

# The Billboard

SIXTY-FOURTH YEAR

PRICE:  
35 CENTS

MAY 12, 1958 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Outdoor Upswing on Food & Drink Take

Fun-Seekers' Hunger and Thirst Tabbed at \$200 Million for New Season's Till

By CHARLES BYRNES

CHICAGO — Fun-seekers at outdoor amusements — fairs, parks, carnivals, circuses, kiddielands and celebrations — will consume over \$200,000,000 worth of food and drinks this summer and fall.

Long rated big and profitable, too, the refreshment field is growing constantly due to shorter work weeks, more leisure time, improved transportation and increased population.

Experienced hands in the concession game peg the nationwide average for food and drink sales at an outdoor-type event at slightly over 40 cents per capita. Top eaters and drinkers are auto race fans, who due to the heat, length of program and waiting periods, normally consume soft drinks, beer and food on a whopping per-capita basis.

Appetites and thirsts are affected by many factors. The foremost, however, is the time a patron puts in at an event. For instance, the average fair-goer is on the grounds from six to eight hours, and experienced operators figure he'll spend about 90 cents on refreshments during his stay.

### Remarkable Growth

There has been remarkable growth in the field since World War II and this year should be no exception. People have become accustomed to eating out more often and this is a big factor in the growth of outdoor food and drink sales. Too, there is more selection, the result of hep concessionaires who have expanded their menus and are merchandising their products. Improved equipment with increased flash also plays a big part in attracting the patron's eye.

Not too many years ago the patrons were satisfied with a cold drink, a hot dog and possibly a bag of popcorn or peanuts. Now they're faced with offerings that include chicken and steak dinners, glorified hamburgers, shrimp rolls, turkey sandwiches and dozens of other delicacies.

The staples, soft drinks and hot dogs, however, still lead in sales despite the inroads made by the newcomers. According to surveys,

each person at an outdoor amusement consumes an average of 1.25 drinks of pop. Two hot dogs are sold to every three persons, and in 1957 the outdoor business took a big share in the 670 million pounds of wieners produced in the United States.

Hamburgers are big sellers, too, altho well below the hot dog. Ice cream annually accounts for sales of over \$16 million, with other important items including high-profit refreshments such as snow cones, crushed ice with flavored syrup and traditional cotton candy.

### Glamor Treatment

The latter two are being glamorized this year for bigger sales. Several new flavors, including raspberry, are expected to increase snow-cone sales. Two-tone cotton candy, produced by having two machines each running a different color, is expected to increase sales of floss.

Peanuts, long traditional at the circus, are still holding their own, particularly at shows carrying elephants. Wieners, coated with batter and roasted, continue to maintain their popularity.

One of the fields where food and drink sales has expanded the most is the drive-in theaters. Some years ago each movie fan spent in the neighborhood of a quarter each time he visited the open-air cinema. Now, thru broadening of menus and smart merchandising, that same movie-goer is spending over 40 cents and in many cases that figure has grown considerably higher.

## KID DISPLAYS BONANZA FOR CHAIN STORES

MINNEAPOLIS — Supermarkets, discount stores, drug-stores and dime stores here have made a steady switch in the past few months to kid-angled displays and merchandise of all kinds, following survey results by Progressive Grocer Magazine which showed that couples with children average \$2.65 more in purchases than the nearest competing grouping. Tho the woman is still the dominant factor in shopping, the clear trend toward family excursions, according to one of the Super Value Stores chain here, has precipitated a minor revolution.

Kiddie disks, products advertised on juvenile TV shows and toys and games have been outselling comparable adult-angled items and are now displayed with an eye to surpassing them even further. Friday, long considered to be the big food shopping day, sees an ever-growing sales volume for "family - merchandise" instigated by moppets even tho the product isn't specifically a kid product. The power to move goods has reached a new peak for "Western series, cartoon shows, syndicated adventures and somadio deejay strips."

Simultaneously, kid shows, which diminished in number in TV and radio during 1956 and 1957, are experiencing a tremendous revival of sponsor interest. As one manager puts it: "They never heard of the recession here. It's spreading South too, so it can't be too long before East and West Coast store owners will get the message."

## New DJ Radio Look Causes Concern to Personality Jocks

Some Big-Time Spinners Iced by Local Programming Upheaval

By JUNE BUNDY

NEW YORK — The recent exodus of several big-time disk jockeys from their respective stations across the country again points up the general music programming upheaval which has been going on in local radio for the past few years.

Increased friction between personality deejays and station management (mainly the "Top 40" outlets) was officially spotlighted at the disk jockey convention in Kansas City, Mo., last March, and in recent weeks it has proceeded at an accelerated pace. Experiments with automation, consistent rating victories by key "Top 40" outlets, continual efforts by stations to cut costs — all these things — worry many big-money "personality" spinners today.

### What Price Personality?

Most recent top jock to leave station was Don Bell, top-rated deejay in Des Moines for the past several years. Bell's contract (for more than \$30,000 a year) with KIOA wasn't renewed by management last month. KIOA manager J. C. Dowell told The Billboard that he figured there was no sense in paying for a high-priced personality, when (in his opinion) audiences are won over simply by formula programming. (See story in last week's issue.)

Bell, the only jock at KIOA permitted to program his own pro-

gram (the others feature "Top 40"-type shows) moved over to new station KIOA from KRNT. Des Moines, a year ago, and 30 days after KIOA went on the air the station was the No. 1 rated outlet in the city. Bell attributes this not to "Top 40" but to the fact that he backed the move with plenty of personal promotion, including the writing of more than 2,000 letters to his old KRNT fans and record-hop attendees asking them to listen to his new KIOA show.

Bell interprets his present unemployment as part of a "nation-wide situation" confronting the personality jock.

### Deejay Days Numbered?

Earlier last month, five personality spinners—Dick Haynes, Gene Norman, Earl McDaniel, Duke Norton and Jack Smith all exited from KLAC, Hollywood, following the station's switch to a "Top 40" policy, and station prexy Mortimer Hall's statement that the "day of the deejay is over with." Hall also declared: "In major marketing areas disk jockey programming will slowly but inevitably come to an end. The trend in this direction has already started. . . . We have decided to go all the way and operate 100 per cent without disk jockeys."

Veteran deejay Peter Porter, who left KLAC earlier this year, opined at that time that KLAC's new policy spelled the demise of the personality deejay in radio. He also predicted that radio stations were going into mechanical presentation.

In line with this, automation was an important topic of discussion at the National Association of Radio and TV Broadcasters convention in Los Angeles last week. Automation, of course, doesn't nec-

(Continued on page 12)

## NEWS OF THE WEEK

Witnesses Hit Smathers Bill; Testimony Called "Disturbing" . . .

The Smathers Bill to divorce broadcasters from all music interests took another buffeting last week at Senate hearings for the opponents. Subcommittee Chairman Pastore said he was particularly "disturbed by testimony from many witnesses that songwriters could not get into ASCAP." . . . Page 3

Not Much Loot, But Artists Will Save Day at Brussels . . .

Current indications, budget limitations notwithstanding, are that the United States performing arts representatives at the Brussels World's Fair will be strong enough for the nation to fare moderately well when all the cultural and propaganda chips are finally counted. . . . Page 4

All Industry Attendance Noted At Music Operators' Conclave . . .

Tradesmen representing many facets of the music industry last week attended the Music Operators of America Convention at Chicago's Morrison Hotel. Exhibitors included juke box manufacturers, record companies, distributors, and allied industries. . . . Page 68

### DEPARTMENTS AND FEATURES

Amusement Games . . . . . 75	Music Pop Charts—
Aud-Arena . . . . . 51	Album Buying Guide . . . 20
Carnival . . . . . 55	Honor Roll of Hits . . . 28
Circus . . . . . 60	Best Seller Lists . . . . 30
Coming Events . . . . . 64	Tips on Coming Tops . . . 40
Classified Ads . . . . . 66	Outdoor . . . . . 49
Coin Machine . . . . . 68	Parks & Pools . . . . . 54
Fairs & Expositions . . . 62	Pipes . . . . . 63
Final Curtain . . . . . 53	Radio . . . . . 2
Letter List . . . . . 67	Reviews . . . . . 8
Merchandise . . . . . 63	Rinks . . . . . 54
Music . . . . . 2	Routes . . . . . 53
Music Machines . . . . . 68	TV-Music-Radio . . . . . 2
	Vending Machines . . . . 72

Knock  
Knock  
That's  
**OPPORTUNITY**  
check the  
**CLASSIFIED SECTION**  
this issue



'SOUNDER METHODS NEEDED'

Indie Tackle 'Monster': Free Record Deals & Oversize Returns

By PAUL ACKERMAN

CHICAGO—Representatives of 30-odd key indie labels, in attendance at the MOA annual convention at the Morrison Hotel here, held an urgent meeting Wednesday night (7) in an attempt to solve problems stemming from the evils of free record deals and excessive returns. It was the consensus that a monster had been created at the one-stop and rack jobber levels; that sounder business methods must be adopted at these levels if the indies wished to survive. Soft business, aggravated by the recession, lent a sombre note.

The advisability of forming an organization to adopt standards of business practice was discussed, but despite the feeling of urgency surrounding the meeting, nothing came of this suggestion. Some indie reps felt that the matter of such an organization's legality would first have to be explored.

Many of the indies, questioned after the meeting, lauded the attitude of Leonard Chess and stated they would follow a similar method of operation. Chess held a meeting with his distributors on Tuesday. He is adopting a uniform method of operation with distributors which provides for a 6½ per cent return privilege; an allowance of

3 per cent for promotion, plus a 2 per cent end-of-month arrangement. Thus, if any distributor who wishes to take a gamble on free records beyond the 6½ per cent return privilege, does so at his own risk.

Don't Be Tender

Some indies stated Chess's attitude was the only sound one. A few expressed fears that such tactics would result in a drop in volume. Joe Kolsky, of Roulette, felt that a drastic change could hurt volume, whereas others countered with the statement that the racks and one-stops did not merit such tender treatment.

The affair was not without its lighter moments. Herman Lubinsky, of Savoy Records, took over the chairmanship. "He ran it with an iron hand," one stated. "We let him do it because of his age," another remarked. Some jokes were bandied about while individuals tried to get over some important points.

Question uppermost in the minds of those leaving the meeting was whether the consensus would be adhered to, or whether many of those present, after admitting that the situation was critical, would not immediately go back to free

(Continued on page 12)

Majors Into Stereo Disks This Summer

By BOB ROLONTZ

NEW YORK—The major record firms, RCA Victor, Columbia, Capitol and Decca Records, will all be out with stereo recordings within the next six to 16 weeks. By the end of August all four firms will have stereo disks on the market in quantities of one to two dozen. They will include classical and popular recordings.

RCA Victor will release its line of stereo disks some time in June.

As far as can be ascertained, the line will amount to 25 or more records in both classical and pop. The diskery will demonstrate its records when it unveils its new phonos to distributors in June.

Decca Records will also bring out its line of stereo disks in June. The Decca release will have about a dozen classical and pop albums.

Columbia Records will have its line of stereo LP's on the market between June and August. No date could be uncovered, but since the firm shows off its new phono line in June it is possible they will have demonstrating on their new machines at these distributor-phono meetings. Columbia will issue no less than a dozen stereo disks.

Capitol Records' stereo disks are now being prepped for August, though the date may be moved up. Capitol will issue stereo disks on both the Capitol and Angel labels. Total to be released is also no less than a dozen.

Both Mercury and London Records are preparing to issue stereo

(Continued on page 11)

Hurok to Book Garner Tour

NEW YORK — Erroll Garner has signed with impresario Sol Hurok for a string of concert appearances thruout the United States starting next fall. Hurok will be the exclusive booker for the pianist's concert appearances in North America. Garner is the first jazz artist Hurok has represented since he presented Benny Goodman in one of his Carnegie Hall concerts before World War II.

According to the Hurok office, Garner is a "unique and original creative artist" who is expected to do mighty well on the concert circuit. It is understood that Garner will make his first Carnegie Hall appearance under the Hurok aegis some time in October. Garner will have a trio with him on all his concert appearances. He will play his own program of improvisations, some of which will be his own compositions.

Garner has been one of the few jazz artists who has been able to break out of the somewhat limiting confines of the jazz field and into the pop field as well. He is considered one of Columbia's top selling album artists, with his LP of "Concert By the Sea" approach-

(Continued on page 48)

Miller Partners In WIND: Two Distrib Execs

CHICAGO — Howard Miller, WIND kingpin d.j. and CBS web spinner via his Wrigley Gum daily segs, revealed last week that his partners in the purchase of WFOX, Milwaukee, are two prominent figures in local music business.

Station buy was exclusively reported in The Billboard (April 28). Jimmy Martin, owner of James H. Martin Distributor and Music Distributors, two local record distrib points, and Milton Salstone, owner of MS Distributing, another multi-label record distrib, evenly split 45 per cent of the station stock, with Miller holding the remaining 55 per cent.

Miller emphasized that he is concentrating his activities as usual on his own radio and TV activities. Station buying is an adjunct of his normal business activity. He said that present plans call for additional station acquisitions within the next two years, with a present objective of six as a total. Martin and Salstone will probably figure in the buying of other stations in the future, he said.

Dot Pacts Bud Hellowell

NEW YORK — Walter (Bud) Hellowell has joined Dot Records as disk jockey promotion man operating in the New York area. Hellowell was formerly with Coral Records, where he did deejay promotion.

Hellowell years ago worked with Bob Thiele—not Dot's a.&r. chief—during the early days of Signature Records.

150 LABELS AT MOA CLAMBAKE

CHICAGO — Representatives of an estimated 150 record labels did business on a button-holing level at the MOA convention, supplementing the 15 labels that rented booths. Thus the convention was one of the industry's major cracker barrels in the past year. George A. Miller, MOA prexy, declined to announce attendance figures.

In addition to coverage on this page, other convention stories appear in the music machine section of The Billboard.

Probers Hear R&R Defended

WASHINGTON—"The strongest condemnation of rock 'n' roll and country music comes from people who have never spent five minutes paying attention to it."

So said Don Owens, music director for WARL, Arlington, the Washington area's only all-country music station. Testifying before the Pastore (D., R. I.) Senate Subcommittee, holding hearings on the Smathers Bill to divorce music and broadcasting, Owens added: "The same people who screamed and rioted when Sinatra sang in 1943 are now calling such actions 'horrifying' today."

Other quotes on rock and roll

(Continued on page 12)

7 Promoted By Columbia

NEW YORK — Columbia Records announced a number of appointments both for the diskery and for the Columbia Record Club this week. On the diskery level, Paul McKimmie was promoted to product manager of the pop album division. He will co-ordinate and plan merchandising programs on pop sets. Mathew Delieto was named personnel manager for the firm in New York. Bob McColgin was named director, national quality control for Columbia Records, headquartered in Bridgeport, Conn.

On the Record Club level, Edward Helms is the new associate director of quality control and operational systems and procedures. William Bell was appointed assistant director of a.&r. for the club. In Terre Haute, Ind., John Rehorst was named operations manager of the fulfillment operation, and Bill Marietta supervisor of quality control there.

'CLOSER RAPPORT NEEDED'

People Need Help to Dig Good Music: Marek

BOSTON — "Young Americans still have an inferiority complex about good music," George Marek, RCA Victor chief stated last week in a speech before a group of cultural and civic leaders here. Marek's speech, which was given preparatory to the launching of the Boston Arts Festival next month, dealt with the need for a closer rapport with the arts for all Americans.

"People need help..." Marek noted. "They are still scared of good music." He pointed out that RCA Victor about three years ago

put out a record by the Boston Pops called "Classical Music for People Who Hate Classical Music." He said that since that time more than 100,000 people had bought the record.

"Others in a similar vein," Marek added, "have been bought by an additional 200,000 people. These records contain good music and all of them indicate how much people... want to be shown what to see, what to listen to, what to experience in the arts... how much they appreciate the endeavor to

(Continued on page 12)

SPA Collecting Starts Sept. 1

NEW YORK—The plan of the Songwriters Protective Association to collect royalties (in behalf of SPA members) from publishers and audit their statements will go into operation September 1. Miriam Stern, SPA's executive director, reports that 94 per cent of SPA's membership has signaled its approval of the plan. She terms it "the greatest membership response in SPA's history."

Altho several publishers have indicated disapproval of the plan, they may not have much to say about it, since the SPA plan calls for its members to "authorize SPA

(Continued on page 48)

Montilla Sets Latin Stereo

NEW YORK — Montilla Records is bringing out its first series of stereo LP's in two weeks. The initial release will spotlight 10 stereo albums.

The stereo packages will retail for \$5.95. The LP line-up includes packages by flamenco guitarists Sabicas and Escadero; a collection of Jotas by Orquesta De Camara De Madrid; a bull fight music LP; piano duo Felo and Bruno; an authentic gypsy music package; and an LP featuring Miguel De Los Reyes and his Gypsy Ballet.

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.  
William D. Littleford

Editors

Paul Ackerman... Music-Radio-TV, N. Y.  
Herb Dotten... Outdoor, Chicago  
Robt. Dietmeier... Coin Mach., Chicago  
Wm. J. Sachs, Exec. News Editor, Cincinnati  
Lee Zhitto... West Coast Music Ed., L. A.

Managers and Divisions

L. W. Gatto... Main Office, Cincinnati  
R. S. Littleford Jr., Music-Radio Div., N. Y.  
Sam Chase... Asst. Publisher, New York  
Herb Dotten... Outdoor Division, Chicago  
Hilmer Stark... Coin Mach. Division, Chicago

W. D. Littleford... President  
M. L. Reuter... Vice-Pres.  
Lawrence W. Gatto... Treasurer  
John Ross... Secretary

Offices

Cincinnati 22, 2160 Patterson St.  
L. W. Gatto  
Phone: DUNbar 1-6450  
New York 36, 1564 Broadway  
W. D. Littleford  
Phone: PLaza 7-2800  
Chicago 1, 188 W. Randolph St.  
Maynard L. Reuter  
Phone: CEntral 6-9818  
Hollywood 28, 1520 North Gower  
Sam Abbott  
Phone: HOLlywood 9-5831  
St. Louis 1, 812 Olive St.  
Frank B. Joerling  
Phone: CHestnut 1-0443  
Washington 5, 1426 G St., N.W.  
News Bureau  
Phone: NAtional 8-4749

Advertising Managers

C. J. Latscha, Director  
Outdoor-Mdse. ... Robert Kendall, Chicago  
Music-Radio-TV ... Dan Collins, New York  
Coin Machine ... Richard Ford, Chicago  
Music-Western ... Robert McCluskey, L. A.

Circulation Department

B. A. Bruns, Director... Cincinnati  
Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1958 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5. The Billboard International; Funspot, the monthly magazine of amusement management; High Fidelity, the magazine for music listeners, and Audio-craft, the magazine for the hi-fi hobbyist.

Printed by WORLD COLOR PRtg. CO., St. Louis, Mo.  
Vol. 70 No. 19

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

913

Name \_\_\_\_\_

Occupation or Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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

## WINS Surprised At Freed Walk

NEW YORK — Developments flew thick and fast at press time Friday (9) in the cause celebre which arose out of what has come to be called the Alan Freed incident in Boston Saturday evening (3).

As a result of the reported riot, which received widespread newspaper coverage, the following developments had taken place: Freed resigned from WINS here because of what he called the station's failure to "stand behind my policies and principles." The station had taken no stand on the Boston issue.

Later, Jock Fearnhead, veepee and general manager of WINS, said: "Alan Freed's resignation last night came as a complete surprise to WINS." He added: "In cases of this kind, the public usually assumes that a person in trouble is fired—but such was definitely not the case with Freed and WINS. The station's position has been one of a third party, and a separate entity, because the incidents involved the non-radio activities of Mr. Freed. WINS sincerely wishes

(Continued on page 48)

## Elektra Sets Stereo Disks

NEW YORK—Elektra Records has set its first stereo disk release for June 1. Initial release will comprise two packages: "The Original Trinidad Steel Band" and "The New York Jazz Quartet Goes Native." Spokesmen for the diskery indicated that there are no current plans for re-recording any of the folk recordings in the catalog for stereo release.

The label has also re-signed Josh White to an exclusive long-term contract. It has signed as distributors R & D Distributors of New Orleans, South Coast Amusement Company of Houston, and Daily Bros., in Dallas.

## Westminster Ups Pop List

NEW YORK — Westminster has announced five pop albums for June release, an increase over the May schedule. New LP's are "That's Me All Over," comedy songs by Gypsy Rose Lee; "My Man," blues numbers by Mary Lou Brewer, with Sy Shaffer ork; Hal Otis ork; "Jozelle Sings," French ballads by Mira Jozelle, and "Swingin' Folk Tunes" with Freddy Jacobs vocals and Sonny Weiss ork.

## N. Y. Deejays Spin Faster Than Disks

NEW YORK—The disk jockey scene here is in a state of flux with at least eight deejays, including such topflight spinners as Art Ford and Alan Freed, moving in or out of local station posts during the last week.

Freed resigned from WINS last week in a surprise move (see story elsewhere in this issue). Ford, who left WNEW last month, joined WNTA and WATV, Newark, as program director-deejay. Scott Muni, a top-rated deejay at WAKR, Akron, moves to WMCA here May 26.

Ted Steele announced he would leave WOR-TV July 1. Norm Tulin, formerly with WORL, Boston, has signed to do a deejay show

## HOUSE REPORT ON ASCAP CAN BE HAD GRATIS

WASHINGTON — Copies of the House Small Business Subcommittee's report on American Society of Composers, Authors and Publishers practices are available free for the asking. Subcommittee Chairman James Roosevelt (D., Cal.) said he is making copies available in response to the "many, many letters we have received from ASCAP members who would like more information on the way ASCAP operates."

Mail requests for copies of the report to: "House Small Business Subcommittee Number 5, Room 129, Old House Office Building, Washington, D. C."

## Victor Coup: Sign Cliburn

NEW YORK—RCA Victor has come up with one of the musical plums of the season with the pacting of Van Cliburn, the young pianist who achieved international fame via his victory in the Tchaikovsky pianist competition in Moscow. Both Columbia and Victor were after the lad. Signing was accomplished via the transatlantic telephone with conversations between Cliburn, Alan Kayes, Victor Red Seal a.&r. head, and William Judd, veepee of Columbia Artists Management.

Victor will cut the pianist immediately upon his return to New York, and will release his first album some time in June. These records will mark the pianist's debut on wax.

## Col Pix Diskery Planning Full Line

By LEE ZHITO

HOLLYWOOD — Columbia Pictures' Jonie Taps is currently preparing early releases of the record company he will helm for his movie studio. The target date for the debut release is set for September. Plans are for the firm to offer as complete a line as possible, including packages as well as singles and covering almost all the hues in the musical rainbow, from rock and roll to pop and from jazz to an occasional classical item.

The still unnamed diskery will take full advantage of its major studio parent and its TV film production sister firm, Screen Gems,

utilizing the talent and resources of both whenever possible. Taps intends to throw full emphasis on the use of film sound tracks and the disk presentation of film celebs, displaying facets of their talents heretofore unknown to the record buying public.

Currently on tap for Taps is an album featuring Kim Novak in her

(Continued on page 45)

## Witnesses Hit Smathers Bill; Testimony Called 'Disturbing'

By MILDRED HALL

WASHINGTON — The Smathers Bill to divorce broadcasters from all music interests took another buffeting last week at Senate hearings for the opponents. ASCAP was put on the spot when Subcommittee Chairman Pastore demanded to know why two letters of application sent by May Axton, composer of "Heartbreak Hotel," were never even answered.

"We have been disturbed here by testimony from many witnesses that songwriters could not get into ASCAP, and that young talent couldn't connect. This is of tremendous significance for the record. It's a very substantial point," said the chairman.

Pastore added: "This needs refuting by the other side—if it can be refuted. If a contention is being made of danger of monopoly by broadcast music we must make sure we would not have a monopoly over all, if BMI lost its advantage in being broadcast-owned."

Pastore agreed for space calling by the other side, also. "Of course, you must admit that it is an advantage to be of the chosen who have broadcast licenses. And, of course, it is an advantage to have the BMI licensing organization owned by broadcasters. But advantage does not always spell abuse of a license. The crux here is whether the advantage is being exploited at the expense of the public interest—that is our only concern here."

Senator Potter added: "That's one side. It is just as important if some people are discriminated against because they don't belong to a closed shop, and there is a shut-out of musical talent." Potter commented: "There is evidence of a full scale search going on constantly for new songs and new talent."

Rock and roll held the spotlight at opening of hearings when Pastore asked Mae Axton if she thought the big beat was a cause factor in recent Boston rioting after an r.&r. session, with an aftermath of stabbing and beating. Pastore said he was "deeply disturbed by the possibility."

Mrs. Axton, a teacher and country music songwriter of Jacksonville, Fla., said those close to the music knew better than to judge it a factor in delinquency. "It is an outlet for tension of today's teenagers—not the cause." She produced letters from Southern educators praising the "danceable rhythm of the big beat, and said she had conducted many rock and roll dance rallies for teen-agers without incident or policing of any kind.

Senator Potter said he had been impressed with a teen-age rally in Detroit, where some 15,000 rock and rollers danced without trouble. Pastore remarked that "it

(Continued on page 45)

## Mathis Meets The Press

NEW YORK — Columbia Records continued its tradition of musical bashes for the trade with a party honoring Johnny Mathis last Tuesday (6). The clambake was held at the Waldorf Astoria and members of the trade press, magazine and newspapers as well as deejays turned out in force to see the label's newest sensation, who now has four top selling LP's and one EP. (The Billboard, May 5.)

Mathis performed for the assembled guests, singing songs he had cracked thru with both as a single artist and as an album artist. He thrilled the many dames in the audience, pleased the guys, and contributed to a happy time for all concerned. The party was both an intro to the lad for many who had never met him before and a pre-opening night party to celebrate his booking at the Copacabana here starting last Thursday (8).

## Light Widens Overseas Setup

NEW YORK — Enoch Light, executive veepee of Grand Award Records, returned to the United States last week, after a six-week trip to Europe, with new deals set for distribution of Grand Awards platters in Italy, Germany and Holland. The label now will have distribution in almost every European country.

In Italy, Light concluded a deal with Fonit-Cetra execs Messrs. Carrara, Trinelli and Navarra to handle the line there. In Germany, Bertelsmann, operator of one of the largest book clubs in Europe, will handle the Grand Award line. Boverma is set to distribute in Holland.

Light also met with Pathe Marconi execs, who distribute Grand Award disks in France; Turicophon, his Swiss distributor, and Anvers Radio, in Brussels, Light's Belgian jobber.

## RCA Prexy Displays New Tape Magazine

NEW YORK—Radio Corporation of America President John L. Burns raised his hand at the firm's annual stockholder's meeting last Tuesday, the 13th, and also raised a lot of questions. For, in his hand, he held a recorded tape magazine, or cartridge.

"Today," said John L. Burns, "I have the pleasure of announcing the first of RCA's six new products for 1958."

"It is this high fidelity tape cartridge—the first of its kind to be commercially developed."

"It can be slipped into place quite simply and eliminates the

need for threading magnetic tape from one reel to another.

The cartridge holds enough tape to give two hours of recorded entertainment, or an hour of stereophonic music, he said, and will be on the market in the fall.

He placed the cartridge in a player, pressed a button, and demonstrated stereophonic sound from a tape magazine to the assembled stockholders.

What RCA Victor will not reveal yet is this: the cartridge is a four-track, 3 $\frac{3}{4}$ -inch-per-second recorded tape. It requires a special handler or playback mechanism about which no information has been released. First details about both the magazine and the player will be forthcoming from RCA the first week in June.

The Billboard has questioned major tape recorder manufacturers about the RCA Victor development and learned that some months ago, RCA unveiled its new tape playing system to tape recorder manufacturers. It announced it would produce the unit commercially and offered plans and a free licensing arrangement to anyone who wanted to follow its lead in producing the machine to play their cartridge.

The tape recorder manufacturers, with the exception of Ampex,

(Continued on page 45)

## JOCK CITES OUR CHARTS, SURVEYS

CHICAGO — Stan Dale, Chicago deejay, a speaker at the MOA convention, was called upon by a question from his audience to comment on the comparative value of various trade paper disk surveys. Dale says he was pressed for time by George Miller, MOA prexy, who chaired the session, and that he wants to amplify his remarks as follows:

"My comments were concerned with charts polling deejays, comparing the two that seem to be most controversial because people in the trade are always arguing about how good they are. I think everybody agrees on the proven speed and accuracy of The Billboard charts."

"As for the charts of record sales, The Billboard's system, supervised by New York University, of getting dealers actually to list their total sales, then compiling the results on IBM machines — that's absolutely foolproof, so far as I can see."

## High Fidelity Into Stereo

HOLLYWOOD—High Fidelity Records becomes the latest to jump into stereo dishing with the release this month of eight albums. To distinguish the new line from the standard LP versions, the packages will carry the Hifistereodisc tag.

The eight albums are: "Taboo," featuring the orchestra of Arthur Lyman; "George Wright's 'My Fair Lady'"; "The Genius of George Wright," with Wright playing the Wurlitzer pipe organ; "Jazz 'n' Razz Ma Tazz," by Georgie and His Varsity Five; Harry Zimmerman's "Band With a Beat"; "Jazz Erotica," featuring tenor saxist Rickie Kamuca and His Band; "Harp With a Beat," featuring harpist Verlye Mills, with arrangements and orchestra conducted by Billy May, and "The End of Bongos," with Jack Burger and his orchestra.

Hifistereodiscs were cut by the Westrex 45-45 method and can be played by the standard stereo cartridge. Rich Vaughn, Hi Fi prexy, said he is ready to convert his whole line, should this initial release show active sale.

# Not Much Loot, But Artists Will Save Day at Brussels

By REN GREVATT

NEW YORK — Current indications, budget limitations notwithstanding, are that the United States performing arts representation at the Brussels World's Fair will be strong enough for the nation to fare moderately well, when all the cultural and propaganda chips are finally counted.

The favorable turn of events comes despite an apparently slow start made for the program via the showing of the film, "South Pacific"; a confused situation with regard to performer appearances, and the unyielding hand on the purse strings by Representative Rooney, chairman of a special subcommittee of the House Appropriations Committee which head a plea for additional funds.

According to Jean Dalrymple, of the New York City Center, who is in charge of setting up the performing arts program, a substantial series of booking is set, covering many facets of the performing arts—from jazz to ballet and from legit drama to recitals—despite severe budget limitations.

## Budget Trimmed

Originally, we were supposed to have \$2,000,000 out of a total budget of \$15,000,000," says Miss Dalrymple, "but when the total budget was trimmed to \$11,800,000, at which time about \$10,000,000 had already been committed, that left us with only about \$500,000 for the performing arts program.

"A supplementary appeal was made and tho we got a little more, it's still far less than we needed. Congressman Rooney, who was

chairman of the subcommittee, could not be convinced of the value of the program."

The lack of funds brought about an attempt first, to get industrial firms to underwrite some of the heavy costs of talent and transportation, and second, to sign up acts who would be in Europe during Fair time and whose cost, therefore, would be considerably less.

Leading private industry support is Westinghouse Broadcasting Corporation, which is sponsoring the appearance of Benny Goodman and his band with Jimmy Rushing and Ethel Ennis for a full five-day turn late this month. Westinghouse is picking up the tab for everything on this junket. Miss Dalrymple says that income received from the \$1-\$2-\$3 admissions for the 1,100-seat auditorium will be turned back to Westinghouse.

Another corporate giant, the National Broadcasting Company, is paying all costs involved in sending the NBC Opera Company to Brussels for the premiere performances of the latest Gian Carlo Menotti opera, "Maria Golovin." The opera will be performed for 11 days starting August 20.

Also on the live theater front are three musical, the physical productions of which are being made available by the New York City Center. These are Carlisle Lloyd's "Susannah," for a four-day run, and the musical standards, "Carousel" and "Wonderful Town," both of which will have approximately two-week runs.

Plans for a previously announced all-star jazz week are going ahead. Most of the talent will be drawn from the performers appearing at the Newport Jazz Festival. Final

(Continued on page 14)

## BRITISH TRIAL REALLY SQUARE

LONDON — During the court hearing of a case in which a musician sued the British Broadcasting Corporation for injuries received when he fell off a chair during rehearsal, fellow musicians were cross-examined on the number of instruments which were damaged in the fall. The following exchange of dialogue took place:

William Thomas Su'ett, musician: They included a glockenspiel.

Judge Daynes: What is a glockenspiel?

Su'ett: It is like a vibraphone.

Judge: That does not help me much. What is a vibraphone?

Su'ett: It is like a xylophone.

Judge: I think you'd better proceed to the other instruments.

The case was adjourned.

## Wein to Stage Jazz Festival At French Lick

NEW YORK—Jazz impresario George Wein is spreading out to the Midwest. After the Newport Festival in July, Wein will produce the three-day jazz festival to be given at French Lick, Ind., on August 15, 16 and 17. The jazz festival will be part of the over-all music festival at French Lick, which for its second season will offer choral music, jazz, country music and classical music on succeeding weeks in August.

No names are set yet for the French Lick jazz clambake, but there will be afternoon symposiums and different types of jazz groups, Dixieland, modern et al., on the three different nights. The jazz symposiums will be held both indoors and out. The concerts will be held outdoors in an amphitheater on the lawn of the French Lick-Sheraton Hotel which can hold up to 5,000 people.

Artists set for the symphonic part of the festival include The Louisville Symphony Orchestra under the direction of Dr. Robert Whitney. The director of the festival is Al Banks; the sponsors of the French Lick-Sheraton Hotel at the famous resort.

joined Frank Sinatra and Keeley Smith; Columbia, Jerry Vale and Mary Mayo; Rosie Clooney and Jose Ferrar are together on M-G-M. A few years ago Kitty

(Continued on page 14)

## 'NEW SOUND' IS OLD, BUT SOLID

# They Love That Boy-Girl Sound: More & More Duos Jam Rosters

NEW YORK—In these days of new sounds on wax, a.&r. men, whether the free-lance kind or those associated with established companies, are laying more and more stress on one of the oldest sounds of all, vocal duos. Mainly boy-girl duos, but oftentimes duos featuring two boys or two girls.

Some say it started in the rock and roll field with such hitmakers

as Shirley and Lee, Gene and Eunice or Mickey and Sylvia. But Doris Day and Johnnie Ray, Frankie Laine and Jo Stafford, Dinah Shore and Buddy Clark, Tony Martin and Fran Warren and Bing Crosby and Connie Boswell were dueting together long before that. And if you really want to look back there was, many years ago, the boy-girl team of Julia Sanderson and Frank Crummit.

Proof of the strength of the boy-girl sound is the fact that almost every label today has a boy-girl duo, and some labels even have two or three. At the present time Art and Dotty Todd have a smash hit with "Chanson D'Amour" and the German team of Marianne Vasel and Erich Storz are up and coming with their waxing of "The Little Train." Just recently Ronald and Ruby made the charts with their version of "Lollipop" and Billy and Lillie, Johnnie and Joe, and Cindy and Lindy were duos riding high with disks only a few months ago.

## The Newer Teams

More and more boy-girl teams seem to start each week. Here is a list of some of the newer pairings on assorted labels: Jan and Arnie on Arwin; Ruff and Ready on Cavalier; Rabbit and Gino on Bow; Gino and Gina on Mercury; Jan

and Patti North on M-G-M; Marv and Patty on M-G-M; Sugar Pie and Pee Wee on Aladdin; Dorothy and Jimmy Blakely on Starday; Do and Dean Farrell on Capitol.

There have been and continue to be many boy-girl pairings of established names. Recently Capitol

## ASCAP Counsel Blasts Charges by Alexander

WASHINGTON — Herman Finkelstein, counsel for the American Society of Composers, Authors and Publishers, has written the O'Mahoney (D., Wyo.) Copyright Subcommittee that Perry Alexander's charges against ASCAP during recent juke exemption hearings were a clear case of the pot calling the kettle black.

Finkelstein said dissident ASCAP publisher-member Alexander had charged the Society with short-changing his firm on performance royalties for the hit-tune "Cry." At the same time, Alexander was giving the songwriter Churchill Kohlman only 10 per cent of a total take of \$140,000 in various moneys earned by the song in 1952, said Finkelstein.

The ASCAP attorney told the subcommittee that counsel for Kohlman had sued publisher Alexander in an attempt to recover the writer's fair share, the customary 50 per cent, which should have given Kohlman \$120,000 for "Cry."

Finkelstein also said Alexander's claim during hearings of having "sneaked" the tune into his BMI firm, Mellow Music, because of trouble over performance fees with ASCAP, was not borne out by the record. The ASCAP attorney has submitted a copy of a letter Alexander wrote, saying the switch was made because a "wonderful deal was opening up" for Kohlman in the Mellow Music firm in 1951. No ASCAP trouble was mentioned, said Finkelstein.

Finkelstein accused Alexander of song-sharking, a practice of charging writers for song publication and promotion which is often never even begun. Alexander had assured Sen. Kirksen (R., Ill.), dur-

ing the Senate hearings, on the bill to end juke exemption on performance royalties, that his firm "charged nothing" to the songwriter.

On the contrary, ASCAP counsel wrote the committee, Alexander "solicited amateur songwriters to engage him as their publisher" upon payments of sums from \$300 to \$500. Finkelstein submitted a copy of Alexander's "glowing prospectus," and photostats of half a dozen sad letters from disappointed writers who never recovered their money, in amounts from \$25 to \$500, from the Dubonnet firm.

Finkelstein also noted that while Alexander complained of getting only \$434 in writer royalties, and \$4,160 in publisher royalties, over 10 and 13-year periods, he failed to mention \$4,000 received over a two-year period from ASCAP's re-

lief fund, which is paid out of member dues.

Finkelstein told the subcommittee that use of Alexander as a witness was a sign of "desperation" on the part of juke operators.

COMING NEXT WEEK

## the second tape quarterly

Prepared and written to inform, instruct and illustrate

this new, fast-moving medium of recording and reproduction.

Vital features of interest to manufacturers, distributors and dealers.

## 2 Tape Firms Turn To Stereo Records

HOLLYWOOD — Omegatape reversed the usual procedure of a diskery invading the tape field when the recorded tape firm moved last week into the disk field. It disclosed its plans to market LP versions of its releases—both in stereodisk and standard monaural forms.

The LP line will bear the "Omega disc" label with the initial release scheduled for May 25. Again, contrary to established patterns, the stereodisks will hit the market first with the monaural LP duplicates to be introduced several weeks later.

The stereodisks will list at \$6.95 and their standard LP counterparts will retail at \$5.95. The stereotape reels of the same selections will continue to list at \$11.95. Dave Hubert, Omega tape prexy, will accept eye appeal by packaging the disks in hinged boxes, using four-color album art and lining the boxes with gold foil.

(Continued on page 14)

HOLLYWOOD — Bel Canto, Coast based tapery, called in its national sales reps to unveil (1) a new, low cost line of stereo tape, and (2) announce its entry into the stereodisk field.

Bel Canto's low-cost subsid bears the Q-Tape label with all selections listing at \$4.95. Bel Canto's exec veepee and general manager, Russ Molloy, feels this marks the first major price breakthrough in the recorded tape field, since the Q-Tape items will be marked for at least \$2 less than any other stereo tape now available.

The Q-Tape subsid will be sold and merchandised independently from the Bel Canto line. The B line will continue its regular stereotape releases listing at \$7.95 and \$11.95. Molloy said that all of Q-Tape's releases will be quality stereo recordings despite the lower price. Sub-tag on the Q-Tape is "Q" Stands for Quality. Tapes are smartly packaged in boxes bearing a large Q with center of the letter die-cut to permit reading label credits on the tape reel inside. Sealed poly wrapper covers the box.

Initial release includes 11 packages: Q-Quality demo containing excerpts from the remaining releases and listing at \$2.95; "South Pacific," "Dance Time in Stereo," "Lovers' Holiday," "Swan Lake," "Polka Time," "Glenn Miller Moods," "Gay '90's in Stereo," "Sousa on Parade," "Sidewalks of New York" and "Dreamland."

To move into the stereodisk field, Bel Canto has had to change its company name, dropping "magnetic tape" and replacing it with "Stereophonic Recordings." The initial stereodisk release consists of two packages, "Luau to Jazz" and "Plain Vanilla." List price is \$5.95 with distribu net at \$2.69 and dealer net at \$3.57.

# DIAMOND STYLI DROP TO \$4.99 LOW IN N. Y.

NEW YORK—The bottom has dropped out of the price line on diamond needles here. Diamond styli which only a year ago were bringing anywhere from \$15 to \$25 are now going for as little as \$4.99, according to a tally of stores in the midtown area.

In some respects, at least, it's the same pattern as that observed over the past few years in the LP disk market. The pattern is established by the discount, general merchandise chain stores, which do not have to depend on records and related equipment for their

bread and butter. Notable starter of the price downtrend are the stores operated by east coast chain E. J. Korvette. Storemen agree the sequence is the same as that noted late last year, when an LP price slash by the firm's new Brooklyn outlet occasioned a similar slash across the street at Abraham and Strauss.

In the needle field, a store such as Korvette can establish the low price. Next come the department stores, such as Macy's, which in turn are followed by stores like Goody's, Hudson Radio, etc.

Another current factor here is the use of needles as a leader by Liberty Records Shops, which features the Duotone line.

Aside from feeling the need to follow the price pattern set by general discount and department stores, the strictly record outlets explain the low prices for diamonds as a traffic builder at a time when, as one storekeeper put it, "we really can use some traffic, man!"

Even at the deeply cut price structure, stores can still make a slight profit. The run of local prices is from \$4.99 to \$5.99 for single styli and \$5.99 to \$6.99 for dual styli. Mechanization of mounting the diamond tips has greatly reduced production costs. One firm, Electrovox, maker of Walco needles, is operating a plant in Puerto Rico which employs 100 people, with labor costs less than half what they would be in the States. The up-dated production methods have brought the price of needles to dealers to as little as \$5, according to one authority.

Out of town, the prices are showing the same general trend, say observers, but the process is slower. In other areas the price range is still in the \$9.95 to \$15 category, but tie-in deals with disk merchandise is expected to have the effect of pushing these down to the lower levels, even in the last holdout areas.

### REVIEW

## Folk Dance Set Aimed At All Ages

RCA Victor has released seven new LP's as part of the label's new "The World of Folk Dances" series. Research for the albums was conducted by Michael Herman, director of New York's Folk Dance House.

The sets comprise a graduated series with dances becoming more technical and difficult with each succeeding volume. Each package contains an illustrated booklet which gives dance instructions and in some instances a history of the various dances. The booklets are attractively illustrated.

The sets are designed for all age brackets. Adult social and educational groups will find the series an interesting and fairly complete source of folk dance material. Covers are by noted artist Rozelle Thompson, who has authentically reproduced native costumes of several countries.

The sets list for \$3.98 and may be purchased individually or as a group. Singly or as a complete series, the album jacket are excellent display items. All of the albums feature music by Michael Herman's folk dance ork. Notes for the booklets were written by Mary Ann Herman.

Twenty-one EP's containing various selections from the seven LP's are also available.

**Special Folk Dances, RCA Victor LPM 1619; Happy Folk Dances, LPM 1620; Festival Folk Dances, LPM 1621; Folk Dances for All Ages, LPM 1622; All - Purpose Folk Dances, LPM 1623; Folk Dances for Fun, LPM 1624 and First Folk Dances, LPM 1625.**

Howard Cook.

## GAC to Close Cincy Office

CINCINNATI — It was announced here Tuesday (8) by Art Weems, General Artist Corporation vice-president and general manager, that the local GAC office, located in the Carew Tower, will close effective June 1, with the territory now being serviced by the Cincy office divided among GAC offices in Chicago, New York, Miami Beach, Fla., and Dallas.

Frank Hanshaw, location booker in charge of the local office, joins Leonard Rumm at the GAC office in Miami Beach. Chuck Campbell, one-nighter booker, who resumed his duties at the local office last week after a brief hitch at GAC's Beverly Hills, Calif., office, returns to West Coast duties. Johnny Bennett, junior member of the staff, shifts to GAC's Chicago office.

While the Cincinnati office has been operating on a profitable basis, the territory, once a hot spot for bands, has faded somewhat in recent years, Weems said.

## Decca Package On Gold Label Lists Classics

NEW YORK — Four of the Decca Gold Label's top classical conductors and a new chamber music recording of the modern masters are features of the label's May release.

Highlighting the release is a program of three sonatas, which feature Wolfgang Schneiderhan, violinist, and Carl Seemann, pianist. Works performed are Bartok's "Sonata No. 2," Hindemith's "Sonata in C," and Stravinsky's "Duo Concertant."

Other packages include Mozart's Symphonies No. 39 and 40, performed by the Bavarian Radio Symphony Ork under Eugen Jochem; Stravinsky's "Firebird Suite" and "Chant du Rossignol," by Lorin Maazel and the Berlin Radio Symphony; Mozart's "Serenade No. 6 in D Major" and Regner's "Variations and Fugue on a Theme by Mozart," by the Berlin Philharmonic under Karl Bohm; Gounod's "Symphony No. 2 in E Flat" and Bizet's "Jeux d'Enfants," by Igor Markevitch and the Lamoureux Ork of Paris. All selections in the release were cut by Deutsche Grammophon in Paris.

## Fox Label Goes Global

NEW YORK — 20th Century-Fox's record offshoot has joined the increasing group of record labels distributing on a worldwide basis with uniform label identity.

Distribution deals have been signed, according to diskery chief Henry Onorati, which will see the firm's platters vended this summer with the "20th Century-Fox Records" tag in the principal countries of Western Europe, the Far East (including Australia and New Zealand), areas of North Africa and Latin America.

Twentieth-Fox is exploring the idea of overseas recording and pressing, using local facilities and linking where possible, with existing 20th-Fox overseas facilities, Onorati said.

## Marilyn to Sing for Self

NEW YORK — Marilyn Monroe's own singing voice will be used in her new film, "Some Like It Hot," a comedy of the 1920's in which she portrays a band singer. The blonde, who etched a few singles for RCA Victor two seasons back, will be featured in the sound track album, with singles a possibility.

Tony Curtis, her co-star, will also warble in the United Artists release, which starts production July 15 under Billy Wilder's direction.

## Jazz Sets Due On Stepheny

CHICAGO — Stepheny Records, new Evanston, Ill., label headed by Norm Fergie, will issue five LP sets next week. LP's include a jazz album with the Star-noters of station WGN here; Danny Alvin's Dixieland group; The Bob Davis jazz combo; Jack Fascinato's Ork, and an LP by the Ebon Nights. All of these LP's will also be available on stereo tape. The diskery also expects to release some stereo disks in the near future.

## Newport Turns To R&R Talent

NEWPORT, R. I.—This year, for the first time, a smattering of rock and roll talent will invade the normally cooler atmosphere of the Newport Jazz Festival. A special blues night will take place Saturday, July 5, featuring five of the more swinging performers in the r.&r. medium.

Such names as Joe Turner, Ray Charles, Chuck Berry, Big Maybelle and pianist Pete Johnson will provide their individual blues stylings. Also featured in the blues program will be Jack Teagarden, Buck Clayton, Jo Jones and Ray Bryant. At midnight, ushering in Sunday, the show will turn to a gospel kick, with spirituals by Mahalia Jackson.

## Carlton Nets Two Masters

NEW YORK — Carlton Records snagged two masters this week. One was purchased from Chicago's Roy Rodde. Side features Johnny Janis singing "The Better to Love You." Deal for the master was a 10 per cent royalty arrangement with no advance loot.

The other master Carlton purchased was made by Larry Uttal of Monument Music. Side features Johnny Oliver singing "Tom, Dick and Harry." Side has been kicking up noise in Washington and Buffalo. Carlton paid a substantial advance.

## The Billboard Weekly Index RECORD SALES IN RETAIL STORES

As Measured Against Average Weekly Sales, June-November, 1957. Based on The Billboard-NYU School of Retailing Continuing National Study of Retail Record Sales



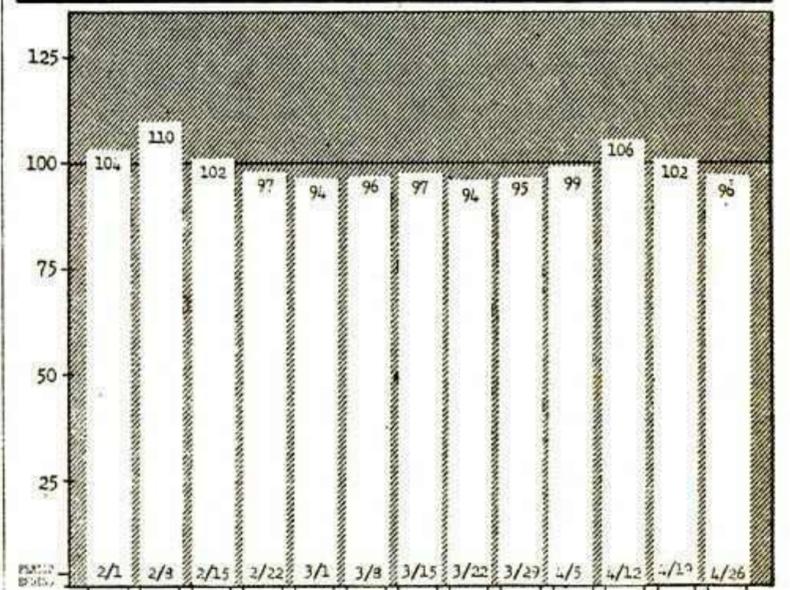
Sales for all speeds dropped in retail stores for the current period, thereby pulling down the total unit business index. Total sales are at the lowest level for the month and 4 per cent below the average weekly sales for the June thru November, 1957, period.

The only speed still above par (15) also showed the slightest de-

crease for the current period. LP's, however, have dropped from a high of 130 four weeks ago to 88 for the current period. The figure 88 represents the lowest this speed has recorded for this year. Sales figures for this speed are the most important to the dealer, since over 50 per cent of the dollar volume at retail is racked up by the albums.

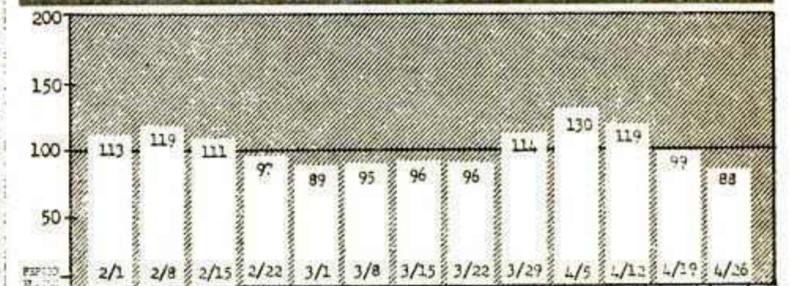
### TOTAL UNIT RECORD SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



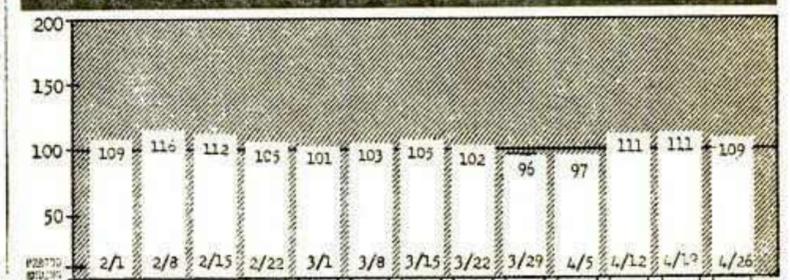
### 33 1/3 -12" UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



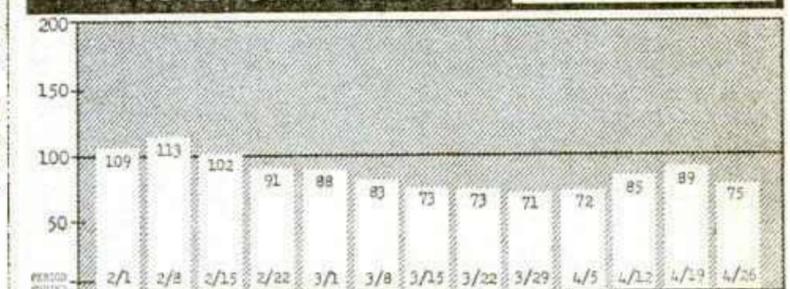
### 45 SINGLES UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



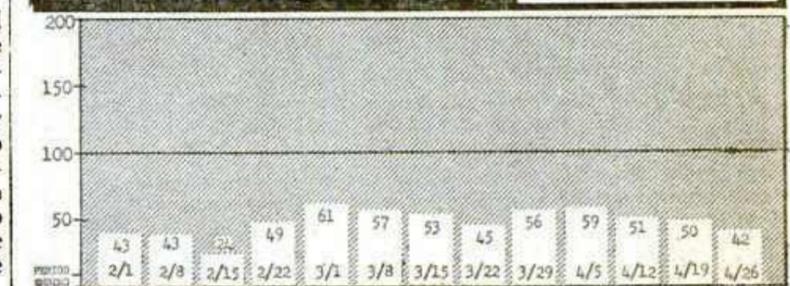
### 45 EP UNIT SALES

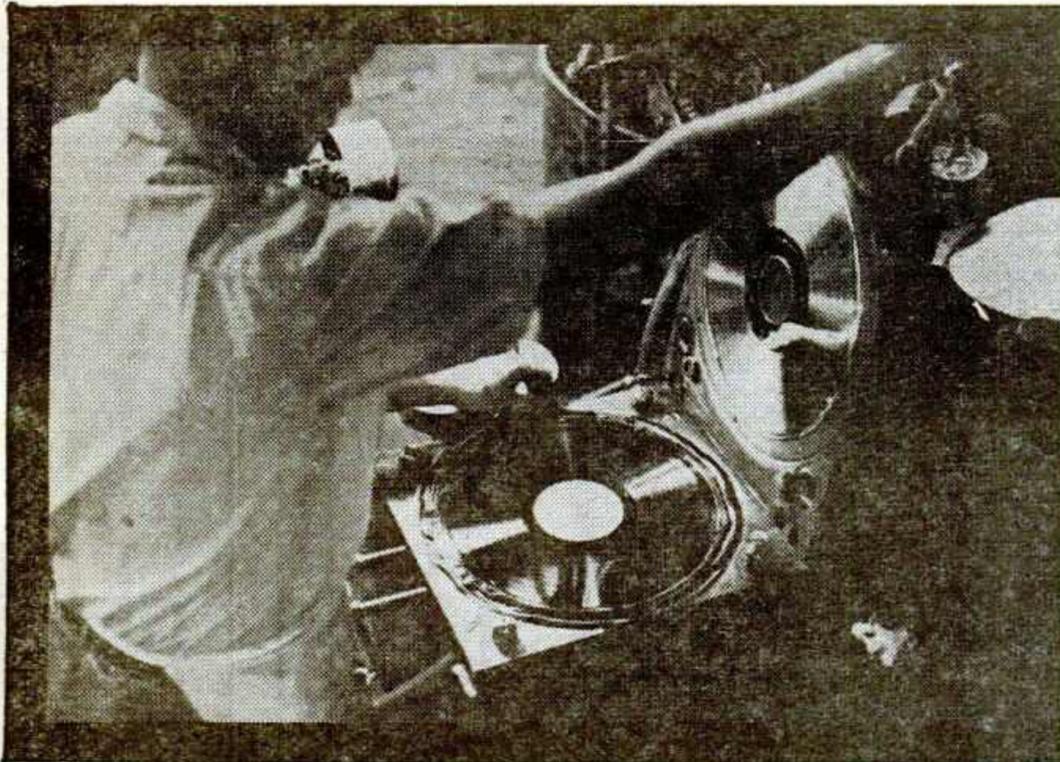
100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957



### 78 SINGLE UNIT SALES

100 EQUALS AVERAGE WEEKLY SALES/JUNE-NOVEMBER 1957





### A RECORD STAMPER

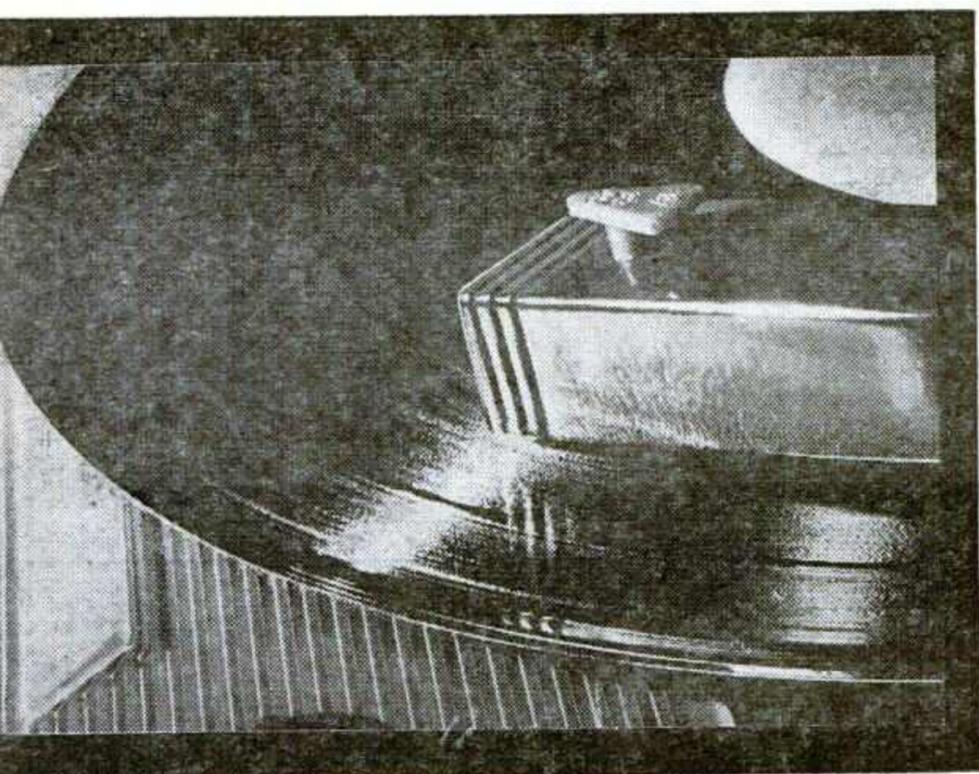
moves  $1\frac{1}{2}$  inches and exerts a pressure of over 100 tons per square inch. The phonograph records it produces will travel to thousands of homes, bringing entertainment, relaxation and culture to those who listen.

Picture: Columbia Records

### THE SOUND TRACK

in the average microgroove record is a full mile long. Even with the lightest tone arm, the small needle tip exerts a pressure higher than 10 tons per square inch.

# measuring distances and pressures



#### EDITORIAL EXCELLENCE—1958 STYLE

The Billboard invests more money to provide the ever-changing Music Industry with more record buying services and news coverage than all other music-record business magazines combined.

**WE CAN'T** measure the pressure that exists each week in providing you with the news you read in this, or any issue of The Billboard. Nor can we accurately measure the distance covered, by foot, by phone, by plane-train-car or by wire or teletype, as this news travels from reporter to reader. The only measure we employ: Will the story help the industry? If it does, it gets in print. If not, it's as dead as last year's hit.

This One



BB9X-OEN-GLH3

**CENTER OF THE MUSIC INDUSTRY**

## NETWORK TV

## 'Platter' Amusing R &amp; R Lamoon

**Matinee Theater**  
NBC-TV, 3-4 p.m., EDT, May 6  
(Caught again).

NBC-TV's "Matinee Theater" took a cheerful, satirical swing at rock and roll last Tuesday (6) afternoon, via an hour-long comedy tagged "Top Platter."

In view of its generally erratic nature, the pop record field is difficult to satirize, since the business is frequently far funnier in

real life than anything dreamed up by a TV writer. Consequently Warner Law's "Top Platter" script deserves special kudos for being both entertaining and reasonably knowledgeable.

The plot, in brief, concerned a guilt-ridden TV script writer (Steve Dunne) who—in flashback—confessed that back in 1952 he had "invented" rock and roll. Fortified by a shaker of martinis, he and a pal (Casey Adams) had conspired to make "the lowest, lousiest record" possible as a gag-

gift for his bop-minded teen-age daughter. Instead he came up with a best-seller and supposedly launched today's enduring rock and roll craze.

The cast was uniformly good—particularly Dunne, Adams, Tom Gilson, Herb Ellis and Sig Ruman—with Ellis portraying a cynical deejay with considerable authenticity. Altho snatches of r.&r. disks were played thruout the hour, surprisingly no attempt was made to introduce a new record on the show. "Matinee," of course is primarily aimed at the housewife, thereby making the comedy anti-rock and roll slant acceptable to most of the audience.

June Bundy.

## MOTION PICTURE

## Fine Track on 'Night Ambush'

**'Night Ambush'**  
A Michael Powell and Emeric Pressburger Production presented by Rank Film Distributors of America. Stars: Dirk Bogarde, Marius Goring, David Oxley, Cyril Cusack. Music by Mikis Theodorakis. Reviewed at special screening in New York.

"Night Ambush," the kind of rousing, underplayed adventure film the British are particularly good at, provides an auspicious

musical debut for a new sound track composer, 28-year-old Mikis Theodorakis, who has also penned a couple of symphonies, a ballet, and the score for several Greek films.

None of the musical backings in the Rank release are likely to cause much of a stir in the singles field—altho two numbers, one of them a lively arrangement of a Greek folk dance, are due for disk

release—but young Theodorakis' score shows a fresh and inventive talent that may well see him developing as a major composer of movie music.

The film itself, lensed largely on the Island of Crete, concerns a true wartime episode. Dirk Bogarde and David Oxley, two British officers, are landed on the German-held island, with orders to kidnap the commanding Nazi general, ably played by Marius Goring, right under the noses of some 30,000 of Hitler's finest paratroopers. The music provides effective underlining at all times.

Charles Sinclair.

## NETWORK TV

## Allen Picks Up Roundtable Jazz

Opening of the Roundtable provided programming fodder for NBC-TV's Steve Allen stanza Sunday (4), with rather doubtful results. Camera covered the roomful of showbiz VIP's assembled for the premiere, followed by Count Basie, Teddy Wilson and Joe Bushkin in brief piano turns. Basie's seg was so brief he

hardly had a chance to register, while Bushkin seemed as effective in a short trumpet spot as he did on piano. Wilson's stint took honors for the best over-all impression and sound.

Also on the telecast was chanteuse Jane Powell, who turned in a mighty classy reading of "Tenderly." Gal could easily

stand more TV exposure. Another visitor was the veteran maestro Phil Harris, who still manages to be mighty funny on occasion. This was one of those times, with Harris offering one of his typical "down South" songs, "The Preacher and the Bear," and engaging in a comic bit with Allen of two jazz cats playing a wedding. The two pulled it off in solidly humorous style, with Harris rushing to the mike and barking "Tequila" at the end of each chorus.

Ren Grevatt.

## LOCAL TV

## 'Jazz Party' Has Effective Debut

**Art Ford's Jazz Party, WNTA-TV, New York, 9-10 p.m., Thursday, May 8. Sustaining. Produced by Art Ford.**

"We don't know what we're doing," said Art Ford candidly, as he perched casually on the edge of a barstool, "but we're having a lot of fun. If you haven't heard of WNTA-TV, you'll be hearing a lot from us in the future."

Thus deejay Art Ford, the new

program director of indie WNTA-TV, set the relaxed mood of "Jazz Party," one of the highlight shows in the kickoff schedule on the revamped New York City channel bought by National Telefilm Associates.

The debut was generally a real credit to the station's program efforts, and to the musicians—like Rex Stuart, Wilbur de Paris, Pee Wee Russell, Joe Baque and

others—who romped easily thru a variety of Dixieland and progressive jazz numbers in what was supposed to be Rex Stewart's apartment." Ford was genial, affable, very much at home and a good TV musical host. Production was simple against a black draped background.

Funniest moment: When Josh White choked, spluttered and nearly gagged on camera when he gulped down what was being poured as "orange juice." The vitamin content, apparently, was high.

Charles Sinclair.

## REVIEWED IN BRIEF

## Maracaibo

Cornel Wilde has produced and directed this Paramount release in fine style, tho the banal story defeats him in the end. The oil well fire fighting which occupies Wilde as star, gorgeous Jean Wallace and Abbe Lane as his present and past girls, and Francis Lederer as a wealthy mute, is happily laced with Venezuelan music of great persuasion. Score by Laurindo Almeida is a standout, with Miss Wallace warbling the title song, Martin Vargas displaying some exciting Flamenco dancing and a good medley drawn from a montage of Caracas niteries. Miss Lane, curiously, is confined to histrionics, not her long suit. Sound track should do well independent of film.

(R. B.)

## Shirley Temple

The Dinah Shore stanza May 4 included the first song-and-dance exposure of the mature Shirley Temple since her own TV

series confines her to a lullaby theme song. Nostalgia is tough to fight. The impish personality has altered, the delivery is mannered and the vocal quality is negligible. Shirley's dancing was happily another story; she showed style and grace in a toy dream sequence. But the general impression was lack of excitement, something the child star never suffered. Resumption of her career as a musicomedie type seems hazardous.

(L. A.)

## The Immortal

Walter Ross has written a sure-footed, sure-fire novel about the guitar-strumming, hard-loving method actor type, soon to be converted (with little effort needed) into an MGM film. "The Immortal" has as its hero a cold proposition who climbs to stardom over the bodies and beds of some vivid minor characters. His thoughts are plagued with fads, fetishes and philosophy; in fact, he's sick, sick, sick, so it's no

wonder a fan cult forms upon his accidental death. Author, former film flack, is public relations director for BMI. Simon & Schuster, \$3.50.

(R. B.)

## TMA Banquet

The annual Toiletry Merchandisers Association convention at the Americana, Miami Beach, featured an entertaining talent package at its banquet. Frankie Fontaine was emcee and contributed some very funny bits, including his famed John L. C. Sivony characterization. Jo Ann Wheatly sang with gusto, backed by her husband, Hal Kanner, at the keys, but overstayed her acceptance a little. The Dorman Brothers, a smart comedy act, employ audience participation gimmicks which went over big. Show, produced by Ray Mitchell and booked by Sid Harris Agency, opened with the Riveiras, an Apache dance duo, with entire proceedings capably backed by Arne Barnett ork. The acts did well considering the serious acoustics problem caused by a half-filled ballroom.

(Noonan)

## La Rosa Sock; R&amp;R Stars Jam 'Let's Rock'

By BOB BERNSTEIN

## Let's Rock

Stars, Julius La Rosa, Conrad Janis, Phyllis Newman. Producer-director, Harry Foster. Distributor, Columbia Pictures. Songs by Hal Hackady, Walter Marks, Charles Singleton, Jesse Stone, Don Gohman, others. Running time, 79 minutes.

Julius La Rosa has in this modest picture an ideal vehicle to display his sharpened acting ability and singing presence. He's onscreen most of the time, dancing, wooing, cutting up with the boys and delivering four numbers for solid impact. The plot is the oldie about the sincere balladeer who won't do rock and roll until a pretty girl shows him it's not only fun but financially rewarding. But it serves to bring on Paul Anka, Roy Hamilton, Danny and the Juniors, Della Reese, the Tyrones, the Royal Teens and Wink Martindale for guest spots the kids will dig.

The dialog has some easy-to-follow trade jargon, allotted chiefly to La Rosa's hard-pressed manager, played neatly by Conrad Janis. Phyllis Newman is too wholesome for words as the author of a weak ballad who switches to rock and roll and takes Julius along with her. Tunes include "There Are Times," "Crazy Party," "Casual" and "Two Perfect Strangers," all of which La Rosa has waxed for Victor; "Lonelyville," done to a turn by Della Reese (Jubilee); and a jumping instrumental, "Squeegie," now on Trend label. A group of recent releases "At the Hop," "Short Shorts," "All Love Broke Loose," "Blast Off," etc., are also featured.

It may be significant that the tone of the pic is away from pure rock and simple presentation of current favorite acts. Plot is heavy, with romance stressed, ballads featured, and guest artists involved in plot incidents. Peter Gennaro's choreography rates a nod, an element formerly absent in rockaflicks. This one should win La Rosa new fans among the tequila set.

## Roundtable Plush Club, But Size Handicaps Jazzmen

By BOB ROLONTZ

Teddy Wilson Trio; Joe Bushkin Quartet; the Roundtable, New York, May 5.

The Roundtable, New York's newest and plushiest and largest East Side jazz club, located on the site of the old Versailles, opened last week after one of the longest and most concentrated press and TV campaigns and before one of the loudest and noisiest opening night crowds of the year. The Roundtable is owned by Morris Levy, who is also one of the owners of Birdland and head of Roulette Records. New club is intended to be an East Side Birdland, or a larger Embers, one of the East Side's most successful niteries.

The Roundtable is not a very good spot for jazz. It is such a large room that on opening night it was mighty hard to catch the music. Perhaps a larger group than a trio or a quartet would come across better, but it was rough on the Teddy Wilson trio and the Bushkin combo on opening night.

Teddy Wilson sparked his bassmen and drummer with bright, happy renderings of top jazz and pop standards such as "Savoy," "Basin Street," "After You've Gone," etc. The large crowd enjoyed his work. The Joe Bushkin quartet, featuring Chuck Wayne on guitar, Bill Pemberton on bass and Don Lamond on drums showed off some first-rate jazz on standards and had themselves a ball doing so. Wayne, one of the top jazz guitarists around, turned in some wonderful solos, Bushkin's piano work was strong and Lamond's drumming, as always, was something to listen to.

But they had to play loud to be heard. The club, which will soon be open at mid-day for luncheon, is also a restaurant, and the food is good. So is the music when you can hear it.

## 'God's Little Acre' Powerful Film With Great Sound Track

By BOB BERNSTEIN

## God's Little Acre

Stars, Robert Ryan, Aldo Ray, Tina Louise. Director, Anthony Mann. Producer, Sidney Harmon. Music, Elmer Bernstein. Released thru United Artists. Running time, 118 minutes.

Ersine Caldwell's best-selling novel has become a strong film with pungent dialog, unflagging mood and a lot of sex. The title song, penned by Caldwell and Elmer Bernstein, is a rousing gospel tune, worth Academy Award consideration, which sets early the earthy tone of the pic. (It's sung by Joe Valino and the Gospelaires, who've etched it for UA's label.) Sound Track (also waxed by UA) features tricky guitar effects and a folk feeling with maximum effect.

Robert Ryan steals the acting honors as Ty Ty Walden, the big easy-going Georgia farmer who has spent 15 years digging for buried gold. Aldo Ray plays his son-in-law—a millhand with an equally foolish dream—in open style, but it's not much of a role. Tina Louise, debuting on disks for UA in a tie-in with the film, reveals surprising dramatic depths as the daughter in love with her sister's husband. Supporting cast shows off Buddy Hackett and Jack Lord to advantage.

Except for a tacked-on happy ending, the long flick is always absorbing and maintains its integrity. The score is so powerful that a high percentage of viewers will be driven into record stores to buy the album. Final and biggest credit must go to director Anthony Mann, who pulls off a number of delicate situations (incest, adultery, sacrilege, to name repeated ones) with superb skill and taste.

## FERRER DIAGNOSIS:

## 'Sound Tracks N. G. Out of Context'

By CHARLES SINCLAIR

NEW YORK — Television, Broadway and movie musicals "belong on records, and the more versions of the score the merrier," believes Jose Ferrer. The noted actor-producer has just waxed the score of "Oh, Captain!"—a legit musical he produced and co-scripted—on M-G-M Records, teamed with his songstress wife, Rosemary Clooney and is "considering" movie and TV offers for the legit property.

But the current Hollywood-and-Vinyl preoccupation with sound-track albums on non-musical dramas, and TV's growing fondness for similar sound-track deals, Ferrer feels, is something else again.

"Speaking as an independent film producer, who's sweated to get every plug he can use for his pictures, I welcome the promotional values of sound-track albums. But that's all they are—promotional values.

"As a music listener and record buyer, I think the musical sound tracks of nearly all straight dramas in movies or TV aren't worth hearing out of context, and certainly aren't worth buying as records," Ferrer says.

## Versatile Cat

Ferrer's harsh judgment of sound-track music is an outgrowth

## Buick Seals 2 NBC Deals

NEW YORK—Altho the status of Buick sponsorship on ABC's telemusical Patrice Munsel series is still up in the air for fall, the auto firm inked two firm deals with NBC-TV last week.

The first is for full-hour sponsorship of eight Bob Hope shows, to air next season. The other is a renewal of alternate-week sponsorship of the Western vidfilm series, "Tales of Wells Fargo." Both contracts are via McCann-Erickson agency.

## Drake to Opine From Pfizer Lab

TERRE HAUTE, IND.—Galen Drake, a native of the Hoosier State, will fly here next Saturday (17) to originate his weekly CBS Radio show of songs, homespun humor and rustic philosophy from the loft of the quarter-mile-long barn on the Chas. Pfizer & Company, Inc., Agricultural Research and Development Center.

In the music contingent will be featured vocalists Eileen Moran and Stuart Foster, with the Three Beaus and a Peep quartet and Bernie Leighton's orchestra.

One of the show's prime attractions, however, will be purely visual. This is "Elmar," described as "a steer with a 'porthole' which permits scientists to study digestive processes."

## 'Sing Along' to Sub For 'Lucy' on CBS

NEW YORK—"Sing Along" has been set as a musical summer replacement on CBS-TV in the 7:30-8:30 time slot, Wednesdays, with a live origination in New York. The low-budget musiquiz show stars deejay Jim Lowe. It will replace "I Love Lucy" in a general summertime shuffle of Columbia's video schedulings. No sponsor has yet been signed.

of the fact that he's one of the few theatrical figures who operates regularly on the production or performing side of cameras, and on both sides of the legit footlights.

"Sound-track music," he says, "except for the score of a full-fledged musical, is purposefully held to the level of 'background sound.' Like scenery or costumes, nearly all of it is designed to increase the effect of a dramatic scene. It is a subservient factor of moviemaking, not a dominant factor. To put it out in album form, competing with music that's designed to stand on its own, is like hanging a roll of canvas and a box of paints in the Metropolitan and calling it a portrait."

No stranger to the field of album recording, Ferrer still gets royalties from the sale of "Cyrano de Bergerac" on Capitol and "Othello" on Columbia.

The new "Oh, Captain!" album, however, is already moving nicely, according to Ferrer, who admits that he and Miss Clooney are being sought by M-G-M to give the "Mr. and Mrs." treatment to the scores of other Broadway shows, some not yet produced.

## Danger of Squeeze

Rising musical production costs in both movies and the theater, coupled with the increasingly sharp pens of critics of both media, will force producers this season to move very cautiously on new musical projects altho original TV musicals may boom, Ferrer forecasts.

"This may well result in a steady shrinkage of source material for albums, so ultimately the economics of musical production are going to affect the record dealer. There's no such thing as a 'fairly good musical' any more," he says. "A Broadway musical has to go for ten months before it's in the clear, and a few empty seats each night can ruin you. A TV musical is a memory in one night. In movies, nothing short of a blockbuster musical can make it, and a producer has to sell his shirt to produce one today."

An accomplished pianist and an ardent hi-fi fancier, Ferrer has invented a new, de luxe hobby for people in the musical production field. With the aid of some \$3,500 amplifiers and speakers, Ferrer amuses himself by singing homemade stereophonic tape duets with Jose Ferrer.

## Top Singers Belting Beer Commercials

NEW YORK — The nation's leading breweries are setting a new musical pace in radio commercials, using an increasing number of established recording "names" to sing warble, or belt out radio jingles used in widespread national spot campaigns.

Latest to hop on the name-singer bandwagon is Joseph Schlitz Brewing Company, which has penned deals with a fair-sized roster of wax talents in a special Spring-Summer air drive designed to reverse the downward trend of sales curves in the beer industry.

Signed for Schlitz spot radio jingles so far are: Peggy King, Margaret Whiting, the Hi-Los, Frankie Laine, the King Sisters and such country artists as Jean Shepard and Ferlin Husky.

Schlitz is thus following a radio trail already blazed by such breweries as Ballantine, one of the biggest (24 major Eastern cities) of

## SCOREBOARD ON TV FALL PLANS

## Bought

"Bat Masterson," Ziv-TV Western, Kraft Foods, NBC-TV, Wednesdays 9:30-10 p.m.  
"Donna Reed Show," situation comedy, Campbell Soup, ABC-TV, Wednesdays, 9-9:30 p.m.

## Renewed

"Loretta Young Show," Procter & Gamble, NBC, Sundays, 10-10:30 p.m.  
"The Californians," Lipton tea and Singer Sewing, NBC, Tuesdays, 10-10:30 p.m.  
"Ozzie and Harriet," with Quaker Oats joining Eastman Kodak and a time change to Wednesdays, 8:30-9 p.m.

## Canceled

"Wingo," Toni, CBS-TV, Tuesdays, 8:30-9 p.m., effective immediately.

## Nat'l Theaters, NTA May Wed

NEW YORK—In a statement carefully worded in legalese, National Telefilm Associates, which has been in the news with its takeover of the WNTA radio-TV channels in New York, and National Theaters, Inc., once linked to 20th Century-Fox as a theatrical offshoot, announced that "discussions are taking place to explore the question whether there would be a basis for an association of NTA and National Theaters."

20th-Fox interest in well-heeled National Theaters has long since been dissolved by order of the Justice Department, but 20th-Fox owns a 50 per cent interest in the NTA Film Network. A National Theaters buy-out of NTA could therefore create an interesting legal poser with the picture and theater companies linked once more thru an intermediate firm.

Another odd linkage is that NTA is reported considering a plunge into the record field with the creation of a new subsidiary. 20th-Fox has just entered the record field, and National Theaters is reported "considering" a similar move. The theater firm, now active in feature production via "Windjammer," is—like NTA—moving in on the station field, having recently bought WDAF, Kansas City.

## MASTER CONTROL

BROADCAST TRENDS AND TRIFLES

By BOB BERNSTEIN

## BREAKING THE BALLROOM BARRIER

Sammy Kaye has a promising fall project afoot, with an assist from TelePrompster. The vet bandleader is prepping a series of closed circuit telecasts, to run Friday or Saturday nights for about three hours, in which his band and singers and a top name guest will provide an evening of entertainment and dancing for ballrooms, country clubs, civic groups and school dances. Originating in N. Y., the telecasts will cost buyers about \$500, with takers already on hand in the form of halls which want annual subscriptions.

"The big band business, while it never was a dead duck, is now coming back," says Kaye. "The chief trouble during the past decade has been the absence of new blood. Also, the fad of over-arranging caused a decline in recording strength for bands, with the emergence of ad lib singers. But now the bands have the beat again and kids are dancing to old tunes as well as rock and roll. Fresh ideas, like our closed circuit plan, should hurry the rebirth. What would also help is the repeal of the 20 per cent cabaret tax and the Union ceiling of 5 per cent on manager's fees."

Kaye and his manager, Dave Krengel (who hasn't left the business for greener fields, because of that AFM rule), have cooked up a second happy project, a half-hour TV series with a good gimmick for home viewer participation. "I'm tired of admen calling Lawrence Welk's success a freak," Kaye says. "When a quiz or Western makes it, copies appear by the dozen. But when Welk scored, the networks refused to follow him with bands. As for the record industry, what's better for stereo than a big band?"

His swing-and-sway music currently blankets radio, meanwhile, with two NBC and three CBS broadcasts a week plus an ABC Sunday session of poetry reading. The "Sunday Serenade" book, by the way, a 15-year best seller, is now over 200,000 copies. And Kaye's diskery, Dale, is now distributing thru London Records ("It was nothing but headaches"), so "everything's humming."

## SNOW AND STATIC

"Caravan," an ambitious Saturday afternoon variety, debuted May 10 at KYW-TV, Cleveland, combining studio entertainment, live remote and film. . . . Manchester, Conn., gets its first radio station, WINF, this month. . . . WWVA, Wheeling, is 25 years old this week. . . . Albert Hartigan, account exec at ABC Film Syndication, has been named alumnus of the year by Syracuse University's TV-Radio Center. . . . WKY's news department won the reporting award for 1957 from Oklahoma Associated Press Broadcasters. . . . Weed TV opened its ninth station rep office in Dallas, with Homer Odom named manager.

Charles Holden appointed production manager for CBS-TV programs. . . . John B. Sias elected a veepee of Peters, Griffin, Woodward, Inc. . . . Agnes Adamec elected president of ABC's Mike and Camera Club. . . . Ben Alcock is new associate creative director of Grey Advertising Agency.

## WHEELING AND DEALING

TALENT TIDINGS

## THE WELL-TEMPERED HARPSICHORDIST

The boom for the harpsichord is gaining momentum, with Fernando Valenti in the forefront. The instrument's renaissance began in the concert hall, Wanda Landowska lending it principal impetus for several decades. Stan Freeman's nitery dates and disks like "Come On-a My House" reminded the pop field the piano had an attractive ancestor. Today more harpsichord recitals are scheduled across the country than you can shake a metronome at, while home buyers are deluging the few reputable makers in the U. S.

Valenti, the distinguished Spanish-born harpsichordist, has a personal formula for the instrument's popularization. "People think it's stuffy, so I play in street clothes instead of tails and ask my audiences to toss away their printed programs. I spice my commentary with a few jokes and gradually they find it's not as dead as they supposed," he says. "And, most important, I (and other recitalists) commission new works regularly. There's no reason to limit the repertoire to Bach's contemporaries."

Dave Brubeck, Mel Powell and Vernon Duke are among the modernists who have turned out sonatas for Valenti. "Jazz goes great on the harpsichord, even if they have to explain markings like 'Let it drip' to me. It's got a wider range of dynamics and a bigger bag of tricks than the piano, but not many realize that," he points out. Valenti will etch the above works when he completes the mammoth job of waxing all of D. Scarlatti's works on 46 LP's for Westminster; he's done 21 to date. With a hit pop disk at 17 ("Only because it was the flip of 'Managua Nicaragua.") Valenti is also in the market for a lyric to pursue Tin Pan Alley.

"Anyone who can impress the keys is turning to the harpsichord now," complains Valenti. "Lame-duck pianists think it's a less-crowded field. Teaching at Juillard, I can confirm that the number of students is now staggering. If we continue at this rate, our lifetime will see the harpsichord firmly established, along with piano and drums, as Mother's choice for Junior to learn."

## THE DOTTED LINE

CBS-TV will cut into MCA's hot package of Paramount features by staging "For Whom the Bell Tolls" as a two-hour live special next winter. . . . David V. Picker named executive assistant at United Artists. . . . Fernando Rodriguez will serve as Allied Artists general manager in Japan. . . . Bandleader Eddie Lane named entertainment chief of the new Cafe International at Idlewild Airport, N. Y. . . . Lucky Moeller and X. Cosse, associates of Jim Denny Agency, have launched the Beach Auditorium in Panama City, Fla., and the Pavilion, Myrtle Beach, S. C., for teen attractions. . . . Vic Knight, WXLW deejay, Indianapolis, is doubling as booking agent for Kai Winding's septet.

## BALANCED PROGRAMMING



THE "SPECIALIZED" SOUND: New York indie WBAI-FM aims for radio's well-heeled, high-I.Q. listeners with shows like John and Alice Griffin's legit reviews.

## 'Excitement Factor' Cues Intellect Appeal

By CHARLES SINCLAIR

A surprised New York listener telephoned indie outlet WBAI last Saturday, certain there was a mistake in the program listings. "Do you mean to say," said the listener, "that you're broadcasting a single recording that's three hours long? Three whole hours?"

There was no mistake, as most of the 300,000 radio listeners who regularly tune the thriving FM outlet have long since realized to their delight, WBAI was indeed airing an LP version of "Alice in Wonderland," starring Cyril Ritchard, and it did run for three hours. It was just the latest in a long series of off-beat music and personality programming ventures that have helped the station grab off an estimated 10 per cent of all FM homes in the New York area.

"We do not consider ourselves a 'music-and-news' outlet, even 'good music-and-news,'" says Bert Cowlan, the one-time actor-announcer recently appointed general manager of the station. "We are not playing 'Music for Daydreaming' as an answer to Top 40 rock and roll records. We try for an 'Excitement Factor' that will appeal to an audience that's intellectually acquisitive."

Music, however, plays a very real and very important role in enabling WBAI to sally forth, like David, against the Goliaths of New York radio-TV in a search for audience.

For one thing, the station avoids routine single records like the plague, and plans 100 per cent of its musical shows around albums, live music, or special musical features that range from the "Opera for You" interviews with Metopera stars to the "personality" music shows of Theodore Bikel and John Henry Faulk.

### Hi-Fi and Stereo Sound

For another, WBAI execs make the most of their FM sound, and serve up, from an engineering standpoint, a near-perfect broadcast signal. One of the station's trade marks, in fact, is the use of "audio frequency test tones" at the hour\*station break points with which hi-fi-minded listeners can check the frequency response of their audio equipment at home. Currently, the station's engineering staff is deep in the exploration of FM multiplex broadcasting as against the day, possibly in a year or so, when the outlet will be broadcasting in stereo.

By aiming squarely for the sophisticated taste and doing, as Cowlan describes them, "the kind of things that networks can't afford to touch," WBAI has evolved its own brand of "balanced programming."

"Thru surveys, mail analysis, phone calls and personal contact we've learned that over 80 per cent of our listeners are in the professional class in New York City," says Manager Cowlan. "Their income is way above average, and is usually in the \$10,000-and-up category. They are well-educated, inquisitive and tired of being treated like morons by other stations. They are a challenge to us, and to advertisers, but they are a wonderful market."

In his restless prou for new program ideas, Cowlan and his staff are tapping many new sources. One of his latest moves is a series of program exchanges with the governments of France and England, a unilateral deal which paid off recently when the station scored a U. S. premiere (thanks to the BBC) in airing Shostakovich's new "Eleventh Symphony."

## 'Boing' Back On CBS With Chico's Jazz

NEW YORK — "The Boing-Boing Show," the CBS package produced by United Productions of America that was a critical hit and a financial flop a couple of seasons back, is being revived this month as a musically slanted early-evening show.

It will bow in a CBS-TV Friday, 7:30-8 p.m. time period on May 23, featuring the affable, wordless Gerald McBoing-Boing and Chico Hamilton's music. One of its prime features will be what UPA terms "song-pictures," a blend of animation and music.

In Hollywood, UPA is going ahead on another major musical project, Stephen Bosustow, UPA exec producer, has signed Ned Washington and George Duning to pen six songs to be included in the score of "Magoo's Arabian Nights," UPA's first full-length feature cartoon for Columbia release, now before the animation cameras.

## Olds & Patti Set 7-a-Week

NEW YORK—Oldsmobile apparently feels that songstress Patti Page is just what's needed to give a spurt to lagging auto sales in today's soft market.

The auto firm has signed Miss Page for a new CBS Radio series of seven weekly five-minute shows, effective in mid-June, in a deal to involve \$250,000 in billings. She'll warble for Olds in a Tuesday-thru-Friday spot at 8:25 p.m., an hour earlier on weekends, plus an extra Sunday show at 8:55 p.m.

The Olds deal follows closely on a pacting of Miss Page for a

## NO DAMES ON BIKINI SHOW? WELL, THERE'S THIS PLANE . . .

NEW YORK—CBS-TV threw in the towel this week, as far as the fair sex is concerned, on the upcoming "Playhouse 90" suspense drama "Nightmare at Ground Zero."

The story concerns the H-bomb tests in 1954 at Bikini. There isn't a dame in the all-male cast.

Said the show's casting director, Ethel Winant: "It's pretty hard to work a woman into a setting like that."

Viewers of TV's big feature film showcases have every right to say "Oh, come now, Ethel. You're just not trying." Familiar to viewers of wartime-lensed Metro, Warner, Columbia, Republic and 20th-Fox films are such obvious solutions to the problem as:

• Ann Miller, arriving unexpectedly by parachute on Bikini when her USO show plane accidentally runs out of gas and has to make a forced landing in the Pacific.

• Vera Hruba Ralston, who suddenly appears in an Army Nurse's get-up to complete a triangle between two rival atomic scientists who had previously been getting along just fine.

• Phyllis Thaxter or June Allyson, in a "Meanwhile-Back-At-The-Ranch" shot, reading a letter from the hero aloud to old Gramps and/or the hero's kid brother on the back porch in Iowa.

• Rosalind Russell or Joan Blondell, as a lady war correspondent who casually disregards Pentagon rulings by stowing away on a plane piloted by Captain Cary Grant.

Any good-looking blonde actress who can be tossed into the script as a "lady scientist." She's usually a biologist, and usually frosty to the boys until an atom blast thaws her out a bit.

## 'Jazz in Classroom'

BOSTON—"Jazz in the Classroom" is the title of a new LP just released here by Berklee Records, affiliated with the Berklee School of Music. The disk consists entirely of original compositions in modern jazz and was conceived, arranged and performed by students at the Berklee School. The set is available with full scores of all arrangements for study and analysis by jazz enthusiasts and students.

weekly airing of an as-yet-untitled music series on ABC-TV later this season. Like Dinah Shore and Chevrolet, the close link between Miss Page and Olds extends currently thru a variety of promotional media, including color magazine ads, dealer displays, posters and the like.

## M-G-M Films Offer Long List of Hits

NEW YORK — As a musical program aid for "stations looking for a promotional plus in their feature programming," Metro-Goldwyn-Mayer's TV offshoot is sending as its Promotion Bulletin this month a list of the best-known songs from M-G-M's long and tuneful list of cinemusicals.

Reaching back to films like "Broadway Melody of 1936," in which such tunes as "You Are My Lucky Star" and "I've Got a Feelin' You're Foolin'" were showcased, the Metro compilation lists a total of 45 pictures and about three times that number of songs.

## Enter the Second Annual National Golf Tournament Now!!

Sponsored by the Disc Industry Scholarship Committee (DISC)

### WHO IS ELIGIBLE:

If you're connected with the creation, promotion, manufacture, sale or distribution of phonograph records, you're eligible. If you're a record dealer, juke box operator, disk jockey, a&r man, distributor, recording artist, a record manufacturer, music publishers, session musicians, etc., you are eligible.

### PRIZES:

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

### HOW TO ENTER:

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

### TOURNAMENT DETAILS:

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

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

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

### ENTRY BLANK

## Second Annual National Golf Tournament

Sponsored by Disc Industry Scholarship Committee (DISC)

I hereby apply for membership in the Disc Industry Scholarship Committee, and agree to abide by its by-laws.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Firm Name \_\_\_\_\_

Type of Business \_\_\_\_\_

I Have Enclosed  Check  Money Order for \$10.00

## DISTRIBUTOR NEWS

By HOWARD COOK

Temam Levy of Midwest Distributing Company in St. Louis reports strong action on "You Need Hands" by Eydie Gorme on ABC-Paramount. "Bewildered" by Mickey and Sylvia on Vik is showing well. "I Know Where I'm Going" by George Hamilton IV on ABC-Paramount is perking. Strongest item is "You" by the Aquatones on Fargo. Hottest LP's are "Frankie Avalon" on Chancellor, "Eydie Gorme Vamps the Roaring 'Twenties" on ABC-Paramount, "One Dozen Berries" by Chuck Berry on Chess, and "In a Dream" by Gale Robbins on Vik. Levy reports that the Grand Award and Audio Fidelity lines are especially strong.

Ed Lyons of Melody Distributing Company in Buffalo, New York, lists "Ding Dong" by the McGuire Sisters as his hottest new release. "Zorro" by the Chordettes is also strong. "Over the Weekend" by the Playboys on Mercury is getting action. Roy Hamilton's "Crazy Feelin'" b-w "In a Dream" on Epic is one of Melody's big sellers. "Rave On" by Buddy Holly on Coral is stepping out. Biggest LP's are "Lester Lanin Goes to College" on Epic and Chuck Berry's "One Dozen Berries."

At Capitol Records Distributing Corporation in Jacksonville, Fla., Jerry Goldbold, branch operations manager, names "Willie and the Hand Jive" by Johnny Otis as the firm's number one disk. "Scarlet Ribbons" by the Kingston Trio is a close second. The initial orders on Laurie London's new platter, "Joshua" b-w "I Got a Robe" are close to 2,000. Goldbold reports that advance orders on Capitol's May album release are tremendous. "Nearer the Cross" by Tennessee Ernie Ford seems to be the most requested. "In the Night" by Dakota Staton and George Shearing promises to be a big seller. "Four Freshman in Person" and "Las Vegas Prima Style" by Louis Prima and Keeley Smith also look like winners.

Ann Bush of Decca Distributing Corporation in Pittsburgh calls "When" b-w "Three o'Clock Thrill" by the Kallen Twins terrific. "Skinny Minnie" by Bill Haley & His Comets is still climbing. "Padre" by Toni Arden is her strongest yet for the label. "Jacqueline" by Bobby Helms appears chart-bound. Hottest c.&w. platter is "You'll Come Back" by Webb Pierce. The "Jazz Time" album release is going well. Strongest item in the new jazz series is "The Midnight Earl" by Earl Grant. "Dream Time" by Wayne King is a strong LP.

**NEW YORK SCENE:** Ben Blaine of Cosnat Distributing Company states that "Leroy" by Jack Scott on Carlton is a strong item. "Shine On Harvest Moon" by Gogie Rene on Class is another strong new platter. "Do You Want to Dance?" by Bobby Freeman on Josie has gone over 40,000 in the New York area according to Blaine. "Hang Up My Rock and Roll Shoes" b-w "What Am I Living For" by the late Chuck Willis on Atlantic is a smash! "Dream" by Betty Johnson on Atlantic appears a click. "Moonlight Bay" by the Drifters on Atlantic is collecting coin. "Jennie Lee" by Jan & Arnie on Arwyn is "fabulous." "Kathleen" by the Del Phi's on Rim is building. "I Want to Know" by the Ladders on Holliday looks promising. Strongest brand new LP's are "A Date With Della Reese at Mr. Kelly's in Chicago" on Jubilee and The Modern Jazz Quartet Plays the Music From "One Never Knows" on Atlantic. The latter album is the original score from the new French flick, "No Sun in Venice." John Lewis, pianist for the MJQ, composed the background music.

**DISTRIBUTOR DOINGS:** Bernie Block of Marnel Distributing Company of Maryland wires that Epic has three strong disks, "In a Dream" by Roy Hamilton, "A Couple of Crazy Kids" b-w "Seven Steps of Love" by Sal Mineo, and "This Too Shall Pass Away" by Jimmy Breedlove. Other strong disks at Marnel are "I Wonder Why" by Dion & the Belmonts on Laurie, "Straight Skirts" by Gene Summers on Jan and "Apache" by the Chiefs on Greenwich. Jimmy Klompus has been added to the firm's sales staff.

Vernon Sherkow, Sherco Distributors, Milwaukee, has initiated a 40 per cent off list discount for his retailer customers when they purchase any six tapes on one line or 12 assorted tapes. Sherkow reports that his stereo tape sales have passed his monaural LP volume. . . . Astor Records has been organized by Herb Cohen in Pittsburgh. . . . Bill Caldwell, co-partner in Oklahoma Records, Oklahoma City, Okla., is a recent proud father of a son, as is Stan Jaffe of Northwest Tempo Distributing, Seattle.

Remley Distributing Company has been formed by Les Hamburg in Pittsburgh. Hamburg is also the Victor distributor in that city. . . . Bob Hausfater of Roberts Distributors in St. Louis has opened a second office at 1906 Washington Street. The firm name is Gay Distributing. . . . Reuben and Tony Galgane, Record Distributors in Chicago, have become national sales agents thru Galgane Distributors for the first release on Heartbeat Records. Owners of Heartbeat are Jerry Allean, promotion man for Record Distributors, and Seymour Schwartz, local jazz record store owner in Chicago. First release for the new label is "Peg o' My Heart," featuring Seymour on trumpet.

## Majors Moving to Stereo Disks

• Continued from page 2

LP's this summer. Estimated time is July. It is known the Ted Heath Ork and the Mantovani Ork have been doing extensive recording for London's first stereo releases. Mercury will issue 12 LP's in stereo.

In off the record conversations execs stressed the fact that the stereo LP is not expected to offer strong competition to monaural

disks at the start, except with audiophiles. The costs of monaural equipment would preclude it, they intimate, from being aimed at the mass market at first. They expect it to expand its market gradually.

Other firms wither on the market with stereo platters, or preparing a June entry, are: Audio Fidelity, Esoteric, Elektra, Hallmark, ABC Paramount, Urania, Somerset, and Design.

A symposium directed at better music programming in radio & TV

## AFTER-HOURS SESSION

**PANEL POSER:**

What do you think of the "Top 40" record formula in radio and TV deejay programming?

Fifth Guest Panel of a Series



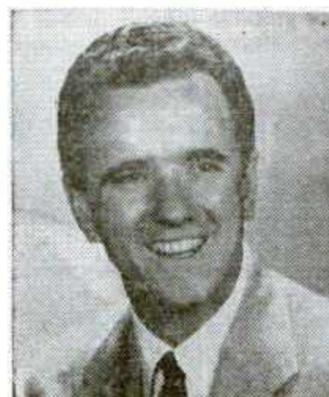
Henry Busse Jr., deejay, KOWH, Omaha: "Top 40 poses a decided challenge to the personality of any one deejay in maintaining his individuality. With a tight music list, no one deejay can use the music as a crutch. Unless he takes more time and effort in planning his show, it will have the same sound as any other platter twirler on the same staff. I program Top 40, but I try to use gimmicks of clipped delivery, teen promotions, personal appearances and a weekly teen hop to help build a complete identity for myself in an air slot between 4 p.m. and sign-off."

John Scott, deejay, WSOP, Boston: "Certainly, we play a Top 40 record format, but it isn't just the wax you see at the top of the national charts. We conduct our own surveys in the Greater Boston Area, because there's a difference in local tastes as compared with the national average. Also, we program various extras in records—new talent on the way up, records that are breaking big locally. We constantly try for an adult slant, with the result that at least 35 per cent of the listeners are adults, and our advertising is slanted at them. Incidentally, adults do like Top 40, too."



Sid Knight, program director, WASK, Lafayette, Ind.: "With experience in many markets, I've never understood the actions of the Top 40 operators. They'll go to great lengths to hire top-rated deejays, publicize them, then hand them a format and say, 'Play these records, and say these things.' The qualities of ingenuity, taste and professional approach to programming that gave these men superior ratings are lost in automation. Certainly, the listeners are short-changed, and this belies the claim that Top 40 is preferred by the majority. Anybody checked the rating rise of 'better music' stations lately?"

Paul Flanagan, deejay-program director, WPTR, Albany, N. Y.: "I program Top 40, but I don't consider it a formula. These records are the currently popular music, of all kinds, and I have successfully played popular music of the day for many years, before it was called Top 40 or anything else. From experience I think I know public taste, and I'm sure most people like to hear something live, up to date and modern. Radio is a form of companionship and when people switch it on they want to hear the current hits. Our huge audiences and our record of sales for sponsors seems to indicate that we are right."



Paul Berlin, deejay, KNUZ, Houston: "I believe the Top 40 formula, as such, leaves a lot to be desired. Advertisers are interested in numbers, but they are also interested in composition of audience. The deejay of today, with sharp production, pleasing personality and intelligent semi-formula of music selection will obtain top ratings and establish a buying audience. Thus, the personality takes equal billing with the music, and becomes a proven air salesman for his sponsors."

# New Radio Programming Pitch Can Hit Personality Jocks

• Continued from page 1

essarily eliminate the deejay, but conceivably its use might make the personality jock less essential to a station.

During the NAB meet, Muzak introduced what some traders called "a robot deejay," a fully automatic radio station operation, designed to deliver eight hours of taped programming. Tagged the Muzak Radiomatic Programming System, the new device provides a daily tape recorded music show, plus basic equipment for unattended "complete controlled broadcast."

Among the first personality jockeys to part with their stations because of disagreements on "Top 40" programming policies were three Denver spinners—Joe Flood, KTLN; Ray Perkins, KIMN, and Ed Scott, KMYR. Perkins walked out last fall in protest against KIMN's new "Top 40"-type policy. Scott followed suit shortly thereafter, and recently Flood exited from his \$32,000-per-year slot at KTLN for similar reasons.

Here in New York, several key deejay changes have taken place, highlighted by Alan Freed's resignation from WINS; Art Ford's departure from WNEW and Ted Steele from his WOR-TV record-hop show. None left because of anti-"Top 40" sentiments, but their departures point up the current trend for big money personality jocks to change station. Steele's departure won't take place until July. (See story elsewhere in this issue for a more detailed report on recent station changes by New York deejays.)

Commenting on the current situation, Ted Cott, veepee of National Telefilm Associates, which recently took over operation of WAAT and WATV (newly named WNTA), said: "Radio is making a terrible mistake. Formulated radio is Muzak with commercials." Cott, who helped pioneer the personality-jockey format when he was program director of WNEW in the forties, has hired Art Ford as program director-deejay of both WAAT and WNTA, which will feature a personality programming format.

Meanwhile, "Top 40" stations across the country continue to

thrive rating-wise. For example, during a semi-annual conclave of the Storz Stations managers in Chicago last month (April 17, 18, 19 and 10), proxy Todd Storz said the combined Storz stations billings were up 17.5 per cent over the comparable first quarter last year, and that ratings were at an all-time high for all four stations—WKB, Kansas City, Kan.; WJGY, Minneapolis; WQAM, Miami, and WTIW, New Orleans.

## Probers Hear

• Continued from page 2

from committee testimony by BMI defenders last week (6, 7) came from such diverse sources as a longhair composer and a New York judge.

BMI vice-president Robert Burton quoted a letter from a justice in the New York Court of Domestic Relations advising the public to "stop ranting at a musical fad," when the true causes of outbreaks by our "damaged and damaging" children lie so much deeper and need so much more attention. The justice noted that the "jitterbug" generation had grown into solid citizens regardless of their musical fads.

Chairman Pastore remarked, in an informal talk after the hearings, that there had been "no overwhelming" display of interest by the public in the music issues being thrashed out by his subcommittee.

Said William Schuman, president of the Juilliard School of Music: "There is no such thing as a bad kind of music. There are only good and poor examples of every kind." Also, he said, music must be of all varieties because "it reflects the diversity of human tastes and needs."

Terry Gilkyson, who wrote "Memories Are Made of This," said the authentic folk origin of rock

# 'Sounder Methods Are Needed'

• Continued from page 2

records, exorbitant guarantees—all resulting in excessive returns.

"Instead of being paid in loot, I am getting paid with disks," one indie remarked after the meeting. "I can't see any future for myself in this business," he added. Another remarked that he had \$35,000 in accounts receivable from distributors. "I don't know how much of this money I can expect to get," he said. "The records are worth a half cent each to me . . . I can't pay Harry Fox with this . . . I don't even know whether I can pay my rent."

## Hope to Collect

Another added: "Even if I make

a good record, and promote it, I still make no money; maybe I'll collect for the first one if I make a second hit."

Some indies blamed the major record companies, stating that the rack jobber was a creation of the majors.

Other record men, including a number of distributors who discussed the meeting following its termination, professed to see more than a touch of irony in the situation. One stated: "It almost seems like biblical retribution . . . many of the companies at the meeting were originally responsible for wheeling and dealing with free records, and now it has come back to haunt them."

Another stated: "The rack jobber and one-stop is in a wonderful position. They can't lose. They want to pay me with records."

Another bitter indie exec opined: "What are my alternatives? . . . I can take the records back and eat them . . . maybe I can sue, but this can be a long, drawn-out affair and I can't afford it . . . or I can move to another distrib, which may be like going from the frying pan into the fire."

A large segment of opinion held that even tho the situation confronting the indies was one of utmost seriousness, with the survival of some at stake, it was questionable whether the traditional pattern of rugged individualism could be broken for long. For the time being, however, they are "hurting" and hope was expressed that the labels individually would operate with more conservative methods.

Among the labels represented at the meeting were Cameo, Roulette, Savoy, Peacock, Liberty, Challenge, Atlantic, Chess, Veejay, Herald and Ember, Baton, Poplar, Cadence and many others.

## People Need Help

• Continued from page 2

take snobbery. . . out of the artistic approach and substitute for it friendliness and simplicity."

In commenting upon the upcoming Boston Festival, Marek noted that everyone needs the Boston Festival, whether they live in Boston or not, because they need the art it displays and the music performed there.

Marek stated that an intimate appreciation of the arts can only benefit the bank clerk and the salesman and that once a person becomes sensitized to one art he will become sensitized to all. Marek said that the record business has contributed much in the development of music but that "nothing takes the place of a live performance."

and roll, rhythm and blues and country music in general would survive the fad aspects. "The good authentic part will live on. The rest will drop by the wayside."

Mills on top with . . .

- BILLY  
KATHY LINDEN on Felsted
- WHO'S SORRY NOW  
CONNIE FRANCIS on M.G.M.
- I'M GETTIN' SENTIMENTAL OVER YOU  
NELSON RIDDLE on Capitol
- ONE MORNING IN MAY  
JOSE MELIS on Seeco
- OVER AND OVER  
GUY LOMBARDO on Capitol
- GIRL OF MY DREAMS  
GERRY GRANAHAN on Sunbeam
- HOW COME YOU DO ME  
SAVINA CATTIVA on Love

The House of Hits  
MILLS MUSIC, INC.

# OVERNIGHT SMASH INITIAL ORDERS 75,000 1st WEEK

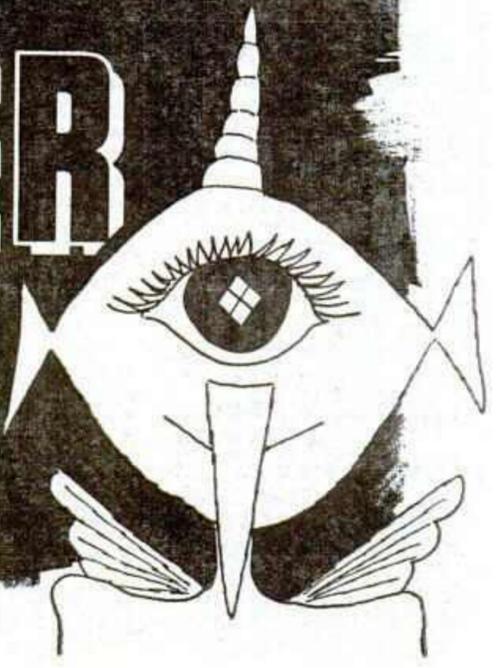


## SHEB WOOLEY

# PURPLE PEOPLE EATER

K12651

M-G-M Records



## MUSIC AS WRITTEN

By BOB ROLONTZ

### PUBBERS SUE CLUB CEDAR

A suit was filed for copyright infringement against the Club Cedar in Louisville, Ky., by Harms, Inc. and Chappell and Company, Inc., alleging that their copyrighted songs were performed without authorization at the establishment. Suit was filed in the U. S. District Court for the Western area of Kentucky. The songs involved in the suit are "What Is This Thing Called Love" by Cole Porter, published by Harms, Inc., and "This Can't Be Love" by Lorenz Hart and Richard Rodgers, published by Chappell and Company. The publishers, in their complaint asked the court to restrain the defendants, Alzonnia Dennis and Dorothy Dennis, proprietors of the establishment, from publicly performing the songs in the future and to award statutory damages.

### COL. BOGEY TO MARCH ALONE

Boosey and Hawkes, Inc., announced last week that they would no longer issue mechanical licenses for the march "Colonel Bogey" when recorded in combination with "The March From the River Kwai." Licenses already issued will remain in effect.

The reason for stopping the double license is, according to the Boosey and Hawkes legal dept., "too much confusion." They will be very happy in the future to issue licenses for Kenneth Alford's "Colonel Bogey" itself, which, by the way, is a tune that has been played by bands for many years, and the Columbia Pictures Music Corporation will issue licenses for performances of Malcolm Arnold's "The March From the River Kwai."

The firm points out in its notice that these are two separate compositions and that "Colonel Bogey" should not be referred to as "The March From the River Kwai."

### MELLIN-FAIRBANKS PUB TEAM

Bobby Mellin and Douglas Fairbanks Jr. have set up two music publishing firms. Dougfair Music is the name of one, Fairbanks-Mellin is the name of the other. Fairbanks has cut two sides for ABC-Paramount Records which will be released shortly. The background music on these records as well as most of the music in Fairbanks' forthcoming TV series and movies will be published by the new Mellin-Fairbanks firms.

### New York

Deejay Hugh Williams of station WTNS in Coshocton, O., has been signed to an exclusive recording pact with Hojo Records. Barbara Cox is running the new Ohio disk firm. . . . A new record label has started in Boston, under the helm of Ruth Clenott, called Look Records. She has signed two Boston girls, Connie Marques and Lucille Mollomo. First record on Look will be issued in a week, with two songs by Miss Mollomo: "Maybe You'll Be Mine" and "Cool, Cool Baby."

Della Reese is in the United States these days, not England, and she will open at the Latin Casino in Philadelphia today for a two-week stand. After that she will star at the Fountainbleau in Miami Beach. . . . A new label, Aaro Records, has started in Memphis. Head of the firm is Bob Pickard with Bob Talley the a.&r. chief. Firm is a subsidiary of Arnoten Music in Memphis. Arnoten is also starting another label which will be known as Be Be Records. B. B. Densford Sr. will be in charge of the label. . . . Joe Dasher and Syd Wyner have started Code Records and a new music firm called Truman Music. They had originally called their label Dash, but decided to change the name to Code.

Thrush Beverly Kenney has been signed by the William Morris office. She will appear on the Steve Allen TV show on May 18. . . . Smokey Warren Promotions is now handling the booking chores for the Slim Harper show, featuring Billy Sage and the Virginia Playboys. Harper's latest dishing is on Wagon Records. . . . Unicorn Records is releasing an album of "Russian Art Songs" next week, featuring tenor Maxim Karolik. . . . Gene Krupa and trio open at the Clover Club in Peoria, Ill., on May 15 and then play two weeks at the Blue Note in Chicago starting May 21. . . . Bobby Scott is now playing at the Blue Angel in New York. . . . George Liberace is now at the El Morocco in Montreal. . . . Dick Roman has signed with M-G-M Records.

Barry Golder of Casino Records in Philadelphia, is producing and leasing masters with such artists as Lee Andrews, Genevieve, and Val Matinez. Golder has just opened an office in New York with deejay Jocko Henderson for his Philly publishing firm, G. & H. Music. . . . Tina Scott has signed with GAC. . . . Cab Calloway headlines at the Olympia Music Hall in Paris for three weeks starting May 21. . . . Guy Mitchell plays theaters in England and Scotland starting May 19. . . . Vaughn Monroe will be at Blinstrub's in Boston from May 26 thru June 1. . . . Urania Records has signed Kamney Associates, advertising-public relations firm, to spark the diskery's entry into the stereo disk field. . . . A new label, Palladium Records has been formed by Stan Zabka in New York. . . . Roulette Records cut a live Monday Night Jam Session at Birdland last week for the label's jazz LP line. Artists on hand were Sam Most, Jerome Richardson, Maynard Ferguson, Charlie Persip, Gil Mahones, Paul Chambers and Candido.

Kai Winding and his new Septet are playing Southern colleges thru the middle of May. . . . Deejay Dan Leonard, of Syracuse, N. Y., has started a new label, Dany Dan Records. First sides feature the Teentones and the Dialtones. San-Lyn Music, Syracuse publishing firm headed by Jack Swanson is publishing the tunes. . . . Freddie Mendelsohn's Arrow Records has signed 16-year-old warbler Buzz Clifford.

## VOX JOX

By JUNE BUNDY

**GIMMIX:** Deejays at WINS, New York, are looking for "a pooped pooch, shook-up setter or mut that's on Milton to fly to Miami for a vacation." The winning dog, chosen by a board of experts on canines, will be allowed to take two humans with him on the gratis trip. . . . Jocks at WWDC in Washington, are working hard on the station's annual contest to select a Miss Washington of 1958. The outlet has sponsored the contest for 17 years.

Manhattan station WCBS, New York, recently launched a contest, whereby listeners were asked: "What do you do while you're listening to your radio?" Jockeys participating are Jim Lowe, Stan Freeman, Jack Sterling, Martha Wright Lanny Ross, Galen Drake and Bil' Leonard. . . . Ten teen-age dance contest winners from province of Ontario, Can., will compete against local Syracuse, N. Y., on "Top Ten Dance Party," over WHEN, Syracuse, May 17.

Sherm Feller, WEZE, Boston, recently staged a novel promotion for his new tune "My Pledge to You," recorded by Johnny Nash. Feller sent out exact copies of his phone bill (totaling \$257.82) listing long distance calls he made to jocks across the country to promote the platter. Commenting on the stunt, Tom Edwards, WERE, Cleveland, asked: "Are we supposed to kick in?"

### CHANGE OF THEME:

"Jockey Jack" Gibson, a highly rated r.&b. jock at WERD, Atlanta, since 1949, has joined WCIN, Cincinnati. He will be heard twice daily Monday thru Saturday from 7 to 9 a.m. and 3 to 5 p.m. . . . Guy Andrews, formerly with WEIM, Fitchburg, Mass., has moved to WHEB, Portsmouth, N. H. . . . New staffer at KWHK, Hutchinson, Kan., is Ken Chaffin, ex-KTOP, Topeka, Kan., who notes that almost 50 per cent of the station's programming is devoted to LP's, there-

by creating a need for new album material.

Robert E. Mitchell upped to general manager at WINZ, Miami. . . . Hampton C. Clark Jr., WCLB, Camilla, Ga., features The Billboard's "Top 100" disk list on his new show "Matinee on 1220." Clark recently guested on "Mr. Deejay USA" over WSM, Nashville. . . . New station WAGE, Leesburg, Va., (a Richard F. Lewis, Jr. outlet) which went on the air March 6, lists the following personnel: manager, Wally Hankin, formerly with WINC, Winchester, Va.; sales manager, Ed Meyer, formerly with WGH, Newport News, Va.; Ed Ivory, also ex-WGH; and Alice Gallagher, ex-WELD, Fisher, W. Va.

Dick Webb's "Richard at Random" show, WFDE, Flint, Mich., is now a two-hour week-day afternoon feature. . . . Russ Moore, who formerly handled the 7 to 9 p.m. time slot on KICK, Springfield, (Continued on page 44)

## ON THE BEAT

RHYTHM & BLUES - ROCK & ROLL

By REN GREVATT

"The day is over when an American record artist can go to Europe, England in particular, and expect to make a killing with the audiences on the strength of a single hit disk." This is the word from sources in the know on the other side of the Atlantic, according to Eddie Elkort, exec of General Artists Corporation here. The source continued that one of the biggest troubles with American pop and rock and roll acts is that they ask far more loot on the other side than they are worth.

Statements were occasioned by the fact that only recently, at least three highly touted American acts, two of which have hit records riding on the foreign charts, have more or less bombed out on tours there. Al Hibbler who had been set for four weeks with a four-week option, returned to the States after the first three weeks. Buddy Holly and the Crickets, a group of the top gyrators on the American scene also did poorly on a

recent visit to England, and Marvin Rainwater who, oddly enough, has the top disk in the British charts right now with "Whole Lotta Woman," is doing "no business," on his British tour at this time, according to a source there.

"They like rock and roll, sure," said Elkort, but they want a performer, too. Johnnie Ray always does well in England. He can practically write his own ticket, but right now he doesn't have any hits riding there or here. But you'll have to admit he's a performer."

All of which introduces the element of misfortune that accompanies many of the overnight disk hit-makers of this day and age. Many of them, it must be acknowledged, are not performers. As one tradester said recently: "They call them stars. They may be record stars in the strict sense. But they are not really full-fledged stars until

they have a solid act and know how to put it over on a theater stage or a night club floor."

Pop hits of today can come from Nashville, Memphis, Philadelphia, Chicago, Clovis, N. M., Oshkosh or even New York. But many of the hits are made by quickly assembled groups who have never worked a stage before. All of a sudden they have a hit and they're in great demand. Another observer has remarked that: "All you need to generate the demand is the single hit record. Then they want you at the Copa or any number of class spots across the country. You get out on the floor and once you've sung your hit record, you're nowhere." That's the curse of the business today.

Young artists and group get caught up in a swim before they ever have a chance to break in an act. And sometimes, they register so poorly in person that they kill the

(Continued on page 47)

## FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

The City of Miami News Bureau erred last week in announcing the dates for the annual Country Music Disk Jockeys' Association Festival to be held in that city. The bureau's release gave the dates as May 26-27. A bulletin from Cracker Jim Brooker, chairman of the event, officially lists the dates as June 26-27. . . . Bob Burrell, manager of sales promotion, Columbia C.&W. Records, calls attention to a very worthwhile effort—the Second Annual National Golf Tournament, sponsored by the Disc Industry Scholarship Committee (DISC). "Nothing would delight me more," writes Bob, "than to have one of 'our people' take the pie. Last year's affair, altho most successful, did not include enough people in the c.&w. field." You're eligible if you are associated in any way with the music business. For full details see ad on page 10 in this issue.

Pee Wee King appears in Milwaukee Friday (16) for the

Father Flanagan Boys' Town show, along with Frankie Yankovic and band. King and his lads are also set for an early session at the RCA studios in Nashville with Chet Atkins. The King unit recently played the Farmington, Mich., Policemen's Benefit Fund Drive, along with Donnie White (King), and last week participated in Louisville Annual Telethon, featuring Jimmie Rodgers, the Fontaine Sisters, John Raitt, Merle Travis, Merle's 19-year-old daughter, who was Derby Festival Queen. Travis was guest on the "Pee Wee King Bandstand" TV-er last Thursday (8).

Uncle Jerry Snyder and the Echo Valley Kinfolk begin a three-month tour of Pennsylvania with an engagement at Edgemont Park, Walnutport, Pa., on Decoration Day (30). Trek was set by the unit's manager, Thomas P. Cheesman. . . . As a means of better

serving the talent and the talent buyer, Tom Perryman, of All-Star Artists, Madison, Tenn., has inaugurated what he calls a bi-monthly Talent Availability Bulletin. Perryman invites all c.&w. names to list with him their open dates. In turn, he will list same in his bulletin which will be mailed twice monthly to the leading promoters and talent buyers in the U. S. and Canada.

The Slim Harper Show, featuring Billy Sage and the Virginia Playboys, has been booked by Smokey Warren to hold forth indefinitely each Friday and Saturday night at the Scandia Club on Route 28, Garwood, N. J. A string of one-nighters, covering a seven-State area, is in the making, Harper infos. . . . Brig. Gen. S. F. Griffin, director of the U. S. Defense Department's Office of Information, reports that "Country Music Jubilee," starring Red Foley, is now

(Continued on page 48)

## Artists Save Day at Brussels

• Continued from page 4

line-up is expected within two weeks. Already slated for the jazz week, which starts July 29, are the International Youth Band, which has been especially assembled for Newport, and Sarah Vaughan.

### Belafonte Definite

In recent weeks there has been

talk that a number of artists, already signed for the Fair, had backed out. According to Miss Dalrymple, Louis Armstrong is the only one to withdraw. It's understood that this was forced by binding commitments in the States, including a Lewisohn Stadium appearance July 4.

Armstrong, according to his manager, Joe Glaser, is still likely to tour Europe in September, and Fair officials hope that he may be worked in then. Harry Belafonte, also rumored to have canceled out, will definitely appear for his scheduled three days in September, according to execs of Music Corporation of America, his booking agent.

Other organizations on the Fair docket include the Philadelphia Orchestra (July 2, 3 and 4); the Juilliard Orchestra (July 23-27); the American Ballet Theater (July 2, 3 and 4); the Jerome Robbins Ballet (July 15-20); the American Ballet Theater (August 5-10); the American Drama Season (July 1-13), and the Yale University Theater (September 9-14). The Yale Glee Club and the Whiffenpoofs, the Smith College Glee Club and the Knox College (Illinois) Glee Club have also been scheduled.

### Concert Singles

For single recital appearances during the summer, the U. S. Pavilion will have the New York Woodwind Quintet, the Juilliard String Quartet, Yehudi Menuhin, Leontyne Price, George London, Blanche Thebom, Byron Janis Robert McFerrin, Rosalyn Tureck, Ralph Kirkpatrick, Leon Fleisher, William Warfield, Eleanor Stebor, John Browning, Sylvia Marlowe and Berl Senofsky.

An earlier proposed deal, which would have brought a troupe of RCA Victor Records artists to the Fair, of both pop and classical categories, apparently fell thru because, according to Miss Dalrymple, it was felt that none of the artists would want to appear as part of a troupe.

Miss Dalrymple is now negotiating on two projected legit theater ventures, for which, she says, "I've kept convenient holes open in the schedule." These would be Rock Hudson, Gene Kelly and Franchot Tone in "The Time of Your Life," and Joanne Woodward and Paul Newman in "Dark of the Moon."

### Ford Contribution

Another industrial firm involved in the U. S. doings at the Fair is the Ford Motor Company, which underwrote the cost of presenting the Walt Disney "Circarama," circular screen film presentation. On the idea of industry co-operation, a suggestion that perhaps the disk industry might be persuaded to provide an all-star popular record star package, as a joint venture, was greeted by the comment from Miss Dalrymple that such an idea had been proposed to the companies with no success.

Miss Dalrymple described the difficulties involved in operating with a limited budget. "It takes \$1,000 in cash for transportation for any artist who goes over. So we have to try as much as possible to get artists who will be in Europe anyway. Then it's the problem of setting the dates. After that, I have to submit the names of all performers to the main committee in Brussels. If they approve, one of them gets thru to somebody in Washington and gets a final okay. It's a trying thing to go thru all this and still get the bad press we've gotten for our efforts. If we had more money, we would have no problems at all."

## 'New Sound' Old But Solid

• Continued from page 4

Wells and Roy Acuff paired for Decca Records, and Jaye P. Morgan and Eddy Arnold were together for RCA Victor. Atlantic recorded Clyde McPhatter and Ruth Brown in tandem a while back.

### Male Pairings

Duos, of course, cover two boys or two girls, and there have been many such teams. One of the

hottest are Don and Phil Everly. On the country side RCA Victor has made many disks with Homer and Jethro and Johnny and Jack. Other teams are Terry and Jerry on Class; Robert and Johnny on Old Town; Bobby and Jim on Capitol; Danny and The Duke on M-G-M; Don and Dewey on Specialty; Mike Miller and Jack Casey on Cameo. Bob Hope and Bing Crosby have joined again for United Artists; Rusty and Doug on Hickory, and Do and Dean Farrell on Capitol.

The two-girl pairings have not been as frequent as the others. But a team of lasses named Patience and Prudence came up with a pair of smashes only a short time ago. Some of the two-girl teams around today are Judy and Joyce on Dot; Lita and Diane Moore on Dot. There are a number of others.

Material for duos is not as easy to come by as it is for a single vocalist or a full group. But when they happen, they get pretty hot. The Everly Brothers, for instance, are number one on The Billboard Best Selling Record Chart this week.

## Omegatape

• Continued from page 4

The debut release consists of four packages: "Champagne Music for Dancing," "Marx Makes Broadway" (Dick Marx and Buddy Collette), "Leith Stevens' Complete Score to 'Destination Moon'" (George Pal film) and "Music for Heavenly Bodies" with Paul Tanner playing the electro-Theremin.

Hubert told The Billboard he was reaping noteworthy results from the "two-for-10" tape exchange offer he made to dealers several weeks ago. Omegetape's business, Hubert said, has zoomed to 25 per cent above last year's level at this time. The offer consisted of Omegetape giving dealers two stereotapes for every 10 standard-length tapes they turned in—regardless of manufacture, original value or present condition. Under terms of this offer, dealers could turn in raw tape or even used store demo reels in exchange for new Omegetape releases.

Your key to  
**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**

### "STOP, BABY"

THE FOUR PREPS—Capitol

### "TRUE TO YOU"

GENE VINCENT—Capitol

### "CARRY MY BOOKS" "A LOVER CAN TELL"

BOBBY and JIMMY—Capitol

BOURNE, INC.—ABC MUSIC

136 West 52 St. New York 19

From the 20th Century-Fox Film  
"The Long, Hot Summer"

# HEY! EULA

LEO FEIST, INC.

### 3 GREAT RECORDS

**CAREFUL, CAREFUL**  
EILEEN RODGERS Columbia

**CHERIE, I LOVE YOU**  
PAT BOONE Dot

**TIPTOE THRU THE TULIPS**  
RUSS HAMILTON Kapp

MUSIC PUBLISHERS  
HOLDING CORPORATION

### Don't Give Me an Elephant for Christmas

Pachyderm Publications 1674 Broadway  
Suite 607, N. Y. 19

The Nation's  
Newest Sound

# THE SKIP-BEAT BALLAD

# Because You Love Me

c/w **Crinoline Skirt** by

# BROOK BENTON

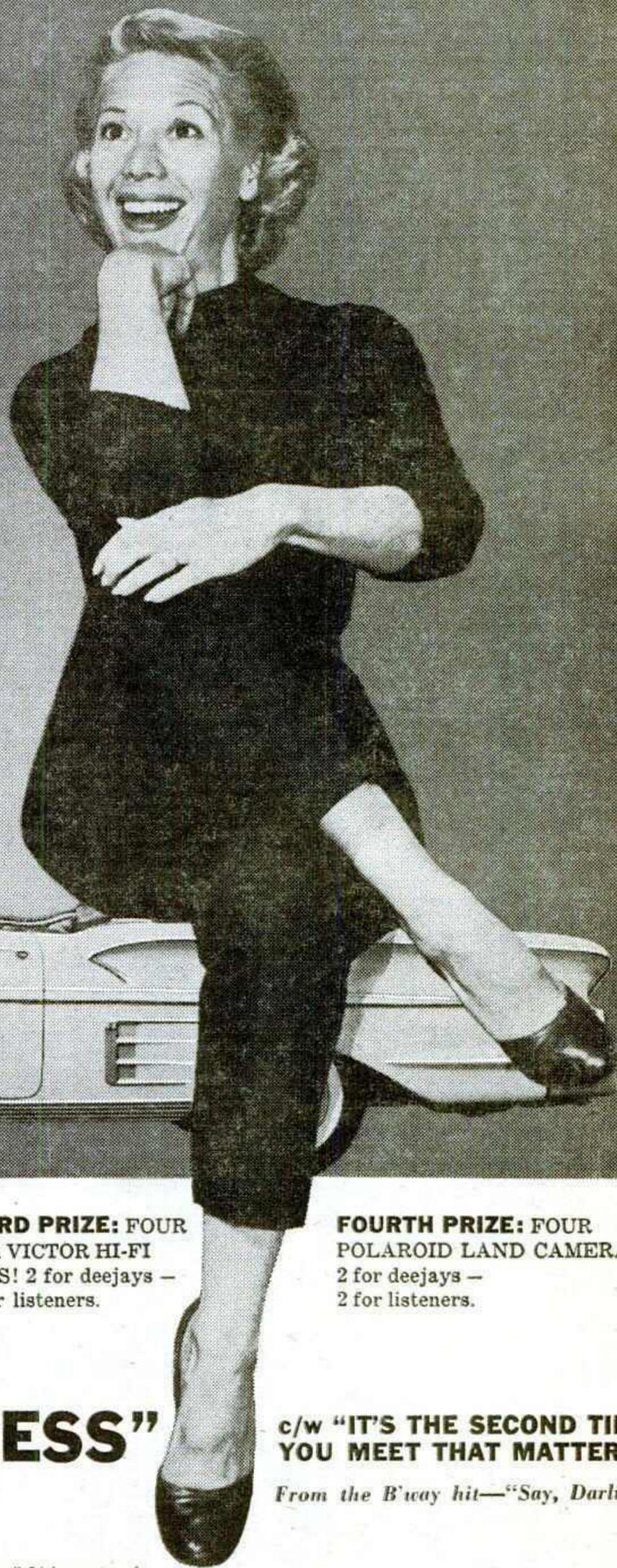
x / 4x-0325

**vik records**  
A Product of Radio Corporation of America

DINAH SHORE SAYS ...

**“DEEJAYS-  
WIN A  
BRAND NEW  
CHEVROLET  
IMPALA  
CONVERTIBLE!”**

Enter your listeners and yourself in the exciting Dinah Shore "Secret Of Happiness" letter contest. There are fabulous prizes for listeners who write the best letters ... and for the deejays who submit the winning listener letters.



**FIRST PRIZE:** TWO LUXURY CHEVROLET IMPALA CONVERTIBLES! 1 for the winning listener entry - 1 for deejay who submits winning listener entry.

**SECOND PRIZE:** TWO RCA LIVING COLOR TV SETS! 1 for deejay - 1 for listener.

**THIRD PRIZE:** FOUR RCA VICTOR HI-FI SETS! 2 for deejays - 2 for listeners.

**FOURTH PRIZE:** FOUR POLAROID LAND CAMERAS! 2 for deejays - 2 for listeners.

**“SECRET OF HAPPINESS”**

*With Harry Zimmerman's Orchestra and Chorus 47/20-7211*

c/w **“IT'S THE SECOND TIME YOU MEET THAT MATTERS”**

*From the B'way hit—“Say, Darling”*

**CONTEST RULES**

1. Ask your listeners to write, in a letter of 50 words or less, their own "Secret Of Happiness." Listeners must send entries to the deejay whom they heard announce contest, not to RCA Victor.
2. Listener contest ends midnight, May 31, and all entries must be postmarked before that time.
3. You select the *one* best entry received from your listeners and forward it to Jack Dunn, RCA Victor Records, 155 E. 24th St., New York 10, N.Y. This is *your* contest entry. It must be postmarked not later than midnight, June 6.
4. Winners will be announced in "Deejay Digest" sometime in June, and also on NBC-TV's "Dinah Shore Show," June 15.
5. Decision of the judges will be final and all entries become the property of RCA Victor Records. In case of ties, duplicate prizes will be awarded.



**START YOUR LOCAL CONTEST TODAY!**

## THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips

## Audio Feedback

**NEW RCA BRANCH:** The Atlanta trading area will be served by a new distributor, the RCA-Victor Distributing Corporation, effective immediately. The branch will be headed by Gordon Bahl, formerly v.-p. of the firm's Wichita, Kan., branch.

**EAR CHECK:** A new record tape, "How's Your Hearing" has been produced by Mooney-Rowan Publications, Saverna Park, Md. The tape features 30 minutes of music by Lenny Herman to provide a screening test for hearing level and tone and word pairs to test speech and music discrimination. The tape, priced at \$9.95, is dual track 7½ ips and is packaged with a complete instruction booklet.

**NEW HEADQUARTERS:** Symphonic Electronic Corporation, has leased 5,000 feet of office space in the Coliseum Tower, 10 Columbus Circle, New York City. Firm will bring its executive, sales and accounting departments to the new quarters, on or about June 1st. Manufacturing facilities are in Lowell, Mass., and New Brunswick, N. J.

**GOING UP:** Audio Devices is looking for a sales increase of from 30 to 35 per cent for 1958. In fact, the firm is telling its stockholders about it. The company's 1957 tape and disk sales hit \$4,750,000, a 29 per cent increase over the year before.

**SALES HEAD:** The new Newark branch of the Sylvania Sales Corporation has Don Collins as Sales Manager. Collins joined Sylvania Home Electronics as a rep last October. The

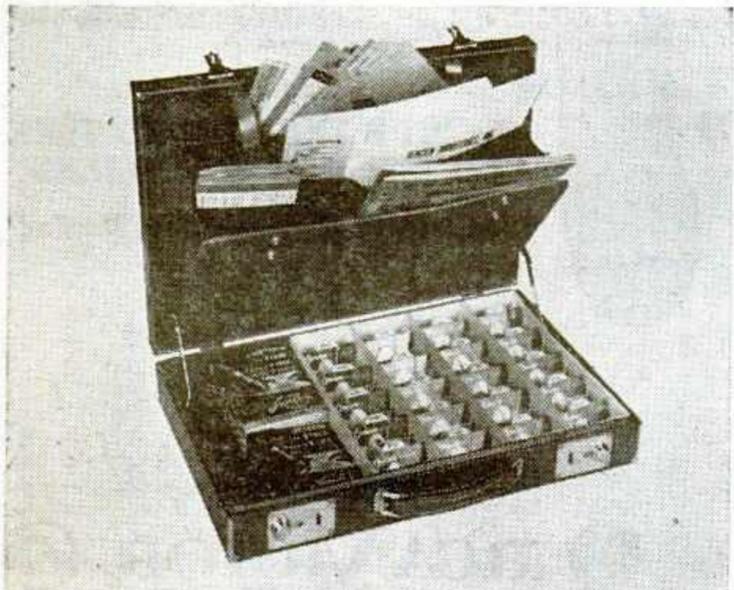
branch will distribute Sylvania television, radios and high fidelity instruments in Northern New Jersey.

**FANCY HI FI:** A new group of Acoustone grille cloth hand prints are announced by Newcastel Fabrics (Brooklyn, N. Y.). The designs are keyed to current interest in space and astronomy. "Stardust," "Milky Way" and "Constellation" are the names of the new designs.

**AD MAN:** Pilot Radio Corporation, (Long Island City, N. Y.) has appointed Ira Joachim to the post of advertising manager. Joachim was formerly with Fisher Radio, RCA-Victor, London and Decca Records and brings a lot of experience to his new job.

**STEREO KNOW-HOW:** The Fairchild Recording Equipment Company, Long Island City, N. Y., has turned out an informative booklet on stereophonic disk reproduction. It's a 16-page, self-mailer called "Stereo!—The Easy Way," and tells what stereo is and what it can do for the consumer. It describes recording principles, sketches in the background of the stereo development and gives the answers to most frequently asked questions. In short, it's a good booklet to get into the hands of customers.

Warren Albright is the new manager of production and George Bryant is the new manager of marketing of RCA Victor's television division. Albright will also be responsible for purchasing and quality control activities.



New attache-case promotion of Jensen phono needles features a display of 100 needles plus merchandising aids in the sectioned back. Case is given free to distributor salesmen and is also a free bonus for dealers who buy 100 needles or more.

## HEARD OVER THE COUNTER

Melvin Gee, Coddington Music, Traverse City, Mich., tells about the lady who wanted to buy "Grand Canyon Suite" with the Boston Pops. She said she had a three-speed hi-fi but she wanted to make sure the record was "one of those RCA Orthopedic sound disks."

A customer, who had been browsing in the kiddy section, asked: "I guess you don't have any songs by Walter Winchell. I was told to get some."

"Walter Winchell? . . . No. . . . But wait a minute. I think I've got an album called 'Gus Edwards' Revue.' That may have what you are looking for."

"Sure, let's have a look at it."

"Here it is! See, songs like 'School Days,' 'Jimmy Valentine'; you know, the kind Winchell and Jessel used to sing and dance to!"

"I don't want Winchell and Jessel, I want Winchell and his dummy, Jerry Mahoney!"

"Oh, you mean Paul Winchell, the ventriloquist?"

"Isn't that what I asked for when I came in?"

"I want to get something new in jazz for my son!"

"Did you want a single record or an album?"

"Oh, give me one of those expensive albums. He practices so hard, I want to surprise him with a gift."

"Isn't that nice . . . what does he play?"

"A tender saxophone!"

An Astor Music Shop employee recalls the days when he made as many mistakes as the customers. One particular error has remained vividly. It concerns a lady who asked him for "Pearl-fisher," to which his reply was: "Pearl Fisher? What does she do?"

Similarly, Terminal Music Corporation's George Leavy recalls the recent exchange.

"Do you have an instrumental of 'Two Different Worlds?'"

"I'll check. No, I'm sorry, we're out of it right now!"

"Oh, well, it's not the end of the world. . . ."

"Sorry, I don't think we have that one either."

A customer who had purchased "Tchaikovsky's 1812 Overture," came back the following day with a smile of satisfaction written on his face. "You were right," he said to the owner. "It was great. In fact, I liked it so much I've come back to buy the rest of it!"

Some incidents are hard to believe, but Randy Wood, of Rabson's, swears that when a young lady asked him for a selection named "Crimia-Riva," he started reached for the nearest "Don Cossack Russian Favorites" album. The mention of Julie London's name changed the course of his direction.

Our sweet old lady with flower in her hat entered her favorite record shop during one of the recent rainstorms. She was quite wet and pre-occupied as she asked for "Sail Along, Slippery Moon!"

Mrs. Bach Brown, Forbes Meagher Music Company, Madison, Wis., says there were a lot of chuckles in their record de-

(Continued on page 43)

## SIDELINE MUST

# Accessories Push Cues Extra Sales

● Slogan: 'get most from disks' is pay-off

● Also: 'diamonds are hi-fi's best friend'

By BOB LATIMER

BOULDER, Colo. — Aggressively pushing the theme, "We want you to get the most out of your records," is the platform on which Aber's of Boulder, operating two stores here, sells one of the State's biggest volumes of accessories.

Lyle Aber, owner, is convinced that many record retailers are overlooking a lot of extra sales possibilities thru leaving accessory sales suggestions "til later." The time to sell accessories is always now at Aber's two stores, and in putting strenuous efforts into this operation, the Colorado firm has set some glittering records.

### Accessories Push

For one thing, Aber sells a diamond needle at from \$15 to \$22.50 with 75 per cent of the high-fidelity record players which are bought in his stores. For more than a year Aber's has averaged the sale of at least four diamond needles per day, two in each store. More than half of all record-player customers buy at least two accessory items, and many of them add as many as five to their purchases. When it is considered that Aber sold 487 record players from September 1, 1957, to March of this year, it can be seen that accessories are definitely big business at the Boulder stores.

There are a lot of elements in a successful accessory merchandising program as practiced at Aber's. For one thing, Aber builds

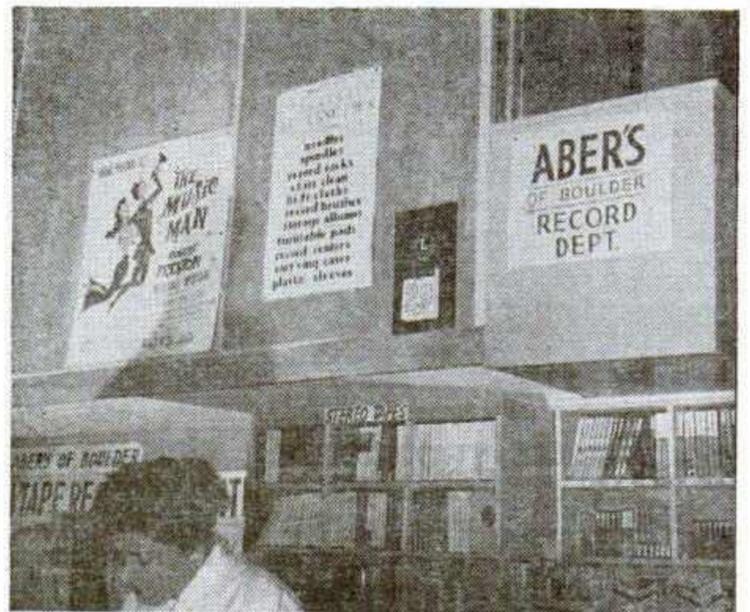
good will from the start by pricing out all of his radios, players, high-fidelity equipment, etc., to produce a 30 per cent mark-up. Any surplus mark-up goes into gift record albums which are issued to the customer once a month until the amount is used up. This may mean three albums of records or 10, according to the size of the sale.

"When the customer finds that we are offering him these free records, he is a lot easier to sell on accessories," Aber indicated. "That's the point at which we bring in our slogan. Telling the customer that we want him to get the most from his equipment and records naturally brings up the subject of essential accessories. Pleased as he is, we don't find it difficult to sell static brushes, static cloths, needle-leveling kits, cabinets, replacement diamond needles and other items."

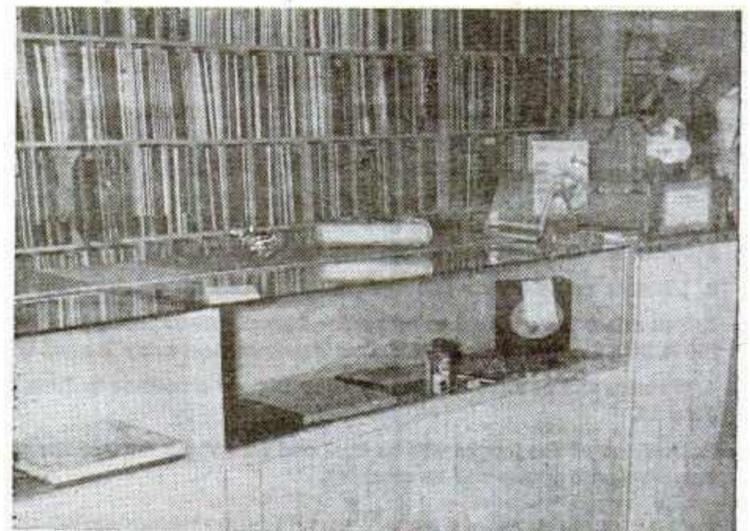
### Salesmen Follow Plan

All six of Aber's floor salespeople in the main downtown store, and in the Campus store near the University of Colorado, follow this sales plan, without P. M.'s or any other special compensation for accessory sales. At each store a sign posted above the service counter lists the accessories which the music lover should have, including brushes, cloths, needles, turntable pads, record racks, leveling kits, album covers and others. Inset in the counter itself are two shallow glass cases, each filled with accessory items where the customer is likely to put his elbows down. Smaller separate glass display boxes set along the counters and in the record department show

(Continued on page 43)



Sign over the counter points up various accessories available at Aber's. It lists 11 different accessories from replacement needles to plastic sleeves.



Prominent display is given accessory under the glass counter. Note record racks placed next to cash register at check-out.

### JILL COREY

**SWEET SUGAR LIPS**

b/w

**LOVEABLE**

Glenn Osser and his orchestra

4-41164

"Sweet Sugar Lips" is a two-beat, dixie-flavored opus with a crisp, refreshing sound. The use of dual voice tracks of Jill's soulful style, the dixie two-beat, stop time and banjo all spell out B-I-G H-I-T! The flip is a cute staccato tempoed novelty with the mellow-toned vocal group which produces a fine backdrop for Jill's appealing voice.



### TONY BENNETT

**YOUNG AND WARM AND WONDERFUL**

b/w

**NOW I LAY ME DOWN TO SLEEP**

Frank De Vol and his orchestra

4-41172

"Young and Warm" is one of those rare songs that comes along with enough stuff to become a hit and remain a "standard" among records, too. The flip is the latest from the hit-writing team that produced the chart-killer "Witchcraft." These two will rocket!



HIGH-FIDELITY RECORDS BY

**COLUMBIA**



A division of Columbia Broadcasting System, Inc. © "Columbia" ® Marca Reg.

**NEW AND SURE-FIRE—FROM THE HOTTEST COMPANY IN THE BUSINESS**

10<sup>TH</sup> ANNIVERSARY OF  
LONG PLAYING RECORDS  
COLUMBIA RECORDS

Thanks for  
stopping by  
Booth 12  
M. O. A.  
Convention  
Chicago  
May 6, 7, 8

### JENNIE SMITH

**WALKIN' 'NEATH THE  
MOONLIGHT**

b/w **MY FIRST MISTAKE**

Ray Ellis and his orchestra 4-41171

Jennie Smith's the exciting newcomer to Columbia Records! Not yet twenty, she's got the poise and polish of a seasoned performer plus kittenish warmth, vivacious excitement and silken good looks. Her first song is a lilt-tempoed ballad with an infectious guitar beat. The flip, a strong beat stroller which will really get her under way . . . full speed ahead.



### RONNIE SELF

**DATE BAIT**

b/w

**BIG BLON' BABY**

4-41166

Here are two rock 'n' rollers! The first, a pounding, earthy screamer which gets all-out support from a big sounding tenor sax and a double helping from the driving vocal group. The flip's another wailing rocker. Both swinging releases are sure bets to keep Ronnie's popularity winging forward.

# Sonic Debs Stereo Phono Under \$100

Using a special trade-in gimmick, Sonic Industries is able to offer a complete stereo phonograph, including a special demonstration record, for well under \$100. The Lynbrook, N. Y. firm began beating promotional drums for its entire stereo line of seven models with a series of distributor and dealer meetings at New York's Park-Sheraton hotel last week. Next stop for the Sonic sales team is Chicago's Sheraton-Blackstone Hotel. They will demonstrate their units during the Electronic Parts Show (May 19 thru 21).

The master units in the stereo line—comprising stereo cartridges and amplifiers and one speaker—range in price from \$89.95 to \$259.95. The stereo external speakers which complete the system range from \$14.95 to \$49.95. Thus, the deal with trade-in

allowance breaks down as follows:

Stereo Model 760	\$89.95
Stereo Speaker SP-1	14.95
Stereo Sampler	
12" LP	4.95

The total price of \$109.95, less the trade-in "for old record player regardless of age or condition" of \$24.95, brings the total cost to the consumer to \$84.90.

The complete line of seven models is priced as follows:

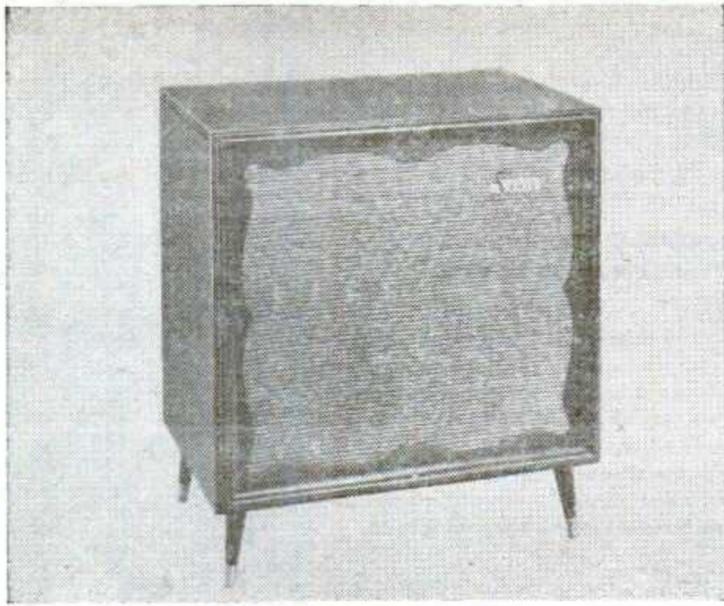
Model 3100 console	\$259.95
Model 3000 console	189.95
Model 790 console	149.95
Model 785 portable	139.95
Model 780 portable	119.95
Model 775 portable	99.95
Model 760 portable	89.95

The external stereo speakers needed to complete the system are available in three different models priced as follows:

SP-1 (6-inch spr.)	\$14.95
SP-2 (2 6-inch spkrs.)	29.95
SP-3 (12-inch coaxial)	49.95

Trade-in allowances range from \$35 (on the purchase of Model 3100) to \$20 (on the purchase of Model 760). When the price of the free demo record is thrown in, the trade-in allowance is boosted to \$4.95 in each case.

Sonic has created a two-color brochure which pictures and describes each model in the line. The slogan adopted by the firm is "Start selling stereo today with seven new Sonic stereophonic phonographs."



Model 3100

## New Cartridge Line to Deb Granco Adds To Line

Jensen Industries will introduce a complete line of phono cartridge at the Electronics Parts Show, May 19 in Chicago. The line will supplement the firm's line of replacement needles and needle accessories.

The cartridge line will consist of 32 different units. According to the firm the line is designed to be able to replace 80 per cent of the existing cartridge models on the market today.

Three factors are considered to be important in creating consumer appeal for the line. First, the cartridges feature a simplified needle changing method. Second, each has a built-in needle guard. Third, the cartridge has printed identification to make needle replacement easy. Dealers will be provided a simple shadow-graph outline which will quickly tell him which needle goes with the cartridge brought to him by the customer. If the holes line up with the picture, the cartridge is the right one.

The line will be ready for national distribution at the end of May. The same group of distributors who carry the Jensen needle line will be offered the cartridges. Advertising and promotion of the new cartridges will emphasize the "wedding" of needle and cartridges at the point of manufacture.

## New Speakers By University

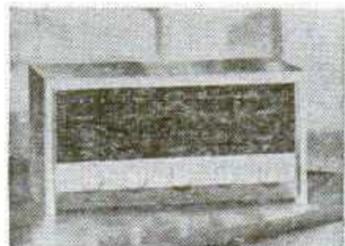
University Loudspeakers have introduced the custom-built, hand-finished "Debonaire" low-boy speaker systems and enclosure. This unit, operates on the phase inversion principle and comes in three different versions. Two are three-element speaker systems and one, the EN-1215, a custom finished enclosure into which, due to baffle board arrangement, a variety of 12" or 15" speaker systems or single speakers may be installed.

It falls in line with the University Progressive Speaker Expansion Plan (PSE) which enables the user to start modestly with a single extended range speaker and build up to a full range multi-speaker system according to taste and budget.

The enclosure is priced at \$63 in mahogany (blond or walnut \$69). The two University "Debonaire" systems are made for those who want a complete unit, ready to connect to their amplifier.

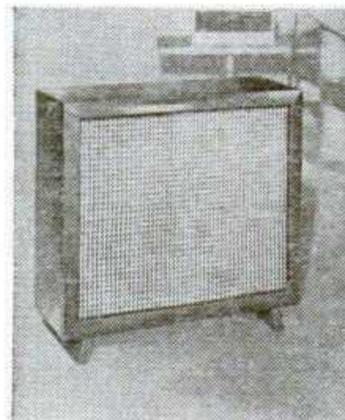
The S-3, "Debonaire-12" contains the three-speaker system, consisting of the 12", C-12W

Granco Products, Long Island City, N. Y., electronics firm, is introducing an AM-FM tuner amplifier and a three-way speaker system. The tuner amplifier offers



push-pull 20-watt peak output with a 13-tube chassis. Designated the AT-130, it is housed in a walnut cabinet and carries a suggested list price of \$149.95.

The speaker system (Model S-30) features a 12-inch woofer, 4-inch mid-range and 4-inch tweeter, combined by crossover



network. The speakers are mounted in a specially designed bass reflex enclosure. It is designed to be offered with the tuner-amplifier described above, but can be used in conjunction with any high fidelity system. The S-30 speaker system has a suggested retail price of \$79.95.

woofer (less frequency limiter), H-600-T-30 mid-range, UXT-5 super tweeter, and N-3 acoustic baton network. The latter uses 700 cps for crossover in the mid-range and 5,000 cps for treble crossover. "Presence" and "Brilliance" balance controls are provided for adjustment to room characteristics.

The S-4, "Debonaire-15" contains a three-element system, consisting of the Diffusicone-15 (two-way 15" Diffaxial), the new H-600 "reciprocating flare" wide-angle horn with the new Hypersonic T-50 driver. The Diffusicone-15 is divided from the H-600 and T-50 by an electrical network, and a balance control provides for the adjustment of the system to room acoustics. Overall dimensions for all three versions are 27 3/4" wide, 16" deep, 25 3/4" high (including legs).

# Westinghouse Mulls Stereo

Westinghouse is getting ready to do business with the stereo-minded consumer. While the direction the firm will take with their new models is not completely set, they are exploring several avenues to sales.

First, they will produce a conversion unit so that present owners of Westinghouse high fidelity instruments will be able to convert easily to stereo if they wish. A prototype of the conversion kit is being shown to the public in the St. Louis marketing area May 15 and 16.

It consists of the standard 10-watt amplifier used in the firm's current line, plus a two-speaker system in enclosure. A switch and stereo cartridge complete the package. Westinghouse has not yet set a price for the kit. But price and a complete kit, ready for market, will be determined before the Music Trade Show in July.

Next fall, Westinghouse plans to produce "stereo pairs," a complete packaged stereophonic phono. The firm also is mulling the advisability of continuing production of a monophonic system. They believe there will still be many customers who do not want to buy stereo and shouldn't be penalized by the extra cost of dual amplification in a master unit. The monophonic system could always be converted to stereo with one of their kits.

The new speaker-amplifier cabinet, styled to harmonize with the existing high fidelity line, will be made in finishes of mahogany, limed oak and fruitwood.

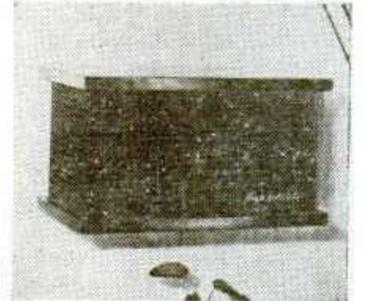


Model 760

## New Midget Speaker

Telematic Industries, Brooklyn, maker of loudspeakers, announces a new miniature speaker system called "the Minstrel." The unit is available in four decorator woods: Mahogany, walnut, blonde or ebony.

The firm says the "Minstrel" represents a new approach to realism in a small enclosure. The

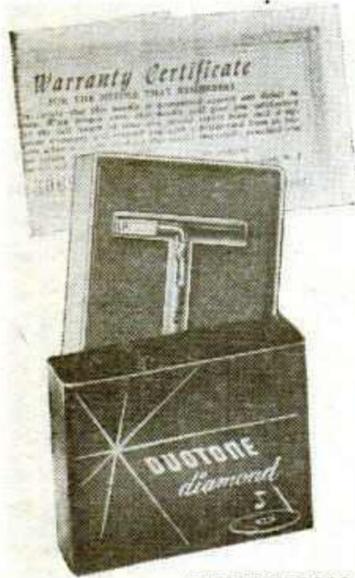


entire air chamber, thru dynamic air coupling, becomes a phase-matching transformer "with optimum results from both high and low ends," says Telematic.

The unit measures nine inches by 16 inches. The size permits placing in such ordinarily restricted areas as a bookshelf.

## New Non-Slip Disk Gimmick

Kirsch Music Company, New York City manufacturer of record accessories, is introducing a new item for the record collector. The item is a "Record Grip Mat," to be used on automatic phonos. The mat is a cork and rubber disk of three-inch diameter. Placed between records on the changer, it prevents the disks from slipping against each other and damaging grooves. They will be packed five to a package and six packages to a display card. They are priced at \$1 for the package of five.



### THE WORLD'S FINEST DIAMOND NEEDLE

the only needle that remembers

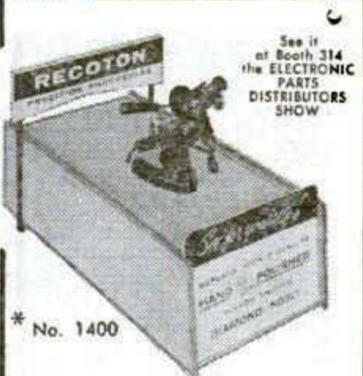
Remember . . . all Duotone Diamond Needles remember! Warranty Reminder Slip in each box. Customer mails slip to Duotone Sound Labs. We then remind customer later when it is time to bring his needle down to you to check the tip. Brings you automatic replacement business—reminder card actually has needle number on it. You get easier first sale. Automatic second sale. All at no extra. Naturally—another first from the Company of Firsts

**DUOTONE COMPANY, INC.**  
KEYPORT, N. J.

In Canada: Charles W. Pointon, Ltd., Toronto  
Room # 609A-611A Chicago Parts Show

**GIVE TO DAMON RUNYON CANCER FUND**

## \* NEW . . . De-Luxe Birchwood Cabinet . . . Microscope Display



A most attractive display, of 7 ply birch wood and easily adjustable 100 power microscope. In eye catching color scheme, streamlined to occupy very little counter space. Ample storage area, can hold over 200 replacement needles and 36 diamond needles.

FREE! The cabinet and microscope are FREE to the dealer with his purchase of a small selection of diamond needles. Dealer's Choice: Three "Hot-Selling" Kits to choose from. **ASK YOUR DISTRIBUTOR**

**Recoton CORPORATION**  
52-35 Barnett Ave., Long Island City 4, N. Y.  
In Canada: Quality Records, Ltd., Toronto



**THE LABEL TO WATCH**



**FIRST RELEASE!**



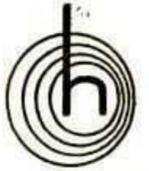
**the kids from texas**



**i'm so long legged  
lonely linda**



hanover #4500



**ORDER FROM  
YOUR NEAREST  
DISTRIBUTOR**

**Marnel of Maryland, Inc.**  
6 East Mount Royal Ave.  
Baltimore 2, Maryland

**Music Suppliers, Inc.**  
263 Huntington Ave.  
Boston, Mass.

**Scan Distributing**  
10-14 Allen Street  
Buffalo, New York

**Garmisa Dist. Co.**  
2011 So. Michigan Ave.  
Chicago, Illinois

**Whirling Disc**  
1189 Gilbert Ave.  
Cincinnati, Ohio

**Sterling Music Dist., Inc.**  
2928 Prospect Ave.  
Cleveland, Ohio

**Daily Bros. Dist.**  
2200 Irving Blvd.  
Dallas, Texas

**Jay-Kay Dist. Co.**  
3725 Woodward Ave.  
Detroit 1, Michigan

**Eastern Record Dist., Inc.**  
26 Clark St.  
East Hartford, Conn.

**H. W. Daily Dist.**  
314 E. 11th St.  
Houston, Texas

**Whirling Disc**  
1311 North Capitol  
Indianapolis, Indiana

**Record Sales Co.**  
2818 W. Pico Blvd.  
Los Angeles 6, Calif.

**Major Dist. Co.**  
626 E. Ogden Ave.  
Milwaukee 2, Wisconsin

**Coda Dist., Inc.**  
47 Glenwood Ave.  
Minneapolis, Minn.

**R & D Distributors**  
624 Barrone  
New Orleans, La.

**Malverne Dist., Inc.**  
424 W. 49th St.  
New York City

**Chatton Dist. Co.**  
2517 San Pablo Ave.  
Oakland 12, Calif.

**Marnel Dist. Co., Inc.**  
1622 Fairmount Ave.  
Philadelphia 30, Pa.

**Standard Dist. Co.**  
1705 Fifth Ave.  
Pittsburgh, Pa.

**Gay Record Dist.**  
1906 Washington Ave.  
St. Louis, Mo.

**Stanley Dist.**  
235 W. Lake North  
Seattle, Wash.

**Some Territories  
Still Open**

**PHONE—WIRE—WRITE**



**hanover  
records, inc.**

**1619 Broadway  
New York 19, N. Y.**

THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide



## BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING MAY 3

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

This Week		Last Week	Weeks on Chart
1.	<b>The Music Man</b> Original Cast, Capitol WAO 990	1	12
2.	<b>Johnny's Greatest Hits</b> Johnny Mathis, Columbia CL 1133	2	5
3.	<b>South Pacific</b> Original Cast, Columbia OL 4180	9	215
4.	<b>My Fair Lady</b> Original Cast, Columbia OL 5090	7	110
5.	<b>The Late, Late Show</b> Dakota Staton, Capitol T 876	6	11
6.	<b>South Pacific</b> Sound Track, RCA Victor LOC 1032	4	7
7.	<b>Elvis' Golden Records</b> Elvis Presley, RCA Victor LPM 1707	3	4
8.	<b>Sail Along Silvery Moon</b> Billy Vaughn, Dot DLP 3100	11	4
9.	<b>Come Fly With Me</b> Frank Sinatra, Capitol W 920	5	15
10.	<b>Swingin' on Broadway</b> Jonah Jones, Capitol T 963	13	2
11.	<b>Around the World in 80 Days</b> Sound Track, Decca DL 9046	16	59
12.	<b>Hymns</b> Tennessee Ernie Ford, Capitol T 756	15	72
13.	<b>Pat's Great Hits</b> Pat Boone, Dot DLP 3071	12	30
14.	<b>Goodnight, Dear Lord</b> Johnny Mathis, Columbia CL 1119	14	4
15.	<b>Till</b> Roger Williams, KAPP KL 1081	17	7
16.	<b>The King and I</b> Sound Track, Capitol W 740	8	96
17.	<b>Taboo</b> Arthur Lyman, Hi Fi Record R 806	—	1
18.	<b>Warm</b> Johnny Mathis, Columbia CL 1078	10	21
19.	<b>Oklahoma!</b> Sound Track, Capitol SAO 595	19	139
20.	<b>Songs of the Fabulous Fifties</b> Roger Williams, KAPP KXL 5000	20	50
21.	<b>Film Encores</b> Mantovani, London LL 1700	—	45
22.	<b>Love Is the Thing</b> Nat King Cole, Capitol W 824	25	36
23.	<b>This Is Sinatra, Vol. 2</b> Capitol W 982	—	2
24.	<b>Ricky</b> Ricky Nelson, Imperial IMP 9048	—	25
25.	<b>Muted Jazz</b> Jonah Jones, Capitol T 839	22	8

## Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

### Popular Album

**SWINGIN' DOWN BROADWAY (1-12)**—Jo Stafford with Paul Weston Ork. Columbia CL 1124

The thrush has never sounded better. With superb backing by a swinging Paul Weston big band, not unlike early T. Dorsey ensembles, Miss Stafford shows her wonderful tone, ease and flexibility to best advantage on such smart material as "The Gentlemen Is a Dope," "Tomorrow Mountain," "It Never Entered My Mind." Mr. and Mrs. Weston are a gas here. Prime merchandise.

### Popular EP Album

**JIMMIE RODGERS SINGS (1-EP)**—Roulette EPR 1-312

"Honeycomb" and "Oh-Oh, I'm Falling in Love Again," two of the artist's hits formerly released as singles, are included in the set. His previous EP was a success, and this should follow suit. Other tunes are "The Preacher" and "Better Loved You'll Never Be." Strong teen bait.

### Classical Album

**BRAHMS: SYMPHONY NO. 2 (1-12)**—Minneapolis Symphony Orch. (Dorati). Mercury MG 50171

This is one of the most recorded of all the Brahms repertoire, yet this brilliant exposition of the work will undoubtedly account for its share of sales, due to the reputation established by Dorati with the Minneapolis Ork for its top-selling reading of Tchaikovsky's "1812 Overture." Olympian recording process again captures the big, rich sound. A beautiful cover shot of huge redwood trees is worth displaying.

### Special Merit Classical Album

**CLAFLIN: TEEN SCENES; KAY: ROUND DANCE & POLKA FOR STRINGS (1-12)**—Orch. of The Accademia Nazionale di Santa of London (Camarata). Composers Recordings CRI 119

Clafin made an impressive showing with his "Lament for April 15th" which was recorded on this label last year. His "Teen Scenes" is

an interesting suite that musically describes certain teen-age moods and situations. They are charming and programmatic. McBride's "Punkin Eater's Little Fugue" is a short orchestral work that incorporates a theme and variations idea within a slightly fugual framework. "Workout for a Small Orchestra" utilizes jazz idioms. The Kay works are based on folkish themes. Sales may be limited, but devotees of works by contemporary American composers can be prospects.

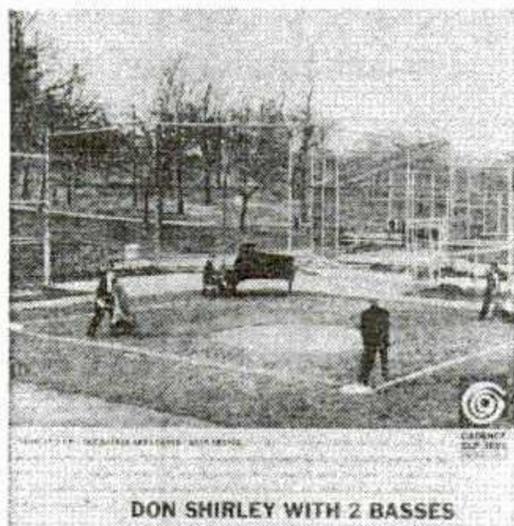
### Jazz Album

**TRAV'LIN' LIGHT (1-12)**—The Jimmy Giuffre 3. Atlantic 1282

The new Jimmy Giuffre 3 featuring Bobby Brookmeyer on trombone and Jim Hall on guitar make an auspicious debut on wax here. Playing the "interior jazz" style that Giuffre has helped pioneer—a lightly swinging jazz chamber music with depth and quality, the trio performs it with taste and skill. Tunes include standards like the title tune, "Forty-Second Street."

(Continued on page 22)

### — Album Cover of the Week —



**DON SHIRLEY WITH TWO BASSES**, Cadence CLP 3008. An attractive and imaginative cover idea! The cover should certainly create interest and help lure buys.

## Most Played by Jockeys

FOR SURVEY WEEK ENDING MAY 3

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

1. COME FLY WITH ME  
Frank Sinatra . . . . .Capitol W 920
2. LESTER LANIN AT THE TIFFANY BALL  
Lester Lanin . . . . .Epic LN 3010
3. MUSIC MAN  
Original Cast . . . . .Capitol WAO 990
4. SWINGING ON BROADWAY  
Jonah Jones . . . . .Capitol T 963
5. WARM  
Johnny Mathis . . . . .Columbia CL 1078
6. SAIL ALONG SILVERY MOON  
Billy Vaughn . . . . .Dot DLP 3100
7. EYDIE GORME VAMPS THE ROARING TWENTIES  
Eydie Gorme . . . . .ABC Paramount ABC 218
8. SOUTH PACIFIC  
Sound Track . . . . .Victor LOC 1032
9. LOVE IS THE THING  
Nat King Cole . . . . .Capitol W 824
10. MUTED JAZZ  
Jonah Jones . . . . .Capitol T 839



## Best Selling Pop EP's

FOR SURVEY WEEK ENDING MAY 3

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

1. JAILHOUSE ROCK  
Elvis Presley . . . . .RCA Victor EPA 4114
2. RICKY  
Ricky Nelson . . . . .Imperial EP 153
3. COME FLY WITH ME  
Frank Sinatra . . . . .Capitol EAP 1-920
4. PEACE IN THE VALLEY  
Elvis Presley . . . . .RCA Victor EPA 4054
5. ELVIS  
Elvis Presley . . . . .RCA Victor EPA 992
6. HONKY-TONK PIANO  
Knuckles O'Toole . . . . .Grand Award EP 2001
7. LOVING YOU  
Elvis Presley . . . . .RCA Victor EPA 1-1515
8. GLENN MILLER  
. . . . .RCA Victor EPA 148
9. SPIRITUALS  
Tennessee Ernie Ford . . . . .Capitol EAP 1-818
10. JOHNNY MATHIS  
. . . . .Columbia EP B-8871

**SAVE MONEY**  
ORDER YOUR  
BILLBOARD  
SUBSCRIPTION  
TODAY



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one full year (52 issues).

I enclose \$15 payment (saves \$3.20 on single copy rates). 909

payment enclosed  bill me

Name \_\_\_\_\_

Occupation or title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

available now!

# STEREO RECORDS\*

a great new label presents  
true stereophonic sound on disk!

By arrangement with Contemporary Records, Good Time Jazz,  
and SFM Records (Society for Forgotten Music), Stereo Records offer

best-selling albums in the fabulous new sound!

**NOTE: these records are truly stereophonic  
and therefore non-compatible; they are designed  
for stereo playback cartridges.**

"STEREO RECORDS" 2-channel, long-playing 12" albums, each **595**

\*TRADE MARK REGISTRATION APPLIED FOR

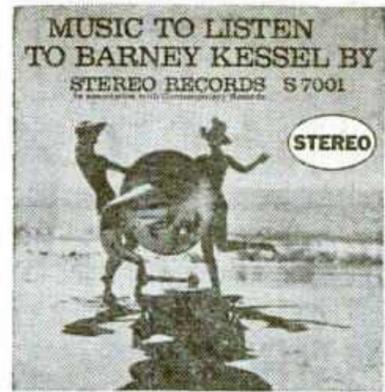
## STEREO RECORDS

(nationally advertised retail price)

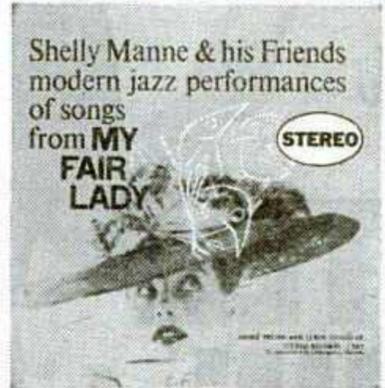
are distributed in the U.S.A. by Contemporary Records distributors

**STEREO RECORDS, a division of Good Time Jazz Record Co., Inc. 8481 melrose place, los angeles 46, california**

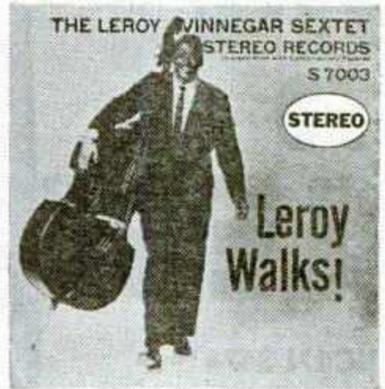
entire contents of this advertisement © 1958 by Good Time Jazz Record Co., Inc.



**S-7001**  
**MUSIC TO LISTEN TO BARNEY KESSEL BY**  
Poll winner, Barney Kessel showcases his famous guitar against a background of lush woodwinds. 12 of Barney's own arrangements, with such stars as Buddy Collette, André Previn, Red Mitchell and Shelly Manne.



**S-7002**  
**MY FAIR LADY**  
America's favorite jazz album! Number one seller for over a year on both the DOWN BEAT and BILLBOARD charts. Shelly Manne, André Previn and Leroy Vinnegar in the first modern jazz performance of the score of a current Broadway show.



**S-7003**  
**LEROY WALKS!**  
Popular bassist, Leroy Vinnegar and an all-star sextet play hi-fi versions of six standards and one original, featuring Victor Feldman on vibes.



**S-7004**  
**PAL JOEY**  
A follow-up to the famous MY FAIR LADY, André, Shelly and Red Mitchell play nine of the wonderful songs from the Rodgers and Hart score. Currently (Down Beat May 1) the No. 1 best selling monaural jazz LP in the country.



**S-7005**  
**FIREHOUSE FIVE PLUS TWO GOES TO SEA**  
The best selling Firemen in highest fi! A collection of nautical ditties complete with all the sounds of the sea: fog horns, sea gulls, ships' bells, wind and waves, etc. to delight old salts and audiophiles alike.



**S-7006**  
**MENDELSSOHN, Quartet in E Flat (1823) GLINKA, Quartet in F (1830)**  
Two previously unrecorded masterpieces discovered by the Society For Forgotten Music. Concert hall realism... brilliant performance under the direction of world-famous violinist Louis Kaufman.

D.J.'s, P.D.'s and Librarians -

If you have not already received a complimentary programming copy of our new Epic Album



# LESTER LANIN GOES TO COLLEGE

EPIC LN 3474

please write me at 1776 Broadway, New York City 19. I would be most happy to rush the album to you with many thanks for your kind interest. Sincerely Lester Lanin

# LESTER LANIN

P.S. Do you also need programming copies of

- "LESTER LANIN" EPIC LN 3232
- "DANCE TO THE MUSIC OF LESTER LANIN" EPIC LN 3340
- "LESTER LANIN AT THE TIFFANY BALL" EPIC LN 3410



## Review Spotlight on Albums . . .

Continued from page 20

ond Street," "California Here I Come," and a group of originals by Giuffre. One of the best modern jazz LP's this year.

### Special Merit Jazz Album

WORD FROM BIRD (1-12") - Teddy Charles. Atlantic 1274

The title selection is an interesting adventure into serious jazz. The actual conception of the work is more along a classical outline, however, the soloists are top jazz artists, and the overall color of the work is jazz. Charles is a talented composer and vibist. Those who desire an outing in jazz within a serious frame-

work will take to this. It's certainly worth exposure. Other selections include "Laura," "Just One of Those Things," and more Charles originals.

### Low-Price Children's Album

NEVER BE AFRAID (1-12")-Bing Crosby With Music by Lew Spence. Golden A 198:22

A wonderful, warm, musical version of the famous Hans Christian Anderson story narrated and sung delightfully by Bing Crosby. The music adds much to the story, and it ends up pointing a moral for the kids. Second side contains a medley of the musical score.

## Reviews and Ratings of New Popular Albums

### EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand

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

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

### POPULAR ★★★★★

SAY, DARLING Original Cast (1-12") RCA Victor LOC 1045

This original cast album has something added: full ork backing to give the numbers a show-tune feeling lacking in the stage version, which uses only pianos. Sid Ramin's bright orchestrations and batoning provide verve and drive for Jule Styne's somewhat spotty score. Betty Comden-Adolph Green lyrics are apt to please if not enthuse. Johnny Desmond, at his most effective here, easily takes vocal honors. Vivian Blaine and David Wayne also produce some warm and potent efforts. Colorful cover and jockey play of singles releases of several tunes by Perry Como, Tony Martin and Dinah Shore may also help boost the sale of the album.

### POPULAR ★★★

STEVE ALLEN PLAYS HI FI MUSIC FOR INFLUENTIALS (1-12") Coral CRL 57218

Allen plays piano with ork arrangements by Neal Hefti on a number of tunes, for one reason or another associated with the "influential" people in our world. It's a new pe for introducing a program of easy listening material, played with a gentle beat by Allen and company. Tunes include "Dancing on the Ceiling," "Blue Moon," and three Allen originals, "You're So Influential," "I'll Tell the World," "Telling the Others." Nice packaging that will sell more on Allen's name value than on the "influential" tag.

### DANCE AND STAY YOUNG

David Carroll Ork (1-12") Mercury MG 30251

Great stuff for the over-40 record buyers. This platter serves up a nice, suave helping of tunes whose Columbia Records waxings beat on 15 pleasant standards like "Elmer's Tune," "My Man," "Don't Get Around Much Anymore," and others. It's the kind of thing you'll hear in any high-priced hotel nitery between stagershows.

### MUSIC FOR HAND JIVING

Various Artists (1-12") London LL 3034

This platter may shoot out front as a sudden novelty craze. Actually, it's a collection of fast-paced rockabilly, Dixieland and jump numbers by British artists like Tommy Steele, Terry Dene, Graham Stewart and others. The gimmick is that they're tailored for "hand jiving," a British craze in which teenagers dance—with their hands. Should interest alert deejays on the prowl for new material.

### PORTRAITS

Frank De Vol Ork (1-12") Columbia CL 1108

A series of suave instrumental re-workings by arranger-conductor Frank De Vol of a list of tunes whose Columbia Records waxings sold over a million copies. The "portrait" aspect is due to the platter's salute to such artists as Johnny Mathis, Mitch Miller, Rosemary Clooney and others originally associated with the tunes. A catchy cover, featuring sketches of the saluted artists, lends appeal.

### TONIGHT IT'S MUSIC

Jose Melis (1-12") Mercury MG 20278

Amusing arrangements in the Latin style, with tunes mostly Melis originals.

"My Bonnie Lies Over the Ocean" makes a zany mambo. Melis' formidable technique will please piano fans and his friends from the Jack Paar TV series.

### SONGS FROM GREAT FILMS

Herman Clebanoff Ork (1-12") Mercury MG 20371

A handsome, massed-strings treatment of a collection of famous motion picture themes. Set shimmers thru such offerings as "Gigi," "Song From Moulin Rouge," "Friendly Persuasion," "Three Coins in the Fountain," etc. Lush listening here, well packaged in a cover with titles of selections printed in different colors. Can sell.

### WEDDING MUSIC

Jesse Crawford at the Pipe Organ (1-12") Decca DL 8750

An entire program of wedding-associated tunes like "The Bridal Chorus" (Wedding March) from "Lohengrin"; Mendelssohn's "Wedding March," "Because," "I Love You Truly," etc. Ever-popular repertoire is attractively presented by one of the famous names in the organ field. Set should do well, particularly at the upcoming season for brides and grooms. Worth stocking.

### JUST WE TWO

Buddy Morrow, Trombone; Eddie Layton, Organ (1-12") Mercury MG 20372

Nine medleys for dancing, each in waltz, tango, rumba rhythm, etc. Unique pairing of organ and trombone leads to inventive duetting. Fans will swing and sway.

### POPULAR ★★

### THE SONGS OF RODGERS & HAMMERSTEIN

John Gart at the Organ (1-12") Kapp 1075

Veteran radio-TV organist, John Gart gives 14 R & H favorites a series of rich, syrupy settings without saying anything very new. Perfect stuff for skating rinks. Tunes are from the usual sources—"King and I," "Oklahoma!," "Carousel," etc. Attractively packaged.

### THE PIANO WIZARDRY OF JAN AUGUST

(1-12") Mercury MG 20276

Inventive arrangements of classics like "Clair de Lune" and "William Tell Overture" and standards like "Warsaw Concerto," with a variety of percussion backing. "Bach Mambo" is a witty bit from August's top drawer. Sound is a feature. Keyboard fans will enjoy.

### THE CADET CHAPEL CHOIR, WEST POINT

Directed by John A. Davis (1-12") Vox VX 25.590

The Cadet Chapel Choir of West Point, one of the better male choirs, has turned out a first rate choral LP on this new release. The choir, composed of 175 cadets, demonstrates its excellent training with readings of the "Alma Mater," Randall Thompson's "The Last Words of David" and other religious items. The choir is directed by John A. Davis. Those who enjoy choral music will be interested in this set.

### THE WONDERFUL WORLD OF DE LOS RIOS

De Los Rios Ork (1-12") Columbia WL 124

Argentina's home-grown answer to Michel Legrand, young Waldo de Los Rios, presents a set of "impressions" of cities and places around the world

that show much melodic style and arranging technique. His "Lile Marlene" is particularly good. Well-recorded and nicely packaged.

### STEEL GUITAR FAVORITES

Jerry Byrd (1-12") Mercury MG 20345

Long a big name in the country and Hawaiian fields of steel guitar strumming, Jerry Byrd shows his talents to advantage in a hand-picked list of perennial favorites. His fans will delight in his smooth, clean twangings on such ditties as "Steel Guitar Rag" and "Georgia Steel Guitar" or the gentle hula beat of "Coconut Grove."

### POPULAR ★

WE DO SING TOO The Nicholas Brothers (1-12") Mercury MG 20355

### POPULAR EP ★★★

SONGS FROM "SAY, DARLING" Dennis Farnon Ork (1-EP) RCA Victor EPA 4288

Four tunes from the Broadway success, "Say, Darling," are given tasteful, lush settings by the Farnon ork and chorus. It's good programming for jocks, and it also has appeal for the adult buyer. Selections include the title tune, "Dance Only With Me," "Try to Love Me Just As I Am" and "Something's Always Happening on the River."

## PEERLESS ALBUM CO.

Since 1919 The leading manufacturer of

# RECORD JACKETS

Related services include: PLATE MAKING & PRINTING IN EVERY PROCESS

QUALITY WORKMANSHIP from the most modern jacket plant in the world

DAY AND NIGHT SHIFTS assure you of on-time delivery

AWARD WINNING DE LUXE PACKAGES

Peerless Album Co.

800 Union St., Brooklyn, N. Y. Sterling 9-0555

### HIT ALBUM SELLERS!!!

NIGHT IN HOLLYWOOD

George Kirby—DTL #250

THE SIDE-SPLITTER

Red Foxx—DTL #253

DOOTO RECORDS

GIVE TO DAMON RUNYON CANCER FUND

**INTERNATIONAL ★★★**

**THE RAGE OF PARIS**  
Eddie Constantine (1-12") Mercury MG 20339  
Eddie Constantine, an American expatriate vocalist whose big, virile voice has been flipping European audiences, is showcased nicely in this tuneful album, handling with ease a collection of Continental cafe and film favorites. Particularly likely to flutter U. S. female hearts is his "C'est Si Bon" done in a relaxed, off-beat style. Cover shot of an Apache chick in Montmartre is a visual "Boing-g-g-g."

**CHANSONS - 1900**  
Various Artists With Franck Aussman Ork (1-12") Columbia WL 125  
An interesting program, right out of the Paris music halls. These are French songs that were popular in the Gay Nineties era, and the vocal interpretations are by well known present day Gallic stars, like Juliette Greco, Jacqueline Francois, Henri Salvador, etc. Ork for this revue-on-record, is conducted by Franck Aussman. Cover of old style can-can girl will draw glances. An imaginative package that can draw moderate action.

**ZIZI**  
Zizi Jeanmaire (1-12") Columbia WL 108  
Famed ballet artist Jeanmaire presents a sexy, sultry group of French songs with excellent ork support from Michel Legrand and his ork. In this market the set should enjoy good sales. Back cover features an English translation of the lyrics. Attractive cover shot of the artist should hypo sales.

**BRAVISSIMO!**  
Marino Marini & His Quartet (1-12") Columbia WL 126  
The vocals on these Italian popular songs are by Ruggero Cori. The sound quality is especially good. In a general International market, this could move well. Liner notes are complete and informative. Selections include ballads, folkish themes and up-tempo numbers.

**PARIS AFTER MIDNIGHT**  
Liane With the Boheme Bar Trio (1-12") Vanguard VRS 9027  
Another of Vanguard's skillful "conversions" of Liane's earlier 10-inch platters to 12-inch size with the addition of new vocal and instrumental numbers on each side. Her intimate style is as soothing as ever, and her voice is as smooth as whipped cream in a collection of Left Bank standards like "Darling, Je Vous Aime Beaucoup," backed ably by the Boheme Bar Trio. Pretty color shot of the blonde thrush has display values.

**INTERNATIONAL ★★**

**FIESTA LINDA**  
Digno Garcia & His Paraguayan Trio (1-12") Columbia WL 122  
Another bright entry which highlights the colorful and unique sound of Paraguayan Digno Garcia and his homemade harp. The instrument has a startlingly appeal quality, and it's played by a man who knows its potential well. Playing of the folkish material native to Paraguay is backed by rhythm trio. Cover shows a fantastic looking long-beaked bird of the Paraguayan forests. This will certainly catch attention.

**SHALOM!**  
The Oranm Zabar Israeli Troupe (1-12") Elektra 146  
Modern folk songs in short, odd forms get a spirited reading by the Israeli troupe, with "Zamri Tama," a stand-out. Attractive cover and booklet help make it a strong item for fans of ethnic music.

**CHANSONS DE LA BELLE EPOQUE**  
Germaine Montero, Aime Doniat, Michele Arnaud, Micheline Dax, Remi Clary, Eric Amado & Philippe-Gerard Ork (1-12") Vanguard VRS 9030  
Six French artists in 16 songs from the Gay 90's. Lyrics are in French. Germaine Montero communicates to strangers best. Her "Tha-Ma-Ra-Boum-Di-He" is a rouser. Micheline Dax will remind fans of Yvette Guilbert. For nostalgic travelers.

**• Reviews and Ratings of New Jazz Albums**

**JAZZ ★★★★★**

**DINAH WASHINGTON SINGS FATS WALLER**  
(1-12") Mercury MG 36119  
This is one of Dinah's best. She handles Waller's tunes artfully with backing from a group of top jazz musicians, conducted by Ernie Wilkins. She shouts and croons, and is highly effective in either groove. The set can have appeal in pop, jazz or r.&b. marts. Orchestrations are effective. Just about all of the great Waller's best tunes are included.

**DON SHIRLEY WITH 2 BASSES**  
(1-12") Cadence CLP 3008  
**DON SHIRLEY SOLOS**  
(1-12") Cadence CLP 3007  
Shirley's style allows him to take advantage of his classical training. He has a big, grandiose sound. Using two

**GUACHO!**  
Waldo and His "Tipco" Ork. (1-12") Columbia WL 120  
Waldo and his "Tipco" ork offers a brightly-recorded selection of typical Argentinian repertoire. Fresh, non-typical Latin instrumentations include interesting use of violins and a vocal group, Los Jarilleros. Appeal would probably be directed at the "sound" fan and in this category, it rates well.

**WINE, WOMEN & SCHRAMMELN**  
Vienna Concert Schrammeln With Lucie Baierl & Fritz Jellinek (1-12") Vox VX 25.630  
This is strictly "Music For Crying in May Wine." Featuring four instrumentalists and a pair of vocalists, the platter abounds in the sentimental cafe favorites played in the "Heurigen" around Vienna. Viennese tenor Fritz Jellinek sounds exactly like Danny Kaye doing a hilarious imitation of a Viennese tenor, but "Alt Wien" fanciers will love it.

**ACCORDION TO YOUR TASTE**  
Andre Verchuren Ork (1-12") Vox VX 25.600  
Listenable performances of collection of French-styled songs, featuring accordion solos by the Andre Verchuren ork. Tunes are typically French, with some Latin items now enjoying a vogue in Paris. For fun, parties and enjoyable evenings.

**COUNTRY & WESTERN ★★★**

**THE LOUISIANA HAYRIDE**  
(1-12") Mercury MG 20360  
Quite a line-up of c.&w. talent is featured in this listenable item. Artists include Benny Barnes, Tibby Edwards, Jeanette Hicks and George Jones and regulars of the cast of the radio show. Exposure of the artists on the CBS network should create interest. Selections include instrumentals, sacred songs and typical traditional c.&w. fare.

**SPOKEN WORD ★★★★★**

**A TALE OF TWO CITIES & LOST HORIZON**  
Ronald Colman With Supporting Cast & Victor Young Ork (1-12") Decca DL 9059  
Two excellent half-hour productions are teamed in this "drama" entry. "Lost Horizon" is a re-issue of a 10-inch earlier version. Ronald Colman turns in distinguished performances in both stories, aided by skilled casts and orchestral music backgrounds. "Two Cities" may be worth special featuring, as the classic story is undergoing a revival in movies and TV.

**POLKA ★★★★★**

**THE POLKA KING**  
Will Glahe Ork (1-12") London LI 3046  
Lively, toe-tapping set of German-styled polkas by Will Glahe, who first invaded the U. S. years ago with his original "Beer Barrel Polka." Includes such favorites with the polka set as "Lichtensteiner Polka," "Pennsylvania Poka," "Hoop-De-Doo," among others. Attractively covered.

**FOLK ★★★**

**GENE AND FRANCESCA**  
(1-12") Elektra 144  
A nicely varied program of folk selections from several countries. The artists have a warm, intimate style. Gene accompanies on guitar. Better known numbers include "Rockin' the Cradle" "Who Will Build." Also included are Russian, French and German folk themes. Very tasteful cover. Good potential in folk market. Set includes a booklet with English translations.

**FOLK ★**

**FOLK DANCES OF THE PROVINCES**  
(Tonin Troupel & His Ensemble (1-12") Mercury MG 20338  
The dialect is different, but it sounds like Marais and Miranda. Songs of Auvergne with dance calls; they all sound alike.

basses gives him plenty of room for experimentation and improvisation. He's fleet, dexterous and interesting. Stand-out set of the album with two basses is the "Porgy and Bess Suite." In the set of piano solos, he presents an attractive program of ballads. Either set can move. He's a talented artist, and bassists Jim Bond and Kenneth Fricker complement nicely. It can also attract pop buys. Attractive covers.

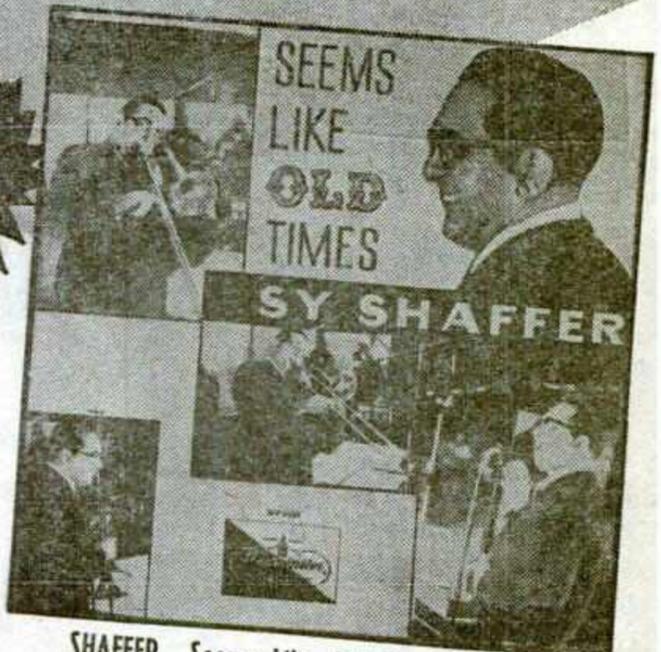
**JAZZ ★★★**

**ART BLAKEY'S JAZZ MESSENGERS WITH THELONIOUS MONK**  
(1-12") Atlantic 1278  
This meeting of Art Blakey and Thelonious Monk, their first in many years, makes for some mighty good jazz. On it Monk not only turns in some first  
*(Continued on page 26)*

**the new BIG name in the POP field!**

**WESTMINSTER**

RELEASED IN APRIL  
A SALES RUNAWAY!



Arthur Godfrey's virtuoso trombonist at his versatile best . . .

"Outstanding . . . most enjoyable mood music" —Cash Box, April 19.

"Appealingly arranged nostalgic standards . . . fine background music" —The Billboard, April 14.

SHAFFER Seems Like Old Times WP 6083

**JOAN MERRILL**

How Did He Look?

JOAN MERRILL How Did He Look? WP 6086

AND NOW FOR MAY—  
MORE SALES DYNAMITE

DYNAMITE!

Joan Merrill, in hi-fi with her unforgettable rendition of "How Did He Look!" and other great all-time hits, backed by the exciting Billy Mure combo and the driving Marty Gold big-brass orchestra, proves out a dozen times Winchell's rave, "the best (torchsinger) of them all."

P.S. to D.J.'s:  
All arrangements by Marty Gold and Billy Mure! Nuff said?

**Westminster** RECORDING SALES CORP., 274 Seventh Ave., New York 1, N. Y.  
HI-FI

Sorry—no territories open for distributors. However, we will keep all inquiries on file for future reference.

# ABC-PARAMOUNT

We're feeding our sales blaze  
with a set of the hottest  
new singles in the industry!

## One Sizzling



**CRAZY LOVE**

b | w

**LET THE  
BELLS KEEP  
RINGING**

**9907**

**Paul Anka**—ORCH. AND CHORUS CONDUCTED BY DON COSTA

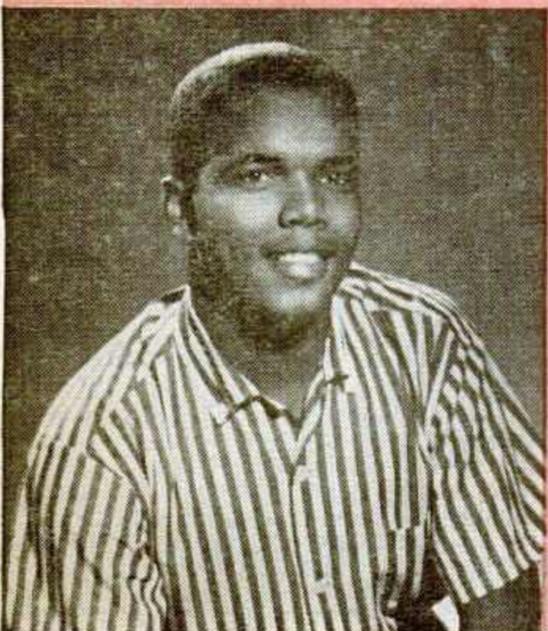
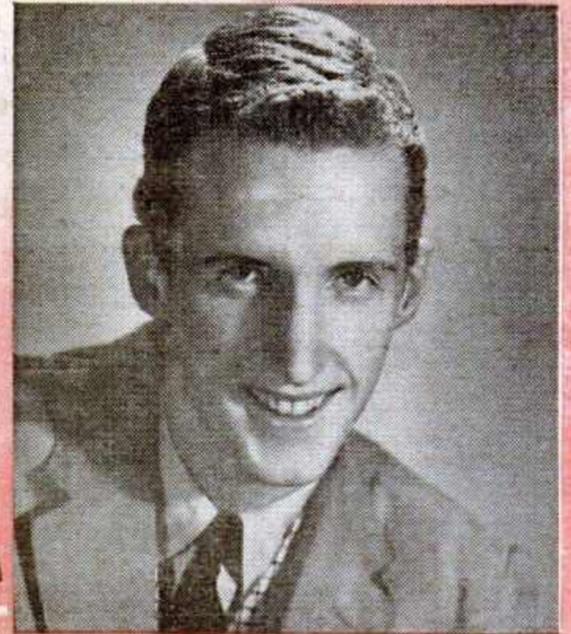
**I KNOW  
WHERE  
I'M GOIN'**

b | w

**WHO'S TAKING  
YOU TO  
THE PROM**

**9924**

**George Hamilton IV**—ORCH. AND CHORUS CONDUCTED BY DON COSTA



**I LOST  
MY LOVE  
LAST NIGHT**

b | w

**PLEASE  
DON'T GO**

**9927**

**Johnny Nash**—ORCH. CONDUCTED BY DON COSTA

# HAS THE HOT ONES!

## Single After Another!



**YOU NEED  
HANDS**

b/w

**DORMI ·  
DORMI · DORMI**  
9925

**Eydie Gorme** — ORCH. AND CHORUS CONDUCTED BY DON COSTA

**BIG  
NAME  
BUTTON**

b/w

**SHAM  
ROCK**  
9918

**The Royal Teens**



**YOU'RE JUST MY KIND** b/w **Cross My Heart**  
**THE RIGHT GIRL** b/w **Goin' Wild**  
**YOU'RE REAL KEEN, JELLY BEAN**  
**DON'T YOU HEAR ME CALLING, BABY**  
**RED LIPS**

9922 **Jay B. Lloyd**  
9921 **Carol King**  
9919 **Nick Anthony**  
9912 **Ronnie Haig**  
9923 **The Rock-A-Fellas**  
*featuring Dallas Houston*

*(Distributed in Canada by  
Sparton of Canada, Ltd.)*



# ONE responsible source NINE vital services . . .

## record pressing

The most modern equipped factory with up to the minute pressing facilities and machinery. Here the best in materials and workmanship are combined to produce beautiful, high fidelity pressings. Complete facilities for mastering and pressing from your tapes.

## labels

Many independent firms are using labels designed by Adrian Associates. Labels that run the gauntlet from one to three colors, competently designed and printed on the type stock required for proper clean pressings.

## cover designing

Our staff is headed by one of the top record cover designers, a man who has created scores of outstanding covers and received recognition both here and abroad. You are assured of brilliant covers that will be thoroughly appropriate and help sell your product. A complete color photo service is at your disposal.

## liner notes

Here's a troublesome burden off your shoulders. Several thoroughly qualified musicologists are ready to prepare authoritative, comprehensive and interesting liner material for you, whether the subject be classic, jazz, opera, or what have you.

## packaging

We have the production and purchasing know-how that enables us to avoid many expensive pitfalls in this department. Services include handling of all production details in regard to platemaking, printing, jacket/album manufacture, tape boxes, design and production of specialties tailored to meet the individual requirements.

## promotion aid

The creative staff of Adrian Associates includes writers and artists with heavy experience in record sales promotion. They're geared to put real snap and appeal into your catalogs, mailing pieces, counter displays and literature.

## advertising

Adrian Associates is a nationally recognized advertising agency. Here is know-how that will do a real promotional selling job, placing ads in the right publications and assuring you of complete per-dollar coverage. Ads for record people by record people.

## pre-recorded tapes

A fully equipped service in this new field. This includes editing your tapes (if desired), and producing copies in any quantity desired, either single track, dual track, or the new fast growing stereo tapes, using only top quality splice free material.

## + stereo records

We have the whole stereo story at our fingertips—give us a shout—we'll be happy to fill you in.

Mike Adrian places at his clients' disposal a rich background of record selling, sales promotion and advertising. Clients that ask assistance receive genuinely constructive criticism, practical effective ideas and suggestions, comprehensive selling and advertising plans.



**Adrian Associates, inc.**  
55 West 42nd Street,  
New York 36, N. Y.  
phone PE 6-0936-7

## • Reviews and Ratings of New Classical Albums

### CLASSICAL ★★★

**HANDEL: ROYAL FIREWORKS MUSIC; WATER MUSIC SUITE (1-12)**—London Symphony Orch. (Dorati). Mercury MG 50158

Two musical spectaculars are given a top-notch reading here by Dorati, who had conducted the Minneapolis Ork on a number of lead sellers. Here, with the London Ork, Dorati, plus the fine dishing techniques of the label, produce an excellent sound on these colorful image-music suites. There are a number of sets of the "Water Music" now available, but this is still a strong coupling which can compete well. Worth talking up to customers.

**BRAHMS: SONATAS NOS. 1 & 2 FOR PIANO; SCHERZO (1-12)**—Eugene List, Piano. Vanguard VRS 1016

Two excellent performances of the Brahms Piano Sonatas Nos. 1 and 2 by Eugene List. They are played with a depth and perception here by the pianist that reveals the moving qualities of the music. Altho neither of these works have ever achieved the popularity of the "Sonata No. 3" by Brahms, this fine recording, and the fact that it is the only LP coupling of the two works should help its appeal among classical collectors.

### CLASSICAL ★★

**DVORAK: SYMPHONY NO. 4, SCHERZO CAPRICCIOSO (1-2)**—The Halle Orch. (Barbirolli). Mercury MG 50162

An imposing rendition of a pair of the better known works by Dvorak. Barbirolli draws considerable power and emotional feeling from the Halle group's reading of these colorful large orchestral scorings. The neither work is in the popular class of Dvorak's Fifth (New World) both have appeal. Beautiful recording.

**BRAHMS: THE SONATAS FOR VIOLIN & PIANO (1-12)**—Eudice Shapiro, Violin; Ralph Berkowitz, Piano. Vanguard VRS 1009

Miss Shapiro draws a rich, singing tone from her Guarnerius in the familiar sonata series, providing fresh competition for the existing waxings of the Brahms works by Stern, Kogan, Elman, Oistrakh and others. It's a distinguished performance, but not likely to find an overly wide market.

**BRAHMS: SYMPHONY NO. 3, VARIATIONS ON A THEME BY HAYDN (1-12)**—Southwest German Radio Symphony Orch. of Baden-Baden (Horenstein). Vox PL 10.620

A fair enough recording of two popular and much-waxed compositions. Tho the sound and performance are good, the set will have to buck heavy top name competition on both works on a variety of labels. Cover features an eye-catching photo of a

waterfall in the woods but this is spoiled somewhat by an unfortunate arrangement of type. Moderate sales power.

**MENDELSSOHN: CONCERTOS FOR 2 PIANOS & ORCH. (1-12)**—Orazio Frugoni, Annarosa Taddel, Eduard Mrazek, Pianists; Vienna Symphony Orch., Pro Musica Orch., Vienna (Moralt & Swarowsky). Vox PL 10.540

There are more salable versions of the duo-piano concertos available, tho this disk offers adequate treatments. Frugoni and Miss Taddel are heard on the concerto in A-flat. Mr. Frugoni and Mrazek are the pianists on the E major concerto. Rather tasteless cover may detract from sales appeal. The A-flat concerto is a re-issue.

**BEETHOVEN: 4TH PIANO CONCERTO; CHORAL FANTASY (1-12)**—Friedrich Wuehrer, Piano; Akademie Kammerchor, Bamberg Symphony, Vienna Symphony Orch. (Perlea, Krauss). Vox PL 10.640

Meticulous performance of the piano concerto is the lure here. The orchestral support is unobtrusive. Competition is heavy, but with exposure, the recording can be sold. "Choral Fantasy" is a re-issue.

**BLOCH: BAAL SHEM; BARTOK: RHAPSODY; MILHAUD: SAUDADES DO BRAZIL; RAVEL: KADDISCH; BARTOK: ROUMANIAN FOLK DANCES (1-12)**—Eudice Shapiro, Violin With Ralph Berkowitz, Piano. Vanguard VRS 1023

A varied recital program of modern violin works are handled with skill and sureness by Eudice Shapiro with first-rate accompaniment by Ralph Berkowitz. Nearly all the selections have been recorded by other labels earlier, but the program choice is interesting. Miss Shapiro is at her best in the Brazilian-flavored Milhaud numbers.

**WIDOR: ALLEGRO FROM SYMPHONY NO. 6, SALVE REGINA; DUPRE: PRELUDE AND FUGUE IN G MINOR; TRIPTYQUE (1-12)**—Marcel Dupre, Organist. Mercury MG 50169

Marcel Dupre, the great French organist, demonstrates in striking fashion his remarkable organ technique on this new album featuring selections from two of Charles-Marie Widor's symphonies and two of his own works. The Widor selections, are from the "Symphony No. 6" and the "Symphony No. 2." The Dupre "Triptyque" was composed in 1956 and first performed in the U. S. last year. The organ used here by Dupre is the organ of St. Thomas' Church in New York City. The liner notes give full details about the church organ. This is an important set for organ collectors and students.

**MOZART: MASS IN C MINOR, K. 427 (1-12)**—Wilma Lipp, Soprano, Christa Ludwig, Mezzo-Soprano, Murray Dickie, Tenor, Walter Berry, Bass, Vienna Oratorio Choir and Pro Musica Orchestra.

Vienna (Grossman). Vox PL 10.270

This is a powerful and moving performance of the Mozart "Mass in C Minor" by the Vienna Oratorio Choir and the Pro Musica Orchestra of Vienna. The soloists, especially soprano Wilma Lipp and mezzo-soprano Christa Ludwig are fine, and the recording is excellent. This great religious work of Mozart, has been recorded in two other versions but this one certainly will have strong appeal to Mozart followers and lovers of fine choral recordings.

**MOZART: QUARTETS (1-12)**—The Barchet Quartet. Vox PL 10.630

Early, rarely heard quartets are given a rather stiff reading by the Barchet, which is etching all of Mozart's quartets for Vox. The Eb (K. 171) second theme sounds like "A Very Precious Love," otherwise there's not much to discover here. Disk has to compete with the Barylli on Westminster.

**HOMAGE TO HENRY PURCELL (2-12)**—Alfred Deller, Counter-Tenor; April Cantelo, Soprano; Maurice Bevan, Baritone & Various Artists. Vanguard BG 570-71

The revival of interest in Purcell gets a grand boost from the Deller Consort, a brilliant group of specialists with a firm grasp of 17th century music. Anthology has 25 mostly unrecorded airs, dances and salon pieces, with "Don Quixote" arias a stand-out. Deller's counter-tenor is pure alto and unique. A must for long longhairs, beautifully packaged.

### CLASSICAL ★

**TELEMANN: 3 CONCERTOS & A SONATA (1-12)**—I Solisti De Zagreb (Janigro). Vanguard BG 575

This will appeal to a limited group. The baroque composer's works are laughily presented. The selections include five works for oboe and strings. Precision of the chamber group is excellent. However, the market for this music is small.

**HANDEL: WATER MUSIC; TELEMANN: TAFELMUSIK-THIRD SUITE (1-12)**—Various Artists & Southwest German Chamber Orch. (Zucca). Vox PL 10.650

A graceful, well-mannered pair of readings of Handel's stately "Water Suite" and Telemann's third "Table Music Suite." Both works exist in a wide choice of recorded versions, so this entry faces stiff

(Continued on page 43)

## • Reviews and Ratings of New Jazz Albums

• Continued from page 23

rate solos, but also shows that he can be an exciting accompanist. As for Blakey, he again shows off his extraordinarily driving and earthy drum work. Tenorman Johnny Griffin also contributes some fine solos. Tunes are all Monk originals except for one by Griffin. "In Walked Bud" and "Blue Monk" show off the pianist on some "soft bop" that is memorable. A strong set, via performance and name value.

**MAX ROACH PLUS FOUR ON THE CHICAGO SCENE (1-12)** Mercury MG 36132

Roach sounds younger and younger with every effort. This is a great package by the master of polyrhythms with support from four capable Chicago artists. E. Baker is heard on piano; Bob Cranshaw, bass; George Coleman, tenor and talented 19-year Booker Little is featured on trumpet. Roach's fans will go for this. Selections include "Stella by Starlight," "My Old Flame" and swingin' medium tempo run of "Stompin' at the Savoy."

**CLEVELAND STYLE Jimmy Cleveland Ork (1-12)** Mercury MG 36126

Jimmy Cleveland, one of the most exciting trombonists around today, gets a chance to show off his driving style on this new Emarcy release. Cleveland is backed here by Art Farmer, Benny Golson, Wynton Kelly, Charles Persip, Eddie Jones and Jay McAllister and Don Butterfield on tuba. Tunes include originals and standards, with the Cleveland bone sparkling on "Out of This World," Eddie Wilkins and Bernie Golson handled the arrangements. Good wax here.

**JAZZMANTICS The John Graas Nonet (1-12)** Decca DL 8677

A swingin' set with the West Coast sound applied in several moods. The numbers are characterized by fleet solos, sparked by syncopated and accented chord changes. The tunes were

either composed or arranged by jazz French horn player Graas. Several top Coast musicians are featured. It's smooth, clean sound over-all. The set can click with buffs who are attracted to the West Coast brand of jazz. Selections include "Midnight Sun," "You and the Night and the Music," and a few Graas originals.

### SHOWCASE OF MODERN JAZZ

**Howard Lucraft (1-12)** Decca DL 8679

The album spotlights several of the top West Coast jazz musicians on sets conducted by ace arranger Howard Lucraft. The approach is, at first, different. The distinguishing feature here is a departure from the distinctive Coast sound, which usually features flowing solos, with contrapuntal lines. The writing here is much tighter. West Coast fans will find this an attractive item. Standout track is "Midnight Sun."

### STAKEOUT

**The Hollywood Chamber Jazz Group (Markowitz) (1-EP)** RCA Victor EPA 4199

Four themes from the flick "Stakeout on 'Dope Street'" are given brisk workouts by the Hollywood Chamber Jazz Group. The serious jazz score was composed by Richard Markowitz. Pic showings could create interest. Pop coin also possible.

### JAZZ ★★

**BOBBY JASPAR AND HIS ALL-STARS (1-12)** Mercury MG 36105

Bobby Jaspar, Belgian tenor man, who recently was with the J. J. Johnson combo, has been touted by European critics as one of the bright new jazz names on today's scene. Jazz buffs who hear this set will probably agree with this opinion, as Jaspar shows off some brightly listenable performances on this well-made LP. Tunes include "Bag's Grove," "Milestones," "I'll Remember April" and "A Night in Tunisia." Set was cut in France with a group of swinging French cats.

**SOMERSET**

12" L. P. Record Albums  
Incomparable Fidelity  
at a truly  
Sensible Price!  
\$1.98 retail

NOW ON WAX:

All the Romantic Moments of  
**PEACOCK ALLEY**  
WDL-3022

**DISNEYLAND RECORDS**  
BURBANK, CALIFORNIA

LOOK FOR  
"Society Dance Music  
by Witkowski"  
S-LP #912  
EXCELLENT POLKA LINE  
DISTRIBUTORS! TERRITORIES  
STILL OPEN  
Write for Stella catalog of releases  
**STELLA RECORDS**  
804 Melrose Ave., New York 51, N. Y.

Album of the Week  
**JOSE MELIS**  
"TONIGHT"  
CELP #411

**SEECO** 39 West 60th Street  
New York 23, N. Y.  
JUdon 6-3620

# ANOTHER BIG ONE ON RCA VICTOR!

## PAT O'DAY SINGS

# ANOTHER TIME ANOTHER PLACE

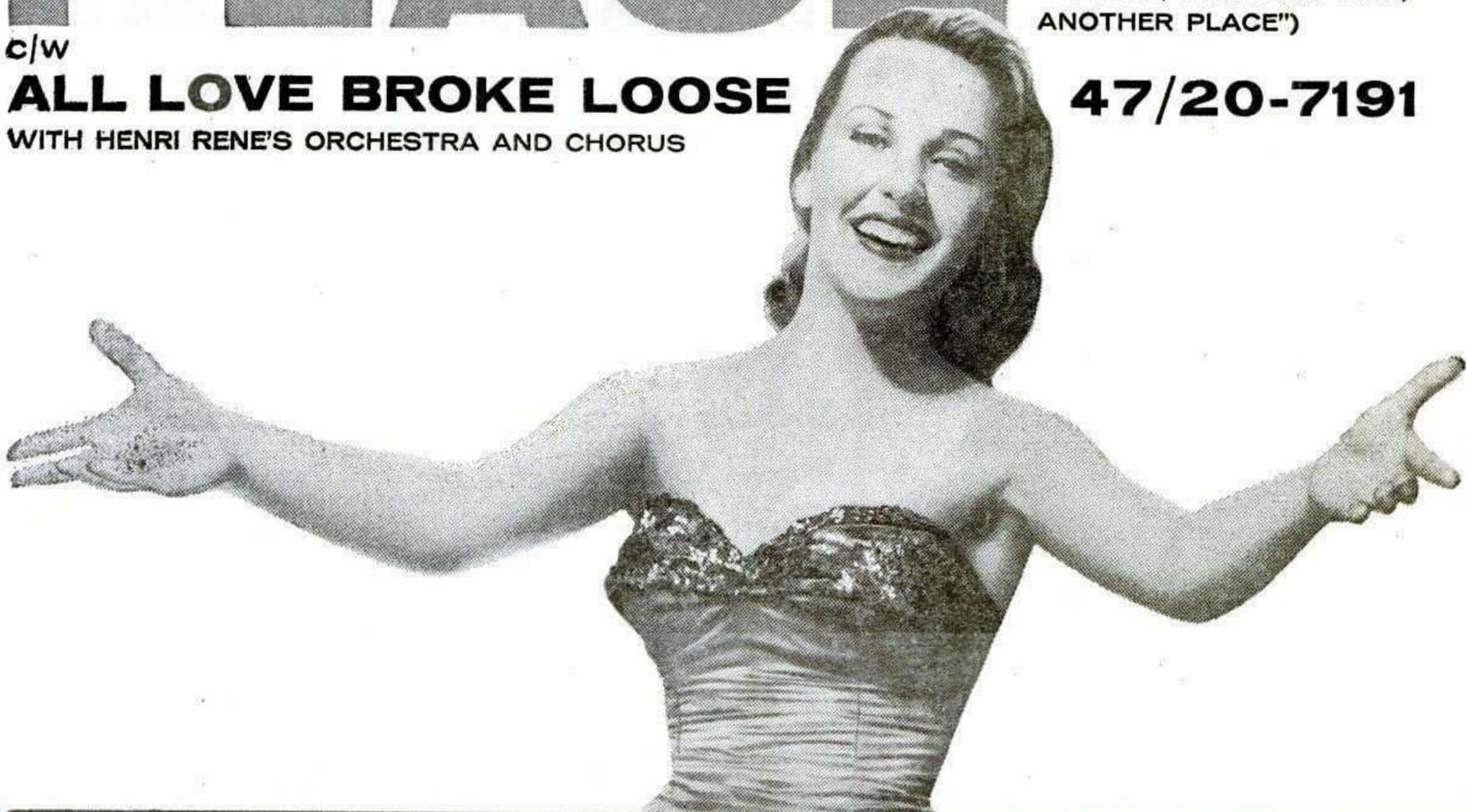
(FROM LANA TURNER'S  
NEW PARAMOUNT  
PICTURE, "ANOTHER TIME,  
ANOTHER PLACE")

c/w

### ALL LOVE BROKE LOOSE

### 47/20-7191

WITH HENRI RENE'S ORCHESTRA AND CHORUS



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



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES

 For survey week ending May 3

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Witch Doctor</b>		<b>1</b>	<b>4</b>		
By R. Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville, Liberty 55132.					
<b>2. All I Have to Do Is Dream</b>		<b>4</b>	<b>3</b>		
By Boudleaux Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1348.					
<b>3. Twilight Time</b>		<b>3</b>	<b>5</b>		
By B. Ram, M. Nevins, A. Nevins, A. Dunn—Published by Porgie Music (BMI) BEST SELLING RECORD: Platters, Mercury 71289. RECORDS AVAILABLE: Les Brown, Col 50002; Dick Contino, Mercury 70911; Johnny Maddox, Dot 15062; Three Suns, Vic 447-0026.					
<b>4. He's Got the Whole World in His Hands</b>		<b>2</b>	<b>7</b>		
By Linden-Henry—Published by Chappell (ASCAP) BEST SELLING RECORD: Laurie London, Cap 3891. RECORDS AVAILABLE: Mahalia Jackson, Col 41150; Jo March, Kapp 215; Barbara McNeil, Coral 61972; Travelers, Anxex 4012.					
<b>5. Wear My Ring Around Your Neck</b>		<b>5</b>	<b>4</b>		
By Bert Carroll-Russell Moody—Published by Rush & Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7240.					
<b>6. Return to Me</b>			<b>7</b>		<b>5</b>
By Carmen Lombardo & Danny Minno—Published by Southern Music (ASCAP) BEST SELLING RECORD: Dean Martin, Cap 3894. RECORDS AVAILABLE: Ernie Freeman, Imperial 5419; Guy Lombardo, Cap 3854.					
<b>7. Chanson D'Amour</b>			<b>8</b>		<b>3</b>
By W. Shanklin—Published by Meadowlark (ASCAP) BEST SELLING RECORD: Art and Doty Todd, Era 1064. RECORDS AVAILABLE: Fontane Sisters, Dot 15736; Ray Hartley, Vic 7228.					
<b>8. Kewpie Doll</b>			<b>12</b>		<b>3</b>
By Sid Tepper-Roy C. Bennett—Published by Leeds (ASCAP) BEST SELLING RECORD: Perry Como, Victor 7202. RECORD AVAILABLE: Jim Lowe, Dot 15693.					
<b>9. Tequila</b>			<b>6</b>		<b>11</b>
By Chuck Rio—Published by Jat Music (BMI) BEST SELLING RECORDS: Champs, Challenge 1016; Eddie Platt, ABC-Paramount 9899. RECORD AVAILABLE: Stan Kenton, Cap 3928.					
<b>10. Book of Love</b>			<b>11</b>		<b>6</b>
By Warren Davis-George Malone-Charles Patrick—Published by Arc-Keel (BMI) BEST SELLING RECORD: Monotones, Argo 5290.					
<b>Second Ten</b>					
<b>11. Oh, Lonesome Me</b>		<b>15</b>	<b>5</b>		
By Don Gibson—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Don Gibson, Vic 7133. RECORDS AVAILABLE: Swallows, Federal 12319; Jackie Walker, Imperial 5490.					
<b>12. Lollipop</b>		<b>9</b>	<b>9</b>		
By J. Dickson-B. Ross—Published by Marks (BMI) BEST SELLING RECORD: Chordettes, Cadence 1345. RECORD AVAILABLE: Ronald and Ruby, Vic 7174.					
<b>13. Who's Sorry Now?</b>		<b>10</b>	<b>11</b>		
By Snyder-Calmar-Ruby—Published by Mills (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12588.					
<b>14. Sugartime</b>		<b>13</b>	<b>18</b>		
By Charlie Phillips-Odis Echols—Published by Nor-Va-Jak (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charlie Phillips, Coral 61908.					
<b>15. Looking Back</b>		<b>20</b>	<b>3</b>		
By Otis-Benton-Hendricks—Published by Eden-Sweco (BMI) BEST SELLING RECORD: Nat King Cole, Cap 3939.					
<b>16. Catch a Falling Star</b>			<b>14</b>		<b>16</b>
By Paul Vance-Lee Pockris—Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.					
<b>17. Billy</b>			<b>16</b>		<b>6</b>
By Goodwin-Kendis-Paley—Published by Mills (ASCAP) BEST SELLING RECORD: Kathy Linden, Felsted 8510.					
<b>18. Sugar Moon</b>			<b>-</b>		<b>1</b>
By D. Wolfe—Published by Gallatin Music (BMI) BEST SELLING RECORD: Pat Boone, Dot 15750.					
<b>18. Big Man</b>			<b>-</b>		<b>1</b>
By Bruce Belland & Glenn Larson—Published by Beechwood (BMI) BEST SELLING RECORD: Four Preps, Cap 3960.					
<b>20. A Wonderful Time Up There</b>			<b>17</b>		<b>10</b>
By Abernathy—Published by Fowler (BMI) BEST SELLING RECORD: Pat Boone, Dot 15690.					
<b>Third Ten</b>					
<b>21. Johnny B. Goode</b>		<b>27</b>	<b>2</b>		
By Chuck Berry—Published by Arc (BMI) RECORD AVAILABLE: Chuck Berry, Chess 1691.					
<b>22. Are You Sincere?</b>		<b>18</b>	<b>12</b>		
By W. Walker—Published by Cedarwood (BMI) RECORD AVAILABLE: Andy Williams, Cadence 1340.					
<b>23. For Your Love</b>		<b>-</b>	<b>1</b>		
By Ed Townsend—Published by Beechwood (BMI) RECORD AVAILABLE: Ed Townsend, Cap 3926.					
<b>24. Arrivederci Roma</b>		<b>-</b>	<b>2</b>		
By Garinei—Giovannini Sigmund-Rascel—Published by Connelly (ASCAP) RECORDS AVAILABLE: Frank Chacksfield, London 1797; Joni James, M-G-M 12639; Mario Lanza, Vic 7164; Roger Williams, Kapp 210.					
<b>25. Believe What You Say</b>		<b>23</b>	<b>5</b>		
By J. Burnette & B. Burnette—Published by Reeve (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5503.					
<b>26. There's Only One of You</b>			<b>24</b>		<b>4</b>
By Robert Allen-A. Stillman—Published by Korwin Music (ASCAP) RECORD AVAILABLE: Four Lads, Columbia 41136.					
<b>27. Don't You Just Know It</b>			<b>21</b>		<b>6</b>
By Smith & Vincent—Published by Ace Publishing (BMI) RECORDS AVAILABLE: Huey Smith, Ace 545; Titans, Specialty 625.					
<b>28. Lazy Mary</b>			<b>26</b>		<b>7</b>
By Pagolo Citorello & Lou Monte—Published by Shapiro-Bernstein (ASCAP) RECORD AVAILABLE: Lou Monte, Vic 7160.					
<b>29. Skinny Minnie</b>			<b>29</b>		<b>2</b>
By Bill Haley, Rusty Keefer, Milt Gabler and C. Cafera—Published by Valley Brook (ASCAP) RECORDS AVAILABLE: Bill Haley & His Comets, Decca 30592; Sprouts, Vic 7172.					
<b>30. You</b>			<b>-</b>		<b>1</b>
By Vanata-Goddard—Published by Instant Music (BMI) RECORDS AVAILABLE: Aquatones, Fargo 1001; Gale Storm, Dot 15734.					
<b>30. Crazy Love</b>			<b>27</b>		<b>2</b>
By Paul Anka—Published by Spanka (BMI) RECORDS AVAILABLE: Paul Anka, ABC-Paramount 9907; James Brothers, Dot 15707.					

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.

The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.



# BUYBOARD

## PEE WEE HUNT

### MISS OTIS REGRETS

From the Capitol Album "Cole Porter Ala Dixie"

### I LOVE PARIS

From the Capitol Album "Cole Porter Ala Dixie"

RECORD NO. 3971



## PLAS JOHNSON

His Saxophone and Orchestra

### LITTLE ROCKIN' DEACON

### DINAH

RECORD NO. 3977



## DEL REEVES

### COOL DROOL

### THE TROT

RECORD NO. 3979



## KEELY SMITH

Nelson Riddle and His Orchestra

### THE WHIPPOORWILL

From the United Artists Release "Thunder Road" Starring Robert Mitchum and featuring Keely Smith

### SOMETIMES

RECORD NO. 3975



## THE LOUVIN BROTHERS

### MY BABY CAME BACK

### SHE DIDN'T EVEN KNOW I WAS GONE

RECORD NO. 3974



## JACK MARSHALL

His Orchestra and Chorus

### THUNDER ROAD

### CHASE

From the United Artists Release "Thunder Road"

### FINGER POPPIN'

RECORD NO. 3978



## AND EXCITING NEW ARTISTS

## THE BANJOLEERS

### SORRY, SORRY, SORRY

### WHOOPS-A-DAISY

RECORD NO. 3976



## BOB LUMAN

### TRY ME

### I KNOW MY BABY CARES

RECORD NO. 3972





# BEST SELLING POP SINGLES IN STORES

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

FOR  
SURVEY WEEK  
ENDING  
MAY 3, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers.....	2	3	17. BILLY (ASCAP)—Kathy Linden.....	17	8	35. WHAT AM I LIVING FOR? (BMI)—Chuck Willis.....	-	1
CLAUDETTE (BMI)—Cadence 1348			If I Could Hold You in My Arms (ASCAP)—Felsted 8510			HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 1179		
2. WITCH DOCTOR (ASCAP)—David Seville.....	1	5	18. CRAZY LOVE (BMI)—Paul Anka.....	15	4	36. TORERO (ASCAP)—Renato Carosone... -	1	
Don't Whistle at Me, Baby (ASCAP)—Liberty 55132			LET THE BELLS KEEP RINGING (BMI)—ABC-Paramount 9907			Chella lla (ASCAP)—Cap 71080		
3. TWILIGHT TIME (BMI)—Platters.....	4	5	19. WHO'S SORRY NOW? (ASCAP)—Connie Francis.....	13	11	37. DON'T (BMI)—Elvis Presley.....	33	16
Out of My Mind (BMI)—Mer 71289			You Were Only Fooling (ASCAP)—M-G-M 12588			I BEG OF YOU (BMI)—Vic 7150		
4. WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley.....	3	4	20. DON'T YOU JUST KNOW IT? (BMI)—Huey Smith.....	20	7	38. TALK TO ME, TALK TO ME (BMI)—Little Willie John.....	43	5
DONCHA' THINK IT'S TIME (BMI)—Vic 7240			High Blood Pressure (BMI)—Ace 545			Spasms (BMI)—King 5108		
5. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London.....	5	7	21. FOR YOUR LOVE (BMI)—Ed Townsend.....	28	4	39. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn.....	24	21
Handed Down (ASCAP)—Cap 3891			Over and Over Again (BMI)—Cap 3926			RAUNCHY (BMI)—Dot 15661		
6. RETURN TO ME (ASCAP)—Dean Martin.....	9	5	22. SICK AND TIRED (BMI)—Fats Domino.....	38	2	40. THE LITTLE BLUE MAN (BMI)—Betty Johnson.....	34	11
Forgetting You (ASCAP)—Cap 3894			NO, NO (BMI)—Imperial 5515			Winter in Miami (ASCAP)—Atlantic 1169		
7. BOOK OF LOVE (BMI)—Monotones... -	6	7	23. LAZY MARY (ASCAP)—Lou Monte....	26	9	41. RUMBLE (BMI)—Link Wray and His Ray Men.....	46	2
You Never Loved Me (BMI)—Argo 5290			Angelique (ASCAP)—Vic 7160			The Swag (BMI)—Cadence 1347		
8. TEQUILA (BMI)—The Champs.....	8	11	24. SKINNY MINNIE (ASCAP)—Bill Haley and His Comets.....	25	4	42. ALL THE TIME (ASCAP)—Johnny Mathis.....	-	1
Train to Nowhere (BMI)—Challenge 1016			Sway With Me (ASCAP)—Dec 30592			TEACHER, TEACHER (ASCAP)—Col 41152		
9. OH, LONESOME ME (BMI)—Don Gibson.....	7	9	25. BIG MAN (BMI)—Four Preps.....	-	1	43. WE BELONG TOGETHER (BMI)—Robert and Johnny.....	37	8
I CAN'T STOP LOVING YOU (BMI)—Vic 7133			Stop, Baby (ASCAP)—Cap 3960			In the Rain (BMI)—Old Town 1047		
10. LOOKING BACK (BMI)—Nat King Cole.....	14	5	26. JUST MARRIED (BMI)—Marty Robbins... -	30	3	44. NEE NEE NA NA NA NA NU NU (ASCAP)—Dickey Doo and the Don'ts... -	45	2
DO I LIKE IT? (BMI)—Cap 3939			STAIRWAY OF LOVE (ASCAP)—Col 41143			Flip Top Box (BMI)—Swan 4006		
11. BELIEVE WHAT YOU SAY (BMI)—Ricky Nelson.....	12	6	27. YOU (BMI)—Aquatones.....	36	2	45. SECRETLY (ASCAP)—Jimmie Rodgers... -	1	
MY BUCKET'S GOT A HOLE IN IT—Imperial 5503			She's the One for Me (BMI)—Fargo 1001			Make Me a Miracle (ASCAP)—Roulette 4070		
12. JOHNNY B. GOODE (BMI)—Chuck Berry.....	22	2	28. CATCH A FALLING STAR (ASCAP)—Perry Como.....	19	16	46. BREATHLESS (BMI)—Jerry Lee Lewis.....	27	10
Around and Around (BMI)—Chess 1691			MAGIC MOMENTS (ASCAP)—Vic 7128			Down the Line (BMI)—Sun 288		
13. LOLLIPOP (BMI)—Chordettes.....	11	9	29. ARE YOU SINCERE? (BMI)—Andy Williams.....	21	13	47. SWEET LITTLE SIXTEEN (BMI)—Chuck Berry.....	32	13
Baby, Come-A Back-A (ASCAP)—Cadence 1345			Be Mine Tonight (BMI)—Cadence 1340			Reelin' and Rocking (BMI)—Chess 1683		
14. KEWPIE DOLL (ASCAP)—Perry Como... -	16	4	30. SUGAR MOON (BMI)—Pat Boone.... -	-	1	48. LITTLE TRAIN (BMI)—Marianne Vasel and Erich Storz....	46	2
Dance Only With Me (ASCAP)—Vic 7202			Cherie, I Love You (ASCAP)—Dot 15750			Sunny Lane Walk (BMI)—Mercury 71286		
15. A WONDERFUL TIME UP THERE (BMI)—Pat Boone.....	10	13	31. SUGARTIME (BMI)—McGuire Sisters... -	23	19	49. MAYBE BABY (BMI)—Crickets.....	42	10
IT'S TOO SOON TO KNOW (ASCAP)—Dot 15690			Banana Split (BMI)—Coral 61924			Tell Me How (BMI)—Brunswick 55053		
16. CHANSON D'AMOUR (ASCAP)—Art and Dotty Todd.....	18	4	32. TWENTY-SIX MILES (BMI)—Four Preps.....	31	14	50. THERE'S ONLY ONE OF YOU (ASCAP)—Four Lads.....	50	5
Along the Trail With You (ASCAP)—Era 1064			It's You (ASCAP)—Cap 3845			Blue Tattoo (ASCAP)—Col 41136		
			33. TO BE LOVED (BMI)—Jackie Wilson... -	29	4			
			Come Back to Me (BMI)—Brunswick 55052					
			34. TUMBLING TUMBLEWEEDS (ASCAP)—Billy Vaughn.....	35	6			
			TRYING (ASCAP)—Dot 15710					

## THIS WEEK'S BEST BUYS

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

**A VERY PRECIOUS LOVE** (Witmark, ASCAP)—The Ames Brothers—RCA Victor 7167. **DON'T LEAVE ME NOW** (Winneton, BMI).

A previous Billboard Spotlight pick.

The following records, not previously selected as "Best Buys," are on the charts for the first time this week.

**BIG MAN** (Beechwood, BMI)—The Four Preps—Capitol 3960. **STOP, BABY** (Bourne, ASCAP). A previous Billboard Spotlight pick.

**TORERO** (Leeds, ASCAP)—Renate Carosone—Capitol 71080. **CHELLA LLA** (Leeds, ASCAP)



## RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING MAY 3

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

**The High Sign** . . . . . **The Diamonds**  
(BMI) Mercury 71291

**A Very Precious Love** . . . . . **The Ames Brothers**  
(ASCAP) RCA Victor 7167

# WISHING FOR YOUR LOVE

*by the VOXPOPPERS*

**1st SMASH ON** 



# PONY TAIL

*by the VOXPOPPERS*

MERCURY 71315

**2nd SMASH ON** 



Gino & Gina  
**PRETTY BABY**

MERCURY 71283  
"Sure Shot"  
CASH BOX

Storz & Vasel  
**LITTLE TRAIN**

MERCURY 71286  
On The Charts

The Diamonds  
**HIGH SIGN**

MERCURY 71291  
Best Buy Coming Up  
BILLBOARD

Sil Austin  
**HEY EULA**

MERCURY 71305  
Big Instrumental Smash!

# Most Played by Jockeys

FOR SURVEY WEEK ENDING MAY 3

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

This Week		Last Week	Weeks on Chart
1.	TWILIGHT TIME (BMI)—Platters Out of My Mind (BMI)—Mer 71289	2	6
2.	WITCH DOCTOR (ASCAP)—David Seville Don't Whistle at Me, Baby (ASCAP)—Liberty 55132	3	5
3.	ALL I HAVE TO DO IS DREAM (BMI)— Everly Brothers Claudette (BMI)—Cadence 1348	4	3
4.	HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London Handed Down (ASCAP)—Cap 3891	1	8
5.	WEAR MY RING AROUND YOUR NECK (BMI)— Elvis Presley Doncha' Think It's Time (BMI)—Vic 7240	5	3
6.	KEWPIE DOLL (ASCAP)—Perry Como Dance Only With Me (ASCAP)—Vic 7202	9	4
7.	CHANSON D'AMOUR (ASCAP)— Art and Dotty Todd Along the Trail With You (ASCAP)—Era 1964	6	4
8.	RETURN TO ME (ASCAP)—Dean Martin Forgetting You (ASCAP)—Cap 3894	8	6
9.	BOOK OF LOVE (BMI)—Monotones You Never Loved Me (BMI)—Argo 5290	13	4
10.	OH, LONESOME ME (BMI)—Don Gibson I Can't Stop Loving You (BMI)—Vic 7133	14	6
11.	THERE'S ONLY ONE OF YOU (ASCAP)— Four Lads Blue Tattoo (ASCAP)—Col 41136	10	6
12.	TEQUILA (BMI)—The Champs Train to Nowhere (BMI)—Challenge 1016	7	10
13.	BIG MAN (BMI)—Four Preps Stop, Baby (ASCAP)—Cap 3960	25	2
14.	LOOKING BACK (BMI)—Nat King Cole Do I Like It (BMI)—Cap 3939	—	1
15.	WHO'S SORRY NOW? (ASCAP)—Connie Francis You Were Only Fooling (ASCAP)—M-G-M 12588	17	10
16.	LOLLIPOP (BMI)—Chordettes Baby, Come-A Back-A (ASCAP)—Cadence 1345	12	10
17.	BILLY (ASCAP)—Kathy Linden If I Could Hold You in My Arms (ASCAP)—Felsted 8510	11	6
18.	A WONDERFUL TIME UP THERE (BMI)— Pat Boone It's Too Soon to Know (ASCAP)—Dot 15690	15	11
19.	LET THE BELLS KEEP RINGING (BMI)— Paul Anka Crazy Love (BMI)—ABC-Paramount 9907	—	1
20.	SUGAR MOON (BMI)—Pat Boone Cherie, I Love You (ASCAP)—Dot 15750	—	1
21.	CHANSON D'AMOUR (ASCAP)—Fontane Sisters Cocoanut Grove (ASCAP)—Dot 15736	23	3
22.	HOW ARE YA' FIXED FOR LOVE? (ASCAP)— Frank Sinatra and Keely Smith Nothing in Common (ASCAP)—Cap 3952	—	1
23.	ALL THE TIME (ASCAP)—Johnny Mathis Teacher, Teacher (ASCAP)—Col 41152	21	2
24.	ARE YOU SINCERE? (BMI)—Andy Williams Be Mine Tonight (BMI)—Cadence 1340	16	12
25.	JOHNNY B. GOODE (BMI)—Chuck Berry Around and Around (BMI)—Ches 1691	—	1

Kay Starr shines in a dazzling new hit!



# stroll me

c/w rockin' chair

Hugo Winterhalter's Orchestra and Chorus. 47/20-7218

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



# Musical Knockout!



# THE CHAMPS

# EL RANCHO ROCK

Challenge 59007

Published by  
**E. B. MARKS  
 MUSIC CORP.**  
 136 West 52 St.  
 New York City

# CHALLENGE



in  
 Canada:  
**SPARTON  
 of Canada**



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

**CONNIE FRANCIS**

**I'M SORRY I  
MADE YOU CRY**

K12647

**ART MOONEY and His Orchestra and Chorus**

**SOMETHING'S ALWAYS  
HAPPENING ON THE RIVER**

(From the Broadway Musical "Say Darling")

K12649

**MORTY CRAFT and His Orchestra and Chorus**

**LONG LEGGED LADIES  
OF LABRADOR**

K12648

**CHUCK ALAIMO Quartet**

**ROCKIN' IN G**

K12636

**LEROY HOLMES and His Orchestra**

**BASIN STREET BLUES**

K12650

**MARV and PATTY**

**BECAUSE I'M A DREAMER**

K12625



**Territorial Best Sellers**

FOR SURVEY WEEK ENDING MAY 3

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

**BOSTON**

All I Have to Do Is Dream  
Everly Brothers, Cdc.  
Book of Love, Monotones, Argo  
Chanson D'Amour, Art & Dotty Todd, Era  
For Your Love, Ed Townsend, Cap.  
He's Got the Whole World in His Hands  
Laurie London, Cap.  
Return to Me, Dean Martin, Cap.  
Twilight Time, Platters, Mer.  
Witch Doctor, David Seville, Lib.

**CHICAGO**

All I Have to Do Is Dream  
Everly Brothers, Cdc.  
Book of Love, Monotones, Argo  
He's Got the Whole World in His Hands  
Laurie Lndon, Cap.  
Looking Back, Nat King Cole, Cap.  
Return to Me, Dean Martin, Cap.  
Tequila, Champs, Chal.  
Twilight Time, Platters, Mer.  
Witch Doctor, David Seville, Lib.

**DETROIT**

All I Have to Do Is Dream  
Everly Brothers, Cdc.  
Book of Love, Monotones, Argo  
Chanson D'Amour, Art & Dotty Todd, Era  
He's Got the Whole World in His Hands  
Laurie London, Cap.  
Looking Back, Nat King Cole, Cap.  
Return to Me, Dean Martin, Cap.  
Twilight Time, Platters, Mer.  
Wear My Ring Around Your Neck  
Elvis Presley, Vic.  
Witch Doctor, David Seville, Lib.

**EAST TEXAS**

All I Have to Do Is Dream  
Everly Brothers, Cdc.  
Chanson D'Amour, Art & Dotty Todd, Era  
Johnny B. Goode, Chuck Berry, Chs.  
No, No, Fats Domino, Imp.  
Return to Me, Dean Martin, Cap.  
Sail Along Silvery Moon, Billy Vaughn, Dot  
Stairway of Love/Just Married  
Marty Robbins, Col.

Looking Back, Nat King Cole, Cap.  
Now and For Always  
George Hamilton IV, ABC-Para.  
To Be Loved, Jackie Wilson, Brk.  
Witch Doctor, David Seville, Lib.

**NORTHERN OHIO**

All I Have to Do Is Dream  
Everly Brothers, Cdc.  
Book of Love, Monotones, Argo  
Looking Back, Nat King Cole, Cap.  
Return to Me, Dean Martin, Cap.  
Skinny Minnie  
Bill Haley & His Comets, Dec.  
Twilight Time, Platters, Mer.  
What Am I Living For? Chuck Willis, Atl.  
Witch Doctor, David Seville, Lib.

**NORTHWEST**

All I Have to Do Is Dream  
Everly Brothers, Cdc.  
Book of Love, Monotones, Argo  
He's Got the Whole World in His Hands  
Laurie Lndon, Cap.  
Twilight Time, Platters, Mer.  
Wear My Ring Around Your Neck  
Elvis Presley, Vic.  
Who's Sorry Now? Connie Francis, M-G-M  
Witch Doctor, David Seville, Lib.  
A Wonderful Time Up There  
Pat Boone, Dot

**PHILADELPHIA**

Book of Love, Monotones, Argo  
He's Got the Whole World in His Hands  
Laurie Lndon, Cap.  
High Sign, Diamonds, Mer.  
Johnny B. Goode, Chuck Berry, Chs.  
Lollipop, Chordettes, Cdc.  
My Bucket's Got a Hole in It  
Ricky Nelson, Imp.  
Twilight Time, Platters, Mer.  
Witch Doctor, David Seville, Lib.

**ST. LOUIS AND KANSAS CITY**

All I Have to Do Is Dream  
Everly Brothers, Cdc.  
Book of Love, Monotones, Argo

**ALL TITLES ARE LISTED  
IN ALPHABETICAL ORDER**

**FLORIDA**

All I Have to Do Is Dream  
Everly Brothers, Cdc.  
Book of Love, Monotones, Argo  
Doncha' Think It's Time/Wear My Ring  
Around Your Neck, Elvis Presley, Vic.  
He's Got the Whole World in His Hands  
Laurie London, Cap.  
Oh, Lonesome Me, Don Gibson, Vic.  
Twilight Time, Platters, Mer.  
Witch Doctor, David Seville, Mer.  
A Wonderful Time Up There/It's Too Soon  
to Know, Pat Boone, Dot

**LOS ANGELES**

All I Have to Do Is Dream/Claudette  
Everly Brothers, Cdc.  
Book of Love, Monotones, Argo  
He's Got the Whole World in His Hands  
Laurie Lndon, Cap.  
Return to Me, Dean Martin, Cap.  
Tequila, Champs, Chal.  
Twilight Time, Platters, Mer.  
Wear My Ring Around Your Neck/Doncha'  
Think It's Time, Elvis Presley, Vic.  
Witch Doctor, David Seville, Lib.  
A Wonderful Time Up There/It's Too Soon  
to Know, Pat Boone, Dot

**NEW YORK AND NEWARK**

All I Have to Do Is Dream/Claudette  
Everly Brothers, Cdc.  
Book of Love, Monotones, Argo  
For Your Love, Ed Townsend, Cap.  
Return to Me, Dean Martin, Cap.  
Tequila, Champs, Chal.  
Torero, Renato Carosone, Cap.  
Twilight Time, Platters, Mer.  
Witch Doctor, David Seville, Lib.

**NORTHERN NEW YORK STATE**

All I Have to Do Is Dream  
Everly Brothers, Cdc.  
Chanson D'Amour, Art & Dotty Todd, Era  
For Your Love, Ed Townsend, Cap.  
He's Got the Whole World in His Hands  
Laurie London, Cap.

He's Got the Whole World in His Hands  
Laurie Lndon, Cap.  
Kewpie Doll, Perry Como, Vic.  
Oh, Lonesome Me/I Can't Stop Loving  
You, Don Gibson, Vic.  
Twilight Time, Platters, Mer.  
Wear My Ring Around Your Neck  
Elvis Presley, Vic.  
Witch Doctor, David Seville, Lib.

**SAN FRANCISCO AND OAKLAND**

Catch a Falling Star, Perry Como, Vic.  
Kewpie Doll, Perry Como, Vic.  
Lollipop, Chordettes, Cdc.  
March From the River Kwai and "Colonel  
Bogey," Mitch Miller, Col.  
Sugartime, McGuire Sisters, Cor.  
Tequila, Champs, Chal.  
Witch Doctor, David Seville, Lib.  
A Wonderful Time Up There  
Pat Boone, Dot

**SOUTHERN OHIO**

Book of Love, Monotones, Argo  
Every Night, Chantels, End  
For Your Love, Ed Townsend, Cap.  
Now and For Always  
George Hamilton IV, ABC-Para.  
Talk to Me, Talk to Me  
Little Willie John, King  
To Be Loved, Jackie Wilson, Brk.  
Twilight Time, Platters, Mer.  
Wear My Ring Around Your Neck  
Elvis Presley, Vic.

**WASHINGTON AND BALTIMORE**

All I Have to Do Is Dream  
Everly Brothers, Cdc.  
Book of Love, Monotones, Argo  
He's Got the Whole World in His Hands  
Laurie London, Cap.  
Oh, Lonesome Me, Don Gibson, Vic.  
Return to Me, Dean Martin, Cap.  
Twilight Time, Platters, Mer.  
Wear My Ring Around Your Neck/Doncha'  
Think It's Time, Elvis Presley, Vic.  
Who's Sorry Now? Connie Francis, M-G-M  
Witch Doctor, David Seville, Lib.

**MONEY-SAVING SUBSCRIPTION ORDER**

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

Payment enclosed

Bill me

910

Name \_\_\_\_\_

Occupation or Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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

# DREAM

**BETTY JOHNSON'S SMASH HIT**

**FOLLOW-UP TO "THE LITTLE BLUE MAN"**

**B/w HOW MUCH  
ATLANTIC  
1186**

**Picked  
Billboard  
"Spotlight"**



# THE MONEY

Record of the year!



Donny — Morey — Chick

# "DON'T GO HOME"

Roulette R-4072

The Hottest Selling #1 Ballad in America!

**Valerie Carr**  
**WHEN THE BOYS TALK**  
**ABOUT THE GIRLS**

b/w Padre R-4066

a sound bet . . .  
 buy



**ROULETTE**



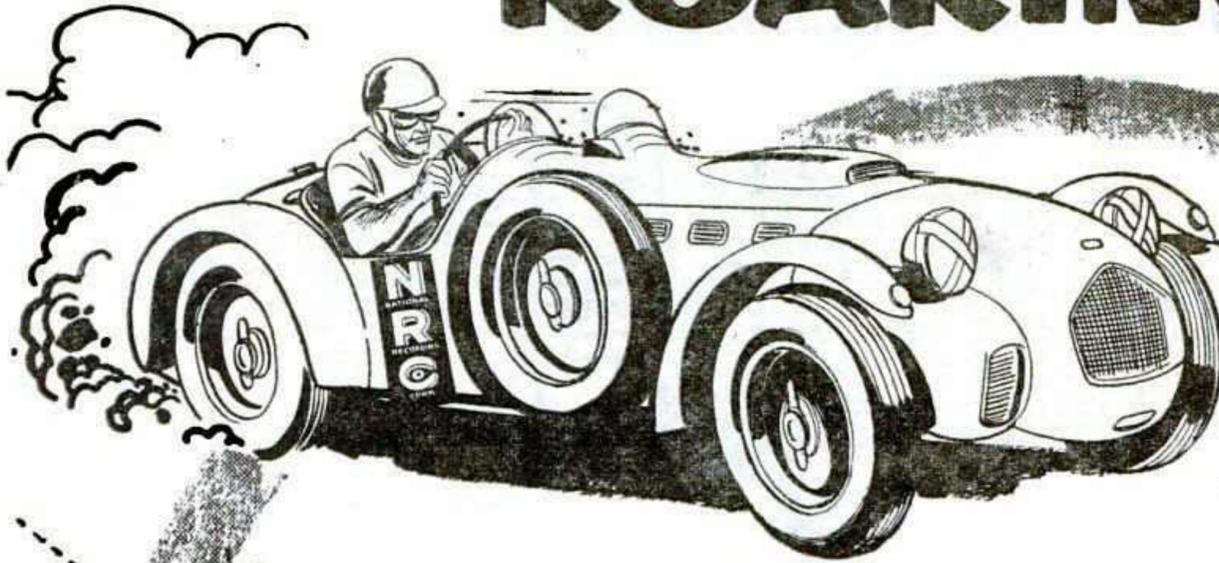
## Top 100 Sides

FOR SURVEY WEEK ENDING MAY 3

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pos.	Song, Artist, Label	Last Week
1.	WITCH DOCTOR, David Seville, Liberty	1
2.	ALL I HAVE TO DO IS DREAM, Everly Brothers, Cadence	2
3.	TWILIGHT TIME, Platters, Mercury	3
4.	HE'S GOT THE WHOLE WORLD IN HIS HANDS, Laurie London, Capitol	4
5.	WEAR MY RING AROUND YOUR NECK, Elvis Presley, Victor	5
6.	RETURN TO ME, Dean Martin, Capitol	9
7.	BOOK OF LOVE, Monotones, Argo	6
8.	TEQUILA, Champs, Challenge	7
9.	OH, LONESOME ME, Don Gibson, Victor	8
10.	LOOKING BACK, Nat King Cole, Capitol	12
11.	JOHNNY B. GOODE, Chuck Berry, Chess	20
12.	LOLLIPOP, Chordettes, Cadence	10
13.	KEWPIE DOLL, Perry Como, Victor	13
14.	CHANSON D'AMOUR, Art and Dotty Todd, Era	16
15.	BILLY, Kathy Linden, Felsted	14
16.	WHO'S SORRY NOW, Connie Francis, M-G-M	11
17.	DON'T YOU JUST KNOW IT, Huey Smith, Ace	17
18.	FOR YOUR LOVE, Ed Townsend, Capitol	29
19.	A WONDERFUL TIME UP THERE, Pat Boone, Dot	15
20.	LAZY MARY, Lou Monte, Victor	28
21.	BELIEVE WHAT YOU SAY, Ricky Nelson, Imperial	24
22.	SKINNY MINNIE, Bill Haley and His Comets, Decca	26
23.	CRAZY LOVE, Paul Anka, ABC-Paramount	19
23.	BIG MAN, Four Preps, Capitol	83
25.	YOU, Aquatones, Fargo	36
26.	ARE YOU SINCERE? Andy Williams, Cadence	18
27.	MY BUCKET'S GOT A HOLE IN IT, Ricky Nelson, Imperial	22
27.	SUGAR MOON, Pat Boone, Dot	81
29.	SUGARTIME, McGuire Sisters, Coral	23
30.	CATCH A FALLING STAR, Perry Como, Victor	25
30.	CLAUDETTE, Everly Brothers, Cadence	56
32.	TWENTY-SIX MILES, Four Preps, Capitol	33
32.	SICK AND TIRED, Fats Domino, Imperial	67
34.	TO BE LOVED, Jackie Wilson, Brunswick	29
35.	JUST MARRIED, Marty Robbins, Columbia	46
36.	TALK TO ME, TALK TO ME, Little Willie John, King	42
36.	TORERO, Renato Carosone, Capitol	81
38.	THE LITTLE BLUE MAN, Betty Johnson, Atlantic	35
38.	RUMBLE, Link Wray, Cadence	49
40.	SAIL ALONG SILVERY MOON—Billy Vaughn, Dot	26
40.	WE BELONG TOGETHER, Robert and Johnny, Old Town	37
40.	NEE NEE NA NA NA NU NU, Dickey Doo and the Don'ts, Swan	48
43.	DON'T, Elvis Presley, Victor	39
44.	DONCHA' THINK IT'S TIME, Elvis Presley, Victor	21
45.	IT'S TOO SOON TO KNOW, Pat Boone, Dot	32
45.	TUMBLING TUMBLEWEEDS, Billy Vaughn, Dot	42
47.	LET THE BELLS KEEP RINGING, Paul Anka, ABC-Paramount	41
48.	SECRETLY, Jimmie Rodgers, Roulette	90
49.	BREATHLESS, Jerry Lee Lewis, Sun	29
50.	SWEET LITTLE SIXTEEN, Chuck Berry, Chess	34
50.	LITTLE TRAIN, Marianne Vassel and Erich Storz, Mercury	49
52.	MAYBE, BABY, Crickets, Brunswick	42
52.	THERE'S ONLY ONE OF YOU, Four Lads, Columbia	49
54.	YOU EXCITE ME, Frankie Avalon, Chancellor	49
55.	WHAT AM I LIVING FOR? Chuck Willis, Atlantic	—
55.	NOW AND FOR ALWAYS, George Hamilton IV, ABC-Paramount	46
55.	HIGH SIGN, Diamonds, Mercury	56
55.	NO, NO, Fats Domino, Imperial	74
59.	MARCH FROM THE RIVER KWAI, AND "COLONEL BOGEY," Mitch Miller, Columbia	39
59.	BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun	45
59.	TEACHERS' PET, Doris Day, Columbia	70
62.	THE WALK, Jimmy McCracklin, Checker	49
62.	WISHING FOR YOUR LOVE, Voxpoppers, Mercury	55
64.	MET HIM ON A SUNDAY, Shirelles, Decca	56
65.	EVERY NIGHT, Chantels, End	49
65.	ALL THE TIME, Johnny Mathis, Columbia	70
67.	TEACHER, TEACHER, Johnny Mathis, Columbia	99
68.	HAPPINESS, Billy and Lillie, Swan	56
69.	THE STROLL, Diamonds, Mercury	62
69.	HANG UP MY ROCK AND ROLL SHOES, Chuck Willis, Atlantic	64
69.	STAIRWAY OF LOVE, Marty Robbins, Columbia	68
72.	DINNER WITH DRAC, John Zacherle, Cameo	38
73.	CHANSON D'AMOUR, Fontane Sisters, Dot	—
73.	GOOD GOLLY, MISS MOLLY, Little Richard, Specialty	56
73.	BEEN SO LONG, Pastels, Argo	64
73.	ALL THE WAY, Frank Sinatra, Capitol	74
73.	YOU ARE MY DESTINY, Paul Anka, ABC-Paramount	76
73.	OH-OH, I'M FALLING IN LOVE AGAIN, Jimmie Rodgers, Roulette	83
73.	A VERY PRECIOUS LOVE, Ames Brothers, Victor	86
73.	HAVE FAITH, Gene Allison, Vee Jay	96
81.	DO YOU WANT TO DANCE? Bobby Freeman, Josie	—
82.	JACQUELINE, Bobby Helms, Decca	—
82.	HE'S GOT THE WHOLE WORLD IN HIS HANDS, Mahalia Jackson, Columbia	86
82.	MAYBE, Chantels, End	88
85.	LONELY ISLAND, Sam Cooke, Keen	70
85.	WITCHCRAFT, Frank Sinatra, Capitol	76
87.	ANOTHER TIME, ANOTHER PLACE, Patti Page, Mercury	—
87.	BLUEBIRDS OVER THE MOUNTAIN, Ersel Hickey, Epic	—
87.	I'M HAPPY, Four Dates, Chancellor	—
87.	I'M SORRY I MADE YOU CRY, Connie Francis, M-G-M	—
87.	ROCK AND ROLL IS HERE TO STAY, Danny and the Juniors, ABC-Paramount	70
87.	THE LONG HOT SUMMER, Jimmie Rodgers, Roulette	99
93.	YOU WERE MADE FOR ME, Sam Cooke, Keen	—
93.	CLICK CLACK, Dickey Doo and the Don'ts, Swan	76
93.	SO TOUGH, Casuals, Back Beat	76
93.	TRYING, Billy Vaughn, Dot	94
93.	DO I LIKE IT, Nat King Cole, Capitol	94
98.	COME WHAT MAY, Clyde McPhatter, Atlantic	—
98.	ARRIVEDERCI ROMA, Roger Williams, Kapp	62
98.	SHORT SHORTS, Royal Teens, ABC-Paramount	68

# ROARING OFF!



## NRCO'S ALL-NEW OPERATION BIG 3

AND IN NUMBER ONE POSITION

# MAKE ME SMILE AGAIN

b/w

## CONGRATULATIONS TO ME

by

# DARRELL\* GLENN

NRCO #004

*It's a "Can't-Miss" Repeat of his  
Million Seller "CRYIN' IN THE CHAPEL"*

**NOW SHIPPED TO THE 31 LUCKIEST DISTRIBUTORS IN AMERICA**

from

Booked through  
ARTIST SERVICE BUREAU  
Riverside 8-4374—Ed Watts  
Dallas, Texas

In Canada:  
SPARTON RECORDS

Personal Manager  
ED MC LEMORE

# NATIONAL RECORDING CORP.

1224 Fernwood Circle, N. E., Atlanta 19, Georgia

*\*Hey! Dealers—Darrell will make us a barrell!*

FOR  
SURVEY WEEK  
ENDING  
MAY 3, 1958

# The Billboard Weekly Juke Box Programming Guide

## POPULAR

**JUST MARRIED**  
★ MARTY ROBBINS ★  
Columbia 41143  
STAIRWAY OF LOVE

**TWILIGHT TIME**  
★ THE PLATTERS ★  
Mercury 71289  
OUT OF MY MIND

**TEQUILA**  
★ THE CHAMPS ★  
Challenge 1016  
TRAIN TO NOWHERE

**CATCH A FALLING STAR**  
★ PERRY COMO ★  
RCA Victor 7128  
MAGIC MOMENTS

**BOOK OF LOVE**  
★ MONOTONES ★  
Argo 5290  
YOU NEVER LOVED ME

**DON'T YOU JUST KNOW IT!**  
★ HUEY SMITH ★  
Argo 545  
HIGH BLOOD PRESSURE

**OH, LONESOME ME**  
★ DON GIBSON ★  
RCA Victor 7183  
I CAN'T STOP LOVING YOU

**SUGAR MOON**  
★ PAT BOONE ★  
Dot 15750  
CHERIE, I LOVE YOU

**YOU**  
★ AGUATONES ★  
Fargo 1001  
SHE'S THE ONE FOR ME

**SKIPPY MINNIE**  
★ BILL HALEY AND HIS COMETS ★  
Decca 30592  
SWAY WITH ME

**HE'S GOT THE WHOLE WORLD IN HIS HANDS**  
★ LAURIE LONDON ★  
Capital 3891  
HANDED DOWN

**KEWPIE DOLL**  
★ PERRY COMO ★  
RCA Victor 7202  
DANCE ONLY WITH ME

**FOR YOUR LOVE**  
★ ED TOWNSEND ★  
Capital 3926  
OVER AND OVER AGAIN

**LOOKING BACK**  
★ NAT KING COLE ★  
Capital 3939  
DO I LIKE IT

**BIG MAN**  
★ FOUR PREPS ★  
Capital 3960  
STOP BABY

**ARE YOU SINCERE**  
★ ANDY WILLIAMS ★  
Cadence 1340  
BE MINE TONIGHT

**LET THE BELLS KEEP RINGING**  
★ PAUL ANKA ★  
ABC Paramount 9907  
CRAZY LOVE

**JOHNNY B. GOODE**  
★ CHUCK BERRY ★  
Chess 1691  
AROUND AND AROUND

**LAZY MARY**  
★ LOU MONTE ★  
RCA Victor 7160  
ANGELIQUE

**IT'S TOO SOON TO KNOW**  
★ PAT BOONE ★  
Dot 15690  
A WONDERFUL TIME UP THERE

**WHO'S SORRY NOW**  
★ CONNIE FRANCIS ★  
M-G-M 12588  
YOU WERE ONLY FOOLING

**CHAMSON D'AMOUR**  
★ ART AND DOTY TODD ★  
Era 1064  
ALONG THE TRAIL WITH YOU

**LOLLIPOP**  
★ CHORDETTES ★  
Cadence 1345  
BABY, COME-A BACK-A

**WEAR MY RING AROUND YOUR NECK**  
★ ELVIS PRESLEY ★  
RCA Victor 7240  
DONCHA' THINK IT'S TIME

**ALL I HAVE TO DO IS DREAM**  
★ EVERLY BROTHERS ★  
Cadence 1348  
CLAUDETTE

**RETURN TO ME**  
★ DEAN MARTIN ★  
Capital 3984  
FORGETTING YOU

**MY BUCKET'S GOT A HOLE IN IT**  
★ RICKY NELSON ★  
Imperial 5503  
BELIEVE WHAT YOU SAY

**WITCH DOCTOR**  
★ DAVID SEVILLE ★  
Liberty 55132  
DON'T WHISTLE AT ME, BABY

**SICK AND TIRED**  
★ FATS DOMINO ★  
Imperial 5515  
NO, NO

**BRLY**  
★ KATHY LINDEN ★  
Felsted 8410  
IF I COULD HOLD YOU IN MY ARMS

## COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

**SEND ME THE PILLOW YOU DREAM ON**  
★ HANK LOCKLIN ★  
Vic 7137  
WHY DON'T YOU HAUL OFF  
AND LOVE ME

**CURTAIN IN THE WINDOW**  
★ RAY PRICE ★  
Columbia 41105  
IT'S ALL YOUR FAULT

**WHAT MAKES A MAN WANDER!**  
★ JIMMY SKINNER ★  
Mercury 71256  
WE'VE GOT THINGS IN COMMON

**COLOR OF THE BLUES**  
★ GEORGE JONES ★  
Mercury 71257  
ESKIMO PIE

**JACQUELINE**  
★ BOBBY HELMS ★  
Decca 30619  
LIVING IN THE SHADOW OF THE PAST

**IT'S A LITTLE MORE LIKE HEAVEN**  
★ HANK LOCKLIN ★  
Vic 7203  
BLUE GRASS SKIRT

## RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

**WHAT AM I LIVING FOR!**  
★ CHUCK WILLIS ★  
Atlantic 1179  
HANG UP MY ROCK AND ROLL SHOES

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

**RUMBLE**  
★ LINK WRAY ★  
Cadence 1347  
THE SWAG

**WE BELONG TOGETHER**  
★ ROBERT AND JOHNNY ★  
Old Town 1047  
IN THE RAIN

**TO BE LOVED**  
★ JACKIE WILSON ★  
Brunswick 55052  
COME BACK TO ME

## OPERATORS BEST BUYS

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

**THE AMES BROTHERS**  
A Very Precious Love  
Don't Leave Me Now  
RCA Victor 7167  
BEST BUY

**THE FOUR PREPS**  
Big Man  
Stop, Baby  
Capitol 3960  
BEST BUY

**BOBBY FREEMAN**  
Do You Want to Dance?  
Big Fat Woman  
Josie 835  
BEST BUY

**RENATO CAROSONE**  
Chella La  
Capitol 71080  
BEST BUY

## OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these  
records are the ones released last week that are  
most likely to be future juke box hits.

**THE CRANTELS**  
I Love You So  
How Could You Call It Off  
End 1020  
OPINION

**THE MCGUIRE SISTERS**  
Since You Went Away to School  
Coral 61991  
OPINION

**DANNY & THE JUNIORS**  
Dottie  
In the Meantime  
ABC-Paramount 9926  
OPINION

**THE THRETEENS**  
Dear 5310761  
Doowaddie  
Rev 3516  
OPINION

**JOHNNY & JACK**  
I've Seen This Movie Before  
RCA Victor 7246  
OPINION

**SHEB WOOLEY**  
The Purple People Eater  
I Can't Believe You're Mine  
M-G-M 12651  
OPINION



# LONDON RECORDS

*welcomes its distribution association with*

# DALE RECORDS



First 2 *DALE* releases



Randy Starr

**COUNT ON ME**

B/W

**PINK LEMONADE**

Dale 104

Gar Bacon

**CHAINS OF LOVE**

B/W

**MARY JANE**

Dale 105

**These records are now available from the following distributors:**

ALBANY, N. Y.  
Len Smith, Inc.  
30 N. 3rd St.  
ATLANTA 9, GA.  
National Record Dist.  
1224 Spring St., N. W.  
BALTIMORE, MD.  
J & F Distributors  
630 W. Baltimore St.  
BOSTON 20, MASS.  
Mutual Distributors  
1241 Columbus Ave.  
BUFFALO 9, N. Y.  
Melody Dist'g. Corp.  
1349 Main St.

CHARLOTTE 8, N. C.  
Mangold Dist'g. Co.  
2212 W. Morehead St.  
CHICAGO 5, ILL.  
James H. Martin, Inc.  
1341 S. Michigan Ave.  
CINCINNATI, OHIO  
Hit Record Co. of Cinci., Inc.  
1043 Central Ave.  
CLEVELAND 15, OHIO  
Sterling Music Dist., Inc.  
2928 Prospect Ave.

DALLAS, TEXAS  
Big State Record Dist.  
1550 Edison St.  
DENVER 2, COLO.  
Davis Sales Co.  
1724 Arapahoe St.  
DETROIT, MICH.  
Cosnat Distributors  
3727 Woodward Ave.  
EL PASO, TEXAS  
Sunland Supply Co.  
1200-E. Missouri St.

HARTFORD, CONN.  
Leslie Distributors  
377 Windsor St.  
HONOLULU, HAWAII  
Musical Distributors  
1420 S. Beretania  
HOUSTON, TEXAS  
H. W. Dally, Inc.  
314 E. 11th  
JACKSONVILLE, FLA.  
Binkley Distributors  
58 Riverside Ave.

LOS ANGELES 36, CALIF.  
Hart Distributors, Inc.  
2144 W. Washington Blvd.  
MEMPHIS, TENN.  
Record Sales  
1070 Union Ave.  
MIAMI, FLA.  
Binkley Distributors  
3780 N. W. Second Ave.  
MINNEAPOLIS, MINN.  
Lieberman Music Co.  
257 Plymouth Ave., N.

NEW ORLEANS, LA.  
World Wide Dist'g  
826 Baronne St.  
NEWARK 8, N. J.  
All State New Jersey, Inc.  
457 Chancellor Ave.  
NEW YORK 1, N. Y.  
London Record Dist'g Corp.  
207 W. 25th St.  
OKLAHOMA CITY, OKLA.  
Calmar Dist'g Co.  
408 N. W. 7th St.

PHILADELPHIA 22, PA.  
Chips Dist. Co.  
1415 N. Broad St.  
PHOENIX, ARIZONA  
Ramco Dist'g Co.  
3703 N. 7th St.  
PITTSBURGH, PA.  
Top Distributor  
908 Federal St.  
RICHMOND, VA.  
Allen Distributors  
3409 W. Leigh St.

ST. LOUIS, MO.  
Gay Dist. Co.  
1906 Washington Blvd.  
SAN FRANCISCO, CALIF.  
Stone Distributors, Inc.  
1175 Howard St.  
SEATTLE 9, WASHINGTON  
C & C Distributing Co.  
708 6th Avenue, North

## THE BILLBOARD'S WEEKLY

# Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

## • Review Spotlight on . . .

### POP RECORDS

THE MCGUIRE SISTERS . . . Coral 61991 . . . DING DONG  
(Sequence, ASCAP)

SINCE YOU WENT AWAY TO SCHOOL . . . (Nor-Va-Jak, BMI)  
"Ding Dong" is a bright, happy novelty that is belted to good effect by the trio. "School" is a cute, teen-slanted ballad that is also given a listenable go. The two sides are good follow-ups to "Sugartime," and either could go all the way.

THE CHANTELS . . . End 1020 . . . I LOVE YOU SO  
(Patricia, BMI)

HOW COULD YOU CALL IT OFF? . . . (B. B., BMI)

The wailing chicks have strong bids with either of these two sides to keep their hit string going. "I Love You So" is a ballad-with-beat that is presented in fervent style by the lead fem with good support. "How Could You" is taken at a slower clip, but the gals register equally well.

DANNY AND THE JUNIORS . . . ABC-Paramount 9926 . . . DOTTIE  
(Singular, BMI)

IN THE MEANTIME . . . (Singular, BMI)

"Dottie" is a happy rocker tribute to a girl friend that is solidly rendered by the crew. "Meantime" is a rockaballad that is also chanted in winning style. Both tunes are changes of pace from their previous clicks, but the new sound can catch on.

THE THRETEENS . . . Rev 3516 . . . DEAR 53310761  
(Trinity, BMI)

DOOWADDIE . . . (Desert Palms-Trinity, BMI)

The young trio has a real cute sound on these two attractive sides. Top Tune is a tribute to Presley via his Army serial number. Flip, "Doowaddie," is a novelty item that also appears to have click potential.

### POP NOVELTY

SHEB WOOLEY . . . M-G-M 12651 . . . THE PURPLE PEOPLE EATER  
(Cordial, BMI)

This is one of the funniest novelty songs in some time. It tells about a "one-eyed, one-horn, flyin' purple people eater" to strong effect. Wooley handles the nonsense lyrics with a money sound. Flip, "I Can't Believe," is a pretty, countryish ballad (Robertson, ASCAP).

*Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.*

## • Reviews of New Pop Records

### JOHN ZACHERLE

Lunch With Mother Goose . . . 80  
CAMEO 139—Sequel to "Dinner With Drac" should please horror fans as the little lamb and Mary both get eaten up. Driving instrumental is danceable. R.&b. coin seems likely, too. (Mayland, BMI)  
Eighty-Two Tombstones . . . 73  
Another "Dinner With Drac" is a mild rockachacha with horror poem read in the distance. (Liwe, ASCAP)

### VIC & VICKY

Uh-Huh . . . 80  
IMPERIAL 5506—A swingin' vocal job on ditty with solid New Orleans beat and great piano backing. A dual market entry. (Marquis, BMI)  
Never Let You Go . . . 71  
Pleasant reading by duo on okay slow ballad. (Marquis, BMI)

### GOOGIE RENE BAND

Shine on Harvest Moon . . . 79  
CLASS 227—Appealing rockaballad styling of the evergreen by Rene and his ork. It's a danceable side with potential in pop and r.&b. marts. Rene is featured on piano. (Remick, ASCAP)  
Swingin' Summer Love . . . 73  
Big ork and chorus sound on a Latin-beat ditty. It's a smart rendition, but flip appears more commercial side. (Leon, ASCAP)

### EDDIE PLATT ORK.

Cha-Hua-Hua . . . 79  
GONE 5031—Eddie "Tequila" Platt serves up another good version of the provocative instrumental theme with a solid terp tempo. Should pull plenty of play. (Dawn, BMI)  
Vodka . . . 71  
An okay instrumental in the "Tequila" groove. Flip, tho, appears better side. (RealGone, BMI)

### TONY PERKINS

No, No, No . . . 78  
RCA VICTOR 7244—Strong reading by movie-legit star on attractive ballad. A potent contender. (Sequence, ASCAP)  
The Prettiest Girl in School . . . 78  
Perkins sells an appealing teen-styled tune (also waxed by Randy Starr) with relaxed charm. Watch both sides. (World, ASCAP)

### THE PASTELS

Let's Go to the Rock & Roll Ball . . . 78  
ARGO 5297—Rocker gets a solid performance for danceable, listenable results. Can garner coin. Watch it. (Keel, BMI)  
You Don't Love Me Anymore . . . 75  
Blues-based rockaballad is nicely done by group, but flip appears stronger. (Arc & Keel, BMI)

### BONNIE LOU

No One Ever Lost More . . . 77  
FRATERNITY 808—Country-flavored ballad gets strong job by throbbing thrush and choir. Reminiscent of "Wake the Town and Tell the People." Can get spins. (Buckeye, ASCAP)  
Have You Ever Been Lonely? . . . 77  
Oldie gets a sincere and salable reading from chick. In the style of several current ballad clicks. Good coupling. (Shapiro-Bernstein, ASCAP)

### JIMMY WILLIAMS

You're the One . . . 76  
CUB 9002—The initial release on the M-G-M subsidiary under the new Cub tag (formerly Orbit) features a good vocal by the new chanter, who has a touch of the Sam Cooke style. Could grab some spins. (Hill & Range, BMI)  
I'll Only Give My Love . . . 75  
Williams appeals in this good vocal on pleasant material. Talent has good possibilities, worth watching. (Monument, BMI)

### NICK ANTHONY

You're Real Keen, Jelly Bean . . . 76  
ABC-PARAMOUNT 9919 — Rocker gets a panting performance from lead and group for good results. Danceable item can garner coin if exposed. (North Forty, BMI)  
More Than Ever . . . 72  
Blues-based rockaballad is nice side, but flick looks stronger. (Ampeco, ASCAP)

### THE TEMPLES

Whispering Campaign . . . 76  
DATE 1004—The Temples bow on the label with a listenable version of an attractive rockaballad in stroll tempo. Side could get some loot, if exposed. (Hecht-Lancaster & Buzzell, ASCAP)  
I Don't Want to Do a Thing But Love You . . . 71  
This driving rock and roller is in the Little Richard tradition, but the groove is a bit worn. Flip side has more potential. (Hecht-Lancaster & Buzzell, ASCAP)

### STEVE LAWRENCE

Stranger in Mexico . . . 78  
CORAL 61992—A smart, sophisticated effort is performed with warmth by the warbler over an up-to-date ork backing. Should get lots of deejay spins and some loot. (Maxana, ASCAP)  
Those Nights at the Round Table . . . 71  
The round table Steve is singing about is the one in the candy store. Tune is a rock and roller, and Lawrence sings it nicely. (Budd, ASCAP)

### CHARLIE GRACIE

Love Bird . . . 78  
CAMEO 141—Charleston gets a brisk workout by Gracie and little girl group for fun listening but questionable dancing. (Lowe, ASCAP)  
Trying . . . 74  
Rockaballad with country touch is nicely handled by throbbing chanter and choir, but potential is limited in market. (Mells, ASCAP)

### DANNY DAVIS

Doll Face . . . 78  
CABOT 121—Good warble by Danny Davis on a peppy novelty effort, helped by a vocal group and a good ork arrangement. Side swings in a happy manner. Disk could get some action if exposed. (Auff-Rose, BMI)  
It's the Talk of the Town . . . 74  
Davis gets a chance to show off his warm, Tony Martinish vocal styling on this listenable version of the oldie. Two good sides. (Joy, ASCAP)

### JACK CLEMENT

Ten Years . . . 78  
SUN 291—The cat tells of a gent who's been away from his true love for 10 years. Backing is in a swift honky-tonk groove. Talented lad. (Knox, BMI)  
Your Lover Boy . . . 73  
Sprightly tune has a folkish quality. Clement has a nice sound. Ork and country string support helps. Potential in pop and c.&w. marts. (Hi-Lo, BMI)

### THE CLEF DWELLERS

That's the Way You Gotta Swing Today 78  
SINGULAR 110—The Clef Dwellers bow on the label with a cute new tune, sparked by a strong vocal by one of the group. Side may get some action. (Miller, ASCAP)  
The Redheaded Woman  
With the Green Velvet Eyes . . . 71  
Interesting instrumental with some oohs and ahs by a fem in the backing is performed in okay fashion by the group. (Ricky, ASCAP)

### TED HEATH ORK

I've Got the World on a String . . . 74  
LONDON 1800—This side is from the Ted Heath ork album "All Time Top Twelve." It's a danceable instrumental that should get a lot of deejay play. (Mills, ASCAP)  
Little Serenade . . . 74  
Happy little effort with a peppy beat is sold with the Heath Ork's cultivated style. Another fine dance side. (Maurice, ASCAP)

### JOE VALINO

God's Little Acre . . . 74  
UNITED ARTISTS 119—Tune, from flick of same name, is delivered against handclappin' support. It has a gospel flavor. If pushed, this may catch on. (Phyllis, ASCAP)  
I'm Happy With What I've Got . . . 72  
Moderate tempo rockabilly is chanted with appeal by Valino with support from a male chorus. Some coin possible. (Wood, ASCAP)

### THE BELVEDERES

Let's Get Married . . . 74  
TREND 009—The Belvederes turn in a strong reading on this bright, gimmicky version of a swinging rock and roller that moves all the way. It has a sound. (Tiffany, BMI)  
Wow Wow Mary Mary . . . 71  
The boys try hard on this side but they don't come off with the brightness of the top side. (Tiffany, BMI)

### THE FOUR PALMS

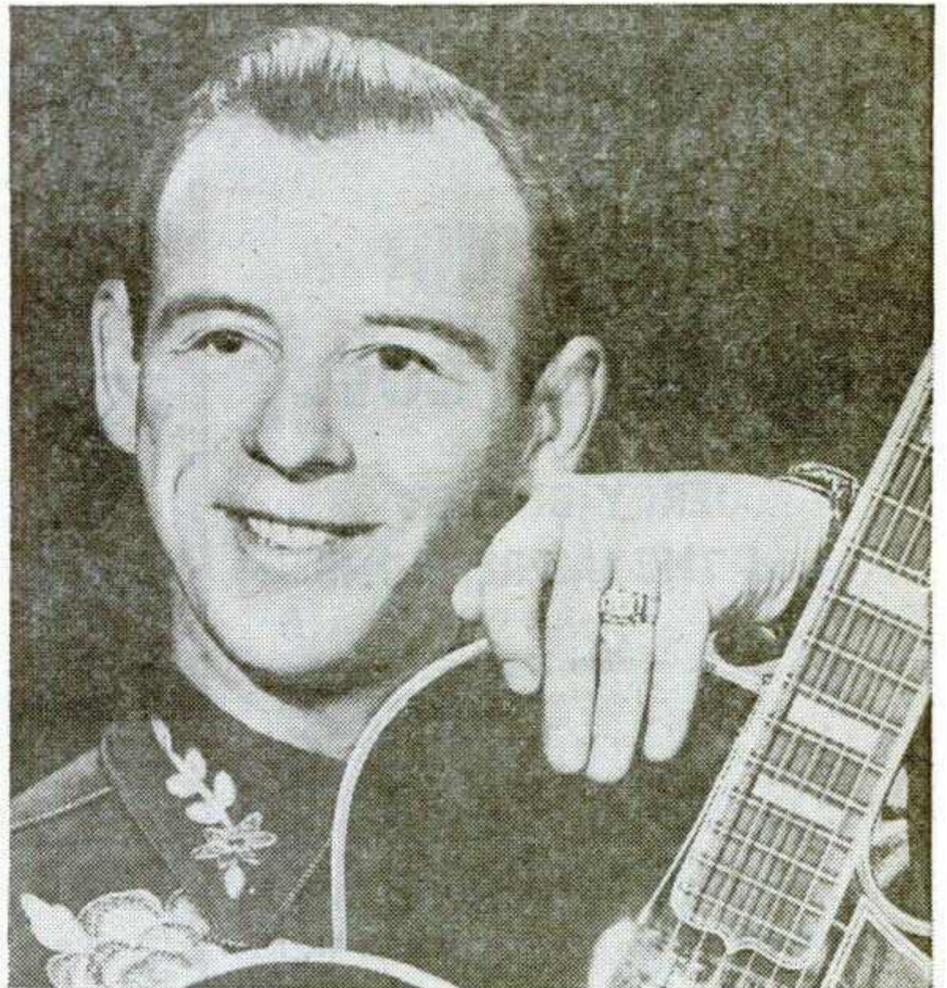
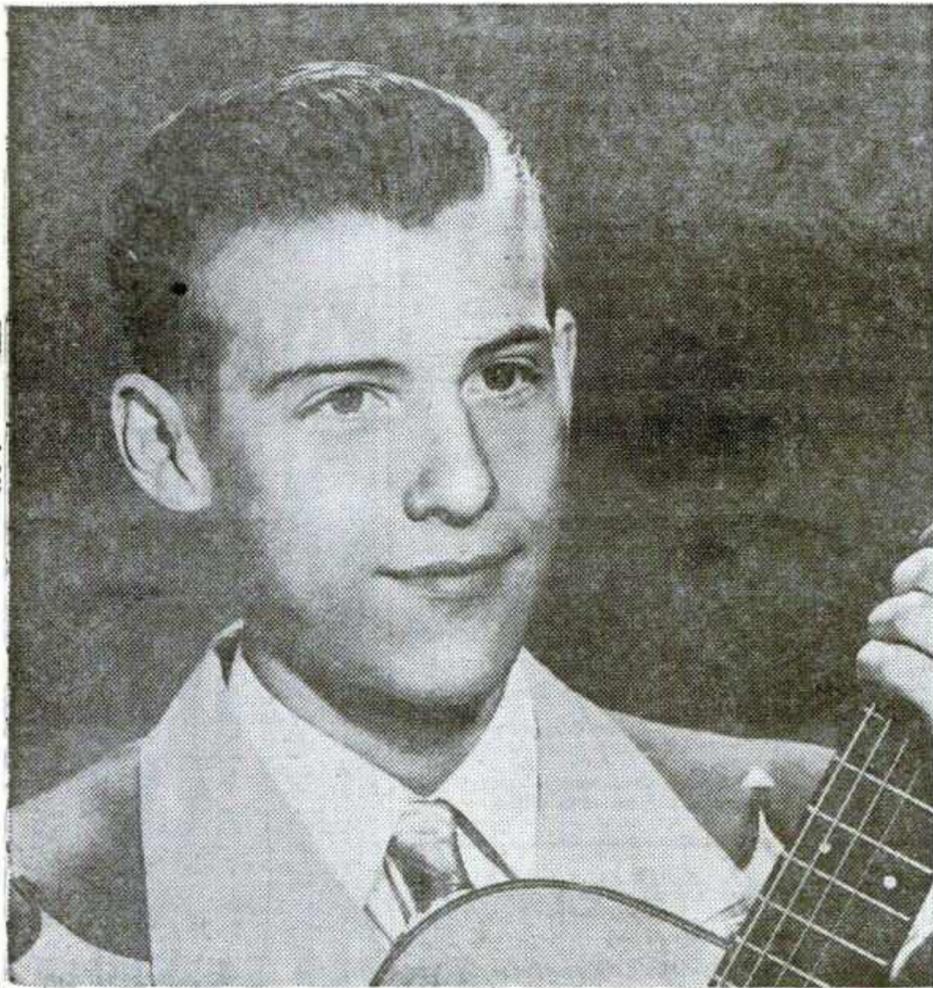
Consideration . . . 73  
ALADDIN 3411 — Rockaballad is nicely warbled by the lead with pleasant group support and soft ork backing. Possible coin in both pop and r.&b. marts. (Ranger, ASCAP)  
Jennie, Joanie, Shirley, Toni . . . 73  
The boys describe the various attributes of four chicks, all of whom flip them. The tune is a rockaballad. Potential appears similar to other side. (Aladdin, BMI)

### THE DEB-TONES

Miss Lonely Hearts . . . 73  
RCA VICTOR 7242 — Girls chirp poignant weeper with feeling and sincerity. Moderate potential. The chicks are winners of the recent Westinghouse talent contest. (Sherwin, ASCAP)

(Continued on page 43)

# A COUPLE OF



**JIMMIE SNOW**—YOU FOOL YOU  
c/w RULES OF LOVE 47/20-7234

**HANK SNOW**—BIG WHEELS c/w  
I'M HURTING ALL OVER 47/20-7233

# SNOW STORMS!

**PILING UP BIG SALES ON**  **RCA VICTOR**   
TRADE MARK RADIO CORPORATION OF AMERICA

**NEW!**

**EXCITING!**

**DIFFERENT!**

**DESTINED FOR A HIT**

**"FOR YOUR  
PRECIOUS LOVE"**

**JERRY BUTLER  
and THE IMPRESSIONS**

Falcon 1013

**VEE JAY-FALCON  
RECORD CORP.**

2129 South Michigan Chicago 16, Ill.  
All Phones: CALumet 5-6141

Breaking in the South and East!

**TILL THE END  
OF THE DANCE**

b/w MY PRETTY BABY

by **THE PLAIDS**

NASCO 6011

**NASHBORO RECORD CO., INC.**

NASHVILLE, TENNESSEE CHappel 2-2215

Announcing the opening of

**REMLEE**

**SALES CORPORATION**

NEWEST RECORD DISTRIBUTOR IN THE TRI-STATE AREA

TOP RECORDS AND RECORD ACCESSORIES—

TRIPLE-A RATING

CHARLIE FELDMAN, President JACK STEIN, Vice-President

1711-1713 Fifth Ave., PITTSBURGH 19, PA. Phone: COurt 1-0874

**SAVE MORE MONEY  
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

**• Best Selling Sheet Music in U. S.**

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

This Week	Last Week	Weeks on Chart
1. HE'S GOT THE WHOLE WORLD IN HIS HANDS (Chappell).....	1	7
2. TWILIGHT TIME (Porgie).....	4	4
3. ALL I HAVE TO DO IS DREAM (Acuff-Rose).....	10	3
4. WITCH DOCTOR (Monarch).....	6	2
5. CATCH A FALLING STAR (Fisher).....	2	19
5. CHANSON D'AMOUR (Meadowlark).....	5	3
7. KEWPIE DOLL (Leeds).....	12	4
8. SUGARTIME (Nor-Va-Jak).....	3	19
9. RETURN TO ME (Southern).....	8	4
10. ARRIVEDERCI ROMA (Hill and Range).....	15	6
11. LOLLIPOP (Marks).....	9	8
12. WHO'S SORRY NOW? (Mills).....	7	9
13. SUGAR MOON (Gallatin).....	—	1
14. SAIL ALONG SILVERY MOON (Joy).....	13	18
15. ARE YOU SINCERE? (Cedarwood).....	—	9

**• Best Selling Sheet Music in Britain**

(For week ending May 3)

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

Magic Moments—Famous-Chappell (Famous)	Mandy (The Pansy)—World Wide (Duchess)
I May Never Pass This Way Again—Chappell (Oval)	Story of My Life—Sterling (Famous)
Swinging Shepherd Blues—Sherwin—(Benell)	Tequila—Challenge (Jat)
April Love—Robbins (Feist)	Tulips From Amsterdam—Cinephonic (Not yet published in the USA)
Catch a Falling Star—Feldman (Marvin)	Nairobi—Leeds (Favorite)
To Be Loved—Duchess—(Pearl)	A Wonderful Time Up There — Morris (Morris)
Whole Lotta Woman—Sheldon (Geronimo)	All the Way—Barton (Maraville)
Lollipop—Anglo-Pic—(Marks)	Why Don't They Understand—Henderson (Hollis)
Sugartime—Southern (Nor-Va-Jak)	Who's Sorry Now—Feldman—(Mills)
Oh-Oh, I'm Falling in Love Again—Sterling (Planetary)	Forgotten Dreams—Mills (Mills)

**• Best Selling Pop Records in Britain**

(For week ending May 3)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. WHOLE LOTTA WOMAN—Marvin Rainwater (M-G-M).....	2
2. SWINGIN' SHEPHERD BLUES—Ted Heath (Decca).....	3
3. WHO'S SORRY NOW—Connie Francis (M-G-M).....	5
4. MAGIC MOMENTS—Perry Como (RCA).....	1
5. A WONDERFUL TIME UP THERE—Pat Boone (London).....	5
6. TEQUILA—The Champs (London).....	4
7. LOLLIPOP—Chordettes (Coral).....	13
8. DON'T—Elvis Presley (RCA).....	12
9. BREATHLESS—Jerry Lee Lewis (London).....	11
9. IT'S TOO SOON TO KNOW—Pat Boone (London).....	8
11. LOLLIPOP—Mudlarks (Columbia).....	—
12. MAYBE BABY—Crickets (Coral).....	9
13. TOM HARK—Elias & His Zig Zag Jive Flutes (Columbia).....	—
14. GRAND COOLIE DAM—Lonnie Donegan (Pye-Nixa).....	—
15. TO BE LOVED—Malcolm Vaughan (HMV).....	15
16. NAIROBI—Tommy Steele (Decca).....	7
17. LA DEE DAH—Jackie Dennis (Decca).....	10
18. I MAY NEVER PASS THIS WAY AGAIN—Robert Earl (Phillips).....	—
19. WEAR MY RING AROUND YOUR NECK—Elvis Presley (RCA).....	—
20. OH-OH, I'M FALLING IN LOVE AGAIN—Jimmie Rodgers (Columbia).....	18
20. TEQUILA—Ted Heath (Decca).....	20

**• Tunes With Greatest Radio-TV Audience**

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
A Very Precious Love (R) (F)—Witmark—ASCAP	All I Have to Do Is Dream (R)—Conley—ASCAP
All I Have to Do Is Dream (R)—Acuff-Rose—BMI	Buona Fortuna (R)—Dena—ASCAP
All the Time (R)—Livingston & Evans—ASCAP	Chanson D'Amour (R) — Meadowlark — ASCAP
Another Time Another Place (R) (F) — Famous—ASCAP	Do You Want to Dance (R)—Clockus—BMI
Big Man (R)—Beechwood—BMI	El Rancho Rock (R)—Marks—BMI
Billy (R)—Mills—ASCAP	Femininity (R) — Livingston & Evans — ASCAP
Cha-Hua-Hua (R)—Daywin—BMI	Film Flam Floo (R)—Starstan—BMI
Chanson D'Amour (R) — Meadowlark—ASCAP	For Your Love (R)—Beechwood—BMI
Cherie I Love You (R)—Harms—ASCAP	Happiness (R)—Conley—BMI
Gigi (R) (F)—Chappell-Lowal—ASCAP	He's Got the Whole World in His Hands (r)—Chappell—ASCAP
He's Got the Whole World in His Hands—Chappell—ASCAP	How Are Ya' Fixed for Love (R) — Tamarisk—ASCAP
Hotspell (R) (F)—Famous—ASCAP	I Love a Violin (R)—Thompson—ASCAP
How Are Ya' Fixed for Love (R)—Tamarisk—ASCAP	I'll Always Be in Love With You (R)—Shapiro-Bernstein—ASCAP
I'm Sorry I Made You Cry (R)—Feist—ASCAP	Jenny Lee (R)—Daywin—BMI
I've Got Bells on My Heart (R)—Southern—ASCAP	Johnny B. Goode (R)—Arc—BMI
Kewpie Doll (R)—Leeds—ASCAP	Kinda Cute (R)—Wedgewood—ASCAP
Let the Bells Keep Ringing (R)—Spanka—BMI	Lollipop (R)—Marks—BMI
Long Hot Summer (R) (F)—Feist—ASCAP	One Soda and Two Straws (R)—D. Rose—ASCAP
Make Me a Miracle (R) — Planetary — ASCAP	Rumble (R)—Valando—ASCAP
Return to Me (R)—Southern—ASCAP	Secretly (R)—Planetary—ASCAP
Secret of Happiness (R)—Planetary—ASCAP	Secret of Happiness (R)—Planetary—ASCAP
Seventy-Six Trombones (R) (M)—Frank—ASCAP	Seventy-Six Trombones (R) (M)—Frank—ASCAP
Teacher, Teacher (R)—Korwin—ASCAP	Something's Coming (R)—Schirmer—ASCAP
There's Only One of You (R)—Korwin—ASCAP	Tequilla (R)—Jat—BMI
Torero (R)—Leeds—ASCAP	Try the Impossible (R)—Spinmill & G & H—BMI
Twilight Time (R)—Porgie—BMI	Wear My Ring Around Your Oj80i. — Rush-Presley—BMI
When the Boys Talk About the Girls (R)—Vlay-Favorite—ASCAP	Witch Doctor (R)—Monarch—ASCAP
Who's Sorry Now (R)—Mills—ASCAP	Witchcraft (R)—Morris—ASCAP
Witch Doctor (R)—Monarch—ASCAP	You (R)—Instant—BMI
You Need Hands (R)—Leeds—ASCAP	Young and Warm and Wonderful (R)—Frank—ASCAP

Sensational

SHINE ON HARVEST MOON

(Instrumental)

GOOGIE RENE #227

Class Records

HOLLYWOOD 3621 WEST PICO BLVD.

## • Reviews of New Pop Records

• Continued from page 40

**Caddy Baby**...73  
Pert thrashing stint on novelty-blues with flapper-era styling. Potential appears similar to flip. (Mellin, BMI)

### JO MARCH

**Dormi-Dormi-Dormi**...73  
KAPP 222—Tune which has also been cut by Eydie Gorme and Don Rondo is handled neatly here by the folksinging lass. If the tune breaks, this version will get a share. (Paramount, ASCAP)

**Fare Thee Well, Oh Honey**...72  
On this side the thrush comes up with a listenable version of the well-known folk ballad, on which she shows off her warm pipes. (Garland, ASCAP)

### PAT SUZUKI

**Daddy**...73  
VIK 0329—The petite thrush offers a slightly sexified version of the old Sammy Kaye hit. Nice performance that jocks will like. (Republic, BMI)

**Black Coffee**...72  
A pleasant version of the torchy standard by Miss Suzuki that can go well with the hipper jocks. (Blossom, ASCAP)

### BUBBER JOHNSON

**I'm Confessin'**...73  
KING 5132—Oldie is given a Nat Cole style reading from Bubber Johnson and group. His fans will enjoy it and it should get exposure. (Bourne, ASCAP)

**Finger Tips**...72  
Relaxed ballad about these foolish things he's been doing gets a pleasant performance from chanter. (Jay & Cee, BMI)

### KALIN TWINS

**The o'Clock Thrill**...73  
DECCA 30642—Rockarhumba with ten-ace appeal is delivered warmly by duo for listenable results. Can do some business. (Jason & Lark, BMI)

**W'n't**...72  
Rockachacha is given a syncopated touch by the boys for pleasant results. (Sounds & Michele, ASCAP)

### THE LENNON SISTERS

**Graduation Dance**...73  
BRUNSWICK 55063—This has the flavor of the campus with bells in the backing. Tune has a slight suggestion of a triplet figure and a message aimed at the teen set. Spins possible. (Chatham, ASCAP)

**How Will I Know My Love?**...72  
A pretty waltz, that has the flavor of some of the earlier Patti Page disks. Sisters give it a nice harmonic reading that can get plays. (Walt Disney, ASCAP)

### LARRY ELLIS

**My Heart Understood**...73  
SWAN 4007—The singer tells about his faith in his girl friend in spite of the rumors, on this driving rocka-ballad. (World Music, ASCAP)

**Tennessee Valley**...72  
On a country kick is this folksish effort sung in pleasant fashion by the warbler. (World Music, ASCAP)

### BIG AL SEARS

**Desert Inn**...73  
JUBILEE 5327—A strong appealing bluesy side, in slow tempo, with harmony saxes taking the spotlight. A low-down side that could get good

air and juke action. (Mellin, BMI)  
**Peacock Strut**...71  
A nice walkin' rhythm job by the Sears group. Oddly enough, Sears himself doesn't get too much of a show on the horn, but it's a good danceable side. (Sylvia, BMI)

### JIMMY PRITCHETT

**That's the Way I Feel**...73  
CRYSTAL 503—A pounder rhythm tune with Pritchett ranting and raving in good rockabilly fashion. Wild piano blues seg in the middle adds interest. This could collect some coin. (Crystal, BMI)

**Nothing On My Mind**...71  
Country harmony is dual tracked by Pritchett here with support from a fem group. It's a medium beat job with nice guitar backing. (Crystal, BMI)

### BEVERLY KENNEY

**The Magic Touch**...73  
DECCA 30614—The thrush bows on the label with a soulful reading of a pretty tune from the flick "Raw Wind in Eden." Her style is winsome, and the disk has some chances. (Northern, ASCAP)

**Your Love Is My Love**...71  
Another pretty vocal by the thrush. With the right material she has a chance to happen. (Harvard, BMI)

### THE TRAVELERS

**Green Town Girl**...73  
ANDEX 4012—Rocker with religious lead and group. Can do business. (Hermosa, BMI)

**He's Got the Whole World in His Hands**...70  
Cover of the current hit spiritual is good but late. (Hermosa, BMI)

### THE NOCA-BOUTS

**Jungle Safari**...72  
UNITED ARTISTS 126—The title  
(Continued on page 44)

## Over the Counter

• Continued from page 16

partment when a young girl came running in and breathlessly said: "I want Elvis' new record. 'Wear My Neck Around Your Finger.'"

Kitty Blakey, Hoover's, Springfield, Mo., tells about the lady on the phone inquiring about Pat Boone's recording of "Wonderful Time Up There." She asked about what was on the flip side, and the clerk told her "It's Too Soon to Know." "Oh," replied the lady. "Well, when can you find out?"

That's all for this week. Haven't you some funny experience you'd like to share with the other dealers? Send them to "Over the Counter," Care The Billboard, 1564 Broadway, New York 36, N. Y. —FRED PERNITZ.

## Push Cues the Extra Sales

• Continued from page 16

accessories as well, accompanied by small, informative signs which explain what each item is for and why it should be used. Standard instructions to salespeople are to place actually as many items as possible in the customer's hands during a sale, handing him a bottle of anti-static liquid, a brush or cloth even when he is buying only a single record.

"We believe that the effort is well spent even if the customer doesn't buy at the moment," Aber said. "If he is familiarized with static cloths, for example, he will remember them the first time his player begins to crackle with static when he is listening to his favorite record. A few minutes spent now in demonstration may produce \$15 worth of accessory sales the following week."

### Hi Fi's Best Friend

Typical of the sales effort used is the program which sells diamond needles with every high-fidelity player. Aber shows at least 30 in many price ranges in a 20 by 25-foot showroom at the rear of the main store. As soon as a customer buys any model, the salesperson removes the old needle and goes into a sales pitch on the diamond needle, emphasizing the fact that the customer is making a considerable investment in his phonograph, and that the needle should be in keeping for best sound reproduction. Using one of two microscopes along the sales counter to show why the diamond needle is worth its cost, comparing with metal needles, puts over the extra sale in 75 per cent of all high-fidelity player sales.

"We were fortunate in already being set up for merchandising diamond needles when the manufacturers cut the price from \$28 to \$40, to \$15 to \$22," Aber said. "We had already been selling a pleasant volume of the more expensive variety. When the price came down, we applied more and more selling effort, never missing an opportunity to sell a diamond needle. This led to setting up a quota of four per day, two at each store, and we have maintained that average ever since."

### Turn Beefs to Sales

Turning complaints into sales is an everyday occurrence at both stores. Whenever a customer complains of buzzes, hums and static in records or players, Aber's regards this as an opportunity to sell corrective accessories and does so enthusiastically. "Selling \$4 worth of accessories to a complainant usually changes him into a booster," Aber says happily. "Since the customer's experience

with these items usually proves that we were right all along."

An amazingly complete inventory of accessories is a must, Aber says. For example, he offers a wide choice of levelling and arm-balancing kits, newest wrinkle in better reproduction, and sold them them for months before any competitor in the area began stocking them. Some idea of the inventory policy may be had from the battery department, where Aber carries no less than 35 types of small batteries for portable radios, transistor radios, players, hearing aids, etc. He feels that a can-do reputation which builds confidence that the store can supply any accessory need, brings in customers from every direction. No dealer, not even in Denver, 22 miles away, carries anything like the stock of batteries which appears at Aber's, and his record accessory inventory is just as complete. In taped music, for example, there is a minimum of 200 numbers in stock at all times, and where blank tapes are concerned, Aber's stocks five lines, in sizes from 150-foot reels up to 1,800 and even 2,400-foot reels. There is little or no need for a "want book" here!

Aber sells around 15 per cent of the store's total volume in accessories, and believes that this percentage will increase during 1958.

"Anybody who owns a phonograph is an accessories prospect," he stressed, "whether it is a college student, a housewife or a plumber who enjoys music during his time off. We simply button-hole every possible prospect, play up the importance of accessories to good musical reproduction and keep it up until the customer buys."

## RECORDS WHOLESALE

1-STOP SERVICE!  
for Operators, Dealers and Rack Jobbers  
ALL LABELS  
1-Day Service • Free Title Strips

45's.. **60c**  
Most EP's...80c 78's...60 & 71c  
LP's... **91c \$2.47**  
**\$3.09 \$3.69**

C.O.D. or check with order, plus postage

## REDISCO

1221 West North Avenue  
Baltimore 17, Maryland  
MAdison 3-1518

## WMCA's HERB OSCAR ANDERSON

wishes the best success to  
**FRANKIE RECORDS**  
and a new star  
**JOHNNY JACKSON**  
singing  
**"HE WAS A GOOD MAN"**  
b/w  
**"HEY YOU"**

**FRANKIE RECORDS**  
Hartford—New York  
Addison Amor, Gen. Mgr.  
233 East 32 St., New York 16, N. Y.  
Dee Jays: Please call collect MU 6-1786

## • Reviews and Ratings of New Classical Albums

• Continued from page 26

competition. Recording work by Vox engineers is particularly good, giving a cool, spacious sound.

**CHOPIN CAMEOS (1-12)**—George Banham, Piano. Vox PL 10.370  
Little known pianist plays familiar Chopin in so-so style.

### SPOTLIGHT ON WINDS (2-12)

—Vox DL 312  
Fifty wind instruments, ancient and modern, are demonstrated via scales and excerpts. A valuable educational contribution, with fine text on reeds and their history. Last in Vox series which has examined strings, brass and percussion.

**FRENCH CHANSONS AND DANCES OF THE 16TH CENTURY (1-12)**—Pro Musica Antiqua of Brussels (Cape). Period SPL 738  
A fascinating set. Admittedly, the market for this highly specialized repertoire figures to be limited, but as an artistic entity, this is tops. There are 26 pieces in all, voiced for many instrumental and/or vocal combinations. Lutes, viols and recorders are featured along with a vocal quintet, some of whom shine in solo efforts. A dignified period piece painting adorns the cover and sets the tone of the set. Strong merchandise for a limited market.

**SYMPHONY ORCH. & CHORUS OF THE HESSIAN RADIO, Frankfurt (Szoek) (1-12)** Vox VX 21.600  
Here's a delightful coupling featuring highlights from two of Johann Strauss' best known operettas. They are performed stylishly by the Chorus and Orchestra of The Hessian Radio in Frankfurt, Germany, under the direction of Tibor Szoek, and the recording is excellent. With exposure this LP has a chance for good sales.

**STRAUSS: VIENNA DANCES**  
The Vienna State Opera Orch. (Paulik) (4-12) Vanguard VRS 1019-22  
A fine sampling of the marches, galops and polkas of the Strauss dynasty, father and three sons, plus 17 waltzes done with great flair. Eduard never achieved great popularity, but Josef ranks with Johann in such neglected gems as "Jockey" and "Village Swallows." Attractive package is worth the high price.

### SEMI-CLASSICAL ★

**FOR STRAUSS LOVERS ONLY**  
Otto Schulhof, Piano (1-12) Vanguard VRS 1005

Strauss waltzes played on piano only here by Otto Schulhof sound bare and colorless. Strauss fanciers perhaps will be interested but there are so many Strauss albums with orchestra available that it is doubtful.

### SEMI-CLASSICAL ★★★

**HIGHLIGHTS FROM DIE FLEDERMAUS & GYPSY BARON**



## GROWING BIGGER

**"I WON'T GO ON"**

MUDDY WATERS

Chess 1692

**"WAKE UP, BABY"**

SONNY BOY WILLIAMSON

Checker 894

**"YOU DON'T LOVE ME ANYMORE"**

THE PASTELS

Argo 5297

**"ANYTHING TO SAY YOU'RE MINE"**

LULU REED with Sonny Thompson

Argo 5298

## CHESS PRODUCING CORP.

2120 S. MICHIGAN

ALL PHONES: CALumet 5-2770

CHICAGO, ILL.

America's Newest



Selling the most complete line of  
**SINGLE, LP,  
EXTENDED PLAY**  
at Distributor-Wholesale Prices  
No Mark-up—  
No Extra Charges  
Free Title-Strip Service  
EP's, most labels 80c  
45's—60c  
LP's \$2.47, \$3.09, \$3.69

C.O.D. or check and post-  
age with order. Prices sub-  
ject to change without  
notice.



**C. C. RECORD CO.**  
Subsidiary of Shaffer Music Co.  
Seeburg Distributors  
849 North High St., Columbus 8, O.  
1889 Central Parkway, Cincinnati, O.

**"YOU'RE LIKE A BUTTERFLY"**  
A rock and Roll Hit!  
With a terrific West Coast start.  
Fast moving with a Tempo beat of  
a winner.  
Backed up with  
**"BLUE MOON KEEP ON SHINING"**  
By newcomer  
**CHUCK ROYAL & HIS SHARPSTERS**  
Contact nearest Distributor  
Now on **BLUE MOON RECORDS**  
Write or Phone  
**BLUE MOON RECORDS**  
2078 Monroe St., Santa Clara, Calif.  
Phone CHerry 3-7146  
or contact  
**GREYSTAR MUSIC PUBLICATIONS**  
1193 S. 6th St., San Jose, Calif.  
Phone CY 2-4604

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

**GET ON THE HIT PARADE!**  
Visit Our New Studio!  
**MASTER RECORDINGS**  
"THE BEST IN DEMOS"  
10th Floor—1697 Broadway  
New York 19, N. Y. Circle 5-9538  
A "STABLE" OF THE BEST ARTISTS  
TO PRODUCE THE MOST  
COMMERCIAL DEMONSTRATION RECORD

Reviews of New Pop Records

Continued from page 43

refers to a funky instrumental item in stroll tempo replete with jungle sounds, noise, chants, etc. Okay wax. Side was originally released on Cosmic Records. (Rodel, BMI)  
**Session....72**  
Driving instrumental efforts, also originally on Cosmic gets a wild ride from the Noc-A-Bouts. For the boxes. (Rodel, BMI)

**MARIE KNIGHT**  
**I Thought I Told You** .....72  
**Not to Tell Them** .....72  
**BATON 253**—Miss Knight does an old-fashioned shout performance that has touches of her earlier gospel style. Fair wax. (Dare & Wildcat, BMI)  
**September Song....72**  
Here's an emotional but fairly old-styled reading of the standard. Only moderate impact. (Crawford, ASCAP)

**JOHNNY O'KEEFE**  
**Real Wild Child** .....72  
**BRUNSWICK 55067**—A rockabilly, O'Keefe gives this a good driving rendition. The disk was recorded in Australia. Has touches of the Jerry Lee Lewis style. Has a chance if exposed. (Melody Lane for and on behalf of Nor-Va-Jak, BMI)  
**Shake Baby Shake....71**  
A wild and woolly stomper. O'Keefe really gets with this one and he and his echo pound thru the speaker. A lot of sound here and it's worth a chance. (Goday, BMI)

**RUSS MORGAN & EDDIE WILSER**  
**Greenwich Witch** .....72  
**DECCA 30615**—The pair indulge in a side of twin piano work on a honky-tonk kick. Backing is by a rhythm group. Merits juke plays. (Mills, ASCAP)  
**Coaxing the Piano....71**  
More two-piano showcasing on this side in the style of old time renditions of "Nola" and "Kitten on the Keys." Fair chances on boxes. (Mills, ASCAP)

**JOE LEAHY ORK**  
**Moonlight Bay** .....72  
**FELSTED 8518**—Leahy ork and chorus offer a soft shoe rhythm version of the oldie, with instrumental bridges that have an Oriental flavor. Pleasant side that could get spins. (Remick, ASCAP)  
**Alone in Barcelona....70**  
A more uptempo side but it's strictly a foxtrot with no Latin flavor as the title might imply. Pleasant instrumental wax. (Ama, ASCAP)

**JOHNNY EAGER**  
**Join Me, Baby** .....72  
**DESIGN 818**—Johnny Eager sings this snappy effort with a lot of drive helped by a pounding beat. (Mabo, BMI)  
**The Howl....70**  
This is reminiscent of the way the old Howlin' Wolf records used to start, with a howl. But after the opening howl not much happens. (Mabo, BMI)

**FRANKIE VAUGHAN**  
**Am I Wasting My Time on You....73**  
**EPIC 9273**—The English chanter turns in a very good reading on a listenable ballad helped by thrushes singing in the backing. Should get spins. (Leeds, ASCAP)  
**Judy....70**  
A sophisticated skiffle group type folk tune gets another good vocal from Frankie. Material is a bit complex for the teen-age market. (Mellin, BMI)

**EARL GRANT**  
**Kathy-O** .....71  
**DECCA 30640**—Tune is the title theme from the forthcoming flick. Grant on organ also warbles the pretty waltz with fem chorus support. Some coin possible. (Northern, ASCAP)

**OP' Man River....70**  
The selection is from the artist's album, "The Versatile Earl Grant." It's a medium-tempo go on the oldie featuring a vocal by Grant with organ and sax support. Good jockey side. (Harms, ASCAP)

**WENDY POWERS**  
**Auctioneer Lover** .....71  
**KEEN 2004**—An up-tempo novelty with a hiccuppy vocal by the chick. Bright country type strings lend support. Some potential. (Bel-Air, BMI)  
**Lucky Lucky Love....70**  
The artist's style is similar to Teresa Brewer's on this peppy medium-beater. Fair chances. (Bel-Air, BMI)

**EDDIE MOORE**  
**Peppermint Kisses** .....71  
**20TH FOX 101**—Rocker gets a relaxed reading from Moore, with smooth group and tenor sax support. Action possible. (Deistone, BMI)  
**Phone Chick....69**  
Moderate rocker about a chick who's "busy, busy, busy." Chanter can't conquer the repetitive sound. (Click, ASCAP)

**JENNIE SMITH**  
**Walkin' Neath the Moonlight** .....71  
**COLUMBIA 41171**—A gentle swinger with banjos and listenable whistling in the backing. Chorus supports the vocal stint by the thrush, who is making her first appearance on the label. (Dominion, BMI)  
**My First Mistake....69**  
Miss Smith delivers a slow rocka-ballad about a series of mistakes she made. Nice performance of routine material. (Dominion, BMI)

**DEAN STOREY**  
**Better You Should Whip-a Me** .....71  
**SURF 1521**—Rocker with country flavor gets a driving delivery by Story and the Dukes. (Music World, BMI)  
**Rind-a-Dang-Ding....69**  
Rhythm tune gets energetic reading from group. (Music World, BMI)

**EDDIE LAYTON**  
**Bright Lights of Brussels** .....71  
**MERCURY 71311**—Sprightly instrumental tribute to the Brussels World Fair offers jocks timely chatter angle. Tune is in "Poor People of Paris" groove, mood-wise. (Bourne, ASCAP)  
**Over the Waves....68**  
Organist Layton offers okay version of standard. Flip, tho, appears top side. (Pure, BMI)

**THE LOCKETTES**  
**You Don't Want Me** .....70  
**FLIP 334**—The chick group develops a certain hormonal sound with this

slow, plodding rockaballad. Has a churchy feel in the piano backing. Slim material. (Limax, BMI)  
**Puddin' Pie....70**  
A Latin-gaited medium rocker with the chicks imploringly asking "Puddin' Pie" to "love me." Group has a fair degree of talent which might show better with different material. (Limax, BMI)

**JAPE RICHARDSON**  
**A Teen-Age Moon** .....70  
**MERCURY 21312**—A good idea somehow is allowed to go astray here. Fair, soft-pedalled vocal by Richardson in a country styled vein. (Starrite, BMI)  
**Monkey Song....70**  
Richardson gets on a hiccuppy, rockabilly kick on this medium beat side. She made a monkey out of him, so now he wants to swing by his tail. Fair chances. (Starrite, BMI)

**DOREEN MICHAELS**  
**Ash-Tahm-Blah** .....70  
**BANNER 2002**—Novelty is a breath of the 1930's, with dual track added. Weak prospects. (Azure, BMI)  
**First We Forgive....69**  
Philosophic ballad gets so-so reading. (Azure, BMI)

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

**BOBBY CHANDLER & THE ESCORTS:** Winter Time/Junior Prom—OJ 1046  
**GUS COLLETTI:** It Happened Because of You/Lost Lover of Mine—Tin Pan Alley 209  
**MIKLOS GAFNI:** Oh, Maedchen, Oh, Maedchen/Tina—Rondo 1501  
**FIVE MASKS:** Polly Molly/Forever, and a Day—Jan 101  
**CARMEN LENARD:** Two Loves/Cindy—LeNard 1588  
**SONNY MARTIN:** Only You/Rockabye Baby—Felsted 8507  
**DON MORELAND:** The Man With the Shoe-String Tie/It's Indian Summer—Porta 1001  
**LIONEL NEWMAN ORK:** Two Butterflies/Eula—Roulette 4075  
**HEDI PRIEN SWINGSTERS & WILL FANTI ORK:** Splele Gultar/Sammy-Chica Mexica—Rondo 7031  
**JEAN WALLACE:** I Am Yours/Maracaibo Moon—Decca 30652

Polka

**FRANKIE YANKOVIC & HIS YANKS**  
**Robbie's Polka** .....75  
**COLUMBIA 41169**—Side has a fair amount of brightness on the polka, with accordion spotlighted. Moderate chances in its market. (Mills, ASCAP)  
**A Thing of Beauty....72**  
Rickey tick rhythm tune by the polka outfit with a fair vocal. Slim potential. (Melhedda, ASCAP)

VOX JOX

Continued from page 13

Mo., has joined WQAM, Miami, as emcee of that outlet's "To Forty" program from 4 to 7 p.m. Moore replaces Gene Weed, who is joining Uncle Sam.

**TEXAS:** Program director Herb Carl, KONO, San Antonio, is experimenting with a new system of scheduling jocks, which he describes thusly: "We swing two by two all day long. Every two hours another deejay takes over the board

with shifts divided up between four jocks from 5:30 a.m. thru 8 p.m. Each jock has at least a two-hour break between shows. The system," says Carl, "keeps the man on the board fresh and alert. Also our top records have been getting more plays during the day since the music stack gets turned over more often.

Don French and Doug China have left K TSA, San Antonio, to join KLIF, Dallas. . . . Curtis Short, Columbia Records, San Antonio rep, is doubling as a deejay with a Saturday morning show over KPOB, Pleasanton, Tex. Short is looking for a copy of "Requestfully Yours," which Vaughn Monroe cut on the Buebird label. He wants to use it as a theme. . . . Pat Tallman, has taken over the r.b. platter spot on KMAC, San Antonio, from 10 p.m. to midnight. . . . New spinner at KONO, San Antonio, is Paul Schaefer, who is heard from 8 p.m. to midnight. Schaefer is also a ventriloquist and will engage in some voice-tossing routines on his show.

YESTERYEAR'S TOPS—  
The nation's top tunes on records as reported in The Billboard

- MAY 8, 1948
1. Now Is the Hour
  2. Manana
  3. Nature Boy
  4. You Can't Be True, Dear
  5. Toolie Oolie Doolie (The Yodel Polka)
  6. Sabre Dance
  7. Baby Face
  8. The Dickey-Bird Song
  9. Little White Lies
  10. I'm Looking Over a Four Leaf Clover

- MAY 9, 1953
1. Doggie in the Window
  2. Song From Moulin Rouge
  3. I Believe
  4. Pretend
  5. April in Portugal
  6. Your Cheatin' Heart
  7. Till I Waltz Again With You
  8. Seven Lonely Days
  9. Tell Me a Story
  10. Ruby

**Sacred**  
**VIC BELLAMY**  
**Your Father** .....71  
**BEL-KAY 601**—A sacred tune, with a hymn-type quality receives a sincere rendition from Bellamy, helped by a large chorus. (Annis House, BMI)  
**Belle Me, You Better Believe....69**  
This gospel effort is sung with enthusiasm by the chanter, supported by a vocal group, but it's weak for the market. (Annis House, BMI)

**JOBBERS**  
**AHA LABEL**  
Instrumental and Vocal American Harmony Artist  
**I SEND MY LOVE**  
b/w  
**LOVE ME NOW**  
45's, Orch. and Sheet Music, 45¢-50¢-30¢-30¢; 10,000-100,000 lot. Order now.  
**AMERICAN HARMONY ARTIST**  
P. O. Box 415 Omaha 1, Nebraska  
East & West Coast Pressing Co.'s  
Full Piano Copy Welcome.

Another "Silhouettes"  
**"RAGS TO RICHES"**  
The Rays  
Cameo 133  
**C.A.M.E. RECORDS**

But Definitely!  
The Original  
**CASUALS**  
**JU-JUDY**  
b/w  
**DON'T PASS ME BY**  
Back Beat 510  
**BACK BEAT RECORDS**  
2809 Erastus St., Houston 26, Texas

**BILLBOARD PICKS**  
**FATS DOMINO**  
**SICK AND TIRED**  
NO, NO  
#5515  
**Imperial Records**  
6425 Hollywood Blvd Hollywood 78, Calif.

**COOK'S COOKIN'!**  
with . . .  
**"ALL OF MY LIFE"**  
Keen #32005  
**KEEN RECORDS**  
8715 W. 3rd St., Los Angeles 48, Calif.

**WANTED!**  
Additional Record Labels for Hawaiian Islands.  
Write  
**TERRITORIAL RECORD DIST.**  
1224 Koko Head Ave.  
Honolulu 16, T.H.

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

**MONEY-SAVING SUBSCRIPTION ORDER**  
Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.  
 Payment enclosed  Bill me 904  
Name \_\_\_\_\_  
Occupation or Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.



This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

C&W RECORDS

JOHNNIE & JACK

I've Seen This Movie Before (Cedarwood, BMI) Yeah (Cedarwood, BMI)—RCA Victor 7246—The duo is still scoring with "Stop the World," and these two sides should help them stay on top. "I've Seen" is a country ballad that tells of a cat who's played the "same" love scene before. "Yeah" is an instrumental somewhat on the "Tequilla" kick with the boys shouting "Yeah" thruout the side.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING MAY 3

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

Birmingham

- 1. All I Have to Do Is Dream Everly Brothers, Cdc.
2. Wear My Ring Around Your Neck Elvis Presley, Vic.
3. Stairway of Love, Marty Robbins, Col.
4. Send Me the Pillow You Dream On Hank Locklin, Vic.

Dallas-Fort Worth

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. Stairway of Love, Marty Robbins, Col.
3. Ballad of a Teenage Queen Johnny Cash, Sun
4. Stop the World, Johnnie and Jack, Vic.
5. All I Have to Do Is Dream Everly Brothers, Cdc.
6. Is It Wrong? Warner Mack, Dec.
7. Claudette, Everly Brothers, Cdc.
8. I Can't Stop Loving You Don Gibson, Vic.
9. Wear My Ring Around Your Neck Elvis Presley, Vic.
10. Don't, Elvis Presley, Vic.

Houston

- 1. Stairway of Love, Marty Robbins, Col.
2. All I Have to Do Is Dream Everly Brothers, Cdc.
3. What Makes a Man Wander? Jimmie Skinner, Mer.
4. Oh, Lonesome Me, Don Gibson, Vic.
5. Wear My Ring Around Your Neck Elvis Presley, Vic.
6. Color of the Blues, George Jones, Mer.
7. It's a Little More Like Heaven Hank Locklin, Vic.

Memphis

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. Send Me the Pillow You Dream On Hank Locklin, Vic.
3. All I Have to Do Is Dream Everly Brothers, Cdc.
4. Color of the Blues, George Jones, Mer.

- 5. Stairway of Love, Marty Robbins, Col.
6. What Makes a Man Wander? Jimmie Skinner, Mer.

Nashville

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. All I Have to Do Is Dream Everly Brothers, Cdc.
3. Send Me the Pillow You Dream On Hank Locklin, Vic.
4. Wear My Ring Around Your Neck Elvis Presley, Vic.
5. Just Married, Marty Robbins, Col.
6. Curtain in the Window, Ray Price, Col.
7. What Makes a Man Wander? Jimmie Skinner, Mer.
8. It's a Little More Like Heaven Hank Locklin, Vic.
9. Stairway of Love, Marty Robbins, Col.
10. Crying Over You, Webb Pierce, Dec.

New Orleans

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. Ballad of a Teenage Queen Johnny Cash, Sun
3. Wear My Ring Around Your Neck Elvis Presley, Vic.
4. Stairway of Love, Marty Robbins, Col.
5. Your Name Is Beautiful, Carl Smith, Col.
6. Crying Over You, Webb Pierce, Dec.
7. Whispering Rain, Hank Snow, Vic.
8. Geisha Girl, Hank Locklin, Vic.
9. Send Me the Pillow You Dream On Hank Locklin, Vic.
10. She's No Angel, Kitty Wells, Dec.

St. Louis

- 1. Oh, Lonesome Me, Don Gibson, Vic.
2. All I Have to Do Is Dream Everly Brothers, Cdc.
3. Just Married, Marty Robbins, Col.
4. Breathless, Jerry Lee Lewis, Sun
5. Wear My Ring Around Your Neck Elvis Presley, Vic.
6. Ballad of a Teenage Queen Johnny Cash, Sun

FOLK TALENT & TUNES

Continued from page 13

seen on all of the 28 Armed Forces television stations around the world. . . . June Webb, vocalist with the Roy Acuff unit, is the newest addition to Hickory Records, with her initial release spotting the Hank Williams tune, "I'm So Lonesome I Could Cry." Flipside is "Love."

Webb Pierce headlines Saturday's (17) show on "Louisiana Hayride," Shreveport. He was on hand for the annual Pine Tree Festival, May 2, and the "Peach State Jamboree," May 3, in Swainsboro, Ga. Johnnie Bailes was on the committee to arrange for the big show and square dance on the Court-house Square in Swainsboro. . . . A new c&w. show, "Grand Ole Jamboree," is being promoted each Wednesday night in Woodstown, N. J., by Norman Kingsley. Unit is using area talent, including Hank Smith, Eddie Rogers, Ray Martin, the Western Aces, and Jan Walters.

Johnny Montana, Ginny Shannon and Neil Bland recently recorded four sides, one of which, "I'm Shook," has already been covered by the Tyrones on Decca. The group, known as the Young 'Uns, has been at the Golden Moon, Mount Holly, N. J., the last two years. Jack Howard, Montana's promotion man, was in New York last week dickering to pitch the four

new masters just cut to a record company. . . . Bill Clifton took his Dixie Mountain Boys into the Armory, Newburgh, N. Y., Saturday (10), then into Newark, N. J., Sunday (11) for two shows at the Terrace Ballroom. The shows were booked by Don Larkin, of WAAT, Newark, Clifton's newest Mercury disk making the rounds couples "Blue Ridge Mountain Blues" and "Are You Alone?" Deejays may obtain a copy by writing to Bill at 3 University Circle, Charlottesville, Va.

Itinerary on the Blackwood Brothers Quartet stacks up as follows: Wichita, Kan., May 14; Springfield, Mo., 15; Oklahoma City, 16; Little Rock, Ark., 17; Fulton, Ky., 27; Mascoutah, Ill., 29; Kingsport, Tenn., 30, and Asheville, N. C., 31. . . . Dave Dudley, new Starday recording artist, has as his initial release on that label "Cry Baby" b/w "Careless Fool." Dave is appearing at the Flame Cafe, Minneapolis, while doubling on deejay chores on KEVE, that city. . . . Ardis Wells and the Rhythm Ranch Pals are featured nightly at Brady's in Minneapolis. With her as a regular member of her No. 1 unit is the cracker-jack steel guitarist, Bennie Heilman.

The Santa Fe Rangers, country music unit comprising Mel Price and band, comic (Continued on page 48)

Reviews of New C&W Records

WARNER MACK

Your Fool . . . 78 DECCA 30645—The talented chanter offers an appealing, medium-beat country ballad on a traditional romantic theme. Entry could move. Some pop potential as well. (Old Charter, BMI) Lonesome for You Now . . . 75 Neat rendition of an older styled country ballad that could stir action in the more solid rural marts. (Copar, BMI)

BOBBY SYKES

Touch of Loving . . . 76 DECCA 30573—Deep-voiced vocal by the artist on a bright gospel-sounding theme. With a shove, this might catch on. (Cedarwood, BMI) Got Some Bad News . . . 76 Pretty ballad is warmly chanted by artist. Piano and guitar support is good. Chorus hums softly in support. Possible pop coin also. (Forrest, BMI)

SLIM WHITMAN

Candy Kisses . . . 76 IMPERIAL 8317—The George Morgan tune is sung with a lilt by the country artist, backed attractively by the band. Good side here by Whitman that has a chance for some coin. (Hill & Range, BMI) Tormented . . . 75 Attractive ballad is sung in warm fashion by the warbler, backed with a beat and guitars on this new release. Whitman fans will enjoy it and it should get spins. (Post, ASCAP)

BARBARA ALLEN

From Midnight Till Dawn . . . 76 DECCA 30598—A slow c.&w. blues. Good sound by the thrush. Good possibilities in c.&w. marts. (Copar, BMI) Sweet Willie . . . 74 Rockabilly blues is belted to good effect by the chick. Piano and guitar backing is in a poppish vein. (Coaxial, BMI)

JUNE WEBB

I'm So Lonesome I Could Cry . . . 76 HICKORY 1079—Williams tune, recently cut by Margaret Whiting, gets a good, old-fashioned country rendition here by the thrush. Lots of feeling here and it could get spins in deep rural areas. (Acuff-Rose, BMI) Love . . . 74 Miss Webb has a good, authentic, tearful quality in this weeper. Pleasant traditional wax, nicely handled. (Tree, BMI)

THE KIDS FROM TEXAS

Long Legged Linda . . . 75 HANOVER 4500—The Tex-Mex type group generates a frantic blues sound on this debut for the label. Good wild shouted rockabilly material with down to earth jamming support. This could catch spins. (Peer, BMI) I'm So Lonely . . . 72 Slow, bleeding rockaballad. Plenty of tears shed on this one but the flip appears stronger. (Vision, BMI)

TOMMY AND JOHNNY

I'll Go On . . . 74 ROBBINS 1004—Tommy and Johnny team up for an old fashioned country reading of an up-tempo effort about a lost love who is now married to another. Fiddles back up the boys' vocal. (Be-Are, BMI) Hidden Emotions . . . 74 Weeper about a love that must be concealed is sung with the proper emotional intensity by the pair. They handle both songs with feeling. For country jocks. (Be-Are, BMI)

BILL THOMAS

The Sputnik Story . . . 72 CULLMAN 6402—He's up there sailing around in space, sings Bill Thomas on this attractive and interesting country waxing. It's the tale of the first human in space. (Gaylord, BMI) Shakedown . . . 68 Cullman comes thru with an okay reading of a nice country novelty over good backing by a driving combo (Gaylord, BMI)

CHUCK LEE

'Cause I Love You . . . 71 TNT 151—"I don't own the mountains or the sea" sings Lee, he's rich anyway because he has his love. Pretty tune sung well. (TNT, BMI) Listen to the Wind . . . 70 Chuck Lee warbles this country effort pleasantly for okay results. (TNT, BMI)

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

- DUSTY CROSWHITE & THE KINFOLK: I'll Take Back That Heartache/Baby, Let's Crawl—Emperor 113
CHARLES DORLAC: Super Duper Sue/Prison Wall—Key Note 1204
CURLEY REEVES: Yep! It Must Be Love/Apple Blossom Time Along the Opecon—State Calla 1170
ROYALAIRS COMBO WITH BOB TRAVIS: Starlight Up in Heaven/Hey Ho Hey Ho Ho Baby, Baby—Almata 101

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING MAY 3 RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 20 C&W records including 'OH, LONESOME ME', 'I CAN'T STOP LOVING YOU', 'STAIRWAY OF LOVE', etc.

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING MAY 3 SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists most played C&W records by jockeys, including 'OH, LONESOME ME', 'JUST MARRIED', 'BALLAD OF A TEENAGE QUEEN', etc.

Advertisement for Roy Acuff's record 'ONCE MORE' on Hickory 1073. Text: 'NOW ON HICKORY! Roy Acuff "ONCE MORE" Hickory 1073 If It's Country Music It's Bound To Be Good!

Advertisement for Freddie Hart's record 'I WON'T BE HOME TONIGHT' on Vidor Publications. Text: 'I WON'T BE HOME TONIGHT FREDDIE HART COL 241144 VIDOR PUBLICATIONS 5927 Sunset Blvd., Hollywood, Calif.'

### R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING MAY 3

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Top	Last Week	Chart
1. TWILIGHT TIME (BMI)—Platters	1	5	
Out of My Mind (BMI)—Mercury 71289			
2. WITCH DOCTOR (ASCAP)—David Seville	2	4	
Don't Whistle at Me, Baby (ASCAP)—Liberty 55132			
3. ALL I HAVE TO DO IS DREAM (BMI)—Everly Brothers	3	3	
Claudette (BMI)—Cadence 1348			
4. LOOKING BACK (BMI)—Nat King Cole	6	4	
Do I Like It (BMI)—Cap 3939			
5. BOOK OF LOVE (BMI)—Monotones	4	6	
You Never Loved Me (BMI)—Argo 5290			
6. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London	5	6	
Handed Down (ASCAP)—Cap 3891			
7. WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley	8	4	
Doncha' Think It's Time (ASCAP)—Vic 7240			
8. JOHNNY B. GOODE (BMI)—Chuck Berry	13	2	
Around and Around (BMI)—Chess 1691			
9. WHAT AM I LIVING FOR? (BMI)—Chuck Willis	16	2	
HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 1179			
10. TEQUILA (BMI)—The Champs	7	11	
Train to Nowhere (BMI)—Challenge 1016			
11. TALK TO ME, TALK TO ME (BMI)—Little Willie John	10	5	
Spasm (BMI)—King 5108			
12. DON'T YOU JUST KNOW IT? (BMI)—Huey Smith	9	7	
High Blood Pressure (BMI)—Ace 545			
13. FOR YOUR LOVE (BMI)—Ed Townsend	14	3	
Over and Over Again (BMI)—Cap 3926			
14. TO BE LOVED (BMI)—Jackie Wilson	11	4	
Come Back to Me (BMI)—Brunswick 55052			
15. BELIEVE WHAT YOU SAY (BMI)—Ricky Nelson	15	4	
MY BUCKET'S GOT A HOLE IN IT (ASCAP)—Imperial 5503			
16. LOLLIPOP (BMI)—Chordettes	12	9	
Baby, Come-A Back-A (ASCAP)—Cadence 1345			
17. WHO'S SORRY NOW? (ASCAP)—Connie Francis	17	8	
You Were Only Fooling (ASCAP)—M-G-M 12588			
18. WE BELONG TOGETHER (BMI)—Robert and Johnny	19	2	
In the Rain (BMI)—Old Town 1047			
19. EVERY NIGHT (BMI)—Chantels	20	4	
Whoever You Are (BMI)—End 1050			
20. CHANSON D'AMOUR (ASCAP)—Art and Dotty Todd		1	
Along the Trail With You (ASCAP)—Era 1064			

### Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING MAY 3

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

This Week	Weeks on Chart	Last Week	Chart
1. WEAR MY RING AROUND YOUR NECK—Elvis Presley	1	3	
Vic 7240—BMI			
2. TWILIGHT TIME—Platters	2	4	
Mer 71289—BMI			
3. HE'S GOT THE WHOLE WORLD IN HIS HANDS—Laurie London	14	4	
Cap 3891—ASCAP			
4. LOOKING BACK—Nat King Cole	6	4	
Cap 3939—BMI			
5. JOHNNY B. GOODE—Chuck Berry		1	
Chess 1691—BMI			
6. WHAT AM I LIVING FOR?—Chuck Willis	12	2	
Atlantic 1179—BMI			
7. WITCH DOCTOR—David Seville	13	4	
Liberty 55132—ASCAP			
8. BOOK OF LOVE—Monotones	4	4	
Argo 5290—BMI			
9. TEQUILA—The Champs	3	10	
Challenge 1916—BMI			
10. DONCHA THINK IT'S TIME?—Elvis Presley		1	
Vic 7240—BMI			
11. DON'T YOU JUST KNOW IT?—Huey Smith	8	6	
Ace 545—BMI			
12. TO BE LOVED—Jackie Wilson	9	3	
Brunswick 55052—BMI			
13. HAVE FAITH—Gene Allison	11	4	
Vee Jay 273—BMI			
14. TALK TO ME, TALK TO ME—Little Willie John	5	3	
King 5108—BMI			
15. LOLLIPOP—Chordettes	15	6	
Cadence 1345—BMI			

### MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed  Bill me 912

Name \_\_\_\_\_

Occupation or Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

### R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING MAY 3

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

#### Atlanta

- All I Have to Do Is Dream Everly Brothers, Cdc.
- Witch Doctor, David Seville, Lib.
- Twilight Time, Platters, Mer.
- What Am I Living For Chuck Willis, Atl.
- Looking Back, Nat King Cole, Cap.
- Johnny B. Goode, Chuck Berry, Chs.
- Hang Up My Rock and Roll Shoes Chuck Willis, Atl.
- To Be Loved, Jackie Wilson, Brk.
- For Your Love, Ed Townsend, Cap.
- Wear My Ring Around Your Neck Elvis Presley, Vic.

#### Charlotte

- He's Got the Whole World in His Hands Laurie London, Cap.
- Twilight Time, Platters, Mer.
- Witch Doctor, David Seville, Lib.
- Book of Love, Monotones, Argo
- Looking Back, Nat King Cole, Cap.
- All I Have to Do Is Dream Everly Brothers, Cdc.
- Don't You Just Know It? Huey Smith, Ace
- Tequila, Champs, Chal.
- Johnny B. Goode, Chuck Berry, Chs.
- To Be Loved, Jackie Wilson, Brk.

#### Chicago

- Twilight Time, Platters, Mer.
- All I Have to Do Is Dream Everly Brothers, Cdc.
- Witch Doctor, David Seville, Lib.
- Book of Love, Monotones, Argo
- Wear My Ring Around Your Neck Elvis Presley, Vic.
- Looking Back, Nat King Cole, Cap.
- Johnny B. Goode, Chuck Berry, Chs.
- Talk to Me, Talk to Me Little Willie John, King
- He's Got the Whole World in His Hands Laurie London, Cap.
- Rumble, Link Wray, Cdc.

#### Cincinnati

- Talk to Me, Talk to Me Little Willie John, King
- For Your Love, Ed Townsend, Cap.
- Crazy Feeling, Roy Hamilton, Epic
- Looking Back, Nat King Cole, Cap.
- What Am I Living For? Chuck Willis, Atl.

#### Detroit

- All I Have to Do Is Dream Everly Brothers, Cdc.
- Witch Doctor, David Seville, Lib.
- Looking Back, Nat King Cole, Cap.
- Twilight Time, Platters, Mer.
- Johnny B. Goode, Chuck Berry, Chs.
- Wear My Ring Around Your Neck Elvis Presley, Vic.
- Book of Love, Monotones, Argo
- Chanson D'Amour, Art & Dotty Todd, Era
- He's Got the Whole World in His Hands Laurie London, Cap.
- For Your Love, Ed Townsend, Cap.

#### Los Angeles

- Looking Back, Nat King Cole, Cap.
- Twilight Time, Platters, Mer.
- All I Have to Do Is Dream Everly Brothers, Cdc.
- Book of Love, Monotones, Argo
- Witch Doctor, David Seville, Lib.
- For Your Love, Ed Townsend, Cap.
- He's Got the Whole World in His Hands Laurie London, Cap.
- We Belong Together Robert & Johnny, Old Town
- Wear My Ring Around Your Neck Elvis Presley, Vic.
- Talk to Me, Talk to Me Little Willie John, King

#### New Orleans

- What Am I Living For? Chuck Willis, Atl.
- Twilight Time, Platters, Mer.
- Looking Back, Nat King Cole, Cap.
- Wear My Ring Around Your Neck Elvis Presley, Vic.
- Witch Doctor, David Seville, Lib.
- To Be Loved, Jackie Wilson, Brk.
- He's Got the Whole World in His Hands Laurie London, Cap.
- Talk to Me, Talk to Me Little Willie John, King
- Johnny B. Goode, Chuck Berry, Chs.
- Tequila, Champs, Chal.

#### New York

- Twilight Time, Platters, Mer.
- Witch Doctor, David Seville, Lib.
- All I Have to Do Is Dream Everly Brothers, Cdc.
- Book of Love, Monotones, Argo
- Tequila, Champs, Chal.
- Talk to Me, Talk to Me Little Willie John, King
- He's Got the Whole World in His Hands Laurie London, Cap.
- For Your Love, Ed Townsend, Cap.
- Looking Back, Nat King Cole, Cap.
- Wear My Ring Around Your Neck Elvis Presley, Vic.

#### Philadelphia

- Looking Back, Nat King Cole, Cap.
- What Am I Living For? Chuck Willis, Atl.
- Twilight Time, Platters, Mer.
- Witch Doctor, David Seville, Lib.
- He's Got the Whole World in His Hands Laurie London, Cap.
- Book of Love, Monotones, Argo
- Don't You Just Know It? Huey Smith, Ace

### This Week's R&B Best Buys

DO YOU WANT TO DANCE (Clockus, BMI)—Bobby Freeman—Josie 835—This is a strong item. All of the top marts report heavy action. It's also collecting plenty of pop loot. Flip is "Big Fat Woman" (Clockus, BMI). A previous Billboard Spotlight pick.

### Review Spotlight on . . . R&B RECORDS

NO SELECTIONS THIS WEEK.

### Reviews of New R&B Records

**EARL WADE**  
I Dig Rock 'n Roll . . . 76  
SWAN 4008—Rocker blues is belted nicely by the lad. He uses a Little Richard approach in telling of his love for rock and roll. This could step out. (Dee Dee, BMI)  
Let Me Miss You . . . 74  
The cat sounds even more like Little Richard on this rocker. Bright ork support is effective. It can move. (Request, BMI)

**JOHN LEE**  
Rhythm Rockin' Boogie . . . 75  
J. O. B. 114—A driving blues effort receives a strong reading from the chanter as he tells how he's gonna boogie all night long. Could get some box coin in the South. (Lawn, BMI)  
Knockin' on Lula Mae's Door . . . 73  
Southern blues with a walkin' beat is sung with feeling by Lee, as he explains that he's thru with Lula Mae. (Lawn, BMI)

**EARL BOSTIC ORK**  
John's Idea . . . 75  
KING 5133—A lot happens in this driving uptempo item, with Bostic building the sound nicely. Action possible. (Bregman, Vocco & Conn, ASCAP)  
Woodchopper's Ball . . . 72  
Instrumental oldie gets good solo work from vibes, guitar and tenor. (Leeds, ASCAP)

**DOYLE WILSON**  
You're the One for Me . . . 74  
LAMP 2015—Uptempo item gets a strong, driving performance from Wilson and group. Could earn coin if exposed. (Aladdin, BMI)  
Hey-hey . . . 71  
Wilson gives his own rocker a rhythmic reading. (Aladdin, BMI)

**JIMMY SIMMS**  
Mystery of Love . . . 73  
LAMP 2017—Rocker with a Latin beat boasts strong job by singer. Action possible if side is exposed. (Aladdin, BMI)  
Nobody But You . . . 71  
Simms delivers his own rockaballad in so-so fashion. (Aladdin, BMI)

**SONNY AND JAYCEE**  
You Keep Doggin' Me . . . 73  
EMBER 1034—This is a gutbucket rocker presented vigorously by the pair. Moderate potential in r.&b. marts. (Angel, BMI)  
Mister Froggie . . . 71  
An adaptation of the folk song. The duo render it against cheerful harmonica and guitar backing. Moderate appeal. (Angel, BMI)

**JAY HOLIDAY & THE GIANTS**  
The Stalk . . . 72  
CMI 1001—A slow, low-down swampy sound on this bluesy instrumental by the Giants. Has a walking rhythm and could get some spins on jukes. (Norad, BMI)  
I'm Gonna Be a Wheel Someday . . . 68  
Holiday shouts out a fair vocal on this tune which has to do with what he's going to be when he grows up. Good beat. (Travis, BMI)

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

THE GUYTONES: Young Dreamer/Baby, I Don't Care—Deluxe 6163

THE INSPIRATIONS: Don't Cry/Indian Jane—Lamp 2019

## ON THE BEAT

Continued from page 13

chances of their next record. One of the chief problems is that there is a great dearth of media where new talent can break in an act. Theaters that feature any type of live talent or vaudeville are few and far between. Even night clubs are not what they once were. TV guest shots have become the prime visual medium for disk acts, once they've acquired the hit, and a single three-minute shot is not enough to build the performer.

Nor does the touring rock and roll show, which packs up to a

dozen name disk acts, offer much more opportunity to develop an act. With a 5 to 10-minute turn on each performance, during which the one or two hits identified with the artist are performed, there is hardly a chance to become professional. And anybody who has seen the parade of vocal groups on the normal touring shows, with their highly simplified foot and arm movements worked at an oblique angle to the audience, will agree that performing polish in talent today is highly lacking.

In England, the theater chain is still an important exposure medium. It's unfortunate that due to the lack of proper training grounds here, American acts often cannot make the grade in this field of overseas variety work. It would appear that there's a great opportunity for choreographers, act-writers and staggers to increase their own business and help a lot of record artist who badly need a bit of professional showmanship to help avoid the oblivion which so often can result

(Continued on page 48)

**St. Louis**  
1. Looking Back, Nat King Cole, Cap.  
2. Twilight Time, Platters, Mer.  
3. Johnny B. Goode, Chuck Berry, Chs.  
4. Book of Love, Monotones, Argo  
5. All I Have to Do Is Dream Everly Brothers, Cdc.

**Washington, D. C.**  
1. Looking Back, Nat King Cole, Cap.  
2. All I Have to Do Is Dream Everly Brothers, Cdc.  
3. Witch Doctor, David Seville, Lib.  
4. Johnny B. Goode, Chuck Berry, Chs.  
5. Wear My Ring Around Your Neck Elvis Presley, Vic.

**St. Louis**  
1. Looking Back, Nat King Cole, Cap.  
2. Twilight Time, Platters, Mer.  
3. Johnny B. Goode, Chuck Berry, Chs.  
4. Book of Love, Monotones, Argo  
5. All I Have to Do Is Dream Everly Brothers, Cdc.  
6. He's Got the Whole World in His Hands Laurie London, Cap.  
7. Talk to Me, Talk to Me Little Willie John, King  
8. To Be Loved, Jackie Wilson, Brk.  
9. What Am I Living For? Chuck Willis, Atl.  
10. You, Aquatones, Fargo

**Washington, D. C.**  
1. Looking Back, Nat King Cole, Cap.  
2. All I Have to Do Is Dream Everly Brothers, Cdc.  
3. Witch Doctor, David Seville, Lib.  
4. Johnny B. Goode, Chuck Berry, Chs.  
5. Wear My Ring Around Your Neck Elvis Presley, Vic.  
6. Talk to Me, Talk to Me Little Willie John, King  
7. What Am I Living For? Chuck Willis, Atl.  
8. He's Got the Whole World in His Hands Laurie London, Cap.  
9. To Be Loved, Jackie Wilson, Brk.  
10. Hang Up My Rock and Roll Shoes Chuck Willis, Atl.

LET'S PLAY PEEK-A-BOO WITH THIS ONE "BABY WHAT AM I GONNA DO" b/w "SAY YOU LOVE ME" SMOKEY ARMEN and the SCHOONERS CP-102 DISTRIBUTORS: CHOICE TERRITORIES STILL OPEN D.J.'S WRITE FOR FREE COPY PEEK-A-BOO-RECORDS 13 Highland Ave., Newark 4, N. J. Essex 4-5303

# FOLK TALENT & TUNES

• Continued from page 46

Bob (Luke) Jones and thrush Barbara Shirley, were among the acts which played for the recent opening of Sunset Park, West Grove, Pa. Price recently opened his own record and music shop in Easton, Md., and is doing his daily WIPA broadcasts, both deejay and with his band, from the store. . . . Rocky Star, who headlines the "All-Star Barn Dance Revue," aired from the studios of WCAZ, Carthage, Ill., has augmented the talent line-up in preparation for the outdoor fairs and celebration bookings. Rocky is backed by his own combo, the Dude Ranchers, six-piece Western swing unit. Recently added to his revue unit were vocalists Skip Lahner, Wesley Miller, Lenora Crider and Donnaphae Peters. The show is the only live broadcast of country music in the area.

Marty Roberts makes his third guest appearance in four months on "Country Music Jubilee" from Springfield, Mo., Saturday (17). . . . Jimmie Helms has cut his first platter as a vocalist on Atlantic Records' new subsidiary label, East-West. Coupled on the releases are "It Was Ours" and "Senior Class Ring," both from Jimmie's own pen. Deejays who were missed may obtain a copy by writing to publisher Kenny Marlow at 420-A Broadway, Nashville. Helm's tune, "Intermission," has been waxed for Apollo Records by Jimmie Lee.

Hillbilly Park, Newark, O., operated the last 12 years by the late Eddie Ruton, will continue operation under the direction of Eddie's widow, Millie. The same policy as in the past will prevail. Season got under way May 11 with Helen and Billy Scott, of WLW's "Midwestern Hayride;" WHOK's Cousin Roy and His Rockin' Rangers, Dot recording artist Jimmie John, Crazy Gracie, Winnie Mae and the Park Larks, the dancing Collins Sisters, and the Drifting Pioneers. The May 18 show will highlight Lazy Jim Day; Skeeter Bonn and his pickin' and singin' boys,

of WWVA; Jimmie John, and others.

Among c.&w. artists and tradespeople who have signified their intention of being present for the opening of the season at Verona Lake Ranch, Verona, Ky., May 18, are George Jones (Mercury), the Stanley Brothers (Mercury), Ray Lunsford (Mercury), Skeeter Davis (RCA Victor), Connie Hall (Mercury), Jimmie Lloyd (Roulette), Donnie Bowser (Fraternity); Don Pierce, president of Mercury-Star-day; Tom Perryman, Nashville booker; Harry Silverstein, Decca promotion man; Tommy Sutton, WPFB, Middletown, O., and Willie Thall and Ken Smith, of WKRC-TV, Cincinnati. The spot is this season being booked by Lou Epstein and Jimmie Skinner, of the Jimmie Skinner Music Center, Cincinnati.

Floyce Austin, who formerly worked with his brother Royce as the Austin Brothers on KOVR-TV's "California Hayride," laments their inability to line up with a record label. "We have been playing country and western music for several years," writes Floyce. "Recently we decided to try to get on a good label. We have tried all the majors and some of the small ones in Hollywood and we can't get past the secretary at the front door. It may seem as tho I am boasting, but we are as good as the Everly Brothers or the Wilburn Brothers. Didn't realize it was so difficult to get on a big label. Makes one wonder if it is worth it. Would it be possible to mention our plight in your column? We write all our own material." Line forms to the right. Address of the Austins is P. O. Box 2543, Sepulveda, Calif.

The Miller Brothers' Band claims a new sound for its new EP just out on the Four-Star label. The EP features a pair of instrumentals and two vocals, the latter handled by Paul Wayne. Deejays may obtain a sample by writing to the band at 1540 Hanover Street, Wichita Falls, Tex.

The "Louisiana Hayride" contingent, comprising George Jones, Johnny Horton, Jimmy Martin and the Sunny Mountain Boys, Carl Belew, Johnny Mathis, Tony Douglas, Linda Brannon, Jerry Kennedy, the Four B's, Mallie Ann and Martha Lynn, showed its wares at College Auditorium, Texarkana, Tex., Saturday, May 3. Walt Richardson, of KOSY, Texarkana, was also on deck for the affair.

### With the Jockeys

Russell Sims, who for the last four years operated the Sims Record Company and R&R Publishing Company in Hollywood, is now spinning country platters on an early-morning program over Station KPOK, Scottsdale, Ariz. He plans to resume his record and publishing business soon from new headquarters in Phoenix, Ariz. . . . Gilbert L. Carney, who conducts the c.&w. show, "Hometown Frolics," on WPME, Punxsutawney, Pa., infos that the station has a poor record system and

that he's badly in need of spinning wax from all the labels.

Jesse Pate and Don Hopson, deejays at KTAN, all-country station in Sherman, Tex., recently had a long-distance beeper phone conversation on the air with Irene Williams Smith, sister of the late Hank Williams, to promote "We Live in Two Different Worlds," a revival of one of Hank's all-time greats. . . . Arleigh E. Duff, until recently in Colorado Springs, Colo., has shifted activity to Station KZIP, Amarillo, Tex., where he's doing three hours of country music daily. If record firms and artist will keep wax coming his way, he'll play it, says Duff.

Walter Bailes reports from XERF, Del Rio, Tex., that the station's power hike to 250,000 watts is slated to go into effect in 30 days. Bailes' show on XERF runs from 5:30-10 p.m. daily, with Paul Kallinger doing the whirling from 11 p.m.-3 a.m. "Since the station features much gospel stuff, we are in great need of country-style gospel records," type-writes Bailes.

The Philip Morris Derby Festival show played to some 15,000 at Freedom Hall on the State Fairgrounds, Louisville, April 29. Headliners were Ray Price, George Morgan and Gene Sullivan. Bill also included Jerry Vale, Jerri Adams and John D. Loudermilk. Handling the emcee chores were Beecher Frank (WAVE), Paul Cowley, Red Kirk, Tommy Downs (WKLO), Randy Atcher (WHAS), Dean Griffin (WKYW) and Carl Shook (WGRC). "Cornbread," Shook's show heard Monday thru Friday, noon to 3 p.m., originated from the Seelbach Hotel Tuesday (28) at a luncheon to welcome the stars. Interviews included all the headliners plus Kentucky Derby officials. They also included a chat with the Derby Festival Queen, 19-year-old Pat Travis, daughter of Merle Travis.

### Number of Releases This Week

Labels	Pop	R&B	C&W
ABC-PARAMOUNT	1	—	—
ALADDIN	1	—	—
ALMATA	—	—	1
ANDEX	1	—	—
ARGO	1	—	—
ATLANTIC	1	—	—
BANNER	1	—	—
BRUNSWICK	2	—	—
CABOT	1	—	—
CAMEO	2	—	—
CLASS	1	—	—
CMI	—	1	—
COLUMBIA	1	—	—
CRYSTAL	1	—	—
CULMAN	—	—	1
DECCA	5	—	1
DE LUXE	—	1	—
DESIGN	1	—	—
EMBER	—	1	—
EMPEROR	—	—	1
FELSTED	2	—	—
FLIP	1	—	—
FRATERNITY	1	—	—
HANOVER	—	—	1
HICKORY	—	—	1
IMPERIAL	—	—	1
JAN	1	—	—
J.O.B.	—	1	—
JUBILEE	1	—	—
KEEN	1	—	—
KEY NOTE	—	—	1
KING	1	1	—
LAMP	—	3	—
LENARD	1	—	—
LONDON	1	—	—
MERCURY	1	—	—
OJ	1	—	—
PORTA	1	—	—
ROBBINS	—	—	1
ROULETTE	1	—	—
SINGULAR	1	—	—
STATE CALLA	—	—	1
SUN	1	—	—
SURF	1	—	—
SWAN	—	1	—
TIN PAN ALLEY	1	—	—
TNT	—	—	1
TREND	1	—	—
20TH FOX	1	—	—
UNITED ARTISTS	2	—	—
TOTALS	42	9	11

# ON THE BEAT

• Continued from page 47

with the second or third record release.

The Platters, currently sporting the nation's number three disk, "Twilight Time," are on a five and a half month European tour, with their manager Buck Ram. They started shooting on an Italian film

### SPA Collecting

• Continued from page 2

representatives, by means of a power of attorney, to collect royalties and audit the statements of all monies due from and after September 1, 1958.

Consequently, Miss Stern said, even publishers who haven't signed agreements with SPA will be legally compelled to pay royalties due SPA members (who have signed over the power of attorney) thru SPA.

Miss Stern opined that the plan would make life easier for both publisher and writer since "an experienced firm of independent certified public accountants" will handle the operation, thereby cutting down on publishers' bookkeeping costs.

Publishers will be notified to send to SPA's accounting department statements and royalty checks for payments due on all contracts (SPA or non-SPA). Publishers will be expected to make out one royalty check to SPA, covering all royalties due its members. SPA, in check ("less the cost of collection") to each writer-member.

Burton Lane, SPA prexy, said the collection service charge "will not exceed 5 per cent of the royalties collected from the publishers." The exact amount, he said, will depend upon such factors as total amount of royalties collected, auditing expenses, etc. However, he said the charge will be held to a minimum since "this operation is not intended to make a profit."

### Freed Rumors

• Continued from page 3

Mr. Freed the best in his future activities."

The Suffolk County Grand Jury in Boston, handed down an indictment against Freed on charges of "inciting to riot." Originally it was reported that orders were to arrest and extradite Freed if he failed to show in Boston by Monday (12). This was understood to have been softened to "within a reasonable time." Warren Troob, Freed's attorney was due in Boston Monday to engage counsel.

Freed, meantime, was maintaining he knew nothing of the Boston violence until the following night in Montreal, when a New York reporter called.

Freed was in Hershey, Pa., on Friday, for a scheduled performance of his rock and roll show, despite cancellation of performances in Troy, N. Y., New Haven, Conn. and Newark.

Freed's plans were unclear. According to his manager, Jack Hook inquiries have been made by New York radio and TV stations. There was talk of TV stations WABD and WNTA, as well as WOR radio. Some months ago Freed was close to a Mutual Network radio deal, which some felt might work out.

On another front the proposed Dick Clark package tour has been called off "temporarily," due to this "and other reasons." The feeling at Shaw Artists Bureau was that in the wake of the Freed episode—which some wags have also called the "second Boston Tea Party"—it would be difficult to get the co-operation of arena and auditorium managers for any record talent show.

May 9 and while in Italy, they will also do a filmed seg for later showing on the Ed Sullivan TV show back in the States. . . . Johnny Eager, a British cat formerly on RCA Victor and the HMV label in England has his first release on Design Records. New disk for the chanter, who includes Princess Margaret among his fans, is called "The Howl."

On the deejay front, there are a couple of items worthy of note this week. First, Doc Wheeler and Fred Barr of WWRL, New York, presented an evening of gospel music at the Abyssinian Baptist Church in Harlem, Thursday (8). Main attractions were the Caravans of Chicago and the Gospel Wonders of New York City.

In Detroit, jockey Joltin' Joe Howard of WCHB, survived a serious auto crash the day before his first disk effort was due for release. According to the account, Howard was en route to his show in the early hours of the morning following an all-night party with execs of Kudo and VeeJay Records, when his car was hit broadside by another car that went thru a red light. Howard said: "Man I just couldn't die. My first record was due out right away." Howard's first side on the Kudo label, is "Baby, Won't You Change Your Mind." Kudo also leased a disk, "This Heart of Mine," by the Falcons, to Chess Records last week.

### N. Y. Deejays

• Continued from page 3

tentatively set for 3:30-5 p.m. the evening period has yet to be decided. WMCA program director Peter Straus said Muni's show will spotlight current pop releases (including rock and roll) culled from the station's own top-disk list.

Steele's "Bandstand" show will be forced off the air in July when WOR-TV's New York State educational programming policy goes into effect. Tulin, henceforth known as Norm Stevens, will emcee "Record Bandwagon" over WMGM from 1 to 4 p.m. across the board.

"Hot Rod" Hulbert" kicked off his "Blue Rocket" show over WOV here last Saturday (10) from 10 p.m. to midnight. Al Collins, who returns to WNEW after a deejay stint in Salt Lake City, is slotted from 10 p.m. to midnight, while Patridge, formerly with WHIM, Providence, R. I., spins 'em over WNEW from 4 to 6 p.m.

### Hurok to Book

• Continued from page 2

ing the 300,000 mark. He has been waxing items out of the jazz groove, one of his most recent sets being with a full symphony orchestra.

Garner's deal with Hurok is for concert work only. He is now negotiating for a booking agency to handle his regular club and TV appearances. He has been with the Joe Glaser Agency for the past few years, but his pact with Associated Booking runs out in June.

Meanwhile Garner, who has been playing many concerts this spring, will be the solo attraction at Ravinia, Ill., on July 2 and 4. He will be accompanied by bass and drums.

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

## CHORUS GIRLS

WANTED

Starting salary \$75.00.

Extra for scenes, strips and specialties. Contact

**JACKIE RICHARDS, PRODUCER**

Follies Theater, 450 S. State Street  
Chicago 5, Illinois.

## HOTEL FORREST

49TH STREET WEST OF BROADWAY  
NEW YORK CITY

REAL Theatrical Discounts for SHOW  
PEOPLE and MUSICIANS.

LIVE in the Brightest, Newest, Biggest  
Rooms in Times Square!

Singles, Doubles and Suites. Private  
Bath, Shower, TV and 24-hour answering  
service. By the Day, Week or Month.

OFFICE AND STUDIO SPACE  
AT SURPRISING LOW RATES

Home of the Famous SPINDLETOP  
Restaurant.

Circle 6-5252

## CLOWN COSTUMES & ACCESSORIES

Circulars Free

DANCE & CLOWN COSTUMES

For all other occasions get in touch with

THE COSTUMER

238 State St. Phone: FR 4-7442. Schenectady, N. Y.







## Butte Park Ready to Go

BUTTE, Mont. — Columbia Gardens here will open May 30 with all rides, concessions and other property refurbished. Earlier event has Guy Lombardo's Orchestra coming in on Monday (19).

Anaconda copper company will provide free bus service for children each Thursday, which is Children's Day at the park. A free attraction on opening day (30) will be Galigari, magician. Frank Panisko reports that Panek's Carnival Emporium is spruced up and ready to go.

Park superintendent is Ted Beech.

Ringling is reportedly set to play Connie Mack Stadium, Philadelphia, in early June.

## ARENAS & AUDITORIUMS

### Bridge Comes to Arenas; New Buildings Planned

By TOM PARKINSON

BRIDGE HAS BECOME an important branch of the business for the Lansing, Mich., Civic Center. Large bridge parties are not unusual, but one doesn't think of these as regular arena business. Nor does one expect that many buildings include several hundred card tables among their facilities.

Lansing's manager, Charles Ziogas, recently had a bridge party that required 450 tables on the main floor plus 15 more tables in a foyer. An overflow was directed into the exhibit hall. That adds up to nearly 2,000 bridge players.

This is only one—tho the largest—of six important bridge functions on the Lansing books. Most of these are sponsored by church groups as annual benefits. The arena stage in at least some of the cases is used to display merchandise that will be given to prize winners. Tickets are sold by members of the organizations involved as a money-raising project as well as social event.

In Lansing, for that matter, some of these parties have taken on a social significance, and guests come wearing fine gowns and furs, Ziogas recounts.

From the building's standpoint, Lansing shapes up as great bridge territory. So the building equipped itself with 250 bridge tables. But that isn't enough now. For the larger parties, Ziogas has had to rent additional equipment, and he now is of a mind to add another 250 to the building's own supply when that is feasible.

And why an arena? Why do bridge parties want to come to the Lansing Civic Center? Perhaps part of the answer lies in the fact that the added space means more of the patrons may play. Last year one of the big parties was held elsewhere and 1,600 attended. But of that number, only about 100 were actually at the tables. The others could only sit and watch from other seats. Now the party is an arena client.

CHARLESTON, S. C., has been authorized by the state legislature to form a Greater Charleston Auditorium District to plan, build and operate an auditorium. It also clears the way for a \$2,500,000 bond referendum. . . . At Augusta, Ga., Bell Auditorium has been sounding out public reaction to an air-conditioning project. Merchants have endorsed the idea. . . Nashville city officials have voted to buy a site for a municipal auditorium. They are ready to go ahead now with buying the land and planning a building. . . Charles A. McElravy, secretary of IAAMM, is back at his desk and svelte after taking off 40 pounds.

## Ocean View Rebuilt, Opens at Full Power

NORFOLK, Va.—Ocean View Park here is in action for the new season with new features and new construction to replace widespread fire losses of last February. By this weekend it is expected that virtually all the additions and installations will be completed.

The rebuilt Roller Coaster went into action late in April and carried 7,500 persons the first weekend. A new 320-foot stretch of steel buildings is to house four new rides. These are Scooter Cars, Twister, Pretzel and a 60-person four-abreast Merry-Go-Round. These are expected to be opened for business by Thursday (15).

Fishing Pier, new in 1957, is open. The boathouse, lost in the fire, has been replaced. The bathhouse and lifeguard service opened May 3. A contract has been let for an additional parking area for about 100 cars. Another contract is for a ballroom, 50 by 100, with a terrazzo floor and snack bar restaurant.

Fireworks are being used frequently. A show was fired for the azalea week celebration in April. Another was May 3.

An Easter parade was rained out and postponed until later. A Mother's Day contest was to be held Sunday (11).

A country music group is a free act thru June 8. Albert Miller is park manager.

## Willow Grove Opens, Adding 3 Major Rides

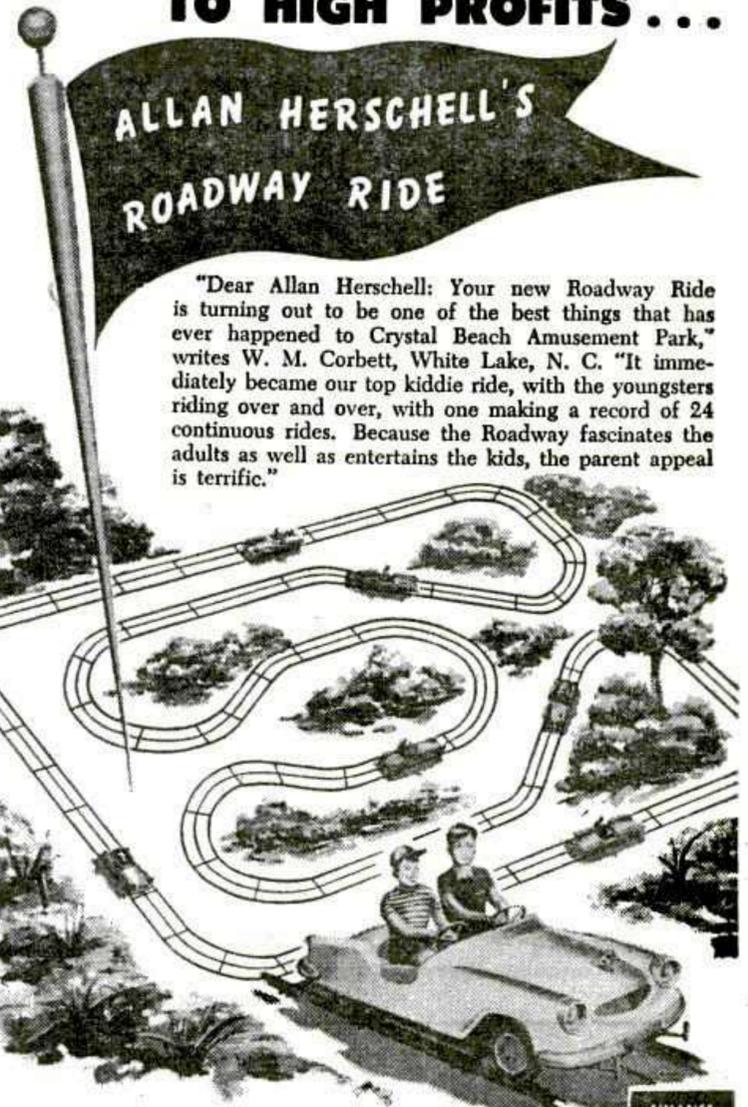
PHILADELPHIA — Willow Grove Park began its 63d season with weekend operation April 26 and will switch to full operation on May 18.

Three new major rides are in action and getting top attention in advertising. They are the Wild Mouse, the Satellite and the Mississippi River Boat.

Joseph A. Helprin, general manager, declared preparations for this season comprised the most extensive program in the park's 63 years. Attendance of a million is anticipated, he said, and picnic areas now have been modified so that 10,000 persons may be accommodated at one time. Free acts will be used during the season.

D. H. (Whitie) Rodenburg, whose show experience dates back to Carl Hagenbeck Shows, Two Bills, Ben Wallace and Campbell Bros., is at home on North Denver Street in Tulsa after an illness. Before retirement he was with Sam Ward on Polack Bros.' Circus.

## THE PROVEN ROAD TO HIGH PROFITS . . .



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

### Other installations of the Allan Herschell Roadway Ride:

Capitol Corporation, Houston, Tex.; Hollywood Kiddieland, Inc., Chicago 45, Ill.; Earl Ingalls, Coldwater, Mich.; Walter Pate Jr., Oklahoma City, Okla.; Twin Fair Kiddieland, Cheektowaga, N. Y.; Barr & Sturken, Inc., Michigan City, Ind.; Enchanted Forest, Chesterton, Ind.; Mission Kiddie-Land, Kansas City, Mo.; Utah Amusement, Salt Lake City, Utah.

## ALLAN HERSHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"

104 OLIVER ST.

PHONE: LUDLOW 4300

NORTH TONAWANDA, NEW YORK

## ANCHOR TENTS



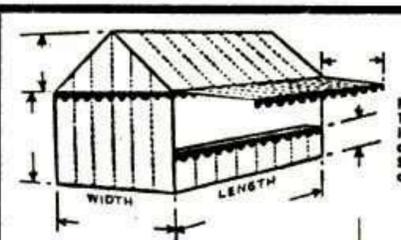
### The Showman's Choice

Finest materials — 40 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—Binge—Merry-Go-Round—Cookhouse Tops. Phone: Harrison 5-8105.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA



### Largest Manufacturer of Tents in the East

Powers Tents are made from best quality 12.63 oz. Vivotex treated army duck reinforced at all points of strain. All corners are reinforced with leather. Shipment within 8 days after receipt of order.

Phone: Saratoga 7-3500.

## POWERS & CO.

5929 Woodland Ave. Philadelphia 43, Pa.

## UNITED STATES TENT

AND AWNING CO. Established 1870.

Over 86 Years of Specialized Experience.

MAIN OFFICE & FACTORY: SARASOTA, FLORIDA

Circus — Carnival — Concession — Any Size — Any Type

THE LOWEST PRICE CONSISTENT WITH QUALITY

SID T. JESSOP

GEO. W. JOHNSON

1230 N. EAST AVENUE

PHONE: RINGLING 6-6316

ADVERTISING IN THE BILLBOARD SINCE 1904

## ROLL or FOLDED TICKETS

DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 1000 \$10.00 \$15.00 - ADDITIONAL 1000'S SAME ORDER, \$2.00 Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS 1 ROLL \$1.75 EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL

WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place, Established Price, Year and Total. Must be Consecutively Numbered from 1 up or from your Last Number.

### EXTRA SNO-KONE PROFITS

Go SNO-KONE all the way!

### SNO-KONETTE



Finest Shaver Value on the market—the only one to buy. Write for details on this and the rest of the Gold Medal Sno-Kone Line-Up. Guaranteed to make more sales and profit.

### GOLD MEDAL PRODUCTS

315 E. Third St., Cincinnati 2, Ohio Write now for 1958 catalog of SNOW—FLOSS—APPLES POPCORN

## Hoosier TENTS

ANY SIZE • ANY STYLE

CANVAS OR NYLON

Fastest Shipment • Lowest Prices

## Hoosier Tents

Indianapolis, Indiana Phone MEtrose 2,9451

## SHOW TENTS

HARRY SOMMERVILLE 516-518 East 18th St. Kansas City 6, Missouri

Phone: Harrison 3026

## CENTRAL Canvas Company

AMERICA'S FINEST SHOW TENTS

## O. Henry Tent & Awning Co.

● CONCESSION TOPS ● SHOW TENTS ● RIDE CANVAS ● BANNERS

BERNIE MENDELSON

4862 N. CLARK ST. Phone: Ardmore 1-1300 CHICAGO 40, ILL. Field Representative: G. C. "MITCH" MITCHELL

Place Your Orders Now For Spring Delivery

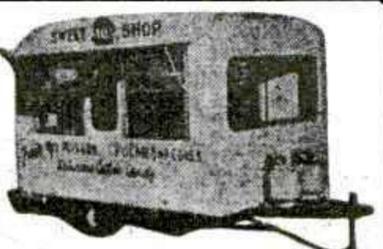
## CONCESSION TRAILERS OF ALL TYPES

STATE YOUR NEEDS

## CALUMET COACH CO.

11575 S. Wabash Chicago 28, Ill. Phone: Waterfall 8-2212

Catalogs available on request









## A. of A. Searches For First Winner

**Illuminated, Fiberglas Front, Ticket Booths Score Big With Observers**

LEIPERVILLE, Pa. — The Amusements of America hit its annual two-week spot here well into the still-date season and still reaching for a big one. Weather kept grosses down at Staunton, Va., and Annapolis, Md., but the show was building and painting for Leiperville, which has come up with fine business in the past.

Tony Mason, in his 12th year with the show, is overseeing several units on the back end. He and five girls contracted for the Latin Casino show here, and was touching up the new front which was to

debut. He also has the Girl-A-Rama and Club Mocambo shows, featuring brilliant lighting from multi-spotlight stands staked in front of the bally.

The carnival's new Fiberglas front, outstanding for a truck show, drew attention and favorable comments from patrons and show visitors. It features many illuminated panels, decorative ticket booths, and stand-up boxed aluminum letters spelling out the show title.

### Route Appears Strong

Marquee, fronts and booths are all part of the scheme to make this season as lucrative in fact as it appears on paper. The New Jersey show clan is confirming its fair route to Pennsylvania and the South this year, having surrendered three New York State spots. Dates include several which have a recognized attraction for midway operators. Included are Petersburg, Va.; Charleston, S. C., white and colored fairs; Hughesville and Huntington, Pa.; Hagerstown, Md.; Fredericksburg, Va.; Burlington, N. C., and Lancaster, S. C., and others.

Dom Vivona, severely burned several weeks ago in Sumter, S. C. winter quarters, was to rejoin here. John Vivona manages the main unit. Morris Vivona, general agent, and brother Babe have a bazaar and celebration ride unit in metropolitan New Jersey and merge it with the big show for fairs, which begin August 4 in Hughesville.

A 12-week season was played in Florida, including a Mardi Gras and Home Show in Goulds which got the brunt of the winter's bad Florida weather. Weather put a damper on the entire winter business, it was reported.

In addition to equipment in use here, the bazaar unit has 11 rides and a new Stacy Johnson Scooter will arrive from Florida for the opening fair date. A dozen cars have been purchased for the ride, from Carl and Ramagosa, Wildwood, N. J.

### Annapolis Wet

The Annapolis lot was a quagmire when the show arrived Sunday (26), and it wasn't until Thursday (1) that mild weather enabled much of the crowd to turn out. Location was excellent on Route 2 but bulldozers and sawdust were

*(Continued on page 59)*

## Jones Bingo On RAS Is 5th on Shows

**Va. Operator to Have 10 Units Working This Yr.**

NORFOLK—A fifth carnival bingo unit of H. William Jones will travel with the Royal American Shows this year, it was announced.

The RAS has had its own bingo unit, managed in recent seasons by Tommy Auger. Jones will send his own equipment, under management of Guy Markley, to join the Carl J. Sedlmayr midway May 10 in Cedar Rapids, Ia. Nine or 10 people will work the unit.

Other Jones bingos will be on the James E. Strates, World of Mirth, Ross Manning and Coleman Bros.' shows this year, and there will also be four permanent units plus one which will book independent spots under C. J. Ely.

Jones got his start in bingo back in 1924, but began operating in a major way in 1933. This year he will again operate the World of

*(Continued on page 56)*

## Strates Steelwork Adds New Glitter

**New and Rebuilt Wagons, Railings Evident; Weekend Bonanzas in D. C.**

WILMINGTON, Del.—Weather put a curb on the first two Mid-Atlantic still dates of the James E. Strates Shows, but in both cases, Washington and Wilmington, sufficient clear time was won to enable the big railroader to do fairly well.

The rain fell on several mid-week days in Washington, and washed out the Saturday (3) expectations in Wilmington. Otherwise business has been okay since Orlando, Fla., winter quarters were vacated. Opening weekend of the 10-day stand in the District of Columbia was a bonanza, with Saturday (18) pulling some 10,000 paid admissions.

In addition to the three main-gate ticket booths, the show had two men roaming the crowd and selling tickets from under-arm rolls. With full Sunday operations, Washington yielded two big weekends.

### Games Operate

Twenty-seven rides were up in the District, plus a dozen shows and string of concessions. Science and skill games worked for the

first time in several seasons there. The fifth Ferris Wheel, second Merry-Go-Round and several kiddie rides were not put up.

Show moves on 35 flat cars, 2 stock cars and 13 Pullman coaches.

Immediately evident this season is the great amount of steel work done since last year. In use are 20 new rubber-tired wagons, among them a dozen formerly belonging to the Clyde Beatty Circus and since rebuilt for Strates by the Springfield (Mo.) Wagon Works. Others are brand new, bearing the show's silver and red colors. One former Beatty unit, a 32-foot pole wagon, has been converted into a

*(Continued on page 56)*

## Weather Cuts Into Early Buck Stands

MENANDS, N. Y.—O. C. Buck Shows moved here last week after a rainy opener at Schenectady that still proved to be okay on some days.

Show played there under Little League auspices. Opening Saturday, despite low temperatures and a brisk wind, saw some 2,000 kids turn out and everyone called it a good day. Show closed there Saturday (3) in the rain.

The Monday (5) opener here was good, but Tuesday was hurt by a steady rain that held up attendance and spending by those that did show up on the lot.

Show's New York fair route this year is the same as in recent seasons. First on the list will be Plattsburg, followed by Gouverneur, Elmire, Malone and Bath. Seven fairs in Virginia and the Carolinas will follow.

Show is carrying 20 rides and 10 shows for the still-date route, which will be in New York and New England. The new Scrambler and the Round-Up are leading the lineup and a new Helicopter is expected to arrive soon.

Staff is Oscar C. Buck, owner-manager; James L. Quinn, contracting and general agent; Roy F. Peugh, advance and press; Elizabeth Murphy, secretary; William Beldock, ride superintendent; J. (Mac) McCaul, lot superintendent; Curley Hutton, electrician; Chet Batchelor, mechanic, and Buddy Anderson, billposter.

Mr. and Mrs. Clayton Campbell have their Wild Life on the back end.

## Port City Adds Coaster; Bows May 23

MUSCATINE, Ia.—Port City Rides will open its 1958 season May 23 at Iowa City, Ia., with a new Schiff Roller Coaster, Charlie Fisher, partner with Vernon Otto in the show, announced last week.

Organization will play mostly in Iowa and Illinois and will carry four major rides, three kid devices and from eight to 12 concessions.

Ride foremen will include Claude Means, Ferris Wheels; Ralph Meyer, Roller Coaster; Ed Cozart, Merry-Go-Round; Charles Fincher, kid rides, and A. R. Trickson, ponies.

## Endy Plans Outlined For Timonium Midway

TIMONIUM, Md. — Acquisition of the Maryland State Fair midway is Dave Endy's biggest achievement since he and brother Ralph toured the old Endy Bros.' Shows until 1950. For the past three years Endy has operated his Fun Fair Park outside Arlington, Va., then made fair dates in the fall.

Plans for Timonium, which has trimmed its run from 13 days to eight this year (The Billboard, February 24), call for Endy to enlarge the midway operation considerably. He has cited his permanent park business as providing him with a chance to set up an office at the fairgrounds and do several weeks of advance work.

The 1,000-foot alley skirting the race track will be decked out with flags, Endy says, and depth will be added. His "Fun Fair Park" entrance will be set up to front a

fenced-in kiddieland. All ride help are to wear attendants' jackets and tropical sun helmets.

The innovations are not expensive and should brighten the layout considerably, he feels. Dave Endy Amusements, holder of the contract, will also provide various promotions, including giveaways and a downtown balloon parade.

Endy's title is director of midway activities. He will conduct business at the fairgrounds on Tuesdays and Thursdays, starting later this season.

Winter business was spotty, with cold and damp weather cutting into grosses in the Miami area, where Endy played. Biggest week was the winter circus deal at Tropical Park sponsored by the Junior Museum Guild and featuring Frank Wirth acts plus a midway. Endy has contracted the event again for next winter, he said.

## WOM Sets Repeat Plainfield Debut

RICHMOND, Va. — Rain has put a stopper on winter quarters work for the World of Mirth Shows at the State Fairgrounds here, but the pace, while slow, is a steady one. Wagon work has been halted by 11 straight days of rain. Otherwise, flat cars are being redecked and tractor-trailer overhauling is well underway.

Opening date has been confirmed for May 29 at Plainfield, N. J., under the Arbor Fire Department. This has been a traditional spot for Frank Bergen's operation for many years. It had appeared last month that the Decoration Day week might be played in Philadelphia. New Brunswick will follow.

Bergen has been recuperating from surgery and is in much improved condition. It was stated that he will probably make the opening date.

Another bright spot is the new show restaurant being framed by George Reinhart, who also has the midway cookhouse. The unit for show people is being expanded by six feet to accommodate another row of tables. A new top is on order, all tables have gotten formica tops and chrome trim, and new chairs are expected.

George (Bud) Sollenberger, secretary-treasurer, said a partial rundown of operations returning this season includes Nate Eagle's Midget Show, Walter Wanous' Side Show, Flash White's Motordrome, Dave Wild's Minstrel Show, Bill Fry's Snake Show, and Ray Chambers with his Glass House, Monkey Speedway and Torture Show. The revue will be managed by Joe Boston and will feature Tirza.

In addition to the show-owned rides, which include the German multi-body Carousel received during the New Jersey State Fair in Trenton last year, there will be Charley Cooper with his Roller Coaster, Roundup, Scrambler and Paratrooper Rides, Roy Dean's Fly-o-Plane, and Paul Dispensa's double Loop-o-Plane and Rock-o-Plane. Hazel Manjean and Lil Barnes are building a new French fry joint.

Bernard (Bucky) Allen will return as concession manager, and other staff positions are also unchanged. They include Jim Bergen, assistant manager; Howard Ramsey, traffic manager, and Gerald Snellens, general representative.

## Chi Italian Fete Canceled Out

CHICAGO—The annual Italian Festival, held here for the past nine years, has been canceled, Joseph DeSerto, secretary, announced. Light profits, due to heavy operating expenses, was given as the reason for cancelling the event, which was held annually for the benefit of the Mother Cabrini Home.

## SLA Finalizes Fund-Raising, Plaque Plans

CHICAGO—The board of governors of the Showmen's League of America finalized plans on the summer fund-raising program and the plaque fund at a meeting here Thursday night (8).

President Jack Duffield was in the chair with 25 board members present. Also on hand were Bill Carsky and Ed Sopenar, vice-presidents, and Hank Shelby, secretary.

Clubhouse schedule for the summer was announced by Shelby. Rooms will be open six days per week from 10 a.m. to midnight. On Sundays the rooms will be available for members with keys.

Out-of-town members attending the meeting included Harry Ross, Henry Polk, Jack Hawthorne and Harry Cooper. Al Rossmann and Andy Kasin left for the Memphis Cotton Carnival and Harry Cooper and Lou Leonard were off to Toronto.

Bob Lohmar was still resting at his Morton, Ill., home; Frank Rizz entered Michael Reese Hospital here and Lou Keller was released from the same hospital.

## Show Folks Adopt New Meeting Sked

SAN FRANCISCO — Show Folks of America have gone on a summer meeting schedule and will meet the first Monday of each month thru the warm weather.

Meeting was held here Monday (5) with officers present including Sam Dolman, second vice-president; Earl Leonard, third vice-president; Charlotte Porter, treasurer; Lola Cox, corresponding secretary, and Bonnie Townsend, recording secretary.

The membership was saddened by the death of John J. Miller, who passed away May 1 and was buried in Showfolks' Rest. Oscar Mattley reported work on the cemetery monuments was progressing at a good rate.

Mary Texiera and Flossie Fitzgerald announced that tickets for the ladies' bazaar are printed and ready for distribution. It was also announced that 1958-59 membership cards were ready, with dues at \$10 per year.









## Kelly-Miller Battles Weather Loses 2 Days; Sun Brings Crowds

Performers, Staff, Band, Advance Personnel Listed in Show's Roster

COLEMAN, Texas — Al G. Kelly & Miller Bros. Circus saw its first sunshine of the season at Brownswood Saturday (3) and Coleman Sunday (4). It promptly raked up some business.

Before that the show battled seven days of rain, mud and cold. The circus lost two days—McKinney and Stephenville—because substitute lots could not be had and the contracted lots were mires.

While weather has been the problem, show sources said that the business conditions in the area seem to be good. Moreover, the circus is moving well and timely despite the handicaps.

Here is how the first days stacked up:

Paris, Texas, (26-27), three three-quarter houses; Bonham (28) half and three-quarters; McKinney (29) lost to wind, hail, cold, rain and mud; Weatherford 30, mud but no rain, two three-quarter houses; Cleburne (1), sunshine, two three-quarter houses; and Coleman, (4), capacity for the matinee-only stand.

### Show's Personnel

Show staff includes Obert Miller president and general manager;

Kelly Miller and D. R. Miller, co-owners; Frank Ellis, legal adjuster; Jack S. Smith, auditor; Dale Miller secretary-treasurer; Isla Miller, social security; Arthur Sturmak, national ads; Col. Calvin Miller, equestrian director; Mrs. Kelly Miller, front door; Dave and Deacon McIntosh, transportation; Guy Smuck, Side Show manager; Claude Smith, general superintendent; Ione Stevens, concessions; John Long, steward; John (Camel Dutch) Narfiski, menagerie; Otis Hill, ring stock; Freddie Logan, elephants.

Others include Raymond Roscow, electrician; Glenn B. Schearer, midget horse exhibit; Harry Rooks, giraffe, exhibit; R. C. Moses gorilla exhibit; E. L. Robb, snake

exhibit; Charles Casteel, assistant; Keller Pressly, big top boss canvasman; Hubert Riley, Side Show canvas; Maurice Marmolejo, props boss; Mrs. Isla Miller, inside tickets; Mrs. Harry Smalley, wardrobe.

More assignments are Jack S. Smith, red wagon; Kelly Miller; white wagon; Ruth Stevens, pony ride; Vivian Bradley, circus diner; Joe Colby, demonstrations; A. D. McIntosh, assistant concessions manager; and seat butchers, Clyde Pullem, Marvin Dean, Arlin Morgan, Charles Bentley, Ralph Garcy, D. G. Tyler and Paul Barnes.

### Big Show Performers

Performers are Anchia Troupe, Loyal Troupe, Stanley Troupe. (Continued on page 61)

## GOOD BUSINESS

### Rudy's Performance Clicks in Phoenix

By SAM ABBOTT

PHOENIX, Ariz. — Altho rain canceled the first night's performance of the initial two-day engagement of Rudy Bros. Circus for the Phoenix Shrine, attendance for three shows was 20 per cent ahead of the record four last year, Ralph A. Watkins Sr., the temple's general chairman, said. Circus played in front of the Arizona State Fair grandstand here Friday and Saturday (2-3).

Evidently those who were given rain checks on Friday night returned on Saturday, for the matinee pulled more than 11,000 and the 7,400-seat stand was filled that evening. Watkins said that the Shrine had no requests for cash refunds. Friday matinee crowd was about 6,000.

Circus opened its eighth annual tour in El Monte, Calif., on April 26 and played a route to this date. Among these was Palm Springs, when Tel Teigen fell to his death.

### Opens Shrine Route

Local date debuted a route of Shrine temples that has the show booked solidly for 14 weeks—thru the middle of August. These dates include temples in Wyoming and Montana.

Date here was the first in the six years that it has been running for this show. According to Watkins, the Shrine was well pleased with the performance. Extra promotion was used for the engagement.

Jacobi went all out for the date, too. Twenty-four sheets along with threes and sixes from Globe Poster were used within a 40-mile radius. One sheet, halves and window cards were from Majestic Poster Press. Parley Baer co-operated. (Continued on page 61)

## H-M Signs '59 Dates; Current Tour Good

NEW YORK — Much of the 1959 season is already under contract for the Hamid-Morton Circus. Manager George Hamid noted last week, with a high spot being the three-year renewal by the Police Benefit Association of Kansas City.

During the 1958 H-M tour all dates have been at least equal in business to that done in 1957, and with some showing increases ranging to 10 per cent. Next season will be limited again to 14 weeks, during which the show will be kept intact from start to finish, Hamid said.

## Straws Mark Duluth Date For Davenport

DULUTH, Minn.—Orrin Davenport's circus played to capacity and better at each of its 10 performances here at Duluth Curling Club arena April 22-27. Shrine was the sponsor. Weekend performances had people strawed to the ringcurbs.

With 3,000 seats in the arena, the show had afternoons with 3,027; 3,103; 3,075; 4,100, and 4,145. Night houses were 3,015; 3,027; 3,100; 3,200, and 3,800, it was reported.

## MILLS ORDERS NEW BIG TOP

DEARBORN, Mich. — Mills Bros. Circus has placed an order for a new big top. The canvas will be a 120 with three 50-foot middle pieces.

Sid Jessop, president of United States Tent, was on the show here to take the order. U. S. is to build the top and deliver it June 15.

The circus now is using a 130-foot top.

## Cristiani Bull Hurts Employee; Business Okay

BLUEFIELD, W. Va.—A big male elephant with Cristiani Bros. Circus injured an elephant man on the show Sunday 4. He is John Scott, who was picked up by the elephant and slammed to the ground. At Bluefield Sanitarium he was treated for bruises and a loss of memory due to shock.

On Monday the circus played Bluefield to good houses. The afternoon was three-quarters filled and night was somewhat better than that. Kiwanis club was the auspices. Weather was rainy and customers walked boards to get across muddy lot.

Earlier, at Welch, W. Va., the circus had two near-full houses (3). At the afternoon performance, 100 people were standing because a truck with part of the blues was delayed.

The good business was registered altho some coal mines hereabouts are working part time and a county centennial is set for May 11-17.

## Police Annual Sets New High At St. Louis

ST. LOUIS—St. Louis Police Circus, produced this year by Al Dobritch, set a new high record for an 11-day run. The show drew 37,300 more paid admissions this year than last, it was reported.

The over-all attendance this time was 160,000 of which 142,000 was paid. This compared to 104,000 paid last year. Run ended Sunday (4). Police said the business this year was the best of any time the show has run 11 days. Once it ran 21 days and another time it had 14 days, but all other years have been 11-day stands.

High pole performer Bruno escaped serious injury when he struck a guy wire during his act Sunday. His turn includes a break-away on the high pole, and in the fall he hit the misplaced wire. The wire broke and therefore Bruno's injuries were held to a minimum.

## Clyde Beatty Road Season Gets Underway

ALLEN TOWN, Pa. — Clyde Beatty Circus got off to a good start for its road tour with a stand here Tuesday (6) under Civil Defense auspices.

Weather was cold and rainy; lot was muddy, with trucks bogging down as the show set up. Local sources said that both shows would have been packed if weather were better. As it was, both the show and the auspices were reported pleasantly surprised by the turnout of a three-quarter house in the afternoon and another three-quarters at night.

Frank McClosky is general manager and Walter Kernan is assistant general manager of the show, which has just completed a month's stand at Palisades Amusement Park, across the Hudson river from New York.

## Griffith Says New Adams Show Finds Early Stands Very Good

MARION, Ind.—Bill Griffith of Adams Bros. Circus said here that business as a whole has been very good for the new show.

Opening at Manitowoc, Wis., he drew a straw afternoon and full night. Sheboygan Armory stand (26) had a full afternoon and one-third night house. At Waukesha Stock Yard Pavilion (27) the show had a turnout and a full night house, Griffith reported.

Watertown (28) had no sponsor but two half houses in Turner Hall. Janesville (29) had two full houses at the fairgrounds. In the new field house at Crystal Lake, Ill., which seats 4,000, the show had two three-quarter houses.

Sterling, Ill. (1), where Adams was the first of four circuses to play this year, it had two light quarter houses at the Speedway. Weather was cold and there was no auspices. Ottawa, Ill., followed with two full houses at the Armory. In Aurora (3) location had to be changed and substitute was un-

satisfactory; only one show was given.

For Monday (5) the show jumped to Logansport, Ind., and had two strong three-quarter houses in the 5,000-seat Berry Bowl.

At LaFayette (6) for the DAV, show found that seats had been torn out of the Speedway after it was booked, so cars were brought inside and spotted around the circus rings for a drive-in showing.

E. L. McCall has joined to replace the late Blonda Ward in working dogs, monkey and pony acts.

## Hunt Bros. Opens Okay

DOVER, Del.—Hunt Bros. Circus opened its season with a stand here (26) that drew two strong houses under Jaycee auspices.

## Polack Crowds Edge Over '57 Spokane Shows

SPOKANE, Wash. — Polack Bros. Circus edged over last year's attendance here for the annual Shrine date at Spokane Coliseum.

The turnstiles showed that 5,701 came in for the night show Friday (2). On Saturday the counts were 6,413 in the afternoon and 5,419 at night. Sunday (4) brought 5,865 and 4,433. This gave a total of 27,831 compared to 27,773 last year.

This first night of 5,700 compared with 3,000 last year. The top attendance last year was 7,700, including UPCs in a body. This year the UPCs were distributed among several performances.

At Fort Chaffee, Ark., (26) the show lost one performance to rain.

## Famous Cole Finds Business Varies With Texas Weather

ROUND ROCK, Texas — The Famous Cole Circus, managed by Herb Walters, has been getting business when weather permits. Rain hurt here (26). At New Braunfels (25) weather and business were good. Roscoe, Texas, gave two strong houses despite afternoon rain.

Show has a new Side Show top and freshly painted banners. Big top is an 80 with two 40's and a 30, using a rep show entrance. Kid show is a 20 with three 20's and a 10x10 marquee. Cookhouse has a 20x40 top. Seats are mostly star-backs on the front side, six high planks on the short side, and seven-high blues.

Performance includes the Rawls Family (5), the Frazier Family, the Bantas, the Charlie Rexes, the Ted LaVelda Clowns, and Billie and Bob Grubb. Performance at Round Rock worked without whistle or announcement.

Staff includes:

Walters, owner; Helen Walters, front door; Side Show manager, Harry Rawls; mechanic and electrician, Charles Rex; Ted LaVelda, rhino show; Don McCracken, pony ride; Ross McKay, concessions; Mel Hagen, Side Show canvas; Willie Rawls, novelties; John Frazier, annex attraction; Red Folker, lot superintendent; Leona Hill, organist; and the Smiths, cookhouse. Jackie and Bill Wilcox head up the advance, with Fran and Ernie Weigand, banner and 24-hour agents.

Rolling stock roster shows cookhouse trailer, workmen's sleeper trailer, seat and pole semi, Snake Show semi, ticket wagon and pony semi, cage semi, rhino pit show semi, elephants (3) semi, canvas-spool truck, bear cage trailer, star-back and jacks semi, light plant and stake driver, cookhouse truck and props-truck.



## Hope, Mathis Head Du Quoin Name Bill

Jaye P. Morgan, Nick Todd Inked For Week-Long Grandstand Show

DU QUOIN, Ill.—Bob Hope, Johnny Mathis and Jaye P. Morgan will head up the name bill at the Du Quoin State Fair here this year,

Don and Gene Hayes, co-managers, announced.

Hope and Mathis will be featured on the big Labor Day evening show, while Miss Morgan and Her Brothers, plus Nick Todd, will hold forth in front of the grandstand seven nights during the week, opening August 25 and closing on August 31. Also on the week-long bill are the Happy Jesters and Rowan and Martin. Bookings were handled by GAC-Hamid, Inc.

Last year the Labor Day show had Guy Mitchell, Joni James, Fontane Sisters and the Four Aces as headliners, while the regular show featured the Mills Brothers, Weids Brothers and Betty Johnson.

The Hambletonian, the Kentucky Derby of harness racing, will be run Wednesday, August 27. Fair dates are August 24 thru September 1.

## Ellington Set For Iowa, Ill., Wis. Route

CHICAGO — Duke Ellington and his orchestra will play a series of Midwest fairs this year, according to Jack Lindahl, Boyle Woolfolk Agency here.

The Duke, plus a program of variety acts, has been booked into fairs at Maquoketa, Ia.; Oshkosh, Wis.; Freeport, Ill., and Crown Point, Ind. Dates are one to two days.

Lindahl also reported that Frankie Yankovich, polka band, will play fairs in Highland, Ill., and Kentland, Ind.

## 104 Events To Operate In Illinois

SPRINGFIELD, Ill.—A total of 104 county fairs will operate in Illinois this year, it was announced by the Division of County Fairs of the Department of Agriculture. Of this total, 92 will operate under the agricultural premium fund and 12 under the fair and exposition fund.

## Harvester Set To Show at 5 Major Events

CHICAGO—International Harvester will participate in exhibits at five major fairs this year at the factory level while dealers will handle showings at 10 other major events, officials announced here last week.

The factory will participate in farm machinery shows at the Illinois State Fair, Springfield; Minnesota State Fair, St. Paul; Indiana State Fair, Indianapolis; National Dairy Cattle Congress, Waterloo, Ia., and the Mid-South Fair, Memphis.

Dealer showings will be held at the Kent & Sussex County Fair, Harrington, Del.; Missouri State, Sedalia; State Fair of West Virginia, Lewisburg; Iowa State Fair, Des Moines; Ohio State Fair, Columbus; Maryland State Fair, Timonium; New York State Fair, Syracuse; Kansas State Fair, Hutchinson; Virginia State Fair, Richmond, and the Eastern States Exposition, Springfield, Mass.

## 'Oldest Farmer' Earns Notices at Flemington

FLEMINGTON, N. J.—One of the most successful promotions the Flemington Fair has run in recent years has been a twist on the "pretty farmerette" theme. Last year a new format seemed to be the order after the fair tried an "oldest farmer" contest.

The search was confined to New Jersey, altho the fair is not far from Pennsylvania. In around six weeks there were more than 80 entries in, and the winner was a 103-year-oldster (retired farmers were eligible). Several other older than 90 were entered, and this

group was invited to the fair for honors.

Prior to the fair's opening they were guests of the Farm Bureau in Trenton, where they met the governor and were given a luncheon. During the fair they were paraded around the track in old carriages.

Coverage was won on wire services and over radio and TV, as well as in newspapers. One of the hot prospects for publicity was a 99-year-old who attended the fair with some of his 18 children, 30 grandchildren, 60 great-grandchildren, and five great-great-grandchildren.

## Crown Point Inks Cisco, Ellington

CROWN POINT, Ind.—Attractions at this year's Lake County Fair will include the Cisco Kid and Duke Ellington and his orchestra.

Cisco will be featured with the McKinley Rodeo on three days, while Ellington will head up an act program on two days. The horse show will be held on two days.

## Dukes Booked At Ill. State

SPRINGFIELD, Ill.—The Dukes of Dixieland have been booked as one of the attractions at this year's Illinois State Fair. The band, booked in by the William Morris Agency, will play here on Saturday, August 16.

## Rename Ransom At Riverton

RIVERTON, Conn.—Perry M. Ransom has been re-elected president of the Union Agricultural Society, sponsors of the Riverton Fair. The 1958 fair is slated for Saturday and Sunday, October 11-12.

## OKLA. STATE INKS SWENSON-HOLTER

Combine Thrill Show, Animals Unit; Event Adopts 'New Frontiers' Billing

OKLAHOMA CITY—The State Fair of Oklahoma and New Frontiers Exposition, will feature a combined auto thrill show and animals on four afternoons and one evening this year, C. G. (Pete) Baker, secretary-manager, announced.

The attraction will be a combination of Aut Swenson's Thrillcade and Gene Holter's animals including racing ostriches, trick horses, zebra and donkey polo, racing camels and other rare animals.

The combination will be presented on four afternoons, Wednesday, September 24 thru Saturday and will also hold forth in front of the

grandstand on Saturday night.

Frank Winkley's Auto Racing, Inc., will provide the afternoon attractions in the form of auto racing the first four days of the fair. A 100-lap late model stock car race will be presented on the opening Saturday with three big car sprints set for the following three days.

Barnes - Carruthers Theatrical Enterprises, Chicago, will again produce the night grandstand show and Royal American Shows will again provide the midway attractions.

In line with the fair's theme this year, tagged to "New Frontiers Exposition," the fair is contemplating several major changes in the exhibit aspects. The fair's letterhead features a satellite and nuclear artwork.

## Palmyra, N. Y., Sets Varied Stand Sked

PALMYRA, N. Y.—One of its most varied attraction line-ups is scheduled for the Great Palmyra Fair this fall, president Vernon Cator notes. Dates are August 12-16.

The fair has signed hypnotist Joan Brandon, the "Stars on Ice," skating revue; Jack Kochman's International Hell Drivers, and a "Grand Ole Opry" unit featuring Minnie Pearl.

Cator said an archery tournament is being arranged, to include exhibition shooting as well as competition. This would be held the final four nights of the fair.

Interest shown to date has been high and indicates a successful run. Directors are compiling the annual premium book. Demand for commercial and industrial exhibit space is greater than last year, it is reported.

## Sequin, Tex., Adds 2 Halls

SEQUIN, Tex.—When the 1958 Guadalupe County Fair opens here next September, two new buildings will be completed and other improvements made, according to D. W. Reneau, fair vice-president.

Some years ago the fair association constructed a large sheet iron commercial exhibits building. Recently, that building was sold to the City of Sequin, which owns the land on which the fairgrounds are located, and the association, in turn has started construction on new commercial exhibits and women's exhibits buildings. Dates for the 1958 fair are September 12-14.

## 'Dozers Clear Kingston, R. I.

KINGSTON, R. I.—The former Kingston State Fairgrounds was leveled by bulldozers last week, and the rubble was removed to prepare the 125 acres as part of South County's new industrial park. Site is owned by New Haven Railroad.

## A. C. Seelbinder, Memphis Exec, Succumbs at 70

MEMPHIS — Arthur C. Seelbinder, 70, longtime executive of the Mid-South Fair here, died April 29 in Memphis.

Seelbinder was president of the certificate holders of the fair who are responsible for the election of its directors. He had been with the fair in various capacities since 1918.

He was a director for 33 years, was elected secretary of the fair in 1947 and served in that post for three years. Seelbinder was secretary of the certificate holders from 1947 to 1954 when he was named president.

After the fair closed its 1941 run, Seelbinder was caretaker of its business affairs during World War II when Second Army headquarters were located on the fairgrounds.

Surviving are a son and a daughter. Burial was in Memorial Park, Memphis.

## 30G Pyro Fire Hits United

DAYTON, O.—Damage estimated at \$30,000 was incurred at the plant of the United Fireworks Company last week when a fire, said to have been caused by lightning, swept a blockhouse and ignited a storage shed. A display of pyrotechnics illuminated the sky for miles around.

**WE HAVE THE BEST INSURANCE MARKET IN THE WORLD FOR GROUNDS LIABILITY, FOR COUNTY & STATE FAIRS**

**N. PERRY LUSTER NATIONAL RACING AFFILIATES, INC.**

5555 SOUTH EVERETT AVE., JACKSON TOWERS CHICAGO 37, ILLINOIS  
PHONE: MIDWAY 3-1900

**FAIR...**

**MANAGERS AND SECRETARIES Concessionaires COMMITTEE CHAIRMEN**

and others interested in the Fair and Celebration Fields...

**NEED AND READ THE BILLBOARD EVERY WEEK! HOW ABOUT YOU?**



The Billboard, 2160 Patterson St., Cincinnati 22, O.  
Yes  Please send me The Billboard for one year at \$15.  
(Foreign rate, one year, \$15) 903

Name.....  
Address.....  
City..... Zone..... State.....  
Occupation.....

**Independent SHOWS WANTED**  
for the  
**SELINGROVE FAIR**  
Week of July 14.

Want Shows with their own outfits. Attendance expected over 100,000. Can also use Concessions that do not conflict.

Write

**ROLAND E. FISHER, Mgr.**  
Sellingrove Fair, Sellingrove, Pa.









CLASSIFIED SECTION

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only...

MAIL ON HAND AT CINCINNATI OFFICE

- Ackley James, Abraham, Bill & Mrs., Alexander, Sam, Allen, Rex...

- Wellner, Joseph, Welsh, Leo, Whitehead, Danny, White, Jimmie...

MAIL ON HAND AT NEW YORK OFFICE

- Adams, Frank J., Allen, Ambrose P., Bernstein, Harry, Bennington, Dora...

MAIL ON HAND AT CHICAGO OFFICE

- Bachman, H. D., Cantrell, Mrs. Fred, Charles, Michael, Debratio, Miss D...

MAIL ON HAND AT ST. LOUIS OFFICE

- Adams, Mrs. Emma, Allen, Rex L., Atkinson, Frank M., Bacon, William W...

Attractions for Waco

WACO, O. — Fallon's Rides, along with shows, concessions and merchant exhibits, have been booked for the June 25-28 Homecoming here under firemen's auspices...

Happy Kellems is clowning at Coney Island, Cincinnati, where he'll clown the midway and the Land of Oz, Coney's Kiddieland...

Talent At Liberty

Bands and Orchestras

WESTERN BAND, SHENANDOAH VALLEY Rangers. Radio, TV, record stars open for shows, dances, clubs, etc. in Eastern States...

4 TO 6 PIECE COLORED BAND, SINGS, plays Rock & Roll and Jazz. Jump Jackson, 3727 La Salle, Chicago, Ill. Normal 7-4151.

Circuses and Carnivals

AT LIBERTY—AGENT, LOT SUPT., OR Gen. Utility for circus or large rail road carnivals. Many years' experience. Plenty of reference if needed. O. F. (Curley) Stewart, P. O. Box 1132, Bradenton, Fla.

ILLUSION, MAGIC ACT, NEW BANNERS, new billings, cuts, stage, music. No financing. (We have no transportation.) New talking pictures of the audience voices and pictures. \$100 and transportation; other acts included. Meliso & Co., 729 1/2 Massachusetts Ave., Indianapolis, Ind.

MARYLAND, PENNSYLVANIA, VIRGINIA, Delaware. We represent the finest acts in country music. Have open dates, top talent available. Contact us for best dates. National Artist Bureau, Inc., 5809 Dewey St., Cheverly, Md. SPruce 3-2244 or Jefferson 4-3841.

Miscellaneous

GROOMER WANTS JOB WITH RUNNING Horses, or a Clown wants a job as Banner Carrier. Telephone 3924, after 3 p.m., Conneautville, Pa. my12

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Diehl, Route 3, Staunton, Va. je2

LINE OF 6 YOUNG GLAMOROUS GIRLS, one male. Complete show productions, specialties M.C., great wardrobe. Agents, Mt. Resorts, Hotels contact Edward Schurmann, 653 Sibley St., Hammond, Ind. my12

PALMIST DESIRES WORK — VERY catchy, enchanting, exotic, ESPY-like. Work Girl Shows. Also do half and half. Free to travel. Rose Davis, Avelia, Pa. Phone Lu 7-8225.

PROFESSOR WRIGHT AND HIS 5-PERSON Variety Stage Show of Magical Illusions, Dance and Vaudeville. Write Professor Wright, Casey, Ill. je8

PSYCHOLOGIST, DEMONSTRATOR AND Lecturer on the power of hypnosis overcoming anxieties, habits and limitations. Donald Davis, Ps.D., 1228 33d St., Zion, Ill. my26

TYPIST WANTS WORK TO DO AT HOME. Mary K. Landman, 217 Madison St., Apt. 10, Fairmont, W. Va.

Musicians

A-1 ORGANIST FOR LOUNGE, RINK, hotel, restaurant, radio, TV. Address: Organist, 601 W. 180th St., #45, New York 33, New York. je2

AGENT WANTED TO REPRESENT ORGAN-ist in Eastern part of country for hotel work. Box C-332, c/o Billboard, Cincinnati 22, Ohio. je9

ALL-GIRL QUARTET MAY 5TH — ALL types music. Good wardrobe, good dance music, fine entertainment. Leader, 7226 Stanton, Lincoln, Nebr. my19

AT LIBERTY — HAMMOND ORGANIST. Sweet style music, Hotels & Lounges. Prefer Solo, go anywhere, prefer agent. Alice Carney, McAllister Hotel, Miami, Fla. my12

AVAILABLE MAY 12. BASSMAN, VOCAL-ist. Otto Woolsey, 1118 First St., Chillicothe, Mo. Phone 2330-W.

AVAILABLE JUNE 1 — 4-PIECE COMBO; Trumpet, Piano, Sax, Drums, Guitar. Outstanding group for resort or night club location. Union; honest and dependable; play all styles; swing, rock and roll, jazz, blues. Cut shows, dinner music. Will consider all offers. Currently working Midwest. Write: Combo, 217 Masonic Temple, Zanesville, Ohio. my12

BASS MAN, VOCALIST — DOUBLING Trumpet for trio or small combo. Telephone Alpine 2-7749, Birmingham, Ala. je9

DRUMMER—AVAILABLE JUNE 1. COMBO and Big Band Experience. Cut Shows, Latin. Will travel. Dave Selfert, Box 122, Cape Girardeau, Mo. Phone: Edgewater 5-3225. my19

DRUMMER-VOCALIST — ADAPTABLE style; good background; age 28; dependable; own transportation. For more information, contact John Bonino, 934 Drake St., Madison Wis. Phone AL 54044. my26

GUITARIST, BASS GUITARIST, VOCALS. Banjo, Hawaiian Guitar. Cannot read; fake anything. Desire band with showmanship. Have audience appeal. Commercial, Dixie, Light Jazz, society, Musician, 1711 S. Madison, Muncie, Ind. Ph. AT 4-5151.

GUITARIST, BASSIST, VOCALS. MALE. 35, white. Read, fake, flashy solos. Semina experience. Society, commercial, jazz. Consider all offers. Mr. Cleo Scroggins, c/o Gen. Delivery, Wadena, Minn.

HAVE TUBA, WILL TRAVEL. DOUBLE string bass. Read or fake anything. Dixie, big band, circus experience. Satisfaction guaranteed or no notice required. Age 25, car, Local 2. Ed Wilkinson, 3219 Dodier, St. Louis Mo. Ph Je 3-9818.

MALE — PIANO-VOCAL, UNION, HONEST and dependable. Prefer small lounge or night club. Clean cut appearance, can furnish excellent references. Box C 328, The Billboard Cincinnati 22, Ohio. my12

ORGANIST, JUNE 1—LABOR DAY. Prefer resort east of Mississippi. Have instrument. Married, sober, reliable, union. Write: Box C-326 c/o Billboard, Cincinnati 22, O. my12

PIANIST COMMERCIAL, SOBER, RELI-able. Frank Green, 728 E. Park Ave., San Antonio, Tex. Telephone Capitol 4-1755.

PIANIST—COMMERCIAL, SOCIETY, SOME jazz. Knows a lot of tunes and could fit in a higher type of location. Reliable and of clean-cut appearance. Write Pianist, 64 N. Georgia Ave., Mobile, Ala.

TENOR, BARITONE, ALTO SAX; CLARI-net, Bass Clarinet. Flute; available immediately name, experience, read, transpo- sition, lead Tenor, etc. Single; location or will travel. Alex Horky Jr., 3495 West 98th St., Apt. 5 Cleveland 2, O. Phone: OLYmpic 1-3062. my19

TRUMPET WANTS TO CONNECT WITH group for summer. Union, commercial tone. Prefer section. Will travel. Jim Newsum, Heavener, Okla. my12

Parks and Fairs

ANIMAL & NOVELTY ACT, PARK AND Fair Managers address Variety Artists, 2015 Oliver St., Ft. Wayne, Ind. Phone H-1196.

BALLOON ASCENSIONS, PARACHUTE Jumping, fairs, parades, celebrations. Claude I. Shafer, 1041 S. Dennison, Indian-apolis 21, Ind. my26

HIGH FIRE DIVE, RESULTS IMPRESSIVE. Smallest diving tank in the world; fire and spears. Mac Productions, 456 Lamplifer Pl., Warren, Ohio. my19

MARYLAND, PENNSYLVANIA, VIRGINIA, Delaware. We represent the finest acts in country music. Have open dates, top talent available. Contact us for best dates. National Artist Bureau, Inc., 5809 Dewey St., Cheverly, Md. SPruce 3-2244 or Jefferson 4-3841.

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Indiana. Telephone: Eastbrook 3312.

RAYS CIRCUS REVUE — SIX PONIES, Dogs, Monkeya, Bozo Clown with Tlmitte the Mule. Magnolia, Ohio, Route No. 1, Phone UNION 62010. je2

THE 1958 AQUARAMA—13 ACT TRAVEL- ing Pool Show. Lasts over an hour; includes water ballet, clown divers, fancy divers, novelty acts. Now in second year; all professional cast. Ideal for country clubs, company outings, fairs. Brochure and prices on request. Write John F. X. Condon, P. O. Box 1523, Grand Central Station, New York 17, N. Y. Phone: Circle 7-5100.

THREE COMEDY ACTS — ONE OR ALL. Juggling-Balancing, Breakaway Bicycle, Ventriloquist Act. Gabby, Post Office Box 74, Fort Wayne, Ind. my26

Vaudeville Artists

BANJOIST, STRAIGHT MAN, MUSICAL novelty and comedy specialties. Fake piano. Anything considered. Boyd, 1531 N. La Salle, Chicago, Ill.

Printing

A-1 TESTED SHORT RANGE TARGETS, \$6 per 1,000. One-day service. Free samples. Fine Arts Press, 1016 Donald, Peoria, Illinois. je8

ALWAYS FASTEST SERVICE — QUALITY nonbonding 3-color posters! 14x22 window cards, copy limit 50 words, \$8 hundred; 17x26 size, \$12.50 hundred. Day-glo bumper sticker strips, size 4x15, copy printed in black, \$13 hundred. Tribune Press, Dept. 258, Earl Park, Ind. je30

NEW SHORT RANGE TARGETS, \$6 PER thousand; samples on request. Admiral Printing Co., 420 E. Baltimore St., Baltimore, Maryland.

WE'RE NUTS—5 Color Stock 14 x 22 CARDS, dated, \$5 hundred. We print everything needed in Show Business faster and cheaper. National Show Printers, Toccoa, Ga. my19

Salesmen Wanted

AD MATCHES SELL AMAZING DESIGNS—16, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part-time; buy nothing; sales kit furnished. Match Corp., Dept. D-190, Chicago 32, Ill. my26

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1, Illinois. ch-my26

Wanted To Buy

RIDES WANTED

Small children's rides wanted for San Fernando Valley permanent location. Wanted to buy: A-H G-12 type Train in good condition.

Contact BOX C-329 The Billboard Cincinnati 22, Ohio

WANT LARGE HORSE STATUE SUITABLE for displaying saddles. Send photo and price. Photos returned if requested. Pace Hardware, Logansport 7, Louisiana.

WANTED TO BUY—TRAINED DOGS, THE younger the better. Send full details. Box A-199, Billboard, 1820 N. Gower, Hollywood 28, Calif.



HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:

- Acts, Songs, Parodies, Agents and Distributors, Animals, Birds, Pets, Business Opportunities, Coin Machines, Coin Machine Equipment (used), Coin Machine Opportunities, Coin Machine Routes for Sale, Coin Machines Wanted to Buy, Costumes, Uniforms, Wardrobes, Food and Drink Concession Supplies, Formulas, For Sale—Secondhand Goods, For Sale—Secondhand Show Property, Help Wanted, Instructions, Books, Cartoons, Magical Apparatus, Miscellaneous, Musical Instruments, Accessories, Partners Wanted, Personals, Photo Supplies and Developing, Printing, Salesmen Wanted, Scenery, Banners, Tattooing Supplies, Wanted to Buy

Talent At Liberty Headings

- Agents and Managers, Bands and Orchestras, Circus and Carnivals, Dramatic Artists, Miscellaneous, M. P. Operators, Musicians, Parks and Fairs, Vaudeville Artists, Vocalists

3. Indicate below the type of ad you wish:

- REGULAR CLASSIFIED AD—20c a word, Minimum \$4, DISPLAY CLASSIFIED AD—\$1 per agate line, One inch \$14 (14 agate lines to inch)

AT LIBERTY AD—5c a word, Minimum \$1

Classified and At Liberty ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please insert the above ad in \_\_\_\_\_ issue.

NAME \_\_\_\_\_ I enclose

ADDRESS \_\_\_\_\_ remittance of

CITY \_\_\_\_\_ STATE \_\_\_\_\_ \$ \_\_\_\_\_

over 67,000 ACTIVE BUYERS read

The Billboard Classified columns each week



# ROCK-OLA

## 120 Hi-Fi Selection Phonograph

Model 1464



The newest innovation in the Phonograph Industry ... the sensation of the

# MOA

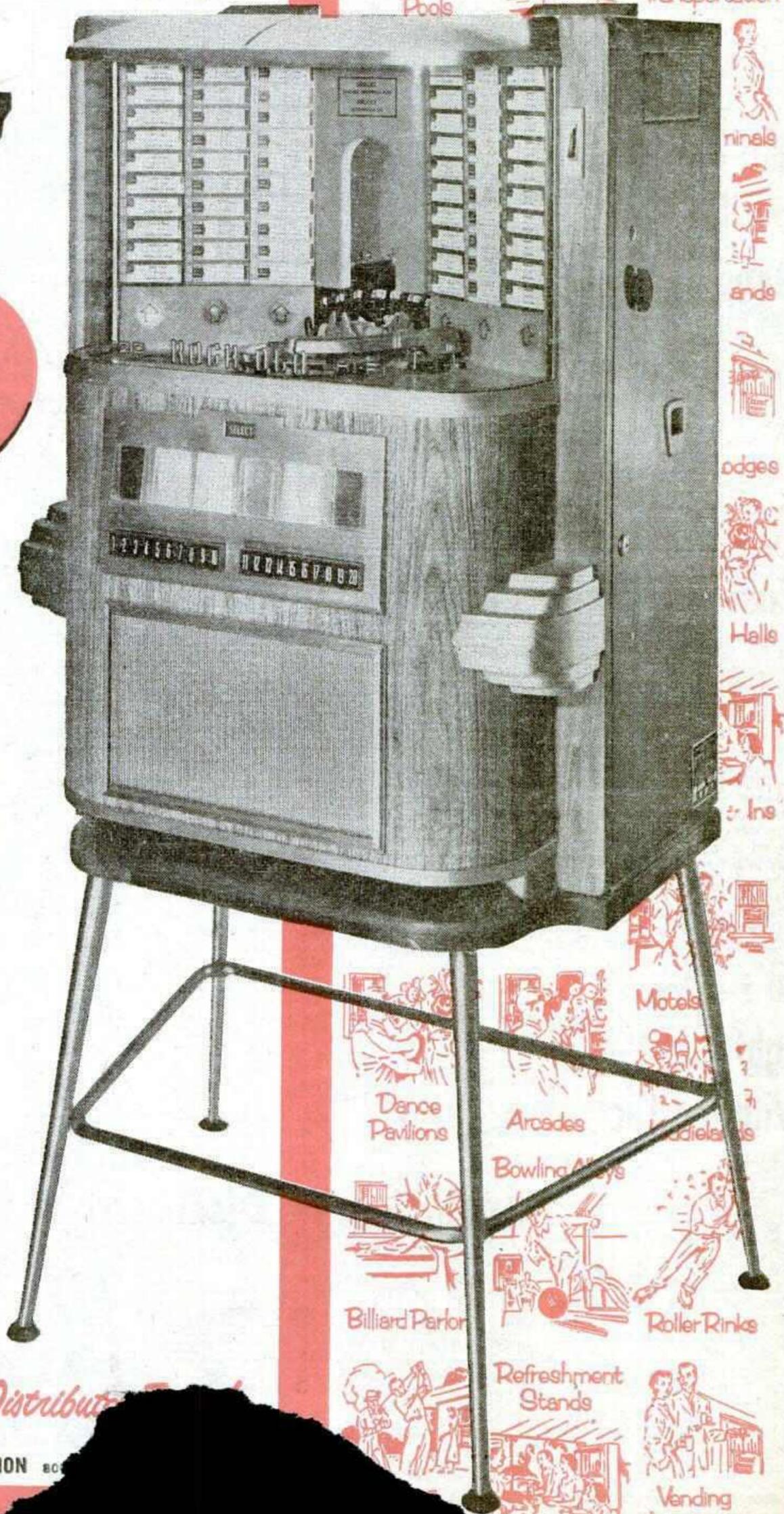
### Convention



Can be mounted directly on the wall



Can be mounted on a floor stand



- Amusement Parks
- Sightseeing Boats
- Swimming Pools
- Shopping Centers
- Summer Resorts
- Transportation
- Restaurants
- Cafes
- Edges
- Halls
- Bars
- Motels
- Dance Pavilions
- Arcades
- Bowling Alleys
- Billiard Parlor
- Roller Rinks
- Refreshment Stands
- Vending Locations

See it at Your Rock-Ola Distributor

ROCK-OLA MANUFACTURING CORPORATION



VAUDEVILLE REVIEW

Chuck and Charley Flop As Thought-Provokers

Two men who supplement their regular incomes—sources of which are uncertain to this writer—by belonging to that mysterious breed known as "professional speakers," performed at general business sessions of the MOA convention in Chicago last week.

Charles (Charley) Lapp and Charles (Chuck) Hanna gave what were billed as "thought-provoking" talks, well laced with tired chuckles. In the role of thought-provokers, they flopped miserably. The only thought they provoked from this writer was how to leave the premises as quickly as possible.

However, in the role of chuckle-lacers, they succeeded where others had failed: They put on their acts without the customary clown get-ups and provided intermissions between some lamently dull and interminable speeches.

Lapp began his act—giving five steps to success or some such nonsense—by ringing a large cow bell, "my profit bell ringing in more profits for you in 1958." That should give you a rough idea of what followed. A typical joke was on the B.S., M.S., Ph.D. variety, difficult as that may be to believe.

Hanna's theme was "people are confused," an apt description of how some attending must feel about why people of his ilk are brought before a national assembly of music operators. That's when this writer stopped taking notes on "Chuck," so I can't give a more rounded description of what followed. But no matter. Anyone interested can mail in a coupon for one of those correspondence courses on the "five," "ten" or "twenty" ways to succeed or top stop being confused, usually offered for sale at nominal prices in the back pages of magazines where "90-pound weakling" offerings appear, or spend a quarter for a paperback on similar subjects, convenient as a walk to the corner drugstore.

Bob Dietmeier.

Miller Tells of Plans for TV Network Show

CHICAGO—A tentative agreement between Peter Potter, creator of the "Juke Box Jury" television and radio show, and the Music Operators of America, was outlined Wednesday night (7) at the MOA convention here.

The show will act as a public relations vehicle for the music machine industry, featuring juke boxes in the program itself and mentioning the names of individual operators.

"Juke Box Jury" is currently heard on radio thruout California, and on television in Southern California. Plans call for a network program.

50-50 Split

Miller told the conventioners that if plans go thru, the coffers of MOA stand to be enriched considerably. All sponsor revenues for the first 26 weeks would go to Potter, but after that Potter would get front money, with the MOA getting 50 per cent of the gross above that.

A business manager would be hired jointly by Potter and MOA. He would be responsible for production and liaison between the various operators and Potter.

Miller said that there is a possibility that MOA members, as individuals, will share in the profits of the venture.

cutting the master, making metal masters, molds and stampers, and the packaging and shipping from the plant.

Urges Ops To Support PAL Group

CHICAGO — A Miami police official who heads up that city's Police Athletic League urged operators to support the group to change the term "juvenile delinquency" to "juvenile decency."

Joe Ruggerio of the Miami police department, at the Thursday (8) general session of the MOA convention, told operators that "youth is your business." PAL, he said, was an excellent way of backing youth with various athletic and recreational programs and keeping them out of trouble.

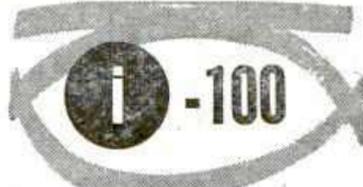
Ruggerio told the group of the work that the Miami Music Operators Association, headed by Willie Blatt, is doing. Blatt took an interest in PAL, and thru his interest, the association is supporting the local PAL group there.

He urged operators interested in setting up a program thru their

local police departments to contact the local police chief and/or write Police Commissioner James B. Nolan, executive director of PAL, New York City, for details.

George A. Miller, MOA president, presented Ruggerio with a plaque for his efforts on behalf of the association.

Now at your AMI distributor's!



Every element—styling, easy operation, fast servicing, trouble-free maintenance—carefully designed to give you the finest, most profitable juke box in the world.

AMI Incorporated 1500 Union Ave., S.E. • Grand Rapids, Mich.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

200 Ops View RCA PR Film

CHICAGO — RCA Victor played host to nearly 200 operators at a cocktail party and showing of the firm's public relations film, "The Sound and the Story," at the MOA convention here Tuesday night (7).

MOA President George Miller introduced W. I. Alexander, RCA Victor director of advertising, who acted as host. Alexander said the film was shown to some 4,000,000 school children and 20,000,000 persons over television.

The color film was based on the actual production of RCA's "Romeo and Juliet" record. The Tchaikovsky Symphony was recorded at Boston's Symphony Hall by the Boston Symphony Orchestra.

The actual processes depicted were the taping of the selection,

SEEBURG OWNERS Model B thru VL-200 50c EXTRA PLAY BONUS MEANS LARGER COLLECTIONS! THE ROYAL 50c UNIT AVAILABLE WITH NATIONAL REJECTOR And IMPROVED COIN SEPARATOR. Tested—Thousands in Use! Not a Kit—Install on location in minutes. No Wiring, Soldering, Drilling. ROYAL MFG. CO. 1360 Howard Street San Francisco 3, California Now only \$49.50

The Sensation of the M. O. A. Convention!

UNITED'S BEAUTIFUL NEW UPB-100 HI-FIDELITY PHONOGRAPH

Styled by

RAYMOND LOEWY

World Famous Designer

Never before in the history of automatic music has any phonograph produced the interest and enthusiasm among operators as the first showing of United's startling new Model UPB-100 at the recent M.O.A. Convention. Constant crowding of United's big booth . . . demands for early quantity shipments . . . offer a truly great testimonial to this amazing new phonograph, superbly styled by Raymond Loewy, one of the world's leading designers. Now is the time to insure early delivery for you. Write for full details.

UNITED MUSIC CORPORATION

3401 North California Avenue, Chicago, Illinois UMCORP









THE BILLBOARD WEEKLY

# Coin Machine Price Index

## How to Use the Index

**HIGHS AND LOWS** Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

**PRICES** given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

**MEAN AVERAGE.** The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of May 5, 1958)

**MUSIC MACHINES**

	High	Low	Mean Avg.
<b>AMI</b>			
Model C-40	\$150.00	\$150.00	\$150.00
Model D-80 (51) sel.			
78 RP M.	299.00		250.00
Model E-40 (53) 40 sel.			
78 RPM	225.00	195.00	195.00
Model E-80 (53) 80 sel.			
45 RPM	325.00	220.00	225.00
Model E-120 (53) 120 sel.			
45 RPM	395.00		345.00
Model F-80 (54) sel.			
45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel.			
45 RPM	550.00		495.00
<b>ROCK-OLA</b>			
120 Comet	\$435.00	\$435.00	\$435.00
1432 (50-51) 50 sel.			
78 RPM	149.00	149.00	149.00
1432 Rocket	95.00	95.00	95.00
1434 (50-51) 50 sel.			
78 RPM	149.00	119.00	139.00
1434 Fireball	139.00	139.00	139.00
1434 Rocket	149.00	149.00	149.00
1436 A-(53) 120 sel.			
45 RPM	199.00	190.00	199.00
1438 (54) 120 sel.			
45 RPM	350.00		300.00
1442 (54) 50 sel.			
45 RPM	395.00	395.00	395.00
1446 Hi-Fi 120 sel.			
45 RPM	495.00		495.00
Hi-Fi (55)	189.00	189.00	189.00
<b>SEEBURG</b>			
HM-100-Hideaway (9/49)	\$189.00	\$145.00	\$145.00
M-100-A (9/49) 100 sel.			
78 RPM	275.00		145.00
M-100-B (10/50) 100 sel.			
45 RPM	395.00		375.00
M-100-O (5/52) 100 sel.			
45 RPM	495.00		450.00
HF-100-G (9/53) 100 sel.			
45 RPM	595.00	595.00	595.00
HF-100-R	695.00		645.00
100-W (9/53)	590.00	495.00	525.00
M-100-G	595.00	525.00	595.00
<b>WURLITZER</b>			
1015 (46) 24 sel.			
78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 sel.			
78 RPM	35.00	35.00	35.00
1100 (47) 24 sel.			
78 RPM	49.00	49.00	49.00
1217 Hideaway (50) 48 sel.			
45 or 78 RPM	99.00	89.00	89.00
1250 (50) 48 sel.			
45 or 78 RPM	100.00	65.00	99.00
1400 (51) 48 sel.			
45 or 78 RPM	195.00	145.00	149.00
1450 (51) 48 sel.			
45 or 78 RPM	175.00	150.00	150.00
1500 (52) 104 sel.			
45-78 RPM Mix	295.00	100.00	139.00
1550 (52) 104 sel.			
45-78 RPM Mix	150.00	139.00	145.00
1550-A (53) 104 sel.			
45-78 RPM Mix	295.00	145.00	145.00
1600 (53) 48 sel.			
45 or 78 RPM	235.00	235.00	235.00
1600-A (54) 48 sel.			
45 or 78 RPM	239.00	239.00	239.00
1650 (53) 48 sel.			
45 RPM	345.00	235.00	239.00
1650-A (54) 48 sel.			
45 RPM	325.00	325.00	325.00
1700 (54) 104 sel.			
45 RPM	550.00		475.00
1800 (2/55) (W)	675.00		545.00
<b>PINBALL GAMES</b>			
<b>BALLY</b>			
Atlantic City (5/52)	\$ 45.00	\$ 30.00	\$ 30.00
Beach Beauty (1/55)	175.00	125.00	145.00
Beach Club (2/53)	65.00	40.00	55.00
Beauty (11/52)	65.00	35.00	60.00
Big Time (1/55)	135.00	75.00	115.00
Bright Lights (5/51)	45.00	45.00	45.00
Bright Spot (11/51)	145.00	145.00	145.00
Broadway (12/55)	215.00	150.00	175.00
Coney Island (9/52)	45.00	45.00	45.00
Dude Ranch (9/51)	55.00	35.00	45.00
Frolic (10/52)	45.00	45.00	45.00
Gayety (3/55)	85.00	45.00	65.00
Gaytime (6/55)	125.00	75.00	110.00
Hi-Fi (6/54)	65.00	50.00	50.00

	High	Low	Mean Avg.
Ice Frolics (1/54)	\$ 65.00	\$ 50.00	\$ 55.00
Miami Beach (9/55)	125.00	90.00	115.00
Nite Club (3/56)	245.00	175.00	185.00
Palm Beach (7/52)	85.00	30.00	40.00
Palm Springs (11/52)	65.00	45.00	50.00
Spot Lite (1/52)	75.00	25.00	65.00
Surf Club (3/54)	95.00	50.00	55.00
Variety (9/54)	85.00	65.00	75.00
Yacht Club (6/53)	50.00	30.00	35.00
<b>CHICAGO COIN</b>			
Basketball Champ (10/49)	\$195.00	\$ 75.00	\$125.00
Home Run	95.00	95.00	95.00
Tahiti (10/49)	75.00	75.00	75.00
<b>EVANS</b>			
Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00
<b>GENCO</b>			
Golden Nugget (2/53)	\$ 35.00	\$ 35.00	\$ 35.00
Invader (3/54)	75.00	70.00	70.00
<b>GOTTLIEB</b>			
Arabian Knights (11/53)	\$105.00	\$100.00	\$100.00
Auto Race (9/56)	220.00	195.00	195.00
Basketball (10/49)	175.00	175.00	175.00
Bowlette (2/50)	245.00	245.00	245.00
Chinatown (10/52)	75.00	75.00	75.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	225.00	175.00	215.00
College Daze (8/49)	135.00	135.00	135.00
Coronation (11/52)	50.00	45.00	45.00
Crossroads (5/52)	75.00	75.00	75.00
Cyclone (4/51)	25.00	25.00	25.00
Daisy Mae (7/54)	125.00	65.00	119.00
Derby Day (4/56)	200.00	160.00	175.00
Diamond Lill (12/54)	125.00	119.00	120.00
Dragonette (6/54)	165.00	150.00	160.00
Duette (3/55)	175.00	35.00	135.00
Duette Deluxe (4/55)	179.00	179.00	179.00
Flying High (2/53)	65.00	40.00	40.00
Four Belles (10/54)	125.00	125.00	125.00
Four Stars (6/52)	65.00	50.00	50.00
Frontiersman (11/55)	155.00	100.00	150.00
Gold Star (8/54)	150.00	114.00	125.00
Grand Slam (4/53)	49.00	49.00	49.00
Green Pastures (1/54)	95.00	50.00	60.00
Guys & Dolls (5/53)	95.00	85.00	85.00
Gypsy Queen (2/55)	175.00	120.00	150.00
Happy Days (7/52)	50.00	50.00	50.00
Harbor Lites (2/56)	175.00	145.00	165.00
Hawaiian Beauty (5/54)	110.00	110.00	110.00
Hawaiian Beauty (5/54)	115.00	115.00	115.00
Hit 'n' Run (3/52)	45.00	45.00	45.00
Jockey Club (4/54)	125.00	99.00	125.00
Jubilee (5/55)	250.00	244.00	244.00
Jumbo (10/54)	275.00	225.00	230.00
Marathon (10/55)	225.00	185.00	210.00
Lady Luck (9/54)	145.00	120.00	145.00
Lovely Lucy (2/54)	115.00	95.00	115.00
Marble Queen (6/53)	69.00	69.00	69.00
Mystic Marvel (3/54)	125.00	95.00	110.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	85.00	69.00	85.00
Poker Face (8/53)	165.00	75.00	105.00
Quartette (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	95.00	40.00	95.00
Rose Bowl (10/51)	50.00	50.00	50.00
Score-Board (3/56)	325.00	175.00	225.00
Sea-Belles (8/56)	275.00	244.00	275.00
Shindig (9/53)	110.00	90.00	110.00
Skill Pool (8/52)	50.00	50.00	50.00
Sluggin' Champ (4/55)	165.00	125.00	165.00
Sluggin' Champ Deluxe (4/55)	175.00	135.00	175.00
Southern Belle (6/55)	175.00	135.00	175.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	190.00	125.00	160.00
Sweet Add-A-Line (7/55)	175.00	125.00	175.00
Toreador (6/56)	275.00	175.00	200.00
Tournament (8/55)	225.00	170.00	185.00
Twin Bill (1/55)	145.00	125.00	145.00
Wild West (8/51)	250.00	250.00	250.00
Wishing Well (9/55)	175.00	149.00	165.00
<b>UNITED</b>			
Cabana (3/53)	\$ 45.00	\$ 45.00	\$ 45.00
Caravan (1/56)	145.00	90.00	135.00
Circus (8/52)	395.00	60.00	340.00
Havana (2/54)	45.00	25.00	25.00
Hawaii (6/54)	45.00	25.00	25.00
Manhattan (4/55)	85.00	50.00	75.00
Mexico (3/54)	55.00	25.00	25.00
Nevada (8/54)	75.00	25.00	45.00
Pixie (9/55)	125.00	65.00	75.00
Rio (11/53)	55.00	25.00	35.00
Singapore (10/54)	65.00	25.00	55.00
Stardust (4/56)	150.00	90.00	135.00

	High	Low	Mean Avg.
Starlet (11/55)	\$125.00	\$ 85.00	\$ 95.00
Stars (6/52)	35.00	35.00	35.00
Tahiti (8/53)	35.00	35.00	35.00
Triple Play (8/55)	85.00	55.00	85.00
Tropicana (1/55)	65.00	65.00	65.00
Tropics (7/55)	55.00	35.00	35.00
<b>WILLIAMS</b>			
Army & Navy (10/55)	\$ 35.00	\$ 35.00	\$ 35.00
Big Ben (9/54)	115.00	115.00	115.00
C.O.D. (9/53)	80.00	59.00	59.00
Colors (11/54)	135.00	110.00	135.00
Daffy Derby (8/54)	75.00	75.00	75.00
Dealer '21' (2/54)	34.00	34.00	34.00
Deluxe Baseball	125.00	75.00	125.00
Disk Jockey (11/52)	40.00	40.00	40.00
Dreamy (2/50)	135.00	110.00	135.00
Eight Ball (1/52)	35.00	35.00	35.00
Four Corners (11/52)	40.00	40.00	40.00
Fairway (6/53)	59.00	50.00	59.00
Grand Champion (8/53)	60.00	35.00	49.00
Gun Club (11/53)	90.00	40.00	90.00
Hayburner (6/51)	50.00	50.00	50.00
Hong Kong (10/52)	55.00	55.00	55.00
Jalopy (8/51)	40.00	40.00	40.00
King of Swat	175.00	175.00	175.00
Lazy Q (2/54)	35.00	35.00	35.00
Lu Lu (12/54)	125.00	125.00	125.00
Nifty (12/50)	20.00	20.00	20.00
Nine Sisters (11/54)	100.00	75.00	75.00
Peter Pan (4/55)	145.00	110.00	145.00
Quarterback (10/49)	85.00	85.00	85.00
Race the Clock (1/55)	165.00	75.00	145.00
Rag-Mop 5 Ball (11/50)	49.00	49.00	49.00
Rainbow 5 Ball (11/48)	210.00	210.00	210.00
Regatta (10/55)	150.00	125.00	145.00
Screamo (4/54)	75.00	59.00	59.00
Sea Jockeys (11/51)	225.00	225.00	225.00
Silver Skates (2/53)	50.00	50.00	50.00
Singapore (10/54)	55		

















WIN THOSE  
**FIRST-Class**  
LOCATIONS  
WITH  
**FIRST-Class**  
EQUIPMENT FROM  
**FIRST!**

**NEW GAMES**  
ChicoIn BATTER UP  
ChicoIn ROCKET SHUFFLE  
Genco SPACE AGE  
Genco GUN CLUB  
Genco FUNFAIR  
Gottlieb ROCKETSHIP  
Wms. TEN STRIKE  
Wms. KICK OFF  
Bally SKILL ROLL  
Bally TARGET ROLL  
Bally MISS AMERICA  
VALLEY 6-POCKET POOL  
Kaye ELDORADO 6-POCKET  
Kaye COMPETITOR 6-POCKET  
Auto Bell PLAYBALL  
Keeney DELUXE BIG TENT  
United BONUS BOWLING ALLEY

**SHUFFLES**  
CHICAGO COIN  
BULL'S EYE ..... \$295  
HOLLYWOOD ..... 225  
HOLIDAY ..... 215  
THUNDERBOLT ..... 185  
MIAMI SHUFFLE ..... 55  
BALLY  
CONGRESS ..... \$275  
UNITED  
SUPER BONUS ..... \$225  
VOGUE (Targette) ..... 195  
TARGETTE ..... 125  
ROYAL w/ Flash-O-Matic ..... 120  
OLYMPIC w/ Flash-O-Matic ..... 120  
CASCADE w/ Flash-O-Matic ..... 120

**BOWLING GAMES**  
United 14' Bowling Alley. \$445  
Bally 14' Bowling Lane.. 445  
C. C. 14' Bowling League 475  
C. C. 6-Player Ski Bowl.. 149  
C. C. 16' Classic Bowler.. Write

**ARCADE**  
Ex. POP GUN CIRCUS ..... Write  
Genco MOTORAMA ..... \$395  
Genco CIRCUS GUN ..... 375  
Genco STATE FAIR ..... 250  
Genco DAVY CROCKETT ..... 225  
C.C. TWIN HOCKEY ..... 220  
Wms. SAFARI ..... 175  
Un. CARNIVAL GUN ..... 165  
Genco RIFLE GALLERY ..... 155  
Evans SUPER BOMBER ..... 145  
Wms. CRANE ..... 125  
C.C. STEAM SHOVEL ..... 125  
United JUNGLE GUN ..... 125  
Cap. MIDGET MOVIES ..... 125  
C.C. BASKETBALL CHAMP. 120  
Exh. JET GUN ..... 110  
Exh. RINGER BALL ..... 95  
Wms. QUARTERBACK ..... 85

**5-BALLS**  
GOTTLIEB  
SEA BELLES, 2 Pl. .... \$275  
SCOREBOARD, 4 Pl. .... 225  
DERBY DAY ..... 185  
EASY ACES ..... 185  
GYPSY QUEEN ..... 170  
WISHING WELL ..... 165  
SLUGGING CHAMP ..... 165  
QUEEN OF HEARTS ..... 95  
GUYS AND DOLLS ..... 85  
CROSS ROADS ..... 75  
CHINATOWN ..... 75  
WILLIAMS  
JIG SAW ..... \$325  
BAND WAGON, 4 Pl. .... 295  
PICCADILLY ..... 245  
RACE THE CLOCK ..... 165  
SMOKE SIGNAL ..... 145  
COLORS ..... 135  
SPITFIRE ..... 115  
GUN CLUB ..... 90  
BALLY  
CIRCUS ..... \$340  
BALLS-A-POPPIN' ..... 210  
CHICAGO COIN  
BLONDIE ..... \$160

**IMPORTERS!**  
WRITE FOR FREE  
**56-PAGE CATALOG!**  
Fully  
Illustrated

Chicago Coin's  
**2-Player**  
**ROCKET SHUFFLE**

**FIRST and BEST!**

Cable: FIRSTCOIN—Chicago

**FIRST**

**COIN MACHINE EXCHANGE, Inc.**

Joe Kline & Wally Finke • Dickens 2-0500  
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS

**Rock-Ola & United Models**

• Continued from page 68

showed a new version of its 100-play machine, with a redesigned cabinet and a modified changer mechanism. Like the previous model, selection is made by dial. The cabinet was designed by Raymond Loewy.

Production? Price? Jack Mitnick, United sales manager, declined to say when the

machine would go into production or what it would sell for. The company also showed a new three-wire wall box.

While Seeburg, Wurlitzer and AMI showed no models for the first time, they did display their current models and also had these units displayed in the record company booths.

The  
**M.O.A.**  
**PROVED IT!**

The  
**Valley**  
**POOL TABLE**  
**IS THE**  
**FINEST**  
**MADE!**

Now Delivering



The New

**Valley**  
**DELUXE**  
**6-POCKET POOL**

- Valley's "Cadillac Quality" and exclusive features protect your investment!
- Modern Styling—Beautiful Mahogany Finish with Formica Rail Protectors, Gold-Trimmed Pockets, Genuine Billiard Cushions.
  - Separate, Fast, No-Stoop Cue Ball Return.
  - Exclusive Easy-Count Scorer.
  - Exclusive Plexiglas Viewer—Accurate Record of Balls Played—Speeds Play.
  - Cheat-Proof, Burglar-Proof. Composition or Slate Beds. Double Dime or 25¢ Chute.

See your Distributor or write direct

**VALLEY SALES CO.**

(Sales affiliate Valley Mfg. Co.)

333 MORTON STREET, BAY CITY, MICHIGAN

Twinbrook 5-8587

HERE'S SOMETHING DIFFERENT FOR YOUR LOCATIONS  
**GOTTLIEB'S**

**ROCKET SHIP**

FEATURING

**4 Flippers** With Exciting, New "Full Playfield Action"!

Taken from the rocket age . . . the ball is blasted to top playfield in two stages. Bottom flippers fire ball to mid-field where booster flippers add additional kick to carry action back to top of playfield. See your distributor today for a demonstration of this colorful, exciting, new feature!

**Plus—ROTO-TARGETS that:**

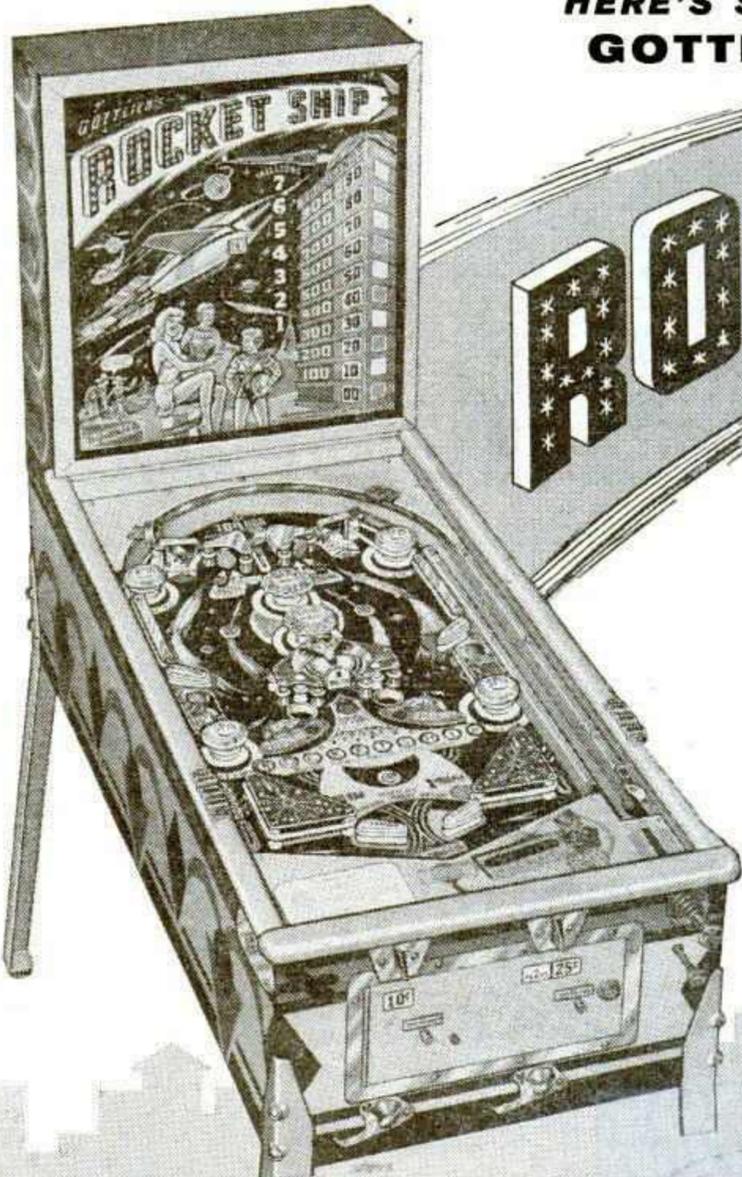
- Lite letters in R-O-C-K-E-T S-H-I-P carry-over feature
- Score Specials when name is completed
- Score 100,000 to 1 million

2 targets at top of field lite alternately for Roto-Target values

Pop-Bumpers lite for super high score

7 places to spin Roto-Targets

High score to 7 million



**D. Gottlieb & Co.**

1140-50 North Kostner Avenue • Chicago 51, Ill.

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

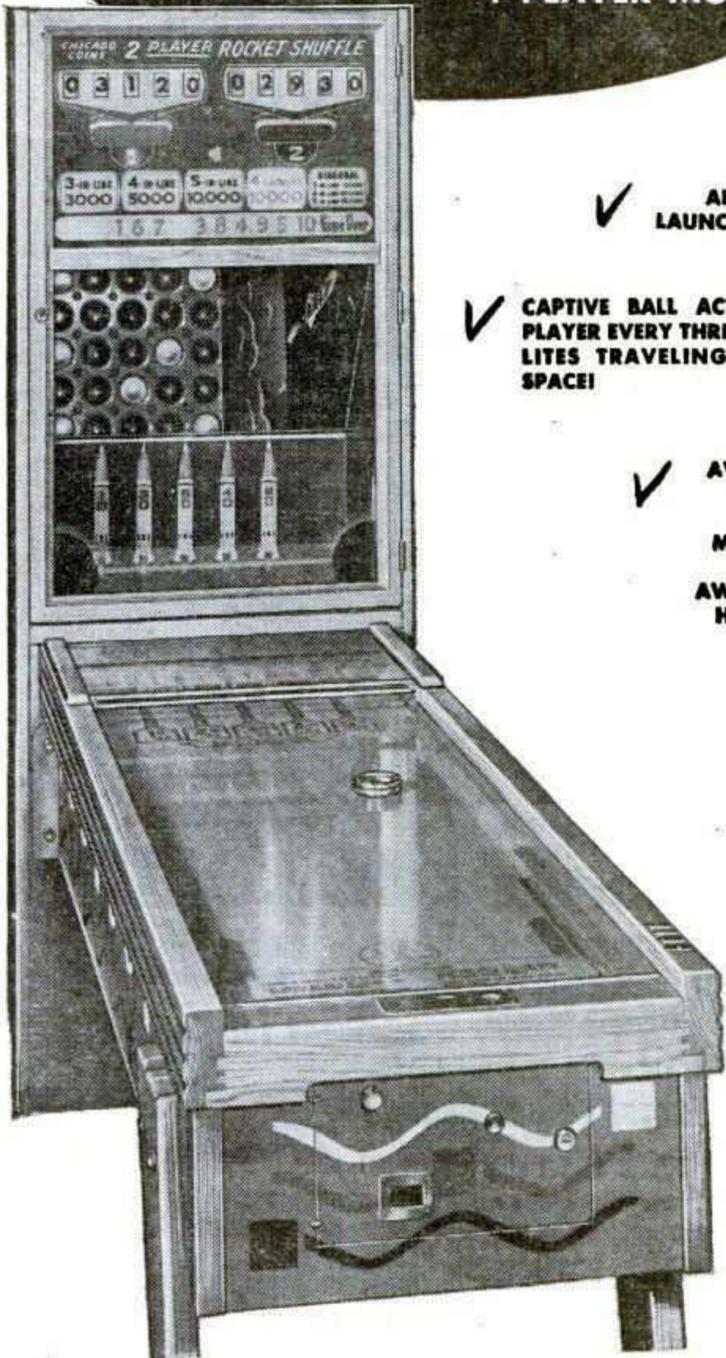
# NOW THERE ARE 2 TOP MONEY MAKERS!

And Chicago Coin Brings You Both!

2-PLAYER

## Rocket Shuffle

ALSO AVAILABLE IN 1 PLAYER MODEL



✓ ALL BALL LAUNCH FEATURE!

✓ CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH SPACE!

✓ AVAILABLE IN REPLAY OR REGULAR MODELS . . . REPLAYS AWARDED FOR HIGH SCORE!

- ✓ UNUSUAL AND NEW 3 DIMENSION MIRROR EFFECT . . . GAME IS ONLY 7'7" YET GIVES THE APPEARANCE OF A GAME 11'11".
- ✓ NEW METHOD OF SCORING WITH CAPTIVE BALLS . . . 3 in Row—4 in Row—5 in Row—4 Corners DIAGONALS SCORE DOUBLE!
- ✓ PLAYER DETERMINES WHEN AND IF HE WANTS TO ACCEPT IN LINE BONUS SCORE OR CONTINUE TO PLAY FOR A HIGHER BONUS SCORE!
- ✓ ADJUSTABLE TO 5 AND 10 SHOTS PER GAME . . . STRAIGHT 10c PLAY.

NEW ELECTRONIC MARVEL

## BATTER-UP

WORLD'S FIRST

## Lite-O-Matic BASEBALL GAME

✓ Player Experiences Every Thrill — Every Action Of A Real Baseball Being Pitched . . . Being Hit . . . Being Caught!

✓ The "Lite-O-Matic" Ball is actually delivered from pitcher's box to batter!



- ✓ 3 dimension players and green plexi-glass play field simulate a realistic "Big League" baseball diamond!
- ✓ Animated players on back-glass actually run bases!
- ✓ Player by skillfully hitting home runs to all 3 fields gets extra Bonus Runs!
- ✓ Previous High Score feature!
- ✓ Available in Replay or Regular models!
- ✓ 3 outs per 10c game!

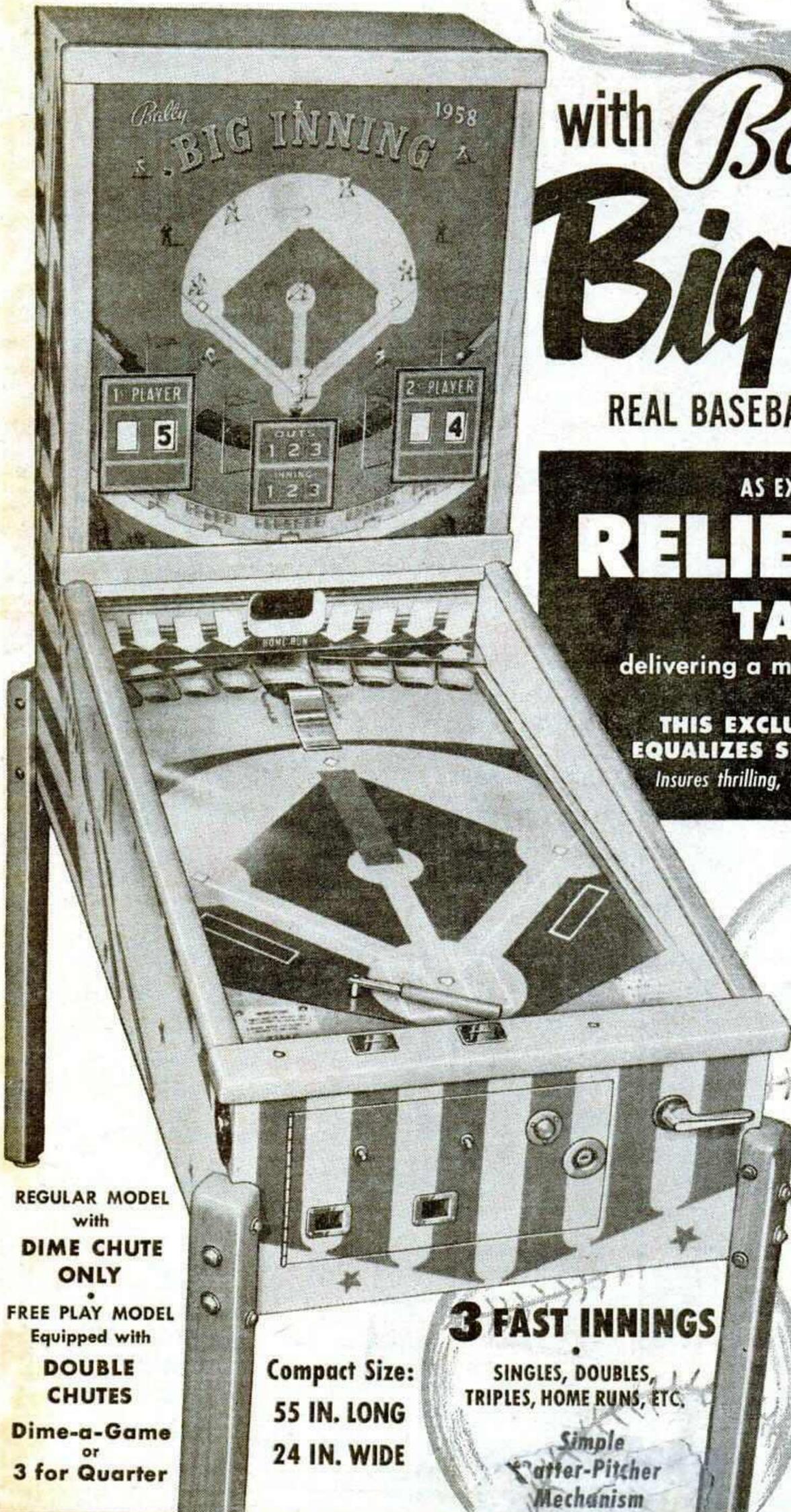
**chicago coin machine**

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of  
**Chicago Dynamic Industries, Inc.**

# THE BIG PROFIT SEASON IS HERE!

Cash in Now...



with *Bally*  
**Big Inning**

REAL BASEBALL FROM START TO FINISH!

AS EXPERT HITTER PILES UP RUNS

## RELIEF PITCHER TAKES OVER

delivering a mixture of curves and straight balls  
to halt the rally

**THIS EXCLUSIVE BALLY FEATURE  
EQUALIZES SKILL BETWEEN PLAYERS**

*Insures thrilling, tight ball game all the way*

1 OR 2  
CAN PLAY

REQUIRES

**REAL BATTING  
SKILL**

*Great for Competition*

**NEW  
DOUBLE  
PLAY  
FEATURE**

*Target Values Change  
with Men on Base*

REGULAR MODEL  
with  
**DIME CHUTE  
ONLY**

FREE PLAY MODEL  
Equipped with  
**DOUBLE  
CHUTES**

Dime-a-Game  
or  
**3 for Quarter**

Compact Size:  
**55 IN. LONG  
24 IN. WIDE**

**3 FAST INNINGS**

SINGLES, DOUBLES,  
TRIPLES, HOME RUNS, ETC.

*Simple  
Batter-Pitcher  
Mechanism*

Right now... all over the nation... baseball is in the sports spotlight. And now is the time to cover your locations with Bally BIG INNING. Fascinating, real baseball action keeps players glued to the game hour after hour. New, exclusive profit features pile up coins in a hurry. Get your share. Get BIG INNING on location now.

See your distributor... or write **BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS**

# UNITED'S NEW SHOOTING STAR



PLAYERS  
ALTERNATE  
DURING  
PLAY

3-DIMENSIONAL  
TWO-PLAYER  
SHUFFLE-TYPE  
GAME

NEW  
LAUNCH-ALL-BALLS  
FEATURE  
NEW LARGE PUCK

5 OR 10  
FRAME GAME  
WITH  
DOUBLE-SCORE  
FEATURE

NEW  
CAPTIVE BALL  
IN-LINE  
SCORING  
HIGH SCORES

APPROXIMATE SIZE:  
7½ FT. LONG  
2 FT. WIDE

MECHANISM  
IN BACK BOX  
FOR  
EASY SERVICING

DROP CHUTE  
COIN MECHANISM  
WITH  
NATIONAL REJECTOR  
ON PULL-OUT DRAWER

10¢ PLAY

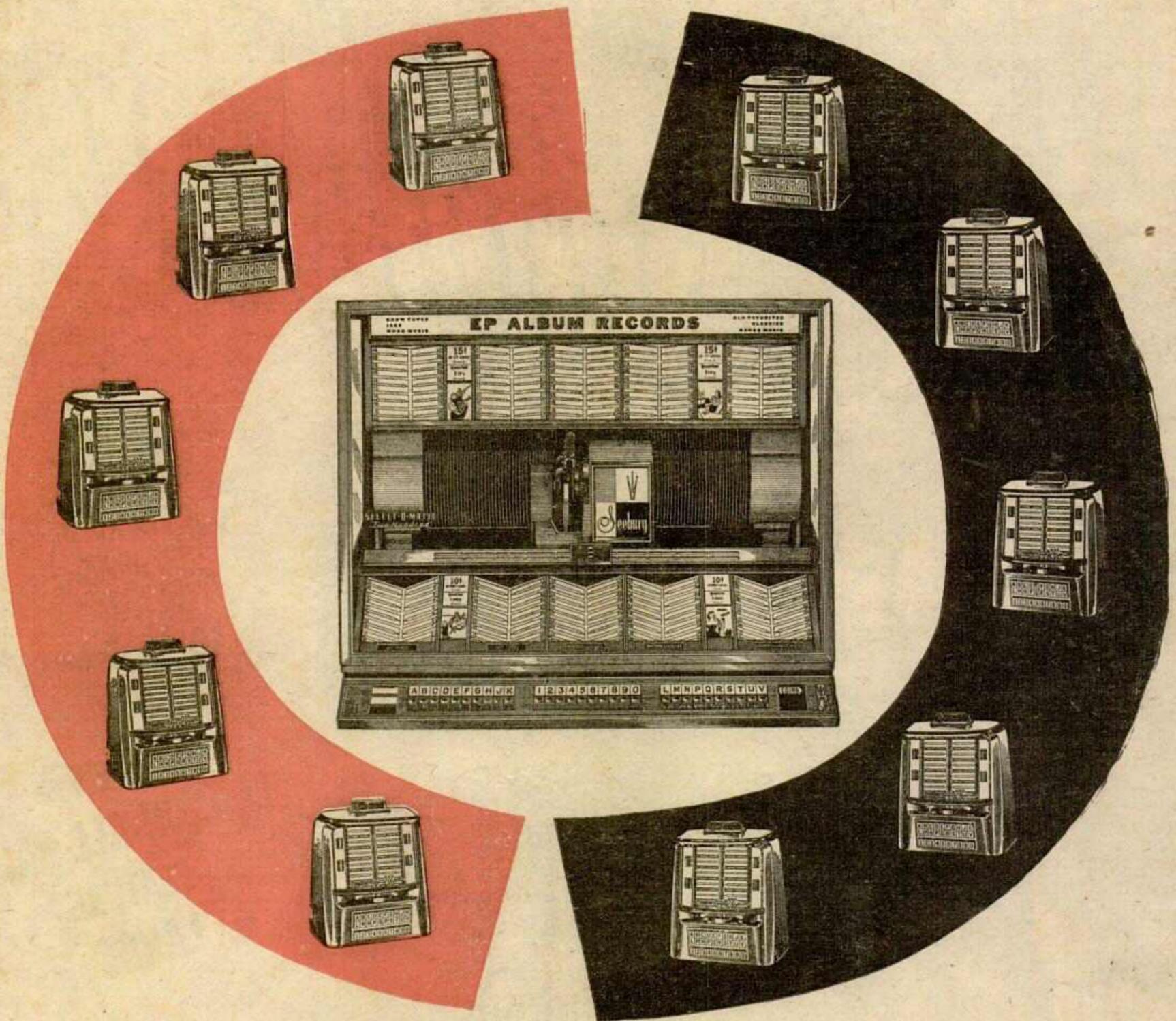
REGULAR AND  
DELUXE MODELS



UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR



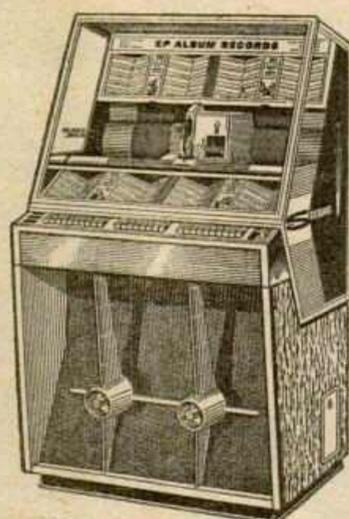
**EXTEND THE VALUE OF DUAL PROGRAMMING**

**WITH SEEBURG**

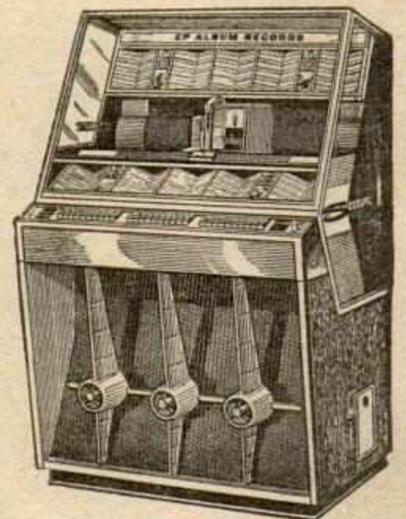
*Wall-o-matics*

Versatile, streamlined Seeburg Wall-O-Matics bring all the advantages of Dual Programming to any spot in the location.

Seeburg Wall-O-Matics permit displaying singles and EP album records to match the Dual Programming of the phonograph. And, because Seeburg Wall-O-Matics are equipped for Dual Pricing greater earnings are assured.



The **SEEBURG '161'**



The **SEEBURG '201'**

**Seeburg**  
 DEPENDABLE MUSIC SYSTEMS SINCE 1902  
 THE SEEBURG CORPORATION  
 Chicago 22, Illinois

*America's Finest and Most Complete Music Systems*