAN MOSE—Coppie Haines	WHEN MY BABY SMILES AT ME— Louis Prima and Keely Smith SUMMER SET HOUR OF PARTING—Lawrence Welk DARLING, IT'S WONDERFUL THEME FROM A SUMMER PLACE—Fontane Sisters BAD BOY—Robin Luke P.S. I LOVE YOU—Hilltoppers TO BE ALONE OL' MAN MOSE—Connie Haines 16056 16058 16061 16045 16045 16047



THE NATION'S BEST SELLING RECORDS

MUSIC

Lightning Strikes



Irving Berlin's Classic

"HOW DEEP IS THE OCEAN"

"BLUE, BLUE, BLUE"

"BANDIDO"

Miss Fisher's New Album

"THE BIG HURT" Sig. WP 509

JUST RELEASED AND SWINGING! Again!!!

TONI ("Big Hurt") FISHER

Comes thru with . .

The pick of the new releases: MARCH 7, 1960



HOW DEEP IS THE OCEAN (Berlin, ASCAP)-BLUE, BLUE, BLUE (Music Productions, ASCAP)—Miss Fisher, who is still on the charts with "The Big Hurt," could have hit follow-ups with either of her latest entries: She applies a sultry belt to "How Deep Is the Ocean," the pretty evergreen. "Blue," a bluesy ballad, is also delivered to strong effect.

The Cash Box Pick of the Week

"HOW DEEP IS THE OCEAN" (2:30) [Irving Berlin ASCAP—Berlin] "BLUE BLUE BLUE" (2:35) [Music Prod. ASCAP—Shanklin, DeLory] MISS TONI FISHER (Signet 276)

Stylist follows her "Big Hurt" smash with a similar distinctive arrangement of the Irving Berlin classic, "How Deep Is The Ocean." In this corner, it stacks up as a chart repeat by Miss Fisher. Flip is a moody item culled from an album. Strong ork support by the Heinie

WATCH FOR MISS TRUDY TODD'S

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DISTRIBUTOR NEWS

By HOWARD COOK

DENVER: Sandra Rowell of the Davis Sales Company writes that her current tops are "White Silver Sands" by Bill Black's Combo on Hi, "This Magic Moment" by the Drifters on Atlantic, "Too Much Tequila" by the Champs on Challenge and "Caravan" by Santo and Johnny on Canadian-American. Top I.P is "Theme From 'A Summer Place'" by Billy Vaughn on Dot.

PHILADELPHIA: Buzz Curtis of Mainline called to report heavy action on "At My Front Door" by Dee Clark on Abner, "Rockin' Charlie (Part 1)" by Bobby Peterson on V-Tone, "Goodbye, Kansas City" by Wilbert Harrison on Fury and "Love of My Life" by Bobby D'Fano on Star Satellite.

Matty Singer of David Rosen, Inc., informs us that several sides are showing well for him. These include "Apple Green" by June Valli, "Cradle of Love" by Johnny Preston and "It Could Happen to You" by Dinah Washington on Mercury. Others are "Tree in the Meadow" by Joe Damiano on Chancellor, "Rosemary" by Bryan Hyland on Leader, "Greenfields" by Julius La Rosa on Kapp and "Oh, What a Night" by the Dells on Vee Jay. Singer also mentions that "Tremble" by George Hamilton IV, and "A Voice in the Wilderness" by Cliff Richard on ABC-Paramount are getting strong air play.

Bob Heller of Chips reports strong sales on "O Dio Mio" by Annette on Vista, "Tall Oak Tree" by Dorsey Burnette on Era and "Chattanooga Choo Choo" by Ernie Fields on Rendezvous. Newer sides that are showing action include "Not Now, John" by Pearl Bailey and "These Things I Offer You" by the Playmates on Roulette, "Sieben Berge" by Jimmy Makulis on Arch, "My Lullaby" by the Ovations on Andie, "When I'm Alone" by John Gary on Fraternity and "When You Were Sweet Sixteen" by Frank Bruns on Gee.

Hottest albums are "Walt Disney Presents Mother Goose Nursery Rhymes" and "Walt Disney's Donald Duck and His Friends" on Disneyland, "Annette Sings Anka" and the sound track of "Toby Tyler" on Vista and "Dear Little Sweetheart" by Johnny Smith on Roulette.

DALLAS: Al Klein of Al Klein Enterprises writes that he's getting sales on "Time After Time" by Frankie Ford on Ace, "Mountain of Love" by Harold Dorman on Rita, "Boogle Woogle Rock" by Bill Justis on NRC, and "Water Boy" by Bob Crewe and "Beatnik Fly" by Johnny and the Hurricanes on Warwick. Showing well are "Wake Me When It's Over" by Andy Williams and "You Don't Know Me" by Lennie Welch on Cadence. Huey Smith's Ace LP, "Having a Good Time," is selling well.

Klein recently started a new promotion agency for the Southwest and the firm will represent Ace, Cadence, NRC and United Telefilms and associated labels.

BALTIMORE: Ed (The Beard) Kalicka sends word that sales are good on "Rocking Red Wing" by Sammy Masters on Vista, "Teddy" b-w "Mama" by Connie Francis, "Hello, Young Lovers" by Lovelace Watkins and "Angela Jones" by Johnny Ferguson (all on M-G-M). Others that are selling strongly include "How Much" by the Skyliners on Calico, "Walk With the Wind" by the Fidelities on Sir, "Mister Lonely" by the Videls on JDS, "The Stroll That Stole My Heart" by Georgia Gibbs on Imperial, "Ooh Poo Pah Doo" by Jesse Hall on Minit and "Where It Hurts the Most" by Myrna March and "Beatnik Fly" by Johany and the Hurricanes on Warwick,

SAN FRANCISCO: Don Graham of C&C Distributing Company writes that he has five hot Warner Bros. platters. These are "Sixteen Reasons" by Connie Stevens, "Maid in France" by Gerard Calvi, "Scandinavian Shuffle" by the Swe-Danes, "Tamiami" by Bill Haley and His Comets and "Will We Meet Again" by Bob Markley. He also reports action on "Beautiful Obsession" by Sir Chauncey. Top Warner Bros. LP's are "Positively the Most" by Joanie Sommers, "Join Bing and Sing Along" by Bing Crosby, "The Most Beautiful Music of Hawaii" by George Greeley, "Photoplay, Great Love Themes" and "The Sound of Music" by the Trapp Family Singers. Newer LP's that are showing promise are "Swing Fever" by Buddy Cole and "Behind Brigette Bardot."

The new monthly, "Sound Buy," featuring a Warner Bros. LP each month at a reduced rate, has proved a big success. "The Sound Buy" for this month is "Rhapsody in Blue" and "An American in Paris" by Ray Heindorf.

Stan Cumberpatch of New Sound wires that sales are high on "(Do the) Mashed Potatoes" by Nat Hendrick on Dade, "Summertime" by Santo and Johnny on Canadian-American, "Chattanooga Choo Choo" by Ernie Feilds on Rendezvous and "Uh Huh" by the Nutty Squirrels on Hanover.

BRIEFS: Barbara Barnes of Sun and Phillips International Records called to report action on "Lonely Weekend" by Charlie Phillips in New Orleans and Albany. Sun is now being distributed by Hanson Publications in Miami.... End and Gone Records have switched to Dale Enterprises in Boston, Dale also has Goldisc and Mark-X.... Pickwick has lined up Summit Distributing, Inc., in Chicago for Design, Compatible Fidelity, Crickett and Off Broadway Records.... Carlton Records now has Arnold Records, Inc., in Chicago.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Monty Kelly's 'Summer Set' Gets the Spins

Monty Kelly, a.&r. director for Carlton Records, is originally from Oakland, Calif., but he now calls New York his home.

Kelly has worked in many areas of the music business. He was at one time first trombonist and an arranger for Paul Whiteman. He has also written scores for many motion pictures and was arranger for the "Bob Hope Show" on NBC radio and done numerous record albums.

In addition he has made many TV guest shots and in recent years has been "chief hit-makers" for the Carlton - Guaranteed labels.

Currently Kelly's version of the English hit song, "Summer Set," is moving up on the charts.



Welch Scores on First Cadence Disk

Nineteen-year-old Lenny Welch is from Asbury Park, N. J. where he began his career just a few years ago.

In New York in 1958, Lenny Welch was brought to the attention of Shelly Kravitz, a lawyer, and Gordie Baker, a disk jockey who were impressed enough with Welch's talents to sign him to a personal management contract.

After spending months of readying his night club act and taking lessons, Welch cut a demo LP, and it was this LP that convinced Cadence prexy, Archie Bleyer, to sign him to a long-term record contract.

The result is that Welch's debut disk, "You Don't Know Me," is bouncing up on the "Hot 100."

YESTERYEAR'S TOPS-The nation's top tunes on records

as reported in The Billboard

MARCH 19, 1955

- 1. Melody of Love
- 2. Sincerely
- 3. Ballad of Davy Crockett
- 4. Tweedle Dee
- 5. Ko Ko Mo
- 6. Earth Angel 7. Hearts of Stone
- 8. How Important Can It Be
- 9. That's All I Want From You
- 10. Open Up Your Heart
- MARCH 18, 1950
- 1. Chattanoogie Shoe Shine Boy 2. Music, Music, Music!
- 3. Rag Mop
- 4. I Said My Pajamas
- 5. There's No Tomorrow
- 6. Cry of the Wild Goose
- Dear Hearts and Gentle People 8. If I Knew You Were Comin'
- I'd've Baked a Cake 9. It Isn't Fair

10. Dearie (You're Much Older Than I)

VOX JOX

By JUNE BUNDY

SPRING FAVORITES: In the spring a deejay's programming fancy naturally turns to songs of the season. The first three features in this seasonal programming series (summer, fall and winter) appeared in previous Record Programming quarterlies. Since the current spring quarterly (see insert this issue) doesn't include the concluding segment, we are spotlighting the list here in Vox Jox. The tunes-a representative selection of music assaciated with the spring season—are listed alphabetically by title; while currently available recordings of each song-singles or LPare listed alphabetically by artist.

"APRIL"-Larry Elgart, RCA Victor (LP-New Sounds at the Roosevelt). "APRIL FOOL"-Tony Perkins, Epic (LP-Tony Perkins). "APRIL FOOLED ME"-George Byron, Atlantic (George Byron Sings New and Rediscovered Jerome Kern Songs). "APRIL GIVE ME ONE MORE DAY"-Sarah Vaughan, Mercury.

"APRIL IN PARIS"-Count Basie, Verve; Big Bay Band, Omega (LP-Swingin' High With Big Bay Band); Carmen Cavallaro, Decca (LP-Carmen Cavallaro Remembers Eddy Duchin); Nat King Cole, Capitol (LP-Piano Style of Nat Cole); Ray Conniff, Columbia (LP-Awful Nice); Vic Damone, Mercury (LP-Yours for a Song); Doris Day, Columbia (LP-Requested By You); Billy Eckstine, M-G-M (LP-Smoke Gets in Your Eyes); Ella Fitzgerald. Verve (LP-Newport Jazz Festival); Erroll Garner, Columbia (LP-Erroll Garner): Ted Heath, London (LP-All Time Top Twelve); Joni James, M-G-M (LP-Je T'Aime); Stan Kenton, Capitol (LP-Portraits on Standards); Andre Kostelanetz, Columbia (LP-Lure of France); Michel Legrand, Columbia (EP-Michel Legrand Orch.); Enoch Light, Grand Award (LP-Paris Spectacular); Glenn Miller, RCA Victor (LP-Glenn Miller Concert); Patti Page, Mercury (LP-Let's Get Away From It All); Andre Previn, Contemporary (LP-Andre Previn Plays Vernon Duke); Artie Shaw, RCA Victor (LP-Man and His Dream); Frank Sinatra, Capitol (LP-Come Fly With Me); Sarah Vaughan, Mercury (LP-Sarah Vaughan); Fred Waring, Capitol (LP-Broadway Cavalcade); Paul Weston, Capitol (LP-Music for Romancing).

"APRIL IN PORTUGAL"—Louis Armstrong, Decca (LP-Satchmo Sings); Les Baxter, Capitol (LP-Confetti); Big Bay Band, Omega (LP-Big Bay Band's Latin Beat); Frank Chacksfield, London (LP-Mediterranean Moonlight); Vic Damone, Mercury; Esquivel, RCA Victor (LP-Four Corners of the World); Percy Faith, Columbia (EP-Percy Faith and His Ork); Richard Hayman, Mercury (LP-Time for Listening); Eartha Kitt, RCA Victor (LP-That Bad Eartha); Mantovani, London (LP-Continental Encores); Melachrino, RCA Victor (LP-Lisbon at Twilight); Perez Prado, RCA Victor (LP-Mambo Mania); Three Suns, RCA Victor (LP-High Fi and Wide); Roger Williams, Kapp (LP-Songs of the Fabulous Fifties).

"APRIL LOVE"-Pat Boone, Dot (LP-Pat Boone Sings); Frank Chacksfield, London (LP-Great Film Songs); Ralph Flanagan, Imperial (LP-They're Playing Our Song); Mantovani, London (LP-Film Encores, Vol. 2); Jane Morgan, Kapp (LP-All the Way); Roger Williams, Kapp (LP-Till).

"APRIL SHOWERS" — Charleston City All Stars, Grand Award (LP-Roaring 20's); Bing Crosby, Decca (LP-Songs I Wish I Had Sung); Eddy Duchin, Columbia (LP-Eddy Duchin Story); Eddie Fisher, RCA Victor (LP-May I Sing to You); Judy Garland, Capitol (LP-Judy); Eydie Gorme, ABC-Paramount (LP-Love Is a Season); Ted Heath, London (LP-Ted Heath Plays Al Jolson): Al Jolson, Epic (EP-Al Jolson); Guy Lombardo, Decca; Patti Page, Mercury (LP-l'll Remember April).

"APRIL SNOW"—Eileen Farrel, Decca (LP-Up in Central Park); Paul Weston, Columbia (LP-Columbia Album of Sigmund Romberg). "BREATH OF SPRING"-Frank Chacksfield, London; Three Suns. RCA Victor (LP-Love in the Afternoon). "FIRST DAY OF SPRING"-Leroy Anderson, Decea (LP-Leroy Anderson Pops

"EASTER PARADE"—Perry Como, RCA Victor; Bing Crosby, Decca; Billy Eckstine & Sarah Vaughan, Mercury (LP-Eckstine & Vaughan); Judy Garland & Fred Astaire, M-G-M (LP-M-G-M's 30th Anniversary Album); Al Jolson, Decca (LP-The Immortal Al Jolson); Andre Kostelanetz, Columbia (LP-Musical Comedy Favorites); Guy Lombardo, Decca (LP-Sweetest Music This Side of Heaven); Fred Waring, Decca (LP-For Listening Only).

"I GOT THE SPRING FEVER BLUES"-Kay Starr, Capitel (LP-In a Blue Mood). "I'LL REMEMBER APRIL" - Dave Brubeck, Fantasy (LP-Dave Brubeck Trio); June Christy, Capitol (LP-(with Pete Rugalo) This Is June Christy); Bing Crosby, Decca; Doris Day, Columbia (LP-Hooray for Hollywood); Four Freshmen, Capitol (LP-Voices in Love); Erroll Garner, Columbia (LP-Concert By the Sea); Stan Getz, Verve (LP-Stan Meets Chet); Lionel Hampton, Decca (LP-Moonglow); Gordon Jenkins, Decca (LP-In the Still of the Night; Stan Kenton, Capitol (LP-Kenton Era); Andre Kostelanetz, Columbia (LP-Stardust); Julie London, Liberty (LP-Julie London, Calendar Girl); Carmen McRae, Decca (LP-My Special Request); Artie Shaw, Decca; George Shearing, M-G-M (LP-An Evening With George Shearing); Paul Weston, Columbia (LP-Music for a Rainy Night).

"IT MIGHT AS WELL BE SPRING"—Julie Andrews, RCA Victor (LP-Julie Andrews Sings); Rosemary Clooney, Columbia (LP-Hollywood's Best); Doris Day, Columbia (LP-Hooray for Hollywood); Blossom Dearie, Verve (LP-Blossom Dearie); Ella Fitzgerald, Decca (LP-Sweet & Hot); Erroll Garner, Columbia (LP-Other Voices): Dick Haymes, Decca; Andre Kostelanetz, Columbia (LP - Music of Richard Rodgers); Gordon MacRae, Capitol (LP-Seasons of Love); Mary Martin, RCA Victor (LP-Mary Martin Sings, Richard

(Continued on page 34)

MUSIC

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MUSIC AS WRITTEN

New York

FREY PARTY FOR ARTHUR TRACY

Sid Frey, head of Audio Fidelity Records, threw a party at the Friar's Club in New York last week for the latest addition to the firm's roster, fellow-Friar Arthur Tracy, the "Street Singer." The party was chock-full of nostalgia and Tracy's first album for Audio Fidelity, titled "The Street Singer," was previewed at the affair. Tracy, speaking to the assemblage, stated that he was returning to the record entertainment world "for kicks."

Larry Clinton has been signed to an exclusive disk pact by Everest Records. . . . Nina Simone opens at the Village Vanguard in New York March 15, plus Tom O'Horgan and the Jimmy Jones Trio. . . . Jerry Vale opened at the Frolics in Revere, Mass., this week. . . . A bust of former band leader Noble Sissle will be presented to the Museum of the City of New York March 18 in recognition of his "outstanding contribution to the creative progress of the Negro in the field of arts." . . . Robert Merrill's new deal at RCA Victor permits him to make outside recordings. His first outside recording will be for Everest Records in a program of Cole Porter and Vincent Youmans, his second will be "Bloch's Sacred Service" for Columbia.... Fred Dvonch, musical director for the Jones Beach, New York, musical comedy productions, was honored last week by a party at the New York College of Music

Bert Siegelson, national promotion director at Frank Music, will marry Tanya Thompson of NBC April 10. ... The Drifters and Doc Bagby's ork will play a week of one-nighters thru the South starting March 28. . . . Jimmy Jones is joining the Red Prysock ork for a series of onenighters thru the Midwest at the end of this month.... Dick Linke is now managing Terri Stevens, Georgie Kaye and Micki Marlowe and the Mayo Brothers in addition to his other acts. . . . The Four Voices open at the Knife and Fork in Detroit next week.... Burton Management is now handling singer Bobby Sharp. He will record for Epic Records.... English song idol Marty Wilde arrived in this country last week. He will make appearances on a number of TV bandstand shows to push his hot waxing of "Bad Boy" on Epic. He will make some records here before returning to England.

A new label, Orchid Records, has been formed by Tom Punchitore. First artist on the label is Joe Spa.... Charles Burr is the co-ordinator of special projects at Columbia Records. He will co-ordinate a.&r. activities with those of the creative services department on special album packages. Also at Columbia George Dale has been named literary editor. . . . Lou Krefetz is out promoting Barry Darvel's waxing of "How Will It End," and Ronnie Brent's disk of "Cowboys and Indians" on his Colt .45 label.

Connie De Nave's public relations firm now has an office on the West Coast in Beverly Hills, Calif. . . . Jim Ayre, the songwriter, is the new a.&r. man for Impala Records in Philadelphia.... Virginia De Luce is now performing at the House of Vienna in New York.... Frank De Vol has been nominated by the Motion Picture Academy for his scoring of the flick "Pillow Talk." . . . Cy Levitan is the new a.&r. man for Golden Crest Records. . . . Epic Records has signed The Stylemasters, and pop singer Lee Dowell.... Neil Sedaka is heading a singing package that will tour Australia and Japan. . . . Bonnie Brown of the Browns on RCA Victor, married Dr. Gene Dale Ring in Arkansas last month.... Henry Mancini heads east this month for radio and TV exploitation of his latest recordings.

Laurie Records will release an LP featuring pianist Bernard Peiffer playing tunes from "Can Can." . . . Guy Lombardo returns from his extensive cross-country tour next week to start work on the show "Hit the Deck," which he will produce at the Jones Beach Marine Theater on Long Island in New York.... Rise Stephens and Harry Belafonte will appear at the Boy Scouts Golden Jubilee Gala at the Hotel Astor in New York on March 18. Dorothy Donegan will also appear. . . . Tony Bennett appears at Hollywood's Cloisters starting May 19.... Eydie Gorme returns to work at Harrah's in Lake Tahoe, Nevada, starting May 9.... Erroll Garner went clean at his concert at the Eastman School of Music in Rochester, N. Y., last Saturday night (5), in spite of a raging blizzard.... Norman Rosemont, head of Alfred Productions, the Alan Jay Lerner-Frederick Loewe music-record firm, is flipping over the deejay reaction to the firm's first L.&L. Newsletter, a new monthly info sheet for jockeys. Bob Rolontz.

Cincinnati

Col. Joseph F. Goetz, former assistant division manager of RKO theaters in Cincinnati and Chicago, has been appointed public relations director for the Hotel Sheraton Gibson here. Colonel Goetz entered the Air Force in 1942 and was promoted to full colonel in 1950. He put in most of the war years lining up talent and handling production for USO shows. He moves into his new post April 1. For the last several years Goetz has been engaged in free-lance public relations work in Washington and New York. . . . Trombonist Eddie Morgan, current at Herman Kirschner's Piano Lounge downtown, joins the Buddy Morrow band Tuesday (15). . . . Ruth Lyons, star of the "50-50 Club," simulcast 12 noon to 1:30 p.m., Monday thru Friday, over WLW-T and Crosley Broadcasting's four-city TV network, writes her own life story named after one of her songs, "Life Has a Lovely Way of Living," in the April issue of Ladies' Home Journal, out March 17. In the same issue, Miss Lyons is featured in a second article by Betty Hannah Hoffman, who writes: "Today Ruth Lyons is probably the most valuable, the most-sought-after, non-network property in television."

Clay Mundey, former Gene Krupa vocalist now making his headquarters here, cuts an album session soon for Bethlehem Records to be titled "The Morning After." Album

(Continued on page 24)

FROM THE BILLBOARD SALES DEPARTMENT

FRANKIE AVALON's new Chancellor release, Don't Throw Away All Those Teardrops, made Billboard's Hot 100 this week in the number 65 spot and as a Star Performer. Flip side is Talk, Talk, Talk, a bright rhythm tune. This disk is the 11th single for the young actor-singer, a list that started with his first, Cupid, then he waxed Teacher's Pet, and was put in the top orbit with his first hit, De De Dinah. The trumpetplaying Philadelphian is also making a name for himself on the movie screen. His performance in his first film, Guns of the Timberland, prompted John Wayne to sign him for an important role in the Wayne spectacular, The Alamo, soon to be

THE BILLBOARD

ROSEMARY CLOONEY's first single since signing with RCA Victor is a combination of the Clooney singing and the Latin playing of Prez Prado on a Frank Loesser number from the musical Greenwillow, titled Summertime Love. The coupler is a Latin favorite, Watermelon Heart (Corazon De Melon). Rosemary is represented on the Million Seller list with these outstanding releases: Come On-A My House. Half As Much & Hey, There. The CRESTS: It was in September of 1958 that four teen-agers from New York's East Side came to Coed Records to demonstrate a song they had written. The foursome, Johnny Mastro, Tom Gough, Harold Torres, and Jay Carter, have since been responsible for the sale of over two million records, one of which, 16 Candles, sold over a million alone. Currently, the boys are swingin' with their new single, Step By Step b-w Billboard Spotlight. And, they have put together a collection of all-time rhythm favorites in their first Coed album, The Crests Sing All Biggies. Selections include: Earth Angel, Good Golly Miss Molly, My Special Angel, Tweedle Dee, Party Doll, Silhouettes,

BOBBY DARIN leaves for England Thursday (17th) for a tour that will carry him thru April 11. His great drive for success as an all-round entertainer motivates all of Bobby's actions, and had made him a top boxoffice draw at the age of 22. His rendition of Clementine, latest Atco chart climber, is taken from Bobby's album, This Is Darin.

BIRTHDAYS OF THE WEEK: This seems to have been the week for bandleaders-four of them celebrate birthdays this week. March 14, Les Baxter, Les Brown. March 15, Harry James, Carl Smith. March 16, Jerry Lewis. March 17, Nat King Cole. March 19. Robin Luke. March 20. Larry Elgart, Sister Rosetta Tharpe.

EDDIE FISHER's second single on his own label, Ramrod Records, is a quality performance of Summertime Love, from the musical Greenwillow, flipped with a Jolson-type rendition of the oldie After You've Gone, Since Eddie has re-entered the record scene here's a little background on the "early" Eddie Fisher: Philadelphiaborn, he began singing at the age of seven, and won his first award when he was 13. While in high school, he worked on several radio programs, earning a total of 18 dollars a week which he supplemented by selling vegetables from his father's truck. A winner on Godfrey's Talent Scouts, Eddie's career took an upward turn on Labor Day, 1949, when he met Eddie Cantor while appearing at Grossinger's resort. Cantor asked him to join him on his tour around the country, and was hailed as an outstanding new singing find.

JOHNNY HORTON could very well be eligible for a "platinum" record if there was such an award - for his Columbia disk, The Battle of New Orleans, which sold over 2,500,000. His latest offering, Sink The Bismarck, which he wrote, is keeping pace with Battle, it's a fast climber on the Hot 100 this week - rates a Star Performer.

GORDON JENKINS, HIS ORCHES-TRA AND CHORUS have the first record in America of the first prize winning song from this year's San Remo Italian Music Festival. Title is Romantica, flip is The Clock Song, and Kapp is the label. To many, Gordon is best-known as a composerconductor, and the works that have brought him greatest acclaim are Seven Dreams and Manhattan Towers. RANDY LEE is a new name on the scene making his debut on Everest Records with a Billboard Pop Talent Spotlight Pick: The Question, Lee gives an expressive vocal to the Latintinged ballad backed by the Leroy Holmes orchestra. Flip is Open Your

JOHNNY McKAY: Last week United Artists Records introduced their new find, Johnny McKay, via his debut disk, I Whisper Your Name, a Latinish rockaballad b-w After You, a ballad with beat, handled nicely by the new singer. Johnny, 18, is a native New Yorker who grew up on the lower East Side, a member of a large family of four sisters and six brothers. He attended the Charles Evans Hughes High School, where he was awarded the school's music prize upon graduation. When Johnny felt he was ready, Don Costa, United Artists a.&r. head was on hand and asked him to sign with the label.

WEBB PIERCE, one of the nation's top country & western singers, finds himself in The Billboard Spotlight with a dual-market single (c.&w. and pop), Lover's Leap, an amusing rhythm rocker, b-w Is It Wrong, a c.&w.-flavored ballad. Born on a farm near West Monroe, La., Pierce's hits on Decca include: In The Jailhouse Now, Back Street Affair, Slowly, I Ain't Never, More And More, and There Stands The Glass.

FLOYD ROBINSON: Twenty-twoyear-old Floyd enjoyed a rare recording experience when his first RCA release, Makin' Love, his own composition released last summer, proved to be a best-seller, and paved the way for an "early" first album, Floyd Robinson. Floyd is presently on the scene with his latest, I Believe In Love b-w Tattletale. Floyd was signed to an RCA contract one year ago by Chet Atkins, RCA's a.&r. representative in

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

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

NEIL SEDAKA, singer - songwriter who scored with his RCA Victor recordings. The Diary, I Go Ape, and Oh! Carol, turns in two highly salable chanting stints on his latest, Stairway To Heaven b-w Forty Winks Away -both picked by Billboard. Neil was presented with a BMI award for his Oh! Carol in their recent annual BMI Awards for 1959 presentation.

ADAM WADE, young Coed Records artist who scored impressively with Tell Her For Me, is well on his way to becoming a "constant" song seller, as evidenced by his second single, Ruby. Adam gives a feelingful vocal that displays a unique song style. Flip is Too Far, a new tune that also comes in for a quality rendition, both Billboard Spotlight Winners. Adam was a laboratory technician who worked on polio research at the Salk Institute in Pittsburgh before he turned to professional singing.

PROMOTION DAYS AND WEEKS: March 15 is Andrew Jackson's Birthday, March 17 is St. Patrick's Day. March 17 is also the beginning of the 1960 Easter Seal Campaign to raise funds for the care, treatment and rehabilitation of crippled children and adults. March 17 is Camp Fire Girls Founders Day. March 18 the Music Educators are holding their National Convention. March 20 begins National Wildlife Week, Mutual Insurance Week, National Salesmen's Week and National Rice Week. March 20 begins Spring.

See you in the Spring.

TOM ROLLO.

Money Records

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

SINGLES

APPLE GREEN-June Valli
DING DONG-Nutty Squirrels
EARTH ANGEL-Johnny Tillotson
HOW DEEP IS THE OCEAN-Toni Fisher
JENNY LOU-Sonny James
PLEDGING MY LOVE-Johnny Tillotson
SALT PEANUTS-Nutty Squirrels
SOLITAIRE-Jerry Vale
SOMEDAY-Della ReeseRCA Victor
THE MADISON TIME—Ray BryantColumbia
UH-HUH-Nutty Squirrels

ALBUMS

A TOUCH OF TABASCO-Rosemary Clooney and Perez PradoRCA Victor SING A HYMN WITH ME-Tennessee Ernie Ford Capitol

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

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

Who helps you to spot most of Tomorrow's top 100 records in advance?



And who says so? The actual detailed statistics studied over a recent period covering thousands of record releases. Here's what the figures show:

- * 70% of the records featured in the big Billboard ads actually reach the Hot 100.
- * And 4 out of them go on to make the top 50 sellers!

What does it mean? The records advertised in The Billboard have been picked by the manufacturers as those most likely to make it. That's why they are being promoted more strongly than others. So, you can't do much betterif you want to get the jump on tomorrow's hits than to

program and order from the records featured in Billboard ads each week.

MUSIC AS WRITTEN

Continued from page 23

title is taken from one of the tunes in package written by Saul Striks, Red Robinson and Major Short, better known as Somethin' Smith and the Redheads. . . . The suburban Rainbow Club this week switches to a name jazz policy, with bookings on a Thursday-thru-Sunday basis. . . . Folk singer Will Mercer, now handling promotion for the Sheraton-operated French Lick Hotel, French Lick, Ind., in town last week to shoot a video audition tape for a possible 15minute show to precede the Cincinnati Reds baseball telecast over WLW-T the coming season. Fifty-three games will be colorcast by WLW-T during the 1960 season.

Clayton Mooar, of the WLW staff here, is in charge of the free Jazz Workshop concert to be presented on the University of Cincinnati campus April 4 by the Local 1, AFM, here in co-operation with UC officials. Talent will be drawn from local ranks of pop, jazz and classical musicians. Last year's event pulled a full house. . . . WLW singer Marian Spelman filled in for Arthur Lee Simpkins at Beverly Hills, Southgate, Ky., last week when the latter was called to Los Angeles by the sudden death of his sister. A single guest shot by Simpkins on the Ruth Lyons "50-50 Club" on Crosley Broadcasting's four-city TV network, netted some 400 sales of the Simpkins album on the Mirada label, titled "The Magnificent Voice of Arthur Lee Simpkins." Last year, a guest shot on the same seg, chalked up more than 1,000 sales. . . . Ike Klayman, head A. & I. Record Distributing here, reports his biggest action these days on "Goodbye, Kansas City," by Wilbur Harris on the Fury label; Jimmy Reed's waxing of "Baby, What Do You Want Me to Do?" on Vee-Jay, and Dee Clark's "At My Front Door" on Abner.

Allen Wolk, Verve Records promotion man, hopped into Cincy from Cleveland and Detroit early last week and planned to head southward Wednesday (9) but was thwarted by the record-breaking snows which hit the Kentucky sector. Wolk is currently working on "Darling," by the Fraternity Brothers, and expresses excitement over the new Verve single by the Four Holidays, "Love Ya, Baby," and the "Sound of Music" LP by Paul Smith. Bill Sachs

Chicago

Newest tipoff to what Van Cliburn may be recording next: For a mid-April appearance with the Chicago Symphony and Fritz Reiner (who, like Cliburn, are on RCA Victor), he has canceled a scheduled performance of the Beethoven "Emperor" Concerto and substituted the Schumann Concerto. Also he'll play tht Brahms Second Piano Concerto. . . . Erroll Garner gives a concert at Civic Opera House Saturday (19). Impresario is Harry Zelzer, city's classical concert tycoon. . . . Lotsa sons born lately. Proud papas are Shepard Stern of M. M. Cole, Vic Farici, deejay contact man for M-S Distribs, and Joe Cohen of Essex Distribs, Newark. . . . John Coleman, stockroom manager of Merc branch, promoted to salesman. . . . WAIT, new Mutual affil here, tosses a big bash tomorrow (15) for Robert F. Hurleigh, net prexy. ... Mercury's Johnny Preston off like a running bear for a 10-day tour of Australia. . . . Tony Bennett given a gold-plated microphone by Shure Bros. for his "contribution to the world of entertainment." ... Deejay Bill Fields left WAIT for WTAC, Flint, for a moonlight show called "Leader of the Night People." . . . Orchestra Hall jammed this week for Sir Thomas Beecham's guest stint with Chi Symph. . . . Al Hindle, vet manager of RCA recording studio, transferred to Hollywood. Bill Reilly replaces him.

Bernie Asbell.

Nashville

RCA Victor a.&r. man Chet Atkins and his assistant, Jack Clement, attended a.&r. meetings at the Hampshire House, New York, last week. Guitarist Chet, whose album, "Teensville," is one of the 40 top-selling LP's in the country, appears with RCA Victor's Dave Gardner Thursday night (17) at Ryman Auditorium here. Concert is being booked by Harris Martin Productions. . . . Local RCA Victor studio is being besieged by Elvis Presley fans asking questions pertaining to Presley's plans. Local rumor is that Elvis may not record in Nashville at all, but on the West Coast.

Jim Reeves' RCA Victor etching of "He'll Have to Go" is reported already well past the million mark in sales, He begins work on a new album within a few days. . . . RCA Victor execs are happy with the reception being accorded Porter Wagoner's latest release, "The Legend of the Big Steeple." . . . Bonnie Brown, younger sister of Jim Edward and Maxine (The Browns), eloped February 11 with Little Rock interne, Dr. Gene Dale Ring. . . . Organist Jimmie Richardson was in town last week pushing his EP on the Marcile label among local country and pop jockeys. . . . Decca's Bobby Helms and M-G-M-'s Marvin Rainwater were also in town last week. They had been on tour together. . . . Billy Grammer cut his first session for Everest at Bradley Studio Sunday (13).

Jim Denny Artists Bureau has Little Jimmy Dickens opening at the Flame in Minneapolis March 16 for four days. . . . Noble-Dury & Associates prexy, Bill Graham, has returned from the West Coast, where he directed filming of Rocky Marciano commercials for Fendrich Cigar account. . . . Decca's Owen Bradley was in New York last week on label business. . . . M-G-M's Jim Vienneau in town last week to direct a Mark ("Teen Angel") Dinning session at the Bradley Studio. . . . The Everly Brothers began recording of their first album for Warner Bros, at RCA Victor here Tuesday night (8). . . . Monument's Fred Foster was a recent visitor here. . . . Top Records, of Lubbock, Tex., brought in artist Vance Ziun for session at RCA Victor Studio Monday (7). . . . RCA Victor Customs' Eddie Jackson and hubby Tommy toured RCA's pressing plants in Indianapolis Monday and Tuesday of last week.

Pat Twitty

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Grammophon Gesellschaft

A SELECTION FROM THE FIRST RELEASE

SCHUMANN: Piano Concerto in A

Minor, Op. 54-Introduction and Allegro, Op. 92-Novelette, Op. 21, No.
1-Toccata, Op. 7-Svjatoslav Richter,
piano; National Philharmonic Symphony Orchestra of Warsaw; Witold
Rowicki and Stanislaw Wislocki, conductors LPM 18597, SLPM 138077*

MOZART: Piano Concerto in D Minor, K. 466

PROKOFIEFF: Piano Concerto No. 5 in G Major, Op. 55-Svjatoslav Richter, piano; National Philharmonic Symphony Orchestra of Warsaw; Stanislaw Wislocki and Witold Rowicki, conductors LPM 18595, SLPM 138075*

BERLIOZ: La Damnation de Faust (Complete)—Consuelo Rubio, mezzo-soprano; Richard Verreau, tenor; Michel Roux, baritone; Pierre Mollet, bass; Choeur Elizabeth Brasseur; Lamoureux Orchestra of Paris; Igor Markevitch, conductor LPM 18599/600, SLPM 138099/100°

DVORAK: Requiem, Op. 89 (Complete)

-Maria Stader, soprano; Sieglinde Wagner, alto; Ernst Haefliger, tenor; Kim
Borg, bass; Czech Choir; Philharmonic
Orchestra of Prague; Karel Ancerl, conductor

LPM 18547/48, SLPM 138026/27*.

HAYDN: Missa Sanctae Caeciliae – Maria Stader, soprano; Marga Hoeffgen, alto; Richard Holm, tenor; Josef Greindl, bass; Choir and Symphony Orchestra of the Bavarian Radio; Eugen Jochum, conductor

HANDEL: Organ Concerto in F Major – Michael Schneider, organ; Symphony Orchestra of the Bavarian Radio; Eugen Jochum, conductor

LPM 18545/46, SLPM 138028/29*

TCHAIKOVSKY: Swan Lake Suite —
Sleeping Beauty Suite—Polonaise
from "Eugen Onegin"—National Philharmonic Symphony Orchestra of Warsaw; Witold Rowicki, conductor

LPEM 19201, SLPEM 136036*

LISZT: Piano Concerto No. 1 in E Flat
Major-Piano Concerto No. 2 in A
Major-2nd Legend of St. FrancisPaganini Etude in E Flat Major-Tamàs
Vàsàry, piano; Bamberg Symphôny Orchestra; Felix Prohaska, conductor
LPM 18589, SLPM 138055*

BRAHMS: 8 Hungarian Dances

DVORAK: 5 Slavonic Dances – Berlin Philharmonic Orchestra; Herbert von Karajan, conductor

LPM 18610, SLPM 138080.

BARTOK: Bluebeard's Castle (Opera in One Act)—Dietrich Fischer-Dieskau, baritone; Hertha Toepper, contralto; Berlin Radio Symphony Orchestra; Ferenc Fricsay, conductor

LPM 18565, SLPM 138030*

* Stereophonic

FOR THE WEEK ENDING MARCH 18, 1960

Billboard TOP LP'

This Last Week Week Title, Artist, Label and Number	on Chart Week Week Title, Artist, Label and Number
Original CastColumbia	Mario Janza RC
3 2. SIXTY YEARS OF MUSIC AMERICA	22 26. THE WONDERFUL WORLD JONATHAN WINTERS
LOVES BEST	or LM 6074 (23) 15. SWINGIN' ON A RAINBOW
4. HERE WE GO AGAIN	oitol T 1258 27. BLUE HAWAII
5. HEAVENLY	
6 12. ITALIAN FAVORITES	6 34 FIDESIDE SING ALONG WIT
7. OUTSIDE SHELLEY BERMAN	
8 6. GUNFIGHTER BALLADS AND TRAIL Marty Robbins	SONGS12 (28) 25. "TWANGS" THE "THANG"
9 9. THAT'S ALL	24 (29) 23. NO ONE CARES
10. BELAFONTE AT CARNEGIE HALL	19 (30) 29. FOR THE FIRST TIME
11) 8. FABULOUS FABIAN	12 31 30. THE LORD'S PRAYER
12) 28. THIS IS DARIN	2 (32) — GENIUS OF RAY CHARLES
13) 13. KINGSTON TRIO AT LARGE	33) 37. COME FLY WITH ME
14 16. OLDIES BUT GOODIES Original	
15 11. LET'S ALL SING WITH THE CHIPM	IUNKS16 (35) — BUDDY HOLLY STORY
16 24. TEENSVILLE	4 (36) — ENCORES OF GOLDEN HITS
17. MORE JOHNNY'S GREATEST HITS.	34 (37) 31. FIORELLO!
18 14. KINGSTON TRIO	
19. PARTY SING ALONG WITH MITCH	27 (39) 39. GYPSY
20 20. SANTO AND JOHNNY	9 (40) 33. SONGS BY RICKY

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21)	1	STUDENT PRINCE AND OTHER GREAT MUSICAL COMEDY HITS Mario LanzaRCA Victor LM	
(22)	26.	THE WONDERFUL WORLD OF JONATHAN WINTERSVerve MGV 15	7
23	15. 5	SWINGIN' ON A RAINBOW	12
24)	27.	BIUE HAWAII Dot DLP	35
25	22. I	PORGY AND BESS	35
26		FIRESIDE SING ALONG WITH MITCH	
17		CONCERT IN RHYTHM, VOL. II	
28	25.	"TWANGS" THE "THANG"Jamie JI.P	8
29	23.	NO ONE CARES	30
30		FOR THE FIRST TIMERCA Victor LM	
<u> </u>		THE LORD'S PRAYER	22
<u>32</u>		GENIUS OF RAY CHARLESAtlantic LP	1312
33	1	COME FLY WITH MECapitol W	11
34)	A CONTRACTOR	WOODY WOODBURY LOOKS AT LOVE AND LIFE	
35)	- 1	BUDDY HOLLY STORY	15
36	_	ENCORES OF GOLDEN HITS	1
37	31. I	FIORELLOI Original Cast	10
38	32	Ahmad Jamal	7
39	39. (GYPSY Original Cast	35
40	CONTRACTOR OF THE PARTY OF THE	SONGS BY RICKY	25

ESSENTIAL INVENTORY

(MONO ALBUMS) on the charts 40 weeks or more

This Last Week Week Title, Artist, Label and Number	Weeks on Chart
1. INSIDE SHELLEY BERMAN Verve MGV 15003	47
2. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	103
3 5. MY FAIR LADY, Original Cast, Columbia OL 5090	206
4 3. FROM THE HUNGRY I, Kingston Trie, Capitel T 1107	57
5 6. GIGI, Sound Track, M-G-M E 3641 ST	89
4. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1	133. 98
9. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 11	60 88
10. PETER GUNN, Henry Mancini, RCA Victor LPM 1956	56
7. THE MUSIC MAN, Original Cast, Capitol WAO 990	107
8. ONLY THE LONELY, Frank Sinatra, Capitol W 1053	61
11 11. COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	54
20. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	48
13 12. HYMMS, Tennessee Ernie Ford, Capitol T 756	D 1072
14) 13. SOUTH PACIFIC, Original Cast, Columbia OL 4180	302
14. RODGERS: VICTORY AT SEA, VOL. II, RCA Symphony Orch. (Bennett), RCA Victor LM 2226	44
16 17. THE KING AND I, Sound Track, Capitol W 740	1000
17 15. OKLAHOMA! Sound Track, Capitol SAO 595	210
16. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	54
19 21. FLOWER DRUM SONG, Original Cast, Columbia OL 5350	-
20) 18. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL	1270 56
21) 19. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	68
22) 23. WARM, Johnny Mathis, Columbia CL 1078	
23) 24. GEMS FOREVER, Mantovani, London LL 3032	56
24) 22. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	61
25) 25. EXOTICA, VOL. I, Martin Denny, Liberty LRP 3034	43

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

This Week	Last Week	Weeks Title, Artist, Label and Number on Chart
1	1.	THE SOUND OF MUSIC
2	2.	PERSUASIVE PERCUSSION
3	3.	HERE WE GO AGAIN
(1)	9.	BELAFONTE AT CARNEGIE HALL
5	4.	FAITHFULLY
6	5.	PROVOCATIVE PERCUSSION
1	6.	THE LORD'S PRAYER
8	7.	LET'S DANCE AGAIN
9	-	TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO
10	15.	STILL MORE SING ALONG WITH MITCH11 Mitch Miller
11	24.	SAIL ALONG SILVERY MOON
12	14.	FIORELLO!
13	13.	QUIET VILLAGE
14	10.	CONNIFF MEETS BUTTERFIELD
(15)	12.	GUNFIGHTER BALLADS AND TRAIL SONGS 5

This Week	Last Week	40 - C-122 40 VINA 42 - 124 120 120 120 120 120 120 120 120 120 120	eks Chart
16	17.	NEARER THE CROSS	.11
17).	18.	OPEN FIRE, TWO GUITARS	. 6
18	27.	NEW ORLEANS	. 3
19	11.	RACHMANINOFF: Piano Concerto No. 3 Van Cliburn	. 6
20	16.	CONCERT IN RHYTHM, VOL. I	.18
21)	19.	MORE SING ALONG WITH MITCH	
22	21.	'S AWFUL NICE	. 4
23	26.	WITH THESE HANDS	.17
24)	20.	AMERICAN SHOWCASE	. 8
25)	22.	Roger Williams	.17
26	25.	IT'S THE TALK OF THE TOWN	. 5
27)	28.	FIRESIDE SING ALONG WITH MITCH	.11
28	23.	LET'S ALL SING WITH THE CHIPMUNKS	. 9
29	-	FLOWER DRUM SONG	.10
30	===	THE EDDY DUCHIN STORY	. 3

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ESSENTIAL INVENTORY

(STEREO ALBUMS)

This Week	Last Week Title, Artist, Label and Number on Chart
0	1. SOUTH PACIFIC, Sound Track, RCA Victor LSO 103243
2	3. MY FAIR LADY, Original Cast, Columbia OS 201543
3	2. HEAVENLY, Johnny Mathis, Columbia CS 815225
(1)	6. GEMS FOREVER, Mantovani, London PS 10632
(5)	4. 6161, Sound Track, M-G-M SE 3461 ST43
6	10. ONLY THE LONELY, Frank Sinatra, Capitol SW 105323
1	17. STRAUSS WALTZES, Mantovani, London PS 11827
(8)	5. OKLAHOMA! Sound Track, Capitol SWAO 59541
9	19. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 195641
(10)	9. KING AND I, Sound Track, Capitol SW 74031
(11)	8. COME DANCE WITH ME, Frank Sinatra, Capitol SW 106943
(12)	13. FILM ENCORES, VOL. 1, Mantovani, London PS 12441
13)	FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 233820
14)	7. MUSIC MAN, Original Cast, Capitol SWAO 99039
15	14. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252
(16)	18. GYPSY, Original Cast, Columbia OS 201722
1	12. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 222641
18	- NO ONE CARES, Frank Sinatra, Capitol SW 122428
(19)	11. KINGSTON TRIO AT LARGE Capitol ST 119937
(20)	- 'S MARVELOUS, Ray Conniff, Columbia CS 803721

BASED ON SALES

IN STORES & RACKS

MONOPHONIC CLASSICAL ALBUMS

- 1. SIXTY YEARS OF MUSIC AMERICA LOVES BEST.... Assorted Artists, RCA Victor LM 6074
- 2. TCHAIKOVSKY: PIANO CONCERTO NO. 1

Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252

- 3. THE LORD'S PRAYER..... The Mormon Tabernacle Choir (Condie), Columbia ML 5386
- 4. RODGERS: VICTOR AT SEA, VOL. 2

RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226

5. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN

Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054

6. RACHMANINOFF: PIANO CONCERTO NO. 3

Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

7. GROFE: GRAND CANYON SUITE

The Philadelphia Orchestra (Ormandy), Columbia ML 5286

8. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO

Morton Gould Orchestra, RCA Victor LM 2345

9. OFFENBACH: GAITE PARISIENNE; KHACHATURIAN: GAYNE BALLET SUITE

Boston Pops (Fiedler), RCA Victor LM 2267

STEREOPHONIC CLASSICAL ALBUMS

1. RODGERS: VICTORY AT SEA, VOL. 2

RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226

2. TCHAIKOVSKY: PIANO CONCERTO NO. 1

Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252

3. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO

Morton Gould Orchestra, RCA Victor LSC 2345

4. THE LORD'S PRAYER Mormon Tabernacle Choir (Condie), Columbia MS 6068

5. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN

Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054

6. GROFE: GRAND CANYON SUITE

The Philadelphia Orchestra (Ormandy), Columbia MS 6003:

7. BEETHOVEN: SYMPHONIES NOS. 4 & 5

The Columbia Symphony Orchestra (Walter), Columbia MS 6055

8. OFFENBACH: GAITE PARISIENNE; KHATCHATURIAN: GAYNE BALLET SUITE

Boston Pops (Fiedler), RCA Victor LSC 2267

9. RACHMANINOFF: PIANO CONCERTO NO. 3

Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355

10. HANDEL: THE MESSIAH..........Soloists; The Mormon Tabernacle Choir (Condie); The Philadelphia Orchestra (Ormandy), Columbia M2S 607

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

STEREOPHONIC

- 1. Soul of Spain, Vol. 1 101 Strings ... Stereo Fidelity SF 6600 a. Soul of Spain, Vol. 2
- 101 Strings Stereo Fidelity SF 9900 3,4101 Strings Play the Blues
- Stereo Fidelity SF 5800 4. Backbeat Symphony
- 101 Strings ... Stereo Fidelity SF 11500 5. Gypsy
- Jack Sterling Quintet
- Harmony HL 11016
- 101 Strings ... Stereo Fidelity SF 7000 7. Opera Without Words
- 101 Strings ... Stereo Fidelity SF 8700 8. Concerto Under the Stars
- 101 Strings ... Stereo Fidelity SF 6700 9. Symphony for Glenn
- Hamburg Philharmonic Ork Stereo Fidelity SF 5400
- 10. Holiday in Mexico
 - 101 Strings Stereo Fidelity SF 10700

MONOPHONIC

- 1. Soul of Spain 101 StringsSomerset P 6600 B. Good Housekeeping's Plan for Reducing
- Off the Record Harmony HL 7143 3. Perry Como Camden CAL 511
- 4. You Do Something to Me
- Mario Lanza .. RCA Camden CAL 450 5. Huckleberry Hound
- Daws Butler and Don Messick
- 6, 101 Strings Play the Blues
- Somerset P 5800 7. Backbeat Symphony
- 101 Strings Somerset P 11500
- 8. Sound of Music Norman Paris Quartet
- Harmony HL 7235 9. Around the World in 80 Days
- Music From the Film. Somerset P 2800 10. The World's Greatest Standards
- 101 Strings Somerset P 4300

BEST SELLING POP EP'S

- 1. Gunfighter Ballads and Trail Songs Marty Robbins ... Columbia EPB 13491 1. Heavenly
- Johnny Mathis Columbia EPB 13511 3. Genius of Ray Charles Atlantic EP 619
- 4. Fireside Sing Along With Mitch Mitch Miller Columbia EPB 13891
- Tennessee Ernie Ford Capitol EAP 1-756
- 6. Kingston Trio at Large V. Ricky Sings Again
- Ricky Nelson Imperial EP 159 8. Songs by Ricky
- Ricky Nelson.......Imperial EP 162 9. Peter Gunn
- Henry Mencini .. RCA Victor EPA 4333 10. That's All Bobby Darin Atco EP 4504

Reviews of THIS WEEK'S LP'S



Strongest sales potential of all albums reviewed this week.

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

THE VILLAGE OF ST. BERNADETTE



Andy Williams. Cadence CLP 3038 — Williams turns to a lovely set of pop inspirational, hymns and religious themes for his latest listenable offering. The renditions are sincere and dedicated thruout. Highlighted by his recent hit single selection, the album title tune, other numbers include "You'll Never Walk Alone," "I Believe," and "He's Got the Whole World in His Hands." Sound and cover are good.

GOLDEN HITS



Pattl Page. Mercury MG 20495 - Many of the lark's ROCKING THE STANDARDS past disk successes are included in this anthology of her golden hits. Her fans will find the package highly attractive. Included are "Tennessee Waltz," "Detour" and "Old Cape Cod." Sound and a displayable cover are sales assets.

I LOVED YOU IN SO MANY WAYS



Brook Benton. Mercury MG 20565 - Benton could have a big seller with his latest LP. Included are several of his past singles hits plus new material. The ork settings help the singer all the way. Jocks should find the album a fine programming item, and the singer's fans will also like it. Tunes include "Someone to Watch Over Me," "So Close" and the album title tune.

HAPPY MOODS



Ahmad Jamal. Argo LP 662 - Jamal has another likely dual-market pop and jazz seller with this offering. The pianist's distinctive approach is heard to strong effect on such gems as "You'd Be so Easy to Love," "Time on My Hands" and "Pavanne." The set is nicely balanced to include mood tunes and swingers. Good cover.

LEROY ANDERSON CONDUCTS HIS MUSIC



Decca DL 8954 (Stereo & Monaural)—Here is an outstanding album of Leroy Anderson's music, conducted by the composer himself. The tunes include such favorites as "The Syncopated Clock," "Fiddle Faddle," "Serenata," etc., and they are played with a lilt by the large orchestra. The recording is a delight and stereo fans will enjoy it muchly. An excellent deejay programming set.

SING A HYMN WITH ME



Tennessee Ernie Ford. Capitol STAO 1332. (Stereo & Monaural) - Ford's previous religious albums have been highly successful, and this elaborately packaged album should be just as strong sales-wise. The set includes a booklet with the music and lyrics to the selections. The artist is sincere and devout in his renditions. Numbers include "Bringing in the Sheaves," "I Love to Tell the Story" and "Onward Christian Soldiers." Sound is excel-

SATIN BRASS



George Shearing Quintet. Capitol ST 1326 (Stereo & Monaural) - The distinctive Shearing Quintet sound is lushly complemented by a brass choir in the group's latest set. It is effectively used on such fare as "Stairway to the Stars," "Just Plain Bill," "A Ship Without a Sail" and a few new tunes. Set should appeal in pop and jazz markets. Sound and attractive cover add to over-all appeal.

MUSIC OF SIGMUND ROMBERG



George Melachrino Ork. RCA Victor LSP 2106 (Stereo & Monaural) — The Melachrino strings are featured on a group of the famed composer's best-known selections. These include "Deep in My Heart," "Softly As in a Morning Sunrise" and "Wanting You." It's a fine jockey programming item, and a good easy-listening set. It should follow the strong sales path of his previous releases. Effective in stereo.

Pop Low Price -



Camden Rockers. Camden CAS 562 (Stereo & Monaural) —The triplet beat is applied to a variety of standards and the result, for the most part, is surprisingly successful. The arrangements avoid the downright funky and turn out to be acceptable and quite tasteful renditions of such old faves as "Who's Sorry Now," "Among My Souvenirs," "Near You" and "Bei Mir Bist Du Schoen."

Pop Disk Jockey Programming —

YAKETY SAX



Boots Randolph. RCA Victor LSP 2165 (Stereo & Monaural)—A brace of recent pop hits, evergreens and hits of yesteryear are given fine instrumental treatments by Randolph. Some numbers are entirely instrumental; other use a wordless chorus. The styles and approaches are nicely varied. Set can appeal to teen and adult buyers. Tunes include "Teach Me Tonight," "Sleep Walk" and "After You've Gone." An ideal jockey programming set.

PIANO RAGTIME WITH THE PHENOMENAL DUKES OF DIXIELAND (Volume II)



Audio-Fidelity AFSD 5928 (Stereo & Monaural)-Another potent sales package by the Dukes. The boys are their usual exuberant selves on a bouncy collection of nostalgic piano ragtime tunes. Items include "Twelfth Street Rag," "Bugle Call Rag," "Tiger Rag," etc. Fine sound.

(Continued on page 29)

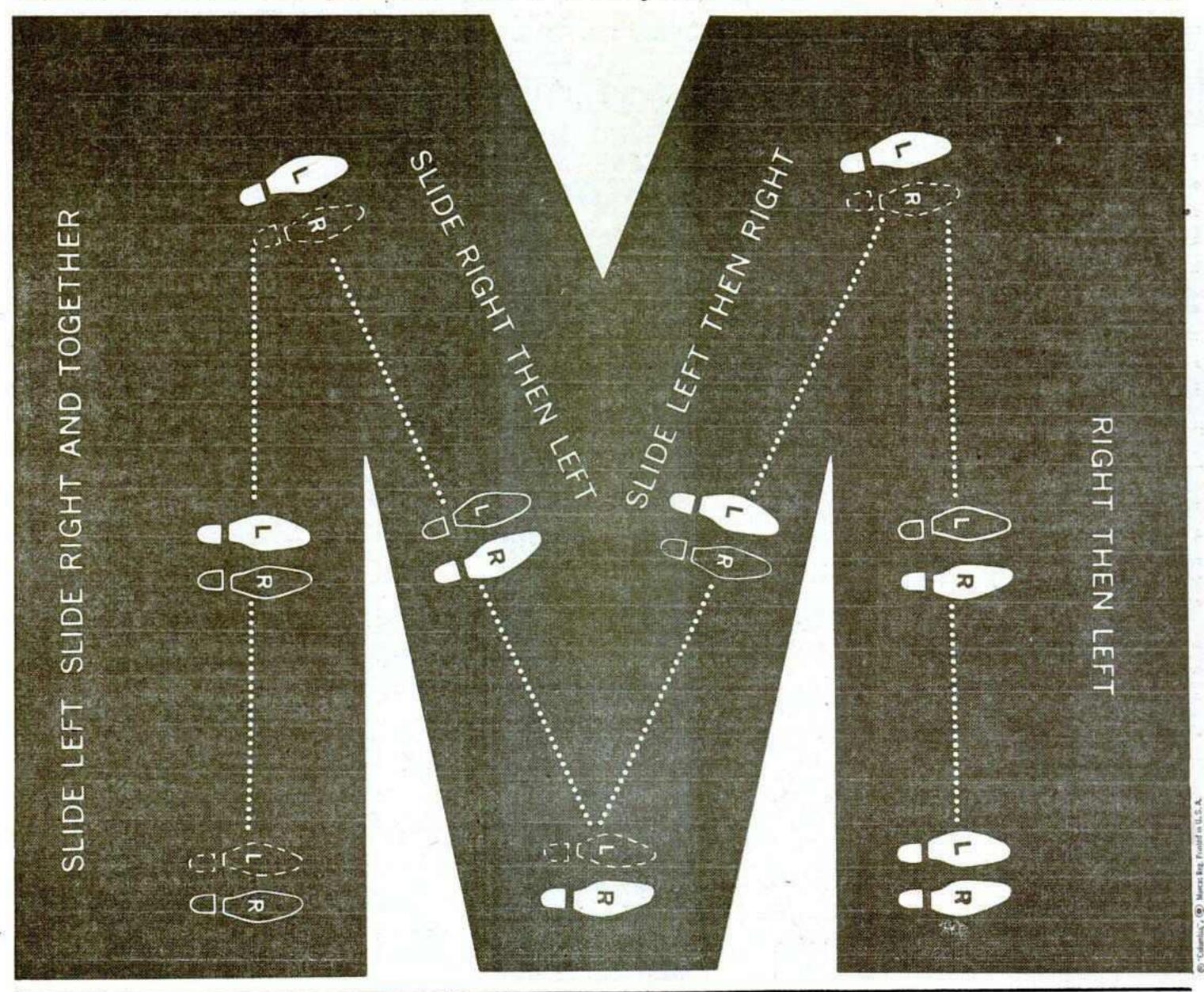
IT'S 'MADISON TIME' ON COLUMBIA!

Wildfire couldn't spread faster than "THE MADISON"—the contagious new 1960 dance craze that's breaking out coast-to-coast as the biggest epidemic since the hula hoop.

Columbia's out front with the "must" version of this hip square-dance (teen-age style) that's definitely not for squares. The Ray Bryant ("Little Susie") Combo provides dancers with the driving "Madison Time" beat-Parts I & II-and there's a swingin' ad-lib assortment of crazy "Madison Time" calls. Step-by-step illustrations for "The Basic Madison," plus such interpolations as "The Wilt Chamberlin Hook," "The Jackie Gleason," and "The Rifleman," are all printed on the sleeve.

This is the REALLY BIG dance record of the year! (4-41628)

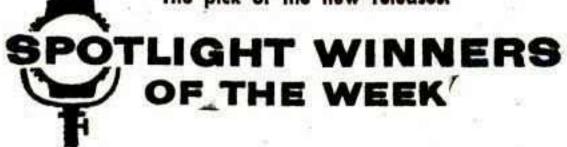
Publisher: Cromwell Music, Inc.



THE BIG M-'THE MADISON TIME' RAY BRYANT ON COLUMBIA P #1 IN CONSUMER SALES

Convrighted materi

The pick of the new releasest



Strongest sales potential of all albums reviewed this week.

Continued from page 27

Jazz

GERRY MULLIGAN MEETS BEN WEBSTER



Verve MGVS 6104 (Stereo & Monaural)—The great baritone sax artist and the great tenor sax man team forces for a six-track set that gets better with each new band, ending with a fine outing on "Sunday," the oldie. Set is STRING especially effective in stereo. Both the artists blow up a storm, and buffs should flock to the set. Accompanying are Jimmy Rowles, piano; Mel Lewis, drums, and Leroy tion of standards, with lush, romantic Vinnegar on bass.

PETE FOUNTAIN DAY



Coral CRL 57313—Recorded at the Municipal Auditorium during "Pete Fountain Day" in New Orleans last October 29, this handsomely packaged double-fold (with boundphoto-text) album spotlights exuberant, tasteful Dixieland sell heavily to the crowds who have visited performances by the ace clarinetist and a group of solid or his summer place on Fire Island. It sidemen, including Jack Sperling and Don Bagley. Results features Goldie Hawkins and Wayne Sandare relaxed, listenable and solidly commercial. The ex- ers in their well-known duo-piano rendi-Welk star has a strong personal following among pop tions of popular show tunes. They're in and jazz fans.

A GASSER



Annie Ross-Zoot Sims. World Pacific S 1285-Annie Ross of the Lambert-Henricks-Ross trio is featured alone in this by drums, string bass and his own piano swingin' set. A quintet with Zoot Sims featured provides playing, Buddy Greco does an appealing fine backgrounds. The chick wails to strong effect on such cago's Le Bistro Greco has quite an infare as "I Didn't Know About You," "You're Nearer" and dividual approach to the standards, with "Lucky Day." Her fans will find it a gasser, indeed.

Classical

BARTOK: MUSIC FOR STRINGS, PERCUSSION & CELESTA; HUNGARIAN SKETCHES



Chicago Symphony (Reiner) RCA Victor LM 2374-Reiner has been associated personally with Bartok and his & Monaural) - Consistently effective music since 1905, but this is his first recording of these thrushing by Miss Harper on a group of works. His incisive readings are certain to rank high, evergreens. Some of the tunes were fordespite heavy competition on the "Music for Strings," "Percussion and Celesta." The "Hungarian Sketches" have a set), that is getting some attention. Other folk-like charm that contrast with the tense, febrile quality tunes include "All the Things You Are," of the other works. The Chicago Symphony is in fine form.

BEETHOVEN: KREUTZER & SPRING SONATAS NOS. 9 AND 5



Rubinstein, Szeryng. RCA Victor LM 2377-This is the first time Artur Rubinstein and Henry Szeryng have collaborated on wax, and it's also the first time Rubinstein has recorded the "Kreutzer" Sonata. Thus, the album has added sales appeal, in addition to the usual potent commercial pull of the artists and works. Excellent performances and sound.

SAINT SAENS: SYMPHONY NO. 3



Boston Symphony (Munch). RCA Victor LM 2341—Here's another strong commercial package by the popular Boston Symphony and Charles Munch. Utilizing an unusual stage seating pattern, this LP spotlights exerpt performances (Stereo & Monaural) - Two complete and excellent sound techniques, highlighted by standout brass sections, sometimes playing as one and solo work by organist Berj Zamkochian and pianists Leo Litwin and Bernard Zighera.

TCHAIKOVSKY: SYMPHONY NO. 4



Boston Symphony (Monteux). RCA Victor LM 2369-There are many versions, in stereo, of this memorable symphony, already on the market, including another by the same orchestra under Charles Munch. Tho this reading is creditable enough, it boils down to a matter of conductor name value in selecting which versions to carry. Monteux, the venerable Frenchman, of course, does have a substantial following, which should be borne in mind.

(Continued on page 31)

VERY STRONG SALES POTENTIAL

POPULAR ***

*** LAVENDER BLUE MOODS

Sammy Turner. Big-Top 1301 - Turner, who has been making a name for himself via several hit singles, nicely wraps up a brace of standards in his debut album. Included are his past click singles and other attractive tunes - "I Can Dream Can't I," "Honey," "These Are the Things I Love," etc. Set can appeal to teen and adult buyers.

**** I'VE GOT THE WORLD ON A

Louis Armstrong. Verve MGVS 6101. (Stereo & Monaural) - Satchmo plays it soft and romantic on this listenable collecbacking by Russ Garcia. Selections include "When Your Lover Has Gone," "We'll Be Together Again," and "Do Nothin' Till You Hear From Me." Prime jockey wax.

*** AN EVENING AT GOLDIE'S Mercury MG 20544 - This disk should good form here. Ideal accompaniment for a party.

**** MY BUDDY

Buddy Greco. Epic LN 3660 - Backed job of vocalizing in a session cut at Chiswinging phrasing that shows fundamental musicianship. The result is highly listenable and fine for Jockey programming. Good bands include "Just in Time," "The Lady Is a Tramp," and "Cheek to Cheek."

*** EMBERS OF LOVE

Janice Harper. Capitol ST 1337. (Stereo 'For All We Know," and "I Believe." Ork settings by Stan Applebaum are complementary. A displayable cover and good

*** TWILIGHT MEMORIES

Three Suns. RCA Victor LSP 2120. (Stereo & Monaural) - New recordings of the Three Suns' biggest hits, in stereo. Great for listening or dancing-suave and tasteful. Sides included are "Twilight Time," "Don't Take Your Love From Me," "Moonlight and Roses," etc. A beautiful cover will prove an effective display piece. for dealers.

*** HALLELUJAH!

Jim Timmens. RCA Victor LSP 2029. sometimes blowing against each other, do a dozen spirituals. The sounds are exciting and illustrate a jazz dimension well worth hearing more often. "Joshua," and "Swing Low, Sweet Chariot," are typical of the material. Package is a credit to the label, to the arranger and the musicians.

POPULAR EP ***

*** HE'LL HAVE TO GO Jim Reeves. (1-EP). RCA-Victor EPA

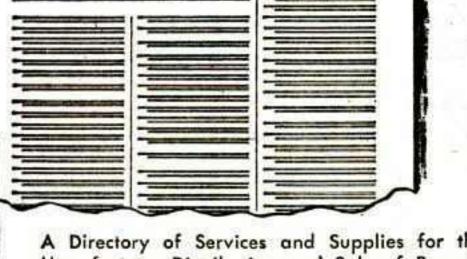
4357 - The fine Nashville-based chanter delivers his current hit single, plus three (Continued on page 31)

Another

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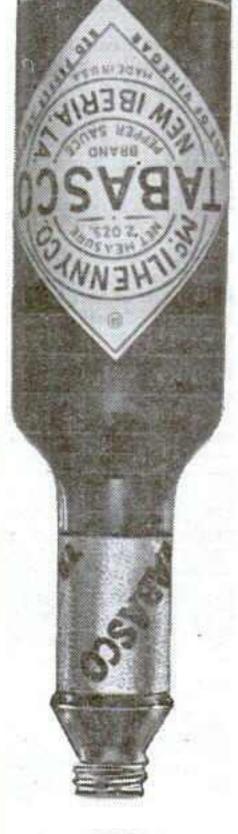
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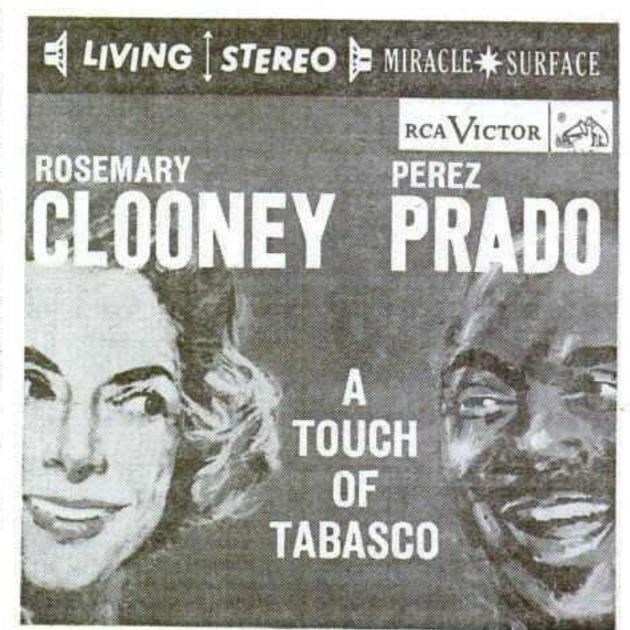
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Strongest sales potential of all albums reviewed this week.

Continued from page 29

- Country & Western -

PICK OF THE COUNTRY



Various Artists. RCA Victor LPM 2094-Twelve great country sides, as chosen by servicemen overseas. Included are Eddy Arnold's "Bouquet of Roses," Porter Wagoner's "Satisfied Mind," Pee Wee King's "Slow Poke," the Davis Sisters' "I Forgot More Than You'll Ever Know" and others just as good by Don Gibson, Jim Reeves, the Browns, Hank Locklin, Hank Snow and the original Jimmie Rodgers.

SONGS OF THE HILLS



Jimmie Osborne, Jack Cardwell, Redd Stewart and Various other artists. Audio-Lab AL 1515-A terrific buy for any collector or programmer of country music. Jimmy Osborne, Shorty Long, Clyde Moody, Jack Cardwell, Redd Stewart and many others are represented by fine performances. Many of the artists on the album hark back to the great days of the country field. Tunes include "Money, Marbles and Chalk," "The Death of Hank Williams," "Shenandoah Valley," etc. Weepers, rhythm songs and sacred songs are featured.

Folk

FLAMENCO VARIATIONS ON THREE GUITARS



Sabicas. Decca DL 8957-Decca presents Sabicas' exciting flamenco guitar work in triplet, via expert multi-track engineering. All parts are created and improvised by Sabicas. Highly effective, expressive wax with solid sales appeal in its market. Compositions-all penned by Sabicasinclude "Sentir Malagueno," "Alcazaba" and "Farruca de la Media Luna."

ENCORE ROBESON



Monitor MP 581-The legendary Robeson should do as well with this follow-up package as he did with the successful Volume 1 of this series. A must for collectors, it offers richly expressive readings of emotion-packed folk items- other classy efforts. "Wishful Thinking" attraction, inasmuch as the competition con-"Mount Zion," "On My Journey," "Dans Le Primtemps," is a bright little upbeater, "Please Come sists of more than a dozen current versions, "O Mistress Mine," etc. Solid backing by pianist Alan

Religious

BLACKWOOD BROTHERS CONCERT



RCA Victor LSP 2137 (Stereo & Monaural)-This great group-from the high tenor down to the basso-reflects dedicated spirituality. The performances were done on location and include "I'm Thankful," "How Great Thou Art," "He's All I Need." An exciting group.

Spiritual -

THE FAMOUS WARD SINGERS AT THE APOLLO THEATER



Hanover HM 8011-The spirit was really on the famous Ward Singers-and their audience at uptown Manhattan's Apollo Theater, the day this live disking was made. Side one fuses "Give Me That Old Time Religion" with a flock *** THE VOICE OF LOVE of others like "What a Friend We Have in Jésus" and "When I Get to Glory." There are five more great bands on side two. Thru it all the enthusiastic audience makes itself heard. An exciting production.

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Say You Saw It in The Billboard



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

- JAZZ -

SIDNEY BECHET

Columbia CL 1410-This album, featuring the late Sidney Bechet, was recorded in concert at the Brussels World's Fair in the summer of 1958. It features Buck Clayton, Vic Dickenson, Arvell Shaw, Kansas Fields and George Wein. Bechet plays with his usual exuberance, and the tunes are all suited to his style. They include "Indiana," "Society Blues," "St. Louis Blues," "Swanee River" and "When the Saints Go Marching In." Great cover shot of Bechet will help sell this set, too.

CLASSICAL TALENT —

CHOPIN: CONCERTO NO. 1 IN E MINOR

Harasiewicz, Piano; Vienna Symphony (Hollrelser). Epic BC 1060 (Stereo & Monaural)-Harasiewicz displays technical dexterity and also warmth in his playing of the romantic concerto. He's fleet and meticulous with no sacrifice of interpretation. Hollreiser keeps the orchestra in a splendidly sub-dominate role. Set is worthy of attention and exposure.

CLASSICAL -

FRENCH IMPRESSIONS

Hollywood Saxophone Quartet. Verve-MGVS 6111 (Stereo & Monaural)-A unique release that is charming and completely delightful, featuring works by French composers of the past 100 years played by a quartet made up of soprano, alto, tenor and baritone sax. The instrument's ability to play classics as well as jazz with delicacy and shading is proved by musicians at home with both types of music. Included are three bright works by Debussy, and compositions by Paul and Gabriel Pierne, Robert Clerisse and Eugene Bozza.

VERY STRONG SALES POTENTIAL

• Continued from page 29

Home," a pleader and "After Awhile," is a slow ballad of heartbreak. The latter could qualify as a future single. The artist gives that familiar warm feeling thruout. This can sell a quantity of copies.

LOW-PRICED POPULAR ***

*** GYPSY IN MY SOUL

Margaret Whiting. Hamilton HLP 104-Miss Whiting scores in her usually fine style with a group of tunes which bespeak the call of the open road, tunes like the title song, "Sentimental Journey," "Any Place I Hang My Hat Is Home," etc. Arrangements are by some of Hollywood's top lads in this field - Comstock, King, Mandel, Martin, Paich and Rugolo. It would be a good chunk of wax even at regular prices, but at the bargain rate it's even better.

Ken Nordine. Hamilton HLP 102-This should have strong appeal for sentimental housefraus, Nordine recites the lyrics of such familiar standards as "My Funny Valentine," "All the Things You Are," "I'll Be Seeing You," etc. Romantic wax featuring solid commercial performance by Nordine. Good display value in cover photo.

JAZZ ****

*** THE MASTERSOUNDS PLAY

COMPOSITIONS BY HORACE SILVER World Pacific S 1284 - The Mastersounds apply their distinctive approach to six tunes, cleffed by planist Horace Silver. The selections are inventively styled, and the group's fans are sure to find this set an attractive item. All the tracks are good, but "Doodlin'" alone is enough to sell the

*** SWINGING BRASS

Oscar Peterson Irio, Verve MGVS 6119. (Stereo & Monaural) - Arranger-conductor Russ Garcia has showcased the Peterson Trio against a big swinging band, and the results are highly effective. Peterson's delicate, tasteful piano solo work provides fine contrast to the "swinging brass." Eminently spinnable Tunes, mainly unfamiliar, include "Con Alma," "Cubana Chant," and "Close Your Eyes."

CLASSICAL ***

*** BERLIOZ: SYMPHONIE FAN-

Vienna Philharmonic (Monteux), RCA

Victor LM 2362 - Recorded in Vienna, this reading of the symphony with the wide variation of moods and the sometimes bizarre sound passages, is well-handled by veteran conductor. The name of the maestro in this case would figure as the main

SACRED ***

*** ALL NITE SINGING GOSPEL CONCERT

Speer Family, Oak Ridge Quartet, Le Fevres, Johnson Sisters and Florida Boys (Continued on page 32)

many of them in stereo.

McCormick, KGFJ. "Terrific teen response," Willie Bryant, KALL. "Immediate response," Joe Adams, KRKD.

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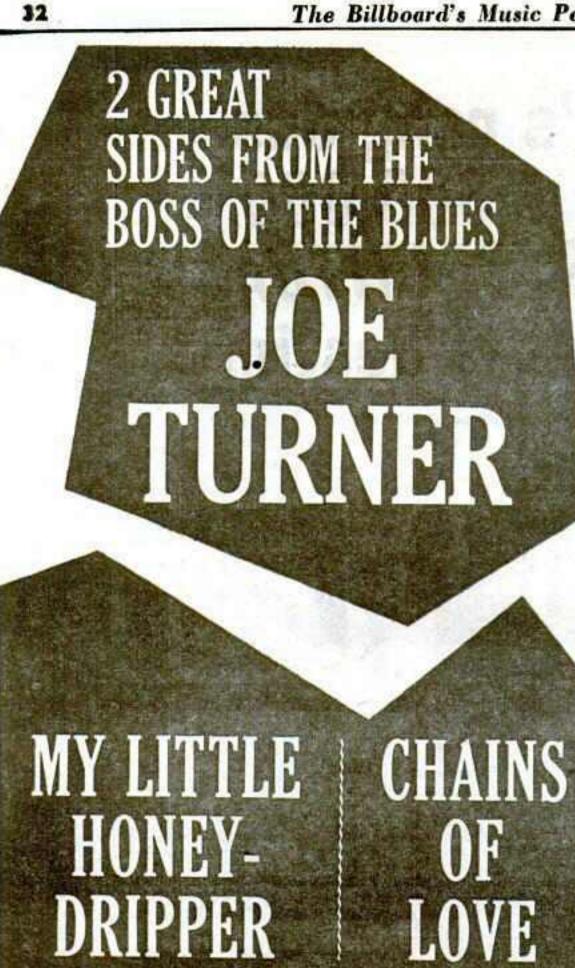
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Reviews and Ratings of New Albums

Continued from page 31

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

Quartet. Starday SLP 112 - A typical gospel singing show is presented in this package which was recorded during Wally ** AMERICAN WALTZES Fowler's 11th anniversary performance at Ryman Auditorium in Nashville, last Nosacred items - "I See Jesus," "God Made a Way," "Closer Walk With Thee," etc.

*** SACRED SONGS FROM THE

Stanley Brothers. (1-EP). Starday SEP 123 - The Stanleys turn in their typical, back hills-type harmonies on this collection of deeply devoted efforts. The Clinch Mountain Boys add some of those fine hill type guitar and fiddle sounds. For devotees of the back woods sound, in a reverent framework, this is really it. Titles include "A Few More Seasons, "Where We'll Never Die," "In Heaven We'll Never Grow Old," and "Mother No Longer Awaits Me," the latter three all in the familiar three beat tempo.

* * * **GOOD SALES** POTENTIAL

POPULAR ***

*** REMEMBER WHEN

Merrill Staton Choir, Epic LN 3664 -American pop songs dating from the onset of the Civil War to the beginning of this century make a charming, lilting collection. There are medleys of songs about working girls and waifs, as well as comedy, love, patriotic and religious songs, plus compositions favoring both Confederate and Union sides of the war. Chorus and soloists apply the proper gusto. Excellent novelty programming.

*** BALLROOM DATE

Prelude" and "Come Dance With Me," are angles for jocks. typical material. Good for dancing; and packaged with that in mind.

*** JIMMY RICKS

include "Summertime," "Our Love" and Eyes." "You'll Never Know."

*** VIVA

Francis Bay Band. Epic LN 3673 -The Belgian band leader provides exciting jazz-flavored big ork treatments of some swingy Latin American tunes, with a hard driving beat. Excellent jockey wax for hip spinners. Selections include "Tico-Tico," 'Anna," "Brazil" and "Andalucia."

*** THE STREET SINGER Arthur Tracy. Audio Fidelity AFSD 5929. (Stereo & Monaural) - A lot of middle-aged gals should get a tremendous kick out of this release. Arthur Tracy, the erstwhile "Street Singer" of radio's early days, caused many hearts to beat faster. He's back singing such songs as "Because," "Vilia," "Beautiful Love" and, of course, "Marta." If his tenor is no longer quite so robust, he still is remembered by many. Sentiment can aid this LP's sale, if displayed.

INW-PRICED POPULAR ***

*** JACK KANE SALUTES THE WOMEN OF SHOW BUSINESS

Hamilton HLP 105-The talented Cana-Rainbow," (Judy Garland); "Good Ship set! Lollipop," (Shirley Temple); "My Heart Belongs to Daddy," (Mary Martin, etc. Also included are two originals by Kane "Two Minutes Girls" and "Take a Bow." The man does a fine job with the interesting selections. Not for dancing particularly, but splendid listening.

*** BANJO MAGIC

Eddie Peabody, Hamilton HLP 107-Eddie Peabody, who has been demonstrating his banjo skill over many years, again Din," "Time's Up," and "Too Clean." displays his virtuosity on this bright new set. The tunes include "What'll I Do," "Vatencia," "Strike Up the Band" and "Bye Bye Blackbird." A salable item.

*** HAL MARCH CONDUCTS Hamilton HLP 101-Good mood album,

with Hal March's name value possibly accounting for some additional business, Lush string sound is applied to the likes of "I'll Be Around," "Moonlight Becomes You," "Please" and "Don't Blame Me." Arrangements are relatively simple, and tho not especially varied do make the disk suitable for background use.

CAS 557 (Stereo & Monaural)-A light and Ellington and Johnny Hodges, performing vember 6. Performances are fervid, feel- frothy collection of waltzes, well arranged in relaxed style. The jazz performed here ingful and sincere on a group of reverent for listening or dancing. Carrying out the will not make any great impact historically Fred Astaire theme, the album contains a but it certainly makes for happy listening. "do-it-yourself" instruction book for the The tunes include "Just a Memory," "Let's waltz. This is a successor to an earlier pair Fall in Love," "Ruint," "Bend One," and of albums, having to do with cha chas, and merengue and mambos. A well-conceived waxed in 1958 and 1959. package idea, nicely carried out. Price is an appealing factor, too.

*** BIG FOUR QUARTETTE

Hamilton HLP 111-Here's a group of robust ladies who know how to give out with a barbershop chord and bend it in great style. The quartet has a good selection of tunes, too, including "Coney Island Washboard," "If I Had My Life to Live Over" and "All Dressed Up With a Broken Heart," among others. They are a prize winning group and have appeared on topnotch TV shows and thus should find a ready market for their harmonizin'.

*** GREAT MOVIE MUSIC

Elmer Bernstein, Hamilton HLP 108-Composer-arranger-maestro Emer Bernstein. well known for his "Man With the Golden Arm," background score, leads a big, lush Sun," "Raintree County" and "The View From Pompey's Head," among other less familiar themes. Highly listenable background set.

*** STEVE ALLEN PLAYS THE PIANO GREATS

Hamilton HLP 106-Allen provides competent piano impressions of 14 keyboard greats, including Eddy Duchin, Roger Williams, Jess Stacy, Eddle Heywood, Frankie Carle, etc. Backing is pleasantly Sammy Kaye Ork. Columbia CL 1387 - unobtrusive. Selections include "Sunrise A "location" album by the maestro of Serenade," and other standards, plus a few Swing and Sway, "Baby Face," "Blue Allen originals. Good nostalgic chatter

> *** AN EVENING WITH JEROME KERN

Velvet Voices, Camden CAS 569 (Stereo Signature SM 1032 - The deep-voiced & Monaural)-Melodic, softly muted choral chanter nicely styles a group of standards. treatments of some great old Kern tunes Tempos and types are nicely varied. Fine are spotlighted in this attractive low-priced ork settings help all the way. Pop jocks package. Selections include "They Didn't will be surprised at the artist's jazz-tinged Believe Me." "I Dream Too Much," "I approach. Set could sell with plugs. Tunes Won't Dance" and "Smoke Gets in My

JAZZ ***

*** SATCHMO PLAYS KING OLIVER Louis Armstrong. Audio Fidelity AFSD 5930. (Stereo & Monaural) - There are few recreations of Louis Armstrong that are better than this. The sound is excitingly alive and the trumpet man is especially at home with this material-"St. James Infirmary," "None of My Jelly Roll," "Big Butter and Egg Man," and others associated with King Oliver. The sextet jells beautifully and includes Armstrong and familiar sidekick Trummy Young, plus Peanuts Hucko, clarinet; Billy Kyle, piano; Mort Herbert, bass; and Dan Barcelona, drums. Armstrong fans and sound bugs should gobble this one up.

*** SONNY STITT SITS IN WITH THE OSCAR PETERSON TRIO

Verve MGVS 6108. (Stereo & Monaural) -A fine idea here and it's transmitted to wax with favorable results. The idea of Stitt's was to salute some of the idols-"Bird, Pres, Sweets, Ben (Webster) and Louis," as the liner puts it. Side one finds the wonderful alto sound devoted to things reminiscent of Parker while side two is the tenor side, devoted pretty much to Webster dian arranger salutes a flock of the great and Young and the Basie influence. Thruladies of show business with the tunes they out Stitt offers proud, exciting solos with are most closely identified with. The fine Peterson essaying the role of accompanist instrumental grouping includes "Over the in admirable form. There's a lot on this

*** TOMMY TURRENTINE

Time T 70008 - Tommy Turrentine is a Pittsburgh-born jazzman who has been featured recently with the Max Roach combo. Also on the album is Turrentine's younger brother Stan, who plays tenor here. T. Turrentine handles his horn well and he has a style that is his own but in the current mode. Tunes include many originals penned by Turrentine, such as "Gunga

*** RED ALLEN MEETS KID ORY Verse MGVS 6076. (Stereo & Monaural) -Red Allen and Kid Ory are heard together on this interesting new album to the advantage of both. They handle their solos

in their usual bright style, and the backing,

all by good jazzmen is crackling. Tunes include "I Wish I Was in Peoria," "In the Mood," "Blues for Jimmy," "Honeysuckle Rose," and "Ain't Misbehavin'."

*** GENE AMMONS-SONNY STITE

Chess LP 1445 - Two honkers get together and have a swinging time, would be a good capsule review of this album, featuring Gene Ammons and Sonny Stitt on tenor. Many of the tunes are standards, but there are some originals, such as "Cha Bootie," "Full Moon," "Jam for Boppers," and "Don't Do Me Wrong." Good uncomplicated fazz.-

*** SIDE BY SIDE Duke Ellington-Johnny Hodges, Verve MGVS 6109. (Stereo & Monaural) - Like its predecessor "Back to Back," this album Fred Astaire Dance Studio Ork. Camden contains small combo units featuring Duke "You Need to Rock." The sides were

*** SOUND OF MUSIC

Paul Smith Quartet. Verve MGVS 6128. (Stereo & Monaural) - The popular tunes from Rodgers and Hammerstein's latest Broadway offering are handed inventive outings by the Smith quartet which, in addition to the planist, features Barney Kessel on guitar; Irv Coler, drums, and Mony Corb on bass. There have been other jazz versions of the score, but this listenable set can compete well.

*** PHIL NAPOLEON AND HIS MEMPHIS FIVE

Capitol ST 1344. (Stereo & Monaural) -Napoleon and his modern little Dixie sound are captured to good advantage on this, their first Capitol outing. The numbers are familiar - "Limehouse Blues," "South," "Milenberg Joys," "Wolverine Blues," plus an unexpected "Sorrento," and the small Hollywood type ork on a selection of ensemble adheres strictly to traditional memorable screen themes. These include values yet manages a remarkably updated material from "Viva Zapata," "A Place in touch. A lot of good, clean, down to earth listening here.

(Continued on page 34)

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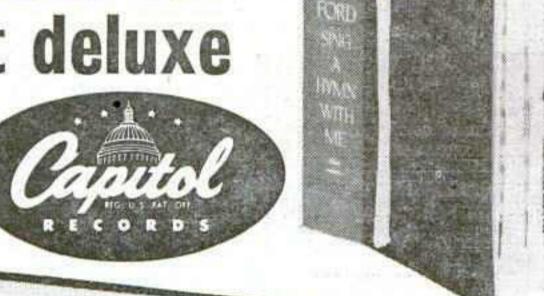
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FOR SURVEY WEEK ENDING MARCH 5

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This Week	Last	Weeks on Composer-Publisher Chart
1	1	THEME FROM A SUMMER PLACE
2	2	HE'LL HAVE TO 60
3	6	WILD ONE
① ·	4	HANDY MAN
(5)	3	TEEN ANGEL
6	5	WHAT IN THE WORLD'S COME OVER YOU
①	8	BEYOND THE SEA
(1)	10	BABY By Clyde Otis-Murray Stein—Published by Meridian-Play (MBI)
9	7	RUNNING BEAR
(10)	9	LET IT BE ME
(11)	21	PUPPY LOVE
(12)	16	HARBOR LIGHTS
13	14	SWEET NOTHIN'S
14)	13	FOREVER
(15)	12	WHERE OR WHEN
(16)	22	BEATNIK FLY
17	19	MIDNIGHT SPECIAL
18	17	LADY LUCK
19	20	DELAWARE
20	26	TRACY'S THEME
(21)	_	0, DIO MIO
<u></u>	15	EL PASO
23	23	DOWN BY THE STATION
24)	24	PRETTY BLUE EYES
25)) 	(WELCOME) NEW LOVERS
26	11	LONELY BLUE BOY
27)	×	MAMA
28	25	ROCKIN' LITTLE ANGEL
29	27	TALL OAK TREE :
30	29	LITTLE BITTY GIRL By C. Ballard-S. Tobias—Published by Sequence (ASCAP

RECORDINGS AVAILABLE

(Best Selling Record Listed Bold Fuce)

- 1. THEME FROM A SUMMER PLACE-Percy Faith, Col 41490; Leroy Holmes, M-G-M 12833; Don Ralke, Warner Bros. 5108; Hugo Winterhalter, Vic 7599.
- 2. HE'LL HAVE TO GO Billy Brown, Col 41380; Jim Lowe, Dot 16046; Jim Reeves, Vie 7643.
- 3. WILD ONE-Bobby Rydell, Cameo
- 4. HANDY MAN-Jimmy Jones, Cub
- 5. TEEN ANGEL Mark Dinning, M-G-M 12845.
- 6. WHAT IN THE WORLD'S COME OVER YOU - Jack Scott, Top Rank 2028.
- 7. BEYOND THE SEA-Bobby Darin, Ateo 6158; Trade Martin, Gee 1053; Cyril Stapleton, London 1864; Roger Williams/G. Osser Ork, Kapp 138; Victor Young Ork, Dec 27027.
- S. BABY-Dinah Washington & Brook Benton, Mer 71565.
- 9. RUNNING BEAR-Johnny Preston, Mer 71474; Smiley Wilson, Freedom
- 0. LET IT BE ME-Everly Brothers. Cadence 1376.
- 11. PUPPY LOVE-Paul Anka, ABC-Paramount 10082; Jess Duboy, Colonial 7002; King Bees, Flip 323; Terry Noland, Brunswick 55054.
- 12. HARBOR LIGHTS-LaVern Baker, Atlantic 1189; Jerry Byrd, Mer 30043; Bing Crosby, Dec 27219; Guy Lombardo, Dec 27208; Platters, Mer 71563; Lu Ann Simms, Jubilee Dinah Washington, Mer
- 13. SWEET NOTHIN'S-Brenda Lee, Dec 30967.
- 14. FOREVER-Little Dippers, University 210; Martin Denny, Liberty 55230; Googie Rene, Class 264; Billy Walker, Col 41548.
- 15. WHERE OR WHEN-Jan August, Mer 30001; Dion & the Belmonts, Laurie 3044; Lionel Hampton, Dec 27198; Dick Haymes, Dec 23751; Leroy Holmes Ork, M-G-M 12253; Guy Lombardo Ork, Dec 27502.
- 16. BEATNIK FLY Johnny and the Hurricanes, Warwick 520.
- 17. MIDNIGHT SPECIAL Paul Evans, Guaranteed 205; Gateway Singers, Dec 29972; Tiny Grimes, Atlantic 865; Gordon Jenkins/ Weavers, Dec 28272.
- 18. LADY LUCK-Lloyd Price, ABC-Paramount 10075.
- 19. DELAWARE Perry Como, Vic
- 20. TRACY'S THEME-Spencer Ross, Cot 41532.
- 21. O. DIO MIO-Annette, Vista 354.
- 22. EL PASO Marty Robbins, Col
- 41511.
- 23. DOWN BY THE STATION-Four Preps, Cap 4312; Rita & Robin, Unical 1.
- 24. PRETTY BLUE EYES Steve Lawrence, ABC-Paramount 10058.
- 25. (WELCOME) NEW LOVERS-Pat Boone, Dot 16048.
- 26. LONELY BLUE BOY Conway Twitty, M-G-M 12857.
- 27. MAMA-Connie Francis, M-G-M
- 12878; Phil Brito, M-G-M 10591. 28. ROCKIN' LITTLE ANGEL-Ray
- Smith, Judd 1016. 29. TALL OAK TREE-Dorsey Bur-
- 30. LITTLE BITTY GIRL-Bobby Ry-

netie, Era 3012.

WARNING-The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been 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, 1564 Broadway, New York 36, N. Y.

VOX JOX

Continued from page 21

Rodgers Plays); Johnny Mathis, Columbia (LP-Johnny Mathis); Jane Morgan, Kapp (LP-Jane Morgan); George Shearing, Capitol (LP-Shearing Piano); Sarah Vaughan, Atlantic (LP-Sarah Vanghan in Hi-Fi); Fred Waring, Decca (LP-Curtain Time); Margaret Whiting, Dot (LP-Margaret Whiting's Great Hits); Roger Williams, Kapp (LP-Day Dreams); Hugo Winterhalter, RCA Victor (LP-50th Anniversary Show).

"ONE MORNING IN MAY"—Frank Comstock, Columbia (LP-Young Man's Fancy); Andre Kostelanetz, Columbia (LP-Stardust); George Shearing, Capitol (LP-Black Satin); Mel Torme, Mayfair (LP-Prelude to a Kiss).

"PARIS IN THE SPRING"—Camarata, Disneyland (LP-Spring); Michel Legrand, Columbia (LP-I Love Paris); Enoch Light, Grand Award (LP-Paris Spectacular).

"SPRING CAN REALLY HANG YOU UP THE MOST"— June Christy, Capitol (LP-Song Is June); Jackie & Roy, Storyville (Jackie & Roy). "SPRING IN MAINE"—Dorothy Collins, Coral (LP- Dorothy Collins Sings Steve Allen); Any Williams, Cadence (LP-Andy Williams Sings Steve Allen). "SPRING IN MONT-MARTRE"-Mantovani, London (Candlelight).

"SPRING IS HERE"—Polly Bergen, Columbia (LP-All Alone); Barbara Carroll, RCA Victor (LP-It's a Wonderful World); Chris Connor, Bethlehem (LP-Chris Connor Sings Lullabys of Birdland); Vic Damone, Columbia (That Towering Feeling); Sammy Davis Jr., Decca (LP-It's All Over But the Swingin'); Matt Dennis, RCA Victor (LP-Play Melancholy Baby); Ella Fitzgerald, Verve (LP-Rodgers and Hart Songbook); Four Freshmen, Capitol (LP-Love Lost); Hi-Lo's, Kapp (LP-Hi-Lo's and Jerry Fielding); Julie London, Liberty (LP-Julie Is Her Name); Patti Page, Mercury (LP-You Go to My Head); George Shearing, M-G-M (Shearing in Hi-Fi); Frank Sinatra, Capitol (LP-Frank Sinatra Sings for Only the Lonely); Jo Stafford, Columbia (LP-Broadway's Best); Kirby Stone Four, Columbia (LP-The "Go" Sound).

"SPRING WILL BE A LITTLE LATE THIS YEAR"—Ray Charles Singers; M-G-M (LP-Spring Is Here); Percy Faith, Decca (LP-Percy Faith Program); Four Lads, Columbia (LP-Four Lads Sing Frank Loesser); Eydie Gorme, ABC-Paramount (LP-Love Is a Season); Dick Haymes, Decca (LP-Little White Lies); Ahmad Jamal, Argo (LP-Count 'Em); Joni James, M-G-M (LP-Joni Sings); Richard Maltby, Columbia (LP-Swingin' Down the Lane); Jeri Southern, Roulette (LP-Coffee, Cigarettes & Memories); Sarah Vaughan, Columbia (LP-Sarah Vaughan in Hi-Fi).

"SUDDENLY IT'S SPRING"—Chris Connor, Atlantic (LP-He Loves Me, He Loves Me Not); Glenn Miller, RCA Victor (LP-Marvelous Miller Moods). "WHEN THE RED, RED ROBIN"-Eydie Gorme, ABC-Paramount (LP-Eydie Gorme Vamps the Roaring 20's); Al Jolson, Decca (LP-Jolson Story, Pt. 3); Julie London, Liberty (LP-Julie Swings Gently). "YOUNG MAN'S FANCY"—Margaret Whiting, Capitol (LP-Margaret Whiting Sings for the Starry Eyed).

"YOUNGER THAN SPRINGTIME"— Les Baxter, Capitol (LP-South Pacific Selections): Les Brown, Capitol (LP-Dance to South Pacific); Ray Conniff, Columbia (LP-Broadway in Rhythm); Billy Eckstine, M-G-M (EP-Love Songs of Rodgers and Hammerstein); Percy Faith, Columbia (LP-South Pacific); George Feyer, RCA Victor (LP-Takes You to South Pacific and Oklahoma); Mario Lanza, RCA Victor (LP-Lanza On Broadway); Guy Lombardo, Decca (LP-Instrumentally Yours); Andre Previn, M-G-M (LP-Secret Songs for Young Lovers); Nelson Riddle, Capitol (LP-Hey, Let Yourself Go); William Tabbert, Columbia (LP-South Pacific Hits); Fred Waring, Decca (LP-South Pacific); Margaret Whiting, Capitol (LP-Just for Variety, Vol. 9); Andy Williams, Cadence (LP-Sings Rodgers and Hammerstein).

Reviews and Ratings of New Albums

Continued from page 32

GOOD SALES POTENTIAL

JA22 ★★★

*** COLEMAN HAWKINS AND CON-FRERES

Verve MGVS 6110. (Stereo & Monaural) -The Hawks' confreres are the Oscar Peterson Trio, trumpeter Roy Eldridge and Ben Webster on tenor sax. Hawkins shows that he is still a master, displaying imagination and thoughtfulness and his usually fine tone. well done. Set can have wide appeal among including "High Society," "That's A-Plenty," buffs, if given a chance. Tunes are mostly Hawkins originals.

*** TED McNABB & CO.

Epic LN 3663 - McNabb has assembled a hard driving, swinging big band crew of ace jazz men on this package - Urbie Green, Zoot Sims, Milt Hinton, Osie Johnson etc. Marion Evans sock arrangements are showcased on "Margie," "That Old Feeling," and other standards. Dual market package.

LOW-PRICED JAZZ ***

*** THAT HAPPY DINIELAND JAZZ Jimmy McPartland, Camden CAS 549. (Stereo & Monaural) - Dixieland jazz as played by a group of experts in the Chicago-styled Dixieland field. They include leader McPartland, George Wettling, Bob Wilber, Ernie Caceres, Cutty Cutshall, George Barnes, and others. They handle Both the up tunes and the slower items are the standard Dixieland repetoire with elan, "Muskrat Ramble," and, of course, "When the Saints Go Marching In."

CLASSICAL ***

*** BEETHOVEN: SYMPHONY NOS.

Soloists; Leipzig Gewandhaus Orch. (Konwitschny). Epic BSC 107. (Stereo & Mon-

(Continued on page 111)

from Coast to Coast

the SOUND is

from

Rodgers & Hammerstein's

"THE SOUND OF MUSIC"

recordings from the score:

THE SOUND OF MUSIC

Pete King Chorale—Kapp
Rosemary June—U.A.
Doris Day—Col.
Patti Page—Mercury
Mary Mazza—Epic
Gordon MacRae—Capitol
David Whitfield—London
Ernest Maxin Orch.—Rank
Felicia Sanders—Time
Patrice Roselle—Synthetic
Prom. Orch.—Synthetic

DO-RE-MI

Mitch Miller—Col.

Anita Bryant—Carlton
Pete King Chorale—Kapp
N.J. High School Band—
Design
Children's Ch. (J. Carroll)—
Golden
Top Hitters—Keel
Peter Pan Players—Synthetic
Patrice Roselle—Synthetic

MARIA

Johnny Desmond-Col.

CLIMB EV'RY

MOUNTAIN

Tony Bennett—Col.
Pete King Chorale—Kapp
Ron Murphy—MGM
Frank Simone—Adonis
Harry Simeone Ch.—20th Fox
David Whitfield—London

SIXTEEN GOING

ON SEVENTEEN

Leslie Uggams-Col.

MY FAVORITE THINGS

Leslie Uggams—Col.

Pete King Chorale—Kapp

AN ORDINARY COUPLE

Johnnie Ray—Col.

Mike Preston—London

THE SOUND OF MUSIC . . . ALBUMS

COLUMBIA

Original Cast Norman Paris Qt. Percy Faith Hi-Lo's (Broadway Playbill)

CAPITOL

Alfred Newman Orchestra

CROWN

Robert Kent

DECCA

Stratford Strings

DESIGN

Bill Heyer & June Johnston

IMPERIAL

Mannie Klein

KAPP

Pete King Chorale

MERCURY

Richard Hayman

MGM

Benny Goodman

OMEGA TAPE

Al Goodman

RECORD CORP.

Broadway Singers & Orch.

RONDO

Gigi Durston

ROULETTE

Mitchell

SYNTHETIC PLASTICS

Patrice Roselle Ana Green-Rose Blocks-Babs Colen

VERVE

Paul Smith Oscar Peterson

WARNER BROS.

Trapp Family

WILLIAMSON MUSIC, INC.

New York 20, N. Y.

FOR WEEK ENDING MARCH 20

Billboard HOT 100

STAR PERFORMERS. showed the greatest upward progress on Hot 100 this week. Indicates that 45 r.p.m. stereo single version is available. Indicates that 33½ r.p.m. stereo single version is available. TITLE Artist, Company Record No.	STAR PERFORMERS showed the greatest upward progress on Hot 100 this week. SIndicates that 45 r.p.m. stereo single version is available. Indicates that 331/s r.p.m. stereo single version is available. TITLE Artist, Company Record No.	STAR PERFORMERS showed the greatest upward progress on Hot 100 this week. Indicates that 45 r.p.m. stereo single version is available. Indicates that 33½ r.p.m. stereo single version is available. TITLE Artist, Company Record No.
1 1 1 THEME FROM A SUMMER PLACE & 10	34 35 52 70 CHATTANOOGA SHOE SHINE BOY 4	84 — FOOTSTEPS
2 3 4 HE'LL HAVE TO 60	35 41 53 — ABOUT THIS THING CALLED LOVE 8 3	69 53 38 40 CHINA DOLL
3 4 10 11 WILD ONE	36 39 39 39 AM I THAT EASY TO FORGET 9 Debble Reynolds, Dot 15985	70 40 33 33 SHIMMY, SHIMMY, KO-KO BOP 15
4 3 2 3 HANDY MAN	37 25 25 29 COUNTRY BOY	91 96 — MOUNTAIN OF LOVE
5 5 5 WHAT IN THE WORLD'S COME OVER YOU S 10	38 31 29 16 EL PASO	72 76 65 93 SLEEPY LAGOON
8 9 12 BABY	66 60 — STRING ALONG	73 67 64 81 JUST A LITTLE BIT
7 6 4 2 TEEN ANGEL	40 49 70 99 EL MATADOR	74 68 56 56 HARLEM NOCTURNE
8 7 6 8 BEYOND THE SEA 9 Bobby Durin, Ateo 6158	38 37 50 BABY, WHAT DO YOU WANT ME TO DO Jimmy Reed, Vee Jay 333	75 89 APPLE GREEN
17 41 62 PUPPY LOVE	70 — WHITE SILVER SANDS	Dee Clark, Abner 1037
10 12 15 21 HARBOR LIGHTS	43 28 21 18 PRETTY BLUE EYES	17 60 66 84 PARADISE
11 13 16 26 SWEET NOTHIN'S	64 80 95 GREENFIELDS	78 43 32 23 60, JIMMY, 60
12 11 13 17 FOREVER	57 51 52 FANNIE MAE	79 85 90 — STEP BY STEP
13 9 8 7 LET IT BE ME	46 32 31 31 LUCKY DEVIL	80) 90 93 69 LET THE LITTLE GIRL DANCE 5
14 10 7 6 RUNNING BEAR	47) 56 63 88 LAWDY MISS CLAWDY	81) 81 97 — ROAD RUNNER 3
15 16 19 20 LADY LUCK	48) 37 30 32 100 MUCH TEQUILA 9 Champs, Challenge 59063	82) 88 95 — YOU DON'T KNOW ME
16 19 27 36 BEATNIK FLY	49 36 24 25 BULLDOG	83) 59 48 47 ON THE BEACH
17 15 11 10 WHERE OR WHEN	Tommy Edwards, M-G-M 12871	Frank Chacksfield, London 1901 STRAIGHT "A's" IN LOVE
18 21 18 19 MIDNIGHT SPECIAL	(51) 55 72 91 ANYWAY THE WIND BLOWS 4 Doris Day, Columbia 41569 (52) 45 43 49 MONEY 7	85 52 35 30 TIME AND THE RIVER
29 61 68 0, DIO MIO	Barrett Strong, Anna 1111	86) 100— DOWN BY THE RIVERSIDE 2
20 20 17 13 TRACY'S THEME	19 — I LOVE THE WAY YOU LOVE	87) 65 67 83 CLEMENTINE
47 47 67 THIS MAGIC MOMENT 4	Connie Francis, M-G-M 12878	Jan and Dean, Dore 539 BIG IRON
22 27 28 27 LITTLE BITTY GIRL	Mary Johnson, United Artists 185	Marty Robbins, Columbia 41589 CARAVAN
23 26 22 22 ROCKIN' LITTLE ANGEL	(56) 58 54 42 WHY DO I LOVE YOU SO 9 Johnny Tillotson, Cadence 1372 (57) 61 68 92 ANGELA JONES 4	Santo & Johnny, Canadian-American 1111 90 95 — SUDDENLY
34 50 60 (WELCOME) NEW LOVERS 5 3	58) 48 49 45 BAD BOY	Nick Demattee, Guyden 2024
(25) 22 23 34 DELAWARE	Marty Wilde, Epic 9356 (59) 44 42 51 TOO POOPED TO POP	Jimmie Rodgers, Roulette 4218 OA WHAT'CHA GONNA DO 2
26) 18 14 14 DOWN BY THE STATION	71 84 — STARBRIGHT	Nat King Cole, Capitol 4325
(27) 14 12- 9 LONELY BLUE BOY	61) 63 89 — THE SAME OLD ME	Pete Fountain, Coral 62154
28) 30 40 48 OUTSIDE MY WINDOW	Guy Mitchell, Columbia 41576 (62) 42 36 43 CRAZY ARMS	Chuck Berry, Chess 1747
Fleetwoods, Dolton 15 46 62 63 MAMA	63) 54 46 41 ETERNALLY	Bobby Comstock & the Counts, Atlantic 2051
Connie Francis, M-G-M 12878	80 — JUST ONE TIME	The Browns, RCA Victor 7700
Johnny Horton, Columbia 41568	Don Gibson, RCA Victor 7690 Don Gibson, RCA Victor 7690 TEADDOORS	Adam Wade, Coed 526
31) 23 34 35 TALL OAK TREE	Frankle Avalon, Chancellor 1048	98 DON'T DECEIVE ME
Connie Stevens, Warner Bros. 5137	66 72 82 — SUMMER SET	Charile Rich, Phillips 3552
33 71 98 ALVIN'S ORCHESTRA	67 75 85 — CHATTANOOGA CHOO CHOO 3	100 TEENAGE SONATA
		The state of the s

.

& TOMORROW'S TOPS

BEST BUYS

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

POP

*	DON'T	FENCE	ME	IN		. Tommy	Edward
1			23	(Harms	, ASCAP) M-G-	M 1287
•	FOOTS	TEPS.				. Steve	Lawrence
		(Aldo	n, BMI)	ABC-Pa	ramour	it 1008
L	T THE	LITTLE	GIRL	DANCE.		B	illy Blan
				(Glove	r, BMI)	Old To	wn 107

*AT MY	FRONT	DOOR Dee	Clark
-	1001	(Conrad. BMI) Abner	1037

*DON'T THROW AWAY ALL THOSE TEARDROPS

.....Frankie Avalon

(Rambed, BMI) Chancellor 1048

*APPLE GREEN......June Valli
(Hollis, BMI) Mercury 71588

PLEASE HELP ME, I'M FALLING Hank Locklin
(Ross Jungnickel, ASCAP) RCA Victor 7692

R&B -No selections this week.

BUBBLING UNDER THE HOT 100

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

1. TAMIAMI Bill Haley & His Comets, Warner Bros.
2. GOODBYE, KANSAS CITYWilbert Harrison, Fury
3. SOMEBODY
4. WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR! Ray Peterson, RCA Victor
5. SCANDINAVIAN SHUFFLEThe Swe-Danes, Warner Bros.
6. MR. LUCKY
7. CINDY Teddy Vann, Triple-X
8. IF I KNEW
9. WAKE ME UP WHEN IT'S OVER Andy Williams, Cadence
10. IT COULD HAPPEN TO YOU Dinah Washington, Mercury
11. CRADLE OF LOVEJohnny Preston, Mercury
12. OOH POO PAH DOOJessi Hall, Minif
13. I ONLY WANT YOUThe Passions, Audicon
14. SHAZAM Duane Eddy Jamie

HOT 100: A TO Z

About Ti	nis Th	ing (Cal	led	Lo	
Alvin's O	rches	tra .				
Am I Th	at Ea	sy to	o F	org	et	
Angela J						
Anyway	the V	Vind	81	OWS		
Apple G						
At My F	ront	Door				

Baby	91201	1855	-	222	SUS	325	
Baby, What	Do	Y	U	W	ant		•
Me to Do							
Bad Boy							
Beatnik Fly							
Beyond the	Sea						
Big Iron	2000		2.	1.			ı

Bulldog	+					٠					*	*	*	*		٠	*	٠		49
Caravan		**					41													89
Chattan	poga	C	h	0	0	3	C	h	0	0									٠	67
Chattan	ooga	5	h	94	ľ	S	h	ı	n	•	4	8	0	Y						34
China D		- +	٠,		+	*					+			٠	+				٠	69
Clement		++		٠,			٠		• •								٠		٠	87
Closer							*					٠								93
Country	150)	1			+	+					*		+							37

Delaw Don't Don't	Dec	ce A	de In		 	25 98 50
Don't Tear Down Down	drop	the	River	side	 ****	65 86 26
EI M	stado	r.			 	40 38

Crazy Arms 62

El Paso 38
Eternally 63
Fannie Mae 45
Footsteps 68
Forever 12
Go, Jimmy, Go 78
Greenfields 44

 Jambalaya (On the Bayou)
 95

 Just a Little Bit
 73

 Just One Time
 64

 Lady Luck
 15

 Lawdy Miss Clawdy
 47

 Let It Be Me
 13

 Let It Rock
 94

 Let the Little Girl Dance
 80

 Little Bitty Girl
 22

 Lonely Blue Boy
 27

 Lonely Weekends
 99

 Lucky Devil
 46

 Let the Little Girl Dance
 80

 Little Bitty Girl
 22

 Lonely Blue Boy
 27

 Lonely Weekends
 99

 Lucky Devil
 46

 Mama
 29

 Midnight Special
 18

 Money
 52

 Mountain of Love
 71

O, Die Mie 19
Old Lamplighter, The 96
On the Beach 83
Outside My Window 28
Paradise 77
Pretty Blue Eyes 43
Puppy Love 9

 Same Old Me, The
 61

 Shimmy, Shimmy, Ko-Ko Bop
 70

 Sink the Bismarck
 30

 Sixteen Reasons
 32

 Sleepy Lagoon
 72

 Starbright
 60

 Step by Step
 79

 Straight A's in Love
 84

 String Along
 39

 Suddenly
 90

 Summer Set
 66

 Sweet Nothin's
 11

 Summer
 Set
 66

 Sweet
 Nothin's
 11

 Tall
 Oak
 Tree
 31

 Teddy
 54

 Teen
 Angel
 7

 Toenage
 Sonata
 100

 Tender
 Love
 and
 Care

 Theme
 From
 a Summer
 Piace
 1

 This
 Magic
 Moment
 21
 Time
 and
 the
 River
 85

 Too
 Much
 Tequita
 48
 Too
 Pooped to
 59

 Tracy's
 Theme
 20

Over You 5
What'cha Gonna Do 92
Where or When 16
White Silver Sands 42
Why Do I Love You So 56
Wild One 3
You Don't Know Me 82
You Got What it Takes 55

REVIEWS OF

THIS WEEK'S SINGLES



Strongest sales potential of all records reviewed this week.

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

BOBBY DARIN



CLEMENTINE (Tweed, ASCAP) — Darin swings thru another fine rendition of an oldie that should mean another click. He shows a fine performance, and the side should take off quickly. Flip is "Tall Story" (Mansfield, ASCAP).

Atco 6161

CONWAY TWITTY



WHAT AM I LIVING FOR? (Progressive-Rush, BMI) —
THE HURT IN MY HEART (Moorpark, ASCAP) —
Twitty delivers the late Chuck Willis' "What Am I Living
For?" with strong appeal. Flip, "The Hurt," is a strong
blues that is also effectively wailed. Both should score.

M-G-M 12886

JIMMIE RODGERS



JOSHUA FIT THE BATTLE O' JERICHO (Planetary, ASCAP) — JUST A CLOSER WALK WITH THEE (Hill & Range, BMI) — Rodgers has two potent sides. "Joshua" is delivered in a spirited vein with outstanding organ and fem chorus support. "Closer Walk" is done at as lower pace, but this, too, gets a moving rendition.

Roulette 4234

THE FOUR PREPS



HEAR IT FROM ME (Lar-Bell, BMI) — GOT A GIRL (Lar-Bell, BMI) — "Hear It From Me" is a gentle rockaballad that is smoothly paced by the foursome. "Got a Girl" is a rhythm side that is sold in exuberant fashion. Both have the sound, and either could step out.

Capitol 4362

JOHNNY TILLOTSON



PLEDGING MY LOVE (Wemar-Lion, BMI) — EARTH ANGEL (Dooms, BMI) — Tillotson presents the old r.&b. classics in a smart and tasteful up-dated style. He's effectively backed on both by fine arrangements, and both sides are strong contenders.

Cadence 1377

THE FLAMINGOS



BESAME MUCHO (Southern, ASCAP) — NOBODY LOVES ME LIKE YOU (Kags, BMI) — The group gives "Besame Mucho" an infectious, stylized reading that should catch on quickly. "Nobody" is a ballad, cleffed by Sam Cooke, and this also gets a sock delivery.

End 1068

ROD LAUREN



LISTEN MY LOVE (Famous, ASCAP) — Lauren, who scored with "If I Had a Girl," has another likely winner with his potent outing on this pretty ballad. He handles the tune nicely, and the side could be a big one. Flip is "This I Know" (Broadway, ASCAP). RCA Victor 7720

LITTLE ANTHONY & THE IMPERIALS



BAYOU, BAYOU, BABY (RealGone, BMI) — MY EMPTY ROOM (Record, BMI) — Little Anthony and crew come thru with two strong sides. "Bayou" is a spiritual-type rocker that is sold with verve. "My Empty Room" is a warmly delivered rockaballad, based on a Tchaikovsky theme. End 1067

DOROTHY COLLINS



TINTARELLA DI LUNA (Southern, ASCAP) — The lark has a strong side to follow herehit, "Bacaire, Baciare." It's a catchy European ditty that is chanted with sparkling charm. Flip is "Ski Ride Polka," (Southern, ASCAP).

Top Rank 2040

WADE FLEMONS



EASY LIVIN' (Conrad, BMI) — WHOOPS NOW (Conrad, BMI) — Flemons has two dual-market sides. "Easy Livin'" is a persuasive side with a gospel quality. "Whoops Now". is a medium-beat, shuffle-paced effort. Chorus backs him nicely on this side.

Vee Jay 344

ERNIE FREEMAN



ROCKIN' RED WING (Shawnee, ASCAP) — DARK EYES (Post, ASCAP) — Freeman has two rockin' sides that can move strongly for pop and r.&b. loot. Top side is a bright revival of the oldie that is shouted to good effect. "Dark Eyes" has a wordless chorus over fine instrumental backing.

Imperial 5656

JOE TURNER



CHAINS OF LOVE (Progressive, BMI) — Turner is in great form on this turn of a tune that he has made a hit several times before. He gets an exciting sound over strong ork and chorus support. Flip is "My Little Honey Dripper" (Modern, BMI).

Atlantic 2054

LANCE FORTUNE



BE MINE (Peer Int'l, BMI) — Fortune currently has a big hit with this side in England. The tune is a catchy rocker sort, and it's presented brightly The song could easily catch on in the U. S. also. Flip is "Action," (Southern, ASCAP).

Signature 12030

(Continued on page 39)

RAW TURKEY BACKWOODS

BILL DOCCETT King 5319

THE COFFEE GRIND HANK BALLARD King 5312

JAMBALAYA **NEW JOLE BLON**

MOON MULLICAN King 5328

KNOW IT'S TRUE I'LL GO CRAZY

JAMES BROWN Federal 12369

HOW FAR TO LITTLE ROCK STANLEY BROTHERS King 5306

MY LOVE IS LOVING CARE LITTLE WILLIE JOHN King 5318

HOT ROD LINCOLN **CHARLIE RYAN** 4 Star 1733

KING

A NEW ONE FOR "JR." AND IT'S RED HOT!



LITTLE JR. **PARKER** "NEXT TIME" "YOU'RE ON MY MIND" Duke 317

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MUSIC BOX ONE-STOPS

GIVE TO DAMON RUNYON

FOLK TALENT & TUNES

Around the Horn

Clarence Zahina and band are currently working TV shows and personals in Wisconsin, Iowa and Illinois to plug their initial release on the film label, "Blue-Bird Run," adapted from "Listen to the Mockingbird," b/w "You're On the Inside," which they cut at the RCA Victor studio in Chicago a few weeks back. ... George Hamilton IV, now working out of the Jim Denny office, Nashville, made his bow as a regular on "Grand Ole Opry" Saturday (5). George is sporting a new ABC-Paramount release, "Why I'm Walkin'," written by Stonewall Jackson, backed by a folk song titled "Tremble," penned by John D. Loudermilk. Both are straight country. Deejays may obtain a copy by writing to Hamilton in care of Jim Denny, 146 Seventh Avenue, North, Nashville.

Biff Collie, deejay-entertainer, typewrites from Hollywood that he is presently working on a couple of things which, if they pan out, will put him back in the big middle of country music. "This," writes Biff, "I've looked forward to for some time; in fact, since I left the Phillip Morris Country Music Show." His wife, Shirley Caddell, is titled "Country and Western Band-cutting a session soon for Challenge stand." He invites artists and disk-Records for both a single and al- eries to send him records and tapes. bum release. Collie says that he'd ... Just out is Ray Price's new one like to hear from Bob Strack, on the Columbia label, "Who'll Be Dwight Gordon, Smokey Stover, the First?" Deejays may obtain a Bill Stanley and Charlie Stokely, copy by writing to Pamper Music, 17 -radiowise, in Southern California Pike, Goodlettsville, Tenn. Price for one of them. Collie's address is returned to Nashville last week P. O. Box 1991, Hollywood 28. after concluding a California trek ... The veteran Pappy Anderson, for the Hal Smith office. . . now on the advance of the Bailey Brian L. Morrissey has started a Bros.' Circus, phones in from Colo- new label, Empire Records, with rado Springs, Colo., to say that he headquarters at 6100 San Amaro is taking over the personal management on George Jones (Mercury) talent brigade comprises the Royal and that he will hop into St. Louis Tones, Jerry Markhoe, Harry soon to launch a booking enterprise to handle c.&w. talent. Pappy still has another four weeks to go with the circus.

Merle Travis is in North Hollywood (Calif.) Hospital mending from a major operation. . . Charles Tebbetts, prexy of Eastman Records, Los Angeles, says he has Harlan Howard and Fred Stryker to thank for steering him onto to a new country singer in the person of Norm Owens. The latter's first Eastman waxing, coupling "Ten Paces" and "Rough 'n' Ready Teddy" (Roosevelt, that is), has just been released. Howard and Stryker share the publishing on the two tunes. . . . New Hickory Records country releases are "Watch Dog," by Al Terry; "Make a Wish" b/w "They Just Don't Know You," by Margie Bowes; "Don't Know Why" b/w "Thanks for Not Telling Me," by Roy Acuff, and "McCormick's String Picnic" and "I'm Happy to Know," by the McCormick Brothers.

Danny Harrison, now serving as talent scout for Cool Records, Harrison, N. J., recently signed 14 turns from his native West Virginia sector, namely Glenn Mann, Richard Shumate, Billie Joann Harless, the Daniel Quartet, the Gaylight Trio, the Spice Mountain Boys, Eddy Cales, Jerry Reeves, Robert Dalton, Gospel Tones Quartet, the Travelers Trio, Columbus Sears. . . . Upcoming bookings for

Country Boys, with Mabelene Baker and Bruce Spangler, emsee, March 12; Doc Williams, March 19, and Bashful Harmonica Joe (Roy West), March 26. . . . Homer and Jethro's new RCA Victor platter, "El Paso-Numero Dos" b/w "That's Good, That's Bad," has just been released. Latter ditty was penned by Chet Atkins and Archie Campbell.

Upcoming guests on "Jubilee U. S. A.," Springfield, Mo., are Minnie Pearl, March 19; Faron Young and Hank Thompson, March 26; Ray Price, April 2; Brenda Lee, April 9; Ferlin Husky and Tex Ritter, April 16, Jim Reeves, April 30. . . . The Massey-Ferguson sales branch headquartering in Nashville is planning in-person trips to "Jubilee U. S. A." in Springfield, Mo., as top prizes for dealers winning a current tractor sales promotion in the Tennessee region. . . Little Jimmy Dickens played New Jersey dates March 8-13 for promoter Norm Kingsley. Jimmy McConnell, of Top Talent, Inc., Springfield, Mo., set the deal.

With the Jockeys

Al Urban has launched a new daily two-hour platter show on Station WCGI, Gonzales, Tex., Drive, Coral Gables 46, Fla. Firm's Friese and the Slicks and Carlos Diez. Copies of Empire's initial release, "Creepin' Thunder" b/w "Lazy Walker," are available by dropping 'em a card.

Ted Daigle has shifted his activity to CJLX, 5,000-watter at Fort William, Ont., and asks that the record companies and artists revise their lists accordingly. Ted will have a single release of his own in March, to be followed by an LP. He records for Rodeo Records. . . . Virge Brown, of WGRP, Greenville, Pa., reports that his "Country Jubilee" is the only country music record show aired daily in his area and that in a recent contest outdrew other daily programs in the territory in mail pull. Virge puts in a request for sample releases from the various labels.

KPVA, Portland, Ore., serving the Portland-Vancouver area exclusively with country and western music, is now featuring Cuzin Rufus, one of the best-rated c.&w deejays on the West Coast. Rufus was formerly personal manager to Stonewall Jackson and road manager for the Everly Brothers. In his spare moments now Rufus manages the Sanders Twins, new c.&w. vocal duo. Rufus says he'd be happy to receive records from the various labels, big or little, and promises to give 'em the proper exposure. . . . Bill Springer, of Faye Music Company, White Plains, Ky., last week circularized his c.&w. jockey Wright, Reg Wells and Harold list with a letter and payola in the form of Confederate money to plug Sandy Lake Theater, Sandy Lake, Aubrey Cagle's new release, "Just Pa., are Cowboy Vokes and His For You" b.w. "Be-Bop Blues."

Billboard

FOR WEEK ENDING MARCH 13 THREE TITLE, Artist, Company, Record No. 6 6 8 YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523....10

9 9 9 AMIGO'S GUITAR, Kitty Wells, Decca 30987......19 11 10 10 THERE'S A BIG WHEEL, Wilma Lee & Stoney Cooper, Hickory 1107...22

30 --- PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692..... 2 28 - - AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671...... 2

ABOVE AND BEYOND, Buck Owens, Capitol 4337.....

12 18 26 DEAR MAMA, Merle Kilgore, Starday 469.....

22 13 14 THE ONE YOU SLIP AROUND WITH, Jan Howard, Challenge 59059.....10 (22) 14 12 12 MARY DON'T YOU WEEP, Stonewall Jackson, Columbia 41533...... 21 - 29 I'M CRYING MY HEART OUT OVER YOU,

Lester Flatt & Earl Scruggs, Columbia 41518.................. 5 24)

- - TROUBLE IN THE AMEN CORNER, Archie Campbell, RCA Victor 7660... 1

29 24 — GEORGIA TOWN BLUES, Mel Tillis & Bill Phillips, Columbia 41530.....

25 - UNTIL TODAY, Elmer Snodgrass & the Musical Pioneers, Decca 31048... 23 14 17 RIVERBOAT GAMBLER, Jimmie Skinner, Mercury 71539.............. 9



LONELY

WEEK-ENDS

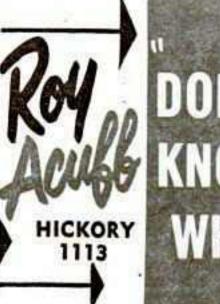
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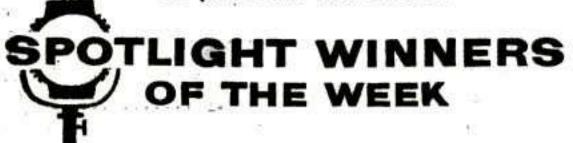
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PRICE

Reviews of THIS WEEK'S SINGLES

(continued)

The pick of the new releases:



Strongest sales potential of all records reviewed this week.

Continued from page 37

HUEY (PIANO) SMITH



BEATNIK BLUES (Ace, BMI) — FOR CRYIN' OUT LOUD (Ace, BMI) — "Beatnik Blues" is a wild rocker, and Smith shouts it in high style over solid backing by the combo. "For Cryin' Out Loud" is also a rocker, and Smith is again in top form in his delivery of the swinging tune. Both can click. Ace 584

Country & Western

KITTY WELLS



LEFT TO RIGHT (Sure Fire, BMI) — The great country artist as usual gives a fine performance. The song is a weeper about a broken engagement. She handles the material with plenty of heart. Flip is "Memory of Love," (Cedarwood, BMI). Decca 31065



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

POP -

PAUL CLAYTON

THIS LAND IS YOUR LAND (Ludlow, BMI)-WHO'S GONNA BUY RIBBONS (WHEN I'M GONE) (Combine, BMI)-Clayton impresses strongly on his first wax outings. Both songs are folkbased, and he gives each an attractive reading. Both sides deserve spins, and they could score with plugs. Monument 416

JOHNNY RUSSEL

LONESOME BOY (Acuff-Rose, BMI) — BABY, WON'T YOU TELL ME SO (Acuff-Rose, BMI) — Russel registers to good effect on two countryish items. He has an attractively smooth style, and he sings the material well. With exposure either side could move for M-G-M 12872 coin.

POP DISK JOCKEY PROGRAMMING

RICI'ARD TUCKER

LA DONNA E MOBILE (PD) — The Metopera star presents the popular aria from "Rigoletto" in rich voice. The side is a slicing from Columbia's complete version of the Verdi opera. Spins should prove a fine programming change. Flip is "Questa O Quella," (PD) also from "Rigoletto." Columbia 41587

PIERRE CAVALLI ORK

LITTLE SERENADE (Chappell, ASCAP) - SMOKE GETS IN YOUR EYES (Chappell, ASCAP) - The French orkster applies sparkling instrumental settings to both themes. The catchy sides should go well with audiences in all segs.

SIR CHAUNCEY

BEAUTIFUL OBSESSION (Aut, ASCAP) — The pretty tune gets a mild rock treatment with lush strings featured over rhythm support. It's a tasteful and quality side that allows for excellent programming. Flip is "Tenderfoot," (Aut, ASCAP).

Warner Bros. 5150

TANIA VELIA

JA-MA-I-CA (Mills, ASCAP) — SCRIVIMI (Rossi, ASCAP) — The lovely Yugoslavian thrush gives out with two sultry readings of attractive items. "Ja-Ma-I-Ca" is a slightly Latinish sort. "Scrivimi" is a pretty, medium-beat item. Backing on both is first-rate. Warwick 528

— COUNTRY & WESTERN —

JEAN SACKETT

SEVEN BEERS (WITH THE WRONG KIND OF MAN) (Mills, ASCAP) - PLASTIC HEART (S&M, BMI) - Miss Sackett tells two typical country tales with meaningful appeal. Her approach is traditional, and her sound is attractive. Country jocks will find Skippy 110-11 both sides most spinnable.

* * * * VERY STRONG SALES POTENTIAL

JIMMY BREEDLOVE

*** TO BELONG-EPIC 9360-Strings and a chorus and a triplet figure back Breedlove in this ballad, which is based on a familiar melody. Strong wax. (TeePee, ASCAP)

*** WAITING FOR YOU—Breedlove reveals a lot of style here. Interesting figure in the backing. A church-flavored effect. Two good sides. (Tryton, BMI)

SANFORD CLARK

*** PLEDGING MY LOVE—JAMIE 1153—The memorable tune, a hit for the late Johnny Ace, gets a fine arrangement and a delicate reading by Clark. This has a good sound, and it could step out. (Wemar-Lion, BMI)

*** GO ON HOME—Clark is in excellent form on this Westernish ballad which has a Johnny Cash touch. Good guitar backing. (Gregmark, BMI)

FRANKIE LAINE

*** ST. JAMES INFIRMARY—COLUMBIA 41613—Strong performance by Laine on the emotion-packed standard with dramatic backing by Les Brown. Fine jockey wax. (Gotham, ASCAP)

*** ET VIOLA — Attractive, up-tempo tune is wrapped up in a personable reading by Laine and tasteful backing by Les Brown. Another solid jockey item. (Leeds, ASCAP)

MITCH MILLER & GANG

*** PINK POLEMONIUMS — COLUMBIA 41616 — A folkish novelty by the Miller gang that has tongue-twister touches and a good sound. It should be watched. (Planetary, ASCAP)

*** SING ALONG — The tune was written especially for the Miller "Saturday Night Sing-Along" album. The big chorus has a happy, robust sound, assisted by a good backing with banjo. (Pauline, ASCAP)

FOUR ESQUIRES

*** MAKE THEM MINE — PARIS 544 — Tasteful vocal treatment of melodic theme with smart backing. (Greta, BMI)

*** PEG O' MY HEART — The oldie with mildly r.&r. backing is warbled pleasantly by group. (Feist, ASCAP)

AL BROWN'S TUNETOPPERS

*** THE MADISON — AMY 804 — The dance that is getting action in Washington and Baltimore is done up in song with shouts with feeling here by Bernard, while the orand a vocal by Al Brown. If the dance happens, so could this chestra supports him well. A strong side by record. (Aim, BMI)

*** MO' MADISON — This is a continuation of side 1, and it could be called Part II. (Aim, BMI)

SINGING REINDEER

*** THE HAPPY BIRTHDAY SONG — CAPITOL 4353 — The Singing Reindeer with their speeded-up "Alvin" type voices of- MUSIKANTEN QUARTET & CHORUSfer a cute and happy little kiddie-slanted tune. Appeal is mainly for the kiddie market. (Rap, ASCAP)

*** I WANNA BE AN EASTER BUNNY — The group developed good chart action with their Christmas offering, and this A very infectious side with good luke po-Easter side is the logical follow-up. It's a cute gimmicky side that can get seasonal action. (Music Please-Algrace, BMI)

HUELYN DUVALL

*** PUCKER PAINT — CHALLENGE 59069—Blues rocker is chanted with verve by the singer. Rhythmic and danceable item provides a good coupling to the flip, and it could move as well. (Golden West, BMI)

** Boom Boom Baby - Fairly spirited rocker gets a vigorous outing from Duvall with sprightly combo and male group backing. This has a chance. (Golden West, BMI)

GABRIEL & ANGELS

*** CHUMBA - AMY 802 - A most unusual instrumental waxing that has a touch of the Latin and a touch of the South American at the same time. Could get spins. (Aim, BMI)

** Hey!—Another fancy instrumental effort by the group, but this time the musical form sounds Mid-Eastern. Two listenable cuttings. (Bettina, BMI)

DANNY VALENTINO

*** BIOLOGY - M-G-M 12881 - Cute novelty receives an ** Oh Mein Papa (Oh My Papa) action packed reading by Valentino with help from a vocal group The well-remembered Eddie Fisher hit is and a catchy arrangement. A strong hunk of wax. (Empress, recreated instrumentally here to a rock and ASCAP)

** A Million Years — Danny Valentino performs this rockaballad with much feeling, as he tells of his tears when he and his girl had a quarrel. Good wax. (Vera First, ASCAP)

SONNY JAMES

*** JENNIE LOU - NRC 50 - A fine-sounding record with and organ featured. Spinnable wax for pop James heard in dual-track style. It's got a good message, not in the and r.&b. jocks. (Travis, BMI) usual girl's name groove lyric. It's James' first for the label. (Mappa, ASCAP)

** Passin' Through — A happy, up-beat bouncer and it also has the winning sound. Nice bright lyric also helps sell it. (Mappa, ASCAP)

JERRY LEE LEWIS

*** BABY BABY BYE BYE — SUN 337 — Jerry Lee Lewis comes thru with a strong reading of sprightly rocker that has a solid beat and a rhythmic infectiousness. Good wax. (Knox-Crystal, reading by Fraiser on pretty lament. (Bayou BMI)

(Continued on page 40)

GOOD SALES POTENTIAL

JESSIE BELVIN

** Deep in My Heart - CLASS 267 -Ballad with beat gets a nice chant from the late singer. He's nicely supported by the chorus and a string-filled arrangement. (Recordo, BMI)

*** I'm Confessin' - Expressive chant on a rockaballad by the artist. It should move as well as the flip. (Recordo, BMI)

DON ANGELO

*** I'm Sorry Dear - MERCURY 71580 - Don Angelo sings a medium tempo rockaballad smartly here over good ork support. Could get spins. (Ethical, BMI)

** My Love for You - The warbler comes thru with a good reading of a tender ballad, over good backing by the ork and chorus. Two good sides. (Kamar, BMI)

JACK CASDEN

** That's What I'd Do for You -Casden sings this big ballad with feeling, over a good arrangement. This could pull some coin. (Music Products, BMI)

** Answer My Prayer - The chanter sells a pretty ballad with warmth, backed neatly by a vocal group and the ork. (Actual, BMI)

ROD BERNARD

*** One of These Days - MERCURY 71592 - Interesting effort is performed Bernard, (Big Bopper, BMI)

** Let's Get Together Tonight - Rod Bernard handles this snappy rocker with spirit over a good ork arrangement. This could cull some coin if exposed. (Big Bopper, BMI)

ADALBERT LUCZKOWSKI ORK

*** Rosa, Rosa, Nina — DECCA 31035 -Recorded by the German Deutsche Grammophon company, this is a happy Tyrolean air sung by a chorus in the native tongue. tential. Side has sleeper qualities. (Mills, ASCAP)

** So It Will Be - An appealing waltz with a nostalgic quality. The chorus sings it with a nice, old world flavor. Another solid juke side. (BIEM)

JOHNNY RAPHAEL

** Let Me Walk You Home - MERC-URY 71587 - Raphael attractively handles this teen-slanted rocker with a bright chorus and ork assist. It can move. (Vivo-Carpino, BMI)

** School of Love - Peppy item is belted with appeal by the singer. The kids should take to the rocker theme. (Vivo-Carpino, BMI)

MORT LINDSEY

** All the Way - DOT 16058 - The Lindsey big band has considerable resemblance to the Glenn Miller sound on this danceable revival. It's scored with a light triplet in the rhythm. Good for jukes. (Maraville, ASCAP)

roll triplet rhythm. Nice big band sound by the Lindsey crew, again in the Miller tradition (Shapiro-Bernstein, ASCAP)

BO RHAMBO

*** Two for the Blues - IMPERIAL 5657 - The bluesy theme is given an instrumental approach with plano, tenor sax

** With the Blues in My Heart -Funky side is on the "Honky Tonk" order, Danceable, dual-market side. (Travis, BMI)

JERRY FRAISER

** I'd Rather Die Young (Than Grow Old Without You) - PEL 301 - Plaintive ballad is sung with feeling and sincerity by Fraiser. (Smith, ASCAP)

** A Million Tears Ago - Feelingful State, BMI)

(Continued on page 40)

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DANNY VALENTINO

Sings

BIOLOGY K12881

Reviews of New Pop Records

Continued from page 39

VERY STRONG SALES POTENTIAL

** Old Black Joe-A wild, stompin' performance of the Stephen Foster tune by Jerry Lee also featuring some solid boogie piano. (Hi-Lo, BMI)

FRANKIE DARCEL

*** GOIN' TO THE RIVER — HERALD 550 — Fats Domino tune is done for nice effect by the new artist. An interesting pattern of strings is heard in support. A spinnable side. (Commodore, BMI)

** Till I Waltz Again With You - Teresa Brewer's hit of a few seasons back is done once again, in upbeat style, against a fiddle backing. Pleasant sound. (Village, BMI)

MARC TANNO

*** FIRST LOVE - 20TH FOX 185 - A mushy, lovey ballad effort by Tanno, assisted by a whispery chick. Tanno handles it in a delicate crooning style. A mighty pleasant side that could move. Good talent, too. (Bryden, BMI)

** One Moon, One Sigh, One Kiss-A romantic ballad. Tanno works in tandem with a chorus much of the way. Arrangement features strings in a gentle rock setting. Good teen material. (Delaware, ASCAP)

STRANGERS

*** YOUNG MAGGIE—TITAN 1704—Lively rocking instrumental version of "When You and I Were Young Maggie," with a solid terp tempo. (Dolly Bee, BMI)

** Boogie Man-Pounding guitar work highlighted on another effective r.&r. instrumental side. (Dolly Bee, BMI)

LAWRENCE WELK

*** SUMMER SET—DOT 16063—Pretty instrumental treatment of the catchy European theme. Other versions have head start, but this should catch spins. (Hollis, BMI)

** Hour of Parting—Pleasant instrumental treatement of the sul try oldie (Harms, ASCAP)

GOOD SALES POTENTIAL

Continued from page 39

RICHARD BARRETT & SEVILLES *** Dream On - SEVILLE 104 -A rocker with the chanter displaying a mous, ASCAP) church-styled vocal technique. Interesting

backing. (Rush, BMI) Lead chanter sings out well. Chorus helps side. (PD)

give a big sound. (Rush, BMI)

*** Fortune Teller Cookies - COLUM-BIA 41593 - Cute novelty is done with an Oriental flavor. Tune tells of a girl who determines her love life by reading fortune cookies. Clever idea. (Morris, ASCAP)

** I've Got to Sing a Torch Song -Lovely ballad is smoothly sung by the lark over a pretty Ralph Burns arrangement. Side should get spins. (Witmark, ASCAP)

EARL BOSTIC

*** Out of Nowhere - KING 5317 -A good rocking arrangement in medium tempo of the familiar oldie. Bostic's alto

talks in fine style here to a good band backing. Good for jukes and jocks. (Fa-

** Elegie - Another old tune, this time from the classical world, gets the ** 1 Am Yours - A rockaballad. Bostic rock treatment. Another danceable

JOHNNY NASH

*** (You've Got) the Love I Love -ABC-PARAMOUNT 10095 - Johnny Nash sells this smart piece of material with his usual warmth over good backing. This could grab spins. (J&E, ASCAP)

** Never My Love - A very pretty tune, loaded with warm sentiment, is sung very well by the chanter. The backing is strong. Could get lots of spins. (Siras, ASCAP)

DOMENICO MODUGNO

*** O Solo Mio - DECCA 31071 -(Continued on page 109)

Another

SPECIAL-VALUE FEATURE OF



RECORD INDUSTRY

& DIRECTORY ISSUE



A Directory of Services and Supplies for the Manufacture, Distribution and Sale of Records and Allied Products-coming in the . . .

• Best Selling Sheet Music in U. S.

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This Week	Funes are ranked in order of their current national selling importance at the sheet music lobber level.	Last Week	Weeks on Chart
1.	THEME FROM A SUMMER PLACE (Witmark)	2	5
2.	DO-RI-MI (Williamson)	3	12
3.	RUNNING BEAR (Big Bopper Music)	1	8
4.	CLIMB EV'RY MOUNTAIN (Williamson)	5	10
5.	TEEN ANGEL (Acuff-Rose)	8	7
10.00	THE SOUND OF MUSIC (Williamson)		6
	EL PASO (Marty's Music)		10
	BEYOND THE SEA (Harms)	9	3
1/2/17	AMONG MY SOUVENIRS (De Sylva, Brown & Henderson)	4	10
10.	LET IT BE ME (Leeds)	12	4
100	PRETTY BLUE EYES (Almimo)		4
111111	WHAT IN THE WORLD'S COME OVER YOU (Peer International & Star Fire)		1
13.	DELAWARE (Gunston)		3
1 1900	HE'LL HAVE TO GO (Central Songs)		3
	HARBOR LIGHTS (Chappell)		1
			Ye.

Best Selling Sheet Music in Britain

(For week ending March 5)

A cabled report from the Music Puublishers' Association, Ltd., London, List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Why-Debmar (Debmar) Looking High, High, High-Robbins (Rob-Voice in the Wilderness-Chappell (Chap-

pell) Delaware-Leeds (Gunston) On a Slow Boat to China-Morris (Frank) Royal Event-Noel Gay (-) Pretty Blue Eyes-Maxana (Almino) Beyond the Sea-Chappell (Harms)

Heartaches by the Number-Joy (Pamper)

Starry Eyed-L. Wright (Manson)

Me For?-F. Day (Feist) Way Down Yonder in New Orleans -L. Wright (Shapiro-Bernstein) Little White Bull-P. Maurice (-) Poor Me-Mills (Mills) Harbour Lights-P. Maurice (Chappell) Running Bear-Southern (Big Bopper) Summer Set-Cromwell (Hollis) Oh So Wunderbar-Kassner (--) Raw Hide-Leeds (Erosa) Misty-Bregman, Vocco & Conn (Octave)

What Do You Want to Make Those Eyes at

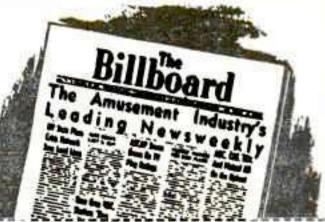
Best Selling Pop Records in Britain

(For week ending March 5)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication,	Last
1. RUNN	NING BEAR-Johnny Preston (Mercury)	4
2. POOR	ME-Adam Faith (Parlophone)	2
3. DELA	WARE-Perry Como (RCA)	8
4. ON A	SLOW BOAT TO CHINA-Emile Ford (Pyg)	9
	-Anthony Newley (Decca)	
6. THEM	E FROM A SUMMER PLACE-Percy Faith (Philips)	16
7. WAY	DOWN YONDER IN NEW ORLEANS-Freddie Cannon (Top R	ank) 6
8. A VO	DICE IN THE WILDERNESS-Cliff Richard (Columbia)	3
9. YOU	GOT WHAT IT TAKES-Marv Johnson (London)	12
10. SUMM	MER SET-Acker Bilk (Columbia)	9
11. PRETT	TY BLUE EYES-Craig Douglas (Top Rank)	7
12. BE M	MINE—Lance Fortune (Pye)	11
13. BEYO	ND THE SEA-Bobby Darin (London)	9
14. WHAT	IN THE WORLD'S COME OVER YOU-Jack Scott (Top R	ank) ' —
15. LOOK	ING HIGH, HIGH, HIGH-Bryan Johnson (Decca)	····· —
16. WHO	COULD BE BLUER?-Jerry Lordan (Parlophone)	17
17. ROYA	L EVENT-Russ Conway (Columbia)	18
18. BONN	HE CAME BACK-Duane Eddy (London)	13
19. HARB	OR LIGHTS-Platters (Mercury)	15
19. MISTY	-Johnny Mathis (Fontana)	20

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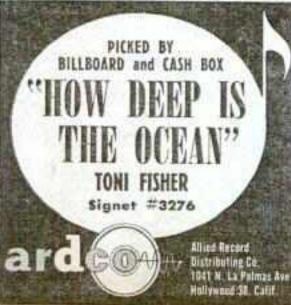
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Billboard

WEEKS AGO FOR WEEK ENDING MARCH 13 TITLE, Artist, Company, Record No. 1 1 BABY, Brook Benton & Dinah Washington, Mercury 71565..... 8 ASCAP) 3 3 12 LADY LUCK, Lloyd Price, ABC-Paramount 10075...... 5 5 12 — THIS MAGIC MOMENT, Drifters, Atlantic 2050..... 6 8 8 THEME FROM A SUMMER PLACE, Percy Faith, Columbia 41490..... 5 8 7 3 JUST A LITTLE BIT, Roscoe Gordon, Vee Jay 332..... 7 16 9 WHAT IN THE WORLD'S COME OVER YOU, Jack Scott, Top Rank 2028... 5 14 21 16 WILD ONE, Bobby Rydell, Cameo 171...... 30 — I LOVE THE WAY YOU LOVE, Mary Johnson, United Artists 208..... 2 20 — SHAKE A HAND, LaVern Baker, Atlantic 2048..... 29 - BABY, WHAT DO YOU WANT ME TO DO, Jimmy Reed, Vee Jay 333.... 2 9 4 2 SWEET SIXTEEN, B. B. King, Kent 330...... 9 13 10 13 I'LL TAKE CARE OF YOU, Bobby (Blue) Bland, Duke 314................20 15 18 22 I'LL 60 CRAZY, James Brown & the Flames, Federal 12369...... 4 PAUL WESTON 21 27 26 DON'T LET THE SUN CATCH YOU CRYIN', Ray Charles, Atlantic 2047.... 6 - - LONELY BLUE BOY, Conway Twitty, M-G-M 12857...... 1 16 14 23 SHIMMY, SHIMMY, KO-KO BOP, Little Anthony and the Imperials, End 1060...... 9 - 26 24 GO, JIMMY, GO, Jimmy Clanton, Ace 575...... 8

A Cash Box "Sure Bet" NAPPY BROWN #1582 DOWN IN THE ALLEY" b/w"MY BABY KNOWS"





Breaking in L. A.!! DEEP IN MY HEART JESSE BELVIN





IMPERIAL RECORDS 6425 Hollywood Blvd. Hollywood 28, Calif.

Reviews of New Pop Records

Continued from page 40

GOOD SALES POTENTIAL

The familiar tune is sung with much expression and feeling by the Italian chanter over typical Mediterranian backing. This could get coins. (PD)

*** Olympia - New tune by Modugno is sung by the chanter with emotional impact here. Will interest his fans, (Robbins,

IVORY JOE HUNTER

*** Let Them Say - GOLDISC 3003 -Ivory Joe bows on the label with a touching reading of a typical weeper. The backing is good. (Millhaven-RealGone, BMI)

** It Must Be Love - Another good side by the chanter is delivered over interesting support from combo and organ. (Millhaven-RealGone, BMI)

*** Boy of My Dreams - ARGO 5359 - Etta James sells the standard with a lot of warmth over smart backing by the combo. Thrush has a sound here a lot like Dinah, (Mills, ASCAP)

*** All I Could Do Was Cry - A very pretty ballad is sung solidly here by the lass as she tells about a wedding in which she was not the bride. (RoGor, BMI)

ARTHUR LYMAN GROUP

*** Vera Cruz - HI-FI 591 - An interesting, slow-rhythm side with scores of sounds of the jungle: It's all very tropical and for sound bugs particularly, it would have a lot of appeal. (Feist, ASCAP)

*** Legend of the Rain - This starts with a clap of thunder and the sound of pouring rain. It's a spinnable side. (Long-

*** You'll Be My Baby - MALA 413 -High voiced wail on a medium-beat blues. Side has a sound, and it can be sold. (Merico, BMI)

*** What's This I Hear - As with the flip, the singer also cleffed this rockaballad. He handles the tune nicely, and it can go just as well. (Merico, BMI)

*** I Love You - CAPITOL 4350 -A smartly-produced side. Weston's ork plus a chorus gets a swingy, sophisticated effect. Side is from album, "The Sweet and the Swingin'." (Feist, ASCAP)

*** The Thrill Is Gone - Another side of superior musical effect. Chorus and violins complement each other in unusual style. Piano lends a modern quality. (De-Sylva, Brown & Henderson, ASCAP)

MARTY VALENTINE

*** Dream Book - MALA 415 - Ballad with beat is handsomely presented by Valentine. Ork and chorus backing are complementary. Side can move. (Aim.

*** Turning to You - Latinish rocker sort gets a salable rendition from Valentine who is backed by a string-filled ork and a chorus. Side can move, if plugged. (Tippy,

FELIX SLATKIN

*** Turkish Bath - LIBERTY 55232 -This interesting side for jocks is from the latest Slatkin album on the label. Good wax for spins (Metric, BMI)

*** The Happy Hobo - This light little effort has much charm and brightness about it. It could grab a lot of exposure. (Westmont, ASCAP)

RAY ELLIS

*** Fallout - M-G-M 12874 - This driving new side from the Ray Ellis atbum, "The Best of Peter Gunn," is a mighty listenable hunk of wax. It could get a lot of spins. (Northridge, ASCAP)

*** U. S. Marshal - From the new TV film seg, "U. S. Marshal," comes this western item, which was penned by Ray Ellis. An attractive side, too. (Desilu, ASCAP)

FOUR HOLIDAYS

** 1 Don't Wanna Go to School -VERVE 10204 - Driving rocker is nicely

(Continued on page 110)

IKE CLANTON (I GUESS) SORRY ACE #583 HUEY SMITH DEEJAYS: Write for sample copies, if you haven't received yours! ACE #584 STOCK THESE MONEY-MAKING ALBUMS NOW! FRANKIE FORDLET'S TAKE A SEA CRUISE #1005 JIMMY CLANTONJUST A DREAM.

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Reviews of New Pop Records

Continued from page 109

rhythm pattern. Unusual side could create BMI) inferest. (Neel, ASCAP)

rocker is chanted to good effect by the lead with a fine group assist. This, too, could step out. (Neel, ASCAP)

SONNY SINBAD

** I'd Rather Die Young - CLASS 268 - Plaintive country theme with tragicsaga lyric is warbled with feeling and sincerity. Dual market item. (Randy-Smith, ASCAP)

** Emily - Teen-appeal ditty is chanted attractively by Sinbad and fem chorus. (Recordo, BMI)

FIVE ROYALES

** Don't Give No More Than You Can Take - KING 5329 - The boys offer a repetitive lyric on this good rhythmic arrangement. The band provides a nice r.&b. flavored backing. (Lois, BMI)

** I'm With You - A slow and strongly gospel flavored chant by the group. Lead offers a good shouting sound. Spinnable. (Lois, BMI)

EMPALA SIX

*** Empala Rock - BLUE MOON 419 -Strong instrumental treatment of solid rhythm theme with infectious tempo. Dual market wax. (Cliff, BMI)

** Sweet and Sour - Interesting guitar work, illustrating title theme, with pounding beat. (Cliff, BMI)

BOB HALLEY

*** You Got Me - K-ARK 602 -Showmanly warbling by Halley on catchy r.&r. rhythm-novelty. (Mac, BMI)

** No Time for Tears - Attractive reading on okay r.&r. ditty. Flip is better showcase for Halley. (Mac, BMI)

JOE DAMIANO

*** Tree in the Meadow - CHANCEL-LOR 1049 - A slow and pretty tune has a pleasant familiar air. Damiano hands it a soft, caressing reading, in pretty, straight fashion. This could catch good action. (Shapiro-Bernstein, ASCAP)

** Kiss Me - Another nice, relaxed effort by Damiano with a nod going to the flip. (Editoralli Ariton, ASCAP)

BILL CARTER

** Jailer Man - HONEE B 104 -A pop-country novelty with a folk flavor tells the story of a man who can't stand being in fail, and who pleads with his ** Speakin' of Angels - OZARK 1237 jailer to let him free. (Sage Brush, BMI)

** Legend of Billy the Kid - Another story-song about the desperado of the Old BMI) West. Carter sings it for fair results. (Sage Brush, BMI)

ELOISE TRIO

** Chi Chi Merengue - DECCA 31047 - This finds one member of the calypso-styled trio shouting and squaling in a way that must emulate a chi chi bird. It's a fast merengue rhythm with a novelty approach. Fine guitar work, too. (Deekay, ASCAP)

male partners. It's a slower rhythm than (Forster, ASCAP) the flip. (Planetary, ASCAP)

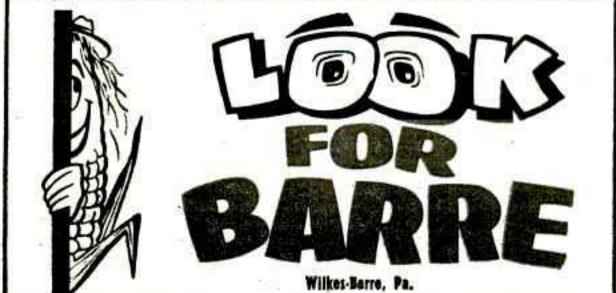
CURTIS CARRINGTON

*** Don't Be a Meeny - GEE 1057 -Here's a good, rousing side with Carrington and his chorus handling it much in the style of recent Lloyd Price hits. The cat sings with a shouting style. (Patricia, BMI)

** Timber - A novelty song. The gal makes him feel like a lumberjack when she HI-FI 594 - Witherspoon hands the old looks at him and he shouts "timber!" (Patricia, BMI)

GLEN PACE

10091 - Rocker is vigorously chanted by



handled by the foursome over an interesting the artist. It should get spins. (Dundee,

** Next Year - So-so outing on a rocka-** Love Ya' Baby - Latin - tinged ballad. Flip appears the more potent side. (Dundee, BMI)

JACK LARSON

*** Drifting Down the River - FRA-TERNITY 865 - Personable reading by Larson on a pleasant tune with a relaxed, old-fashioned flavor. (Buckeye, ASCAP)

** Autumn Heart - Okay r.&r.-styled ditty is handed an effective vocal and ork treatment. (Buckeye, ASCAP)

MODERATE SALES POTENTIAL

THREE G'S

** Eeny Meeny Miny Moe - COLUM-BIA 41584 - A simple bit of tune material in medium beat rhythm. The boys hand it an okay reading. (Camarillo, BMI)

** Take That Step - A plea to the chick to come and take that step to love. Mediocre song material here, tho the lads have a fair sound, (Camarillo, BMI)

JACK HASKELL

** Who Can Say? - THUNDERBIRD 19552 - Haskell has a nice, easy-going baritone touch on this ballad. Side has the ring of the big band era. (Rosen, BMI)

** I Remember Mambo - Haskell sings in good form on doubtful material, with an obvious play on the play title, "I Remember Mama." (Rosen, BMI)

TOMMY NELSON

** Hobo Bop - DIXIE 814 - A routine rocker is sung with spirit by Nelson. (Star-

** Honeymoon Blues - Nelson sells this rocker nicely over wild backing. (Starday, BMI)

LENI BARTERI

** Cry My Heart - CROSLEY 221 -Pretty ballad is nicely delivered over a lush arrangement. (Sheldon, BMI)

** Lost and Lonely - Westernish ballad is nicely sold by the thrush over soft guitar and rhythm support. Side is dual track in segs. (Wharton, ASCAP)

SHORTY BACON

-Honky-tonk styled piano backing on jaunty country ditty with bouncy vocalizing by Bacon and group. (Mississippi Valley,

** Fire of Love - R.&r. piano triplets back okay warbling by Bacon on up-tempo blues-ballad. (Mississippi Valley, BMI)

NICK DI CRISTO-JOE BUMIN'S JAZZ BAND

** I Get the Blues When It Rains -** Calypso Island - Eloise takes the CONTINENTAL 5921 - Okay approach vocal lead here with support from her two on the oldie. Style is on the Dixie order.

> ** Razzlin' Dazzlin' Dream - Same comment. (Forster, ASCAP)

JIMMY WITHERSPOON

** Oh Mary, Don't You Weep spiritual an up-dated reading that has jazz overtones. Fine chorus backs the singer. Side can collect pop and r.&b. loot, Worth THE COUNTRY GENTLEMEN spins. (PD)

*** Tell Me - ABC-PARAMOUNT *** Everytime I Feel the Spirit - Another spiritual is delivered in a jazz vein by Witherspoon. Again, the combo and chorus back him nicely. (PD)

CY COLEMAN

*** Playboy's Theme - PLAYBOY 1001 BILLY GUITAR man's piano backed by a nice string sound. Previn "Like Young" click. Good jockey fodder here. (Morris, ASCAP)

** You Fascinate Me So - Maestropianist Coleman and Carolyn Leigh turned this one out. It's on the sophisticated side and Coleman sings it in straight style. (Morris, ASCAP)

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by the saxes are featured here in what might be called a medieval approach. A listenable side with a different sound. (Durand et Cie, BIEM)

** Serenade Comique - Some highly intricate group sax work in a rather jerky rhythm framework. The work has some classical touches and comes from an album, "French Impressions." For "out" jocks. (Shott, MCPS)

Country & Western

PORTER WAGONER

*** Legend of the Steeple-RCA VIC-TOR 708-An interesting narrative song with a construction similar to that of "The Three Bells " A fine effort by Wagoner that can get its share of attention. (Jack, BMI)

*** WAKIN' UP THE CROWD - A happy bouncer by Wagoner all about everybody's having a ball at the hoedown. Guitarbanjo work also has a good sound. Crowd noises break thru in the middle. A spinnable hand-clapper. (Warden, BMI)

WANDA JACKSON

*** Please Call Today - CAPITOL 4354 - "Please call today," she says, "for I'll be gone tomorrow." A good country weeper with a message keyed to the eternal lovers' triangle. Solid traditonal fare. (Opal, BMI)

*** My Destiny-Miss Jackson knows how to get out those weepy sounds. She makes all the tragedy seem very real on this weeper in the traditional groove. Fans will like. (Acuff-Rose)

LEX THOMAS *** Man Alone - STARDAY 461 - A strong country side. Theme is a sad one, the chanter puts his heart into the lyric. There's a chorus behind him; but the performance is essentially in the traditional groove. (Starday, BMI)

*** Dixie Line-This is a re-working of a p.d. melody, with a new lyric added. It's in march style, and it's a rousing side with a Civil War flavor. (Starday, BMD)

GEORGE HEFFINGTON

*** Ghost of Love-TOPPA 1007-Heffington sells a country novelty smartly over a rhythmic backing. There's a bright piano

*** Crazy Love-Heffington tells about the "Crazy Love" that he can't forget no matter how he tries. It's a bright, cheery side. (Mixer, BMI)

REX BINGHAM

*** The Fire Is Burning Low-TOPPA 1011-A good country weeper is sung with feeling by Bingham here over traditional country support. Good wax. (Mixer, BMI)

** Just Like Before-On this side, too, Bingham shows off his strong pipes with a tearful reading of a weeper about a marriage that failed. Bingham has a good style. (Mixer, BMI)

BILL BROCK

*** Why Should Some People Prosper-TOPPA 1010-A philosophical question is posed by the country chanter on this attractive side. Brock sells it with much heart. (Mixer, BMI)

** A Cup of Coffee (Then Pil Go)-Bill Brock sings a sad tale of divorce and sorrow on this attractive weeper. He sells it with the appropriate feeling. (Mixer, BMI)

ROY HENDERSON

*** Agony - RURAL RHYTHM 530-This weeper is done in a fast tempo, with a handclapping effect lending a gospel feeling. (Sage Brush, BMI)

*** Crying-He's been crying every minute since the chick set him free. A familiar theme; but it's well done, (Sage Brush,

*** New Freedom Bell-STARDAY 455 -Mournful lament is handed plaintive interpretation by group. (Starday, BMI)

*** Hills & Home-Solid guitar work. effective group vocalizing on another plaintive country item. (Starday, BMI)

-A pleasant instrumental side with Cole- ** Things That Might Have Been-DEL 104-A typical country weeper. Billy Guitar Has the quality of the David Rose-Andre sings it in the traditional style. Good programming, (Sully, BMI)

> ** It Hurts So Much to See You Go-Another weeper in the traditional style, Well done. (Sully, BMI)

CAL SMITH

** Eleven Long Years-PLAID 103-A folk-styled opus, telling the story of a HOLLYWOOD SAXOPHONE QUARTET convicted man who avoids execution thru ** La Fille Aux Cheveux De Lia - legal battling. Reminiscent of the Caryl

VERVE 10201 - Some pretty harmonies | Chessman disks, it poses moral problems (B-Flat, BMI)

> ** Tearstained Pillow-A weeper sung the traditional style, with typical string band accompaniment. (B-Flat BMI)

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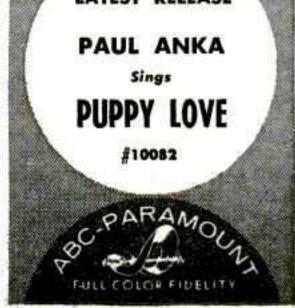
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DALE STEVENS

** Those Friends-OZARK 1235-Okay on pleasant item with country flavor. (Four country-flavored ballad is wrapped up in Star Sales, BMI) nice vocal stint. (Mississippi Valley, BMI)

** Has She Said Anything-Stevens walls effectively on plaintive country weeper. Dual market side. (Mississippi Valley, BMI)

WILLIE PHELPS

*** Yes Siree, Yess Siree-FERNWOOD 2-A rhythmic side, with an infectious beat, and a gospel flavor. Good vocal. (Bluff City, BMI)

* Living in the Past (From Now On)-A fair weeper in the traditional style. (Cedarwood, BMI)

CARMOL TAYLOR

*** Aching, Breaking Heart - SHERBA 1502-A weeper. Taylor sings in the traditional style and he delivers a very creditable performance. (Tune, BMI)

** A Life Time Loving You - Another weeper. Performance is okay; but material (Yonah, BMI) is not as good as flip. (Tune, BMI)

MODERATE SALES POTENTIAL

BILL MORGAN

** Your Wicked Love-D 1092 - Okay outing on a bright country tune. Tune is a honky tonker. (Glad-Big Bopper, BMI)

** At Home With Mom-Nostalgic tune is sold with moderate appeal. (Glad-Big Bopper, BMI)

SHIRLEY RUCKER

** I Hear Your Footsteps-Moderate-beat c.&w. item is attractively read by Miss Rucker. Good side for traditional fans. (Glad, BMI)

** You Take More Than I Can Give-Same comment. (Glad, BMI)

EDDIE REYNOLDS

** What Was It? - DIXIE 838 - Dualtrack belt on a countryish novelty about a visitor from space. Pop and c.&w. coin possible. (Starday, BMI)

** I'm Missing You-Sprightly waltz gets a smooth sing from Reynolds. Also a possible dual-market contender, (Starday, BMI)

BOBBY TIDWELL & KIAMICHI MOUNTAIN BOYS

** I'm Searching For You - SKIPPY 108-9-He's tired of all the chicks he knows and is now looking for true love. This theme is done in true traditional style. (S&M, BMI)

** Cherokee Stomp - A folk-flavored rocker, with a lyric about the Cherokees. A country styled performance by the chanter. (S&M, BMI)

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SIDNEY J. WAKEFIELD

and group warble with emotional impact

★ Cool Tom Cat—Bouncy rhythm ditty is handed okay reading. Flip is better side. (Mississippi Valley, BMI)

FRED LEWIS

** Justice Shall Be Done-Weak tale of a man scheduled to hang, who breaks out of jail and then is trapped by quicksand, is sung with feeling by Lewis.

* Hangover Heart-Lewis sings this weeper pleasantly. (Sage Brush, BMI)

LEON BEAVERS

★★ Darting I Will-YONAH 2001-Leon Beavers bows on the new label with a routine reading of a new country ballad. (Yonah, BMI)

★ Georgia Waltz-New waltz item is handled in fair fashion by Leon Beavers.

CHARLES DRAKE

** Lost Out Love Affair-D 1123-A rhythm side in the country vein. Style is traditional, with good string accompaniment. (Glad-Big Bopper, BMI)

* Wheel of Love - Traditional countrystyled side. Material is of the weeper class. (Glad, Big Bopper, BMI)

BILLY MONTANA

** You're More at Home in a Honky Tonk - RURAL RHYTHM 531 - An okay rhythm side, with a lyric expressing a familiar country theme. (Sage Brush, BMI)

* I'm Grateful to You-A weeper in the traditional style, but doesn't meet competition. (Venice, BMI)

SMILEY ROBERTS

** Internal Revenue Blues-This is a recounting of the blues facing most anyone ** VIRTUOSI OF THE ACCORDdone in recitative form. (Rand, BMI)

* If at First You Don't Succeed (Try, Try Again)-Lyric advises to keep trying for a kiss, Adequate. (Crane, ASCAP)

Spiritual

KINDY SHEPHERDS

*** Take the Lord With You -NASHBORO 662 - Slow and stately is the mood here. Lead singer has a fine church style, and he's enhanced by the chorus and guitars. (Excellorec, BMI)

*** Every Year Carries a Number -From a slow tempo, this one picks up to a rousing climax. Fine performance. (Excellorec, BMI)

ANGELIC GOSPEL SINGERS

*** Touch Me Lord Jesus - NASH-BORO 644 - Fine programming. Chord changes are typically gospel, and the vocal by the group is full of sincerity. (PD)

** Yes! Nobody Knows My Troubles -Performance of this touching spiritual is full of heart, with organ contributing satisfying chord changes. (Excellorec, BMI)

CONSOLERS

*** Another Day's Journey - NASH-BORO 661-Sincere reading with plenty of beat and a quickened tempo, as the side goes along. (Excellorec, BMI)

** Some Sweet Day Afterwhile -In contrast with flip, this side is more restrained. Group sings with soul. (Excellorec, BMI)

Latin American



MEL MORAN-JOSE CARLOS GUERRA ORK

** Colorin Colorado (Bolero) - PEG-ASO 505 - Moran offers a romantic croon type vocal on this slow and sensuous bolero rhythm. The band gives him a good backing.

** Maria Ernestine (Ranchero) - Here's a side with a strong Tex-Mex, Rio Grande flavor. Moran again offers the vocal chorus in Spanish.

Polka

*** Forsaken Love Waltz - DOMINO 135 - Fetching waltz instrumental by a polka-style band. Authentic oompah sound.

17032 N. Black Canyon Hiway, Phoenix, Ariz, For Fest Service Dial Phoenix: WI 3-9557 for the Midwest and other polka areas. It's an instrumental with authentic styling. ** Last Chance Polka - A good one

Reviews and Ratings of New Albums

· Continued from page 34

CLASSICAL ***

aural) - Franz Konwitschny paces the soloists, chorus and orchestra thru a stirring performance of the monumental ninth symphony. In stereo, the treatment is especially effective. The work has, however, been heavily recorded (in stereo also), and other fine versions are available. The first symphony also receives a more than acceptable reading.

*** THE INCREDIBLE GUITAR OF JORGE SEVILLA

Verve MGVS 6103. (Stereo & Monaural) -A beautiful example of the classical guitar. In this case the instrument is used to express a number of familiar and appealing Chopin melodies which more normally would appear as piano music. The selecin A Minor," an "Etude in E Flat Minor" and the "C Sharp Minor Waltz," a work which really is a stern test for a guitartion indeed for enthusiasts of the genre.

COUNTRY & WESTERN ***

*** JIMMIE 'OSBORNE SINGING SONGS HE WROTE

Audio Lab AL 1527 - A package for collectors and programmers of c.&w. material. These are in the traditional style. Included are such weepers as "Give Back My Ring and Picture," "You Get the Roses, I Get the Thorns," and "The Death of Little Kathy Fiscus." All the material is Osborne's.

INTERNATIONAL ***

LEIKA

full orchestra here. The music, of Russian folk origin, is lively and tuneful, and the solo work is remarkable. The unusual result combines the best qualities of folk music and extraordinary musicianship. Attractive cover.

*** YUGOSLAV FOLK SONGS

Joza Vlahovic Society Ork & Chorus. Monitor MF 327 - Folk music fans will enjoy this exciting new set which features Yugoslav folk songs as sung by the chorus and orchestra of the Joza Vlahovic tunes as "Overhead Blues," etc. Cultural Artistic Society of Zagreb. The music is at times wild, and at time pretty, There is an explanation in English on the liner about each of the songs.

I ATIN AMEDICAN ***

*** SALUDOS FROM FAJARDO Jose Fajardo. Panart 3058 - Cha chas. boleros, mambos, and variations on these are performed well here by Jose Fajardo and his Cuban All-Stars. The music is

bright and danceable. Much of the material is unfamiliar, but they are all interesting.

POLKA ***

*** POLKA PARTY

Walt Jaworski Band. Hanover HM 8004 -Wait Jaworski's Polka Dance Band cheerfully presents a flock of polkas and

obereks. The sides are brightly done, and the set could prove a good item in this mai..et. Sound is good Selections include "Birdie Polka," "Easy Does It Oberek," and "Hop and Jump Polka."

*** WESOLO DO TANCA

Malego Władzia Ork. Jay Jay LP 1018 -The Jay Jay label specializes in polka albums and this is a fair specimen. Altho not as boisterious and good humored as some of the product, the music has a good dancable beat. Some of the selections are obviously originals, and all invite active participation on the dance floor.

*** REMEMBER ME AND ELEVEN OTHER GREAT POLKAS AND WALTZES Lee Morgan and Midwesterners. Jay Jay LP 1019 - Another of the Chicagoland

tions include Preludes 1, 2 and 3; a "Waltz favorites and star groups of WLS becomes a disk companion to Li'l Wally and other specialists of the art. The band plays the tunes with lots of gusto and many of them ist's fingers. This is a handsome produc- feature chorus rather than the usual solo vocals. For dancers it's fair enough material and it should do particularly well in the areas where the group's broadcasts are

RELIGIOUS ***

*** STANDIN' IN THE NEED OF PRAYER

Jerome Hines, RCA Victor LSP 2047. (Stereo & Monaural) - Hines delivers a group of Negro spirituals with complimentary ork assistance from Skitch Henderson. Included are "Go Down Moses," "Steal Away to Jesus," "Swing Low, Sweet Chariot," etc. His presentations are devout and

*** BEYOND THE SUNSET

Ted & Gloria Roe. RCA Victor LSP when he faces up to his income tax. It's ION, BALALAIKA, DOMRA & ZHA- 2183. (Stereo & Monaural) - A group of hymns and inspirational themes are given Platnitsky-Andreyev Orks of Folk Instru- lovely and sincere settings by the pair, who ments. Monitor MP 515 - The domra (a are nicely assisted by the Billy Liebert ork. three stringed instrument) and the zhaleika The set has been effectively recorded in (a small reed instrument), along with the stereo. Lovers of this sort will find the balalaika and accordion, get a unique album attractive fare. Selections include chance to shine in concerto-like works with "Beyond the Sunset," "Abiding Love" and 'Abide With Me."

RHYTHM & BLUES ***

*** TWO SHADES OF BLUES

Jimmy Rushing-Champion Jack DuPree. Audio Lab AL 1512 - A good buy. One side contains performances by the great blues chanter, Jimmy Rushing, while the other side has a selection of philosophic, and often comic "walking" blues by Du-Pree. Collectors will recall singles on such

(Continued on page 112)



GOING ALL THE WAY! "WHITE SILVER SANDS" Bill Black and his combo Hi 2021



Newest Smash Single

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April 18 Issue

Reviews and Ratings of New Albums

Continued from page 111

SPECIALTY ***

*** MUSIC TO MAKE HOUSEWORK EASIER

Sinfonieta di Milano, Request RLP 10039 -Tunes in this set have title that suggest some of the things the housewife might encounter during her day. Most are origimal, and all are given sparkling ork settings. It's a fine, easy-listening set, and it's been effectively recorded in stereo. It can move with exposure. Tunes include "Mother's Little Helper," "Blue Monday" and "Tears in E Minor."

POPULAR **

** AIN'T WHAT YOU DO

Dodo Greene. Time T 70001 - Dodo Greene comes thru pleasantly here on a fairly well-known group of standards and blues. The title song, and "Baby Won't You Please Come Home," "Black Coffee," and "Into Each Life Some Rain Must Fall," ere some of the tunes contained herein.

LOW-PRICED POPULAR **

** OH WHAT A BEAUTIFUL MORNIN'

Eddle Albert. Hamilton HLP 103-Eddle Albert shows off a pleasant, if not impressive singing voice on this new album. (Early in his career, Albert was a singer.) The tunes include the title song and "Without a Song," "Look for the Silver Lining" and "I Believe."

** DANCE

Beasley Smith Ork. Hamilton HLP 110-Its title expresses succinctly the prime purpose and value of this release. The Beasley Smith ork plays with an easy-going flowing style and uncomplicated beat. The tunes are pop favorites of many years standing, including "Steepy Time Gal," "Tea for Two," "Moonglow" and "In the Mood." Valid rack merchandise.

CLASSICAL **

** CLAUDETTE SOREL PIANO RECITAL

Monitor MC 2044 - Young Mmle. Sorel made her New York debut just after the war, when she was but 11, and has concertized frequently since. Here she features a poetic reading of Chopin's "B Minor Sonata," plus four Rachmaninoff preludes and short selections by Liszt, Mozskowski and Raff. An attractive disk, altho up against severe competition in the

** MIASKOVSKY: SYMPHONY FOR

Moscow State Band (Petrov). Monitor MC 2038 - The 19th symphony written by the late Soviet composer Nikolai Miaskovsky, the major work on this release, is not notably memorable either in content or form other than being written for brass band. Four other short Russian works for full symphony are more interesting, including two that are well-known, Balakirev's "Islamey," and the "Introduction and Gopak" from Mussorgsky's "Fair at Sorochintsky." Some culosity value in the work for band.

COUNTRY & WESTERN **

** SONGS OF THE TRAIL

Denver Darling. Audio Lab AL 1507 This collection of melodies by Denver includes not only country & western material; but considerable that is categorized as western - such as "Cool Water," etc. The style is reminiscent sometimes of the original Jimmie Rodgers.

** REDD STEWART SINGS

Audio Lab AL 1528 - A pleasant collection of sides in the traditional country style - weepers, rhythm pieces, and some reminiscent of the early vaudeville days. Much of the material is by Stewart and Pee Wee King. Included are "Gotta Get Back to Dixie," "My Little Wild Rose of the Hills," "Alone," etc.

** THE GENIAL GENTLEMAN OF COUNTRY SONGS

Clyde Moody, Audio Lab AL 1529 -Sides hark back to the traditional country school. Typical guitar backings to such sides as "Shenandoah," "The Blues Came Pouring Down," etc. Weepers, country

chanted by Moody.

LATIN AMERICAN **

** CONGAS Y COMPARSAS DEL CAR-NAVAL HABANERO

Band Kubayana & Grupo Afro-Cubano. Panart ST 3057 - Wild, and at times, frantic, but fairly exciting readings of traditional music of the Cuban Carnival, are contained on this new recording. The bands featured are the Banda Kubavana, and the Grupo Afro-Cubano. Most of the music features original tunes.

RHYTHM & BLUES **

** HIGHWAY OF BLUES John Lee Hooker & Sticks McGee. Audio Lab AL 1520 - Good buy for the money. One side is made up of deep Southern-styled blues by Hooker; the other is more urbanized blues by McGee. Some titles are "Whiskey, Women and Loaded Dice" and "Don't Go Baby."

** BULL MOOSE JACKSON SINGS HIS ALL-TIME HITS

Audio Lab AL 1524 - A collection of ballads, blues and novelties by Bull Moose. Some are in a soulful style; some are shouted; some a bit risque.

SPOKEN WORD

** PLATO: THE TRIAL OF SOC-

Steve Allen. Hanover HM 5009 - Steve Allen throws off his funnyman clothes and dons his serious mein to narrate the "Trial of Socrates," and written by Plato. Allen handles the narration pleasantly, tho his style of oratory has a tendency to become monotonous before the record is finished. May interest students and teachers.

SPIRITUAL *

SPIRITUAL * SPIRITUAL * GOSPEL CARAVAN Various Gospel Artists. Revelation RLP

* CABARET

Eva Nelson. Panorama PLP 2004. (Stereo & Monaural).

IHFM Cancels

· Continued from page 16

fall season. Last year's show, he and the Swinging." The new Ray said, suffered an attendance drop Ellis single, "Fallout," is from his because it happened to coincide LP "The Best of Peter Gunn." with the holidays.

A small sampling of IHFM members reached in New York showed cause the arena type of show, artist's new Jamie album. which this Coliseum exhibition promised to be, left potential customers "hard put to listen to our equipment."

Audio Briefs

Continued from page 18

of the U. S. Steel Corporation ... given the position of vice-president of engineering and manufacturing for the Government Elec-Radio & Phonograph Corporation. Systems Division of Republic Aviation before his new appointment. He replaces Dr. Werner F. Auerbacher, who assumes the post of are standards. One set is ballads, consultant on operations to Dorwaltzes, country blues are in the repertoire man D. Israel, executive vicepresident.

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Cleffer-BMI Suit

Continued from page 4

Judge Ryan answered: "I think that naturally follows."

The court also noted that John Schulman had an exception to this. "I have made my ruling and your exception is on the record."

plaintiffs' claims, Judge Ryan rehave access to ASCAP records. Ryan held that such access was stay. unnecessary and would make the case unwieldy.

In the BMI camp, the outcome of the conference was regarded with much favor, the feeling being that the case had now simmered down to "narrow and manageable" proportions, "How much can plaintiffs recover when claims must be based on publishing and recording, and claims must be limited to specific songs of plaintiffs? one asked.

On the other hand, a spokesman for the plaintiff stated that the recent developments would result in "merely shortening the litigation. ... and did not affect the basic case." He added: "Even if there weren't a dime involved, the principle is one which we wish to see thru. I think we are in a swell spot to get a prompt and expeditious case." He added that other writers might initiate suits.

Albums Spawn

Continued from page 2

and "This Is Darin," Connie Francis' "Italian Favorites," "Santo and Johnny," "The Lord's Prayer," by the Mormon Tabernacle Choir, "Twangs the Thang," by Duane Eddy and Marty Robbins' "Gunfighter Ballads and Trail Songs.'

Capitol last week brought a new Peggy Lee single, "Heart" and "C'est Magnifique," two sides which have pulled the most play as part of her new LP "Latin a la Lee." The label also released two Paul Weston sides, "I Love You" and "The Thrill Is Gone," both the religious holidays during the from his new album, "The Sweet

Other new singles-out-of-albums releases include Mitch Miller's "Sing Along" from "Saturday Night | Continued from page 18 that they were in complete agree- Sing Along" LP; Joni James' "I ment with the cancellation of the Need You Now" and "You Belong slip of paper at the neck of each show to be staged at the Coliseum. to Me" from her "Carnegie Hall" One such member, Avery Fisher, LP, and Pierre Cavalli's "Little responded directly with one of of Fisher Radio, said that he, per- Serenade" and "Smoke Gets in sonally, was "greatly relieved," be- Your Eyes" from the European the store during the "preview" of

Singles Aid Kit

Continued from page 4

ing the style of the arrangement, the pauses, rests, big endings, etc. Than the second band contains the track without Moore's vocal so that | quipped Potts, "the customer simthe singer can rehearse the song to ply chose any balloon by color or Leonard S. Hermelin has been a rhythm backing, etc. With the location, and was then entitled to record are the six orchestrations, professional jobs all arranged by Moore, that singer can use in his of sterling flatware to lamps, cigtronics Division of the Emerson or her night club act. There is also a booklet with the set, which ex-Hermelin was the manager of plains how to use the "For Singers weapons systems for the Missiles Only" kit, explaining musical terms, like." style, arrangements, etc.

> The four sets all contain different songs, altho all of the songs with such tunes as "It Had to Be tanooga store. Many of the cus-You." Set No. 2 contains torch and blue songs, including "Birth of the Blues." Set 3 is the cool jazz and lastic children. rhythm set, with such items as "Jeepers Creepers." And set No. 4 has sophisticated material includare eight packages rather than voice. Moore has set a \$45 price tag for the four set unit.

Rentals Cull Stereo Profits

· Continued from page 18

definitely "big business" in Colo-While limiting the scope of the rado Springs, inasmuch as there are literally thousands of tourists, fused to grant BMI the right to all better-income people, thronging into Colorado resort center each Herman Finkelstein, for ASCAP, summer, and anxious to enjoy the argued that it was oppressive to benefits of such luxuries as stereo allow BMI such access, and Judge music, color TV, etc., during their

Rentals to Sales

The rental charge applies to the purchase price of the stereo set, of course, and this factor has converted many rentals into actual sales. Massaro has never advertised the rental service, (altho he does advertise TV rentals) and has has made it known that he will offer such rental service. "We have sold a lot of better-priced, luxury the rental service, and then decided to experiment with it, before going ahead with the actual purchase."

Whereas many dealers don't like to mention repairs, maintenance, or service in general, the Colorado Springs dealer is proud of the fact that he has a six-man repair department, with some of the finest equipment anywhere in the State. • Continued from page 2 He automatically takes all people who are dubious about the repair needs which complex electronics may bring about "on tour" of the the service department, and then were encouraged to go ahead and

Finally, Massaro scatters stereo equipment thruout his entire showroom, which is one of the largest in the Coloradio Springs area. Stereo phonographs appearing between color TV's, in the service department, perched atop a "white goods" display, all focus more attention on the stereo than if each

Balloons Build

balloon. Each of the numbers cor-300 attendance prizes offered by new attractions.

Customers responding to a halfpage newspaper ad were invited to choose from the 300 strings dangling down from the ceiling, in return for listening to a presentation on stereo, hi-fi, or television. "Other than the string attached there were no strings attached," from an expensive complete set arette lighters, ball point pens, jewelry, small appliances, and the

records for traffic into the Chat- ness. tomers were obviously egged on into visiting the store by enthus-

Many of the prizes were slow movers from the store's own stock, some were furnished by co-operat- LP's by Mario Lanza, and many ing "Let's Do It." Actually there ing distributors, and others pur- others, all hit the pop as well as chased on the open market. The the classical charts. Van Cliburn's four, since all sets are available net results were the sale of more first LP is understood to have set two ways—for high voice or low than 25 pieces of stereo or high an all-time record for classical LP fidelity equipment over a three-day sales (Tchaikovsky Piano Conperiod.

The rental is a flat \$5 per day, and | model was simply shown among the customer furnishes his own rec- many of its fellows. Getting indiords, unless he wants to buy a vidual attention in this way has choice from Massaro's big record often been the opening wedge to a department. Rentals have become conversation which resulted in a profitable sale.

Of considerable aid is the fact that all display fixtures thruout the big Massaro showroom are mounted on wheels, so that he can regularly rotate his stereo displays from any one section of the floor to another, simply by releasing a brake, and pushing the largest, most cumbersome platforms from one place to another.

It isn't any wonder that Massaro sells so large a stereo volume, and more important, that much of it is at full list price. "The most important thing of all is to let the customer stay in the sound-proof stufound that strictly word-of-mouth dio just as long as he wants to, play just as many records as he wants to, and turn the volume up to ear-splitting level when he destereo to people who learned of sires," Massaro said. "If the prospect finds that he gets the same sort of demonstration privileges whether he is buying the cheapest or the most expensive model, and that nobody will interfere with him in the process, results are always bound to be better."

Harris Committee

incursions of unauthorized distributors selling records in their markets at a lower price than they service department, where a good themselves usually sell records to look at the size of the crew, and dealers, are convinced that it is the excellent facilities will always time to eliminate freebies. Their remove such doubts from the pic- feeling is that if all records were ture. Massaro has consistently sold sold at a specific price, with nothexpensive stereo to customers who ing except the old 6 to 8 were "on the fence" until they saw per cent return, this would help snuff out the "walking or Volkswagen" traveling one-stop or distributor type of operation, and enable authorized distributors to make a decent profit, they claim.

> That the swingers are still swinging was noted this week via the deals available to distributors on a number of hot singles from various labels. Two-for-one, free boxes to one-stops and dealers who report sales to radio stations, etc., were still being offered - and, of course, still being accepted.

On the payola front, record manufacturers report that payola is now much less than it used to be, with an almost complete cessation on the part of the big-time jocks. But the small-time jocks, many of them spinners in specialty fields such as rhythm and blues, appear not to have ceased asking according to many manufacturers and distribs - altho they do not appear to be getting what they used

Classicals' \$\$

Continued from page 2

1959. This was a shade below the 1958 percentage, when classical LP's sold 11.3 per cent of all a prize which ranged all the way LP sales in dollar volume. This is not as serious as it seems, since in 1959 the jump in LP sales, especially pop LP's, was the greatflashlights, cufflink sets, women's est ever, with total dollar volume of LP sales up 40 per cent in 1959 as against 1958. Actually, total The "Pull the Balloon" stunt classical LP record sales in 1959 proved a tremendous success, pop- were the biggest ever racked up ular enough to break all existing in the history of the record busi-

> In the year 1959, classical LP's jumped into The Billboard's pop charts in increased number. Albums by Van Cliburn, The Boston Pops, versions of "the 1812 Overture" on Mercury and RCA Victor, certo).

circuses

arenas

CEREAL CO. HYPOS ROGERS, CALGARY

carnivals

General Mills to Spend \$60,000 On Stampede-Contest Campaign

CALGARY, Alta.-One of the gary for the Stampede, housed at most extensive publicity and pro- a dude ranch and given reserved motional campaigns in support of a seats for four afternoon and eve-Canadian exhibition is planned for ning performances. this year's Calgary Exhibition and Stampede.

in which purchasers of Betty Crocker cereals thruout Canada large "flag" outlining a bucking will be asked to guess the weight horse and the dates of the Calof Roy Rogers' horse Trigger, gary Exhibition and Stampede, at complete with saddle and bridle. which Rogers will be starred. Add-

General Mills, Inc., of Weston, will come from contest commer-Ont.

of three who will be flown to Cal- 8,000,000 Canadians each week.

General Mills will promote the project with a \$60,000 campaign It will center around a contest in support of the six-week contest.

Every cereal box will feature a The tie-in has been made with ed publicity for the Calgary event cials on the Roy Rogers and Lassie The winners will be 18 families TV shows seen by an estimated

\$24,000 POSITION

Ben Moore to Manage **Baltimore Civic Center**

BALTIMORE — Benjamin executive director of the \$12,000,torium to be built here. The appointment was announced here by Judge Stanley Sherr of the Baltimore Civic Center Commission.

as manager of the Spokane Coli- to take about 18 months. The projseum and Spokane Stadium to take ect is located in downtown Baltithe \$24,000-a-year position here. more and the site was selected Earlier he had managed arenas at partly to provide a "shot in the Syracuse, Denver and St. Louis. arm" for the city's central area.

Judge Sherr said that 42 persons Moore of Spokane has been named had applied for the post. They are from all sections of the U.S. and parts of Canada. About 25 of first be obtained. 000 Baltimore Civic Center Audi- these were asked to come to Baltimore for interviews.

of the new auditorium is being stocks and one each of jallopy and cleared now and that construction modified stocks, with Al Sweeney Moore has resigned his position is to start in June. It is expected (National Speedways); nightly fire-

Harold Registers Best Lansing Run

Circus, operated by Harold Voise. played the most successful run in the 24-year history of the local

First day, Thursday brought two three-quarter houses at the big Lansing Civic Center. Friday afternoon was near-full and at night about 800 persons were turned away. Three shows on Saturday were turnaways. This was the first year for a Sunday performance and a matinee was scheduled. It was a turnaway, and an extra unscheduled show was given at 5 p.m.to about 1,500 people. Total ing. attendance was about 7,000 more than last year's total.

Acts included the Cuneo animals, April 29-30.

and what not to expect from a circus.

dated April 11.

LANSING, Mich.-Harold Bros. | the Hildalys, Miss Mara, the Rhodins, the Freddis, the Hildalys' new Meteorites act, Hawthorn Bears, Royal Inca Llamas, Tonito, Cuneo's African elephant, Cresso's Rocket auspices. Circus was March 3-6. Car, the Therons, and clowns that included Bob (Moppets) McNea, Rollo, Jim Snell, Eddie Yurick, Ir Romig and Larry Benner.

> Staff included Walter Stebbins, publicity; Dick Ware, ring master; Bob Eberhart, band; Rex Ronstrom, drums, and Kitty Ronstrom, organ.

> Publicity was exceptionally strong, with press and TV both heavy. Clowns made TV appearances before the run as well as dur-

> Harold Bros. plays Bangor, Me., April 22-23 and Lewiston, Me.,

Plans 3 Sets Of Name Acts

B-C Provides Basic Night Attractions; Ink Sweeney Races

DES MOINES—The Iowa State Fair here this year will feature three different sets of personalities in its night grandstand show.

Meeting here Monday and Tuesday (7-8), the fair board contracted to buy the base for the night show (a line of girls, supporting acts, and music) from Barnes-Carruthers Enterprises, Chicago, repped by Sam J. Levy Sr., and at the same time the board acted to book name personalities to head the show.

The plan is to divide the sevennight run into three segments, two of two nights each and the other of three nights, and to offer a differnt brace of names or seminames during each of the segments. Approval of some names was made, but no contracts for them were closed inasmuch as confirmation of the dates by the names must

In other attraction action, the board signed for seven programs Judge Sherr said that the site of auto racing (three big cars, two works from Thearle-Duffield Fireworks Company, and two performances by the Tournament of Thrills and one by Aut Swenson's Thrill-

> The board also scheduled two days of harness horse racing.

St. Louis Police Sign Bromfield As Show Name

ST. LOUIS - Television star John Bromfield has been signed as headliner for the St. Louis Police Circus, April 21-May 1, it was announced last week by Al Dobritch, producer of the show. It was learned that the show had negotiated with several persons before finalizing. Bromfield recently appeared at the Sportsmen's Show in Chicago.

Dobritch also announced he had signed Capt. Eddie Kuhn's Wild Animals for a series of his dates. Kuhn will be at St. Louis, where other acts will include the Marquis Chimps, the George Hanneford Family and Princess Tajana, Jack Joyce's Camels, Happy Kellems, the Geraldes, Cosmos, and the Gutis. Dobritch said his efforts to import an act of trained Siberian tigers had fallen thru for this year.

GERDA PEDROLA HURT IN FALL

SARASOTA, Fla. -Gerda Pedrola sustained a broken back in a fall during the act she and her husband were performing at the "Circus Hall of Fame" here Wednesday (9). The couple was with Mills Bros. Circus last year and expected to return there this season.

lowa State Fair SLA Special Meet To Set Convention

President Paul Olson to Preside At Huddle of Board, Past-Prexies

for the Showmen's League of Sherman. America's annual Chicago outdoor (17).

The special meeting was called League. by League President Paul Olson of the International Association of executives. Fairs and Expositions to hold that group's annual convention the first after Thanksgiving Day at the Mor- Association of Fairs and Exhibirison Hotel here.

Earlier, in keeping with longday and Wednesday following

CHICAGO—The dates and hotel Thanksgiving Day at the Hotel

For many years the Showmen's convention activities will be decided League and the IAFE have held at a special meeting of the League's their convention activities concurboard of governors and of its past rently in the Hotel Sherman. The presidents here Thursday night action by the IAFE board was made without consultation with the

Since the IAFE board decision following a vote early in February to switch dates and hotel, opposiat Tampa by the board of directors tion has been voiced by some fair

Voice Objections

First to go on record opposed Thursday, Friday and Saturday to the change was the Michigan tions.

Next, the International Motor standing policy, the Showmen's Contest Association, governing League had scheduled its activities body of auto racing at a number for the first Sunday, Monday, Tues- of Midwest and Southern fairs, (Continued on page 122)

Magic Mountain Asks Withdrawal of Liens

In a meeting of the creditors at the park site. Lefferdink asked them to join him in a first mortgage of \$1,200,000 on the partially completed enterprise. They were told that if they will agree to the proposal, Lefferdink will buy up the existing first mortgage of \$238,000.

period written against \$3,800,000 efforts are continuing toward a worth of completed construction, satisfactory conclusion." Lefferdink said the park was 77 per cent completed.

Lefferdink said that he would put money in escrow for work any of the creditors does in the future and that they would be paid from this fund as the work is completed Lefferdink, thru the companies he controls, is the chief creditor of Magic Mountain in the amount of \$528,159.

Magic Mountain, Inc., and another ation.

DENVER-Allen J. Lefferdink, Lefferdink-controlled firm, Mid-Boulder, Colo., financier, asked Continent Development Company. creditors of Magic Mountain to Legal action to collect some of the withdraw liens totaling \$284,865 bills has been started in District against the amusement park he says | Court in Golden. The court records will go into operation this spring, show that a number of the claimants are in the process of consolidating suits to collect money claimed due

"We've paid, to date, a total of \$3.8 million on the park in addition to the amount involved in the current lien," Lefferdink said, adding that he and several staff members "have been working diligently in The new mortgage, under his an effort to arrange a final plan, would be for a two-year financing for Magic Mountain and

> Lefferdink said he had advanced more than \$500,000 to help assure completion of the park, and pointed out that when he was asked to aid in its completion 18 months ago, more than 8,000 persons had purchased stock in the company and the project was only 25 per cent complete.

Lefferdink described Magic Mountain now as 77 per cent complete and said it will open as soon Public records in Golden, Colo., as possible this spring and would show that the 33 companies have have both a summer and winter filed the mechanics liens against program for a year around oper-

Allan Herschell Firm Adds Trackless Train

to the line of riding devices offered by Allan Herschell Company, Inc. Falls, N. Y., for the State parks Lyndon Wilson, president of the system. Five of these trains will firm, announced last week an be placed in operation May 15 exclusive sales agreement with the to carry sightseers at Niagara Falls. Niagara Frontier Transit System, The concession there is held by a Inc., of Buffalo. This company will Niagara Frontier subsidiary. manufacture the new train for Allan Herschell.

model is a result of more than a fairs or expositions.

NORTH TONAWANDA, N. Y. year of research, engineering and -A trackless train has been added development by Niagara Frontier to create a transportation unit for use at its concession at Niagara

Herschell company said it expected the new product to "fill Wilson said that the decision to a long felt need" for a product add the trackless train was prompt- it could provide to zoos, governed by "the entirely new concept mental parks, recreation and tourof trackless train design." The ist areas, shopping centers, and

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auditoriums, food and drink concession information, latest on amusement parks. All these and the long awaited annual highlights of 1960 fair dates, rodeos and the yearly survey of the ride manufacturing field.

WHAT'S WITH CIRCUS BIZ?

swered in the big Spring Special issue of The Billboard, to be

it, publicize it, build attendance, make a profit. In short, what

will be show business insurance, fireworks, trailers, arenas and

CHICAGO—This and many other questions will be an-

Other answers will include: How to sponsor a circus, book

Other subjects that'll be treated in typical Billboard style

Houston Fat Stock Show Pulls 260,000

SHOW NEWS

Weather Cuts Down Early Days; TV Names, RCA Rodeo Aids Turnouts

Fat Stock Show and Rodeo wound cluded were Michael Ansara, feaup its 12-day run here Sunday (6) tured in "Law of the Plainsman" Pageant, highlighting the National with total attendance slightly under last year. Estimated count was 260,-000 compared with 270,000 last year. Bad weather was given as one reason for the drop, which was early in the run.

Final rodeo on Sunday evening was further hypoed by the appearance of Roy Rogers and Dale Evans and their troupe in a TV network show that originated during the performance before a full house.

The entire run of the rodeo, which marked a return of Rodeo Cowboys of America competition after several years, was heightened Houston Coliseum.

HOUSTON-The 28th Houston| by television and record names. Inand in "Cochise," who racked up a one-night attendance mark of more than 9,500. Also on the program were Robert ("Wagon Train") Hor- managing director, reports. ton, Brenda Lee, Eddy Arnold and Dee (Fast Draw) Woolem.

Jim Shoulders, Henryetta, Okla., of 1959, wound up in a hospital here following a tussle with a Brahama bull. He was in the operating room for over two hours while the medics repaired broken facial bones.

Bill Hames Shows again provided the midway attractions outside Sam

Mills Bros. Assembling New Equipm't; Acts Due

cus, announced that finishing Hollywood. touches are being put on equipment in winter quarters at Jefferson, O., for the opening on Saturday, April 16. While in Florida Mills inspected the show's new tents at the U. S. Tent & Awning Company. The tents are now on the way to winter quarters.

Jersey to pick up the five floats ment. constructed for this year's spec, "Fairyland." When he delivers these to quarters he will leave for Memphis to pick up the new Side

Martin Agency **Builds List** Of N. E. Fairs

BOSTON - Booker Al Martin got off to a strong early start in acquiring talent contracts for fairs. By the time the Eastern association meetings were half finished he counted off a long list of events at which he will be providing attractions ranging from individual acts to complete revues.

Martin claimed the following fairs under contract: Blue Hill, Rates Upped 6% Me.; Tunbridge, Vt.; Windsor, Machias, Union, Springfield, Bangor and South Paris, all in Maine; ing east of Chicago have announced Lancaster and Kenne, N. J.; Northampton, Littleville, Covington and Spencer Mass: Chatham N. J.; Northampton, Littleville, Covington and Spencer Mass: Chatham N. J.; Northampton, Littleville, Covington and Spencer Mass: Chatham N. J.; Northampton, Littleville, Covington and Spencer Mass: Chatham N. J.; Northampton, Littleville, Covington and Spencer Mass: Chathampton, Littleville, Chat Spencer, Mass.; Chatham, N. Y., Fredricton, N. B., and 10 days of vania, Baltimore & Ohio, Chesaattractions in St. Johns, N. B.

CLEVELAND—Jack Mills, gen-| Show truck. The 1960 wardrobe has

The winter quarters crew, under the direction of Felix (Fats) Brazon and Capt. Virgil Sagraves, has almost completed the task of remodeling and renovating show trucks and trailers, including the seat wagons, as well as other show property. John (Shorty) Walker is Harry Mills has left for New in charge of the mechanical depart

> George Hodgdon, director of public relations and special assistant to Jack Mills, has arrived from Massachusetts and set up headquarters in Cleveland, Jake Mills returns from Florida in a few days and will head for South Whitley, trailer and the new rest room trailer.

As usual, the new edition of of the United States. Performers dealers. from Germany, France and England will arrive in New York on the for two aerial ballets.

The opening performance on Saturday, April 16, will be followed ton, descendent of the Dalton by the annual press and fans banquet.

Eastern Rail Show

CHICAGO - Railroads operatthe New York Central, Pennsylpeake & Ohio and Grand Trunk.

STUNTER STRONG IN MEX.; SOME SHOWS SNOWED OUT

MEXICO CITY - The list of "firsts" experienced by Jack Kochman's auto stunt shows continues to grow, on the basis of business in Latin America. Kochman last fall put on a show with French Simca cars in the State Fair Coliseum at Raleigh, after mud ruined the track surface. The latest condition faced is snow.

This is the longest venture into Latin America by a stunt unit. In addition to plainting a unit in Cuba, Kochman has one in Mexico which will tour thru Central America and into South America. The first 14 shows here played to about 300,000 people under heavy tie-in sponsorship of automotive products. Every Mexico City show was a sellout, the report states. Another first was the cancellation of a few performances in Mexico because of being snowed out.

Nevins Sets Mrs. America Plans, Prizes

FORT LAUDERDALE, Fla.-The 22d annual Mrs. America Grand Finals of the "Mrs. America" homemaking contest, will be staged here June 2-14, Bert Nevins,

This will make the fourth consecutive year that the city and its hotel association will be host to champion RCA all-round cowboy the nation's 51 top homemakers and their husbands. Various homemaking events will be staged in War Memorial Auditorium which will be converted into the "world's largest kitchen."

Department stores, shopping center, home shows, radio and TV stations and daily newspapers in co-operation with gas utility companies, are conducting the State winner also will receive a gas re-Crane Star-Lite accessories for her America's fairmen. home, plus other merchandise

prizes and trophies. The homemaker who wins the title "Mrs. America" will receive the newly designed "Huber-Mrs. America" home, valued at \$30,000, which will be fully landscaped, furnished and equipped for yearround luxury living; plus other

Park Operator Has Auto Show

SUNNYVALE, Calif.-A theme Ind., to pick up his new house park operator, Frank Dean, promoted the South Peninsula Auto Show at the Cherry Chase Shopping Center's parking lot for three Mills Bros, will feature imported days ending Sunday (28). A large acts, many making their first tour tent housed exhibits from 13 auto

Dean scheduled afternoon and evening performances. In the after-S.S. America on March 16 and are noon he had a quick-draw contest expected at winter quarters the next and in the evenings he had the Dick day. Rehearsals will get under way Stewart Show from KPIX-TV and the KGO-TV band. Judges for the gun-drawing contest were Al Dalfamily of Missouri frontier days, and Billy Clanton, related to the Clantons of early-day Tombstone,

> Dean also operates the Old Town, funspot. Shopping center merchants said the auto show was expected to be an annual.

Withholding

COLUMBIA, S. C. — The State of South Carolina this year requires the withholding of South Carolina income taxes from nonresidents for services performed in the State. The law, affecting transients of the carnival and circus industries among others, applies to two categories of taxpayers. The first includes non-residents receiving "salaries, wages or other personal service compensation, rentals, royalties, commissions, prizes and winnings"; the second concerns "a non-resident taxpayer conducting a business of a temporary nature carried on within the State, where the contract exceeds \$10,000 or amount."

AFTER 32 YEARS

Paul Moore Retires As S. C. Fair Manager



F. B. RUFF



PAUL V. MOORE

contests thruout America. More than 60 years in the fair business Fairfield County, South Carolina, than \$50,000 in prizes will be have been terminated in the active whose family moved to Columbia awarded including 51 trips to Fort sense, with the retirement of Paul in 1919. He was assistant State Lauderdale for the State winners V. Moore, secretary-manager of auditor for several years before and their husbands. Each State the South Carolina Agricultural and entering the construction business Mechanical Society, which pro- with Fox Construction Company, frigerator, automatic water softener, duces the State Fair. He had held Lexington. enough asbestos floor tile to cover the position for 32 years and this an area of 225 square feet, a year's accomplishment, together with South Carolina College in 1894 eral manager of Mills Bros.' Cir- already arrived from Jack's of supply of products from the Toni his age of more than 90 years, and in 1902 started framing cotton Company, and a complete set of placed him in the forefront of and other exhibits at fairs and ex-

> is succeeded by F. B. (Buck) Ruff, who has been associated with the event since 1930. For the past 10 years he was treasurer. The new the incumbent died.

COLUMBIA, S. C. - More secretary-manager is a native of

Paul V. Moore graduated from positions. He took over the man-Moore, now secretary emeritus, agement of the Spartanburg (S. C.) Fair in 1907 and ran it for 20 years. In 1924 he became an advisory director of the State Fair and, in 1927, was named secretary when

Indoor, Outdoor Dates Outlined for 'Waters'

NEW YORK-Dates are shap- | Waters, played the Winnipeg Autoing up nicely for Dancing Waters mobile Show, March 1-5, and is units, with one of the primary con- and bars; Banta Family, riding; tracts being for off-midway locations for the entire Canadian A Circuit—Winnipeg, Brandon, Calgary, Edmonton, Saskatoon and Regina.

Fair bookings are managed by Alfred G. Osborn, who will supervise under-canvas appearances of the water attraction at the Greater Allentown (Pa.) Fair in conjuction with Osborn's Sky Wheel. Dancing Waters will also play the Louisiana State Fair, and repeat its engagement at the Minnesota State Fair, Sam Shayon reports.

Among other dates are the following: Two weeks over the Easter period at the Manhattan Savings Bank on East 49th Street here; three weeks over Easter featuring two units on the King Cole Shopping Center rooftop, Bridgeport, Conn.; Montreal Sportsmen's Show, March 18-27; Fredericton (N. B.) Boat Show, April 6-9; Lakeland Festival, March 14-19, and Easter program at Shoppers World Center, Framingham, Mass.

Bay (Wis.) Home Show, May 5-8; and a special showing for Prudential Life Insurance Company, Salt Lake City, May 31 thru June 4. Two Syncopated Waters units will be featured together for the Indianapolis Shrine Circus, March

31 to April 3, Sheyon reported.

also set for the Waukesha (Wis.)

Home Show, March 21-24: Green

Claresholm, Alta., Cancels '60 Fair

CLARESHOLM, Alta.-Financial difficulties have forced cancellation of the Claresholm Stampede and Fair, scheduled for July 1.

"We just don't have the money to carry on this year," said Fred Seymore, president of the Claresholm Stampede and Fair Association. "We have been rained out The junior unit, Syncopated the last five times."

Hagen Circus Starts 30-Day Tour of Florida

PENSACOLA, Fla. — Hagen | Marquez Troupe, aerialists; Tex Bros.' Circus, with a four-week Maynard, equestrian director and winter tour of Texas behind it, concert, and Buck Leahy, Pete

announced the show has a new will have the Side Show. 100-foot big top coming from U. S. Tent. James M. Cole is to be show treasurer and Mrs. Cole will be concessions checker. Joe Lewis joins with his pit show.

Ortiz Duo, hand balancing; Rafel routing.

has begun a 30-day tour of Florida. Shuck, Mike Minello and Studley Manager-Agent Joe McMahon Foster, clowns. Henry Thompson

In Texas, the show had four weeks of bad weather and lost the final stand, Edna, because of a seven-inch snowfall. Show opens in Milton, Fla., with Valparaiso, Performers include Bob Grubb, Fort Walton and Marianna to folcan be expected to exceed that horses; Jackson Duo, trampoline low. After two days in Georgia,

TALENT

Ron Urban Doffs Khaki; Kingstons to Boone Show

Ron Urban, combination ice skater, magician and bird trainer, doffed his U. S. Army uniform last week at Fort Sheridan, Ill., and, Follies will mark its 25th season like Elvis, will be back with it from now on. Urban, who carries 15 as it readies for a tour of the pigeons in his act, traveled more than 12,000 miles during his two- United States due to start next year term of duty with special services. He recently added a French month. This will be followed in poodle and a parrot to the troupe and will open June 2 in the Hilton November with an Oriental itiner-Hotel's Boulevard ice show in Chicago. . . . Following their close at ary which will cover the Philip-Mr. Kelly's in Chicago, the Kingston Trio will head for the Pat Boone pines and Japan. Unique this seatelevision show in New York and then to California for several weeks to make another album. . . . The Sons are doing pretty good these days. Sons of the Golden West are at the Golden Nugget, Las Vegas, and the Sons of the Pioneers are at the Holiday in Reno. Gaylords are also on the latter bill. . . . Seven Ashtons also in Reno at the Riverside, and Elsa and Waldo, well known to fair patrons, are at the Carillon, Miami. . . . Jack Russell, veteran Chicago booker and artists rep, was re-elected president of that city's Artists Representatives' Association.

TV SHOWCASE: Kay Starr and Four Aces set for the Academy Award show March 15. . . . Robert ("Wagon Train") Horton guests with Tennessee Ernie Ford March 17. . . . La Compagnie des Marottes will have their puppets on the March 18 Victor Borge show along with Janie Powell. . . . Perry Como hosts Bing and three of the Crosby boys on March 16. . . . Jack Carson becomes an actor on the March 24 "Zane Grey Theater." . . . NBC recently conducted the first in a series of auditions by closed circuit—New York to Hollywood—of young variety performers selected as outstanding by the net's talent discovery program. West Coasters watched monitors to determine whether any of the youngsters fit into upcoming shows. . . . Tony Martin and Mort Sahl join Steve Allen March 14. Charlie Byrnes, Chicago

Mills Brothers, Betty Johnson In Trade & Sport Show Dates

A raft of General Artists Corporation dates are contracted, such as: . . . Paul Anka's turn at the Sahara, Las Vegas, Nev., is being continued. The Barry Sisters at the International, New York, are also continued, thru April 3. . . . Lenny Bruce, comic, has a March 10-30 date at the Blue Angel, New York. . . . Rising vocalist Frank D'Rone appears March 21-27 at Blinstrub's in Boston.... Nat King Cole will be at Harrah's, Lake Tahoe, Nev., March 14-27.... Bobby Darin's on a tour of British appearances, but is set for the Deauville, Miami Beach, after his return, opening April 13.... Betty Johnson's set for the Oklahoma Home Builders Association show in Oklahoma City, April 3-10.

Mills Brothers are at the Seattle Sports Show March 25-27, then scoot to the Royal Hawaiian Hotel, Honolulu, March 28 thru April 9.... Chad Mitchell Trio, vocal-instrumental, will be doubling April 1-3, both at the Walla-Walla (Wash.) Auto Show and for the Elks Club.... Tony Bennett's at the New Arena, Pittsburgh, thru Saturday (19). On Tuesday (15) he's on the Arthur Murray TV'er; Dorothy Collins makes the same TV show, March 22.... Four Lads guest on the March 30 Perry Como Show, with comics Marty Allen and Steve Rossi visiting on April 6. They'll be at the Roosevelt Hotel, New Irwin Kirby, New York. Orleans, March 17-30.

Ice Follies' Boston Run Tops '59, Draws 189,717

Ice Follies chalked up a near- of sell-out performances.

BOSTON—Shipstad & Johnson's strongly and finished with a couple

record at the Boston Garden in a Treasurer Edward Powers re-13-day stand which ended Sunday, ported novelty business at a high February 28. In 22 performances level and noted that more tickets the show drew 189,717 customers, were sold this year than usual in which was some 7,000 better than the \$3.50 to \$4 range which meant that more adults than before were Excellent weather and school in attendance. Promotions paid off holidays contributed to the good well also with the Army Base, sevgate at this spot which depends on eral insurance firms, Boy and Girl patrons from a 75-mile radius. Scouts and religious organizations Without a great advance and only swelling the total. Two Sunday a fair start, the Follies picked up windup shows did sellout business.

CALIF. MID-WINTER FAIR **PULLS 94,929 IN 10 DAYS**

IMPERIAL, Calif. -- Total at- attendance at the automobile races, featured during the first weekend

tractions. He added, however, that starting Friday (4). A rodeo was show had played the date.

tendance at the California Mid- featured on the afternoons of the of the run. Winter Fair was 94,929 for its final two days, were believed to 10-day run which ended here Sun- have set new records. The second the event was "ideal" following a day (6). Mark was 564 more than segment of the grandstand show, rain the first Sunday (28). Top in '59 when the event ran nine produced by George Hunt & As- temperature for the final Sunday Keystone comedy pratfalls and sociates of Hollywood, also pulled was 88 degrees. Kenneth H of man, secretary- well, the manager said. Shows were | Midway contract was held by the clown servant, dominates thrumanager, said that no breakdown presented for three days starting Olivia Waldron's Fair Time Shows, out. Highlights are a sequence of was available on the various at- Saturday (27) and another three Inc. This marked the first time the incredible speed during which he

Snyder Readies 25th 'Follies'; Plans Recording

BOSTON—Sam Snyder's Water son is a new music gimmick which will be added to the wet and dry presentation.

Snyder is hiring a new girl singer and will record the numbers she does in the stage segment under his own label to be called "Water Follies." He says the idea came to him at the Oregon Centennial, Pacific National Exhibition and the Brussels Fair dates where patrons asked if they could buy recordings of the show's singing feature.

Snyder who is casting with a view to rehearsals in early April points out that the Water Follies tour of Japan and Manila will be the first for any water show. A company of 40, ballet of 16, two portable pools, as well as lighting and special effects equipment will be involved.

Newly signed is the new synchronization swim champion, Jill Hall, of Hollywood, Fla. The show will carry five stage acts. Among its six diving champs are Emile Hotte, Canada; Clive Dyson, Australia, and Roger Nadeau, champion Canadian swimmer and water comic. Others are in the process will do the production numbers and Mary Dwight will handle choreography.

A new gimmick in water shows will be used on this tour with the introduction of surf boards and small canoes in production num-

Fem Contest Linked to N. C. Track

the automotive industry are an- the opening week Jerry Hoffman, Pageant Committee, headed by for a bilingual actress to make the vice-president.

The "Miss Automotive World" pageant will be held in conjunction with the first annual "World 600" automobile race at Charlotte Motor Speedway May 29. The competition will be held Thursday night, May 26, at Park Center.

City Condemns Stadium

MICHIGAN CITY, Ind.—This city's stadium has been condemned at least temporarily. That action and royal courts. was taken by City Building Inpiece of cement fel' and broke taken identities and bumbling sub- started. three bleacher seats near the baseball press box. Mayor Fedder said And the master Harlequin of our that the stadium would be restored time, Marcello Moretti, captures to safety by early spring.

Weather for the final days of

Hawaiian Circus Wins Huge Crowds

25 Honolulu Turnaways Followed By Big Business in Other Towns

tinued good business in Wailuku and Hilo.

played 27 performances and all sway pole. but two were full houses. Lines

performance, to set the stage for here. the continued big business.

days ending March 8, and wound | Arment. up at Hilo, March 10-13.

perch act, and La Sikorskas, aerial inside and Red Friend the front.

HONOLULU-E. K. Fernandez | suspension; Escalante Brothers, Circus played to a tremendous comedy bars; Great Herberto, foot business here for 11 days and con- slide, and Latinos, wire act, and Loran Edwards and Dale Petross, manage horses. Jerry Eagle was At Honolulu the tented circus ringmaster. Free act was Rietta,

Members of the clown alley were began forming at 4:30 p.m. for the N r Anthony, Ray Barrett, Po Po, 7 p.m. shows. Extra shows were Chuckles Facer and Abe Goldannounced a day ahead. About stein. Guest clowns were Ken Gir-4,000 people caught the opening and and Jim Parker, CFA members

Raymond Aguilar's band had Show played Honolulu 19-29, George Famera, Irvin Stumph, then went to Wailuku for three \ \Gamma\ nald Anderson and Bill De-

Sam Alexander's Side Show in-Highlights of the show were the cluded Schutzie, pinhead; Christine, Wallendas, high wire; Prince El alligator girl; Leonards, knife Kilgordo, lions; Betty Gorham and throwers; Albert Short, rubber Lottie Brunn, jugglers; Jordon skin; Henry Burns, sword swal-Brothers, hand balancers; Albert lower; Ward Hall, magician; Mar-Rix, bears; Flying Viennas with vellos, punch, and Mary Waite, fat David Nelson; Melitta and Wicons, girl. Christine Doto handled the

'SERVANT OF 2 MASTERS'

Piccolo Tour Spreads Classic Fun Doctrine

of being signed. Buster Keim again rived Piccolo Teatro di Milano which he airs out their garments group has left New York on a tour and hopelessly confuses everything of the U. S. and Canada with its The dinner is dealt at breakneck revival of the old Italian art-comedy pace with the aid of tavern servform, Comedia dell 'Arte. Their ants, on fingertips, hands and knees, two-week stand at the City Center and on Arlecchino's neck and back

> Fielding an adept corps of slap- stage to the other. stick artists, they offer a lively in-17th Centuries. And it is certainly to the main characters. a wise choice, offering a broad in-

vitation to buffoonery. gesticulating that the language bar-CHARLOTTE, N. C. - Plans rier is brushed off early in the perlic relations emissary to represent puzzled, however, so midway thru Charlotte's Jerry Ball as executive minimum introductions and commentaries.

Open Stage Traffic

A platform at center stage, backed by courtyard draperies, a result the performers are hold- organized in 1947. ing interest even while adjusting

spector John Lutz after- a huge a simple lovers' tale in which mis- making the tour a success before it ordinates add to the confusion. the admiration of audiences in the POMONA FAIR role of Arlecchino. He and several traditional leather masks which obscure much of their faces. But there is no denying the extraordinary skill of his actions and the superb humor of his manner.

> The play is heavily laden with other visual devices, but Arlecchino manages to serve dinner to both

NEW YORK—The recently ar- masters at once, and another in here won them countless friends. as he tears from one side of the

In keeping with the rich traditerpretation of Carlo Goldoni's tion of this unhibited art form, farce. "The Servant of Two Mas- offstage motions are continuous ters." This work was chosen from and significant. Idle actors crowd among the 350 comedies, tragedies the sidelines to cheer their favorand melodramas of Goldoni, which ites who are arguing bitterly onsustained the novel theatrical stage, become caught unawares mechanism during the 16th and when the curtain rises, pass props

'Great Diversion'

All in all this is great diversion The company performs purely for theatergoers appreciative of a in Italian but with such gusto and change of pace. It is unalloyed theater in the classic vein. Critics, despite the language barrier, for selecting the first national pub- formance. Some viewers remain clasped it to their hearts. Italians in the audience were beside themselves with laughter, and even nounced by the Automotive World who imported them, was searching those without a knowledge of the language saw plenty to chuckle at. It is expected and predicted that viewers at smaller waystops along the Piccolo Teatro di Milano will also find their theatrical backgrounds enriched by visiting it. holds the performance, traffic in Moretti's Arlecchino has been the wings thereby being exposed played 219 times in countries outand intertwined with the plot. As side of Italy since the group was

As for Hoffman, who has burst costumes and casually viewing the on the international entertainment "onstage" acting. This is in the tra- scene this winter, it marks an ausdition of days when Comedia dell picious debut. The Italian group 'Arte was popular in marketplaces had more than \$30,000 in its advance and the first week's audito-"A Servant of Two Masters" is rium gross approached \$40,000,

Irwin Kirby

ADDS SKI JUMP

POMONA, Calif. - What is billed as the world's largest ski jump using artificial ice will be a feature at this year's Los Angeles County Fair. C. B. (Jack) Afflerbaugh, president - general manager, said the jump will be on hand for the 17-day run which opens September 2.

Clearfield, Pa., Aims For Smash Centennial

SHOW NEWS

CLEARFIELD, Pa. - The are planned before fair week. Last Clearfield County Fair, annually year the Clearfield Volunteer Firethe first major fair in Pennsylvania, men, sponsors of the fair, erected will mark its 100th anniversary this a new 60-by-200-foot livestock exseason. William F. Anderson, man- hibition building. ager, lists the dates as August 1-6.

A GAC-Hamid production will be presented on the stage along with two special attractions scheduled for Wednesday and Saturday nights. The annual firemen's parade and a fireworks display will open the fair Monday night.

Continuing improvements at the Clearfield Driving Park, which was taken over last year by the borough At Calif. Fairs park authority, new storm and sanitary sewer lines are being laid thruout the 32-acre grounds and other additions and improvements

Edward McCoy is again serving as president of the board while Anderson will be in his second year as manager. James E. Strates Shows continue on the midway.

Lowry Copters To Again Operate

IMPERIAL, Calif. - National Helicopter Service this year will offer rides over fairgrounds for its third season, Jack Lowry, pilot and operator, said here at the California Mid-Winter Fair.

Business at the Riverside County Fair & National Date Festival, which closed February 22 in Indio, was "most satisfactory," Lowry said. During weekends and holidays the company used three ships.

Fares for riders here at the fair, which closed a 10-day run Sunday (6), was \$4 for adults and \$3 for children. National appeared at the Orange County Fair, Costa Mesa, and the Los Angeles County Fair, Pomona, among other dates last

Two Indiana Fairgrounds May Be Sold

INDIANAPOLIS—The sale two Indiana county fairgrounds, at LaPorte and Goshen, are pending in deals that would total over \$300,000.

Negotiations for the sale of the LaPorte County Fairgrounds for \$275,000 is said to be near completion. The buyer is the LaPorte school board which plans to build a new high school on the site. The expected deal calls for use of the plant this year with a new 60-acre grounds to be ready in time for the 1961 run.

At Goshen, negotiations are being carried on to transfer ownership of the fairgrounds from the city to the Elkhart County Fair Board. The city expects to get \$60,000 for the 50-acre tract, according to Mayor Ray B. Messick. It paid \$39,000 for the site five years ago.

Financing may force a delay in the deal because the fair board plans to acquire the grounds thru a 10-year, lease-purchase arrangement. If the sale goes thru, the fair expects to spend \$250,000 on a long-range improvement program, according to L. Orville Miller, fair president.

Tyler, Tex., Picks Later Fair Dates

TYLER, Tex.-District Judge Connally McKay was elected president and Bob Murdoch was reelected secretary-manager of the East Texas Fair Association at a recent stockholder's meeting here.

The 45th annual East Texas Fair will be held September 24-October 1; two weeks later than usual. The new date was set, Murdoch said, to avoid conflicting with fairs at Texarkana and Abilene. Livestock exhibitors requested the later date, expecting cooler weather to benefit fat show cattle. School band directors and vocational agriculture teachers also preferred the later date to prevent fair conflicts with school openings in earlier Septem-

provide the midway attractions for the fair.

are Vice-Presidents Tom W. Jackson, Rodney Pool, Harold Stringer, Frank Tooke and Frank Kitchens.

New facilities planned for 1960 include a livestock barn and extensive remodeling of the Mayfair Auditorium where name talent performs during the fair, Murdoch

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DISPLAY FIREWORKS

FAIR-EXHIBITION MANAGEMENT

Seattle Hires Designer For 1962 World's Fair

SEATTLE-Herbert Rosenthal, Los Angeles designer, has been appointed chief designer for the Century 21 World's Fair Exposition to be held here in 1962.

In addition to laying out the general grounds, Rosenhtal will also design interiors of many pavilions. Chief among these will be the 160,000-square-foot coliseum, its exterior designed by Paul Thiry, of this city. The building will be used to represent the life of many in the next century and will later be converted to a sports arena.

Rosenthal's plans for the coliseum's interior feature international exhibits displaying technological advances in urban life, transportation, suburban and home life, food, weather, farming power, industry and communications. The exhibit will be linked with ramps and moving walks, permitting multi-level viewing.

Budgeted at more than \$50 million, the exposition will be located on a 74-acre site one mile from downtown Seattle.

Rosenthal designed the interiors of the Eisenhower Museum in Abilene, Kan.; the American pavilion at the Tokyo International Trade Fair and a number of exhibits on industrial materials and processes for display in universities.

Bedford, Pa., Profits From Compact Car Biz

BEDFORD, Pa.—Competition in the compact car business is doing wonders for the Bedford Fair, and also for this community. What has happened is that the fair's huge midway lot is being used for a marshaling yard by a new-car carrier. In addition to producing added revenue for the fair, the activity has resulted in a 21-person local payroll, bringing another \$2,000 weekly in salaries to Bedford.

Last December the fair entered into a contract with Nu-Car Carriers of Chester, Pa., leasing the lot as a terminal point for distribution of Ford Falcons, Mercuries, Thunderbirds and Comets. One company hauls the cars from the plant in Lorraine, O., and Nu-Car sorts them on the fairgrounds, then delivers them to States in the East and along the seaboard.

As many as 2200 cars (\$2,000,000 worth) have been stored on the grounds at one time, fair Manager Dick Eichelberger reports, altho the turnover (cars are gone within two days) has seen nearly countless thousands passing thru, since December, In addition to the carrier's payroll, the town motels have benefited from the driver stopovers.

The original contract has since expired, but 30-day renewals will carry the arrangement thru to July, then a resumption is slated after the 1960 fair. Prior to this activity, main off-season income was from rental of buildings for equipment storage.

Paris, Tex., Names McCoy; Youth Run Set at Ennis

PARIS, Tex .- Dr. J. W. McCoy, veterinarian, has been elected president of the Red River Valley Exposition to be held here August 22-27. McCoy, former vice-president, succeeds the late Harry Wilson. Robert Glass was elected acting vice-president, and Robert Pierson Don Franklin Shows will again replaces Glass as secretary. Don Wair was re-elected treasurer. Renamed as vice-presidents were Lee Caviness, Tom Jeffus, Frank Stone and R. V. Free. New directors are Thomas Steely, Gerald Kennedy, M. D. Other new officers of the fair Emerson, Ernest Randel and Mrs. Marion Neisler. . . . The Ennis (Tex.) Chamber of Commerce will hold its 20th annual Youth Fair and Livestock Show on April 18 at the Ennis Livestock Commission barn and arena. W. B. Rider Jr. is chairman of arrangements. . . . Richardson (Tex.) Community Fair, to be held August 10-12, has nixed bingo and all games this year. Last year's run came up with receipts of \$5,000, Roger Pond, assistant fair manager, disclosed.

Pony Trots Growing in N. E.; Fair Circuit Taking Shape

NEW YORK - Broad expansion of pony harness racing is seen for Eastern fairs as a result of deliberations originating at the January State meeting in Albany. Frank Clark of Exford, Mass., and Phil Caird of the fair in Schaghticoke, N. Y., detailed the development of this activity in New England and New York, to the level where a regular fair circuit is being established.

Clark, president of the American Pony Trotting Association, notes that whereas only one track operated in 1956, there were five in 1958, 10 last year, and strong indications of even more participating tracks in 1960. Rules are a modified version of U. S. Trotting Association rules. Horses limited to 48 inches in height. Activities of the pony group have spread to fairs as far as Keene, N. H., and Cumberland, Md., and efforts to form a circuit are succeeding.

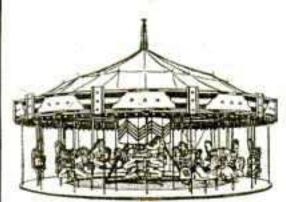
For 1960 a starting gate installed on a small car is available. It is stressed that a popular phase of pony racing is the interest it stimulates in junior drivers in such things as horsemanhip and track etiquette, and toward this end a summer clinic will be held at a central track with stable facilities. Whereas adults race for money, the youths (both boys and girls) win ribbons and trophies, and plans are to set up scholarship prizes. Schaghticoke has thus far put up the maximum in purse money, \$300 in the afternoon and \$300 at night, using the same officials that served for the regular harness horse events. One starter and one judge got \$25 each.

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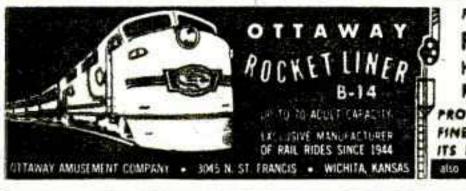
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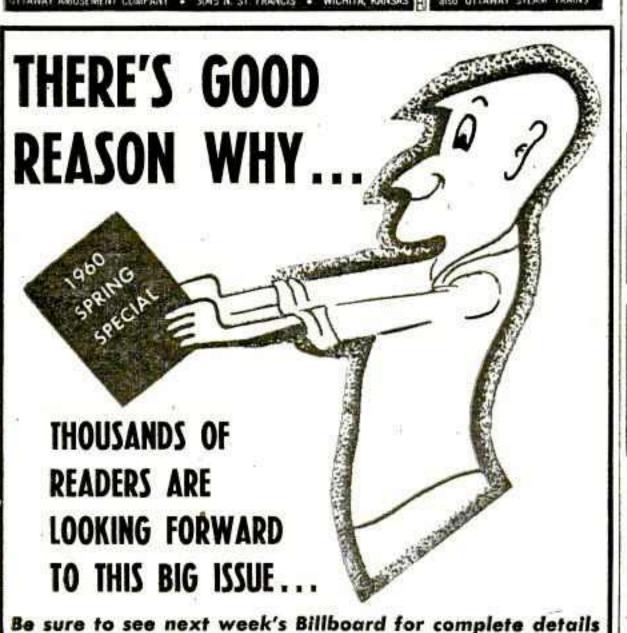
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AMUSEMENT PARK **OPERATION**

Oaks Orders Sky Wheel; Plan May Revive Saltair

OAKS AMUSEMENT PARK, Portland, Ore., has placed an order for an Allan Herschell Sky Wheel, Robert Bollinger, operator of the park, got a Mad House last season. . . . H. F. Baney, of Lexington, N. C., is building a funspot at a site near DeBary and Sanford, Fla., and not far from the proposed Circusland theme park. Baney's spot will be Old West Town, which is scheduled to have a Western town, stagecoach, train and other theme features. . . . A public park at Indio, Calif., is to get a scrapped Navy jet plane for kids to play on. . . . Possibility of a project at Salt Lake to bring water back to the Saltair resort is being studied by Army engineers and Utah Park Commission. In the past 10 years the shore line has moved away from the resort facilities and left it with no business.

Brill Adds Rabbit; Boosts Novelty Animals on M-G-R's

MERRY-GO-ROUND HORSES are all right, but in the opinion of A. K. Brill, it is the unusual animals that set a jenny apart and draw the first kid customers. The Peoria equipment maker now has added a giant rabbit to his line of figures for M.-G.-R.'s. He photographed the rabbit on a Merry-Go-Round at Woodside Park, Philadelphia, then blew the picture up to full size, three by four feet. A sculptor used with the industry spokesmen, the the blowup to make a concrete original, and plaster molds were made New Jersey Amusement Men of that. Finally, Brill uses his plastic pattern process to turn out the Board of Trade, whose officers are: finished rabbits. Brill cites owners of old Herschell and Spillman Mayor Stanley J. Tunney of Seamachines that came with a pair of giant St. Bernard dogs, saying they don't want to part with the dogs because "novelty animals on Merry-Go-Rounds are always filled."

FRED PEARCE OF WALLED Lake Park, Detroit, chairman of George Zuckerman of Asbury Park, the NAAPPB shooting gallery ammunition committee, writes that he secretary. has another deal pending with one of the major ammunition companies with regard to furnishing NAAPPB members with a special type of shell that cannot be purchased in open market. He expects to have in naming Davis, and said the comdetails ready for notifying NAAPPB members before the season missioner could handle two jobs for opens. . . . Harry Hall-Kenney, NAAPPB member at Victoria, Australia, little more than the salary of one, who paid some of the American funspots a visit last summer, writes require less added personnel, and that as a result of his American tour, he is planning to establish the avoid the complexity of organizing first American-style kiddieland in Australia this summer. He says one a new department. Amusement big obstacle is the excessive cost importing American rides to the men opposed being identified in "down under country." Taxes, duty and transportation make the total the same category as liquor estabcost of the U. S. products staggering. Says Harry in commenting on the lishments but went along with the United States kiddielands, "the children are certainly catered for in the appointment rather than have the amusement field in your country."

John S. Bowman, NAAPPB Executive Secretary.

LLER RUMBLINGS

By AL SCHNEIDER

THE PROPER handling of Girl Scout classes was a major topic of discussion at the first of a series of regional meetings sponsored by the United Rink Operators recently at Eddie and Marian Smith's new E & M Skating Rink, which opened last fall in Baroda, Mich. The meeting was for the Michigan-Indiana group of URO. In the discussion it was brought out that there has been some tendency toward laxness in conducting such classes. Certain standards should be met in order that each girl becomes eligible for the proficiency badge in skating, it was pointed out. Rules covering the classes were carefully studied and vari-

ous suggestions designed to improve 4 p.m.; Palomar, Lansing, Mich., Saturdays, 10 a.m., and Eby's Pines, Bristol, Ind., Wednesdays, 4 p.m.

rates which would not be prohibi- and Bob Rody, Baroda. tive. Following luncheon served by the local American Legion Auxcussed.

Mrs. Paul Klatka will host a meet-O., for operators in that area.

Attending the Baroda meeting were Mr. and Mrs. E. M. Wise, Mansfield, O.; Mr. and Mrs. Harry Eby, Bristol, Ind.; Dan and Julius Supply and Skate-A-Rama, Niles, Homoki, Dave King and Wayne Mich.

instructions were made. To aid in Bogue, Kalamazoo, Mich.; Mr. and establishing uniform methods and Mrs. Robert Baker, Lansing, Mich.; standards, invitations were extended Mr. and Mrs. Mel Adams, to operators to visit rinks at which Charlotte, Mich.; Joseph Wolak, such classes are conducted. These Hammond, Ind.; Mr. and Mrs. Rex rinks, and the time of classes, are Weller, Niles, Mich.; Mr. and Mrs. Blue Plaza, Sturgis, Mich.; Chief- Fred Bock, South Bend, Ind.; Mr. tain Rink, Big Rapids, Mich., and and Mrs. Rex Sheeley, Benton Har-Big Wheel, Lowell, Mich., Fridays, bor, Mich.; Mr. and Mrs. Buster Barron, Battle Creek, Mich.; Mr. and Mrs. Neal Johnston, Lowell, Mich.; Howard Engel, Grand Rap-Members were urged to co- ids, Mich.; Mr. and Mrs. Perry operate with the Roller Skating Giles, Muskegon, Mich.; Mr. Cal-Foundation of America in its effort houn, Kalamazoo, and Mr. and to obtain rink liability insurance at Mrs. Eddie Smith, Henry Morris

Recently welcomed into the URO membership fold were these rinks: iliary, promotional ideas were dis- Hollywood Roller Bowl, Los Angeles; Just for Fun, McHenry, Ill.; Next meeting of the group has State 8, Cuyahoga Falls, O.; Guys been tentatively set for mid-April at & Gals Skateland, Versailles, O .; Coldwater, Mich., with Mr. and Neville Roller Drome, Neville Mrs. Robert Kryder, of Dee-Roller- Island, Pa.; Dee-Roller Bob, Cold-Bob Rink, as hosts. It was also an- water, Mich.; South Amboy (N. J.) nounced that on April 4 Mr. and Arena; Big Wheel, Lowell, Mich.; Reit's, Paw Paw, Mich.; J. & D ing at their Moon-Glo Rink, Kent, Rink, Kalamazoo; Bock's, Mishawaka, Ind.; E. & M, Baroda; Roller Dome Club, Hammond, Ind.; Savoy (Ill.) Rink, Max Lubin's Rink

The state of the Company of the state of the

Jersey Games Controlled by **Liquor Chief**

ABC Man Confers With Leaders to Set Regulations

TRENTON, N. J. - High commissioner of amusement games in New Jersey is the State's Alcoholic Beverage Commission chief, Howe Davis, appointed by Governor Meyner with the aim of combining games control and the ABC in the same department. His salary has not been decided.

Legalized concession games in New Jersey thereby move forward toward profitable operation this summer. Last year's referendum paved the way for the first such legal recognition in the State's history, after several years of Statewide crackdowns.

Davis is setting up the rules and regulations necessary before anyone can apply for licenses to operate games. He is conferring side Heights, president; Max Tubis of Atlantic City, vice-president; Fletcher Creamer of Palisades Amusement Park, treasurer, and

Cite Economy Reasons

Meyner cited economy reasons governor delay his decision past the start of the season, or perhaps

CINCINNATI — Jerome W. Greager has joined the picnic promotion department of Coney Island here, it was announced by Edward L. Schott, Coney president and general manager. In his new position, Greager, a former oil firm salesman, will help arrange industrial and school outings at Coney.

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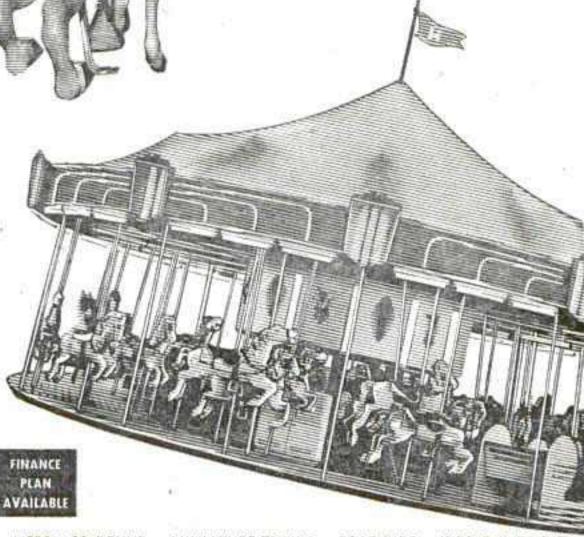


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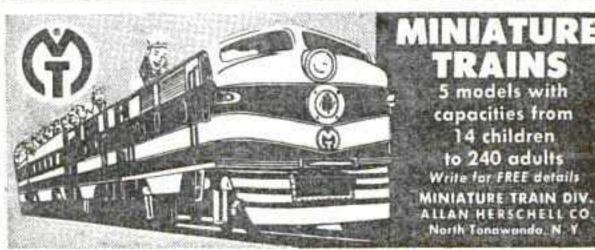


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Capades Far Ahead On Detroit Stand

"Ice Capades" went into its second pades" scheduled an additional 5 week here at the Olympia with at- p.m. show for each Saturday. tendance far above previous years and setting a record for rink shows here, according to Nick Londes, general manager at the Olympia.

Advance sales were 40.6 per cent above last year when the show Real Mink Jeans opened Thursday (25) with a record-breaking first night turnout despite a heavy snowstorm.

Since its opening, with two matinees on Saturdays and one on Sundays, "Ice Capades" has performed for more than 160,000 durmated the total attendance by the end of its run here Friday (11) \$5,000. would be more than 250,000.

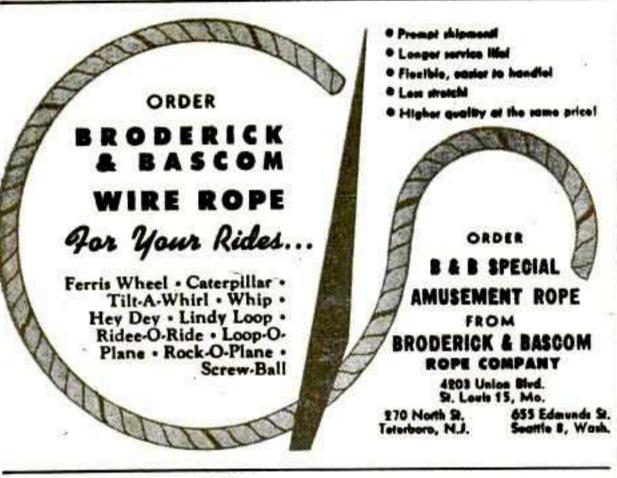
early attendances; attributed to the held May 28-30.

DETROIT - John H. Harris' strong press coverage, "Ice Ca-

Rodeo Queen Dons

SAN JOSE, Calif.—The queen of the San Jose Firemen's Rodeo here this year will wear a pair of mink jeans when she reigns over the three-day event. The jeans were made by the Blue Bell Company of ing its first week here. Londes esti- 242 matched pairs of mink skins and are valued at more than

The rodeo, held at the Santa Due to the exceptionally good Clara County Fairgrounds, will be







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ARENA, AUDITORIUM & STADIUM GUIDE 2160 Patterson Street Dept. 844 Cincinnati 22, Ohio

Battles Snow; Draws 63,000

CINCINNATI — Battling heavy its February 27-March 6 run in Valley All - Sports Show drew a creditable 63,000 paid admissions in its initial run under the management of Bob Hart, outdoor writer, and his uncle, Hobart Hart, show producer. Cosponsoring with the Harts was the Cincinnati Enquirer. The show started strong, drawing close to 30,000 the first two days, but continued cold cut into the gate the remainder of the run.

However, sponsors were genuinely enthusiastic over results, and immediately announced plans for a repetition of the show on March 4-12, 1961, in the Gardens. Their enthusiasm was shared by exhibitors, 85 per cent of whom are already signed for the repeater.

Exhibitors numbered 135, with heavy emphasis on boat exhibits. The entire Gardens exhibit hall of 40,000 square feet was used for boat displays.

The show advertised heavily in both daily papers and, in turn, received a good press. Spearhead was a 24-page program-publicity insert in the February 26 Enquirer. Admissions were \$1.25 for adults and 50 cents for children, a daily coupon in the Enquirer being good for a 25-cent reduction in price. Prizes valued at \$7,500 were awarded during the run, closing nearby Kentucky lake.

Entertainment bill, emseed by Swede Fuller's golden retrievers; Paul LaCross, fast - draw, markstomahawk throwing; the Kelroys, trampoline; Leon and Eleana's great danes and chimp, Morris' seals and Billy Outten, high diver.

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Ohio Sports Show ARENA, AUDITORIUM NEWSLETTER

'Lady' to Russia

By TOM PARKINSON

snows and frigid weather thruout 66 Y FAIR LADY," with a string of highly successful auditorium ■ dates to its credit, now is preparing for a trip to Russia. It plays a the Cincinnati Gardens, the Ohio three-week engagement at the Nixon Theater in Pittsburgh thru April 9, goes to New York on the next day to load onto passenger and cargo planes that will wing it to Moscow. The national company will be gone 10 weeks, during which it will play three weeks in Moscow, two in Leningrad and one each in Kiev, Odessa and Tiflis. Upon its return to this country, the show will open at the National Theater, Washington, D. C., and then continue its road tour. The show has been doing well in auditoriums, setting new records often. A recent stand was at Ovens Auditorium, Charlotte, N. C., where the show got \$72,000

net in seven performances.

New Civic Auditorium at Panama City, Fla., is in business and busy. National Symphony Orchestra was the first attraction, followed by a marionette show. Joan Blondell in "The Dark at the Top of the Stairs" plays there Wednesday (16), and several days later will be the Jimmy Dorsey Orchestra. . . . International Amphitheater in Chicago was the scene of twin meetings at which the city's new police superintendent met with all the men on the force, part of his launching a new regime in the department. . . . The O'Keefe Center at Toronto is scheduled now to open in October. First attraction is to be a musical, 'Camelot." . . . At Muskegon, Mich., George Dellinger, formerly with a chain of theaters, has been named manager of the new arena. . . . A. E. Tovey, who was manager of the same building as a theater, now is manager of the Morris Civic Auditorium, South Bend, Ind.

Columbus, Ga., Auditorium Scores Powerful February

FEBRUARY WAS ONE OF the most successful months in the history of the Municipal Auditorium at Columbus, Ga., reports Hubert F. Stubbs, manager since the building opened in September, 1957. Twelve local automobile dealers combined to stage an Auto Carnival for three days, and it attracted an estimated 52,000 people. Other events included Ringling Bros. and Barnum & Bailey Circus, basketball, science fair, dances, symphony, and a major banquet. Now Stubbs is in night award being a \$3,000 prefab the midst of an equally busy March. The month will see the building furnished log cabin erected on a with a boat show, cooking school, dog show, horse show, banquets, boxing, piano recital, "Grand Ole Opry," gospel concerts, and Jack Kramer's World Tennis Tour. Bookings in general at 10 per cent TV's Tommy Bartlett, offered above last year for the Columbus building, Stubbs advises.

manship shooting and knife and Cincinnati Music Hall Sees Benefits From Refurbishing

CINCINNATI MUSIC HALL is finding that its recently completed refurbishing program is paying dividends. Manager Charles W. Bauer Jr. reports that the newly decorated ballroom is "rapidly being accepted by the top social and business organizations for social activities, sales meetings and product displays."

Lincoln-Mercury division of Ford Motor Company was a recent user of the hall. There was a luncheon in the ballroom, then introduction of the new Comet automobile in the South Hall. Bauer states he is booking other automobile shows for the future. The Kingston Trio appeared recently on a night marred by bad weather and competition by the University of Cincinnati. Yet there was a near-capacity audience of 3,700 and promoter Ed Serkasian did well. Max-Rudolph is attracting more season subscriptions and single admissions for the Cincinnati Symphony Orchestra. And in the Music Hall arena the Quality Athletic Club has resumed wrestling events after a two-year hiatus. Earle DeLaittre brought four top bowlers in for a two-day tournament, for which two alleys were installed in the arena. Attendance was hampered by a blizzard.

POLITICAL CONVENTION ACTIVITY is starting for the big arenas that will house them. NBC-TV announces that its commentators, Chet Huntley and David Brinkley have made a visit to the Los Angeles Sports Arena. They termed it "well suited to TV coverage." . . . All-Wisconsin Resort and Travel Show will be April 13-17 at the Sherman Hotel, Chicago, with director Art Huebner reporting a nearsellout at this time. Three times the previous exhibition space is being used this time. Exhibitors include many of the resort and tourist attractions in Wisconsin. For the first time there will be a gate charge on the show, 75 cents for adults. . . . Booking of the Ringling-Barnum circus at the Philadelphia Convention Hall created a conflict with the Philadelphia Warriors pro basketball team and its playoffs for the Eastern division. Solution was to grant the cagers use of the hall immediately before and after the circus stand. . . . At the Spokane Sports Show, director Ed Costello is adding a Sportman's Theater to the Indian village, indoor archery range, trout pond and other attractions. Show is March 22-27. . . . Philadelphia Motorboat and Sportmen's Show at Convention Hall (February 26-March 5) had 99 exhibitors and entertainment included Frosty Follies Ice Revue and a string of sports show acts. . . . Holiday on Ice has a unit at the new Palais des Sports, Paris, thru March 20 and another in Gothenburg, Sweden. . . . University of Georgia, Athens, has proposed a \$3,000,000 Agricultural-Athletic Coliseum that would combine the functions of a fieldhouse and livestock coliseum. . . . At Des Moines Veterans Memorial Auditorium basketball is at a peak season. The Drake-Cincinnati game March 5 drew 12,000 persons to set a new home-game record for Drake. And the Iowa Girls High School State Basketball Tournament was March 8-12 at the Des Moines building. It was this event last year which was in the building when a blizzard blocked State roads and the building manager, Horace Strong, acted to accommodate basketball crowds overnight. . . . Go-cart racing will be staged at the Minneapolis Armory March 18.

CIRCUS TROUPING

By TOM PARKINSON

AVID NELSON, son of Ozzie and Harriet Nelson, and a TV figure himself, appeared as a flier at the Honolulu circus of E. K. Fernandez. He is with the Flying Viennas, of Del and Babs Graham, and the three next appear at a non-circus date in Rochester, N.Y. Nelson has worked out with other circus acts, and the Nelson family were constant visitors in the Cristiani lot in Los Angeles last fall.... Henry Ringling North's new book, "The Circus Kings," is due in April. Late May is to bring "I Love You Honey, But the Season's Over," circus book by Connie Clausen, who used to be with Ringling. And June is publication time for C. P. Fox's "A Pictorial History of Performing Horses."

Clyde Beatty had a 15-minute battle between a lion and a tiger at his Jungleland Saturday (5). The roll-over tiger put the lion out of action. At Jungleland now are Rex Rossi, Wild West; Lindermann's perch act; Tommy Hudon working birds; clowns Harry Dann, Eddie Dullum and Dodo; Joe Cozzo, monks; Beatty and his cats; the Beatty elephants, and David Hoover's Animals. Hoover works on slow days. Later he joins Howard Suesz's indoor show. Charles G. Cox Jr. recently joined the Jungleland staff.

Albert and Eleanor Hodgini celebrated their 50th wedding anniversary March 10 with a party at the Palmer House in Chicago. They have been retired about 15 years and formerly were leading bareback riders, having worked with Ringling, Sells-Floto, 101 Ranch and others. A number of other members of the family continue in circus business; however, their son, Albert Jr., now has skating and dance schools in Indiana, and their daughter, Mrs. Harriet Mazel, is the wife of a Chicago doctor.

completing a new home in Sara- da have been signed for the 1960 sota. . . . Circus Bennewies, touring season. . . . Gregg Petterson and Hungary, had a crowd panic when Sea Cow had an open house recentthe cats in an animal act got into ly and entertained a number of reserves. a fight. . . . Red Sonnenberg is performers now in Sarasota. . . with the touring New York Opera Company. . . . Richard Reynolds, Atlanta fan, visiting in Chicago recently. . . . TV's "U. S. Steel Hour" will have a circus story on March been signed for amusement park sioners has granted a permit for 23. . . Leon de Rousseau, dive dates in Sweden and Finland this the Clyde Beatty Circus to appear act who was with Ringling several summer. . . . Ben Wekar, New Jer- June 1 at Barnum Field, Seaside seasons ago, now is touring North sey fan, caught Ringling-Barnum in Park. Africa with Cirque Amar. . . . Har- Miami and Montgomery, Ala. He riett Beatty recaptured a lioness and other fans, Ethel Schmitt, that slipped its collar at a Los An- Agnes W. Maier and Mike Quinn, geles theater while posing for pub- visited Barbara Morris and Frank licity pictures. . . . The Goetchis Cook, who had acts at the recent and Lola Dobritch have gone to New York sports show. . . . Polack Europe for the season. They will be Bros.' publicity in Chicago has inon TV in Paris and Germany be-cluded a spread of three full-color fore opening with Circus Scott in pictures of clown Chester Sherman Sweden. . . . Gene Mendez, who will be with the Clyde Beatty-Cole Bros. Circus this year, is signed by Al Dobritch to go with Circus Scott ing at the "Hall of Fame" in Sara-Walton, Fla.

Matt L. Saunders, Bridgeport theater man who once was with the Buffalo Bill Wild West, has retired from his post as manager of Loew's Poli Theater. . . . Milt Gregg Petterson, but will not be in Hinkle is planning to be with the charge. . . . Jean Warner and her Old West Town, funspot near Sanford, Fla. H. F. Barney is owner. Byron Gosh All-American Circus. . . . Teresa Adkins, widow of Jess | Charles Roark has his puppets Adkins, has been ill at Augustana | there. Also on the show are Cimse's Hospital, Chicago. . . . Al House, Scotch Collies, the Sills Sisters, of Glen Rock, N. J., caught the Senorita Marshia, the Patines and Don Francisco Circus and reports the Rudolph Duo. Show is playing many visitors. Performers were Mississippi. . . . Beverly and Bill guests of the Felix Adler Tent of Harnett are back at their Piedmont, CFA at a dinner.

From the Orrin Davenport Circus, Dick Lewis writes that Tommy Hanneford has been elected grand exalted ruler and monarch of the Free Roll Club, while Lewis is walking delegate and Eddie Zacchini is publicity man. . . . Visitors in Cleveland included Rose Miller, Jonesy, Buddy Richards, Charlie Lewis, Carl Romig, Myron Gandee, Art and Cuddles Underhill, Mrs. Harry Thomas and children and several sports figures. . . . Parties were given by the Orrin Davenport-Jake Mills Tent of CFA. . . . Emmett Kelly gave a party for the clowns on his birthday.

From Cristiani Bros. Glenn (Sea Cow) Hart writes that for the Sara de Soto Pageant, the show's big top was put up at the fairgrounds and four shows were given. Elephants and personnel made the pageant parade despite freezing weather. . . . Clown Jimmy Daniels is back in Sarasota after an acci- Mexico City, but is showing much dent in Kentucky. . . . Clowns Max | improvement.

Dr. and Mrs. Otto Schlack are Levy, Alex Menter and Phil Miran-Bud Fisher, Cristiani legal adjuster, Signs Bridgeport is preparing for the new season.

in The Chicago Tribune.

Two acts which have been workin Sweden in 1961. . . . Tige Hale sota this winter have been signed caught Hagen Bros.' Circus at Fort to go with Mills Bros.' Circus this season. They are the Pedrollas, double traps, and Mauricio, juggling.

> Arnold Maley, now with the Cristiani show, will be in the wagon along with Robert Brown and TV chimp, Mike, are with the Mo., quarters after a trip to Florida, where they bought a pickout pony, riding dogs, somersault dogs, ring curb and other circus equipment. She is breaking an act with seven black poodles. She was featured at the Benton, Ark., rodeo this winter with her Cindy mule

> The Great Wallendas opened February 19 in Honolulu for three weeks with a one-week option, followed by the Frank Wirth dates that start with a 23-day stand at Hempstead, L. I., in April, Wallendas go from there to the Tom Packs dates. . . . Rosemarie Wallenda's engagement to Guillermo Magnus, of Mexico City, was announced January 29. He is production manager of three Mexico City newspapers and is on the board of the organization which sponsored the Tom Packs Circus in Mexico City. . . . Margarita Caudillo de Wallenda is still in the Central Quirurgica,

DOBRITCH MAY **FOLLOW RUSS** IN PARIS RUN

PARIS — A Russian circus is to play the new Palais des Sport in Paris October 25-December 4. American producer Al Dobritch reportedly has made preliminary arrangements for opening an American circus in the same building, starting December 14.

St. Paul Opens To Good Crowds

ST. PAUL—Shrine Circus here. produced by the Orrin Davenport Circus, opened to fair business in its first four performances. Circus was playing St. Paul Municipal Auditorium March 7-13.

Matinee-only on first day (7) drew 4,372, including about 1,400 kids and the remainder paid admissions. Second day had 7,481 in the afternoon and 2,837 at night. Only about 650 were promotion tickets in the afternoon. On Wednesday (9) the afternoon had 5,467 admissions, all but 900 of them at full price. Scale was 60 persons. Date came out okay. cents for kids; \$1.20 for general

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Hamid-Morton Wins Despite Blizzards

Topeka, Kansas City Start With Snow, Close With Turnaways; Cat Escapes

ful business in the two previous reported. stands to set the pace.

days by snow and saved on late auspices said was a record.

In Topeka, the show played to honorary citizen. 17,602 persons in seven performances at Municipal Auditorium, February 25-28, under Shrine auspices. The Auditorium seats 3,500. Attendance limped along with 1,400 who braved the snow on opening night. An extra show Friday, for school kids who missed another performance because of snow, got only 900. But when the weather cleared, crowds zoomed up to capacity on four occasions, one of them a straw house with 4,043

At Kansas City, the circus beadmission, and \$1.80 or \$2.40 for gan with another snowstorm. Tuesday (1), Wedneseday and Thurs,day, performances drew from 1,100 to 4,600. Friday afternoon (4) had 5,093 persons.

> Then came the big crowds-11,000, 12,000 and 13,000 over the weekend (4-6). The Municipal

Mills Bros.' Circus dates. Banners, UPC's. Pay daily. Call MEARL N. JOHNSON, Columbus, Ohio, TRinity 6-5823, or West Jefferson, Ohio, TRinity 9-8018.

DOUG GOOSLIN, Fairborn, Ohio, TRojan 8-4389.

AUDREY MEIER, Cincinnati, Ohio, BEechmont 1-4465. **************

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Eastern Area, call LY 2-5611, Chicopee, Mass.; Chicago Area, call MU 1-1878, Westchester, III.

WICHITA, Kan.-Hamid-Mor- Auditorium normally seats about ton Circus opened here Monday 10,000 for the circus, and extra (7) with publicity of an escaped seating was brought in. Sunday animal to help locally and success- night wind-up had 5,870, it was

Major E. E. Kellerstrass said Stands at both Topeka and Kan- the gross reached \$105,000 and sas City were damaged on early that the police association had signed Hamid-Morton for March days by turnaway crowds. The 7-12 next year. Producer George Kansas City run pulled a total of A. Hamid was brought to city hall 74,012 people, which the police on a pretext and at a session of the city council he was made an

> As the show began its Wichita run, local papers and national wire services were carrying pictures and stories of the cat that escaped trainer Evelyn Currie. It was a tiglon, which she had taken out of its cage for publicity pictures. About 50 persons looked on as she and Senior Roberto tackled the animal and recaged it.

WANT

That can stand prosperity and work clean. Opening several good towns with A-1 sponsors for a religious live play, "The Book of Job." Full church tie-ins in each town St. Petersburg opens June 16. Also Jacksonville. Pay every night. Collectors collect daily. Si Rubens, 18 N. Julia, Jacksonville, Fla., Elgin 3-7700; St. Petersburg, 1117 Arlington, phone St. Pete, 7-7513. No collects, please. Come in, go to work; money here. E. J. Sternberg, Carl Ward, Jack Clark, Doug Gooslin, Frank Ayota, call in. Over \$20,000 taps, St. Pete; \$30,000, Jacksonville. Bert Juriska, others who know me, this is the deal of the year. Work till September.

PHONEMEN

Wanted for K. of C., Madison, Wis., Kenosha, Wis., K. of C. to follow Book and tickets, 25%.

BOB FOSTER

15 E. Wilson St. Madison, Wis. - Phone: ALpine 5-9247. No collects.

PHONEMEN

UPC's and program; pay daily. For placement contact Robert Wiesner, care Kiwanis Club, 155 Elm St., Holyoke, Mass., phone JE 4-0651, or Mr. Eber, care Exchange Club, 184 North St., Miller Bldg., Room 210, Pittsfield, Mass., phone HI 3-9157. No collects, please.

PHONEMEN

Shrine show. 929 Baum Ave., St. Petersburg, Fla. Phone 57491, no collect.

WANTED

Phonemen for Advertising, Tickets and Banners. Will pay 25%. Deal ready to start. Pay every night.

J. C. PATTERSON 345 W. Burdick St. Kalamazoo, Mich.

PHONEMAN

Book, Tickets, Banners. Roswell, Alamogordo, Farmington, all New Mexico; El Paso, Tex.; Denver, Colo., to follow. Office #5, Cromwell Bidg. 121 Gold, 5.W., Albuquerque, N. Mex. Tel.; CH 72168, days; CH 73864, nights These deals, Sheriffs Posses, K. of C., Amer. Legion. No collects.

PHONEMEN

Reliable men for good, solid deals

I have Grotto, Police and Fire Departments, Jr. Chamber of Commerce and Sertoma Clubs.

Now booked for full year's work, no layoffs or long jumps. If you can sell Book, Banners or UPC's, call

BEN YEARTY

Wilson 7-1981

Miami, Fla.

of the Excel Show, performing

animal and variety attraction, re-

past-president of the Ladies'

Auxiliary of the Showmen's

League of America, recently in

Chicago. Her late husband,

Robert, was a longtime member of the Showmen's League. Fu-

neral was held Saturday (12)

with burial in St. Mary's Ceme-

86, known as Clown Cop Corri-

gan, former clown, theater man-

ager, UTC owner, and alder-

man, at Milwaukee after an ex-

tended illness. Survivors include

a daughter, Ellen, of Cudahy,

Wis.; a son, William, Wheeling,

Ill.; and a sister, Mary, of Ken-

77, a director of the Lloydmin-

ster Agricultural Society, March

4 at his home near Lloydminster,

Sask. A prominent Hereford

breeder, his stock had won many

championships at fairs and shows

in Western Canada. His wife

died within two hours after his

death. A son and a daughter

showman, in Lubbock, Tex.,

March 1. He was a member

of the Lone Star Showman's

Club, Dallas. Services in Dallas March 3, with interment in

Showman's Rest, Grove Hill Me-

morial Park, Dallas. Elks Lodge

No. 71 held graveside services.

67, veteran concessionaire who

was formerly with Royal Ameri-

can Shows, among others, re-

cently in Chicago after a long

illness. He was a member of the

Royal American Shrine Club.

Survived by his widow, Marie,

Chicago; his mother, Margaret,

Milwaukee, and a brother, Howard, Tampa, Burial in Milwau-

51, concessionaire with Raines Amusements the past five years,

January 18 in Little Rock. Sur-

vived by his widow, Iva; a step-

son, Milos Mladan; three daugh-

ters, Martha Mladan, Mrs. E. C.

Weast and Mrs. Ann Montova;

a brother, Varney, and a sister,

former circus aerialist, Wednesday (March 2), at Peru, Ind.

She and her husband, Carl, worked as the Aerial Solts, play-

ing for Shrine shows, fairs, and,

earlier, the Ringling-Barnum and

Sells Floto circuses. Survivors

include her husband, two broth-

ers and a sister. Burial at Den-

51, former head of the publicity

department of the Indiana State

Fair in 1946 and 1947, March 7

near Rochester, Ind. Death came

following a heart attack suffered while driving his car on the high-

way. Since 1954, he had been

public relations director of the

Indiana Motor Truck Associa-

tion. Waldron was a former

staffer of the Indianapolis News

and the then United Press. His

MARRIAGES

Connie Pratt, concessionaire, and

Darlene Loter, performer, both of

the Carson & Barnes Circus, re-

widow, Mary, survives.

PRATT-LOTER—

cently in Hugo, Okla.

Survived by his widow, Daisy.

cently in Belgrade, Me.

BRUMLEVE—Leah M.,

tery, Chicago.

DISCH—Jake J.,

osha, Wis.

survive.

PARR—James C.,

PIERCY—George,

ROBERTS-Voy D.,

Vera Roberts.

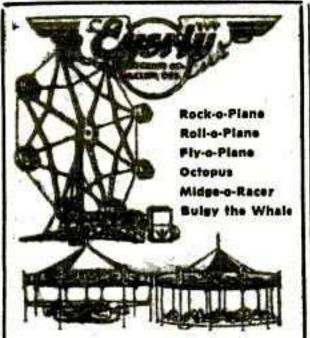
WALDRON-Scott,

SOLT—Katherine (Babe),

kee.

ver.

MITCHELL—Alex A.,



SHOW NEWS

THE FINAL CURTAIN

BAROWIEC—Theodore,

retired motordrome operator who formerly toured with Prell's Broadway Shows, February 29 at his home in Lodi, N. J. Survived by his widow, Elizabeth; two brothers, Frank, of Lodi, and John, Kissimmee, Fla., and a sister, Mrs. Mary Sheetz, Garfield,

BROWN-William,

74, for 50 years owner-manager

TOP the MIDWAY in 1960 with POWER-MIJ Speedway Racers **NEW FEATURES GALORE** Including Continental Ball Bearing Wheels With Pneumatic tires Sealed Ball Bearing Drive . . . Automatic Clutch the RIDE that has EVERYTHING! * APPEAL Appeals to all ages . . . Kids-Teens-Adults. CAPACITY The Magic Stair-Step Seat Rides-1, 2 or 3 Per Car.

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Order Now for Early Delivery or Write for Brochure

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NILD MOUSE"

Built in Germany by the Finest Craftsmen-No other "Wild Mouse" Ride can equal the design, quality and workmanship.

IMMEDIATE DELIVERY

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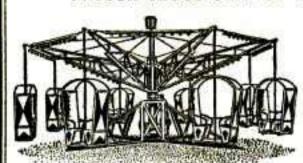
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213 N. 16th St., Omaha, Nebr.

53 Hoch Str., Frankfurt, Germany

Phone: AT 7370

SENSATIONAL NEW FROLIC RIDE "Fifteen Rides sold at the Chicago Convention"



The Frolic is a fast, thrilling ride that appeals to all ages. Requires a 50-ft. space, loads easily on one 30-ft. semi trailer, has a capacity of 16 adults. Ride can be supplied with a gas engine for portable operation or electric motor for permanent locations. This is a fullsized ride built at a price that the professional operator can afford to pay.

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 CONCESSION TOPS RIDE CANVAS

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AND AWNING CO. Established 1870. Over 88 Years of Specialized Experience.

MAIN OFFICE & FACTORY: SARASOTA, FLORIDA PHONE: RINGLING 6-6316 Circus—Carnival—Concession—Any Sixe—Any Type—Banners—Ride Canvas.

S. T. JESSOP GEO. W. JOHNSON

Carnival Routes

Amusements of America: Greenville, S. C.

Big State: Falfurrias, Tex., 14-27. Blue Grass: (Fair) Sarasota, Fla. Deggeller Show of Shows: Lakeland, Fla.

Deggeller Show of Shows: St. Petersburg, Fla., 14-26.

Deggeller Funland: (Fair) Stuart,

Hunt Am. Co.: (Delaware Hills Shopping Plaza) Smyrna, Ga. Moore's Modern: Del Rio, Tex., 14-20.

Page Combined: Fort Pierce, Fla. Peter Paul Ams.: Sanford, Fla. Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 14-April

Victory Rides: Abilene, Tex., 17-

Miscellaneous

Lavelli, Tony, Show: Ashland, Ky., 21-22; Portsmouth, O., 23; Lexington, Ky., 25-26; Bowling Green 28.

Matchstick Cities: Orlando, Fla., 13-16; Daytona Beach 19-23. O'Day, Marie, Palace Car: Elgin, Tex., 14; Eastland 15; Paducah 16; Shamrock 17; Childress 18-19; Quanah 21; Vernon 22; Wichita Falls 23-26; Gaiensville

Piccola Teatro di Milano: (Shubert) Detroit, Mich., 15-20; (Her Majesty's) Montreal, Que., 22-27. Sun Players: Maryville, Mo., 14-19.

Circus Routes

Davenport, Orrin: Dayton, O., 24-April 2.

Hagen Bros.: Oldsmar, Fla., 14; Lake Wales 15; Okeechobee 16; Pahokee 17; Belle Glade 18; West Hollywood 19; Davie 20; Pompano Beach 21; Fort Lauderdale 22; Boca Raton 23; Homestead 24; Key West 25; Marathon 26; Sweetwater 27.

(Continued on page 124)

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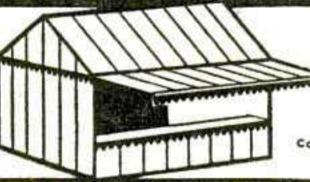
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Rolling Ball Electric Group Game, Hav-ing NO Sharpie Problems. NOT A Five In A Straight Line, or cumulative type Game. 34 Units in good condition, in-cluding Leather Chairs and Pedestals, \$4,000.00.

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Finest materials — 60 Yrs.' Experience.
Flamefoil and New Nylon Fabrics.
Red—Blue—Yellow—Green—White.

Aluminum Tent Frames-Light Weight Hinged Legs—Slip Joints Rustproof

Concessions—Show Tents—Ride Tops—Bingo —Merry-Go-Round—Cookhouse Tops. Phone: Harrison 5-8105

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POPCORN--COTTON CANDY--SNO-KONES--APPLES WE HAVE EVERYTHING YOU NEED

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World's Largest Manufacturer of Concession Equipment and Supplies 313 E. 3rd ST., CINCINNATI 2, OHIO

WANTED TO BOOK

KIDDIE RIDES FOR THE SEASON

MEMORIAL DAY THRU LABOR DAY

New Restrooms. Large blacktop Parking Area. Dells Springs Park. Contact

M. H. FLATH, Mgr.

Route 1, Box 81, Wisconsin Dells, Wisconsin

ADVERTISING IN THE BILLBOARD SINCE 1904

CASH WITH ORDER PRICES - - -10M \$16.00 - ADDITIONAL 10M's SAME ORDER, \$3.00

Above prices for any wording, change of color only, add \$2.00, Each change of wording and color add \$6.00. For STOCK TICKETS

WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

ORDER AT 90c PER ROLL

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or fro-

Plainfield Debut Retained for WOM

is scheduled to start in April, with way are expected in for the openthe grand opening again set for ing. The show office said Walter the Memorial Day period. Equip- Wanous, veteran Side Show standment will be upped and ready in by on World of Mirth, is returning have benefitted from the will of Plainfield, N. J. on Thursday, May 26. The 10-day firemen's spot is a traditional one, giving the railroad unit a good sendoff every year. The State Fairgrounds here are used for storage.

Routing plans are virtually complete, owner Frank Bergen reports. New Brunswick, N. J., will follow the opening date, then the show moves into Connecticut for two weeks, including East Hartford. World of Mirth will provide its array of rides and back-end units for the big July Fourth celebration in Lowell, Mass.

With only one week pending, the list of fairs again holds the promise of a good season. Bangor and Presque Isle, Me., are booked, as is the big Central Canada Exhibition in Ottawa. Rutland, Vt., a major Labor Day fair in New England, follows.

In the South, the show is booked into repeat engagements at fairs in Greensboro and Winston-Salem, N. C., Anderson, S. C., and the South Carolina State Fair, Columbia. Closing date, replacing the Augusta (Ga.) Exchange Club Fair, will be the new Mecklenberg County Fair, Charlotte, for which advance work has been going on since last fall.

It was announced that Mike Roman will operate the back-yard cafeteria previously run by Nora Reinhardt, and will also have the Shows is of a minor nature this Edonton, Ahoskie and Littleton, cookhouse and a grab operation. winter because of work done late N. C., and Emporia, Va. Mrs. Reinhardt is framing a grab stand of her own.

Roman Takes Over Food

The Motordrome is being rebuilt and Flash White is rounding up some new equipment for it. The before then. small Girl Show is also getting a Smith is looking forward to a to replace two semis, eliminating complete face-lifting, for Joe Bos- promising list of fairs, including the the search for responsible semi ton and Tirza's operation. Dave Labor Day spot at Front Royal, drivers. Norton is in charge of Wiles will return with his Minstrel Pa. The fair at Culpeper, Va., quarters.

RICHMOND — Winter quarters Revue, and the Chambers Torture work of the World of Mirth Shows Show, Illusion and Monkey Speedafter a one-year absence.

> Arrival of a Jailhouse unit from the Midwest and addition of a second Dark Ride will give the show one of its most potent back end assortments, Bergen noted. Mrs. H. William Jones will again have the bingo. Richmond Cox will handle publicity for fairs.

Manning Show Quarters Open

SANFORD, N. C. - Winter quarters of the Ross Manning Shows opened here last week with club's hospital or cemetery funds. the arrival of owner Manning. storing equipment last fall and no Green Oaks Kiddieland on the far

Mike Doolan Leaves 27G To Four Clubs

CHICAGO - Four show clubs the late M. J. (Mike) Doolan, Chicago Kiddieland owner and longtime operator of church picnic midways in the Windy City area.

Final disposition of his will was recently made by the Chicago City Bank & Trust Company and checks for \$6,764.26 were sent to four show clubs. Recipients were the Showmen's League of America, Chicago; Pacific Coast Showmen's Association, Los Angeles; Hot Springs Showmen's Association, and the Lone Star Showmen's Club, Dallas. In addition, the balance on two notes from the Hot Springs club were marked paid up.

In all cases the money was earmarked in the will to go to each

Doolan, who was active in all Some work was done prior to four clubs, founded and operated serious projects remain undone, it South Side of Chicago. He passed away June 7, 1957.

Nine Fairs Projected For G. C. Smith Shows

last fall. Winter quarters will probably not open until mid-April, pattern, proceded by two or three but Frank A. Norton will have the spots for a ride unit in the Cumcable and power truck ready to go shop truck, stock truck and two

CUMBERLAND, Md. — Prep- leads off, followed by Front Royal, aration by George Clyde Smith Framville, Va.; Madison, Enfield,

Still dates will follow the usual berland neighborhood. A new concession trailers will be built

LAST CALL LAST CALL

CRAFTS EXPOSITION SHOWS Opens Yuma, Ariz., April 6-10

RIDE FOREMEN AND SECOND MEN, REPORT TO WINTER QUARTERS

7283 BELLAIRE AVENUE, NORTH HOLLYWOOD, CALIF.

SHOW LEAVES FOR YUMA APRIL 2

HAVE OPENINGS FOR ELECTRICIAN (TRANSFORMERS), GOOD CARNIVAL MECHANIC, USEFUL PEOPLE IN ALL DEPARTMENTS. Can use 3 more Ticket Sellers.

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CRAFTS 20 BIG SHOWS, INC. North Hollywood, Calif. 7283 Bellaire Avenue Phones: POplar 5-0909, POplar 5-0320. Nights: POplar 6-2737.

CETLIN & WILSON SHOWS

Opening May 28, Petersburg, Virginia

New Still Date Route With Bona Fide Fourth of July Celebration. Fairs Start at Ionia, Mich., August 8, Ending in Jacksonville, Fla., November 19

CAN PLACE-Shows that do not conflict.

CAN PLACE—Any new Major Ride that does not conflict with what we have. Workingmen in all Departments. Can place a Carpenter and Shop Foreman.

CAN PLACE—Penny Arcade, Long and Short Range Galleries, American Palmistry, Photo Gallery and all Hanky Panks.

WINTER QUARTERS, BOX 787, PETERSBURG, VIRGINIA

CARNIVAL CONFAB

OSS SINDERSON, owner-manager of Ross Amusements, infos from Indianola, Ia., that they'll hit the road on May 20 for a route that is practically all fairs and celebrations. Says he'll carry 6 rides, 2 shows and 20 concessions on a tour of Missouri and Iowa. Cold and snow have hampered winter work down there, but everything will be painted and new lights installed in time for the bow. Staff, in addition to Sinderson, includes Mrs. Sinderson as secretary-treasurer; D. B. (Bob) Hill, general superintendent, and Mrs. D. B. (Evelyn) Hill, publicity. . . . Jake and Carolyn Merriman, owners of Marvel Shows, recently purchased a new home and tract of land in Middletown, Ill., and will establish a permanent winter base in that town. Merriman also notes that five new spots are on the '60 route.

Mr. and Mrs. George Warren, for many years with the old Snapp Greater Shows, have retired and are living in Brownsville. Tex., where they operate the Central News Agency in the Pan American Building. Quite a bit of news is tossed around in the agency, which has become a mecca for midway folk who pass thru that Texas metropolis. . . . W. A. (Bill) Stacy, who has been confined in the Mississippi State Sanatorium, Sanatorium, Miss., for several months, reports he's on the mend and expects to be released some time in the spring. Plans are to take out bingos. Stacy's in Ward 6 at the establishment and would appreciate mail.

There was a good turnout of showfolk at funeral services in Mobile for the late Hattie Wagner. Rites were held before the body was shipped to Chicago for burial in the cemetery plot of the Showmen's League of America. Among those at the services were George Harr, Oscar Bloom, Mrs. C. M. Lovell, Mrs. Tommy Scott, George Duzak, Frank W. Peppers, Mrs. Flonnie Barfield, Bernie Smuckler, Johnnie Adams and Walter B. Fox. Floral tributes included those from the Miami Showmen's Association, Greater Tampa Showmen's Association. Lee Amusement Company, Heth Shows, Peppers All-State Shows, Shan Wilcox, Joe Burns, the Jewish Emblem Club.

IMPERIAL (CALIF.) NOTES: Olivia Waldron, owner of Fair Time Shows, received an orchid corsage when the show opened at the Caliagents there for Treanor. . . has been with Alex Freedman for to Jayne Mansfield, who purchased

erated a hoopla, marking time before going to the stock show in Tucson, . . . Al (Red) Cohn on hand, handling a stand for Cecchini Paul Goldfarb back from a four-& Levaggi. . . . Lee Garland was week tour of the South and again on hand with his snow cone Havana, in connection with his

Louis Leonard is back in Chicago John Applebaum as alternate. after a prolonged vacation in

Miami where he made many of the social events. . . Mr. and Mrs. Al Kaufman (he's the concession op on World's Greatest Shows) are also back home in the Windy City after a California vacation. . . . Pat Purcell, NASCAR general manager, spent part of a day in Chicago en route from Daytona Beach, Fla., to the West Coast. . . . Louis (Stretch) Rice and Al Kunz bave reported they'll be in Chicago for the Wednesday (16) meeting of the nominating committee of the Showmen's League.

R. J. Kolva writes that he's currently confined in the Hotel Campbell, Harrisonburg, Va., fol-Mobile Elks and Shrine clubs and lowing a heart attack and would appreciate mail. Kolva reports he's Frank Joerling been with many shows including Ken Penn, Penn Premier, Strates and the John Francis organizations. Charlie Byrnes

World of Mirth notes: Frank fornia Mid-Winter Fair, Imperial. Bergen in better health this winter Gift was from the Indio (Calif.) than he's enjoyed in years. . . Bucky Women's Club, who served as ticket Allen, veteran concession boss, is sellers when the show played the becoming a Florida home-owner. Indio Fair. . . . Ed Lang, operator He'll be with it again this year, as of Mom's Aid strollers and wheel will Clyde Warbritten and Johnny chairs, wasn't able to use his short- Miller. . . . Frankie Schillizzi makwave radio at Imperial. . . . Red ing occasional visits to the New Larkin had the bugs at his usual York clubrooms.... Bud Sollenspot on the independent midway berger back in Richmond from a for Pat Treanor and son. . . . Jerry Miami stay, to be joined later by Cirincione was one of the new his family.... Joe Boston returning to World of Mirth to handle Manuel (Graveyard) Rezzente, who the Girl Shows and Revue. . . . Evelyn Currie, the lion trainer who 15 years, made his top sale in Indio rassled one of her cats back into its cage in Wichita, as shown in a a balloon for her son. Rezzente opwell-known concessionaire who's been on shows and fairs coast to coast, with hubby Harry Currie.

and popcorn stand. . . . Johnnie novelty business. . . . Mrs Catherine Walker joined Fair Time Shows for Vivona, of Amusements of America the run, helping out J. B. (Red) and 20 of her lodge pals attended Dauer and Jim Fay. . . . Newt and the "Concentration" and "Play Dorothy Stone were back at their Your Hunch" TV shows last week old stand on the grandstand pass- and had a whale of a time. . . . way with monogrammed hats. . . . Miami Showmen's Association Fred and Mickey Pyman also had nominating committee has Harry their usual location with jewelry. Modele as chairman. Members . Lester Howell made the date chosen from the directors are Jim before moving off to Parker, Ariz., Stabile, Jack Essner and John to visit with Jimmy Lynch, food Miller Sr., with Stretch Rice as concessionaire who is wintering alternate, and from the body. Sam Abbott Johnny Hoffman, Burnam (Whitey) Pelley and Barney Tassell, with Irwin Kirby

FLASHBACKS: 10 Years Ago-Al Wagner, owner of Cavalcade of Amusements, announced signing Sally Rand to head a 20-person show that would bow at Montgomery, Ala. . . . J. C. McCafferty disclosed the name of Dodson's Imperial Shows would be changed to ACA Imperial Exposition Shows. Staff was set as Mrs. Art Riley, secretary, and Henry Ward, Kiddieland superintendent. Back end was to include Zeke Shumway, monkeys, wild life and snakes; Harry Clark, minstrels; Jess McCormick, Funhouse; Bill Holf, Girl Show; Clint Nogla, Arcade, and Robert Perry, Motordrome. . . . Greater Tampa Showmen's Association made the final payment on its clubhouse. . . . O. C. Buck added two light towers, monkey show and a Little Dipper for his Troy, N. Y., season's opener.

SHOW NEWS

Leamington, Aug. 2-Aug. 6 Peterborough, Aug. 10-Aug. 13 Belleville, Aug. 15-Aug. 18 Three Rivers, Aug. 20-Aug. 25

The Best Fairs in Eastern Canada Sherbrooke, Aug. 27-Sept. 1 Renfrew, Sept. 14-Sept. 17 Lindsay, Sept. 20-Sept. 24 Kingston, Aug. 27-Oct. 1

London, Sept. 12-Sept. 17

Will place Pitches of all kinds, Jewelry, Photo and legitimate Concessions. Refreshment Stands open—no exclusive on Eating Stands at any Fairs. Will book Auction Concession. Worth-while shows of proven appeal can make real money at these dates. Apply:

FRANK R. CONKLIN

P. O. Box 31, Brantford, Canada. Phone: PLaza 3-2619.

ROSS MANNING SHOWS

OPENING APRIL 18

Want Cookhouse, Short Range, Buckets, Cat Rack, some P. C. open, Age and Scales, Nelson Wilkins wants Help for Popcorn, French Fries, Floss and Ball Games. RIDES: Can place Paratrooper for season. Also Rockoplane and Helicopter. RIDE HELP: Men who drive. Want Wheel Foreman. SHOWS: Linda, contact John Ryan. Can place Grind Shows.

Contact ROSS MANNING, General Delivery, Sanford, N. C. Phone: SPring 2-3311 from 9 A.M. to 5 P.M. No collect calls. Winter Quarters located at Castleberry Warehouse, Route 87.

P.S.: Heavy McClain, come on. Bernie Feldman wants Up-and-Down Help (no cars). All Agents contact Bernie after March 20 at above address.

GOLD MEDAL SHOWS LAST CALL!

FIRST CALL!

Both shows open April 1 Show #1 opening Columbus, Ga., Big Soldiers' Payday. Can place CONCESSIONS: All Hanky Panks open. SHOWS: Girl Show, Wildlife, Jig Show and Sideshow. HELP: Ride Help wanted, also Scenic Artist, Ride Superintendent. Winter Quarters now open. Wire or call

JOHNNY DENTON, Pike County Fairgrounds, Troy, Ala.

Show #2 opening downtown Harriman, Tenn. Can place CONCESSIONS: All Hanky Panks open. Good opening for Bingo. SHOWS: Girl Show, Glass House, Funhouse. Ride Help, come on.
Wire AL WALLACE, Harriman, Tenn.

HEART OF AMERICA SHOWS

15 RIDES - OPENING APRIL 5 - 6 SHOWS SPRING ROUTE INCLUDES 5 ARMY PAY DAYS, 6 WEEKS IN KANSAS CITY AND OMAHA, FOLLOWED BY 17 OF THE BEST CELEBRATIONS AND FAIRS IN OUR TERRITORY. SEASON CLOSES OCTOBER 10. IN OUR TERRITORY. SEASON CLOSES OCTOBER 10.

RIDE MEN: Have openings for Foremen. Top pay, good treatment, must drive.
Second Men with drivers' licenses. No cars. Winter quarters open.

RIDES: Will book Pony Ride, Coaster, Scrambler, other Rides not conflicting.

SHOWS: Big route for Girl Show with own equipment, need only one. Will book
Side Show and Grind Shows. Need Man for Fun House and Front Gate.

CONCESSIONS: Derby, Age and Scales, Short Range, Long Range, Photos, Nickel
Pitches, some Hanky Panks. Good route for Penny Arcade, Direct Sales of
all kinds. Contact

TED CORY, MGR., Roland Hotel, Bristow, Okia.

ALL PEOPLE CONTRACTED ACKNOWLEDGE THIS AD.

Phone calls 6:00 to 7:00 p.m. only (no collects). Show leaves winter quarters April 1.

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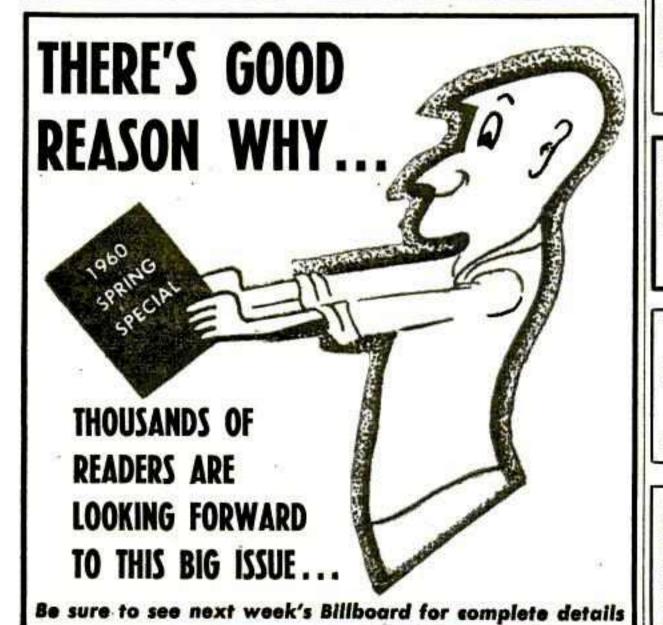
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Ride Help—First and Last Call Foremen for Wheel, Tilt-a-Whirl, Octopus, Round-Up, Coaster, Frolic and Kid Rides.

Foremen for Wheel, Tilt-a-Whirl, Octopus, Round-Up, Coaster, Frolic and Kid Rides. Must drive and have licenses, sober, single. No cars. We furnish you sleeping quarters. You must have bed roll and keep clean at all times. Rides and trucks, the finest in the business and kept that way. I want Ride Men who want to work ten months out of the year. This is work, as we play shopping centers and cater to the better class. Playing large centers only. I am interested in men that have nice manners and know how to handle children. Both units of rides move out March 28; we open April 1. If you can qualify for the above, come to Greensburg, Indiana (2nd & Carver St.), March 25 or 26.

W. R. GEREN



SLA Special Meet To Set Convention

President Paul Olson to Preside At Huddle of Board, Past-Prexies

Continued from page 113

board, made up of fair officials, convention. termed the IAFE board action arin Des Moines.

Members of the Midwest Fair Association at that group's meeting also voiced objections, and IAFE officers were urged to weigh such objections with the view of having the IAFE reconsider its decision.

Bill Masterson, IAFE president, Thursday (10) said that he was canvassing board members to determine what reactions they have obtained from other fairs.

IAFE vice-president and manager home. J. W. (Patty) Conklin and of the Florida State Fair, Tampa, Floyd E. Gooding, both league past dispatched questionnaires to all presidents, are among others who IAFE members to determine what will come in from considerable diseffect the date switches would have tances.

voiced objection. The IMCA on their attendance at the fair

As chairman of the program bitrary. In a resolution, the IMCA committee, Huskisson, in the quespointed out the IMCA was not tionnaire, asked how many memconsulted and the change of dates bers would remain thru a Saturday by the IAFE set up a conflict with session and also how many memthe IMCA's annual driver's banquet bers planned to attend the International Livestock Show before or during the IAFE convention under the now scheduled Thursday opening of the convention.

> Masterson plans to be here Showmen's League officials.

> Huskisson and Frank H. Kingman, IAFE secretary, also are due in that day to work on convention

Thursday (17) to confer with

planning.

A heavy attendance is expected at the League's special meeting. Meanwhile J. C. Huskisson, Olson will fly in from his Florida

North Jersey Set for **How-Reit Still Dates**

both of the How-Reit Shows units Middletown, August 6-13, to open will play the major part of the the fair season. Arrangements have still-date season in metropolitan also been completed for the Mor-New Jersey, it is reported. Partners ris County Fair, Troy Hills, N. J., Al Howard and Pat Reithoffer Jr. August 20-27. have been booking dates in the excellent.

The show, successor to the former I. T. Shows, will repeat its ning Saturday to Saturday.

MERRY-GO-ROUNDS -

1960 Jumping Carousels. Kiddie size, 20 ft.; teen age, 30 ft.; adult, 32 & 36 ft. sizes; Kiddie Rides. The Ferris Wheel, Auto, Airplane, Pony Cart, Boat Rides. Music Boxes, Ticket Booths. We also custom build

THEEL MFG. CO. Ph.: MU 2-4351 Lawrence & Spruce Sts. Leavenworth, Kansas

LARGE ROLLER RINK

Right on busy midway. Available for any inside attraction. Write your best offer. Also need Midway Games and Attractions.

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The New Roman Target

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C. A. WOODIN Joplin, Mo. Phone: MAyfair 4-5214

WANTED CAGE WAGONS—SMALL PONY TYPE

MONTANA CHARLIE Forest Park, Ill. 7300 Randolph St.

Address:

Bargains—Rides for Sale Herschell MGR, complete factory rebuilt, new horses, \$6,000; 8-Car Octopus, long arm, in good condition, \$3,500; Roll-o-Plane, in good condition, \$1,750; KIDDIE RIDES, all in good condition; Water Boat Ride, Choo-Choo Locomotive Train, Elephant Ride. All rides can be purchased individually.

R & B KIDDIELAND

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NEW YORK-One and possibly visits to the Orange County Fair,

The Troy Hills dates represent a area and prospects are termed substantial change from tradition. The fair has been a Monday-thru-Saturday event, and now is run-

How-Reit is being augmented with several new units. A Frolic Ride has been delivered from the King factory, and three kiddie rides have been bought also. At winter quarters in Pennsylvania a Funhouse and Girl Show have been constructed.

CLUB ACTIVITIES

CHICAGO-Ed Sopenar opened the regular Thursday (10) meeting. Also on the platform were Bernie Mendelson, treasurer; Hank Shelby, secretary, Fred H. Kressmann and Elmer Byrnes.

Sick list included Russell Dean, in a Tampa hospital; Charles Mc-Dougall, Santa Rosa Hospital, San Antonio; Nat Green, Passavant Hospital, Chicago; Sid Jessup at home in Sarasota. Roy Crandall is out of the hospital and resting at his Brooksville, Fla., home.

J. L. Clayton, president of the Showmen's Guild of Australia, visited and will spend the week in Chicago. Al Kaufman back from California; Bernie Mendelson back from Florida. Foxy Goldfen visited the clubrooms. Secretary plans on leaving about March 20 for a Florida vacation.

John (Muscles) Dundee treated the membership with chicken a la king following the meeting.-HANK SHELBY.

HARRY SOMMERVILLE 516-518 East 18th St. Kansas City 6, Missouri Phone: Harrison 3026

COMPLETE KIDDIELAND RIDES AVAILABLE

Well maintained, in excellent condition. Includes one Miniature Train, G-16, with 1,000 ft. of track, signals and operating equipment. One Merry-Go-Round, 36 ft., new top. One Kiddie Roller Coaster, Allan Herschell, 36x102. One San Antonio Roller Works Kiddie Ferris Wheel. One Kiddie Boat Ride, five boats with new covers. One Kiddie Airplane Ride. One Kiddie Coaster, King, 30 ft. Four Pony Tractors. All Concession Stand equipment and all Allied equipment, such as towers, lights, signs, etc. Must sell complete unit. Make offer. Call or Write Call or Write

A. G. HEBERT 8841 W. Southview Ave., Brookfield, Ill. Phone: Hunter 5-6648

WANTED TO BUY

40 x 80 and 50 x 100 and 20 x 40

TENTS

Must be flame resistant and in good condition.

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WHITIE CALER

HAS FOR SALE 16x36 Bingo, complete, in very good condition, \$300; 14x28 like new Top, \$150; 12x24 Top and Frame, good condition, \$150; African Dip, \$150. Want Agents for Hoop-Las and Hanky Panks of all kinds. Contact now. Excellent proposition for sober, reliable people.

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FOR SALE

2-Abreast Merry-Go-Round, 1957 Spinaroo. Both in exceptionally good condition.

(HARRY CRIMMINS, CALL) ROD LINK 7931 S. W. 16th St., Miami 55, Fla.

Contracting Now for 1960 Want Rides, Shows and Concessions.

Also Ride Help. Address:

P. O. Box 229, Mt. Sterling, III. Winter quarters-Fairgrounds

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FOR SALE

Allan Herschell Jeep Ride, Auto Ride, \$4,200 for both. Transportation if desired. Rides in A-1 condition. Can be seen at Martin Co. Fair. Stuart, Fla., DEGGELLER AMUSEMENT COMPANY

> Thank You JOHNNY MAJOR

Concessionaire, Preli's Broadway Shows, For your DeSoto purchase. "Save Money With Johnny" JOHNNY CANOLE 8861 N.W. 18th Ave. Miami, Fla. Phone: PLaza 1-0206

CARNIVAL WANTED

Good, clean Carnival with 10 or 12
Rides. 5 or 6 must be major Rides.
Also want 15 to 20 Concessions for New
London Homecoming, New London, Wis.
Prefer July 1 to 4. Also interested in
any opening dates. Write

MELVIN BORCHARDT
1401 Wyman St., New London, Wisconsin

SOL'S GREATER SHOWS

Foreman jobs open for 1960 season, top
pay, good treatment. Winter quarters
now open, Show opens early April.
NOTE: Carl Richle and father, contact;
also Miller Stevenson and family.

SOL ROSENFELD

908 South Auburn St., Indianapolis, Ind.
Phone: Chapel 1-0839
NO COLLECTS ACCEPTED.

\$25.00 REWARD

For Information or address of Peggy LaDuke or Peggy Jackson

Gilbert LaDuke

Timonium Midway **Decision Pending**

ments on dates and midway occu- dispose of the many midway subpant for the 1960 Maryland State Fair are pending. John Heil, general manager, reports the delay as unavoidable and hinging on approval of flat racing dates by the Maryland Racing Commission, The situation should be resolved and announcements made around the end of the month.

Timonium offers pari-mutuel racing as an integral part of its fair program every year, altho, by a unique arrangement there are separate outside gates for the fairgrounds and the racing enclosure, with a pass-thru gate.

The fair has projected its dates at August 29 to September 10. If the Racing Commission approves, then the dates will become official

Bloomsburg's Midway Award To Reithoffer

Retain Key Date To End Season; Show Units Built

DALLAS, Pa.—Signing of the midway contract for this fall's Bloomsburg Fair was announced this week by Pat Reithoffer Jr., manager of the Reithoffer Shows. In retaining the valuable date the show thereby continues to end its season with a bonanza stand.

Bloomsburg will run the last six days in September after which the show will head into the barn. In recent years the show has stored some of its equipment on the grounds.

Reithoffer said improvements to the midway this season call for the last section to be paved, finishing the job which has been progressing steadily over the years. The layout will be revamped.

A new dark ride featuring large cutout figures in front is finished in quarters, Called "Trip to the Lost Dutchman," it uses a gold mine theme. Also finished is a Mirror House. Each has a 70-foot front.

On the winter quarters schedule is the annual pre-opening buffet and entertainment, sometime in April.

THE MIDWAY'S TOP MONEY MAKER FOR OVER 30 YEARS

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Adds lots of flash for your midway thrills that make it a consistent repeater. Simple operation with last-ing value year after year.

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TIMONIUM, Md. — Announce- and the directors will then meet to missions. Heil confirmed that bidding is intense as usual, with several organizations represented.

> Dave Endy has been the midway manager, succeeding Jake Shapiro a couple of seasons ago. One contract renewed is that for the Ben Weiss bingo, retaining its key independent location.

Gooding Adds Two Shows to Back End

COLUMBUS, O.—Two more shows have signed to go out with the Gooding Amusement Company major unit over the Southern fair route. Floyd E. Gooding announced. They are Glen Porter's Monkey Speedway and the Globe of Death, owned and operated by Marcella and Nancy Rocco.

COSHOCTON, O. - Powelson Amusement Company has been awarded the contract for the 86th annual Northwestern Volunteer Firemen's Association convention in Defiance, O., Dick Griley, amusement firm's general agent, announced.

Dates for the event, which drew bids from several other shows, are June 13-18.

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Low Bargain Price New Portable Electric Power Cables

Extra flexible weather-resistant Jacket

1, 2, 3 and 4 Conductor Cables carried in stock. Call us or come out to Universal. Our warehouse is only 20 minutes from the Loop.

BUYS IN HEAVY-DUTY PORTABLE CABLES

	2/C Per Foot	3/C Per Foot	Per Foo
#14	8¢	114	14¢
#12	11#	154	20∉
*10	13€	164	25∉
#8	25€	28∉	57€
#6	314	414	71#
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In addition, many other constructions and sizes are in stock at equally attractive prices. We cut cables and ship

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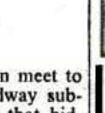
WANTED

RIDES FOR COLORED BEACH Season from Decoration Day through Labor Day. Large attendance. Beach in

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EXCELLENT FACILITIES - STOCKS, MIDGETS, SPORTS MODIFIED. Opportunity for promoter or investor - for part or full interest. For details write: BOX 269, Billboard 1564 Broadway New York 34, N. Y.



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OPENING MAY 9 AT ESCANABA, MICH., FAIR AND CELEBRATION

We Play Lake Linden Firemen's Frolic; Marquette, K. C., Festival; Sault Sainte Marie International Celebration, Whitehall Centennial, Port Huron Blue Water Festival (Downtown), Croswell Fair, Otsego County Fair, Clare County Fair, Bay County Fair, Isabella County Fair, Tuscola County Fair, Berlin County Fair (Marne), Then South to Georgia With Eight More Fairs to Follow.

CONCESSIONS OPEN-Hi-Striker, Center Pitches, Ball Games, Over & Under, Tip-Up Coke, Derby, Direct Sales, Roman Targets, Short Range or any legitimate Concessions. Open Midway but will not overload.

SHOWS—Shows of merit that cater to the entire family.

RIDES—Rolloplane or Paratrooper.

RIDE MEN—If you don't drink and can drive semi, the best of treatment here. Winter Quarters open April 1 at Fairgrounds, Escanaba, Mich. Interested in buying 20 x 30 and 30 x 40 Show tops complete. Must be in good condition. Would like to lease or book man with at least a 125 kw. diesel generator from July 1 until closing.

FOR SALE—In good condition, 42-ft. Parker Merry-Go-Round, 24 large, beautiful carved wooden horses and three small horses. This Ride has steel mud sills and modern electric motor drive. Priced right for quick sale.

Concessions and Shows, Contact: PAUL PITTMAN, Concession Superintendent Box 514, Gibsonton, Fla., until April 15;

then Box 218, Escanaba, Mich.

All Others, Contact: EUGENE OR PAULINE SKERBECK, Owners Skerbeck Shows, Dorchester, Wis., until March 23; then Box 218, Escanaba, Mich.

Phone on Fairgrounds from 9 to 5 only. Will not accept collect calls or wires.

Complete 19-Hole Prefabricated Miniature Golf Course! NEW! FOR 1960—COMPLETE FIBRE-

CLASS UNIT. NEW! OBSTACLES TO CHOOSE FROM-For permanent or temporary installa-tions that will compare with courses costing 3 times as much. Has MORE PLAY APPEAL and EYE APPEAL than any other miniature Golf Courses on

Includes EVERYTHING from Caddy House, Lights, Illuminated Sign, Animated Obstacles, Clubs, Balls, Greens, Fairways, Number and Par Markers, etc. A COMPLETE PACKAGE . . a business that can be in operation within a week SUPPLIER FOR ALL MINIATURE COURSE NEEDS.

Detailed information and prices upon request.

Call or Write TODAY! PHILLIPS AMUSEMENTS, INC. 208 S. Rebinson St., Bloomington, III.



NOW is the Time to Order New Equipment for 1960 Operation! Frederick experienced ride owner and operator, writes about his BIG EL1 Rides during the 1959 "The No. 5 BIG ELI Wheel is among top grosses,

Scrambler beating Compare this year's prices of BIG ELI Wheels with 1959 prices. BIG ELI Wheels are built to stand the test of

time at low upkeep cost and return good profits for your investment. Ask for Price List A-74 TODAY. ELI BRIDGE COMPANY

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Established 30 years on beautiful lake in Western New York State Dancing. Swimming and Boating, pavillion 110x60 ft., full liquor license. 5 RIDES—Ferris Wheel, Kiddie Auto, Boat, G-12 Train and Tractor. All in A-1 condition. 30 boats. 8 canoes, 9 cottages, trailer court, Penny Arcade, Eating Stand, Bingo Stand and Shooting Gallery. Plenty of room for expansion. Season opens first week in April, closes Nov. 1. \$85.000 for quick sale due to poor health.Call Sarasota, Fis. WAbash 7-6873 or Machias, N. Y., 8713.

CONCESSIONS WANTED

Hanky Panks only, during Shrine Circus, April 3 thru 9, Cardens, Cincinnati, Ohio. Morris Lisky, write.

H. REED Newport, Ky. P. O. Box 83

FOR SALE

One G-16 Suburban Miniature Train made by Allan Herschell. 3 cars, 1 engine. Hauls 36 adults or 72 children. Used 3 seasons. Very good condition. Includes about 1,500 feet of track. Make offer.

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Mile Long Pleasure Trail NOW BOOKING FOR SEASON 1960

SHOWS: Any family-type show with or without equipment. Account of disappointment, can place Girl Show. RIDES: Any new and novel ride. CON-CESSIONS: Legitimate Concessions of all kinds except Eats and Drinks. RIDE HELP: Experienced and dependable Ride Help. Proven still-date territory followed by fourteen weeks of bona fide Southern fairs.

Address: JOHN H. MARKS, P. O. BOX 771, RICHMOND, VIRGINIA.

REID'S GOLDEN STAR SHOWS

Opening March 25, near Dublin, Ga.

Want Concessions: Bingo, Glass Pitch, Mug Joint and Penny Pitch.
Rides: Will book, buy or lease Octopus or book set of Kiddie Rides.
Help Wanted: Electrician, Man and Wife to operate office-owned Cookhouse.
For Sale: Complete Popcorn Stand with good-as-new Cotton Candy and Snowball Machine. Two Monkey Motor Cars, one 30 by 30 Round Top (new). Five Parker Horses in fairly good condition.
Bob Smallwood wants Agents: Pin Store, Skillo, Cork Gallery, Pes Pool, Over and Under. Johnnie Sistrunk, Boagy and Aggie, come on. Sam Houser wants Agents.

ELMER REID

General Delivery

DIXIE AMUSEMENTS

CONCESSIONS: Can place String Game, Ball Game, Fish Pond, Bumper, Short Range, Glass and Bear Pitch, other Concessions not conflicting. RIDES: Will book one more major Ride such as Octopus, Coaster or Tilt-a-Whirl

RIDE HELP: Need Ride Help on Wheel, Merry-Go-Round, Mix-Up and Kid Rides.

Must be sober and have valid chauffeur's license. Report to winter quarters,
now open, Bentonville, Ark. Address:

CLIFFORD DAVIS, Mgr. BOX 53, BENTONVILLE, ARK., UNTIL MARCH 30.

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Can place for Bamberg, S. C., Junior Chamber of Commerce Celebration, March 21-26.

Hanky Panks, Short Range and Concessions that work for stock. Lee Hos wants Agents. Want family-type Shows. Will book Rolloplane and Scrambler for season. STEVE DECKER, Western Union, Allendale, S. C., March 14-19.

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Write or call

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1959 KIDDIE CHAIRPLANE

Complete - Excellent condition -Like new.

TRAILER MOUNTED AUTO RIDE

Late model Fiberglass cars. Completely equipped. Both newly painted and fully guaranteed.

Write or phone

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SHOW NEWS

"WORLD'S LARGEST MIDWAY"

Want for 1960 season, opening first week in May in Memphis

Can use A-1 TALKER FOR DISNEYLAND WESTERN SHOW. Because of adding more rides, have opening for ROCKET FOREMAN. Also experienced ASSISTANT ELECTRICIAN.

Can use a few Men in our Tractor Department as Truck Drivers and Cat Skinners. All applicants for these positions must furnish the best of references as to their CHARACTER AND ABILITY.

Can use immediately in quarters, 2 SIGN LETTER PAINTERS. All replies to BOB HASSON, c/o ROYAL AMERICAN SHOWS, Box 512, Tampa, Fla.

OFFICIAL OPENING-SATURDAY, APRIL 9

CONCESSIONS

Can place Photos, Age, Scales, Short Range, String, Basket Ball, Fishpond, Ball Games and any other legitimate Concessions that work for stock. (Arkey, Lee, West,

Chism, answer.) SHOWS Can place Wildlife, Funhouse, Monkey Show and any other Shows not conflicting. Fink, answer.

RIDES

Can place Scrambler, Paratrooper or Wild Mouse.

Can place Foremen for Wheel, Octopus, HELP Rolloplane, Merry-Go-Round and Allan Herschell Kiddie Rides. Place Second Men on all Rides. Must drive semis. CAN PLACE GOOD, RE-LIABLE MECHANIC WITH TOOLS. Must be sober and reliable. (Fritx, Belmar, answer.)

Winter quarters open. Address all mail and wires to LLOYD D. SERFASS, Owner, Henderson, N. C. Phone Joseph Gilman, Secy., GEneva 8-7238, Henderson, N. C. KEYSTONE STATE SHOWS' second unit opens early in May. All celebrations, no still dates. Watch for future

OLLOW THE WOLFE ARROW

NOW BOOKING FOR 1960

THE SHOW THAT GETS UP ON SUNDAY

"22ND ANNUAL TOUR"—WITH NEVER A LOSING SEASON.

OPENING 1ST WEEK IN APRIL.

HANKY PANKS OF ALL KINDS—Photos, Fish and Duck Ponds, Cork Gallery, High Striker, Penny Pitch, Nickel Roll, Photos, Mitt Camps, Ball Games, French Fries, Bird and Glass Pitch, Bingo, Age and Scales. What have you? SHOWS—Ape, Big Snake, any family-type Show, small P.C. RIDES—Flat Ride, Coaster, Rockoplane, Scramber, Rolloplane, Spitfire. Want Foremen and Second Men for Merry-Go-Round, Wheel and Octopus; must have license and drive. Will use wives in Concessions or Ticket Boxes. Good pay every Monday to good help. (Bonus and percentage also.)

BEN WOLFE, Owner TOMMY CARSON ERNIE SYLVESTER, Sec. Landrum, S. C.

200th Anniversary

CUMBERLAND COUNTY, MAINE Running from August 15 to 27. Biggest celebration of the year. Held at the peak of the tourist season in the

Midway in Center of State's Largest City. WANTED: Rides and Concessions only. What have you?

> R. E. PETERSON P. O. Box 678, Portland, Maine

THOMAS JOYLAND SHOWS

Can place Ride Help at once, must drive. Want Foremen for Tilt, Roll-a-Plane and Merry-Go-Round. Good salaries. Need Help on Ferris Wheels. Can place Hanky Pank Agents. Have opening for Scales and Age. Want Pictorial Artist. (L. B. Oglivie, answer.) Winter quarters now open. (Please, no collect calls.) Contact

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Vacationland of America.

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CALL!

CALL!

Opening Monday, April 4, Mason-Turner and Ashby, Atlanta, Ga. Want Prize-Every-Time Concessions of all kinds. All people with me before, contact. Address: 1516 Monroe St., Maryville, Tenn. After March 25, 1780 Stewart Ave., Atlanta, Ga. (No Phone Calls.)

FOR SALE

PARATROOPER RIDE

(conversion type)

Late Allis-Chalmers engine, startergenerator equipment, fluorescent lighting. With or without transportation. Booked last season with Conklin Shows, Canada Stored in Amarillo, Texas.

CHAS. L. COOPER 1821 Westmoreland Blvd. Los Angeles, Calif.

FOR SALE 30 NEW, ALUMINUM MERRY-GO-ROUND HORSES

Paint primed. All for \$85.00 Each. 10 or Less, \$90.00 Each.

WANT TO BUY

60 Kw. GMC Diesel, 1,200 RPM, 3-Phase Light Plant, CARL BYERS Byers Bros.' Shows Box 306, Coushatta, La.

FOR SPRING DELIVERY SPECIAL

Featuring Gaucho Racks **Built to Order**

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Also various other games.

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Available for State Fairs and larger

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Wellsburg, West Va., or phone collect, REpublic 7-3911, regarding Fourth of July Celebration.

Opening March 18, Raleigh, Miss. CONCESSIONS: Popcom, 6-Cats and any Hanky Panks.

SHOWS: Any Grind Shows. Contact MANAGER Portland, Tenn., until March 16. Phone: 3400, then per route.

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Circus Routes

Continued from page 120

Hamid-Morton: Memphis, Tenn... 19-25.

Kelly-Miller: Bonham, Tex., 20; Greenville 21; Waxahachie 22; Mineral Wells 23; Abilene 24; San Angelo 25; Midland 26; Pecos 27; El Paso 28.

Polack Bros.: (Medinah Temple) Chicago, Ill., 14-20.

Ringling Bros. and Barnum & Bailey: (Coliseum) Charlotte, N. C., 16-20; (Ice House) Haddonfield, N. J., 23-24; (Trade & Convention Center) Philadelphia, Pa., 25-29; (Garden) New York 31-May 15.

Legitimate Shows

Dark at the Top of the Stairs: (H. S. Aud.) Huntsville, Ala., 14; (Westcott) Tallahassee, Fla., 16; (Peabody Aud.) Daytona 18; (Municipal Aud.) Orlando 19; (War Memorial Aud.) Fort Lauderdale 23; (H. S. Aud.) Ocala 24; (City Aud.) Savannah, Ga., 25; (Royal) Columbus, Ga., 26.

Look Homeward, Angel: (National) Washington, D. C., 14-26; (Ind. U. Aud.) Bloomington, Ind., 28.

Sweet Bird of Youth: (Biltmore) Los Angeles, Calif., 21-April 16. West Side Story: (Shubert) Boston, Mass., 14-20.

Ice Shows

Holiday on Ice of 1960: (Aud.) Memphis, Tenn., 14-15; (Exhn. Hall) Miami Beach, Fla., 18-27.

Ice Capades, 19th Edition: (St. Dom's Arena) Lewiston, Me., 14: (Roberts Stadium) Evansville, Ind., 16-20; (Expo. Bldg.) Little Rock, Ark., 22-27.

Ice Capades, 20th Edition: (Stadium) Chicago, Ill., 16-27; (Arena) St. Louis, Mo., 28-April 3.

Ice Follies of 1960: (War Memorial Aud.) Rochester, N. Y., 15-20; (Memorial Aud.) Buffalo 22-

Arena Routes

Georgian State Dance Co.: (Garden) New York 27-30.

New York City Opera Co.: (Ind. U. Aud.) Bloomington, Ind., 17; (Masonic Aud.) Detroit, Mich., 18-19; (Eastman) Rochester, N. Y., 21; (Loew's State) Syracuse 22; (Symphony Hall) Boston, Mass., 23-24; (Bushnell Aud.) Hartford, Conn., 25-26.

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SEASON Booking With Show Anywhere — Omaha — West or North Wire or Write 46792, Hollywood 46, Calif.

FOR SALE COMPLETE or SEPARATE

1-1948 Ideal, 30 horse, 36 ft. Merry-Go-Round and 32 ft. Trailmobile Van Trailers.

1-1948 #12 Big Eli Ferris Wheel. 1-1949 Tilt-a-Whirl and one 28 ft, and one 32 ft. Van Trailers.

1-1951 Rocco Jet Plane Ride. All equipment clean and in top shape." Ready for operation. Best offer takes all or part.

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Want to place in park or location for 1960 season. Ready to go, available May 1.

P. E. REITHOFFER, JR. Shrine Acres, Dallas, Pa.

Phone Orchard 4-4686

Clifford H. (Stash) Gray "MUSTACHE" GRAY

Call me collect at Victor 2-9888, Oklahoma City, Okla.

The Albany, Ga., deal is off. Call me, I'll explain.

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Opens April 4 to 13, Milwaukee, Wisconsin. South 6th and W. Virginia lot. All mixed nationalities. N. Teutonia and W. Capitol lot to follow. Then S. Chase lot. Capitol lot to follow. Then S. Chase lot. Want clean Skill and Science Concessions. Also all Ride Help and Drivers, the sensible type. Best route of its history, no blanks. Kenosha. Wis., twice, home of the Hambler cars, working three shifts. Milwaukee third ward feast and Burlington for Fourth of July. Ten fairs and six street celebrations. Get in touch at once. in touch at once.
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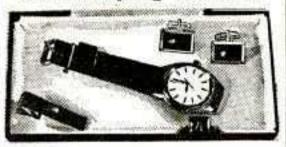
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SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO: Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

SLEEP TOY



A plush bunny-eared sleepy doll that serves as a pajama bag. Face is rubber and is handpainted. Head rests on a satin pillow. Plush, zippered pajama bag detaches. Packed individually in poly bags. Six-inch rabbit with bag, \$14.25 per dozen; 12-inch, \$19.80 per dozen .--Ace Toy Manufacturing Company, 536 Broadway, New York.

POP-UP FLUTE



A real musical instrument for the youngster. When its blown, Donald Duck pops up from the box. Fingering holes are numbered with music that is included. Suggested retail price, 98 cents.-Multiple Products Corporation, 200 Fifth Avenue, New York 11.

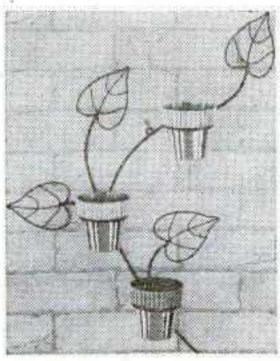
STILTS

Stilts said to be strong enough to hold a 200-pound man. Available in three sizes-54-inch, five feet and six feet. Suggested retail price, \$2.70, \$2.98 and \$3.45 respectively. - Skill-Stilts, 2250 South Halsted, Chicago 8.

SWIMMING TOY

Item called Bobo is billed as the world's champion swimming dog. Imported from Germany, retails at \$1.39 each. Toy swims, dives, tumbles, wiggles, splashes, paddles, clowns and turns. Is completely self-powered and uses no batteries. Distributor says it's good for outdoor sales, office buildings, fairs, carnivals, party plans or for resale to stores .-Emke Distributing, 1047 East Grand Boulevard, Detroit 7.

WALL BRACKET



Over-sized wall planter with three pots measures 23 inches high. Available in two styles, brass pots and black rack or brass rack and white pots. Hold standard 31/2-inch clay planting pots.-Artistic Wire Products Company, East Hampton, Conv.

PLAY TENT



Water repellent tent can be used indoors and outdoors. Has 20 feet of floor space, is four feet high and weighs five to seven pounds.-Springfield Tent & Awning, 339 West Clark, Springfield, O.

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Is said to have positive roller action. Tip control is halfway up stick. Scrubs, washes, waxes dusts and cleans floors, rugs, walls and ceilings. - Dayless Manufacturing Company, 3257 North Western, Chicago 18.

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Threads needles automatically. Needle is dropped eye down into funnel and thread is laid across a slot. Button is pressed down slowly and then released. Thread is pulled out from the opening and needle is threaded. Two demonstrator samples cost \$1.-H. Meinhardt & Company, 4331 North Pulaski, Chicago.

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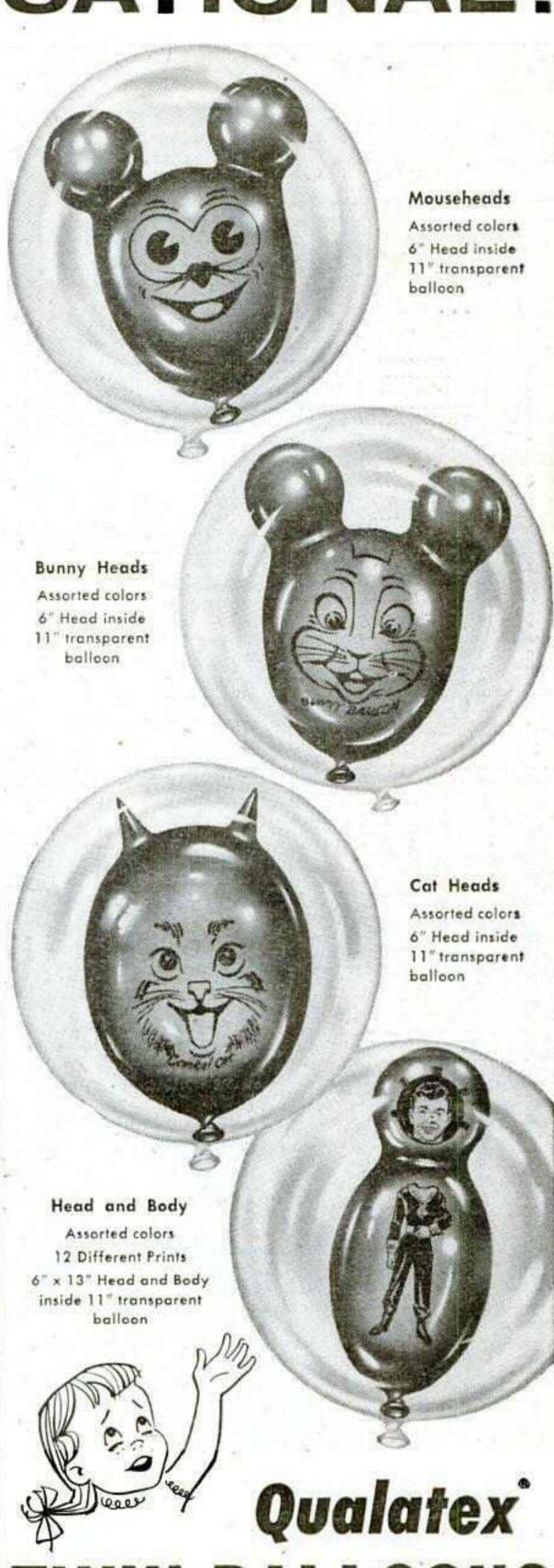
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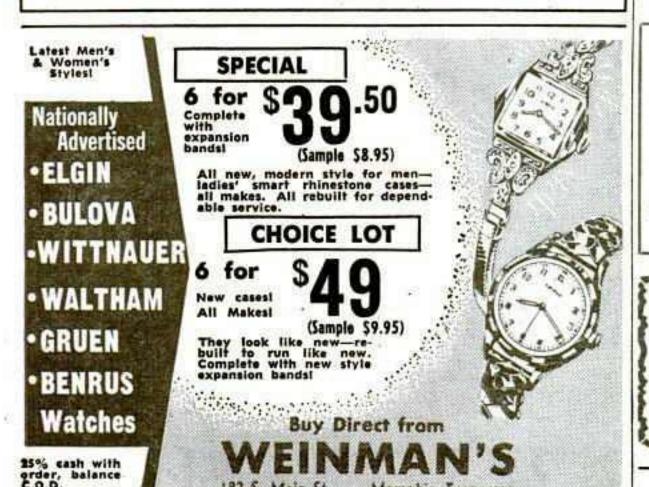
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Five Years Ago In Pitchdom

Fred Hudspeth and Chic Denton got together in Dallas for a couple of jackpot sessions. . . . Bill Newman, Al DeZure and Morris Cooper were reportedly picking up plenty of loot in department stores via Pedi-Stone demonstrations. . . .

Clyde Forkner was getting money around the Danville, Va., tobacco markets. . . . C. D. Newsome was doing well for himself in the Lexington area of the Blue Grass State.

Joe Barker and Joe Halley were in the Fort Wayne, Ind., area. . . . Eddie Gillispie was pushing rug braiders in Chicago. Also in the Windy City were Harry Dempsey, working rug cleaner to excellent takes in the Sears State Street store, and June Kare, hospitalized for injuries suffered in an accident. . . . Marty Brown planed to Europe for a three-week trip.

Big Al Wilson, who worked coils at the Tampa fair with Jack Anthony, was planning to make a home show in Boston with Bill Emery. . . . Visitors at the Monkey Ranch, operated by Mr. and Mrs. Bob Noell in Tarpon Springs, Fla., were Mr. and Mrs. Harry Taylor, Doc and Mrs. Raggett, Glenn Porter, Mr. and Mrs. J. S. Maurer, Mr. and Mrs. George Duefrene, Mr. and Mrs. John Santoro, Mr. and Mrs. Seymour Hoskins, Lynn tors decided that the property has Watkins, Hoxie and Betty Tucker, become too valuable to be used Mr. and Mrs. Harry LeRoy, Mike as a fairgrounds and that the fair Mackey and Mr. and Mrs. Harry needs capital to enlarge and im-Tailor.

J. J. Arnold, of the Bardex med show, Sarasota, Fla., lettered: "We worth between \$40,000 and \$50,have been working at a fast clip 000. Three acres of adjacent prophere readying equipment for an erty sold recently for \$20,000. early Florida opening. Many of the old personnel will be back the com-

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ing season plus a number of new people. There will be several changes made in the operation of the organization. Mr. Warren has been busy most of the winter getting things in shape for the coming trek. Doc Bartok and Mr. Warren took off on a business trip to look

WINTER **FAIRS**

Florida Quincy-West Fla. Fat Cattle Show & Sales April 5-7. John O. Russell. Sarasota—Sarasota County Fair. March

Mesquite, Tex., Considers

MESQUITE, Tex.—Plans for the selling of the eight-acre fairgrounds of the Dallas County Fair have been announced.

According to Robert Yarbrough, fair president, the board of direcprove its annual run.

Hardisty Rodeo Elects

HARDISTY, Alta.-Bud Young has been elected president of the Hardisty Stampede Association. Douglas Harrison is vice-president; Mrs. Mary Goodrich, secretary, and Pat Madden, treasurer. Plans are under way for this year's rodeo. Any profits may go toward a community project.

JAR TICKETS SALESHOARDS . PUSH CARDS BINGO and CASINO EQUIPMENT • Complete Supplies - kin il little but ACE GAMES Manufacturing Company

over some new territory."

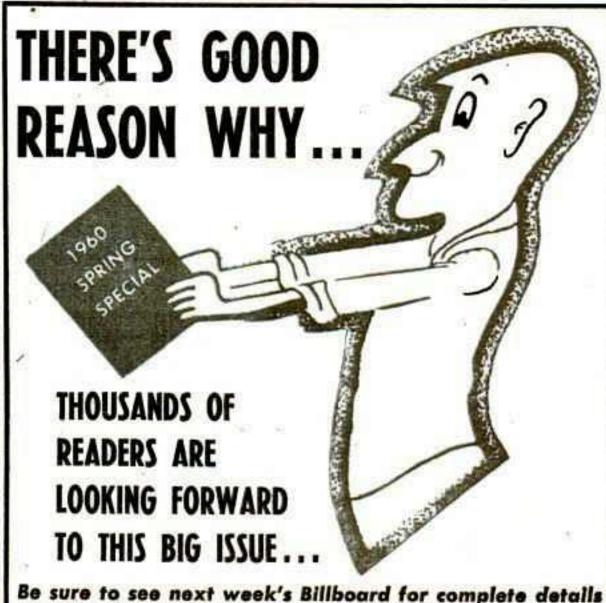
Yuma-Yuma Co. Pair. April 6-19. Frank Deason.

Sale of Plant

The property was estimated as

Yarbrough said that the school district has shown an interest in the land, but final decision is up to the 50 stockholders in the fair.





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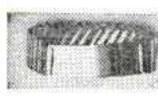


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3-D MOVIES, \$125; MUTOSCOPES, \$35; Drop Picture Machine, \$25; Exhibit Vi-talizer, \$85; Candid Camera, \$50; Pre-War Photomat, \$50; combination Counter Model Gripper, \$15. Kiddie Rides, Write, All in good condition, Meyer Wolf, 538 Boardwalk, Atlantic City, N. J.

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"LITTLE TOOT" Real Steam Train.

Wyano, Pa.

CROWN METAL PRODUCTS CO.

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Be surprised. Sollidays Colorprint, Knox,
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POKERINO, NEW, 1956, 10 WITH PUSH chutes, \$135 each; 10 with drop chutes, \$185 each; parts for Pokerino, back glass, decals for suits, letters, numbers. Travis, P. O. Box 206, Millville, N. J. TA 5-0726

40 SHIPMAN CANDY MACHINES, \$25 EA. 3 col. Shipman, \$34.50. Roll Types, Folders, Duo, \$12. USP. 100 Grand, Waterbury 2, Connecticut.

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CADET DANCE ORCHESTRA WANTS location job during summer. Contact Music Director, M. M. I., Millersburg, Ky. Phone: 2084.

Miscellaneous

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Musicians

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HIGH DIVE EXTRAORDINARY, HOLLY wood style. The most fascinating, spec-tacular and exciting thrill feature imag-inable. The lights on the high rigging act as an electric sign or beacon that draws attention and attracts the folks for miles around to your celebration. Also available at low cost, three color circus style posters that illustrate and advertise this attraction. Mac Productions, 456 Lamphier, Warren, Ohio, mh28

Moose Jaw Votes To Buy Center To Avoid Liens

der terms of a mechanics' lien.

The center, equipped with an artificial ice plant, was opened last fall. Its cost was in the neighborhood of \$670,000. The amount still owing on the project is said to be \$171,213.

The only funds available to meet MOOSE JAW, Sask.—City coun- this amount, including the \$50,cil has agreed to purchase the new 000 still to come from a debenture Civic Center for the amount of issue approved by the burgesses and money necessary to cover payments approximately \$30,000 in outstanddue contractors, following notice ing pledges considered to be good, that the city and the Community total \$79,788, council was told. Center company might be sued un- This means there is a deficit of \$91,425.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care look for your name BACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

> MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

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Anderson, Leroy Anderson, M. Anderson, Norman A. Anderson, Norman
A. Ansher, Joe
Armentrout, F. S.
J. Arnold, J. C.
S. B. Arnold, R. P.
S. Ashley, Bonnie
Ashley, Charles
Ashley, Charles
Aston. Eddie J.
Augustus, James
Ayers, Trobie &
Berert, Conley
Benedickt, A.
Benfield, N. R.
Benfield, N. R.
Berge, Richard
Bercosik, George
Berretta, R. A.
Beridgeford, G. D.
Berry, A. J.
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Beverly, Fred
Bickford, P. J.
Brooks, Glena

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Barry, Michael T.
Barwick, A. E.
Battles, Arthur H.
Bauman, M. J. Beamon, Joe E. Bearden, Earl Beardon, J. H. Beattie, Robert Beecham, Floyd Beecham, Glen Bell, Frederick Bell, H. T. Bell, Walter L. Bement, Conley Benedickt, A. Benfield, N. R. Bennier, J. Berge, Richard Berosik, George

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Baker, Hugh

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Bowes, Jerry

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Burbai, Joseph
Burchett, James V.
Burke, Jack
Burke, Jack
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Burns, Raymond
Burnside, T.
Burriola W. L.
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Cantwell, Charles
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Steve

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Crowder, Milton
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Davis, Clarence
Davis, D. W.
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Davis, Jerry D.
Davis, Lester O.
Davis, T. P. Dawson, Frank

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De Vogei, August
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Degrio, Dennis
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Demers, J. M.
Depantis, Frank
Depover, W. J.
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Donovan, John
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Field, Sherman L.

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Fisher, James Fletcher, R. E. Flowers, David

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Kotum, George
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Kuehl, W
Kuhn, Capt. Eddie
Kundert, Bruce
Kuns, Martha Labadie, Lawrence Labadie, Lawrence
Labrausse, F. P.
Lajaie, Rudy C.
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Nicol, Wm.
Nabor, Daisy
Naramore, Chuck
Neece, Pete Neece, Pete
Nielsen, Jerry
Nikula, R. W.
Niles, Wilbur J.
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Nofer, William J.
Noll, Phillip N.
Northup. Chester

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Pope, Kent
Pope, Preston
Poplin, Charlie M. Jewell

Stoltz, Richard V.
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Stone, Kenneth F.
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Strelecki, Joseph
Stribling, Thomas
Stringer, Wm. S.
Strout. Franklin
(Chuc Stutier. Robert Sullivan Charles Sugar, Eddie L. Sugar, Eddle L.
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Sutton. Willis
Swails. E. D
Swango, Donald
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Simons. Charles & Mrs. Northup. Chester

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O'Brien, Andrew B
O'Brien, Dale O.

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Simpson, Ruth Lane, Gerald Lea, Jane

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Wilson, Richard Wilson, Robert H. Wilson, Ted & Mrs. Wilson, Wm. (The Hog) Windrom, W.
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Zeigler, R. J. Ziegler, Melvin D.

Martin, John Middleton, Col. O'Dell

Moran, Bobby (Digger)

Noble, Chiki Noell, Robert M. O'Dell, Jimmy

Parsons. Patrick

Orton. Tex

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Beezley, James C.
Bell, Bonnie Bishop, Mickey Black, John Brown, Ray Campbell, Walter Campbell, W Conlon, Pat Cook, Frank Cooper, Ray Cooper, Russell Corbin, Noella Cramer. Ray Dillon, Dick

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Spalding, Joe
(Digger)
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Communications to 188 W. Randolph St., Chicago 1, Ill.

S. Kreutzer, P. Guynes Key NVA Speakers

zer, a prominent New York attor- of the legal profession, repeatedly ney long active in legal and civic active in city, State and national afaffairs, will be the featured speaker fairs. at National Vendors' Association convention, recently re-scheduled for the Bahama Islands, April 21-24.

Guynes, associated with Graff Distributing Company, Dallas. Guynes 1959 was designated a member of will discuss methods of distribution the Permanent Administration Comin the bulk vending industry.

Still a third speaker, to be announced later, will speak on the subject of juvenile impulse buying. A leading educational figure in the field of market research and psychology of buying will deliver the address.

Prominent Figure

Kreutzer, an attorney for more than 25 years, is legal counsel for the New York bulk vending machine operators' association and is a well-known figure to bulk in- zer was retained by the City Coun-

NEW YORK—Stanley S. Kreut- prominent and respected members

In addition to his private law practice (Kreutzer is a senior member of Kreutzer, Heller & Selman, one of New York's top firms), he Kreutzer will be joined by Paul serves as counsel to the Board of Ethics for New York City and in mittee of the City Hospital Group by the chief judge of the Court of Appeals.

State Legislature

Previously he had been designated by the New York Senate majority leader, speaker and legislative leaders as counsel to the Legislature, joint legislative committee on practices and procedures, and drafted the report on payroll practices.

Between 1957 and 1959, Kreut-



Stanley S. Kreutzer

the committee on standards and dustry leaders thruout the country. cil to represent it in several legal ethics which formulated the code of He is also one of the most suits and continued as counsel to ethics for New York City, one of Association, chairman of its com- and 1 million in other products.

kind in municipal affairs.

Previously he had been appointed lations committee. by then Atty. Gen. Jacob K. Javits (now U. S. Senator) as special assistant attorney general in a Suffolk County inquiry and was a member of the New York State and New York City fiscal relations committee by joint appointment of New York's governor and New York City's mayor.

Investigation

He also conducted the Simonetti investigation on behalf of the then Borough President of Manhattan, Robert F. Wagner (now Mayor of New York), which was brought about by the U.S. Senate Crime Investigating Committee hearings under Sen. Estes Kefauver.

American Bar Association, New York State Bar Association and its in edible products in January. committee on resolutions, New Some 13.5 million were used in York County Lawyers' Association salted peanuts, 12 million in peanut and its committee on public re- candy, 1.3 million in peanut butter lations, and the Brooklyn Bar sandwiches, 29.8 in peanut butter,

the first successful efforts of its mittee on municipal affairs and former chairman of the public re-

> He also serves as chairman of the committee on public affairs of the Advertising Club, New York; member of the executive committee of the Citizens Union, New York, having served on its legislative and local candidates committee for more than 20 years; member of the Judicial Bar Conference of the New York State Bar Association, and is president of the Nassau-Suffolk Legislative Clearing House.

Peanut stocks in off-farm positions at the end of January totaled 1,189 million pounds, according to Agriculture Department. About Kreutzer is a member of the 57.6 million pounds of shelled peanuts (raw weight basis) were used

Smith Brothers Sans Beards Make Business Buzz at Logan

cough drops.

To visitors of Logan Distributing Company here in Chicago, however, the Smith brothers are a clean shaven pair of young men who have nothing to do with cough medicine, and courteous service to Logan's bulk trade.

CHICAGO — To most people ventory, repair and overhaul ma- work is reconditioning cigarette who have ever stepped in a drug- chines, prepare stock for shipment and candy machines, a relatively store, the Smith brothers are a pair and do just about anything else that new phase of Logan's business, of bearded gentlemen who sell is apt to come up in a busy bulk started some two years ago. vending distributorship.

Part-Time

with Logan working part-time duties. Overhauling bulk machines, when he was 15 years old and two also a part of their job, is much years ago became a full time embut are known for their friendly ployee. Last year, as Logan's business expanded, brother Donald, 24, the amount of work involved. joined the staff. The pair has now Between them, the boys wait on become a familiar sight to visitors.

the trade, replenish stock and in- Perhaps the major portion of the

The boys will completely rework as many as five to 10 of the units The youngest, Wayne, 20, started in a week, in addition to their other simpler and the boys can handle 20 or more a week, depending upon

Project

The overhauling of cigarette and candy venders is a real project. Machines are stripped to the bare components, with all moving parts, trim and glass removed.

The cabinets then go thru what amounts to a regular body and fender shop that Logan has set up to straighten out any dents or deep gouges in the metal.

The cabinets are sanded down and a primer coat of metal paint is sprayed on. The primer is followed by a heavy spraying of finish coat, after which the cabinets are put aside for reassembling.

Steam Clean

Meanwhile, the internal mechanism is completely steam cleaned. The rejector is stripped, moving parts are all gone over, adjusted and reassembled. All other working parts are similarly reworked.

After the mechanism has been completely tested, the units are reassembled and ready for sale.

Overhauling of used bulk vending machines follows the same general, tho nowhere near as complicated, a pattern.

Replenish Stock

Machine overhaul, however, is just part of the Smith brothers' work. The pair is responsible for keeping Logan's large stock of charms and machine fill on display in tip-top shape. This involves a daily check and replenishing of whatever stock was sold the previous day, much like the maintaining of racks in a large supermarket.

The entire Logan merchandising set-up, in fact, resembles a supermarket operation. Machines and fill are displayed in a large display room on three-tiered shelves.



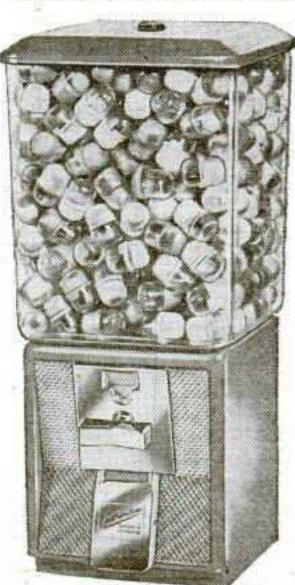
WAYNE SMITH replenishes racks after a day's business. Wire carts are a standard part of Logan's supermarket style operation.



Operators are even furnished THE SMITH BROTHERS, Logan Distributing Company's crack servwith the familiar wire supermarket icing team, often work together to overhaul cigarette and bar-(Continued on page 132) candy machines, a newly added phase of Logan's business.

YOU HAVE A GREAT CAPSULE MACHINE . . . BY FAR THE BEST ON THE MARKET"

QUOTE FROM LETTER IN OUR FILES



You'll say the same when you try THE GOLDEN 59 SUPER C CAPSULE VENDER

See your Northwestern Distributor or write

......

THE NORTHWESTERN CORPORATION 2032 E. Armstrong Street

Morris, III.



SOCIAL ACTIVITY CENTER at the National Vendors' Association convention will be this king-sized swimming pool at the Grand Bahama Club, on Grand Bahama Island, just 55 miles off the Florida Coast. Informal business meetings are planned at poolside. The pool, 185 by 90 feet, has two adjoining kiddie wading pools, a pair of giant fountains that light up at night, and a "Witches Light" cocktail bar. The bar's name is based on an island legend which purports that witches or pirates used similar lights to lure hapless mariners to dash their crafts against the Island reefs.

BIG NEW VARIETY MIX

Loaded with CHARMS and GIMMICKS

OVER 400 VARIETIES by actual count, mostly PLATED, MOSTLY GIMMICKS.

5,000 and up. .\$4.50 per 1,000 1,000 to 4,000.\$5.00 per 1,000

F.O.B. Jamaica, New York.

A factory-full of different GIM-MICKS and SERIES, adding up to OVER 400 VARIETIES - composed into ONE PURCHASE - ONE BIG VARIETY MIX.

SAMUEL EPPY & COMPANY, INC. 91-15 144th Place, Jamaica 35, N. Y.

A PART A MARKATAR A PART A PAR



Invented and made only by

Manufacturing Company 4541 W. Lake St. Chicago 24, III. Est. 1899, Telephone: Columbia 1-2772 Cable Address: WATLINGITE, Chicago

> MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

Wheaton New CAVA Prexy

LOS ANGELES - Ivan P. (Pang) Wheaton Jr. was installed as president of the California Automatic Vendors' Association, succeeding B. J. Grenier, who did not run for re-election after serving four one-year terms.

Also installed were Ted Nicolay, vice-president, and Charles Mananian, secretary-treasurer.

New directors include Harold Dahl, E. F. Stanton Jr., Harvey Westfall, Al Weymouth and Tom Young as honorary. Operator directors are Herb Hyman, Fred E. Jahnke, Jack Powell, Arthur Stein, William Tracy, Ivan Wheaton Sr. and Grenier. Wheaton Jr., Nicolay and Mananian are automatically members of the operators' portion of the board.

DENVER FLICK IS TOP SPOT FOR BULK OP

DENVER - Frank Thorwald, veteran Denver bulk operator, reports excellent results from vending machine locations in a North Denver theater. One of the few such in the Colorado capital, the theater location is large enough for six machines and provides a welcome attraction for children who have only a few pennies to spend, and adults who have a sweet tooth but who do not want to eat an entire candy bar or ice cream bar. Thorwald won this important location by pointing out the need for "odd change" vendors in addition to the standard refreshment counter in the theater lobby.

BILLBOARD HONORS '59 BULK VENDING LEADERS

CHICAGO-Ten leaders in the bulk vending industry were presented award plaques last week by The Billboard for their contributions and work in the field. The group has previously been cited as "Bulk Vending Newsmakers of 1959" (The Billboard, January 4). The award winners and their citations were:

- EVERETT GRAFF. NVA president and National Vending Machine Distributors Association's director led Texas tax fight and developed regional meeting concept to smooth manufacturerdistributor relationships.
- MILTON T. RAYNOR. Led National Vendors Association's tax and licensing battles, pushed fight for industry standards and sanitation.
- JANE MASON. National Vendors Association's convention secretary and general industry sparkplug, figured prominently in NVA's growth.
- MOE MANDELL. NVA exhibit committee chairman, NVMDA president, key distributor spokeman for East Coast trade and noted for developing operator standards thruout area.
- BERT FRAGA. NVA treasurer, NVMDA director, key spokesman in distributor organization and leading industry figure thruout Northwestern United States.
- JACK NELSON. NVA reservation committee chairman, NVMDA vice-president, largely responsible for distributor group's policies and leader in helping develop small operators.
- ELLIOTT LEVY. One of industry's most progressive operators and secretary of NVA, retired from bulk vending business late in 1959.
- DON MITCHELL. Partner with NVA counsel Milton T. Raynor, taking growing role in association leadership, developed new product liability and property insurance program for members.
- ROGER FOLZ. NVA vice-president, New York Bulk Vendors Association's president, led East Coast license and tax fights and started Florida operator association.
- ROLFE LOBELL. NVA convention chairman, re-elected by acclaim, received association plaque for outstanding contribution to industry and leader in convention planning.

MAKE YOUR **OPERATION MORE** PROFITABLE

It's here - the new Gold Medal Automatic Popcorn Vendor, The best value in popcorn vending machines.

Modern design, Unitized construction. Takes two nickels or a dime. National slug rejector.

POPCORN VENDING WILL BRING BIG PROFITS TO YOU

Make up to 8c profit on a dime sale. You pay 25% commission and net 50% profit.

Capacity 100 sales 20 x 20 x 60" low cost. Only \$295.00 f. o. b. Cincinnati.

Ask About Our

ATLAS

Finance Plan

GOLD MEDAL PRODUCTS CO.

308-18 E. THIRD ST. CINCINNATI 2, OHIO For over 25 years the most respected name in the Concession Industry.

JUMPING BEANS ... with painted faces, plenty of action . . . low, low price of \$5.00 per M for 5 M or more — \$6.00 for less than

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

5 M.

PENNY KING

Company

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

ATLAS MASTER . . . The proved 1c-5c Vendor

Time payments available on Oak machines through all distributors. All Oak machines are equipped



AMERICAN NUT 1061 Tremont Street Boston 20, Massachusetts BIRMINGHAM VENDING 540 2nd Avenue, North

Birmingham 4, Alabama BUYMORE SALES #6 Bayview Avenue Lawrence, L. I., New York DALE DISTR. (B.C.) LTD.

116E Seymour Street Vancouver 2, B.C., Canada GRAFF VENDING SUPPLY 2817 West Davis

Dallas, Texas H. B. HUTCHINSON CO. 1784 N. Decatur Road, N.E. Atlanta 7, Georgia

IMPRONTO VENDING 300 North Gay Street Baitimore 2, Maryland LOGAN DISTRIBUTING CO. 1650 West Division Street Chicago 22, Illinois

MCPHAIL VENDING 1218 Eglinton West Toronto, Ontario, Canada

DAK SALES COMPANY 2033 Fifth Avenue Pittsburgh, Pennsylvania

OAK SALES OF FLORIDA 1121 - 71st Street Miami Beach, Florida *OPERATORS VENDING*

1023 South Grand Avenue Los Angeles 15, California

QUEBEC VENDING CO. 109 Commissioner St. West Montreal, Quebec, Canada

RAKE COIN MACHINE EXCH. 609 Spring Garden Street Philadelphia, Pennsylvania

JACK SCHOENBACH 715 Lincoln Place Brooklyn, New York

SOUTHERN ACORN SALES 526-30 Bruns Avenue Charlotte 8, N.C.

STANDARD SPECIALTY CO. 1028 44th Avenue Oakland, California

STAR VENDING SUPPLY CO. 6327 Calhoun Road Houston 21, Texas VEEDCO SALES

2124 Market Street Philadelphia, Pennsylvania DAK MANUFACTURING COMPANY, INC.

11411 Knightsbridge Ave., Culver City, California

when answering ads . . . Say You Saw It in The Billboard

MANDELL GUARANTEED USED MACHINES

BULK VENDING

N.W. Model 49, 1¢ or 5¢	4.50
N.W. DeLuxe 1¢ or 5¢ Comb	12.00
N.W. #39 1¢ Porc	7.95
verted for 100 ct. B.G	6.50
Silver King Ié B.G. or Mdse	8.50
	2.00
Acorns 1¢ or 5¢ B.G. or Mdse 1	

MERCHANDISE & SUPPLIES

CHARLES CONTRACTOR CON	
Golden Non Parell Almonds, 5-lb.	
vac. pack tins, per lb	.85
Pistachio Nuts, Jumbo Queen, Red.	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tulip	.45
Pistachio Nuts, Vendor's Mix	.61
Pistachro Nuts, Sheik	.56
Cashew, Whole	.66
Cashew, Butts	.61
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
mixed NUTS	.57
Baby Chicks	.30
Kainbow Peanuts	.32
Boston Baked Beans	.33
Jelly Beans	.21
Licorice Gems	.21
M & M. 550 Ct.	.59
Hershey-ets	.47
	-
Rain-Blo Gum, 72 ct\$.30
Mair-erre, 100 ct., per 100	-35
Rain-Blo Ball Gum, 140 ct., 170 ct.,	
210 ct	.30
Rain-Blo Ball Gum, 100 ct.	.32
300 lb. minimum, prepaid on all	
Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct	.45
Wrigley's Gum, all flavors, 100 ct.	45

Wrigley's Gum, all flavors, 100 ct. .45
Beech-Nut, 100 ct. 45
Hershey's Chocolate, 200 ct. 1.30 Minimum Order, 25 Boxes, assorted. Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.

One-Third Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices, Write

NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN

SALES AND SERVICE CO.

MOE MANDELL 446 W. 36th St., New York 18, N. Y. LOngacre 4-6467

MASS DISPLAY

Florida Op Shoots Angles; Multi-Sided Stands Click

Straub, bulk operator here, is shoot- gether. ing angles to increase collections in supermarket and outdoor locations.

Straub's angle shooting consists the same stand, each facing a different direction but occupying a minimum amount of space.

five, six and even eight machines, mately three feet in diameter by and are built of heavy plywood to three and one-half feet high. These hold a considerable amount of are located in large roadside super- to spend time with their own weight.

Flat Sides

Each of the stands consists of a series of flat sides, with a corner in between, so that while the stand space directly below each machine is flat, the next space on the right or left angles is off a few degrees.

Looking down from an octagonal stand, the largest to be used by the Florida operator, gives the impression of a circle with part of the curvature of the rim cut away. In this way, eight venders, each set around the periphery, are displayed with a wedge-shaped space in be-



ST. ANDREWS, Fla. - Emil tween and their backs close to-

The advantage of such stands, according to Straub, is simply that

"every machine is easier to see," of building unique many-sided no matter what angle a shopper stands which permit him to install comes from in a supermarket. several types of bulk venders on There is also plenty of space for servicing and repairs.

Octagons

Straub has only two of the octa-Typical stands provide for three, gonal units, which are approximarkets in this city.

> Others with four sides are used in smaller stores, and three-sided varieties are in many small supermarkets, drugstores, candy stores, gift shops, amusement arcades and

> Collections are always better wherever the multi-sided stands are shown, Straub has found. Adults are just about as susceptible to such displays as children, and following the modern-day merchandising rule that mass display will always boost sales, the idea has paid off.

> Straub admits that he has had considerable trouble in selling many of his location owners on using the oversized stands, except where big supermarkets of from 15 to 25,000 square feet of space are concerned. Because the stands are so much in keeping with the supermarket type of thinking, they are frequently accepted in this form of outlet.

Smith Brothers

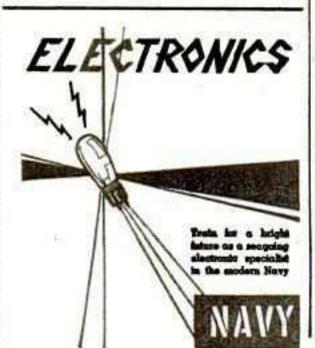
Continued from page 130

carts which they wheel up and down the aisles, buying whatever charms or fill they desire.

Not all of Logan's business, however, is done by personal sale. In fact the ratio is about 50-50 between over-the-counter sales and mail-order.

Here again the Smith brothers prepare the daily shipments that are sent to operators thruout the entire Midwest. Everything from machines, stands and fill to the smallest spare parts are carefully wrapped and prepared for their daily trip to the post office.

When not working, the boys like families. Both are married, with Dan already the proud father of two sons. Among hobbies, the boys number bowling, swimming and pool, the Don admits he's nowhere near as proficient as brother beach pavilions thruout the entire Wayne, the holder of several amateur championships.



AMAZING-MYSTIFYING JUMPING BEANS

COLORED PLASTIC

1M to 9M\$5.00 per 1,000 10M and up\$4.20 per 1,000

GLEAMING VACUUM-PLATED

1M to 9M\$8.00 per 1,000 10M and up\$7.00 per 1,000

Kall at your distributor or ...

33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8393

Terrific Eye Catchers!

ROCKET SERIES

- All large size gimmicks
- Brilliantly vacuum plated
- Large variety
- Vends 1 at a time
- Can be used in capsules and so forth

Only \$6.25 per M

Order from your distributor or:



YOUR AUTHORIZED DISTRIBUTOR

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDORS . . . PARTS AND SUPPLIES. TOMORROW'S VENDORS TODAY



VICTOR'S

PEN **VENDORAMA®**

Victor's revolutionary and unique method of selling ball point pens.

The revolving action displays all pens and assures positive delivery. The cabinet is solid oak, trimmed in chrome. screened, and baked enameled in beautiful complimentary colors. Size 12"x7"x161/2" high. Capacity 168 ball point pens, vending at 10c each.

SUPER-100 CONSOLE MODEL

A show piece, designed for those choice locations. Fast Play-Big Profits-Holds two cases of Century 100 Count Ball Gum or 3,600 Balls. Super-100 is colorful and very attractive! Cabinet is solid oak with chrome-plated legs. Size 151/2" x 151/2" x 48" high.

WRITE YOUR NEAREST VICTOR DISTRIBUTOR FOR COMPLETE DETAILS AND PRICES

GREAT NEW SUPER

100 CONSOLE MODEL

Bernard K. Bitterman 4711 E. 27th St. Kansas City, Mo. WA 3-3900 Iowa, Neb., Mo., Kan., Colo.

Logan Distr. Co. 1850 W. Division Chicago 22, III. HUmboldt 6-4870 III., Ind., Ohio, Wis., Mich., Ky.

Champion Nut Co. 1194-1198 Tremont St. Boston 20, Mass. Highland 5-8935 Mass., Conn., R. I., N. H., Vt., Me.

Ed Flanagan Northwestern Sales & Service Co. 446 W. 36th St. N. Y. 18, N. Y.

LOngacre 4-6467

New York State

Ellingworth Supply Co. 659 Adams St., N.E. Mpls. 13, Minnesota SUnset 8-6972 Minn., N. D., Mont., S. D., Wyo.

Parkway Machine Corp. 715 Ensor St. Baltimore 2, Md. EAstern 7-1021 Va., Md., W. Va., Del,

Graff Vending Supplies 2817 W. Davis Dallas 2, Tex. WHitehall 8-7117 Okla., Ark., Tex., Miss., La., N. M., Ariz.

Standard Specialty Co. 1028 44th Ave. Oakland 1, Calif. AN 1-9037 Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands

H. B. Hutchinson, Jr. 1784 N. Decatur Rd., N.E. Atlanta 7, Ga. DRake 7-4300 N. C., Ala., S. C., Tenn., Ga., Fla.

Veedco Sales Co. 2124 Market St. Phila. 3, Pa. LOcust 7-1448 Pa., N. J.



VICTOR VENDING CORPORATION

www.americanradiohistory.com



Frozen Orange

Stocks of frozen orange juice concentrate currently are much larger than a year earlier, and production will continue seasonally heavy this winter and spring, Agriculture Department says. With supplies larger and retail prices likely to average somewhat lower, civilian per capita consumption will likely be a little larger this year than last. For 1959, consumption of frozen citrus juices is estimated at 5.4 pounds per person.



Electric Money Maker Famous ACME

ELECTRIC MACHINE



Time proven favorite for health and amusement. Electric vibrafory current increased at will by player. One dry cell battery good for 1,500 to 3,000

Sample\$28.13 2 and up 23.50 Floor Stand 5.00 1/3 Deposit, Balance C.O.D., F.O.B. N. Y.

We stock a complete line of Vending Machines, Stands, Parts, Supplies, Charms, Eapsules, Merchandise and Ball Gum.

ORDER TODAY

J. SCHOENBACH

Distributors of Amco Vending Machines 715 Lincoln Place, Brooklyn 16, N. Y. PResident 2-2900

'Peppermint Sticks' Start Big in Chicago



PAUL CRISMAN shows off the new Pepper-Mint Stick stand and machine unit, causing a great deal of operator excitement in his shop recently.

CHICAGO - A new four-mais arousing a great deal of operator drink machine operator trade. interest in Chicago.

Shown above by Northwestern's Windy City distributor, Paul Crisman, the unit combines Northwestern's familiar four-in-a-row cabinet stand in striking red and white stripes and four golden '59 machines in alternating red and and white trim.

The package—four machines and stand—are priced at \$79, including straight 1-cent or 5-cent vending. Combination penny and nickel vending is an additional \$3 per machine.

Kiddies & Tots

The units have been especially popular with operators in kddie and tot locations, Crisman said, and it has received some excellent results in supers and chains.

DISTRIBUTORS,

Be the first in your

OPERATORS

area with this

Exclusive Vendor

Crisman's firm, King & Comchine unit, aptly named Pepper- pany, has also added a new line mint Stick, introduced by the of Nestle's soup, coffee and hot Northwestern Corporation recently, chocolate mix, catering to the hot



penses all small products from peanuts to capsules and jumbo ball gum Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."

CLEVELAND COIN Machine Exchange, Inc.

2029 Prospect Ave., Cleveland 15, Ohio Phone: TOwer 1-6715

I am interested in improving my bulk vending operation. Please sond me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines. COMPANY. ADDRESS. Fill in coupon, clip and mail to: BERNARD K. BITTERMAN 4711 East 27th Street Kansas City 27, Mo. We handle complete line of machines, parts & supplies.

J. VENDORS, Inc. 4643 West Washington Blvd.
Los Angeles 16, Calif. WEbster 1-6644

Exclusive Manufacturers of Vending Machines for Cracker Jack.



RESPONSE TO OUR TRADE-IN DEAL HAS BEEN FABULOUS!

We are extending it another month on any vending machine or counter game TOWARD PURCHASE OF NEW ACORNS or NORTHWESTERN '49's, '59's Send list

RAKE COIN MACHINE EXCHANGE

609 Spring Carden Street Philadelphia 23, Pa. WAlnut 5-2676

IMPORTANT MEMO TO MEMBERS OF THE

NATIONAL VENDORS **ASSOCIATION**

AND ALL OTHER FIRMS IN THE BULK VENDING INDUSTRY

Your Annual Convention is supported wholeheartedly by The Billboard . . . the only trade publication bringing you complete weekly editorial coverage of your industry. Weekly coverage which includes:

NEW TRENDS . TRADE NEWS . BULK **BANTER • SUCCESS STORIES OF OPERATORS** & DISTRIBUTORS . SERVICING PROCEDURES PENDING LEGISLATION . FINANCING AND TAXES • LATEST N.V.A. NEWS

PLUS! . . . all the other things you must know to properly conduct your own business. Advertise your product/(s) in the media which will bring you the greatest return for your advertiser dollar . . . THE BILLBOARD! Weekly The Billboard carries the advertisements of manufacturers, distributors, jobbers and suppliers of vending machines, scales and supplies of every description . . . these advertisements are in turn read by Bulk Vending Operators who buy the lion's share of your products.

COIN MACHINE DISTRIBUTORS place 80% of their trade paper advertising in THE BILLBOARD. Doesn't this seem to prove that THE BILLBOARD does bring RESULTS for advertisers?

The N.V.A. Convention will be held in Grand Bahama Island, April 21-22-23-24 THE BILLBOARD'S N.V.A. CONVENTION ISSUE WILL BE DATED APRIL 18!!!

ADVERTISING DEADLINE **APRIL 13!!!**

You can Promote YOUR Convention by using hard-selling advertising copy on your products in The Billboard's N.V.A. Convention Issue . . . which will be distributed free to all who attend the Convention at Grand Bahama Island.

You Can Promote YOUR Convention by using advertising in The Billboard's issues prior to the Convention . . . by having your od capy offer complete information about your National Convention . . . and encourage your operator's attendance at the Convention!

In 1960 the members of the N.V.A. have had the best opportunity they have ever had to promote their Association and increase their membership. The increase will come . . . anly by each and every member becoming Convention Conscious . . . and by advertising in The Billboard . . . cause your operator customers in turn to become Convention Conscious!

WHY WAIT? . . . PLAN NOW to have your products and services displayed in the magazine that reaches both your potential and old customers . . THE BILLBOARD. Advertise in our special N.V.A. Convention issue as well as preceding issues! Tell the Operator "that the N.V.A. Convention of '60 promises to be the greatest and most important in its history."

Complete information and advertising rates can be obtained from The Billboard office nearest you. Place your reservation for advertising space today!

THE BILLBOAD PUBLISHING CO.

CHICAGO 1, ILL. 188 W. Randolph St. CE 6-9818

Dick Ford lack Sloan

HOLLYWOOD 28, CALIF. 1520 North Gower HOllywood 9-5831 Sam Abbott

NEW YORK 36, N. Y. 1536 Broadway PLaza 7-2800 Dick Wilson

ST. LOUIS 1. MO. 390 Arcade Bldg. CHestnut 1-0443 Frank Joerling



Communications to 188 W. Randolph St., Chicago I, Ili.

Industry PR Group Changes Name to Coin Machine Council

tee members of the Information tributors' Association. Council of the Coin-Operated Equipment Industry voted Satur- agreed that if the effort is to be from \$300 to \$1,000, depending day (5) to change the name of the successful, it must have widespread on their volume of business. industrywide public relations group support from operators and distribto the Coin Machine Council, for utors thruout the nation. public relations.

facturers, some distributors, the which classification he belongs.

Dues structure for operators First chore of the CMC is to was set at a minimum of \$5 and sell the public relations program a maximum of \$50, with \$10 and to the industry. The initial effort \$25 classifications. It would be up is being borne by a few manu- to the operator to determine to

CHICAGO-Executive commit- the National Coin Machine Dis- applies generally to suppliers) is set at \$25, \$100 and \$250. Manu-Executive committee members facturers pay annual fees ranging

> Elected vice-presidents of the Coin Machine Council, for public relations, were John Bilotta, Newark, N. Y.; E. W. Holyfield, New Orleans; Harold Lieberman, Minneapolis, and George A. Miller, MOA president.

Other officers, previously elected, Music Operators of America and Affiliated membership (which are Lou Casola, Rockford, Ill., president; Herb Jones, Bally Manufacturing, secretary, and Herb Oettinger, United Manufacturing, treasurer.

PR Counsel

The public relations firm of Herbert M. Kraus & Company has been retained as counsel for the group. While the initial work of the Kraus organization will concern itself with membership, its principal function will be to tell the story of the coin machine industry in newspapers, magazines, radio and television.

A finance committee, with Herb Oettinger, United Manufacturing, as chairman; Lou Casola, CMA president, and Bob Slifer, National Coin Machine Distributors' Association, executive secretary, as members, was named.

Attending the meeting were Clint Pierce, Brodhead, Wis.; Art Weinand, Chicago Dynamics; Ed Ratajack, AMI; Les Montooth, Peoria, Ill.; Bob Slifer, NCMDA; Herb Jones, Bally; John Bilotta. Newark, N. Y.; Herb Oettinger, United; Lou Casola, Rockford, Ill.; Sam Lewis, Williams Manufacturing; Aaron Sternfield, The Billboard, and Lee Brooks, Cashbox.

EDITORIAL

Help Wanted—Yours

Last Saturday a group of dedicated men met in a Chicago hotel room. The purpose of their meeting was, in part, a selfish one; each man was concerned with the future of his business, and each man realized that unless action is taken, there might not be any business about which to be concerned.

The group has a new name. It's the Coin Machine Council, for public relations. The purpose of the group is clearly stated in the title—to do a public relations job for the industry—their industry and your industry.

Right now, a handful of men are carrying the load. They are giving freely of their time, money and efforts. So far, they have been successful in getting the framework of a public relations program organized. But that's about as far as they go without your help.

If you haven't suspected it by now, this editorial is going to be a pitch for money. But before we ask you to pull out that checkbook, we'd like you to know how the money will be spent. It will not be spent to influence legislation on either the

federal, State or municipal levels.

It will not be spent to do a whitewash job for any corrupt elements attempting to gain a foothold in the industry.

It will not be spent to fight the legal battles of any operator,

distributor or manufacturer. It will be spent to make sure that the industry gets a fair

shake in the mass media. It will be spent in disseminating the facts to newspaper and

magazine editors and to radio and television stations. It will be spent to educate the molders of public opinion

to the fact that members of the industry are engaged in the legitimate enterprise of selling low-cost entertainment to the public. It will be spent in getting across to the public that the vast

majority of men in the industry are decent, hard working people. The misconceptions held by editors, reporters, radio and television newsmen and the public in general will not die easily. The stereotype of the juke box or amusement game operator as a corrupt influence on the community is held by too many Americans.

Truth is generally the best antidote for these misconceptions, but it takes long periods of time and costs large amounts of money to spread the truth.

Neither the executive committee members nor the public relations firm engaged to represent the industry know exactly how much time or how much money it will take.

But they do know this: Without support from a majority of operators, the program doesn't have much chance of success. During the next few weeks you will be solicited for dona-

tions by the Coin Machine Council for public relations. You will be asked for contributions of from \$5 to \$50. How much you care to give will be up to you. Give what you can affordbut please give something.

European News Briefs

Wurlitzers Now Made in Italy

LEGHORN, Italy—Wurlitzer is carving a beachhead here for an invasion of the European Common Market. The Italian concern of Notomat, Wurlitzer general agents for Italy, has started production of Wurlitzer juke boxes under license. Notomat intends producing for the Italian juke box boom and expanding into production for the six countries of the Common Market as the market takes shape.

Dutch Court Rules on Copyright

THE HAGUE, Holland-The court at Leeuwarden has issued a decision sharply restricting grounds for prosecution of music copyright infringement.

The court has ruled that, in general, location owners, operators and patrons cannot be prosecuted for copyright infringement involving juke box records.

GUMA, the Dutch copyright organization corresponding to ASCAP in the U.S., had petitioned the court for a ruling that patrons, as well as operators and location owners, can be prosecuted for playing juke box platters upon which the copyright fee is unpaid.

The court ruled, however, that patrons were liable only when they had prior knowledge they were playing a record involving

copyright infringement.

But the court said the patron cannot be expected to investigate the copyright background of a juke record. The court decision added that prosecution can only be undertaken where it can be proved that patron, operator and site owner collectively violated the copyright law knowingly and openly.

Coin Firms Set for Paris Show

PARIS—France's coin machine industry is planning to turn out in force for the 1960 Paris Fair, which will be held May 14-29 at the exhibition grounds near Porte de Versailles. Every major French coin machine producer has reserved space, as have firms from West Germany, the U. S. and Britain.

Treuten Resigns German Post

HAMBURG, Germany-Franz Treuten has resigned as chairman of the North German coin machine operators' association for

The association's annual meeting voted Treuten, a Hamburg coin machine pioneer, a resolution of appreciation for his "tireless devotion" to the association and elected him honorary chairman.

Carl-Heinz Wende was elected Treuten's successor, and Martin Michalski, deputy chairman. Others elected were Hermann Heusser, treasurer, and Erich Schneegas, Walter Woehler and Max Walden, directors.

Coin Machine TV Documentary

HAMBURG, Germany-West German TV carried a program documentary on this country's coin-operated equipment recreation

Dr. Eugene Kogon, a prominent commentator and publisher of a monthly magazine of current affairs, joined with Dieter Koch and Hans Heinrich Muchow, a psychologist specializing in social issues and youth, to produce the amusement area program for Dr. Kogon's regular TV program, "A Glimpse at the Present."

The film was made in a typical amusement area at the peak evening hours, a hall with coin games, juke boxes and the legalized diluted pay-out machines with a jackpot limit of 25 cents.

The patrons shown on TV were a cross-section of laborers, truck drivers, brick layers, bakers and trades apprentices. The majority visited the area twice weekly and spent 35 cents an evening (compared with average weekly wages of \$15).

The program interviewed a number of typical area patrons. The majority said the amusement area was the only pleasant place they could meet friends without going to a bar.

The program presented the amusement halls in a light sharply contrasting with the den-of-inequity treatment habitually ladled out by

enlightened public relations can end the press-industry feud.

the German press generally. It is taken as evidence by most of the coin machine industry that

On Compatible Stereo Disks

By REN GREVATT

NEW YORK — Despite the fact that an air of controversy continues to surround the subject of a compatible stereo record, highlighted by a statement last week from the engineers' committee of the Record Industry Association to the effect that the compatible stereo disk is no closer to reality than it was two years ago, juke box interests, including distribs and operators, are showing keen enthusiasm for the development.

Earlier this year, The Billboard published an exclusive report of development work done on a cutting method which would produce a stereo and a monaural recording on the same pressing. The work was carried out by engineer Les Cahan of Beltone Recording Studios here, employing the so-called Fairchild cutting process. Design Records has tested the disks in stores over a period of months with favorable response.

At the time of the unveiling of the process, a great stir occurred within the music trade. Engineers, who would normally not be exturn of mind, attacked the system because they alleged the process resulted in a substantial loss of low frequency response. On the other hand, there were many others who felt that these frequencies were "the ones you can't hear anyway." Only a small fraction of the total market has the kind of needed it. expensive home phonos that would Stern was also active in the ton High School.

argued.

Mixed Reactions

Juke Box Interest Still High

the ones who would ultimately within the juke trade are known derive great benefits from compat- to be highly enthused over the ible records, viewed the develop- coming of such a record. Meyer ments with mixed reactions. In this Parkoff, head of Atlantic New case the explanation was simply York, Seeburg outlet here, noted: that there is a great deal of in- "It would really help us, believe ventory now pressed and in deal- me. Operators who haven't been ers' hands, both stereo and mon- able to get stereo records would aural which would tend to be

reproduce these lows anyway, they quickly obsoleted should the compatible idea take hold.

Despite these counter-currents Record companies and dealers, of opinion, responsible elements

(Continued on page 145)

Trade Pays Final Respects to Al Stern, World Wide Founder

for Al Stern, 50, founder and on the board of directors. president of World Wide Distributors, were held Friday (11) at the Weinstein Chapel here. Stern, a what is alleged to be considerable 25-year veteran of the coin machine industry, died suddenly Music and Monarch Distributors Wednesday morning (9).

A leader in philanthropic as well as industry activities, he was presipected to be of a compromising dent of the Edgewater Heart Association, an organization which assisted people who needed surgery out to pay their final respects. for heart diseases. One of the

CHICAGO — Funeral services Sharre Tikvah Temple and served

In 1946, he founded World Wide which is distributor for the Rock-Ola line of automatic phonographs and several game lines. Prior to that, he was connected with Atlas here.

Officiating at the services Friday were two of his close friends, Rabbi Gutstein and Cantor Lind of Sharre Tikvah. A large representation of coin machine people turned

He leaves a widow, Ruth, and policies of the Edgewater Heart three sons: Joel, 25, associated Association was to provide free with World Wide; Dr. Mark, 27, heart surgery for all members of on the staff of the Cedars of the coin machine industry who Lebanon Hospital, Los Angeles, and Loren, 17, a student at Evans-

TRADE LEADERS GIVEN PLAQUES BY BILLBOARD

CHICAGO-Ten industry leaders this week were presented plaques by The Billboard in recognition of their contributions to the coin machine industry. The men had been previously cited as "Newsmakers of 1959." Legend on the plaques read:

• AL (SENATOR) BODKIN. Spark-plugged the move of the New York State Coin Machine Association to form its Public Relations Committee and worked with leading civic and church figures to put a youth program into operation.

• LOU CASOLA. Gave untiringly of his time and talents to help organize and head the Information Council of the Coin-Operated Equipment Industry. Also showed the way to diversification by entering full-line vending.

 AL DENVER. For years a fighter against corrupt elements who have attempted to infiltrate the industry, capped his efforts by telling of the operator's plight before the McClellan Committee and helped that committee expose hoodlums.

 HOWARD ELLIS. President of the Nebraska Music Guild and vice-president of MOA, Ellis was a leader in the fight against the proposed ASCAP legislation and was active in the efforts of the NMG to give assistance to victims of cerebral palsy and to retarded children.

• DAVID GOTTLIEB. Head of the manufacturing firm bearing his name, made a cash contribution of \$750,000 for a 120-bed, non-sectarian hospital in Leyden Township, Illinois. Witnessed the ground breaking for the hospital in June.

 GEORGE MILLER. President of the Music Operators of America, led the fight against ASCAP legislation. Gave unstintingly of his time to help organize an industry-wide public relations committee.

 DAVID ROSEN. Prominent Philadelphia distributor, a leader in the drive for the Variety Heart Fund and a pioneer in setting up teen-age centers for coin machine recreation.

 JACK ROSENFELD. Veteran St. Louis distributor, founded the concept of coin-operated teen-age youth centers and did much to aid in the spread of these institutions thruout the nation.

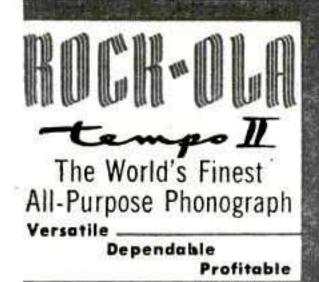
• JIM STEVENS. Thru his hard work in the West Virginia Music Operators' Association, rose to the presidency of that group.

· LEON TAKSEN. Harrisburg, Pa., operator organized the Amusement Machine Operators' Association of Pennsylvania, which, in the period of one year, grew into an articulate and potent trade group.

Completes Organization Changes

Amusement Machine Operators' board. Association of Pennsylvania has made several organizational changes the dropping of the monthly general in hopes of knitting a stronger group.

Leon Taksen, manager of the Pennsylvania AMOA, announced today that the organization's board of directors would be doubled in number from 18 to 36. This means each county represented in the State group will have two repre-





GIVE TO DAMON RUNYON CANCER FUND

HARRISBURG, Pa .- The sentatives instead of one on the

Another drastic change will be meeting. The membership as a whole will meet only "three or four times a year" in the future. The board of directors, however, will continue to meet once a month.

Board Sets Policy

explained, "the board of directors 20 different factors could be menwill do most of the work. They will tioned as contributing to the gradube the policy-making group. The al decline, perhaps the principal only time the entire membership factor is also the easiest to underwill be summoned for a special stand: A 10-year pumping of coin relatively virgin territory. meeting more frequent than three machines to foreign markets that or four times a year will be in the had to trail off as markets filled up. event something really important comes up."

larged board of directors will be but the boom appears over, at least held Wednesday (16) at the Blue for a few years. Foreign tradesters Ridge Country Club just outside of are getting more and better domes-

ship meetings was held Wednesday port needs. a week ago (2). The guest speaker was Paul Forte, executive director U. S. games, are still international- This is under the November volume of the Pennsylvania State Tavern ly regarded as the best that money of \$1,551,551 on 4,390 units. Association.

Forte Talk

He told the group that almost all of the members of his group have machines of the amusement machine operators' organization members on location in their taverns. Forte urged close co-operation between the two associations and said their aims this year or in the near that this would prove beneficial for future. all concerned.

The tavern unit head pointed out that the amusement group was still in its infancy and that it could profit in the coin machine trade, eased up from the experience of his group in some areas but tightened in He pointed out that the two associations face many common prob- was the Italian game market, where lems.

told Forte that they appreciated his pick-up was made in Britain, where offer.

adding more operators and dis- were lifted. Latin American natributors each week.

Coin Machine Exports

December, 1959

72 8		Phonographs		Phonographs	Amus	ement Games	e"".	Totals
Country	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	211	\$152,591	147	\$ 49,853	970	\$108,282	1,328	\$ 310,726
W. Germany	293	172,948	44	24,684	436	44,661	773	242,293
Venezuela	45	44,129	6	4.214	2,068	120,450	2,119	168,793
Canada	118	83,668	3	1,675	298	37,071	419	122,414
U. Kingdom	27	20,421		De la	146	25,886	173	46,307
Denmark	50	37,458	_	-	country.	SERVERS SERVERS	50	37,458
Netherlands	1	830	32	12,935	256	16,469	289	30,234
Norway	41	29,345	-	_		0.00M	41	29,345
Sweden	10	8,217	- T	-	57	19,657	67	27,874
Austria	_	_	30	27,210	_	-	30	27,210
France	16	6,316	53.0		39	15,325	55	21,641
Ecuador	23	16,669	-		10	3,370	33	20,039
Switzerland	16	11,930	-	₹ <u>-</u>	19	7,067	35	18,997
Brazil	2	1,600	1-		20	14,337	22	15,937
Honduras	6	4,752	15	10,690	-		21	15,442
Nan. Is. (Pacific Base)	17	14,422		_	-		17	14,422
Italy	30	9,178	-		4	3,247	34	12,425
Other Countries	58	34,777	104	30,946	257	34,542	419	100,265
Totals	964	\$649,251	381	\$162,207	4,580	\$450,364	5,925	\$1,261,822

59 Exports Slipped \$2½ Mil.

By KEN KNAUF

CHICAGO - Export of U. S. juke boxes and games dropped off more than \$21/2 million in dollar volume last year, continuing a gradual decline that began in the 1958 year following 1957's record near-\$25 million.

With the final 1959 month's report in from the U. S. Department of Commerce, figures for the year show juke and game volume totaling \$18,808,766 on 51,829 machines. This compares to \$21,-393,824 on 59,122 machines in

peak in 1957. Then, with hungry France is looking for improvement, markets apparently filling, demand and a number of other markets not slacked off.

All Categories Down

New Juke boxes, used boxes and games divided slices of the \$21/2 million drop fairly evenly.

New jukes dropped from \$11,-668,264 to \$11,019,824 (\$648,-440 off). Used jukes slid from \$2,608,532 to \$2,143,809 (\$464,-723 down). Games back-tracked from \$7,117,028 to \$5,645,133 (\$471,895 behind).

Why the drop, and what does "Under our new set-up," Taksen the future hold? Altho as many as

Boom Over

Is there room for more U.S. The first meeting of the new en- machines overseas? Of course; tic machines as the months go by, The last of the monthly member- and these are sure to cut into im-

> period, is not easily upset and made \$323,738 on 4,651 units. won't be endangered until foreign products draw alongside them in quality. European producers-particularly the Germans-pose such a 1959 monthly average. Some imthreat, but are not likely to realize

Gains & Reversals

Trade restrictions, always a bugaboo to importers and exporters others last year. Most serious loss five-ball pin games drew disfavor The amusement machine men from government authorities. Top restrictions on U. S. coin machine Taksen said that his group is imports imposed since the war, tions generally cut back their coin

mained nearly the same.

The 1959 year saw Britain climb back into the top 10 coin machine import markets and Italy A. JOHNSON, 53, drop gradually down the list. But Belgium and West Germany continued to account for the top runs month by month, with Venezuela, Canada, Switzerland and the Netherlands almost always among the top markets.

The Scandinavian countries expanded their U. S. coin imports Exports had skyrocketed year by and appear to be on a continuing year thru the Fifties, hitting their upward swing in this respect: previously noticed on the export charts are popping their heads in

Games New Attraction

While juke boxes have been a familiar item to most nations, U. S. amusement games are only now beginning to take hold in many countries. It may well be that this year could start an international boom on games. Britain, particularly, is showing strong interest in U. S.-type coin-operated bowling alleys, seldom seen in the Isles before last year. While the juke box market in Britain may be to large extent a replacement market, games are a fresh attraction with a

All months of 1959 topped the \$1 million volume mark, with the best run in April-nothing just above \$2 million. No other 1959 month hit \$2 million, with the monthly average running \$1,567,305 compared to the 1958 average of \$1,782,818.

The December 1959 shipments, issued last week by the U. S. Department of Commerce, hit But U. S. jukes, and particularly \$1,261,822 on 5,925 machines. can buy-even tho they usually do (See chart this section.) Decemrequire more money. Such a repu- ber's vending machine shipments tation, acquired over a 10-year (not included in figures above)

> Each of the two final 1959 months were below the 1958 monthly average, and below the



import quotas from previous years. | provement can be expected in the With the tightening about equaling opening months of 1960 which will the loosening, over-all results re- be reported as figures are issued beginning in about 30 days.

DIES SUDDENLY

CHICAGO - Funeral services for Arnold Johnson, 53, board chairman of the Automatic Canteen Company, were held here Saturday (12) at the Fourth Presbyterian Church. Johnson died two days earlier after collapsing at the wheel of of his automobile at West Palm Beach, Fla. Johnson is best known in the automatic phonograph industry because of Canteen's subsidiary, AMI, a major manufacturer of juke boxes. He was also president of the Kansas City Athletics and a director of 20 corpora-

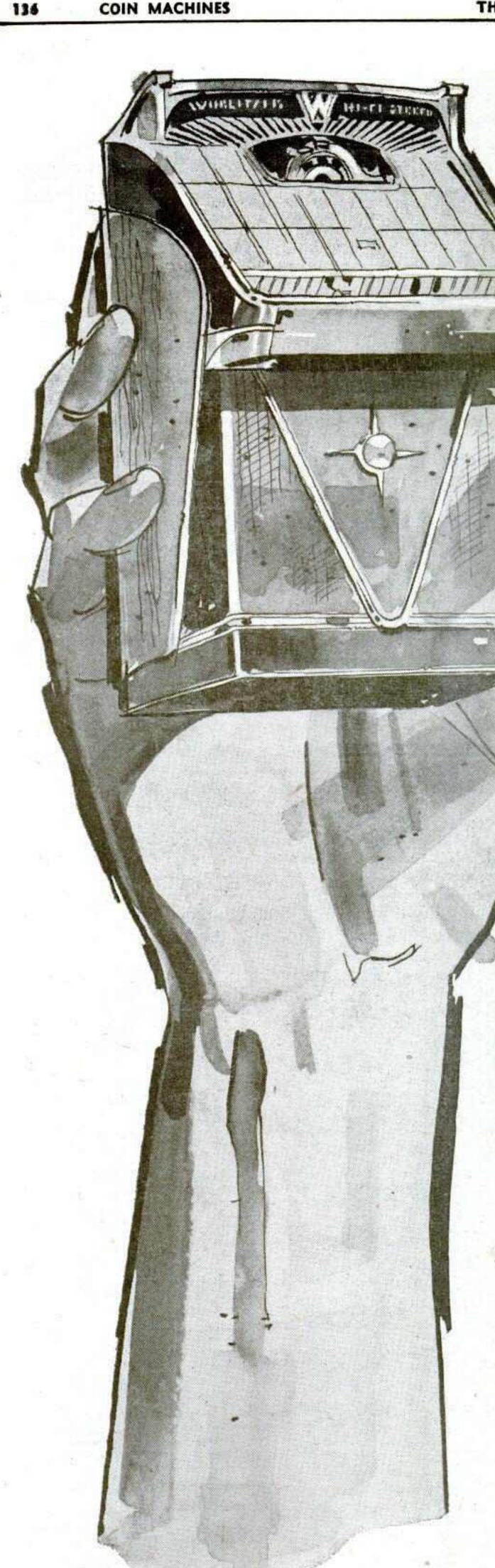


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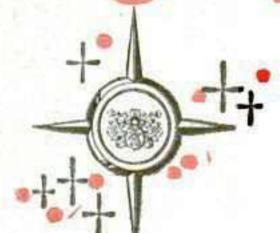
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Jet Bowler 8/54

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Lucky Alley 8/58 ..

King Pin Bowler 9/55 250 Midget Bowling

630

Alley 2/54

Alley 3/58

285 Lightning 2/55

The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas-East, West and Midwest.

Sittin' Pretty 11/58 ...

75 2 Sea Belles 9/56 ...

160 Silver 10/57

150 Sluggin Champ 4/55.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in differ-

MUSIC		Magic Bowler 12/54.5 Mystic Bowler 12/54				Straight Flush 12/57 \$ Straight Shooter 2/59	190		90	Pinch-Hitter (Wms) 3/59 S 3		Meteor Hot Rod (Meteor)S	101
Mosic		Pan American 6/59 .	The second care from the second	ainbow Shuffle		Sunshine 9/58	- AND A R. R.	Big League Baseball	30			4 Midget Racer	150
AMI		Rocket Bowler 8/54 .	90	Alley 5/54	J. J. S. L. H. L.	4 Score-Board 4/56	100		OF PROPERTY OF	Polar Hunt (Wms)		(Paydun)	300
D-40 (40), 1951S D-80 (80), 1951		Speed Bowler 11/58 . Star Shuifle 9/58	Control of the Contro	legulation 11/55 loyal Bowling	The second second second	Stagecoach 11/14 2 Super Circus 9/57.	11.2010.2018	Big Top (Gen) 11/54. Bike Race (Mun) 5/58	490	4/55	85 5	Stutz Bearcat (Bert Lane)	271
E-40 (40), 1953	135	Strike Bowler 11/57 .	290	Alley 12/57	335	4 Super Jumbo 10/54	170	Bing-O-Reno (Sci)		9/55	85		
E-80 (80), 1953		Super Bowler 1/58	1 Section 1, 1971	elect Play 6/56		2 Toreador 6/56 Twin Bill 1/55	125	3/55	part of the same of	4.10 이 시간 전투 경기 수 있다면 하다 있다면 하지 않는 경기 때문에 가는 사람이 되었다면 하다 하다 하지 않는데 하다 하지 않는데 하다 하지 않는데 하다	00	BOATS	
E-120 (120), 1953 F-40 (40), 1954		Trophy 4/58 Victory Bowler 4/54 .	100000000000000000000000000000000000000	huffle Targette 8/54	41 100 100 100 100	2 Whirlwind 2/58	100000000000000000000000000000000000000	Burp Gun (Dale) 5/57		Rifle Gallery	100	Bally Boat (Bally)\$ Meteor P.T. Boat	250
F-80 (80), 1954	315	CHICAGO COIN	1000	SIGN STREET STREET, STREET STREET, STREET STREET		Wishing Well 9/55		Carnival Gun (Un)	105		125	(Meteor)	150
F-120 (120), 1954 G-40 (40), 1955	2000	All Star Team	200	#148001400=0.04 # G.A.O. (4 G.M. * 10 F.M.) 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00	150	World Champ 8/57.	125	10/54 Champion Baseball	135	Rock n Roll (Muto) 5/56	40	Miss America (Bert Lane)	250
G-80 (80), 1955	350	Bowler 11/55\$	155 T	eam Shuffle		UNITED		(Gen) 7/55	105	St. Christopher		Scientific Boat	
G-120 (120), 1955 G-120-1 (120), 1956	100000000000000000000000000000000000000	Blinker 8/55 Bonus Score 5/55	and the second s	Alley 2/54	CO 2521	Brazil 9/56	80	(Gen) 3/57	235		205	(Scientific)	150
G-120-1 (120), 1956		Bowling Team 10/55.	100000000000000000000000000000000000000	Venus 4/55	A DECEMBER OF THE PERSON NAMED IN COLUMN TWO	Havana 1/54	25	Coon Hunt (Seeb)	-00	Satellite Tracker		Sea Skate (Exhib) Speed Queen (Bally).	300
G-200-1 (200), 1956		Bowling League 7/57	275 Z	enith 5/59		Hawaii 8/54	25		120	(B-L) 12/58 4	450	Tug Boat (King-Pin)	17
G-200-2 (200), 1956 G-200-3 (200), 1956		Bull's Eye Bowler 7/55	195			Manhattan 3/55 Mexico 4/54	25	Crane (Wms) 3/56 Criss Cross Hockey	90	Scramball (Keen) 8/58 Shooting Gallery	30	LOCOMOTIVES	
G-200-4 (200), 1956		Championship 11/56.	305	PINBALLS	R. P.	Monaco 7/56	125	(CC) 9/58	235	(Exhib) 5/54	80	Choo Choo (Bert	
G-200-5 (200), 1956	625	Criss Cross Target	FO .	BALLY		Nevada 8/54 Playtime 6/57	25 135	Cross Country (Keen)	75	Shortstop (Wms) 4/58 3 Sidewalk Engineer	305	Lane)\$	25
H-200 (200), 1956 H-120 (120), 1956	0.00	Double Feature 12/58	425		# SECTION	Pixies 9/55		Crossfire (Wms) 3/57		(Wms) 4/55	90	King Choo Choo	22
H-100 (100), 1956	475	Feature Bowler 7/54.	7 1 1 1	Ballerina 6/59S Balls-A-Poppin' 10/56	70	Singapore 10/54		Dale Pom-Pom	0.000		290	(King) Old Smokey Train	22
H-200M (100), 1957	1.00	Fireball Bowler 11/54 Flash Bowler 10/54	133 1	Bally U. S. A. 7/58	205	South Sea 5/56 Stardust 11/56	80	(Dale) 4/59 Davy Crockett	450	Sky Rocket (Gen) 5/55 Softball League	143	(Retail or Marvel)	25
1-200 (200), 1957 I-120 (120), 1957	Contract to the	Holiday Bowlers 9/54	1.4	Beach Beauty 11/55 .	75	Starlet 11/55	55	A COLOR STORY OF STORY OF STORY	175		395	Toonerville Trolley	22
1-100 (100), 1957	635	Hollywood 4/55	1 5 5	Beach Time 9/58 Big Show 9/56	300 110	Triple Play 6/55		Deco Grandma	1060500	Spage Age (Gen) 3/58	240	(Bally)	32
1-200M (200), 1858		Lucky Strike 1/58 Miami Shuffle 10/56	60 I	Big-Time 12/54	55	Tropicana 1/55	25	(Deco) 8/54 Deluxe 4-Bagger	210	(Wms) 1/54	75	MERRY-GO-ROUNDS	
J-200 (200), 1958 J-120 (120), 1958	845	Monte Carlo 1/59		Broadway 12/55 Carnival 10/57	75	WILLIAMS	2 5550	(Wms) 3/56	195	Spook Gun (Bally)	OVER 1	Bert Lane MGR (Bert	0.0
J-100M (100), 1958	650	Player's Choice 9/58		Carnival-Queen 11/58	375	Arrow Head 7/57 \$	0.5550	Deluxe Crusader	***		260	Lane)	23
ROCK-OLA		Rebound Shuffle	90	Circus 8/57	85	Big Ben 9/54 Casino 8/58	50 185	(Wms) 5/59 Deluxe Ranger	445	Space Gunner (Bally) 5/58		Centerpost MGR	7,68
1438 (120), 19545	280	Red Pin 3/59	51111	Crosswords 1/56 Cypress Gardens	170	2 Circus Wagon 10/55	90	The state of the s	155	Sportland Shooting		(Lee)	27
1442 (50), 1955	320	Rocket Ball 2/59	1/5	5/58	255	Colors 11/54 Crossword 5/59	1. 1	Deluxe Skill Parade	100	Gallery (Exhib)		Deco MGR (Deco) Lee MGR (Lee)	25
1446 (120), 1955 1448 (120), 1955 *	10000	Rocket Shuffle 2/58 . Rocket Shuffle Two	100	Double Header 8/56 .	105	Cue Ball 4/57	250 115	(Bally) 1/59 Deluxe Vanguard	190	11/54 Sportsman (Keen)		Texas MGR (Texas	Waste.
1452 (50), 1956	395		2000	Gay Time 6/55 Gayety 4/55	35	Daily Derby 8/54	115	(Wms) 10/58	375	11/54	105	Kiddie Rides)	23
1454 (120), 1957	100000000000000000000000000000000000000	Score-A-Line 9/55		Hi-Fi 6/54	35	4 Star 7/58 Dealer 21 4/54		Derby Roll (Un) 5/55 Deuces Wild (Kaye)	100	Squoits Water Polo (Aqua) 5/57	375	PONIES	
1455D (200), 1957 1455S (200), 1957		Shuffle Explorer 6/58 Skee Roll 1/57		Ice Frolics 1/54	35	4 Fun House 10/56	85		135	Star Slugger (Un)	1577/1690	Big Beauty (Lee)\$	32
1458 (120), 1958	600	Star Lite 5/54	7.5	Key West 12/56 Miami Beach 9/55	65	4 Gay Paree 6/57		Drivemobile (Muto)		4/56	123	Big Bronco Pony (Exhib)	3.
1465 (200), 1958	645	Super Frame 3/54 Thunderbolt 12/54	160	Miss America 1/58	195	Gusher 9/58 Hi-Hand 6/57	165	Dodge City (Fran)	290	State Fair (Gen) 7/56 Steam Shovel (CC)		Bright Eyes (Cap)	30
SEEBURG		Tournament Ski	0.103	Night Club 3/56 Parade 6/56	80	Jig Saw 12/57	130		105	The state of the s	95	Champion Pony	21
M100B (100), 1950			125	Sea Island 2/59	510	Hot Diggity 8/56		5th Inning (Un) 6/55	105	Super Big Top	005	(Bally) Pony	37
M100C (100), 1952 100W (100), 1953	The second second	Triple Strike 1/55 TV Bowling League	175	Show-Time 4/57	155	Kings 8/57	50	Golf Champ (Bally) 8/58	145	(Gen) 12/55 Super Home Run	233	(Deco)	27
HF100G (100), 1953	420			Sun Valley 7/57 Surf-Club 4/54	215	Lulu 12/54	100	Grandma Fortune	Property and the second	(CC) 3/54	75	King Pony (King)	37
HF100R (100), 1954		Twin Bowler 10/58 .	700	Variety 9/54	40	2 Naples 9/57	130			Super Pennant Baseball	0.5	Lancer (Bert Lane) Palomino (Lee)	700
V200 (200), 1955 100J (100), 1955	375 560	The Twin Bowler	listed	COTTLIFE		9-Sisters 2/54 Perky 11/56	200	Gun Club (Gen) 1/58 Heavy Hitter	350	(Wms) 1/54 Super Slugger (Un)	32	Pinto Pony (Bert Lane	9
K200 (200), 1957	610	above represents pri	ce of	TO STATE OF THE PARTY OF THE PA	100	Peter Pan 4/55	60	(Bally) 3/59	400	7/55	110	Pony Boy (Carousel).	20
L100 (100), 1957	4 DE425	the first production rur game has been revise	d and	Add-A-Line 7/55		2 Piccadilly 5/56 4 Race-the-Clock 4/55		Hercules (Wms) 3/59 Hindu Fortune	405	Super Star Baseball (Wms) 1/54	75	Pony Express (Exhib)	
201 (200), 1958 161 (160), 1958	795	is currently in produ	uction.	2 Atlas 5/59	355	Regatta 10/55	80		595	Swami (Muto) 4/55	595	Rainbow Crusader	
101 (100), 1958	650	The above price doe	s not	Auto Race 9/56	100 265	Reno 10/54		Hi-Fly (Gen) 4/56	95	Target-Roll (Bally)	2/1/1	(Memphis Metal) Range Rider (Range	33
222 (160), 1958	1.005		v the	4 Contest 10/58	350	Satellite 5/58 Screamo 7/54	160	Horoscope Fortune Teller (Gen) 9/57	235	1/58	115	Rider)	2
220 (100), 1958	920	price of the original r	model.	2 Continental Cafe		2 Shamrock 1/57	4-11000	Hydro Duck (B&W)	51233	12/57	470	Rawhide (Exhib)	3
WURLITZER 1250 (48), 1950	e 65	The late model incorp	4 134 50 00000	7/57	150	Skyway 9/54	50		125	10 Commandments		Royal (Royal) Thunderbolt	3
1400 (48), 1951		ments.		Daisy Mae 7/54	65	Smoke Signal 9/55 Soccer Kick-Off 3/58.	140	5 Jet Fighter (Wms) 0 10/54	105	(Muto) 12/57 3-D Kiddie Theater	210	(Thunderbolt)	3
1500 (104), 1952	100			Derby Day 5/56	85	Starffre 3/57		Jolly Joker (Wms)	0.70	(Rite) 3/54	140	Twin Pony (Deco)	2
1500A (104), 1953 1600A (48), 1954		Ace Shuffle Alley		Diamond Lil 12/54 2 Double Action 1/59	315	Star Pool 10/54	31	10/55	70	3-D Theater (Rite)	170	SPACE SHIPS	
1700 (104), 1954	305	5/54	s 75	Dragonette 6/54	65	Steeple Chase 11/57. Super Score 9/56	16	Ir. Auto-Test		3/54	160	Atomic Jet (Congt)!	
1800 (104), 1955	385	Advance 6/59	The second second second	2 Duette 3/55	100	4 Surf Rider 7/56	11.	5 (Cap) 12/56		Treasure Cove	2000	Junior Jet (Exhib) Meteor Rocket	1
1900 (104), 1956 2000 (200), 1956	100		4.6 1000	Easy Aces 12/55 2 Fair Lady 11/56	150	3-D 11/58		0 Jungle Gun (Un) 7/54 0 Jungle Hunt	95	(Exhib) 7/55 Twin Hockey (CC)	160	(Meteor)	
2100 (200), 1957	60	Banner 8/54	75	4 Falstaff 11/57	285	THICE Dences o 33"	23		180		175	Rocket (Nylco)	2
2150 (200), 1957	560	Bonus Bowling	(A) (B) Tab	3 Flag-Ship 1/57 4 Belles 10/54	175	Tim-Buc-Tu 1/56	6	0 Kaye Hockey (Kaye)		Two-Player Basketball		Space Patrol (Exhib). Space Ranger (Deco).	
2250 (200), 1958 2240 (104), 1958	1 (202)	Alley 3/58 Bowling Alley 11/56.	3.115712021	Frontiersman 11/55 .	80	Thunderbird 5/54 Top Hat 2/58		S receive the second	140		130	Space Ship (Bally)	2
2200 (200), 1958	100	Build-Up 5/56		2 Gladiator 1/56	120	Turf Champ 8/58	18	5 Kiss-O-Meler	8	United Deluxe Baseball (Un) 2/59		Super Jet (Chi Coin).	2
		Capitol Shuffle Alley 6/55	185	Gold Star 8/54 2 Gondoller 8/58	259	Wonderland 5/55	6	King of Swat (Wms)		Vacuumatic Card	.000	VARIETY	
BOWLERS & SHU	FLES	Clipper 4/55	200000000000000000000000000000000000000	Green Pastures 1/54.	50	ARCADE & NOVE	TIES	n rier	13		130		
BALLY		Comet Shuffle	250	Gypsy Queen 2/55	75		шт	League Leader		Voice-O-Graph		Bull Ride (Lee) Dopey Duck (Lee)	
BALLY	\$ 22	Targette 10/54 5 Cyclone 10/58	2010/01/01	Harbor Lites 5/58 Hawaiian Beauty	80	All-Sidi basebali		(Keen) 4/58	15		905	Elsie the Cow	
ABC Bowling Lanes	- 57T	Deluxe Bowling	286	5/54	50	(Wms) 4/54 Aqua Duck (Coins)	3 0	5 Lucky Horoscope (Mar) 12/56	. 4	Voice-O-Graph (Muto) 11/54	160	(Cap)	
12/56			BC (22.11.19)	Hi Diver 4/59	240	0/55	14	5 Major League (Wms)		Wild West (Gen) 2/55	180	THE PHAME OF PARIE	N.
ABC Champion 9/57 ABC Super-Deluxe	47	Deluxe Flash 5/59 Deluxe Mercury	595	Jockey Club 4/54 4 Jubilee 5/55	175	Auto Test Turnpike		4/54		Yankee Baseball		(Lane)	10 8
Bowler 9/57	. 31	5 11/54	100	Lady Luck 9/54	50	Tournament (Cap)		Match Pool		(Un) 2/59		Fire Fighter (Bert	3
ABC Tournament	200	Deluxe Shooting	100	Lovely Lucy 2/54	271			The state of the s	5	Zig-Zag (M&T) 5/54	10	Lane)	
6/57		5 Star 6/58	1000000	4 Majestic 4/57 2 Marathon 11/55	12	Auto Photo Model 9.			5 12	Zipper (Binks) 1/54	15	(Conat)	5
All-Star Deluxe 2/58	. 13	Duplex 11/58	- PS-00-05-1	Mystic Marvel 3/54.	6	Bute Test (with some	25	Monkey Climb (IEC)		Zodiac Chart (Mun) 12/55	55	Mother Goose	or 6
Bally Shuffle 1/59 .		Eagle Shuffle	205	2 Picnic 6/58	275	(Cap) 9/56		and the second s	28	5	0.0	(Meteor) Motorcycle (Bally)	
Blue Ribbon 4/55 . Champion Bowler	. 14	O Alley 5/58 Flash 6/59	T (2005-139)	Queen of Diamonds 6/59	280	Auto Test (without		Motorama (Gen) 10/57		KIDDIE RIDES		Pete the Rabbit	
4/54		5 Hi-Score 6/57	Comp. 27 a 200 a	2 Race Time 3/59	32	(sound) (Cap) 9/56	46	1957 Baseball	1		EL	(Exhib)	
Club Bowler 2/59		Jumbo Bowling	425	Rainbow 12/56 4 Register 10/56	1 1 1 1 1 1 1	Balloonomat (Cap)	11	(Wms) 4/57	25	Active rides of all		See Saw (Lane	fe id
Congress Bowler 7/5 Deluxe Club Bowler		Jupiter Shuffle	. 400	Rocket Ship 5/58	19		***	Pan-O-Rama 800 (Cap) 12/56)	. 26	o are included in the follo	wing	Marvey)	
3/59		O Alley 9/58	. 245	Roto Pool 7/58	20	4/57	10	D5 Peep Barrels	TI VIX.	listing.		Twin Rabbit (Exhib) Twin Zoo (Bert	: S
Gold Medal 4/55	100	5 League Shuffle		Royal Flush 3/57	11.77	Bet A Score (Evens)		(Exhib) 12/56		0 AUTOS		The second secon	

Bat A Score (Evans)

Batter-Up (CC) 4/58.

70 Big Inning (Bally)

Lucky Shuifle 9/59 .. 420 Niagara 11/58 400 Southern Belle 6/55.. 70 5/58 275 2/54 245 King Car (King).....

2/54

(Exhib) 12/56

(Wms) 12/56

Peppy the Clown

Photomatic (Muto)

60 AUTOS

Austin Racer (Cap)...\$ 175

190 Capitol Auto (Cap)...

Hot Rod (Bally).....

Western Express

375 Wells Fargo (All

175

Lane)

(Eully) 475

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Mid-South Operators Expect Big Play on Presley Release

By ELTON WHISENHUNT

MEMPHIS-Operators in Memphis and the Mid-South were girding themselves to get Elvis Presley's first record since his release from the Army on their juke boxes in anticipation of the biggest play on one record in a long time.

The tremendous nationwide publicity over his discharge and the public's interest in what turn his career will take now have convinced operators his first record will be a smash.

RCA Victor has made elaborate plans to get the record to distributors fast as soon as it is cut.

Quick Shipment Frank Berretta, partner in Poplar Tunes Record Shop, one-stop from which operators here buy 90 per cent of their records, said he had received a letter from RCA Victor stating that the record would be shipped 72 hours after it was eut.

RCA Victor had a release date for March 16 set up, but it was not said Berretta, "and, of course, the known at press time whether it had cut the record in New Jersey after Presley got out of the Army, as originally planned.

Two RCA Victor men accompanied Presley on the train to Memphis, and there was speculation that the session was not held (probably because Presley was still tense, keyed up and not ready) and the session would be held at Nashville, where RCA Victor has a recording studio. The RCA Victor men who came to Memphis were not talking and great secrecy surrounded the situation.

High Hopes

"have no trouble" selling two mil- Amusement Company; Drew Catune, as they expected. He said he Alan Dixon, general manager of expected the record to sell better S & M Sales Company, and other than any he has had in years.

"Every operator will want it," public sale will be tremendous."

Berretta sells not only to Memphis operators but to those in the Mid-South. He said he ships to some 200 operators in Tennessee, Mississippi, Arkansas, Kentucky, Missouri, Alabama and Louisiana.

Keen Interest

He said operators contacting him have already expressed keen interest in the disk (and no one knows yet what tunes will be recorded) and are getting ready to shoot them out to their phonographs as fast as they can.

The operators expect record play on it, according to Parker Hender-Berretta said RCA Victor would son, general manager of Southern lion copies of the first Presley nale, Canale Amusement Company; operators.



Midwest

CLEVELAND CHAT



Morris Gisser

Morris S. Gisser, president of Cleveland Coin Machine Company recently returned from a two-week business and pleasure junket to Miami, Fla. He visited his dealers there. One of the nation's largest coin machine distributors. Gisser's Cleveland Coin has accounts thruout the world. He is planning a 30-day South American tour this summer and a two-month European trip in the fall. He is a distributor of all types of coin machines.

Cleveland's Monroe Coin Machine Exchange has more than doubled its capacity with the purchase of a two-floor structure behind its present headquarters, announced president

George George last week. The addition totals 7,200 square feet. "We're using it for warehouse space right now," said George. "It's proof of our confidence in Cleveland's potential." The acquisition is part of a general expansion program by Monroe Coin.

Bob Sudyk

Jim Stansfield

Auto Test Promotes Road Safety Drive

CHICAGO — Sam Goldsmith, Capitol Projectors Corporation sales will be issued from time to time so executive, Wednesday (9) addressed that different driving and navimembers of the National Safety gational situations may be projected Council here. Capitol's coin-oper- on Boat Test and Auto Test ated Auto Test is being used in screens. In this way, he explained, conjunction with highway safety the operator can keep the same drives, and the machine is being piece on location, yet still vary the used to promote highway safety playing conditions. with recorded safety messages playing when the machine is in operation. Goldsmith told how some 85,000 persons in Detroit, Chicago, Mil-

waukee, Kansas City and Denver used Auto Tests in a safe driver promotion sponsored by the Plymouth Division of the Chrysler Joins Keeney Corporation.

He added that L. Bamberger & store.

Teen-Agers

According to Goldsmith, these group competitions are most popular with teen-agers, the group that needs driving instruction the most.

Goldsmith predicted that many leading department stores in leading cities will soon adopt the Bamberger program and promote highway safety thru the use of Auto Tests.

From Chicago, Goldsmith returns to his New York office, then goes to Washington for consultations with the Insurance Institute of Highway Safety.

Boat Test

Goldsmith announced that Capitol will soon have in production a Boat Test, which operates on the same principle as the Auto Test.

The unit will consist of a cockpit, a helm and a screen on which is projected navigational situations, such as passing other craft, navigating in a channel and the right of

Next month Goldsmith goes to ity. the West Coast, where he will supervise the making of film for the Boat Test and additional film for the Auto Test.

mechanical improvements including the high-speed rotary totalizers developed since the days of Jumbo Bowler, the game's predecessor: button selection as mentioned pressing a button at the start of above, and other advantages. The highly polished chrome and the game measures eight and a half by strip holders are transluscent white

Goldsmith said that new film

Clayt Nemeroff

CHICAGO — Paul Huebsch, Company used the Auto Test in J. H. Keeney & Company viceconjunction with a six-day traffic president and general manager, last safety program at the opening of a week announced the appointment Menlo Park, N. J., department of Clayton Nemeroff to the firm's sales organization.

> Nemeroff, with over 20 years' experience in the coin machine field, has worked in jobbing, distributing and manufacturing.

> The move is in line with Keeney's expansion in the vending machine field along with its regular output and sales in the amusement equipment line.

> Nemeroff will handle sales on the new Keeney popcorn vender, in addition to the Keeney amusement games and other vending machine products.

Wico Bows New Title Strip, Holder

CHICAGO-The Wico Corporation, leading coin machine parts and supply house, has begun distribution on Sno-White title strips, which have been impregnated with a special titantium additive for way involving power and sail craft. | brightness, transparency and legibil-

> The impregnation makes the title strips resistant to heat and humidity. The border design is red on white. Strips are available, for stereo and monaural, for \$3.25 for each box of 500 sheets, each containing 10 double strips.

> Another new Wico item is a title strip holder for Models 1468 and 1475 Rock-Olas. The frame is

OUT MINNESOTA WAY

Burglaries and break-ins predominate in this week's news. At the D. K. Carter Company, Minneapolis, an operator, burglars who got \$426 cash worked for their money. They broke thru a door nailed shut to get into a back room and knocked the dial off a safe, but failed to get it open. The safe contained only records. Undaunted, the thieves smashed their way thru a door leading to the front office. This safe offered less resistance. They pounded off its dial and forced it open for \$306 in currency, \$120 in coins and a \$46.50 check.

Burglars who broke into Jim's Record Shop, a one-stop in St. Paul, got only a couple of dollars in small change. They first broke a window to get in and then kicked in the back door. No phonograph records were missing and they did no destruction to the store, according to Jim Christiansen, owner. . . . Hunter Distributing Company, St. Paul, has enlarged its quarters by taking on an adjoining space. . . . Lee Johnson, general manager of Canteen Company of Minnesota, is relaxing in Florida and doing some deep sea fishing.

Out-of-town operators seen around the Twin Cities were Urban Gaws, Cornell, Wis.;

H. Krueger, Fairfax, Minn.; Gordon Runnberg, Moose Lake, Minn.; Jim Stansfield, Winona, Minn.; Bob Keyes, Forest Lake, Minn.; Cap Keister, Frontenac, Minn.; D. R. Kreintz, Tomahawk, Wis., and Charles Sersen, St. Cloud, Minn.

Sol Rose, sales manager of Sandler Distributing Company, Minneapolis, was in Northern Minnesota on business. . . . Art Hagness, operator at Grand Forks, N. D., has been vacationing in Hawaii, and Iz Alperts, head of Twin Ports Sales Company, Duluth, has been in Don Lyons

Mexico. Sol Rose

CHICAGO GRAPEVINE

David Reinach, Standard Financial representative in Chicago became engaged last week to Nancy Rosset, Lincolnwood, a secretary with Revere Paint and Varnish Company, here. The pair plan to live in Chicago. The wedding date is to be announced later. Both the bride and groom to be are active sports enthusiasts, dividing their time between tennis and skiing plus an active social life.

Mr. and Mrs. Hymie Zorinsky, Omaha, were the guests recently of David Gottlieb in Florida. Upon returning home, Zorinsky was saddened by the death of his mother, February 22. Hymie's son, Eddie Zorinsky, increasingly active in his father's Rock-Ola distributorship lately, will represent the firm at the Nebraska operators' seven-State meeting in Omaha this week-end.

ST. LOUIS ROUND-UP

Louis Morris of Morris Novelty Company here was back on the job March 7 after a winter vacation in Florida. The veteran coinman was "glad to be back" despite the season's coldest weather here and the heaviest snowfalls in the St. Louis area in recent years. Altho Morris had a "wonderful vacation" it was not without incident. The novelty company president suffered minor injuries in an automobile accident.

Jerry Mitchell, a truck driver for the Morris Company before he was drafted earlier this year, was home on leave from Fort Leonard Wood, Mo., and visited the firm. He was drafted for a two-year Army tour of duty.

Ben Axelrod, sales manager of Morris Novelty Company, reports that the firm's shop clerk was out because of flu. Axelrod added that altho the new Gottlieb "Light-a-Card" game will not be delivered before March 14, a lot of orders already have been placed for the new game. He said it would be impossible to fill all the orders from the initial shipment.

Two officers of Central Distributors in St. Louis presently are vacationing in Florida. They are Charles Kagels, president, and Norwood Veatch, vice-president. Kagels has a daughter whom he is

> (Continued on page 139) Copyrighted material





OFFICIAL JUMBO

CHICAGO—Official Jumbo, a new six-player shuffle bowling game which revives two popular features of previous models, speedcontrol and super-strikes, was shipped to distributors by Bally Manufacturing Company last week.

The game can be played according to official bowling score rules, or with the two stepped-up play features. According to Bally, operators have indicated their desire for a new model with the speed and super-strike features.

Speed-control has players trying to perfect their timing and speed of shot. If shot is either too fast or slow score will not be the maximum possible, but if the shot is well controlled, score will be high.

Super-Strike

The super-strike feature is actually a refinement of aiming skill, with the players still able to register strike scores for a shot made within the yellow strike lanes, but if shot is confined within the red lanes (which are located inside the yellow), a super-strike-and more points—is made. This gives both average and expert players something to shoot for.

Players select either regulation or speed and super features by each game.

In addition the new model has two and a half feet, standard size. plastic. Price is \$27.95.

Plan State Assn. in Memphis

MEMPHIS-Parker Henderson, organization would benefit the inchairman of the Memphis Music dustry primarily in two ways: Association's committee to organize a Statewide association, reported last week that his committee members had been talking with West Tennessee operators and all are interested in a Statewide organization.

Henderson, general manager of Southern Amusement Company, said he had talked to eight or 10 operators in the past two weeks and Alan Dixon, general manager of S & M Sales Company, a committee member, had talked to others.

Henderson said it was explained to the operators that a Statewide

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1. A joint effort by all operators in the State to keep the industry clean and promote public good will and acceptance, which would increase business for all.

2. A unified effort by all operators in the State to oppose unfair, unreasonable or discriminatory legislation which may be introduced in the Legislature. Such legislation ed by Henderson would make its is usually introduced in each session (every other year in odd numbered March 15 meeting of the associyears).

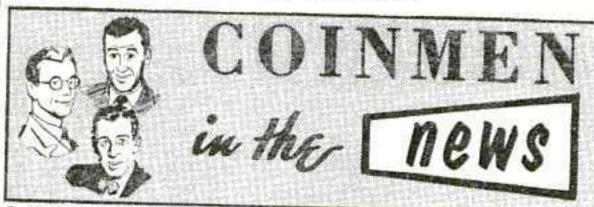
join, the movement would be ex- Canale said.

panded across the State to eventually reach all the way to East Tennessee.

Change Name

The Memphis Music Association voted at its monthly meeting in February to change the name to Tennessee Music Operators' Association and organize Statewide. Drew Canale, Canale Amusement Company, was elected president.

Canale said the committee headation. After the drive gets going Henderson said after West Ten- good, the group will take out a nessee operators are lined up to State charter and incorporate,



Continued from page 138

visiting in Florida, and Veatch went there with his wife because he felt the climate would be better for Mrs. Veatch, who was ill.

Central's bookkeeper, Mrs. Marie Guyot, also was off the job because of illness. Among recent visitors at the distributing company were operator Ted Keys of Farmington, Mo.; Al Thoelke, a United Manufacturing Company representative, and Al Mason, salesman for AMI.

John Hicks

KANSAS CITY COMMENTS

Fred Lamb, Uni-Con Distributors general manager, busy contacting coin operators, has noted a general increase in sales of about 20 per cent over the first two months of 1959. Firm distributes Rock-Ola, Bally and Williams. Carl Hoelzel, owner of Uni-Con, is preparing to leave for New Orleans with his wife and four children. They will embark on a six-day cruise aboard the M. S. Italia for Nassau and the Bahama Islands. They leave March 18. Carl says he made expenses by hitting seven straight winners in the races. His only complaint was that he did not parlay them.

Bernie Bitterman, bulk vending distributor (Northwestern and Victor), says business is on the upgrade. He is getting ready for his trip to Grand Bahama Island and the NVA convention, April 21-24. He is looking forward to a few extra days of rest and relaxation in the sunshine and soft Atlantic breezes at the Grand Bahama Club.

Dean McKinzie, salesman for W. B. Music, Seeburg distributor, says business is booming in music and vending, and that operators are beginning to smile again. Looks for a 25 per cent increase in sales in 1960.

South

MIAMI MUSINGS

Sam Taran, Pan American Distributing Company, threw one whale of a cocktail party for Keely Smith and Louis Prima at the Eden Roc. And Mrs. Taran never looked lovelier. Frank Bart, Taran Distributing Company, is hitting the hinterlands looking for business. . . . Vic Levine, routeman for Advance Music Company, is back on the job. He lost 18 pounds during his illness.

Rudy Key, Bon Ton Distributing Company in the Bahamas, says business is holding up well, especially in the Outer Islands. Cecil Kenny, Kenn's Music Company, Nassau, says business would be all right if he didn't have the problem of the government refusing to renew the license of many of the smaller bars. This refusal is working a hardship on many of the operators in Nassau, but the government seems to be limiting renewals to the larger establishments.

Buddy Kaufman, C&L Amusment Company, says collections are holding up, and he really can't complain. . . . Joe Issenberg, Issenberg Amusement Company, is breaking in his son in the business. The lad showed a keen interest when he visited the showrooms of Bush International last week. . . . Bobby Schwartz, B&B Vending, is another coinman who is wearing a big grin these days. He says business is holding up and should stay that way for the next few months.

Frank Brady, Lake Music Company, Pahokee, says the newest cold wave really was just that. Frank says the temperature was in the low '30's at the time he was calling,

Jack Eilcox, Seminole Music Company, Okeechobee, visiting Miami, says it was mighty cold up his way, too, but so far it doesn't seem to have hurt collections too much. . . . Gene Wilson, Miller Phonograph Company, Plant City, is satisfied with collections.

Dave Friedman, American Operating Company, made a few small bets at the Miami Fronton. Neither he nor his wife, Evelyn, hit, but they both enjoyed the great games played that night. . . . Sorry to hear that little Mike Skolnick is laid up. Mike is the son of Lucky and Dotty Skolnick. Lucky operates Lucky Amusement Company, Miami.

Dave Roth, Broward Music Company, was in town. . . . Ronny (Continued on page 140)

Conn. St. Board **Delays Ruling** On Pin Games

HARTFORD, Conn.-The Connecticut State Liquor Control Commission has disclosed it will delay making any decision on the regulation of pinball machines in liquor establishments until the State Sufirst report on progress at the preme Court of Errors reaches a decision in a case involving the legality of such machines.

Multiple coin machines subject to the \$250 federal tax are now prohibited on liquor premises, but other machines have been considered amusement devices, the commission said.

An appeal was brought to the State Supreme Court after a State Superior Court decision outlawing the multiple coin machines.

Broad Ruling

Observers, however, believed that the ruling by Judge Joseph W. Bogdanski was broad enough to include the free-game machines as gaming devices also.

The Internal Revenue Service

ruling, which has been mailed to pinball machine operators, requires payment of the \$250 tax instead of a \$10 amusement tax. It covers all machines in operation since July 1, 1958.



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GERMANY SET ON OWN COIN SHOW

FRANKFURT, Germany -West Germany's coin machine industry has withdrawn from the Frankfurt spring fair. Instead, the industry will sponsor a trade fair devoted solely to coin-operated machines and equipment, the details to be announced later. The coin machine industry took part in the Frankfurt autumn fair, reserving a section of area for its exhibits. This was done experimentally and with moderately successful results. But a majority of the industry opposes further participation in a general international fair, contending that the German coin trade is now big enough to support its own fair and that it should do so as a matter of prestige.

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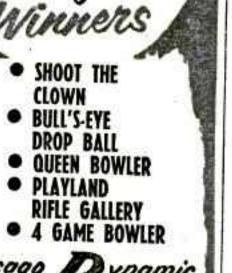
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COIN MACHINES

Continued from page 139

Shapiro, Broward Music Company, came into Miami with his girl friend, Bunny, just to have lox on bagel Sunday morning. Raoul Shapiro

AMBLING IN ARKANSAS

Cecil Hill, Hill Amusement Company, North Little Rock, is ill with the flu. . . . Harold Dunaway, Twin City Amusement Com-

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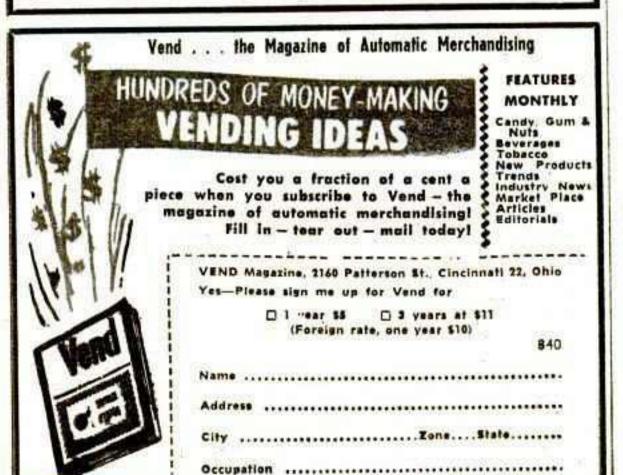
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pany, North Little Rock, told The Billboard scout his investment in oil interests is paying off. He recently brought in another well in Oklahoma. . . . H. G. Yancey, Arkansas Music Company, Little Rock, recently diversified some by investing in a restaurant, He reports his business good, with collections on the increase.

Other Little Rock news: J. D. Ashley, Globe Coin Machine Company, reports snow and ice hurt business at some of his locations, but it is now on the upswing. Ashley is partner with multimillionaire Winthrop Rockefeller, who lives near Little Rock, in two swank shopping centers. . . . Robert Kirspel, president of Kirspel-Hollenberg Music Company, an alderman at North Little Rock, comes up for re-election this August and is confident he will win.

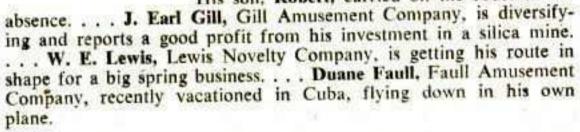
Also in Little Rock: Andrew Cassinelli, Little Rock Amusement Company, reports his brother, Richard, 53, died recently of a heart attack. Richard was an inactive partner with his brother in the music and game route. . . . C. W. Holmes, Western Sales Company, who bought a Studebaker Hawk recently for \$3,800, with air conditioning and all the extras, reports his business prosperous. . . Robert Franklin, Southern Amusement Company, has invested in some oil drilling. . . . Ray Colson, D & D Novelty Company, has some 75 cigarette vending machines recently put on location.

Around the State: Bill Purifoy, Purifoy Amusement Company, Camden, is proud of his daughter, Betty, 20, who recently won a music scholarship for study in Vienna. She's a graduate of Arkansas Technical College and is at Texas State Teachers College for a masters in music. . . . Orell Bledsoe, National Novelty Company, El Dorado, is having a new home built. . . , J. H. (Tex) Dickens, Magnolia, reports the many oil wells in the area have produced a booming economy in the area and his route doing well,

Ernest Vathis, Twin City Music Company, Texarkana, was recently looking for two new employees. Two of his routemen,

Cecil Cheek and Dutch Johnson, moved to Camden and now work for Bill Smead, Camden Novelty Company. . . . C. O. Temple, Hope Novelty Company, Hope, has made a lot of improvements on his cigarette vending route recently, adding new equipment and expanding it. . . . Lynn Farr, Central Amusement Company, Texarkana, reports Texarkana is getting a \$60 million paper plant soon which will produce newsprint and improve the economy in the area.

At Hot Springs: Phil Marks, Phil Marks Coin Machine Company, returned from a 30day vacation at Miami sporting a deep tan. His son, Robert, carried on the route in his



R. G. Jennings, Jennings Coin Machine Company, was seen at the races recently at Oaklawn track. . . . George Sammons, president of Sammons-Pennington Company, Memphis distributor, also drove over for the races recently. . . . Operators at Hot Springs, incidentally, report the racing season filled the town-with all hotel and motel space taken. . . . Paul Hurst, Hurst Amusement Company, Atkins, reports his daughter, Pauline, 18, recently married.

Elton Whisenhunt

Parker Henderson

TENNESSEE TOPICS

Johnny Novarese

C. O. Temple

Drew Canale, new president of Memphis Music Association, is optimistic about the group's plans for extending the association State-wide and renaming it Tennessee Music Operators' Association.

... George Sammons, president of Sammons-Pennington Company, Memphis, seen in Little Rock last week calling on music and game operators. . . . Sammons recently greeted Olie Olsen, of Walter E. Heller Company, Chicago, financiers who underwrite notes on all sales of Seeburg equipment.

Parker Henderson, general manager of Southern Amusement Company, Memphis, reports he is gradually putting more and more

stereos on his top music locations. Parker, by the way, returned recently from the American Institute of Laundering show in Chicago. All types of equipment, including coin-operated laundry equipment, was shown. Parker has a number of coin-operated laundries.

Clarence A. Camp, president of Southern Amusement Company, owner of Music Systems, Inc., a background music enterprise, and other businesses, is at work on yet another-manufacturing wall boxes for phonographs and background music systems. . . . Drew Canale, Canale Amusement Company, who successfully managed the campaign of his cousin for chancellor couple of years ago, was urged by a political

group to run for U. S. Representative this fall, He declined it, but is considering being a candidate for the Tennessee Legislature.

The three men who operate Poplar Tunes Music Service, a music and game route, and Poplar Tunes Record Shop, a one-stop

which sells 90 per cent of the records operators buy, are in a new \$50,000 building with twice the space they formerly had. The men are Johnny Novarese, Joe Cuoghi and Frank Berretta. The city is going to widen Poplar Avenue and they had to move out of their present building, but built a new one on the same lot, just moving back 40 feet.

J. T. Minnear, Minnear Music Company, Carthage, reports snow has hampered his collections some, but expects spring weather to bring a good increase. . . F. N. Steil, Dixie Amusement Company, Chattanooga, says the

recent court case in which the city of Chattanooga lost its efforts to ban pin games was an outstanding victory of Chattanooga oper-(Continued on page 143)

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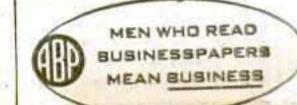
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Pinballs Seen as Aid to Education

CINCINNATI - The pinball | available. The pupil pushes the butmachine may make a significant ton for the answer he thinks is contribution to the world of education.

James Finn, professor of education at the University of Southern California, told a convention of school teachers here last Monday (29) that "pinball-like machines" are being used now as an experi-

"In time, tho," he said, "they may become standard equipment in the classroom." If so, it is expected to save the children a lot of home work and at the same time make what work they have left more pleasurable.

Almost as pleasurable as, say, playing a pinball machine.

Here is how the invention works:

Correct Answer

One kind has a question pop up in a little window on the device. The student fills in the answer on a blank and pulls a lever. The answer slides under a glass window and the correct answer comes up in a window next to it. The teacher then compares them.

There is also another type. It provides for multiple choice.

The question comes up in the window and there are different buttons for the many different answers



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"If you are right," Finn explained, "a green light goes on. If you're wrong, a red one goes on. But the machine doesn't stop here. It goes on to explain why you are wrong or why you are right.

Extra Incentive

"It gives the child an extra inanswer," the professor told the infeel after they beat a pinball ma- change it, chine."

Finn said when the machines are put into wide use they may eliminate such boring things as arithmetic and spelling drills. He pointed out they would do away also with ball machines," might command: the problems that are always assigned to the pupil at the end of each new chapter in a text book.

"Properly used," Finn said," "these machines will be the greatest boon to teaching that ever came along. They will do away with a lot of meaningless study and unsupervised homework."

Finn, who is president-elect of the department of audio-visual instruction of the National Education Association, which was meeting here, explained that once the stucentive of trying to get the right dent has decided on what his answer was and fed it into the mastructors. "We all know how they chine, it would be impossible to

> So, in the future, it is not too farfetched to think that a parent instead of complaining, "I wish you would spend more time with your homework and less with those pin-

> "Junior, come in the house right this minute and play your pinball machines."

British Firms in Buying Mood; Re-Equip Where Price Is Right

LONDON-Now that juke box recently quite a number of oldvincial areas, were relying entirely sound are concerned. on pre-war and early post-war at about 2,500 machines.

amortization.

since the Amusement Trades Ex- ment. hibition, of old-timers - quite fered to operators in 1960 American equipment.

Distrib Sees Chance

One of the firms that was quick to see the possibilities inherent in the new price position, and to make special approaches to operators believed to be ripe for reequipping was Phonographic Equipment, Ltd., of Ladbroke Grove, London, who handles Wurlitzer.

Last week, for example, a batch of new Wurlitzers was shipped for Blackpool, where Lane's Premier Amusements and Automatic Novelties, a firm of several decades' experience in juke boxes, is in process of re-equipping.

Says Lane: "I feel that the juke box business is stabilizing this year, and that prices and values are more like what they should be. I like American equipment and have always found it most dependable."

Like U. S. Equipment -

Cyril Shack, after years of experience with American equipment generally, and many months as American Wurlitzer importer-distributor, has even stronger views. He says: "Many of the great oldtimers, like Lane, have been dealing with us recently. They know that Wurlitzer is one of the great trade names in the world, and that American dependability generally is the greatest.

"We have been offered the most prices have reached realistic values extraordinary deals over the years for monies in Britain, re-equipping if we would handle European Conhas begun to become a significant tinental equipment, but we have feature of the business. There is turned them all down. Our experistill a great deal of old equipment ence, and that of our operators, is -some of it very ancient, indeed that in our field the Americans -in operation in Britain. Until can run rings around most European equipment manufacturers, as time operators, particularly in pro- far as dependability, styling and

"So few servicing problems do machines. The number of such American machines give that opmachines was recently estimated erators save a great deal of money per year in petrol, staff, parts, In addition to sales to expanding costing, etc. Besides, they hold or new operators, this re-equipment their prices well. We are finding potential is obviously going to be the re-equipment market to be exan attractive corner of the market cellent in view of the new economfor enterprising distributors this ical Wurlitzer prices, and the fact year, now that prices are becoming that Phonographic not only offers realistically stabilized, relative to low selling prices to bona fide operators, but makes most attrac-Several cases have come to light tive offers for second-hand equip-

"We are doing a great deal of wealthy but cautious men-having business at the moment with made the decision to re-equip. In Arcade and other amusement catall reported cases the old-timers erers whose season begins at Eashave gone for American equip- ter. Our first large consignment ment, apparently thru long-term of the new 1960 Wurlitzers is experience of that make of equip- completely sold out, and the secment and faith in an American ond is moving like hot cakes. We name. All admitted that they had are now taking deliveries direct deliberately held off buying for from America every week. None some years because they felt that of our machines come via Contiprices were too high, and that nental assembly or anything of they were now satisfied that keen, that sort. All are 100 per cent competitive prices were being of- American, which means the best."

BUILT TO LAST

Fire Fails to Hinder Play On Juke Box

PEORIA, III. - Anyone who claims "they don't build 'em like they used to" will get an argument from Les Montooth, local juke box operator.

Last week one of Montooth's locations was burned to the ground. In addition to losing a good stop, Montooth was convinced that he also lost a good juke box.

Montooth rummaged thru the ruins to find what looked like the charred remains of an AMI Model

I. The plywood was burned off and the top records were a mass of melted wax.

The Peoria operator took the box to the shop, put on some new records, plugged the machine in and activated the coin mechanism. It played.

Montooth figures that with a little work, the machine which had been given up for lost will be back on location, probably by the end of the month.

SPECIALS OF THE WEEK!! AUTO BELL CIR. SIDE SHOW, NEW . . . \$395.00 AUTO BELL CIRCUS PLAY BALL.... 215.00 KEENEY DELUXE BIG TENT..... 245.00 KEENEY SHAWNEE 295.00 GAMES, INC., WILDCAT..... ALSO OTHER UPRIGHTS, WRITE OR CALL. RUSH DEPOSIT TO MICKEY ANDERSON AMUSEMENT CO. 314 East 11th Street Glendale 2-3207 Erie, Pennsylvania

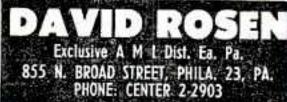
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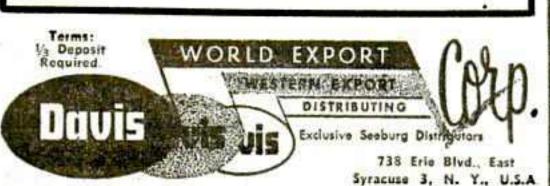
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Gotham Coin Machine **UJA Drive Rolls On**

nenbaum, an attorney closely iden- ices. tified with the United Jewish Appeal, was the guest speaker at a this week. The meeting was held in the east ballroom of the Sheraton Astor Hotel Wednesday (9).

who wished to migrate to Israel.

nenbaum asserted, "yet 100,000 of profit to UJA. them are still in transient camps. Our job is to integrate them and a banquet Saturday, April 30, at get them into homes." Another the Hotel Commodore at which element of the campaign is help the guest of honor will be Sanford to the 600,000 Jews in countries (Sandy) Moore, local Wurlitzer disall over the world, "Many of this tributor. Goal of the campaign is group are hungry and without \$30,000 plus an extra \$6,000 to homes, and the governments where provide homes for two families in they live will not help them," Tan- Israel. nenbaum continued. "A third elemany needs of the 150,000 Jewish (24).

NEW YORK — Abraham Tan- men and women in our armed serv-

"We must also help absorb and integrate 8,000 Jewish immigrants who will enter the United States meeting of the Coin Machine Di- this year," Tannenbaum said, sumvision of the 1960 UJA Fund Drive ming up with the statement that "Ours is a campaign of human needs to strengthen a country."

Coin division chairman Irving Holzman continued his good-na-Tannenbaum delivered an elo- tured and entertaining helming of quent appeal to the coin workers, the meeting with an interesting noting difficulties of this year's line of banter with the guests. campaign in view of the lack of a Holzman said that United Manufocal point of prime interest such facturing, for whom he is the local as developed last year when Ru- distributor, has already contributed mania opened its doors to Jews to the UJA drive and is sending a new United phono and game to "In 10 years, over a million peo- Holzman, who is authorized to ple have migrated to Israel," Tan- sell the units and turn over the

The campaign will culminate in

A total of 21 persons attended ment of the campaign is the com- the meeting last week, including batting of the recent cropping up two guests from the New York of anti-semitism around the world. State Operators Guild, prexy Jack We must also support the Jewish Wilson, and counsel, Lou Werner. Welfare Service, which sees to Next meeting will be Thursday

M. Hurvich Suggests Contest To Find New Name for 'Juke'

Following the suggestions of Gordon Stout, of South Dakota, and Bill Wortham, of West Virginia, that the juke box be given a new name, Max Hurvich, veteran operator and distributor in Birmingham, Ala., writes to suggest a contest for a new juke box name. Here are his views. How do you feel?

'Gentlemen:

directors of Music Operators of Gordon Stout and others resent. America, several years ago I "The music machine industry debrought up to the board the fact serves public recognition as furnishthat this was a harsh sounding ing good music for the patrons at name and presented an image of a a small investment. The hard work-"juke joint." I suggested that MOA ing operator who invests his money launch a nationwide contest to se- and time to furnish this music decure a proper name, and recom- serves thanks instead of constant mended that the winners be given unfavorable slander. a free all-expense trip to the MOA annual convention where a suitable prize could be presented. As I re-

call, I even added that if a teen-"I did not have an opportunity ager won we would provide exto read Gordon Stout's letter penses for a chaperon. This inexpublished in your February 15 issue pensive move would create nationuntil today. I wish to add my whole- wide favorable publicity and we hearted endorsement to his words. could surely pick a name that would "As a member of the board of eliminate many of the thoughts that

"Yours very truly, "Birmingham Vending Company "Max Hurvich."

HEAVY SNOWFALL BOON TO HOT SPRINGS OPS

HOT SPRINGS-The second heavy snow in a week, followed by rain and a hard freeze which iced streets and highways, closed the Oaklawn race track for a week and as a result produced tremendous increase in play for music and game operators.

W. E. Lewis, Lewis Novelty Company, explained that because the horse track was closed the thousands of persons there for the races instead frequented night spots and restaurants and gave practically all locations in town increased play.

The racing season is for 30 days. The first snow was a big eight-inch one which postponed racing temporarily. But two days later a six-inch snow fell, followed by rain, sleet and such sub-freezing temperatures that ice was everywhere.

Spending Tour

It closed highways in and out of Hot Springs, marooned everyone there and sent tourists on a free spending tour of the locations in town.

The ice on the track made racing impossible. If a horse slipped and fell and broke a leg, it would in effect sound his death knell. A race horse cannot recover from a broken leg to race again and is put to sleep.

So the track was closed for a week. Operators reporting double or more in collections as a result were Lewis; Phil Marks, Phil Marks Amusement Company; Van Eddinger, Van Eddinger Music Company; Duane Faull, Faull Amusement Company; R. G. Jennings, Jennings Coin Machine Company; Wilbur Green, Spa Amusement Company, and J. Earl Gill, Gill Amusement Company.

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Continued from page 140

ators and that it has increased game business tremendously. State law okays the games as well as other amusement games.

Harry Manning, Star Coin Machine Company, Chattanooga, is adding stereo phonographs to his route little by little. . . . John R. Jones, Jones Amusement Company, Erwin, reports a good fall business, slow winter and good prospects for 1960. . . . R. C. Westmoreland, Westmoreland Music Company, Jackson, is revamping his route for spring business. . . . E. C. Moore, Moore Music Company, Knoxville, who is diversifying with some vending equipment, is getting good results. He believes more operators will move in that direction in the future. Elton Whisenhunt

Op Testimony Spotlights Teamster Boss Trial

MINEOLA, N. Y. - Maxwell broken away from the Associated Guildin, a former juke box opera- Amusement Machine Operators of light this week at the trial here of United rejoined AAMONY, bring-East Coast Teamster boss John ing with it the Teamster Local 266. O'Rourke and 14 co-defendants. Guildin also testified that he tion in the juke box field.

the tavern by joining an operators' a nother co - defendant, to association headed by Jacobs, one "straighten it out." of the co - defendants. Guildin, however, denied that he and Ja- ant Nassau County District Atcobs had purchased the location to torney William Cahn, declared force the operator to join the as- that he expected to call between sociation.

The association was United Coin Machine Operators of New York, Jacobs and other ops who had den Jr.

tor, was in the witness chair spot- New York (AAMONY). Later,

The group is charged with extor- once wrote a circular to juke and game operators which indicated Guildin told how he and Eu- that Local 266 had been "awarded gene Jacobs once had offered a sole jurisdiction in our industry by tavern owner \$1,000 to get rid of John O'Rourke, president of machines owned by a rival opera- Teamsters Joint Council 16." tor. Guildin added, according to Guildin also noted that in a phone a report of the testimony in News- call, another operator asked Jacobs day, local daily, that one of the to help out with a "location probrival operators involved was able lem." The op wanted Jacobs to to later relocate his machine in ask Joseph (Joey the Blond) Gallo,

Following this testimony, Assist-90 and 100 more prosecution witnesses before the government rested its case. Cahn's statement was in reply to a question posed by formed in early 1958 by Guildin, O'Rourke's attorney, Thomas Wad-

Circuit Court Upholds Sunday Pinball Ban in Cowpens, S. C.,

decision handed down in Circuit located in Cowpens. Court here recently, Judge J. provisions of a Cowpens ordinance ordinance making the possession governing control of pinball machines in that municipality.

The Darlington jurist sustained Town Council's prohibition of pinball machine operations in the community on Sunday as "a valid exercise of police power of the town."

Referred to County Equity Master LeRoy Moore for the taking of testimony was a fourth and major issue of the pinball machine controversy at nearby Cowpens.

As previously reported in The Billboard, Judge Lewis' order followed a recent hearing before him in Spartanburg Common Pleas Court of an action brought against the town of Cowpens by J. Mathis Brown, amusement machine operator of Gaffney, contesting the validity of Cowpens' new ordinance provisions. Mathis was identified in the court order as

the **FUTURE** with a promise

SPARTANBURG, S. C .- In a | "the owner of pinball machines"

It will be recalled that Cowpens' Woodrow Lewis held invalid two Town Council recently passed an of pinball machines within the town limits unlawful. Upon the advice of its attorney, the council "properly concluded," Judge Lewis noted last week, that it was without power to prohibit the operation of the machines but thereafter passed an ordinance requiring a \$250 license fee per machine.

It also passed an ordinance making it unlawful to operate any pinball machines within 1,000 feet of property used by or for churches or religious activities. Further, council forbade the use of such machines between 8 a.m. and 2 p.m., except on Sundays when it ordered that they could not be used at all or "exposed to view."

"The \$250 license fee provision is invalid and must be so declared," Judge Lewis declared in his ruling February 1. "The maximum municipal license fee on pinball machines is controlled by Section 5-676 of the 1952 Code of Laws, as amended in 1959 . . . and the municipality has no power to impose a tax on such machines in excess of the limits imposed by the Legislature. The new ordinance clearly imposes a license tax far in excess of the permitted limit of \$12.50 per machine."

Judge Lewis also declared invalid provisions of the ordinance making operation of pinball machines illegal between 8 a.m. and 2 p.m.

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Allen J. Stern

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COIN MACHINE EXCHANGE

TINTED TITLE STRIPS UP PLAY FOR MISS. OP

BILOXI, Miss.—A simple step in music merchandising which has consistently increased collections at every location for United Novelty Company here involves the use of tinted strips to indicate brand-new records just placed on the box.

As the plan operates, Johnny Bertucci, United Novelty head, has installed a decal on the front of each phonograph on his multiple Biloxi-Gulfport strings which indicates "Records Listed on Tinted Strips Have Been Changed." Behind, the music menu on the phonograph shows as many as two dozen salmon-pink-tinted tabs among the standard white variety, to make it easy for any customer to automatically identify new records which were placed on the machine at the last servicing call.

The idea appeals to almost everyone who is interested in new hit tunes, according to Bertucci, one of the Mississippi Gulf

Coast's oldest coin machine operators.

"A lot of people walk up to a juke box who just want to hear some music," he said. "In our case, they read over the tinted strips, choose from titles which interest them, and increase the play of new numbers considerably. The teen-ager, of course, who is keeping an ear open for up and coming new hits will always pick those which he recognizes as having heard on disk jockey shows, etc., and drops his coins accordingly.

"Even the tin-ear type player who is not particularly concerned with the current popularity of a number, is often curious enough to play some of the new numbers simply because they

have been singled out for him in this way."

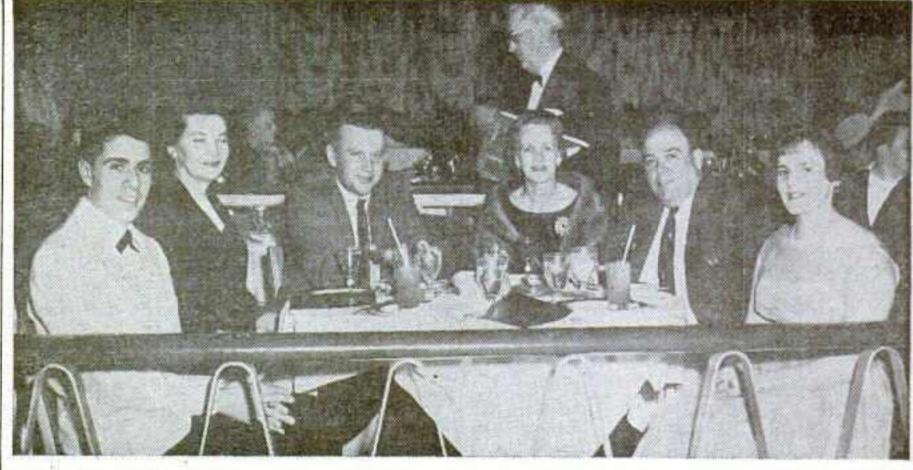
The salmon-pink title strips are made up at United Novelty Company as each new batch of records are received, and are immediately transferred to the collectors who service the machines, along with the disks. The salmon-pink strip remains on the machine until the record has been played for a week, when it is replaced with the ordinary white title strip.

In this way there is no constant growing of the number of pink strips, until the entire menu is covered. Thus, the system is a thoroly effective means of merchandising newly produced tunes, either forthcoming hit parade numbers, or those which United Novelty Company feels have a definite high play potential.

The system was developed in New Orleans by A. C. Huffine, a veteran operator who has developed many gimmicks to improve collections in both phonograph and amusement machine fields. In use on the United Novelty Company routes for only a few months, the system has demonstrated itself particularly effective where the entire music menu is exposed at the rear of the playing mechanism of the phonograph.

Collections have steadily gone up wherever the machines have thus been given the tinted coding system for brand-new

numbers.



SWEET 16 PARTY: The sixteenth birthday is an important event in the family of John Bilotta, second right, Newark, N. Y., Wurlitzer distributor. The occasion is the birthdays of daughter Louise, right, and nephew Jim Bilotta Jr., left. The Bilottas held the Sweet 16 party at the Boulevard Room of the Conrad Hilton Hotel, Chicago. Mrs. Bilotta sits at the head of the table, while the press, represented by Aaron Sternfield of The Billboard and Mrs. Sternfield, survey the proceedings.

Austrian Location Men Want Operators to Run Juke Boxes

By OMER ANDERSON

SALZBURG, Austria—The owners of Austria's 10,000 juke boxes, according to a poll by an owner committee, favor relinquishing their roles as the rugged individualists of restaurant, coffee house or bistro. the European juke box business and turning over their boxes to operators.

At present there are virtually no operators in this land of apple strudel and waltzes. Austria's 10,-000 juke box inventory belongs exclusively to location owners.

lishes, want out. The reasons are leaders, but the market remains to apparent: Being a juke box owner be fully tested. in Austria is a full-time job and one that doesn't mesh with operating a

Heavy Taxes

hositility of the government toward Austria. juke boxes. Boxes are taxed heavily and the crux of the owners' di- Austria has great market possibiliboxes and parts are prohibited.

sus, to defend the juke box trade outside the home. interest vis-a-vis the government and to regulate competition within be a crucial factor in newspaper the trade.

Spirkl and his partner, Willi Gram- the coffee house racks. mer, Rock-Ola distributors in Aus-

1,500 Machines

new Rock-Olas in Austria since the and if it is formed. Austrian juke boom developed with the departure of the four-power occupation forces and the restoration Conn. Coinmen of Austrian independence.

But the Spirkl-Grammer achievement is with no thanks to the government. Because the law prohibits direct importation, the partners (operating as W. Grammer & Company) have arranged to have American Rock-Olas shipped via Yugo-

The Grammer company has offices in Salzburg, Innsbruck, Vienna, Graaz, Villach and Feldkirch. On a per capita count, Austria

Westchester Ops Set Annual Dinner

PORT CHESTER, N. Y. - The Westchester Operators Guild will hold its ninth annual dinner Tuesday evening, May 17, at Holiday Inn, Scarsdale, N. Y. General chairman for the event will be Seymour Pollack, secretary of the Guild.

Pollack named to the banquet committee this week the following members of the Guild: Carl Pavesi, tickets; Nathan Bensky, entertainment; James A. Smith and Walter Swanson, journal; Harold Rosenberg and Edward Goldberg, seating; and Louis Tartaglia, treasurer. Members of the committee have already swung into action to insure this year's event as being the best ever for the Guild.

The owners, as the poll estab- rates as one of Europe's juke box

Replacement

Around half of the 10,000 juke boxes are vintage models and should be replaced. Moreover, the The Austrian owners' troubles importation curbs have prevented stem from what seems the ingrained any promotion of juke boxes in

Grammer and Spirkl believe that lemma is that direct imports of ties. They point to the Austrian musical tradition and to the coffee A powerful operators' association house tradition whereby Austrian is needed, according to the consen- families spend most of their leisure

This latter point is so real as to and magazine sales: Austria has Being a juke box distributor in one of the world's largest per capita Austria requires imagination and periodical circulations because Ausenergy unlimited, report Josef trians do most of their reading from

But until the government changes its attitude all this is speculation. Such is the task awaiting an Aus-They have placed around 1,500 trian operator association, when

Elect Officers

HARTFORD, Conn.—The Connecticut Coin Machine Operators' Association, meeting at dinner in Hartford, has elected Jerome Lambert, of C&L Amusements Company, Stamford, as president; Philip Tolisano, Superior Music Company, Hartford, vice-president; Frank Marks, Marks Music Company, New London, secretary: Anthony Wilkas, Wilkas Music Company, Hartford, treasurer; Byron Athenian, Athenian Music Company, New London, sergeant at arms, and Isadore Resnick, B. Resnick & Sons, Hartford, and George Savilli, Superior Music Company, Willimantic, delegates.

The board will consist of the foregoing, plus Abe Fish, General Amusement Game Company, Hartford, past president; Pat Montano, Acme Music Company, New Haven; Nat Lesser, New England Music Company, New London; Tony DeGutis, Dursell Novelty Company, New Britain; Martin Rosa, Martin Amusement Company, Waterbury, and William Lengyl, Nutmeg Amusement Company, Stamford.

A concerted drive is under way to boost membership from present 55 to 80. Legal problems facing the industry were discussed.

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Juke Box Interest Still High SHOWDOWN DUE

Continued from page 134

a lot happier."

Al (Senator) Bodkin, of Forest Hills Automatic Music Company, stated: "I'm buying stereo units for my top spots, of course, but we have had the problem of too few stereo records. Anything like a compatible record would be just great, for my money. I think it would really stimulate the business."

May Be Answer

Another prominent local operator, Charlie Bernoff of Regal Music Company, feels that the lows that are supposedly lost are not that important in the juke field. "What we need," Bernoff asserted, "is a record that gives a stereo feeling. The average location is not ideal for sound purposes anyway. But if the compatible record gives the separation and if it can be programmed first on a stereo box and later moved to another monaural location, then it's the answer to a big headache."

Joe Connors of Automatic Music Company, feels the same way. Conners said that anything that would make it possible for record companies to get out more stereo the Pickering people had made it records would be a great help to the average operator.

Barney Sugarman, head man of Runyon Sales, local AMI distribu-

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buy more stereo machines and ev- tor, also seconded the motion with erybody would stand to make more regard to compatible stereo disks. money. Location owners would be "I'd like to see somebody come out with a record like that," said Sugarman, "It would help us all."

Offer Tests

Meanwhile, Les Cahan, of Beltone Studios, who was instrumental in developing the idea, pointed out that if any juke box distributors wanted to run tests to see how the 45 single version of a compatible record would work on their equipment, he would be glad to make test pressings available.

On another front it was learned that 20th Fox Records, a movieaffiliated record firm here, was on the point several weeks ago of actually issuing a compatible stereo 45 version of a new release by singer Al Martino. At the last minute, execs of the company were informed that the disk would not be compatible as far as many Seewith a Pickering Flux Valve car- \$10,000. tridge, a unit which has virtually no vertical compliance (the ability vertical channel in a stereo disk).

It was learned, however, that known that with the assistance of Seeburg on the costs of tooling, a replacement cartridge could be quickly developed and made available to operators at relatively low cost for replacement in their machines.

As far as could be determined from knowledgeable engineering sources, all AMI and Wurlitzer

ON IND. PIN LAW

INDIANAPOLIS-A conclusive test of Indiana's antipin law is at hand. The action for a final opinion on the constitutionality of the statute was taken last week by Indiana Atty. Gen. Edwin K. Steers, who asked the Supreme Court to rule on 13 Fort Wayne cases. Transcripts have been filed with the clerk of the Supreme Court by Deputy Atty, Gen. Richard M. Givan.

Fire Destroys Jukes, Games

CROSSETT, Ark.-Fire which started in a nearby building spread to Crossett Music Company and destroyed the building, burning burg monaural machines in current three phonographs, several games, use were concerned. This was be- a number of parts and spare reccause these boxes were equipped ords for a total loss of about

The owner, Guy Morgan, is using his garage at home as a mainto reproduce the sound from the tenance and repair shop until the there and got him. It cost him \$6. move back in. He had no insurance on his equipment.

The fire burned five stores before it was brought under control. A brisk wind whipped flames high and firemen found it difficult to halt the raging blaze. It started in a cafe, a kitchen fire flaring out of control.

Morgan was renting the build ing. The owner told him he would monaural units now in use had the rebuild. Morgan has a route which type of cartridge which would per- extends over a wide area in Southform well, as is, on any compatible ern Arkansas and extending to the Louisiana line.

LADY LUCK FLEW COOP

Runaway Mutt & Hot Seat Give Sammons Hard Week

MEMPHIS - George Sammons, get the seat replaced. Then, the president of Sammons-Pennington week about shot as far as traveling, Company, had one of those weeks which happen to everyone now and then-everything seemed to go wrong-and he can't recall walking under a ladder or a black cat crossing his path.

First the dog catcher caught his dog. He had a cocker spaniel which he keeps in the fenced-in back yard. At breakfast, Sammons lets him in and gives him something off his plate. But one day the dog got out of the yard.

The dog catcher was about to get him, but one of Sammons' four children also spotted him, called him and got him in the house and saved him that time.

No Luck

A few days later the dog got out again but this time Sammons wasn't so lucky. His children, arriving home from school, called him and asked him to see if the dog was at the pound.

Sammons checked, found he was

The next day Sammons, who travels the Mid-South territory calling on music, game and vending operators, left town and got a call that evening from his wife. Someone had dropped a burning cigarette on her car seat and it smouldered and burned the seat up before it was discovered.

Hot Seat

lect some money on a background music system he had installed in a swank new restaurant. On arriving he found that the restaurant had burned two days before and the owner had no fire insurance. The owner sustained a

he decided to drive over to Jack-

son, Tenn., 85 miles away, to col-

total loss and was out an investment of \$55,000.

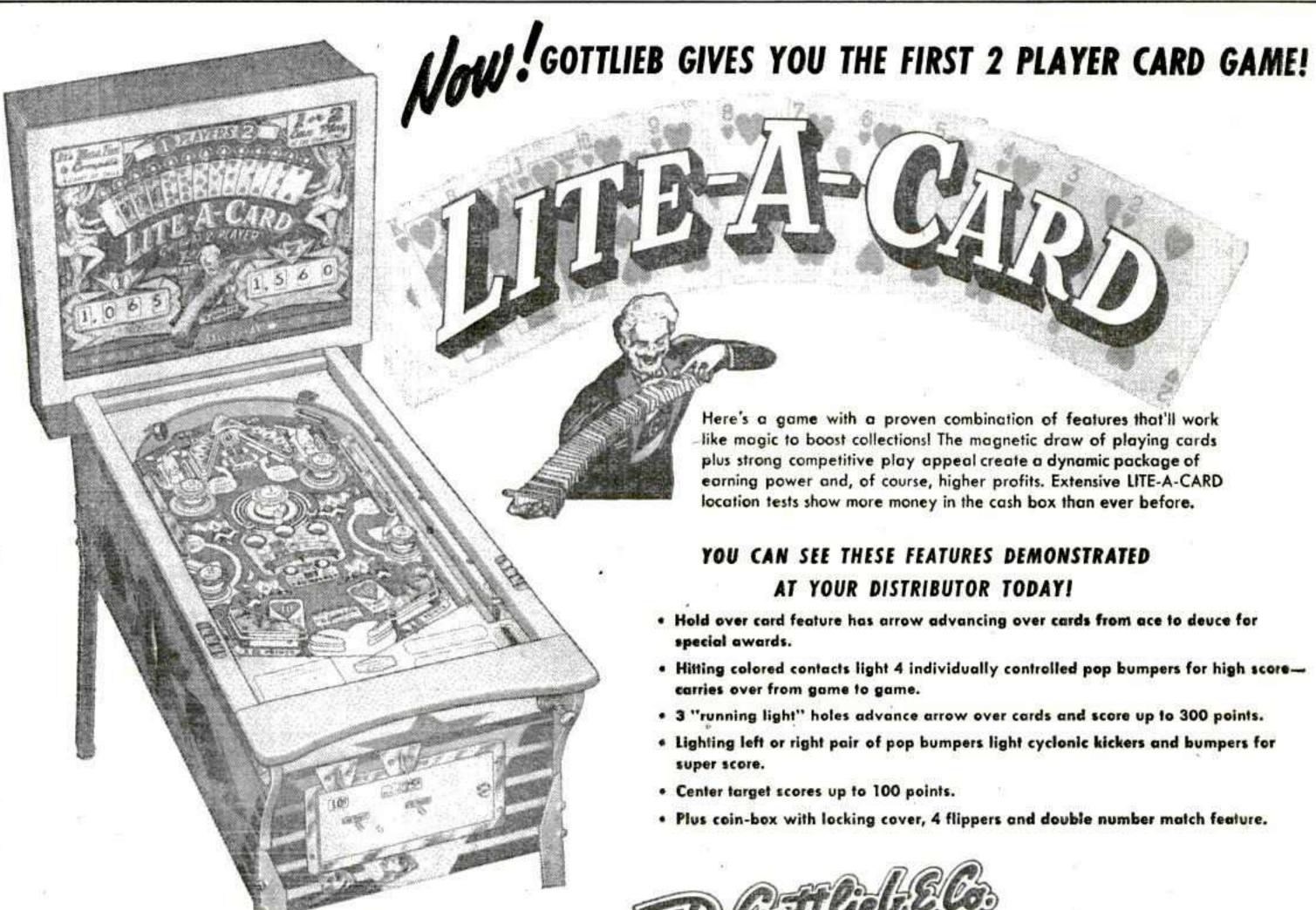
Sammons returned to Memphis realizing that the he had had a few turns of bad luck, he was still better off than many people and did not mope about his minor misfortunes.

Lieberman Set on Service Session

MINNEAPOLIS - A Seeburg building is restored and he can The dog catcher was a little service school will be sponsored grouchy about it and told him next Wednesday (16) by the Lieberman time he would cite Sammons to Music Company, which recently court, where it would cost him acquired the Seeburg distributorship when it bought out the S. L. London Company here.

The school, first of its Rind in this area, will be held at Lieberman's headquarters at 257 Plymouth Avenue N.

Woody Woodhall, Seeburg service engineer, will conduct the school. Those who attend will be taken out for lunch and dinner at the all-day event, a company He had to return to Memphis to spokesman said.



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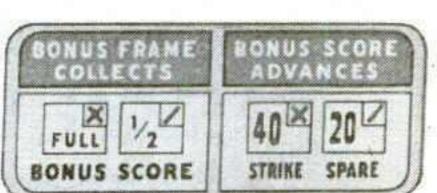
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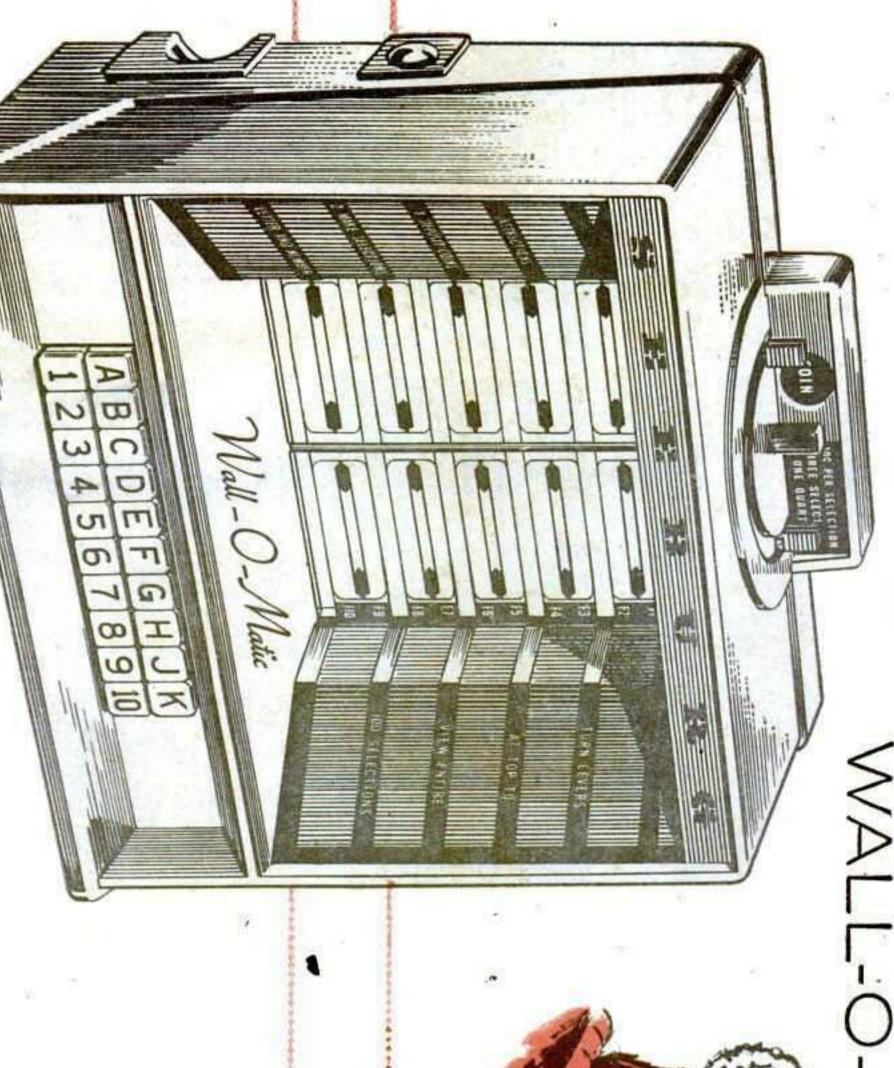


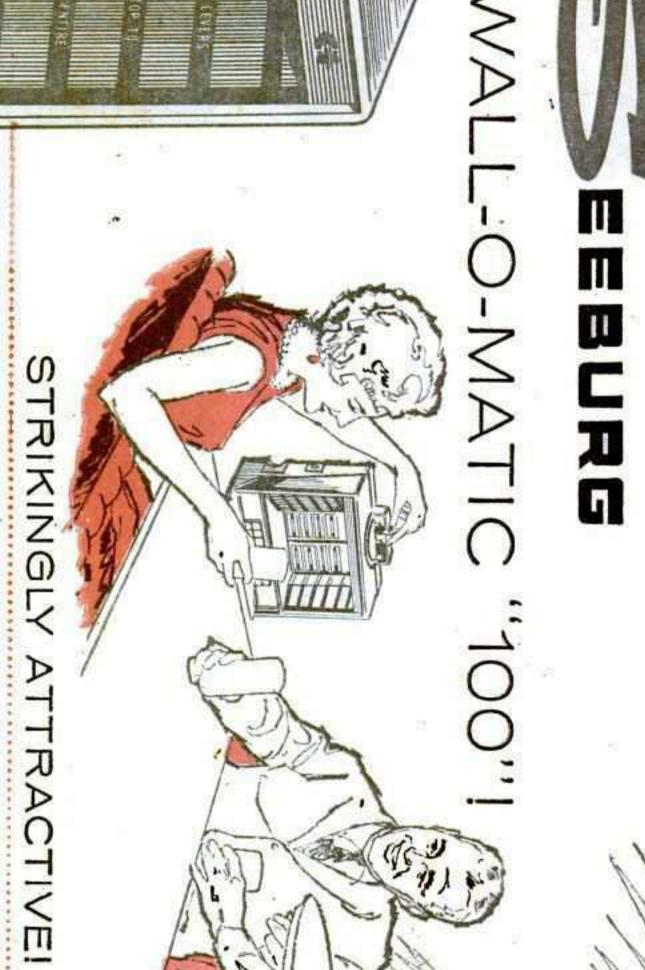
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