

The Billboard

SIXTY-SIXTH YEAR

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FEBRUARY 15, 1960 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

Payola Hearings Call Jocks Tools

Harris Tabs Takers 'Pathetic'; Lashes Selfishness of Cold-Blooded Bribers

By MILDRED HALL

WASHINGTON—In the three-day opening session of last week's payola hearings, Legislative Oversight Subcommittee Chairman Oren Harris (D., Ark.) found the deejay transgressors rather "pathetic" young men. He had far harsher words for the way the payola practices "eat at the heart of the broadcast industry," involving broadcast personnel and stations at one end of the take, and cold-blooded bribers at the other.

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The Subcommittee is concentrating on discovering all ramifications, in order to write fool-proof anti-payola legislation. The result should be to cut the payola web strangling the music industry, while the committee fulfills its primary obligation to keep broadcasting aware of its public interest responsibilities. Third aspect is the job of reinforcing fair competition in trade practices in interstate commerce.

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From WMEX, Boston, reports indicate testimony by deejays Arnie Ginsberg and Mel Miller, but scheduled list has station president Maxwell Richmond and manager Robert S. Richmond.

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LP's Top Singles In Unit Sales For First Time

Dec. '59 Dealer Album Sales Over 6 Mil; Singles Under 5 Mil

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These statistics are advance figures derived from the forthcoming

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Even Bigger Lead

Sales of LP records alone accounted for 55 per cent of all records sold in stores during this period. When it is considered that record clubs, which are not included in this December survey, sell only LP's, and racks, also not included in this survey, sell 80 per cent LP's and only 20 per cent singles, it is apparent that LP sales outpaced singles at a startling rate. It could be mentioned in this connection, that this past December of 1959, there was no single that boosted the sales picture the way "The Chipmunk Song" did in December of 1958. In that year "The Chipmunk Song" alone accounted for better than 3,000,000 single sales.

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Not All Yule Fare, Either

NEW YORK — Reports from many manufacturers of package goods indicate that the month of December was a strong one for package goods, but not merely because of Christmas packages themselves. Christmas sets, those containing yuletide carols, holiday music, etc., did not turn into as big album seller, in many cases, as anticipated. Instead, it was the standard best selling album product, the Mitch Miller, Johnny Mathis, Kingston Trio, "Sound of Music," "Sixty Years of Music America Loves Best," Shelley Berman, etc. type of product that kept the cash registers ringing over the holidays. There were exceptions, of course, such as the Mormon Tabernacle Choir set, the "Christmastime Sing Along With Mitch," "Mario Lanza Sings Christmas Carols," and albums of Christmas songs by Perry Como, Roger Williams, Tennessee Ernie, Ray Conniff and Mantovani.

Jocks Call 'Em 'Services'; Committee Tabs 'Em Payola

Finan Probe Blueprints Viewpoint

By MILDRED HALL

WASHINGTON — Perhaps the most baffling and at times laughable aspect of deejay payola brought out during opening days of the Harris payola hearings last week was the variety and dignity of titles given the "services" for which they were paid aggregates of thousands of dollars. Fees were variously titled: "listening," "consulting," "verifying commercial value," "special consideration," "gentlemen's agreement," among others.

The services were aimed to "save the record companies thousands of dollars wasted on non-commercial records," "to save the record company officials from getting ulcers," "to assure small labels their disks would not be lost in the shuffle" of some 200 new

releases received daily at big stations, "to analyze, pass judgment on and advise regarding the product."

The excuses for having taken the money, were also varied, but similar — in no case was there admission of "pay for play" — this was their strongest defense. The money was for anything else but that. "It influenced me not one bit in my choice of records for airing." "I never asked for anything—they just gave it." "I never guaranteed any label special play of any single recording." "It couldn't have been payola in my case, because I play generally good music and not the raucous rock and roll generally associated with payola." This phrase was used in exactly the same way by three of the jockeys, and won approving congressional smiles in each instance.

Payola Pattern

The whole pattern was most strongly outlined in the case of Joe Finan, discharged KYW, Cleveland deejay, who was questioned for more than three hours by Subcommittee Counsel Robert Lish-

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Euphemistic 'Gentlemen' Agreement

WASHINGTON — Deejay Wesley Hopkins, who was fired the same day the Cleveland radio station KYW dismissed Joe Finan, was on substantially the same arrangement with disk firms and distributors as Finan, according to his testimony at the Harris payola hearing last week. However, Hopkins' take was less: \$12,000 between 1958 and 1959, on top of a salary of slightly over \$20,000.

Hopkins' \$12,000 in "listening" fees included, for 1958-'59, a total of \$1,100 from Main Line Cleveland; about \$3,400 from Mercury Records; \$1,675 from Cosnat Distributing; Big Top Records, \$300 in 1959; Shad Record Company, \$575; Decca, \$225; Carlton Records, about \$950; Cameo, one payment of \$75; Jubilee Records, \$900; Coed Records, \$275; End Recording Company, \$200.

'Anxiety' Savers

Many fees were called "anxiety" savers, to assure smaller firms their records would not be lost in the shuffle, said Hopkins. Hopkins claimed he was "paid to listen" and termed his deals "gentlemen's agreements" with his clients — a

NEW MEXICO HONORS SON

NEW YORK — ASCAP composer Nacio Herb Brown receives an uncommon tribute from his home State, New Mexico, on the occasion of his 64th birthday, February 22. His songs will be featured February 21-23, with the latter day proclaimed Nacio Herb Brown Day by Gov. John Burroughs. ASCAP Director of Public Affairs Paul Cunningham, Brown and various dignitaries will participate in various radio and TV programs thruout the State, and on February 23 a park will be dedicated and renamed Nacio Herb Brown Park in Deming, N. M.

During the celebration a new composition by Brown, "The New Mexico March," will be premiered.

term often used by the deejays testifying before the Subcommittee.

Representative Rogers (D., Tex.) pointed out dryly that Hopkins "listened and then played—but you were paid only for the listening part, not for the playing part." Representative Devine (R., Ohio) queried about the third-floor men's room at KYW, which a Cleveland paper had dubbed the "payola booth." Hopkins didn't know who tagged it so—but laughed in recognition of the monicker.

Like Finan, Hopkins protested being the object of pity for loss of his gilt-edged job.

Like the other jockeys, Hopkins (Continued on page 12)

Alpha Distrib Denies FTC Jurisdiction

WASHINGTON — Alpha Distributing Company, independent record distributor in New York City, told Federal Trade Commission last week (11) that it has "given valuable consideration" to get its records broadcast, but contended that the payments were not illegal and that FTC lacks jurisdiction.

In an FTC complaint issued in January, the Commission alleged that John Halonka and Harry Apostoleris, co-partners in Alpha, gave payola to unidentified radio and TV disk jockeys and other personnel who influence the selection of records.

Alpha admits giving "valuable consideration to certain individuals in radio stations to test, promote and expose records," and claims that "only a small portion" of annual sales were out-of-State. Respondents claim they are not engaged in interstate commerce under the FTC act, and that the commission does not have jurisdiction over them.

Partners asked that the complaint be dismissed.

HARRIS HEARINGS TAB DEEJAYS 'PATHETIC'

Continued from page 1

were said to have been notified in advance of the freebie trek.

Witnesses heard were: Norman Prescott, WBZ, who was allowed to testify in closed session because of possible incrimination of self or others; Paul G. O'Friel, general manager of WBZ who touched off the freebie trip, and Bill Gibbons, who performed it; Dave Maynard, and Alan Dary, deejays of the Westinghouse Boston outlet, very minor figures in the payola picture, now "on probation" at their station.

Out of Cleveland were Joseph Finan of the \$15,000 consultant fees, deejay at Westinghouse station KYW, and Wesley Hopkins, whose "listening" fees totaled \$12,000 on top of a \$20,000 annual salary in 1958-'59, both discharged in December of last year; Chuck Young, discharged music librarian at the same station, who was questioned on station preference tunes on lists for Cashbox, a trade paper.

Also testifying were Lester Lanin, society orchestra leader with Epic Records, a Columbia subsidiary, and who played for the WBZ "charity" block party in September 1958, where charity got \$400, Epic Records got 35,000 audience-listener promotion, all underwritten by Dumont Distributing. Ed Eicher, special services

director for Americana Hotel who submitted breakdown on the \$117,000 deejay convention blast.

Last, but far from least, was verbal clown Stan Richards, unemployed former WILD deejay, whose take from Boston distributors was relatively minor, some \$6,000 but whose blithe definition of payola as "an apple for the teacher—a part of the American way of life," and other comments, brought only mild admonition and plenty of mirth from the committee members and audience.

Distributors who played strongest role in the hearings for payments to deejays—were, in Cleveland, Main Line Cleveland, RCA Victor outlet; in Boston, Music Suppliers, Inc; Records, Inc.; Dumont Record Distributing Corporation, and in New York, Cosnat. All have been cited for payola by Federal Trade Commission — and all are reportedly to be called up at later hearings by the Legislative Oversight Subcommittee.

Labels concerned in deejay "fees" included: RCA Victor, Columbia, Epic, London, Decca, Hill and Range's Big Top Records, United Artists, Mercury; Roulette, Cameo, Carlton Records, Coed, Meridian Music, Madison Records, Chess Record Corporation, Jubilee, Jay-Gee, and End Recording.

Ex-KYW Librarian In Lishman Toils

WASHINGTON — The status of some of the tunes supplied to pop chart lists in a trade paper, Cash Box, was questioned by Legislative Oversight Subcommittee Counsel Robert Lishman during last week's testimony by Charles Young, record librarian discharged from KYW, Cleveland, together with deejays Finan and Hopkins.

Lishman, who said he intended to go further into this matter later on in the Harris (D., Ark.) payola hearings, asked Young if tunes on the "station preference list" for Cash Box were taken from the 15 labels which had given money to the Westinghouse deejays and librarian. "Has any distributor asked to be put on the list being forwarded to Cash Box?" (No other trade paper was mentioned in this connection.)

Young said disks of the so-called "client" distributors were listed. "If they were top songs and appeared on our show, we sent them out on the Cash Box list."

Lishman asked if labels owned by Chess, a Chicago distributor, were sent out on the list. (Chess also owns Argo and Checker.) Young said when these firms had "popular hits" they were forwarded. Lishman reminded the KYW librarian that a \$2,500 loan had been made to deejay Joe Finan from Chess.

Somewhat nervously, Young repeated a number of times the method by which songs were put on preferred listing out of KYW. "Some were listed because they were popular here, and we checked retail stores on TV-type bandstand shows, and generally tried to give an honest description of what goes on in our area." He admitted the deejays, Finan and Hopkins, had a strong say in sele-

tions—stronger than the other four deejays at the station.

Lishman pointed out that testimony showed Young, Finan and Hopkins were also consulted on the 100 or more "availables" for pop play by the rest of the deejays on the station—out of which the station's preferential lists would normally emerge. "All three of you were receiving money from a number of record companies. You knew you were being paid by the companies for so-called consultation. Weren't chances pretty good you'd pick the clients' records out of the library, and out of the more than 200 new releases coming in to your station every week?"

Lishman said he would ask no more questions on the Cash Box chart and the preferential lists at this time, "but we will go into this more later on."

KYW librarian Young received much less in payments or salary than the deejays Finan and Hopkins. Young's salary was only \$175 weekly, and payments from distributors were smaller and sporadic. Among others he said he received \$450 from Main Line Cleveland; about \$900 from Mercury, \$300 from Time Records, \$500 from Roulette. The most regular contributor was Cosnat Distributing, which gave \$25 a week for some 14 months.

Lishman told of a manufacturer, Jack Gold, of Paris Records, who reportedly told Subcommittee staff that KYW's librarian had said: "You're doing business with the wrong distributor," and until Gold got in the groove, there'd be no play of his record.

Gold said a disk called "Love Me Forever" on the small label (Continued on page 12)

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The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

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Circulation Department
B. A. Bruns, Director Cincinnati
Send Form 3579 to
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$20 in 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 1879. Copyright 1960 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; and High Fidelity the magazine for music listeners.

Printed by WORLD COLOR PRtg. CO., St. Louis
Vol. 72 No. 7

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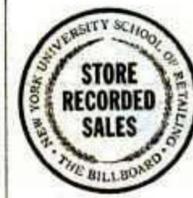
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Not All Yule Fare, Either

NEW YORK — Reports from many manufacturers of package goods indicate that the month of December was a strong one for package goods, but not merely because of Christmas packages themselves. Christmas sets, those containing yuletide carols, holiday music, etc., did not turn into as big album seller, in many cases, as anticipated. Instead, it was the standard best selling album product, the Mitch Miller, Johnny Mathis, Kingston Trio, "Sound of Music," "Sixty Years of Music America Loves Best," Shelley Berman, etc. type of product that kept the cash registers ringing over the holidays. There were exceptions, of course, such as the Mormon Tabernacle Choir set, the "Christmas Sing Along With Mitch," "Mario Lanza Sings Christmas Carols," and albums of Christmas songs by such stable artists as Bing Crosby, Perry Como, Roger Williams, Tennessee Ernie, Ray Conniff and Mantovani.

Jocks Call 'Em 'Services'; Committee Tabs 'Em Payola

Finan Probe Blueprints Viewpoint

By MILDRED HALL

WASHINGTON — Perhaps the most baffling and at times laughable aspect of deejay payola brought out during opening days of the Harris payola hearings last week was the variety and dignity of titles given the "services" for which they were paid aggregates of thousands of dollars. Fees were variously titled: "listening," "consulting," "verifying commercial value," "special consideration," "gentlemen's agreement," among others.

The services were aimed to "save the record companies thousands of dollars wasted on non-commercial records," "to save the record company officials from getting ulcers," "to assure small labels their disks would not be lost in the shuffle" of some 200 new

releases received daily at big stations, "to analyze, pass judgment on and advise regarding the product."

The excuses for having taken the money, were also varied, but similar — in no case was there admission of "pay for play" — this was their strongest defense. The money was for anything else but that. "It influenced me not one bit in my choice of records for airing," "I never asked for anything—they just gave it." "I never guaranteed any label special play of any single recording." "It couldn't have been payola in my case, because I play generally good music and not the raucous rock and roll generally associated with payola." This phrase was used in exactly the same way by three of the jockeys, and won approving congressional smiles in each instance.

Payola Pattern

The whole pattern was most strongly outlined in the case of Joe Finan, discharged KYW, Cleveland deejay, who was questioned for more than three hours by Subcommittee Counsel Robert Lish-

(Continued on page 3)

Euphemistic 'Gentlemen' Agreement

WASHINGTON — Deejay Wesley Hopkins, who was fired the same day the Cleveland radio station KYW dismissed Joe Finan, was on substantially the same arrangement with disk firms and distributors as Finan, according to his testimony at the Harris payola hearing last week. However, Hopkins' take was less: \$12,000 between 1958 and 1959, on top of a salary of slightly over \$20,000. Hopkins' \$12,000 in "listening" fees included, for 1958-'59, a total of \$1,100 from Main Line Cleveland; about \$3,400 from Mercury Records; \$1,675 from Cosnat Distributing; Big Top Records, \$300 in 1959; Shad Record Company, \$575; Decca, \$225; Carlton Records, about \$950; Cameo, one payment of \$75; Jubilee Records, \$900; Coed Records, \$275; End Recording Company, \$200.

'Anxiety' Savers

Many fees were called "anxiety" savers, to assure smaller firms their records would not be lost in the shuffle, said Hopkins. Hopkins claimed he was "paid to listen" and termed his deals "gentlemen's agreements" with his clients — a

NEW MEXICO HONORS SON

NEW YORK — ASCAP composer Nacio Herb Brown receives an uncommon tribute from his home State, New Mexico, on the occasion of his 64th birthday, February 22. His songs will be featured February 21-23, with the latter day proclaimed Nacio Herb Brown Day by Gov. John Burroughs. ASCAP Director of Public Affairs Paul Cunningham, Brown and various dignitaries will participate in various radio and TV programs thruout the State, and on February 23 a park will be dedicated and renamed Nacio Herb Brown Park in Deming, N. M.

During the celebration a new composition by Brown, "The New Mexico March," will be premiered.

term often used by the deejays testifying before the Subcommittee.

Representative Rogers (D., Tex.) pointed out dryly that Hopkins "listened and then played—but you were paid only for the listening part, not for the playing part." Representative Devine (R., Ohio) queried about the third-floor men's room at KYW, which a Cleveland paper had dubbed the "payola booth." Hopkins didn't know who tagged it so—but laughed in recognition of the monicker.

Like Finan, Hopkins protested being the object of pity for loss of his gilt-edged job.

Like the other jockeys, Hopkins

(Continued on page 12)

Alpha Distrib Denies FTC Jurisdiction

WASHINGTON — Alpha Distributing Company, independent record distributor in New York City, told Federal Trade Commission last week (11) that it has "given valuable consideration" to get its records broadcast, but contended that the payments were not illegal and that FTC lacks jurisdiction.

In an FTC complaint issued in January, the Commission alleged that John Halonka and Harry Apostoleris, co-partners in Alpha, gave payola to unidentified radio and TV disk jockeys and other personnel who influence the selection of records.

Alpha admits giving "valuable consideration to certain individuals in radio stations to test, promote and expose records," and claims that "only a small portion" of annual sales were out-of-State. Respondents claim they are not engaged in interstate commerce under the FTC act, and that the commission does not have jurisdiction over them.

Partners asked that the complaint be dismissed.

HARRIS HEARINGS TAB DEEJAYS 'PATHETIC'

• Continued from page 1

were said to have been notified in advance of the freebie trek.

Witnesses heard were: Norman Prescott, WBZ, who was allowed to testify in closed session because of possible incrimination of self or others; Paul G. O'Friel, general manager of WBZ who touched off the freebie trip, and Bill Gibbons, who performed it; Dave Maynard, and Alan Dary, deejays of the Westinghouse Boston outlet, very minor figures in the payola picture, now "on probation" at their station.

Out of Cleveland were Joseph Finan of the \$15,000 consultant fees, deejay at Westinghouse station KYW, and Wesley Hopkins, whose "listening" fees totaled \$12,000 on top of a \$20,000 annual salary in 1958-'59, both discharged in December of last year; Chuck Young, discharged music librarian at the same station, who was questioned on station preference tunes on lists for Cashbox, a trade paper.

Also testifying were Lester Lanin, society orchestra leader with Epic Records, a Columbia subsidiary, and who played for the WBZ "charity" block party in September 1958, where charity got \$400, Epic Records got 35,000 audience — listener promotion, all underwritten by Dumont Distributing. Ed Eicher, special services

director for Americana Hotel who submitted breakdown on the \$117,000 deejay convention blast.

Last, but far from least, was verbal clown Stan Richards, unemployed former WILD deejay, whose take from Boston distributors was relatively minor, some \$6,000 but whose blithe definition of payola as "an apple for the teacher—a part of the American way of life," and other comments, brought only mild admonition and plenty of mirth from the committee members and audience.

Distributors who played strongest role in the hearings for payments to deejays—were, in Cleveland, Main Line Cleveland, RCA Victor outlet; in Boston, Music Suppliers, Inc; Records, Inc.; Dumont Record Distributing Corporation, and in New York, Cosnat. All have been cited for payola by Federal Trade Commission — and all are reportedly to be called up at later hearings by the Legislative Oversight Subcommittee.

Labels concerned in deejay "fees" included: RCA Victor, Columbia, Epic, London, Decca, Hill and Range's Big Top Records, United Artists, Mercury; Roulette, Cameo, Carlton Records, Coed, Meridian Music, Madison Records, Chess Record Corporation, Jubilee, Jay-Gee, and End Recording.

Ex-KYW Librarian In Lishman Toils

WASHINGTON — The status of some of the tunes supplied to pop chart lists in a trade paper, Cash Box, was questioned by Legislative Oversight Subcommittee Counsel Robert Lishman during last week's testimony by Charles Young, record librarian discharged from KYW, Cleveland, together with deejays Finan and Hopkins.

Lishman, who said he intended to go further into this matter later on in the Harris (D., Ark.) payola hearings, asked Young if tunes on the "station preference list" for Cash Box were taken from the 15 labels which had given money to the Westinghouse deejays and librarian. "Has any distributor asked to be put on the list being forwarded to Cash Box?" (No other trade paper was mentioned in this connection.)

Young said disks of the so-called "client" distributors were listed. "If they were top songs and appeared on our show, we sent them out on the Cash Box list."

Lishman asked if labels owned by Chess, a Chicago distributor, were sent out on the list. (Chess also owns Argo and Checker.) Young said when these firms had "popular hits" they were forwarded. Lishman reminded the KYW librarian that a \$2,500 loan had been made to deejay Joe Finan from Chess.

Somewhat nervously, Young repeated a number of times the method by which songs were put on preferred listing out of KYW. "Some were listed because they were popular here, and we checked retail stores on TV-type bandstand shows, and generally tried to give an honest description of what goes on in our area." He admitted the deejays, Finan and Hopkins, had a strong say in sele-

tions—stronger than the other four deejays at the station.

Lishman pointed out that testimony showed Young, Finan and Hopkins were also consulted on the 100 or more "available" for pop play by the rest of the deejays on the station—out of which the station's preferential lists would normally emerge. "All three of you were receiving money from a number of record companies. You knew you were being paid by the companies for so-called consultation. Weren't chances pretty good you'd pick the clients' records out of the library, and out of the more than 200 new releases coming in to your station every week?"

Lishman said he would ask no more questions on the Cash Box chart and the preferential lists at this time, "but we will go into this more later on."

KYW librarian Young received much less in payments or salary than the deejays Finan and Hopkins. Young's salary was only \$175 weekly, and payments from distributors were smaller and sporadic. Among others he said he received \$450 from Main Line Cleveland; about \$900 from Mercury, \$300 from Time Records, \$500 from Roulette. The most regular contributor was Cosnat Distributing, which gave \$25 a week for some 14 months.

Lishman told of a manufacturer, Jack Gold, of Paris Records, who reportedly told Subcommittee staff that KYW's librarian had said: "You're doing business with the wrong distributor," and until Gold got in the groove, there'd be no play of his record.

Gold said a disk called "Love Me Forever," on the small label

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2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers, when requested, change of address should give new address 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 1960 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5. The Billboard International; year \$5. The monthly magazine of amusement management, and High Fidelity, the magazine for music listeners.



Printed by WORLD COLOR PRtg. CO., St Louis

Committee Told of WBZ Freebie Pitch

WASHINGTON — Testimony on how a Westinghouse radio station in Boston, WBZ, got about 1,000 "freebie" record albums from 10 New York labels was given at last week's payola hearings by Paul G. O'Friel, general manager of the station, and Bill Gibbons, now manager of WORL, Boston.

For reasons never divulged, the big Westinghouse outlet's record library was "very poorly stocked," in July 1958, and to replenish it Gibbons was sent to solicit free albums in New York. Those contacted were Roulette, Epic, M-G-M, Decca, Capitol, Atlantic, Mercury, RCA Victor, London and Columbia Records.

Gibbons reported only one "reluctant" donor. This was Goldberg, vice-president of Decca. "He looked us in the eye and said 'I've never done this before. I'll do it this once. I'll never do it again.'" Sam Clark, of AM-Par Records, was "out" when they called.

O'Friel, the WBZ manager, testified that there were "no instructions" given Bill Gibbons and

Harmon Prescott, former top-rated deejay at WBZ, when they went on the trip, as to whether records would get play on WBZ. O'Friel said such free records were a "general practice in the industry." He refused to agree with Subcommittee Counsel Robert Lishman that "this was just another form of payola." He denied these free records were ever sold by WBZ.

Lishman pointed out that WBZ could have taken advantage of the special loan-out rates given stations by the labels for a yearly fee. "You let the manufacturers know there would be no payment, but indicated the records you brought back with you would be played."

Gibbons was more frank than O'Friel in his testimony. He conceded the trip was a most unusual one, in his experience—also the enormous quantity of the freebies collected at one swoop was not "customary." He said WBZ headquarters personnel knew of the trip, including Richard Pack, and Bill Kaland, national program manager for WBC. Kaland had visited

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FELLOWS TO KEY SBA CONFERENCE

WASHINGTON — Harold E. Fellows, president of the National Association of Broadcasters, will make the keynote address at the fifth annual conference of presidents of State Broadcasting Associations, to be held at the Shoreham Hotel here February 24-25.

Following Mr. Fellows' address, four NAB staff executives will report on "Broadcasting in the '60's." Report is planned as a thoro exploration of the current problems facing the broadcasting industry, and the outlook for the '60's.

Federal Communications Commission Chairman John C. Doerfer will speak at the Thursday luncheon.

IRS Hat in Payola Investigation Ring

T-Men Hit L. A. Distrib Row in Probe Of DJ 'Bread'; Eye on Tax Evasions

By LEE ZHITO

HOLLYWOOD — The U. S. Treasury Department's Internal Revenue Service last week became the third federal agency to launch a payola probe of its own. The Billboard learned. A tax investigation hit Los Angeles' distributor row immediately following an exhaustive search by Federal Trade Commission attorneys of the disk distributors' books and business records. Federal Communications Commission also has scrutinized the payola evil.

Internal Revenue's probe is

aimed at learning the identity of deejays who had received payola money from the distributors. As a rule, most distributors would list such expenditures on their income tax returns under the broad heading of "promotional expenses" without bothering to itemize the various recipients of these funds. IRS is now demanding a breakdown of these expenses and all available evidence as to who received how much.

The Billboard learned that Hyman Kosman, an IRS investigator, was carefully combing distributor books, making photostatic copies of all business records concerning promotional expenditures. All checks and other documents substantiating payola payments were being reproduced for IRS files. While FTC investigators seemed to be interested mainly in practices followed during 1958 and 1959, Internal Revenue's probe went back a number of years. (Statute of Limitations does not apply in cases of tax evasion.)

IRS' apparent purpose is to make certain that all recipients of payola duly reported these funds on their income tax returns. Once the list of payola deejays has been compiled, Internal Revenue will review the tax returns of each jockey named to make certain that Uncle Sam got an honest tax count.

IRS' investigation is proving to be even more of a problem to the distributors than the FTC search. Obviously, not all payola expendi-

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Press Revels in Miami Bash Dirt

By JUNE BUNDY

NEW YORK — The most lurid headlines sparked by the payola investigations to date were those used by the tabloids last week in reporting on last year's deejay convention in Miami (May 29-31).

The "disclosure" by House investigators that record companies ran up a hotel bill of \$117,664.95 at the Americana during the three-day meet was hardly a "disclosure" to the trade, since the diskeries involved made no attempt to conceal the lavishness of what they considered legitimate promotion at that time. (See The Billboard's page one story, tagged "Diskery DJ Meet Promotion Tabs Will Top 100G," May 25, 1959.)

However, even the New York Times described it as "the first public disclosure of the extent of record companies' participation in the convention." The conservative Times buried its one reference to "call girls," but the rest of the papers here went all out on the topic. Typical headline was that of the New York Daily News on February 11—"Say Payola Gals Were Payola Pals on DJ Carousel." One paper, the New York Post,

Cleveland was termed one of the most important "breakout" markets for pop hits.

Finan said it would be impossible for a deejay to listen to the 200 and more records sent to stations weekly. He merely made sure to "listen" to his client's records to find out if they had airing possibility. Cosnat and its subsidiary, Jay-Gee Records, paid \$50 a week for 50 weeks for this listening.

All deals reported by Finan were "oral," and "to the best of his knowledge" all were covered by withholding, so that the deejay felt he was square with IRS, and had reported all income.

Finan got \$450 for "extra consideration" for Big Top Record Company, the Hill and Range firm, but could not recall names of the three records for consideration of which the \$150 fees were paid at direction of John Bienstock. In proof of innocence, Finan said he aired seven or eight Big Top disks, although he was only paid to "consider" the three.

United Artists Record Company arrangement with Finan was made by Lester Lees, since died, for \$100 monthly—"not to overlook" their records.

Laughter broke out when Lishman questioned whether Finan's

(Continued on page 14)

claimed the subcommittee has "identified at least five individuals who arranged for the vice dolls and as many record companies that paid for their labors in the cause of record promotion." These findings, according to the Post, "will not be aired in the public hearings for another two weeks."

The consumer papers drew some unknowing conclusions about legitimate promotional expenses. For example, much was made of the fact that Dot Records picked up the hotel tab for Pat Boone, although no reference was made to the fact that all of the other labels also paid hotel and travel expenses for their artists, who had made the trip to appear on the show and help promote their new releases. This has always been an accepted promotional practice in the industry.

Much was also made of RCA Victor's play-money auction stunt, whereby deejays were provided with scrip to bid for various lavish prizes. Although it was an RCA Victor promotion, one distorted tabloid story said, "The disk jockeys were supplied scrip by the record companies to pay for their rooms, wine, women and food during the convention." The same story claimed "One FTC official said that when the car (first prize) was auctioned, one of the party girls possessed all the scrip."

(Continued on page 12)

ARMADA Org Plans '60 Meet

NEW YORK — Board members of the American Record Manufacturing and Distributors Association (ARMADA) met here informally Tuesday (9) at the Hotel St. Moritz. Purpose of the meeting at this time was to project plans for the group's 1960 convention.

Following the meeting, a spokesman indicated that there was strong sentiment for Atlantic City as the site of this year's conclave. Tentative planning points to a June date for the get-together.

Recalling last year's June convention in Chicago, the spokesman declared that the hope was for an attendance of 300 this year, which would include expanded participation of manufacturers as well as distributors. Attending this week's meetings were Harry Apostolaris, Ewart G. Abner, Harry Schwartz, Nelson Verbit, Harold Friedman and attorney Roy Scott.

Finan Viewpoint at Probe

• *Continued from page 2*

man, and the Subcommittee members. Money from all sources included: \$40,000 salary; \$15,000 in fees from 15 record and distribution companies; \$2,000 in fees for emceeing off - air record hops; \$5,000 from Finan's 50 per cent-owned label, Cosmic Records; an RCA color TV set; and finally, a \$2,500 loan.

Finan insisted he had never "played for pay." His services included: Giving special consideration to records of his clients; evaluating the commercial worth of their records; acting as consultant to "verify" if a record was worth the cost of promotion.

A breakdown of the deejay's working day made counsel Lishman wonder how the deejay could spend 10 hours at his regular studio work, and do all these services for 15 companies on the outside. Finan said the outside work took only about an hour a day. Finan said he could judge some records "in the first 20 seconds of play," and some he knew "instantly" were hits. Others, he had to play a number of times.

At no time did Finan consider the fee-taking to jeopardize his "primary responsibility" to his station. The jockey testified on Tuesday (9) and the next day asked for a chance to rebut what he felt were "unfair" comments by Chairman Harris and committee members who had termed his activities "immoral" or "illegal." Request was refused, and Finan released his complaint to the press, jointly with discharged KYW jockey Wesley Hopkins—both of whom re-

sented being called "pathetic" and denied any wrong-doing.

Checking on in-station pressure, Lishman asked if any execs of station personnel of the Westinghouse outlet ever pressured to have certain records played. Finan said they occasionally "suggested," but never pressured.

Finan said his services were needed because so many labels and their distributors were finding it impossible to get hits. Mercury and Decca were among those "in trouble" in their pop output, in 1958, and also RCA Victor, with the exception of its Presley records.

No Pay-for-Play

Finan bitterly denied allegations of specific pay-for-play on Victor Records contained in an affidavit by Myron Burneson, manager of Main Line, Cleveland, Victor's distributor in the area. Finan insisted his "consideration" of Victor Records was an over-all affair, but the affidavit said Victor was promised "special attention" for promoting individual records, in exchange for \$50 weekly paid Finan for each record promoted.

Specific records were listed on Main Line check stubs, and on the flaps of the deejay's check, counsel Lishman pointed out. Finan said bitterly that he had been told "that was merely a matter of bookkeeping," and he was not to pay any attention to it. Finan said some of the tunes listed were never even played by him, including Victor's "Lollipop." He said he played only the Cadence version, "which was better than Victor's."

Deejay Wesley Hopkins, also discharged from KYW with Finan in December of 1959, was said in the affidavit to have a similar arrangement.

Lishman heard the witness out, but quietly insisted: "You were paid for specific attention to some releases," for the \$1,100 in fees from Main Line. When asked how Main Line was reimbursed for the outlay, Finan guessed the manufacturer "freebies" covered "this special service and promotion." Finan said RCA field representative Alan Clark had told him Victor was "backing the arrangement."

In the Cosnat Distributing deal, Finan said the firm's president, Jerry Blaine, had asked him only to "be on the lookout" for Cosnat product, but there was "no guarantee of specific play." The city of

Class Signs FTC Order

HOLLYWOOD — Class Records' prexy Leon Rene last week signed a Federal Trade Commission consent order following FTC's investigation of payola charges. The consent order is for settlement purposes only, and, as in the case of other labels who have signed a similar paper, does not constitute a record company's admission of guilt. As a result of agreeing to the consent order, FTC stopped pressing its charges against the Rene firm.

FTC Delivers More Payola Billet-Doux

WASHINGTON — Federal Trade Commission last week (11) lashed out more payola citations.

Named were Am-Par Record Corporation, Pamco Music, Inc., and Samuel H. Clark, Harry Levine, Edith Schaffer and Simon B. Siegel, their president, vice-president, secretary and treasurer, respectively, all of New York, and Herald Music Corporation, Ember Records, Inc., Ember Distributors, Inc. and Al Silver and Jack Braverman, their president and secretary-treasurer, respectively, also of New York.

Complaints charge that the distributors have given "payola" in return for "exposing" records in which they have a financial interest in order to increase sales. Exposure is defined by FTC as playing a record day after day, sometimes as often as six to 10 times daily. Pay-offs allegedly were to unidentified television and radio disk jockeys and other personnel who influence the selection of records "exposed" by the disk jockeys.

Jockeys, the complaints said, conceal the fact payments have been received for broadcasting the songs, and mislead listeners into believing that these records are selected strictly on their merits or public popularity.

The pay-offs are unfair methods of competition forbidden by the FTC Act, complaints said, because they are capable of suppressing competition and diverting trade unfairly from competitors. Respondents are granted 30 days to file answers.

Compatible Disk Still in Limelight

Beltone, Design Spring to Defense; West Coast Firm Tosses Hat in Ring

By REN GREVATT

NEW YORK — Compatible stereo remained a hot topic of conversation last week with spokesmen, pro and con, continuing to air views and with the emergency of a new West Coast entry in the compatible derby.

Replying to an article published last week in The Billboard in which engineer Robert Fine, of Fine Sound Studios, took issue with the compatible disk development, were both Les Cahan, of Beltone Studios, and Cy Leslie, of Design Records. Cahan was instrumental in developing the concept, while Leslie brought out commercial re-

cordings employing the process on his Design label.

Alluding to the Fine statement, which he called "ludicrous and far from the truth," Cahan stated that "we do not attenuate bass, boost highs, cross channels or use any gimmick. In producing the compatible disk, the quality of the stereo has in no way been altered. Every stereo disk we have turned out has been compatible even though it has been released by the various firms as pure stereo. We notified clients not to release the records as compatible until the successful completion of the field tests by Design Records.

"Without the co-operation of Design Records we would never have been able to bring this technique to industry-wide attention. We were honor-bound not to present the idea to RIAA until Design finished its expensive field tests.

"We resent being called 'charlatans.' We have been in business a good deal longer than some of our loudest critics. The disks were demonstrated to many competent engineers who were favorably impressed and highly complimentary. The technical committee of the Audio Engineering Society has invited us to demonstrate the com-

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VOLUME III

New Camden Album for Geraldo

NEW YORK — Geraldo, British Society maestro who last week returned to England after a sojourn in the States, will likely be featured on another Camden album very shortly. This will be a series of recordings the maestro cut aboard the Queen Mary, using a full orchestra and two singers. Sessions were made in conjunction with the BBC, and will probably be issued as Volume III in Geraldo's Camden series.

The British maestro's Camden sales have hit a high figure. Volume I has gone over 100,000; Volume II has already sold beyond 10,000 in stereo and 18,000 in mono—figures which Camden regards as especially noteworthy in that it is proof of the sales potential of new material as against reissues of catalog sides.

Geraldo, incidentally, will appear in a royal film performance March 28, to be attended by Her Majesty, the Queen. This is scheduled to be the first appearance of the Queen after the birth of her child. Geraldo is officially the orchestra to Her Majesty.

The maestro, who works on a schedule of 12 months ahead, states that the Society field in England, as in America, is a lush one for those who have clicked. He notes however, that in this field each song must be scored specifically for that market.

SPIRIT OF '76

Carlton Cudgels Brit. Nationalism

NEW YORK — The success of American disks in England has slackened off; and as yet there is no sure indication as to whether this will continue or abate. The rising tide of British musical nationalism, however, has occasioned a patriotic maneuver on the part of Carlton Records prexy, Joe Carlton, whose disks are put out in England under the aegis of British Decca. Carlton is sending British diskeries a reprint of an old American Revolutionary banner carrying the inscription, "Don't Tread on Me." Carlton, who meanwhile has covered the British Columbia disk of "Summer Set" (on Atco here) with a Monte Kelly etching—which appears headed for a hit—is carrying on a "Buy American" campaign in the States.

The rise in favor of British disks in England is reflected in an exchange of letters between Carlton and E. R. (Ted) Lewis, head of British Decca. In his letter to

Lewis, Carlton notes that two of his American hits were lost in England to competitive labels, "with our version on your label running second." The reference here is to Paul Evans' "Seven Little Girls" and Gary Stites' "Starry Eyed." Carlton in his letter to Lewis adds: "I could sit back and say London is paying us a guarantee and if they choose to miss the ball, so be it. . . . But we are both losing out and now I have to worry about our next Paul Evans hit, "Midnight Special." . . . I am certain I do not have to point out to you how you are suffering when these hits are lost. . . ."

Lewis, in his letter to Carlton, notes that conditions have changed, musically, in the British Isles, during the last six months. He adds: "The BBC is now heavily biased in favor of British artists and British material, both in regard to television and radio programs. It is accordingly much more difficult to promote American records, and I don't doubt that you will have noticed that the majority of sellers in the Top Ten recently have been

(Continued on page 12)

Cleffers, Pubs Get BMI '59 Accolades

NEW YORK — BMI held its annual banquet at the Hotel Pierre last week (9) and presented before a huge audience of publishers, writers and record stars, its Certificates of Achievement for the year 1959. These BMI awards are presented annually to the writers and publishers of songs that have won public acceptance measured by record and sheet music sales, radio and TV performances and juke box plays.

The award winners came from 19 States, the District of Columbia, Belgium, Canada, France, Germany and Italy. Of the awards presented, a number of writers won more than one award for their songs, and a number of publishers won more than one award. A total of 75 different songs were named, plus the publishers of these tunes. Of the awards the following writers won more than one: Jerry Lieber and Mike Stoller had five; Fats Domino was one of the writers on three; Brook Benton and Clyde Otis had four; Lloyd Price and Harold Logan had three; Paul Anka had three; Doc Pomus and Mort Shuman had two and Neil Sedaka and Howard Greenfield had two.

Among the publishers with more than one song handed an award by BMI were: Tiger Music with five; Progressive with four; Hill & Range with three; Eden with three; Spanka with three; Eric with two; Aldon with two; American with two; Lowell with two; Lloyd & Logan with two; Cornerstone with two; and Figure with two.

'Music' EP Set by Col.

NEW YORK — Columbia Records is issuing an EP version of the original cast waxing of "The Sound of Music." It will consist of five EP's and will retail for \$5.98.

Columbia is releasing the set in spite of sales of EP's this past year being off (see separate story). The firm stated that with the strong sales of the LP waxing of "Sound of Music" it expected the EP package to be a strong seller. Two other smash original cast albums released by Columbia sold in their EP version over 100,000 copies, these being "South Pacific" and "My Fair Lady."

ASCAP '59 Gross Tops \$30 Million

HOLLYWOOD — The American Society of Composers, Authors and Publishers' West Coast membership last week heard good news on two counts during its semi-annual meeting here: (1) The Society's total gross income during 1959 increased over the previous year to reach \$30,030,967; (2) heard prexy Stanley Adams reiterated his pledge that measures will be taken to cure those ills which had been spotlighted during the recent consent decree debates.

Gross increase over the previous year's take amounted to \$1,589,212.64. Its revenue was derived from licensee collections totalling \$29,750,235.66; income from U. S. Treasury notes amounting to \$183,738.95; membership dues, \$96,992.53.

UA Pacts Lawrence

NEW YORK—Steve Lawrence has been signed to an exclusive recording contract by United Artists Records. A special recording program of singles and LP's will be developed for the singer by the label's a.&r. chief, Don Costa. A single will be released shortly.

Lawrence is currently serving a two-year tour of duty with the Army, having entered the service in September of 1958.

Lawrence is currently on the charts with his hit recording of "Pretty Blue Eyes."

Lawrence is the official vocalist of the U. S. Army Band-Orchestra at Fort Myer, Va. As such, he appears with the organization at official and public appearances in Washington and throughout the country. He also appears extensively on TV and on radio in behalf of the U. S. Army Recruiting and U. S. Savings Bonds programs.

Society's expenses increased \$868,323.85 give the society its peak operating cost \$6,048,406.87. These were divided almost equally between salaries at the home office and branches and the other half going for staff expenses at both home and branch offices.

Five reasons were given for the cost increase: (1) Normal salary raises and staff expansion; (2) increased expense of surveying, tabulating and distributing collected funds; (3) substantial increase in ASCAP's auditing costs; boost in counsel fees; (5) raise in incidental expenses for the public and customer relations programs.

FCC Wants 5G Fine, Jail for Payola Taste

WASHINGTON — Federal Communications Commission last week (11) made public the proposed legislation it has adopted for submission to Congress which would impose criminal penalties for deceptive broadcast practices of the payola and fixed quiz show type.

Proposals would amend the U. S. code to provide fines of up to \$5,000 or imprisonment up to one year, or both, for violators.

FCC statement pointed out that the agency is "greatly concerned" over a "surreptitious advertising practice" known as payola, and that a criminal statute providing fine or imprisonment or both, would be a "substantial and effective deterrent to this undesirable practice."

Specifically, the proposal would amend the U. S. code to read: "Any person who broadcasts, or knowingly permits or causes to be broadcast, over a radio station for

Roulette Sets 'Clean Up' Dealer Offer

NEW YORK — Roulette Records launches a new sales plan this week, "Operation Clean-Up," whereby for every \$5 worth of Roulette album merchandise a dealer purchases, he may return \$1 worth of any labels' disks—singles or LP's.

The plan will run thru March 15. Dealers' purchases may be made from the Roulette catalog as well as from the new February-March LP releases. It also covers all album products of the label's subsidiaries Roost, Tico, Forum and Gee.

Roulette's executive veepee Joe Kolsky opined that "Operation Clean-Up" will enable dealers to unload worthless, dead singles and LP's on any label he desires, thereby alleviating a burdensome inventory problem."

The new February - March al-

(Continued on page 12)

10 New Sets On Everest Feb. Sked

NEW YORK — Seven pop and three classical packages are on the February album release list of Everest Records. Pop packages include LP's by Billy Mure, the Randy Van Horne Singers, Charlie Shavers, Minnie Pearl, Gisele MacKenzie, flamenco musician Nino de Murcia, and a Spanish group, Los Espanolas. Classical sets feature the London Symphony Orchestra in three packages, one under Sir Eugene Goossens, another under Leopold Ludwig, and one under Tauno Hannikainen with Tossy Spivakovsky as soloist.

Everest pop a.&r. chief, LeRoy Holmes signed a new act, the Bell-Aires to the label this week. Their first record, "Blue Moon," backed with "Have You Ever Been Lonely," will be issued this week.

Victor to Cut Hope TV-er Documentary

NEW YORK — RCA Victor will issue an album of the NBC Documentary TV show starring Bob Hope immediately following the telecast of the show over NBC on February 19. The show will be called "Project 20 — Not So Long Ago." It will contain Robert Russell Bennett's musical score, Hope's narration, popular songs of the era, and the voices of great men and celebrities of the time.

Victor's two-record anthology of recorded performances called "60 Years of Music America Loves Best," has passed the 650,000 mark in sales, according to sales chief Jack Burgess. Set, with two LP's, has been selling for a special price of \$3.98.

The diskery has worked out a special promotion with the McIlhenny Company, makers of Tabasco Sauce, to promote the forthcoming Rosemary Clooney album called "A Touch of Tabasco." Tabasco Sauce will be given away with the records, and a big dealer promotion is scheduled.

LAST 4 WEEKS!

(Offer expires midnight March 15, 1960)

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LOUIS ARMSTRONG — SATCHMO PLAYS KING OLIVER AFLP 1930/AFSD 5930	2	2	1	PIANO RAGTIME WITH THE DUKES OF DIXIELAND, Vol. 11 AFLP 1928/AFSD 5928	2	2	1
ARTHUR TRACY, THE STREET SINGER AFLP 1929/AFSD 5929	2	2	1	AL HIRT, Trumpet & Dixieland Orchestra, Vol. 3 AFLP 1926/AFSD 5926	2	2	1
THE HAPPY SOUND OF RAGTIME — Harry Breuer & Orch. AFLP 1912/AFSD 5912	2	2	1	REVIVAL—Rev. Gatemouth Moore & his Gospel Singers AFLP 1921/AFSD 5921	2	2	1
AL MELGARD AT THE CHICAGO STADIUM ORGAN, Vol. 3 AFLP 1907/AFSD 5907	2	2	1	JO BASILE, POLKA ACCORDION AFLP 1914/AFSD 5914	2	2	1
BAWDY WESTERN SONGS — Oscar Brand AFLP 1920/AFSD 5920	2	2	1	MIGUEL DIAS & MARIACHIS — VIVA MEXICO AFLP 1898/AFSD 5898	2	2	1
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Album Unit Sales Make Disk History

• Continued from page 1

against the same period in December of 1958. Dollar volume was up in spite of the fact that total unit sales of records were slightly under the comparable 1958 period. This is due to the upped sales of LP's and the decrease in singles. In the period December 7, 1959 to January 2, 1960, a total of 11,200,000 records of all types were sold by dealers. In the same period a year earlier, a total of 12,300,000 records were sold by dealers. But although singles sales were off, hitting sales of 4,750,000 units from December 7, 1959 to January 2, 1960, as against 7,800,000 in 1958 in the same period, LP sales jumped sky high. LP records sold 6,140,000 units in the December 7, 1959 thru January 2, 1960, whereas in the same period a year earlier, LP's sold only 3,900,000 pieces. The increase in LP sales for December 1959 over December 1958 was 57.4 per cent.

In total sales of records for 1959 as against 1958, the sales picture showed dollar volume up 18.2 per cent in 1959 as against 1958, with total unit sales down by 2.3 per cent. In 1959 there were 105,230,000 records sold thru retail shops; in 1958 there were 107,230,735 records sold by dealers. At list price, the total dollar volume for the year 1959 in retail record shops, comes to \$235,610,000. Retail shops are estimated to sell 53 per cent of all records, with the rest of the disks being sold via clubs, racks, etc. In 1958 the total

Decca Gold Label Skeds 5 New Sets

NEW YORK — Five new albums, including a package featuring a Russian Women's Chorus under the direction of Serge Jaroff, comprise the current Decca Gold Label release. This follows an earlier release of a half dozen new items last month.

The recording by Jaroff, who has previously batoned recording dates by the Don Cossack Chorus for Decca, is titled "A Program of Russian Song," and is already reportedly precipitating heavy interest. Others in the new release are Brahms' "Symphony No. 3," by Lorin Maazel and the Berlin Philharmonic; Igor Markevitch conducting a program of Beethoven Overtures; a package of works by Schubert and another featuring selections by Debussy and Roussel.

Highlight items of the January release include Eugen Jochum conducting the Bavarian Radio Symphony in Beethoven's "Fidelio Overture," and "Symphony No. 5"; and a package which contains such popular works as Respighi's "Pines of Rome"; Mussorgsky's "Night on Bald Mountain," and Rinsky-Korsakov's "Capriccio Espagnol." The latter features Maazel and the Berlin Philharmonic.

WB-Everly Pact Signed

NEW YORK—As anticipated in The Billboard two weeks ago, Warner Bros. has signed the Everly Brothers to a 10 year pact. Signing was done by Jim Conkling for WB and by Manager Wesley Rose for the duo. Although the guarantee was not given out by the diskery, it was learned that the boys were guaranteed close to \$750,000 for the 10 years, or \$75,000 per year.

dollar volume for records sold in retail shops was \$199,300,000.

LP unit sales for 1959 came to 37,940,000; and for 1958 29,100,000, an increase of 30.4 per cent. Single sales in 1959 were 64,200,000 in retail shops, a drop from the 1958 figure of 72,700,000. EP sales were off in 1959 to a low of 3,090,000 units, from 5,035,000 in 1958.

It is interesting to note that in December of 1959 (December 7, 1959 thru January 2, 1960) LP stereo sales hit their highest dollar volume in any one period. Stereo LP sales totaled 24.4 per cent of the dollars spent on LP records, with monaural disks accounting for 75.6 per cent.

MERC'S 'BABY' TAKES GIANT CHART STEPS

CHICAGO—The fastest rise to top position in the history of the Billboard's r.&b. chart has been enjoyed during the past month by the Brook Benton-Dinah Washington rendition of "Baby." Three weeks ago, the disk jumped from out of nowhere into 9th position, and in successive issues made second, then first.

The hot platter also is headed for pay-dirt in the Hot 100 chart. Appearing first in 79th position three weeks ago, it leaped to 67th, 37th and this week it occupies 20th place.

Following on the heels of "Running Bear," top seller in the industry during January, "Baby" is giving Mercury a fast start toward a bonanza year in singles sales.

"Baby," penned by Murray Stein and Clyde Otis and published by Meridian Music, was a bust four years ago when Mercury released it by another performer.

The pairing of performers on the new piece of wax has an unusual feature, according to Kenny Myers, Mercury sales chief for singles. When name singers are paired, he said, the aim is usually to employ one hot one in the cause of warming up a cold one. The Benton-Washington coupling was a rare example of two hot ones joining in duet.

Atlantic in Legit Tie-Up

NEW YORK — Atlantic Records has obtained original cast album rights to "The Crystal Heart," an off-Broadway musical starring Mildred Dunnock, which opens at the East 74th Street Theater here this week (15).

The label has also invested \$3,000 in the show, which is budgeted over all at \$25,000. Producer Charles Kasher sparked his advance ticket sale via an unusual advertising campaign in the Sunday New York Times Theatrical section.

Ads offered free copies of the original-cast album to patrons ordering a pair of seats at the Friday-Saturday night top of \$4.96 or the \$3.98 top for other performances during the first four weeks of the play's run. The offer was limited to orders received prior to the show's February 15 opening.

The offer also applied to theater parties, with one album given for every two seats involved in a quantity purchase. Atlantic, which will cut the musical either this weekend or next, is making the LP's available to Kasher at a special price.

Brandt Takes Over Bigger M-G-M Post

NEW YORK — Sidney Brandt has been named veepee in charge of operations for M-G-M Records and its subsidiaries, according to an announcement from Arnold Maxin, prexy of the diskery.

Brandt, who has held the title of veepee and director of administration for the past eight months at the diskery, now assumes the new duties of administration of sales and internal operations of the company. Prior to joining the disk wing, Brandt served as an exec of the parent firm, Loew's Inc. Earlier, he was a sales exec for the Magnavox Company.

Brandt's new assignment is expected to free prexy Maxin for heavier attention to the creative aspects of the firm.

FELLOWS FOR SELF-POLICING

WASHINGTON — The answer to the broadcasting industry's problems is self-regulation, according to National Association of Broadcasters President Harold E. Fellows.

In an address before the Electric Institute, Inc., in Boston last week (11), Fellows said that control of public media by government would spell the end of individual freedom. He urged public support to halt any government control of broadcast programs.

The NAB head said the broadcasting industry had been lax in the cases of payola and quiz scandals, but said the oversights "are not of such dimension that they constitute a launching platform for a campaign to change the Constitution."

Cap Creates New Slot for Max Callison

HOLLYWOOD — Vet Capitol Records Distributing Corporation sales exec Max Callison last week was named field sales development co-ordinator, a newly created post. Callison, until his recent resignation, served CRDC as veepee and national sales manager with headquarters in New York. He relinquished these posts for personal reasons to return to his Fort Wayne, Ind., home where he will now headquarter.

In his new capacity, Callison will report to Bud Schuster, CRDC veepee in charge of distribution. His duties will include developing sales and promotional techniques and training branch and district sales managers. He also will serve as Schuster's rep at trade conventions and shows. Callison joined CRDC at its Chicago branch in 1946.

M-G-M Names New Distributions

NEW YORK — Sid Brandt, newly named operations veepee of M-G-M Records, has announced the appointment of three new distributors for the label, plus its subsidiaries, Cub, Metro and Metro-jazz.

John Vincent and Joe Carrone of Record Sales, Inc., will handle the New Orleans set-up, while Herb Harlow of Ohio State Record Distributors, Cleveland, will head up the Northern Ohio Operation. Morton Marks of Pan American Distributing Corporation, has been appointed in Miami.

Artia Ordered to Post Suit Bond

NEW YORK—An order signed by Federal Judge Lloyd F. MacMahon ordered plaintiffs to post a bond of \$1,500 and plaintiffs serve a verified statement in connection with the suit instituted by Artia, Foreign Trade Corporation for the import and export of cultural commodities against Apon Record Company, Inc., and Good Music Distributors, Inc.

Songs involved are "Memories of Slovakia," "Slovakia Gypsy Melodies," and 12 others. The suit seeks to restrain the defendants from using recording and selling records of the plaintiffs' tunes, plus an accounting.

The complaint charges that defendant Apon has pirated plaintiffs' recordings and making copies and marketing them without the consent of the plaintiffs.

Epic Hot After Long Dry Spell

NEW YORK — Epic Records, after a long dry spell, has suddenly gotten hot. The label is off and running with a waxing titled "Bad Boy," with Marty Wilde, which is now No. 62 in The Billboard's "Hot 100" chart. Wilde is an English chanter, by the way, and this is his first American release. Another that the firm is putting a lot of push behind is the new Ersel Hickey record of "What Do You Want," which Epic claims is starting to move.

Epic is also enjoying good sales these days with its album releases. The new Roy Hamilton album, "Roy Hamilton Sings Spirituals," according to Epic chief Al Shulman, is his strongest in months. Three Lester Lanin albums, "Lester Lanin and His Trio," "Have Band, Will Travel," and "Dancing on the Continent," are moving, as are both Ahmad Jamal sets. A sleeper entry, titled "Square Dancing Made Easy," with the Slim Jackson band, is selling solidly, says Shulman.

'One World Jazz' Album

NEW YORK — Columbia Records has made one world of jazz on a new LP issued on the label's "Adventure in Sound" series. The record is called "One World Jazz" and it features, via electronics, jazzmen from four countries. The idea for the disk came from Irv Townsend and Nat Shapiro, Columbia execs.

After making tracks in the U. S., featuring Clark Terry, J. J. Johnson, Ben Webster, Kenny Burrell, Jo Jones and George Duvivier, jazz critic Leonard Feather took the tracks to Europe. The gaps left open were filled in London by three British jazzmen, George Chisholm, Roy East and Ronnie Ross, in Stockholm by Swedish jazz cat Aake Persson, and in Paris with French musicians Stephane Grappelly, Roger Guerin, Martial Solal and Bob Garcia.

NEWS REVIEW

Off-Beat Cage Set By Avakian

NEW YORK — George Avakian, one of our great jazz a.&r. men and patron of modern music, has taken upon himself the producing, packaging and merchandising of an off-beat record album that is a live waxing of "The 25 Year Retrospective Concert of the Music of John Cage." Cage, of course, is the controversial American composer whose music, if it can be called just that, still arouses violent reactions among both fans and critics. Cage's 25th anniversary concert was presented in Town Hall, New York, on May 15, 1958. The album that Avakian has produced contains three 12-inch LP records of that concert (plus the audience applause and boogie) with a tastefully printed folio with notes by Cage, Avakian, and reproductions of some of Cage's remarkable artistic scores. The albums lists for \$25 in stereo. It is also available monaurally for \$25.

Whether Avakian will get back the thousands of dollars he has put into this labor of love is questionable. Whether he will even spread the gospel of Cage with this album is doubtful. But there it is. There will, of course, be many avant-garde and even farther out characters who will want to hear this set—once anyway. And thus select shops would be wise to know where to order it or even have one or two in stock. It can be ordered from George Avakian at P. O. Box 374, Radio City Station, New York 19, N. Y.

Bob Rolontz.

Cap to Study New Investm'ts

HOLLYWOOD — Capitol Records is seriously exploring new avenues for investment within the realm of the disk industry as well as opportunities for diversification in unrelated fields. Last week, Capitol prexy Glenn Wallichs named Stanley Gortikov to the newly created post of Director of Corporate Development. Gortikov will study and recommend Capitol investments in expanding the firm's role within the disk-phono field as well as make recommendations in acquiring other business interests. He will report directly to Wallichs.

Gortikov will supervise Capitol's market research operations. William B. Burkhalter, head of Capitol's market research department, will now report to Gortikov. Burkhalter previously reported to Wallichs.

Prior to joining Capitol, Gortikov held exec positions at a Los Angeles apparel manufacturing firm for 12 years. Previous to that, he was on staff of the former advertising agency of Dunn-Fenwick, headed by Lloyd Dunn, now Capitol's veepee in charge of its artist-repertoire division.

Danny Fisher to Co-Sponsor Play

NEW YORK—Danny Fisher of Fred Fisher Music will be co-producer on a new Broadway drama by Colette, called "La Secund." He will be the co-producer with Leonard Sillman and Harris Masterson. Show opens at the Cass Theater in Detroit on March 28 and in New York on April 18. Fisher, meanwhile, is also working on a book about his late father, Fred Fisher, and the Fisher family.

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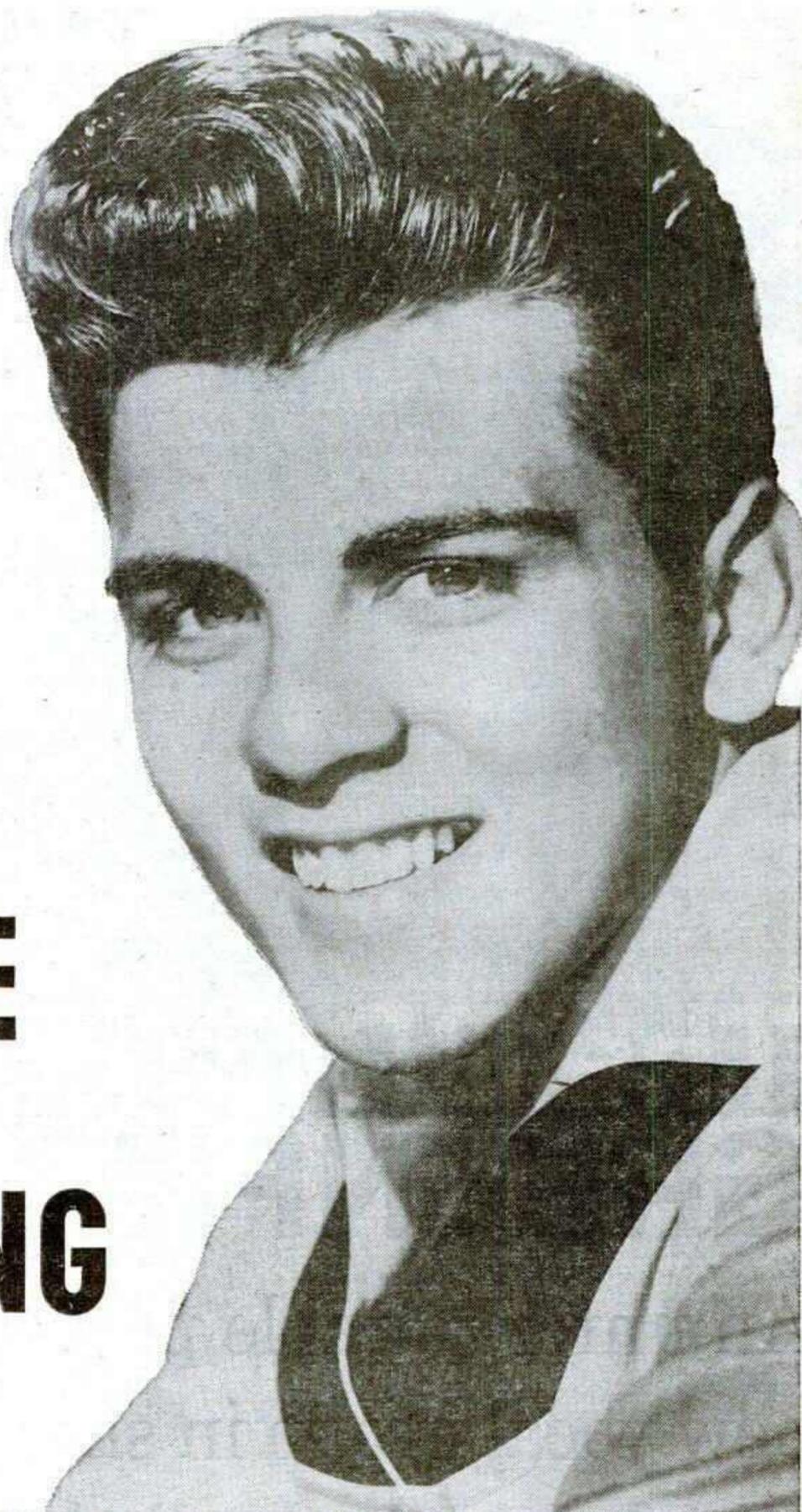
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TV REVIEW

'Swinging Years' Lacks Old Zing

A lot of nostalgia was packed into "The Swinging Years" on Ford Startime over the NBC-TV network last Tuesday Night (9), 8:30-9:30 p.m. EST. The show was dedicated to the great swing bands of the late 1930's and early 1940's, and even the bands such as Benny Goodman, Artie Shaw, Glenn Miller, and the Dorsey Brothers were absent, there were enough stars on hand to help recreate some of these bands and those great days. In the cast were Gene Krupa, the Bob Crosby Bobcats, Count Basie, Tex Beneke and his ork, Glen Gray and his band, the Woody Herman band, Guy Lombardo (the one sweet band), Helen O'Connell, Bob Eberle, Jack Leonard and Anita O'Day.

And the music was good, very good in fact. Ronald Regan handled his emcee chores ably, and the continuity stayed away from too much sentimentality. It is now two decades since the great days of swing, and many of the musicians looked a bit older than many swing fans remembered them, except for Helen O'Connell, who still looks as slim and pert and sings as well as she did when she had 10,000 fan clubs from coast to coast, and Anita O'Day, who also has outwitted Father Time.

But after all these things it must be said that as a TV show, "The Swinging Years" was dull stuff. The glamour, the excitement, the riots, the dancing in the streets and on the stage of the New York Paramount, the wild scramble for autographs of the Sinatras and Comos and other singers in those wild days of swing, were glossed over. A few film clips of the swingin' 30's could have added needed oomph to the show. A factual documentary of "The Swinging Years" might make the current rock and rollers appear prim youngsters indeed. Bob Rolontz.

★ ★ ★

LEGIT REVIEW

'Sunshine' Happy Operetta Spoof

Capitol Records, which recently released the original cast recording of "Little Mary Sunshine," should have another blockbuster of an album. For the cast recording, the singing is done over full orchestra, instead of two pianos as performed in the theater.

Rick Besoyan proves an American counterpart of Sandy Wilson ("The Boy Friend"), having contributed the book and music and for the off-Broadway show which has settled down for a long run at New York's Orpheum Theater.

The show is a delightful spoof of operetta. It is excellently performed by an energetic and attractive cast with an especially standout sint by Eileen Brennan as "Little Mary." Setting for the musical is Colorado early in the 20th century, and the action involves the capture of an outlaw Indian by a group of American mounties.

In this framework, Besoyan has an opportunity to parody the music of all of the famed writers of operettas. The music and lyrics are charming. The augmented cast album perfectly captures the light-hearted flavor and mood of the very amusing and entertaining show. Howard Cook.

★ ★ ★

CONCERT REVIEWS

Lotta Lenya in Weill Recital

Lotte Lenya, widow of composer Kurt Weill, was featured last Sunday (7) at Carnegie Hall in a concert of favorites from Weill's many musical shows, European as well as American, presented by Felix Gerstman and Gert von Gontard. The entire second half consisted of a concert version of "Threepenny Opera," performed in German.

There's no doubt, as record buyers in great numbers can attest, that Miss Lenya is the interpreter par excellence of Weill's highly stylized efforts. Her various LP's of Weill's songs and shows all have sizable sales. It must also be said that she is less effective in some types of numbers. She is at her best when "in character" as the cynical, fate-buffed females from such Weill shows as "Mahagonny" and "Threepenny Opera." Where subtler colors are called for, as in the two songs she did from "Das Beliner Requim" and some of the American shows, Miss Lenya was not always able to provide a sufficiently wide range of expression.

But when she interpreted the "Saga of Jenny," from "Lady in the Dark," or tenderly sold "September Song" from "Knickerbocker Holiday," or thrillingly interpreted the "Pirate Jenny" number from "Threepenny Opera," she was at her best. And that was untippable in this genre. Sam Chase.

New Sponsor For Clark

NEW YORK — Dick Clark's potential appearance before the Washington investigation committees evidently hasn't hurt his sponsor appeal. The Western Tablet and Stationery Corporation, Dayton, O., last week signed on as a sponsor of Clark's ABC-TV show, "American Bandstand," starting "at

the height of the late summer back-to-school season."

The firm — largest in its field — is the first company in the paper industry to launch a national TV campaign on school supplies. After a two-year survey of the TV market, Western Tablet and Stationery decided to sponsor "American Bandstand," because "we were eager to reach the greatest possible number of customers for our teenage supplies, who of course, are in the upper grammar school and high school brackets."

M-G-M Swings On 3 Fronts

NEW YORK — M-G-M Records was operating in terms of dozens this week with 12 new albums announced for immediate release and new artist pacts also amounting to an even 12. The label continued to swing in the singles field, as well, with three disks among the top eight in the current Billboard Hot 100 chart.

On the album side, there are new sets by Joni James, Tommy Edwards, orkster Robert Farnon, Debbie Reynolds, Billy Mure, Dick Hyman, Charlie Shavers, Andre Previn and David Rose and former Miss America, Bess Myerson. On the low-priced Lion label will be a set by Lani McIntire and Hal Aloma while Metrojazz will feature a new package by trombonist Melba Liston.

Quantities of album samples are going out to radio stations via distributors and a special promotion is being prepared for "Joni James Sings Irish Favorites," involving tie-ins with St. Patrick's Day celebrations from coast to coast. There will also be a volume of point of sale material made available to dealers.

In the new artist department, the company signed the Sheiks as part of a deal whereby they purchased the group's master of "Baghdad Rock." Also acquired for M-G-M were Lovelace Watkins and Johnny Russell. The subsidiary Cub label acquired U. S. distribution rights for the British disks of Adam Faith, whose initial outing, "What Do You Want," has been riding charts in England. Also new on Cub are the Crystals, Steve Karmen, the Strollers, the Hoffman Siegel Ork and Johnny Ribers.

Signed for Metro, another subsidiary, are Freddy Kelley, the Royal Jokers and Shirley Jackson.

WLW's 'Hayriders' Honor Bonnie Lou

CINCINNATI — Bonnie Lou, star of WLW's "Midwestern Hayride," was honored with a special Bonnie Lou Night Saturday (13) on the start of her ninth year with the show, which is colorcast each Saturday, 6:30 -7:30 p.m., originating in the Crosley Square studio here and fed to Crosley Broadcasting outlets in Indianapolis, Dayton, O., and Columbus, O.

A switch-hitter on both c.&w. and pops, Bonnie Lou for the last two years also has held a co-starring job with Paul Dixon on the "Paul Dixon Show," colorcast over WLW-T weekday mornings, 9-10 a.m. She also appears as a regular guest vocalist on the Ruth Lyons "50-50 Club," colorcast and aired via radio over WLW, 12 noon-1:30 p.m., Monday thru Friday, and fed to the Crosley TV outlets in Dayton, Columbus and Indianapolis.

Other regulars on "Midwestern Hayride" are Dean Richards, emcee; the Lucky Pennies, the Home-towners, the Midwesterners, Bobby Bobo, Nanch Dawn, Helen and Billy Scott and Slim and Zeke.

PICS GRABBING SAN REMO STARS

ROME — Singing stars who appeared at the San Remo Song Festival are finding a new outlet for their talents. Half a dozen new films have been started with various forms of the festival idea as part of their stories. Each features from four to six recording stars and presents a minimum of a dozen pop songs. Some are being backed by Italian disk companies.

C&W PAY-DIRT LODE

Dealer Mines Vast Grass Root Market in Chi Area

CHICAGO—Evidence of a vast subterranean market for old-style country music in Northern cities has been unearthed by a disk shop here.

Several weeks ago, Alexander's Stereo Shop, in the heart of the industrial Southwest Side, learned that a small station in a steel and oil producing suburb, WJOB, Hammond, Ind., has turned over 35 hours a week to the airing of down-home music. Its aim was to cater to the masses of Southerners who have migrated north for jobs. Alexander's bought five spot announcements a day on the distant station to advertise its stock of country disks.

New faces by the hundreds began to appear in the shop. Owner Sam Alexander began to ask customers where they lived and was surprised to learn they were coming to his neighborhood shop from Hammond, Gary and East Chicago, Ind., all southeast of the city, from western suburbs as far as 20 miles away and from all parts of

Chicago. All of them wanted "bluegrass" style records that they said they could find nowhere else. LP's on such country labels such as Starday, Hickory and Acme began to move in substantial quantities.

Alexander had begun putting together a stock of traditional country music 15 years ago when his neighborhood was a residential center for railroad workers. Many of them were transients or had been uprooted from other places. They continually asked for talents that were obscure in the North, such as the Carter Family and the Monroe Brothers. Soon Alexander had one of the best country stocks north of the Mason-Dixon line—just in time for the neighborhood to collapse as a railroad center. But by this time other country music aficionados had learned of the shop and supported the country music department.

Never, however, has there been such a rush to deplete this stock as there has been since the WJOB commercials. Today, Alexander's store manager, Dale Shonrock, spends much of his time maintaining the bluegrass music bins that include 1,500 titles of singles and 450 LP titles.

Capitol Ups Frank Brooks

HOLLYWOOD — Frank Brooks, former assistant to Capitol Records International Department Administrator Sandor Porges, last week was named assistant to International Repertoire Director Dave Dexter. Brooks will work with Dexter in selecting and producing "Capitol - of - the - World" albums and importing singles for release on the U. S. market.

His experience embraces 28 years in the record business. He joined England's Electrical and Musical Industries, Ltd., the Capitol parent firm, in 1932. His first assignment was in EMI's accounting department, later serving as Far East area manager, manager of the international records group and general export manager. He was transferred to Capitol's Hollywood Tower in July, 1958.

Capitol Signs Al Newman

HOLLYWOOD — Alfred Newman, who recorded three packages for Capitol on a free-lance basis, last week was signed by the label to an exclusive long-term pact as both a pop and classical artist. Ralph O'Connor will produce the longhair sessions while Bill Miller will handle Newman on the pop side.

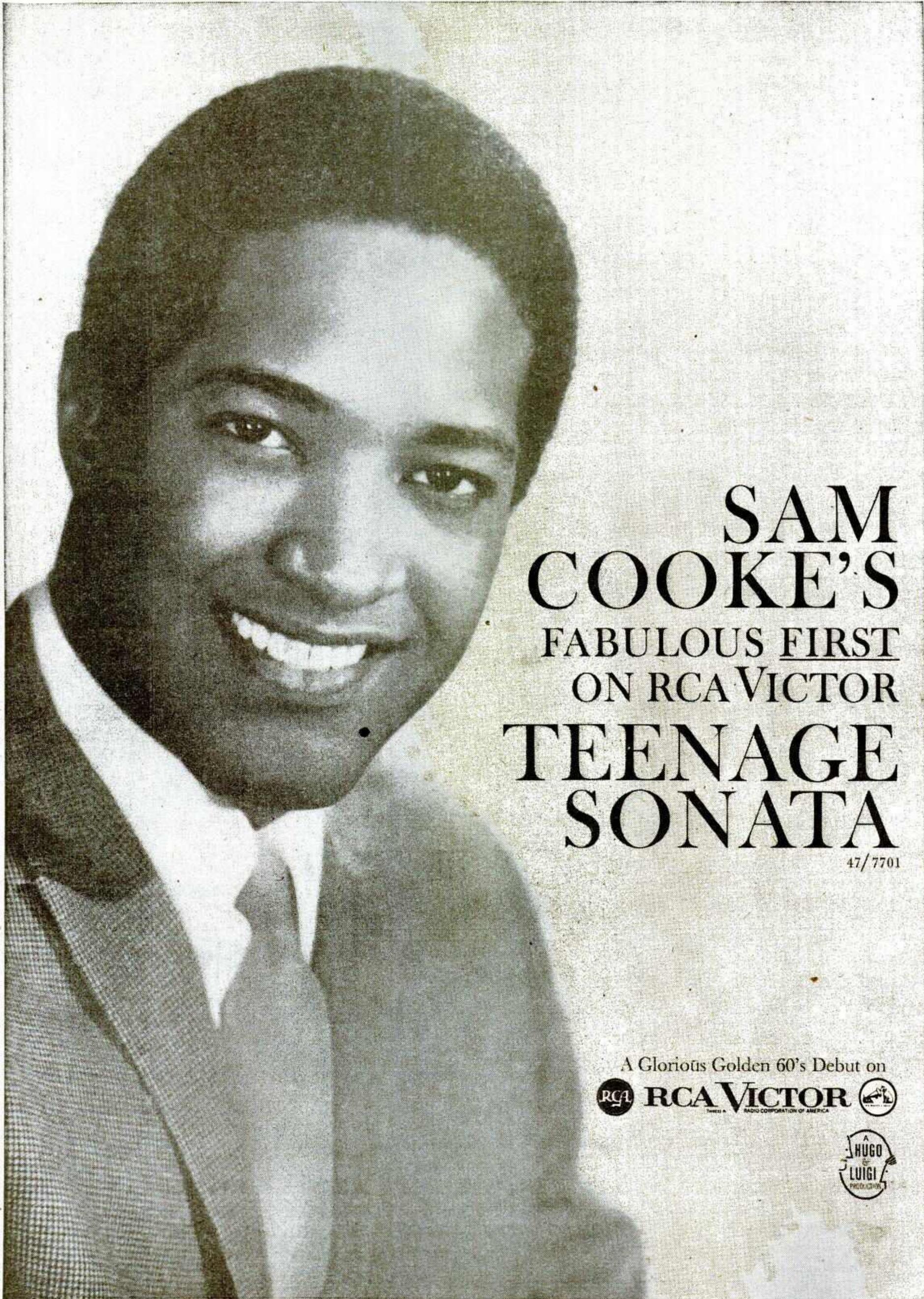
During his two decades in the film city, Newman has more than 100 movie scores, 39 Academy Award nominations and eight Oscars to his credit. His current Academy Nominations include scores for "The Diary of Anne Frank" and "The Best of Everything."

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WINNER'S DISK SALES CONFIRM FIESTA RESULT

ROME — Current record sales are reaffirming the San Remo Festival results with Renato Rascel's "Romantica" outselling Domenico Modugno's "Libero." Joe Sentieri's rendition of "Quando Vien La Sera," which came in third is also selling big as are a number of songs which did not compete in the final. These include "A Come Amore" and "Invoco Te."

Almost every one of more than 20 weekly magazines in Italy featured the Festival during the week following the competition. The pop music weekly, Sorrisi E Canzone, which usually publishes 450,000 copies, came out three days early with an edition of 1,500,000.

Panorama Skeds 4 Feb. Albums

NEW YORK—Panorama Records will release four stereo LP's in February and March. The February releases are "Cabaret" by Eva Nelson and "The Continental Touch" by organist Rene Renato.

The March albums will be "Berlin—Portrait of a City" by Horst Buchholz and a set of polkas, waltzes and marching songs by Fritz Schickel. All will also be available monaurally.

The label is also planning 18 more LP's for release later during the year.

Golden Tests Kiddisk M.-O. Sales Pitch

NEW YORK—Golden Records, long a power on the kiddisk front, has launched a mail-order selling operation which is believed to be the first of its kind.

At present, the mailings are strictly tests and "highly experimental in nature." A spokesman said that it would be a month or more before sufficient results were at hand to evaluate the success or failure of the tests. The tests actually commenced about the first of last December. Numerous different lists are being tested, including those taken from subscribers to a flock of kiddie magazines.

Current mailings offer moppets what is described as a "Golden Records Library,"—a "real basic record library of good music for children." The library consists of a dozen 12-inch LP's, all colorfully box-packaged for \$15.96. The literature points out that ordinarily, the records "would cost about \$2.98 each—a total of \$35.76."

The spokesman for Golden pointed out that there had been no discussion regarding the possibility of expanding into a kiddie club operation, noting that one of the requisites for this would be a substantial catalog of LP product for children, which is not now available.

25 National Distributions for 'Pick-a-Disk'

NEW YORK — "Pick-A-Disk" now has 25 national distributors, according to Harry Sultan, veteran 23d Street retailer here who operates as sales and distribution chief for the rack line, a product of the Art and Industry Company.

Sultan recently concluded an extensive road trip, during which he signed Baker Distributors for the Dallas-Houston area. Sultan also has negotiated an agreement for exclusive overseas representation thru CBS International. The rack, which is described as capable of holding 50 LP's, swivels like the leaves in a book, and retails to dealers for \$5.95. Sultan wound up his road trip with a 10-day vacation stay in Miami Beach.

Big Band Wax Teen Top Lure

NEW YORK — The trend toward more big band wax programming by radio stations has sparked "big band" hops for teenagers at two Eastern outlets — WRCV, Philadelphia, and WOKO, Albany, N. Y.

NBC's Philly outlet, WRCV, which recently adopted a big band music programming format, is co-sponsoring (with the city) a free teen-age prom for local youngsters at Convention Hall, March 10 from 7:30 to 11 p.m., with Buddy Morrow's ork playing for dancing.

NBC will carry a portion of the prom on the network that night. If the prom plan is successful, the web will recommend it to its other stations and affiliates.

All of WRCV's deejays will attend the prom, which features a "Look Right, Dress Right, Feel Right" policy, calling for boys to wear neckties and jackets, and ruling out slacks for girls. The city is issuing special cards to teen-agers which will allow them to stay out after Philly's 10 p.m. curfew, to attend the dance.

GAC's band booking chief Howard Sinnott, who is giving WRCV a special price on Morrow, said

AMICABLE TITLE DISPUTE FINIS

NEW YORK — Recent discussions between officials of United Artists Records and Mercury Records over the similarity of titles of Marv Johnson's current hit UA single, "You Got What It Takes," and "Baby (You've Got What It Takes)" by Dinah Washington and Brook Benton on Mercury, have resulted in a mutually satisfactory agreement.

In order to avoid possible confusion between the two disks, Mercury Records has agreed to notify distributors, advertising media, deejays and radio stations, who have received the Mercury platter, that the Washington-Benton record should now be described and advertised as "Baby."

Big 3 Sets Pub Deal On Lehar Tunes

NEW YORK — Mickey Scopp, general manager of the Big Three, has set a deal to publish selected material from the original works of the famous Viennese composer, Franz Lehar. Deal was set with Dr. Otto Blau, trustee of the Lehar estate, and with Francis P. Lehar, nephew of the composer. Arrangements were made by Scopp on his recent European trip.

Under the agreement, the Big Three will select melodic themes from Lehar's music and make adaptations for recordings and performance exploitation, and publications will follow adapted for piano, orchestra and concert band. The Big Three also intends to develop standards from Lehar music with lyrics by outstanding American lyricists. The Big Three deal includes music from four of the composer's well-known operettas: "Land of Smiles," "Where the Lark Sings," "Der Zarewitsch" and "Paganini." The Big Three has first call on all other works of Lehar.

Justis NRC A.&R. Topper

ATLANTA — Bill Justis has been signed by NRC chief Bill Lowery as a.&r. chief for the label. Justis had previously handled a.&r. at the Sun label, and for Judd Records, and recently started his own firm, Play-Me Records. He had the big-selling record of "Raunchy" a few years ago. Justis' deal with NRC included the purchase of his Play-Me label.

Justis produced the Judd recording of "Rockin' Little Angel," subsidiary label handled by the NRC firm. Justis first release for NRC-Play Me will be "Boogie Woogie Rock," due out this week. NRC also signed this week comic Henny Youngman to an LP pact. Comic, now appearing at the Celebrity Club in St. Louis, will cut a comedy platter for NRC.

the operators of Sunnybrook Ballroom in Pottstown, Pa., tell him that business has picked up considerably since WRCV launched its big band policy.

Deejay Dave Barker initiated a "Big Band Record Hop" program at WOKO, Albany, N. Y. last week. He emceed a disk dance at Bethlehem Central High School February 11, and played big band wax only—Ellington, Basic, Kenton, Elgart, etc.

DISK \$\$ BOOST

Sales Jump Seen for San Remo Recordings

By SAMUEL STEINMAN

SAN REMO, Italy — The two-year reign of Domenico Modugno as king of Italian canzone was slowed down but not stopped when Renato Rascel of "Arrivaderci Roma" fame finished in first place with "Romantica" (Romantic) at the 10th annual Song Festival while Modugno was second with "Libero" (Free).

Voting at the Casino here by the audience and in 20 selected cities thruout Italy where the program was viewed via TV brought 186 for the Verde-Rascel number which was sung by Rascel and Tony Dallara, while 84 votes went to the Migliacci-Modugno composition sung by Modugno and repeated by Teddy Reno. Third place with 26 votes went to "When Evening Comes" by Testa and Rossi and fourth place with 22 votes to Colpevole (Guilty) of D'Acquisto-Seracini. The other six numbers in the final evening shared an additional 42 votes.

More than ever this year's festival stopped everything in Italy. Bars without TV were deserted, police noted less people in the centers of the cities and movie business hit a new all-time low during the three-day competition. The question of whether Rascel would beat Modugno was on everybody's lips and there was a tendency to find a new winner after the unprecedented Modugno reign.

Public sale of the sheet music and of the records recorded on LP's and 45's of more than 30 labels is expected to hit new highs. They were delivered to stores in sealed boxes with instructions that they could not be sold before Sunday morning, but since Sunday opening is restricted it meant Monday when lines awaited the opening of record shops. More than ever this year the commercial importance of this festival, which was televised over the Eurovision network of 13 countries, was apparent. Tickets, priced at \$16 for the first two nights and \$24 each for the last night were sold out within an hour after they were placed on public sale.

The greatest personal triumph was that of Tony Dallara who belongs to the screaming school. He, rather than Rascel, put over the winning song and his record may outsell Rascel's. He also sang "Noi" of Pallese and Malgoni which was sixth with 14 votes, the other rendition being by Jula DePalma. Others who sang the final night

were Joe Sentieri, Wilma De Angelis, Nilla Pizzi, Tonina Torrielli, Sergio Bruni, Giorgio Consolini, Mina, Irene d'Areni, Fausto Cigliano and Johnny Dorelli.

Among the record companies the one in the best position is RCA-Italiana which signed a pact in late 1959 with Rascel. As a consequence, the firm's LP of the event features the renditions of two of the winning competitors, Reno being under contract to the company for some years. In a way, it compensates RCA for its loss of Modugno shortly before he hit his greatest celebrity.

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BUENA RECORDS

JAMBOREE OF SORROW

Pop Hit Heroes, Heroines Reach for Crying Towel

NEW YORK — An obsession with thoughts of the hereafter, the happy hunting ground and perhaps the related state of mind known as Nirvana (from the Hindu world) seems to have taken hold as prime subject matter of pop hit songs.

The top three recorded songs of the week on The Billboard Hot 100, all deal with variations of death themes. It makes for morbid situation.

First in the standing is the sleeper Mercury smash, "Running Bear," by Johnny Preston. In this instance an Indian brave, Running Bear, and his sweetheart, Little

White Dove, enter into a joint suicide pact and proceed to execute it forthwith by jumping into the river. This is akin to the blues theme: "I'm going to the river."

Next comes the first big hit for country artist Mark Dinning, on M-G-M. Dinning's tale deals with his teen-age lover-girl who is killed crossing the tracks, hence his agonized tribute to his "Teen Angel." In third place this week and in the top slot only a few weeks ago, is Marty Robbins' "El Paso," on Columbia. This deals with a triangle situation in which a stranger enters the saloon, makes up to the hero's lady friend, and promptly gets plugged thru the heart. The hero then splits on the run, but later is apparently reunited with his sweetheart.

Further down the charts there's an RCA Victor version of "He'll Have to Go," by Jim Reeves. There is no direct shooting involved here but there is the threat of trouble unless an interfering third party doesn't get out of town. The

Spirit of '76

Continued from page 4

English artists, mainly with English material.

"The days when one could be pretty sure that an American hit record would be the one to click here have gone. This applies, of course, to all companies. The evidence is there for the finding in the lists.

"We ourselves have recently knocked the Frankie Avalon recording of "Why" for six" with Anthony Newley's recording, which as you will see is at the top of the list. (Editor's Note* refers to an English expression in Cricket.)

"I am sure you will understand the difficulties. We have no independent broadcasting here and have to rely very largely on our own programs from Luxembourg, which, altho valuable, have nothing like the weight of the BBC..."

Meanwhile, in the British music papers, the rising tide of British song and disk nationalism is being hailed as a very favorable development.

Reeves platter is number 17 this week.

On the bubbling chart this week is a revival of "Beautiful Brown Eyes," by Judy, Johnny and Billy on Silver, once a hit for Rosemary Clooney. Here, a fiancée falls on his own knife and exterminates himself, just prior to his wedding.

Tradesters, noting the trend, also pointed to such recent hits as "Tom Dooley," "Don't Take Your Guns to Town" and "The Hanging Tree," all of a similar nature.

Euphemistic Gentlemen's Pact

Continued from page 2

still seemed unaware of the impact of the charges, denied their validity, and expects to get back on the bandwagon of deejaying when the unpleasantness passes.

Representative Moss (D., Calif.) lit into Hopkins for joining in a post-facto statement by Finan that the Committee had been "unfair" in its charges. Moss challenged the claim that Hopkins and Finan had "never granted a single record or a single company preferential air time," for pay, contrary to an affidavit submitted to the Committee by Burneson of Main Line Cleveland, RCA distributor. Only quality products got airing, regardless of fees, said the deejays.

Moss then cited the incident of Finan's play of the "off-brand" records picked up by Decca, one of which was played "for two days, altho it had absolutely nothing." Moss said it proved there was money for the play of a particular record for a particular company, even when it was known to be a dud.

Moss, like others on the Subcommittee, tied in payola with what he felt was trashy music — "I don't doubt a lot of it has been played on the same basis, and the reaction of many of your audiences is like mine—to snap the thing off as quickly as I can."

Disks Must Have It

Hopkins said payola helped get exposure, but basically, "the record must have it, or you can't make a hit of it. A deejay can't make it on his own." Also, he punctured the myth that simply "covering" a hit tune out of a smaller label by the majors, did

not altogether "smother" the original. As proof, he noted the preponderance of small-label hits on the pop-single charts, and the comparative scarcity of majors in top spots.

Like Finan, Hopkins protested specific tune names which appeared on his checks from RCA Victor. He particularly resented implication that he'd worked on "Rudolph the Red-Nosed Reindeer Cha-Cha," and "Don't Tarry, Little Mary." These were only included in "general promotion" of RCA product, he said. He was "not consulted" on these, and implied they were dogs.

Said Moss, "Perhaps they were more interested in your position than your judgment." Moss also had sharp comment for the broadcasting stations. In Boston, "It was the station that made demands on the record industry," for the freebies, and the Westinghouse Boston outlet had "retained persons" who had done the same as the KYW jockeys. "Their policy is confused, to say the least."

While all the record company deals were in progress, testimony by all KYW witnesses revealed that only "facetious" and occasional reference was made to the situation by "other station personnel, including the higher ups." Hopkins referred to "some kidding about it by management sometimes — but they never asked specifically about it," until after two years, when the jockeys were called to the carpet and told to get off the merry-go-round.

Chairman Harris was amazed and bemused at the continuing insistence of the KYW jockeys that neither young man felt his situation at all "pathetic," or felt that he had done anything even ungentlemanly, much less "un-moral or illegal."

Committee

Continued from page 3

Boston even before the trip, and also met with them in New York during the trip, Gibbons said.

Gibbons said the manufacturers were "notified ahead." Representative Rogers (D., Tex.) described it bluntly as pressure: "Each feared advantage to the other if he refused the records." Rogers also felt the presence of a "top ten" deejay like Prescott was intended to put more pressure on the manufacturers. Representative Sevine (R., Ohio) demanded to know if WBZ was in such poor financial condition it couldn't buy records at that time? Gibbons said he was sure the station could afford it.

Gibbons said he had never received any payola, beyond customary minor gifts at Christmas. He said he didn't think the freebie trip was "wrong," but didn't enjoy going after a "handout." He said WBZ management hadn't exactly told him to get the freebies—they had only told him the station library had to be replenished at no cost. He said Prescott indicated the method for the trip to New York.

Norman Prescott was first witness at the Monday payola hearing but was permitted to testify in closed session. Chairman Harris reported Prescott's testimony had been very frank and cooperative.

Lishman Toils

Continued from page 2

was being bypassed in favor of a "covering record on Paramount, sung by Eydie Gorme." Gold said he told KYW management that if his record wasn't played, he'd come to Washington and complain. "And in the next few hours, wasn't his record played four times on the station?" Lishman asked. Young indignantly denied the fact.

Representative Rogers singled out several payments of \$100 a month by Joe Kolsky of Roulette, to Young, which the librarian said "did not influence my choice in the least." Said Rogers: "Then why the money—did Kolsky look like Santa Claus?"

Young testified that KYW logs lists of tunes to be played on each program, two hours ahead of show time. The committee had tried to subpoena similar "lists" from the Westinghouse Boston outlet WBZ, but had been told "they do not exist." Staffers are believed checking the existence of lists at the Cleveland outlet.

Roulette Sets

Continued from page 4

bum release includes packages by Billy Eckstine (with backing by Billy May Ork), the Rock-A-Teens, William Keahola, the Heartbeats, comedian Alan Gale, guitarist Al Caiola, and Kenny Bass and his Polka Poppers.

New Birdland series albums include "Dance Along With Basie," by Count Basie, and LP's featuring Joe Williams, English jazz band leader Johnny Dankworth. In the new Tico release is a package by Marco Rizo and his ork, while the new Roost album spotlights guitarist Johnny Smith with lush backing.

Press Revels

Continued from page 3

In recapping amounts of money spent by the various labels the consumer papers also failed to point out that two of the top three spenders—Capitol and Roulette — staged recording sessions during their respective parties, thereby making a portion of their bill recording expenses. Capitol cut a Peggy Lee and George Shearing LP during its cocktail party, and Roulette sliced a Count Basie album during its all-night barbecue dance.

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 Some-times I wonder if it's really meant to be, You could mean so much to me.
 We're still be-hav-ing like two kids at some cha-rade, Take a-way that mas-quer-ade,
 If you will sep-a-rate the tares and wheat, Then I will never walk a shad-y street,
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Finan's View

• Continued from page 3

arrangement with the old pros Hugo and Luigi of Victor for \$200 a month included "advice to these two experts to help them select commercial records." Finan hastily said the fees were for "special consideration" and not for consultation.

Services to Victor included selection of a public relations man for the firm in Northern Ohio area. Also, "I would be more than aware of their records in making up my show," said Finan.

Small Boomerang

Decca contracted Finan thru Bob Gebhard, third in command, for special consideration of an "off-brand" label Decca had taken over. Finan "aired it, briefly" but it bombed. He was to regret this testimony later when Representative Moss (D., Calif.) used it in proof of "play for pay" even when the record was a dud. Finan had claimed that only those records he deemed worthy got air play.

In the case of Cameo Records, their \$450 fee was to "verify" hit potentials—and in the case of Bobby Rydell's first record, Finan said he recognized a hit immediately and promised to promote it and air Rydell in Cleveland.

Another payment angle turned up in the Carlton Record promotion, which totaled around \$1,000 over the 1958-'59 period. Joe Carlton went indie, Finan said, put out 10 records, of which Finan okayed two, and collected about \$400 in "deejay royalties." Royalty base was two and a half cents each record sold up to 20,000 records; three cents on all disks sold over 20,000.

Columbia's Epic Records was another label "surprisingly deficient in marketing commercial records. They needed consultant help outside of their own a.&r. pop music." Finan gave it at \$100 a month for four months. He noted that there were "too many releases." He could only okay the Roy Hamilton recordings in Epic's rhythm, rock and roll output, he said.

Coed Records provided \$600 in 1959, contact being made by Marvin Kane. It is a small outfit, Finan said and he felt he saved them "thousands" by telling them which records were worth investment.

London Records paid \$200, for which Walt McGuire "asked if I could guarantee play only." Finan set him straight on the impossibility of such a blunt procedure, and advised him to hire Frank Barion as promotion man in the area. "In six months, Barion made London popular in that area," said Finan.

Meridian Music paid \$300, and Madison Records \$150 when Larry Uttal asked for help with the tune "To a Soldier Boy," said Finan. The deejay obliged, and "it went up on the charts across the country."

Chess Loan

Loans to Finan were made by Chess Record Corporation, distributors, whose top officials Leonard and Phil Chess are "close friends" of Finan. The \$2,500 was loaned, on no collateral or interest, and with no time limit set. Finan still owes \$1,700 on it, he said.

Income from off-the-air record hops for PTA's and other groups netted anywhere from \$40 to \$200 a night, depending on the crowd. Said Finan of the PTA hops: "It was a 50-50 split." Asked what cause was benefitted, he said "it was for the benefit of the PTA and myself." This service was included in his other services to record companies, he said, because the hops helped him judge reaction to his choice of records.

Representative Rogers (D., Tex.) asked "Did you ever see anything odd or immoral in getting all this money from these people?" Finan didn't.

NIGHT CLUB REVIEWS

New Monk Revue Does It Again

Julius Monk, who seems to have a propensity toward good revues, has done it again with his new four-person, two-piano revue playing Downstairs at the Upstairs in New York. The new show, titled "Four Below Strikes Back" (which opened February 4), is another winning effort. This is the first time that a revue has been seen in the Upstairs' Downstairs room. However, the show compares favorably with "Pieces of Eight" in the larger Upstairs hall.

As in all cases where the mixture is much as before, the new revue cannot have the same freshness that some of the earlier productions did. But there are a few sketches that shine brilliantly in "Four Below Strikes Back," and the four leads (Jenny Lou Law, Nancy Dessault, George Furth and Cy Young) come thru so well that there is enough to make up for occasional low spots. Act I cannot compare to Act II, out of which come the brittle and satirical takeoff on the Four Seasons restaurant in New York, the delightful rendering of a "Family Fallout Shelter" and the wild "Lola Montez." Louis Botto and Bill Roy deserve credit for the Four Seasons jape. In Act I the skit "The Constant Nymphet" is also above average. The music in "Four Below Strikes Back" is better than the usual run of ballads in a Monk revue. The tune "Jefferson Davis Tyler's General Store," by Ed Redding is heart-warming via the fine performance it receives from the Four and two pianos at the Downstairs.

Bob Rolontz.

★ ★ ★

MJQ Fine But Hi-Los Steal Show

The Modern Jazz Quartet made one of its rare night club appearances in New York last week (4) at Basin Street East with the Hi-Lo's, but it was the Hi-Lo's that stole the show. This is no discredit to the MJQ; they were their same fine selves, with Milt Jackson and John Lewis playing their same wondrous solos. But audience at Basin Street, altho they paid rapt attention to MJQ, flipped completely over the Hi-Lo's. And well they might, for the Hi-Lo's were at the top of their form, coming thru solidly in song after song, with an act intermixed with comedy bits, both verbal and musical. Their special material routine "The Story of the Hi-Lo's," a documentary of how a singing group gets started, fractured the onlookers. The boys handled "Black Is the Color of My True Love's Hair," "My Sugar Is So Refined" and many others, with warmth and style. They make a great night club act.

The MJQ showed again what a fine musical group it is, and the advantages that accrue to a group that can play together long enough to form a truly cohesive team. Ever nuance of leader Lewis is instantly reacted to by bassist Percy Heath or drummer Connie Kay, and "Bag's" vibe work receives the same sensitive support. The MJQ performed pieces old and new including "The Golden Striker" from Lewis' score for "No Sun in Venice," "Django," and a composition called "The Queen's Fancy" based on old English tunes. Jackson's performance on "Yesterdays" was lovely and the group's delicate reading of "God Rest Ye Merry, Gentlemen" was fine.

Bob Rolontz

★ ★ ★

OPERA REVIEW

'Cradle' Could Score Diskwise

An enterprising record company would do well to arrange for an early recording of Marc Blitzstein's "The Cradle Will Rock," the opening work of the New York City Opera's winter season. A "digest" version involving a narrator explaining the action once was available on a 78 r.p.m. set before World War II, if memory serves, but this has long disappeared into limbo. Blitzstein's increased stature as a composer of note, particularly in view of the success of his recent opera, "Regina," would focus additional attention on a new recording of "Cradle."

The N. Y. Opera's version underlines both the attributes and deficiencies of the early Blitzstein work. Those with long memories will recall the excitement in 1937 after the Federal Theater Project production was canceled opening night, and the performers marched with audience to a bare theater where a concert-style run was staged under the direction of Orson Welles. A revival in 1957 likewise was done concert-style, with Leonard Bernstein at the helm. The current production, directed by Howard Da Silva (who starred in the previous two outings), is staged with costumes and sets, but retains the concert flavor by having all cast members seated on stage awaiting their turns.

As a work of art, "Cradle" is truly neither opera nor drama, but a lineal descendant of the Kurt Weill "Threepenny Opera" type of drama cum music. In past productions, it featured actors who also sang—tho not necessarily well. The current version, too, has some participants who are not famed as singers, however, others (such as Ruth Kobart who plays Mrs. Mister beautifully) are primarily singers who also have a fine acting flair.

To summarize impressions, to those who know the show this version could use more spice and somewhat broader characterizations in spots, especially in view of the material's cartoon black-and-white approach to the unionization theme of the 'Thirties. Inasmuch as this is no longer an issue, the theme is treated too straightforwardly. It could be that the changed times have so outdated the theme that the actors feel no affinity for it. But its lusty humor, simple characterizations and listenable music lend themselves particularly well to the non-visual recording medium, and could well be an important and profitable release. With few exceptions, the acting and singing are of fine quality and the show itself extremely enjoyable.

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THE FIDELITYS—Walk With the Wind

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JULIE ANNE & JAMIE FOSTER—It's Two o'Clock on GLO T-3060

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Cartridge Field Continues Active

By REN GREVATT

NEW YORK—Despite the not inconsiderable attention currently being focussed on four-track, reel-to-reel tape, as espoused by the Magnetic Recording Industry Association and Ampex Audio's United Stereo Tapes set-up, there is substantial activity and planning in the cartridge field as well.

Cartridge activity is currently taking two different directions, namely the three and three-quarter i.p.s. speed units as developed and already marketed by RCA Victor and Bell Sound Systems and the one and seven-eighths i.p.s. system, employing one-eighth inch tape as originally developed by the Minnesota Mining and Manufacturing Company and leased to several firms for further research and development.

In reply to rumors that his company might soon drop its tape cartridge line entirely, Bell prexy Ken Bishop, stated that on the contrary, his distribution for the units is now being expanded, after initial exposure in only eight markets.

"Our program only started last September," Bishop told The Billboard, "and we have operated only on a limited basis. But until mid-January, our production could not keep up with the orders we got and we have had to ask for scheduled orders.

"Now we are expanding production and distribution. I may also say that we are trying to supply the original equipment market from which there has been considerable interest." The indication here was that there was interest in the cartridge idea among producers of background music equipment as well as domestic equipment makers.

Turning to the oft-repeated statement that the existence of reel to reel and cartridge tape only confuses the industry, Bishop said, "My only comment is that we are in both fields. I can tell you that being in the cartridge field hasn't hurt our reel-to-reel sales one iota, and frankly, I've never seen the over-all tape business any better."

Meanwhile, earlier reports of long delays before the Minnesota Mining tape system would ever reach the market, appeared to be in for possible revision. The CBS Laboratories' version of the system, for example, will be shown at the

EIA ISSUES STANDARD FOR AUDIO POWER

WASHINGTON—A recommended standard for measuring the music output of stereophonic and high-fidelity audio amplifiers was issued last week (10) by Electronic Industries Association's engineering department.

Recommendation is designed to alleviate confusion over various methods of measuring the audio power of home phonographs. It is being made available to all phonograph manufacturers, but its adoption is voluntary on the part of the maker.

Copies of the recommended standard, giving details of test conditions, definitions of terms and test procedure are available at 25 cents a copy from EIA engineering department, 11 W. 42d St. New York 36. The publication has been designated EIA standards RS-234.

May Parts Show in Chicago. The system may also be on view during the Music (NAMM) show in the same city during the summer. It is also known that CBS' Dr. Peter Goldmark will deliver a paper on the system at the upcoming convention of the Institute of Radio Engineers (IRE) in March. There was speculation that if the trade response justifies it, the units could be put in production to reach dealers in time for next fall's pre-Christmas sales.

Zenith, which is also developing a unit based on the 3M's principle, is less clear on its planning. A spokesman said merely to "call us in July. We'll know more then."

New Motorola C&W Disk Premium Pack

CHICAGO—Motorola, a front-runner in offering record starter packages as sales promotion premiums to its dealers in selling their stereo phonograph line, this week extended the scope even further into the country and western field with a third package of eight stereo LP's. Like the two previous deals one classical and the other pop, the new rustic LP packet was purchased from Decca records and features such top names as Ernest Tubb, Red Foley and Webb Pierce along with five others in a specially made leatherette covered Motorola storage album. This marks the first time that any phonograph maker has gone into such a specialized facet of the record industry.

Free Chicken Dinners Cue Phono Sales Gravy

By ROBERT LATIMER

DECATUR, Ill. — How to sell 50 stereo phonographs in one day? Offer the public a free chicken dinner in return for looking at a huge collection of 1960 stereo sets, advises Chan Bayless, owner of a live wire high fidelity and stereo dealership here.

Reasoning that a lot of people would buy stereo if they had the proper opportunity to listen to it, but lack the necessary time, Bayless decided to "create the time" on a recent Sunday. During the all-day Sunday opening, the store was converted into a "music hall" with an elaborate display of the latest in stereo equipment ranged around all four walls of the showroom.

As a special attraction designed to pull the sort of heavy traffic which Bayless felt would be necessary, he next made arrangements with a neighborhood restaurant, to serve a full size chicken dinner in exchange for a certificate from the appliance store to 300 customers.

As it turned out, so many people arrived at the store during the Sunday event that it was neces-

sary to approve the serving of 324 dinners, instead of the originally-approved 300. Dealer Bayless didn't mind, however, inasmuch as the throng of Sunday visitors, most of them arriving in the early afternoon, responded far beyond expectations where purchasing went. In selling 50 stereo sets, Bayless had expected most of his volume to fall in a low-priced \$69.95 stereo phonograph which had been advertised, but instead, the bulk of sales were on a classic model priced at \$129.95. Around one-third of the stereo equipment sold was paid for in cash, the remainder financed on a wide variety of time payment plans.

Adding spice to the cake, the Decatur dealer, who carries a complete line of television along with his stereo equipment, sold 40 television sets, including even several color models.

Naturally, there were a few "joy riders" involved who came along primarily for the free dinner. They were definitely in the minority, however, as evinced by the huge number of contracts which were signed. "I think that the important thing was getting the public out to shop on Sunday, when there was no pressure on their time," the Illinois dealer summed up.

AUDIO NEWS BRIEFS

Milton London has joined Columbia Phonographs as district manager, covering Philadelphia, Baltimore and Washington. He was formerly with the Philco Corporation. . . . The audio products section of General Electric's radio receiver department is being transferred to Decatur, Ill. Included among those moving will be the home phono operation now in Utica, N. Y., and the high fidelity components section, now in Auburn, N. Y. . . . North Advertising Agency, Chicago, has been appointed by Webcor.

Dale Matheny has been named sales supervisor for the Northwest district for Ampex' Audio Products Division. Formerly with Graybar Electric, Matheny will headquarter in Redwood City, Calif. Paul M. Chalfant has been appointed Western zone manager for Ampex Audio. He'll operate out of Sunnyvale, Calif., and will supervise sales thruout the Western half of the United States. . . . Herb Horowitz, of Audio Empire, Garden City, N. Y. is recuperating from surgery at Memorial Hospital, Long Beach, N. Y.

3 Get CRDC Phono Posts

HOLLYWOOD — Capitol Records Distributing Corporation last week made three appointments to newly created posts on its phono sales side: Wallace T. Powell was named FDS Stereo Phono Sales Co-Ordinator to handle co-ordination of all FDS stereo phono sales promotion, advertising and dealer information. He was a former district sales manager for Philco and has 12 years phono sales management experience.

Eugene J. Sapak was named Phono Product Co-Ordinator responsible for co-ordinating CRDC's FDS stereo phono and portable phono functions with Capitol's division. He first joined Cap in July, 1957, as an FDS stereo phono district sales manager.

Bert W. Tegger was appointed FDS Field Sales Manager to handle stereo console sales to franchised dealers and train field sales reps. He joined Cap a year ago as an FDS regional sales development manager.

Audio Feedback

HORSE-TRADING IN AUDIO GEAR

William Colbert, a New Yorker whose name sounds French and whose accent sounds faintly Viennese, expects to do an \$800,000 volume in audio components this year because "every hi-fi fancier has an urge to improve some part of his set, usually within a year." As head of the four-store Audio Exchange retail operation, within easy commuting range of Manhattan, Colbert actually sells more new than used equipment, but his pioneer efforts have made him something of an electronic Mad Man Muntz.

He is, however, crazy like a fox. Colbert keeps a canny eye on market trends in audio, noting everything from the progress of four-track tape to the latest Best Buy ratings ("worth a year's advertising to a component manufacturer") in Consumer's Union. He has learned the hard way that a used Bogen DB-20 amplifier is relatively easy to sell while a similar Bell 2200 is not, and that a University tri-axial is a slow mover, while Altec-Lansing 604-B's are the audio equivalent of a Stradivarius.

"A lot of audio and music dealers take trade-ins, and most regard it simply as a nuisance or as a way to discount new merchandise," Colbert told us last week. "We're in business to make money on used equipment. One of the big secrets in used audio, from a dealer standpoint, is a first-class repair department. We've got one, and we'd be lost without it. Not every dealer should go big in the used-audio field, however. There is the obvious danger of piling up used equipment that won't sell. You can throttle a retail operation with this kind of junk. You've got to know the market, and this takes time."

Colbert is currently considering putting his hard-won experience (Audio Exchange was founded in 1950, began retelling in 1951) to use in "some form" of franchise operation. At his main store (153-21 Hillside Avenue, Jamaica 32, New York), he has begun exploratory talks with out-of-town audio dealers "with whom we would have a sort of Howard Johnson relationship." Since he has dealer franchises in nearly all important audio lines, as well as an established outlet for used equipment, Colbert is in good position to bargain.

He has learned that the trade-in business is a repeat business in audio. "One of my best customers is a New York doctor who does nearly \$2,000 a year with me. He loves music, loves audio, and loves to trade. When I first met him a few years ago, he had more used equipment than I had," says Colbert. Trading, however, is seldom done in big leaps, according to Colbert. "It's usually a steady upward progression."

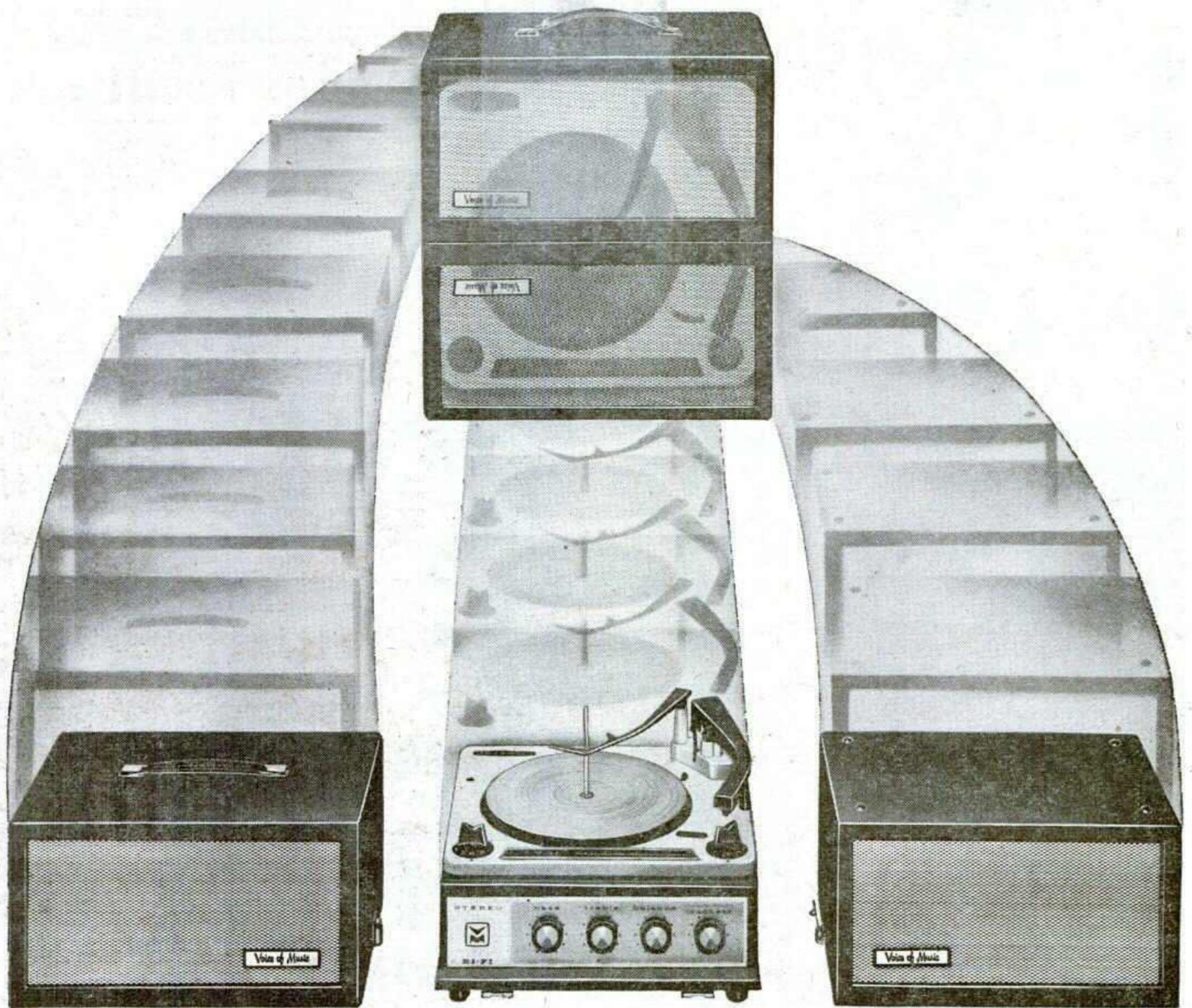
In some ways, Colbert has been lucky. Audio Exchange rode out the 1958 recession with little difficulty ("A man may give up a new mink for his wife, but you'd be surprised how few will give up that new loudspeaker!"). The trend toward self-contained components, both mono and stereo, has helped him ("When a man has something sitting on a bookshelf, rather than bolted into a cabinet, it's easy for him to unplug it and trade it in."). Stereo keeps things rolling ("Most new sales today are for stereo."). Above all, audiophiles are never satisfied ("There is always something new on the market?").

Colbert's trade-in mathematics look like this: On brand-new equipment (the bulk of his business), he offers a 10-day trial and the usual 90-day backstopping. Now, the buyer is on his own, to read audio ads, listen to demonstrations, and wonder how he can improve his set-up. Colbert is cannily waiting for him, offering a trade-it-back plan. On popular standard-brand audio equipment of all kinds, Colbert offers customers 75 per cent of the original retail price—and this is his gimmick—"toward equipment that costs at least twice the trade-back price."

In practice, here's how the policy works. A customer buys a \$100 item. If he exchanges it, he's allowed \$75 toward something that costs at least \$150. The used item, meanwhile, is put thru the repair shop and given a thoro check-out. Then, while the customer is happily at home plugging in his \$150 gadget, Colbert is putting the used \$100 item in circulation, often at a price that's only 10 per cent off the normal retail tag. "I won't tell you our gross profit," says Colbert. "But it's pretty good."

Colbert has some strong convictions of his own about the audio business, gathered from his vantage point of dealer in new and used equipment. For one thing, he doesn't like packaged console phonos. "The only ones we handle are those in the Stromberg-Carlson line," he told us. "Component manufacturers should stay out of the package business. Most hi-fi bugs like to tinker, to experiment. They like to feel, just as sports car owners do, that they have something different, something they can talk about. If you sell a man a console, it's hard to convince him, even if it's made of choice components, that it's not just another console."

For another, Colbert has given up attempting to predict just what dedicated audiophiles will do next. During a recent afternoon at his Hillside Avenue store, one of his regular customers came in to trade a Marantz stereo preamp for a new Scott model. A few hours later, another customer came in, carrying a component under his arm. "What do you think this guy wanted? He wanted to trade a new Scott stereo preamp for a Marantz," recalls Colbert. "How can you explain a business like this?" By: C. R. Sinclair



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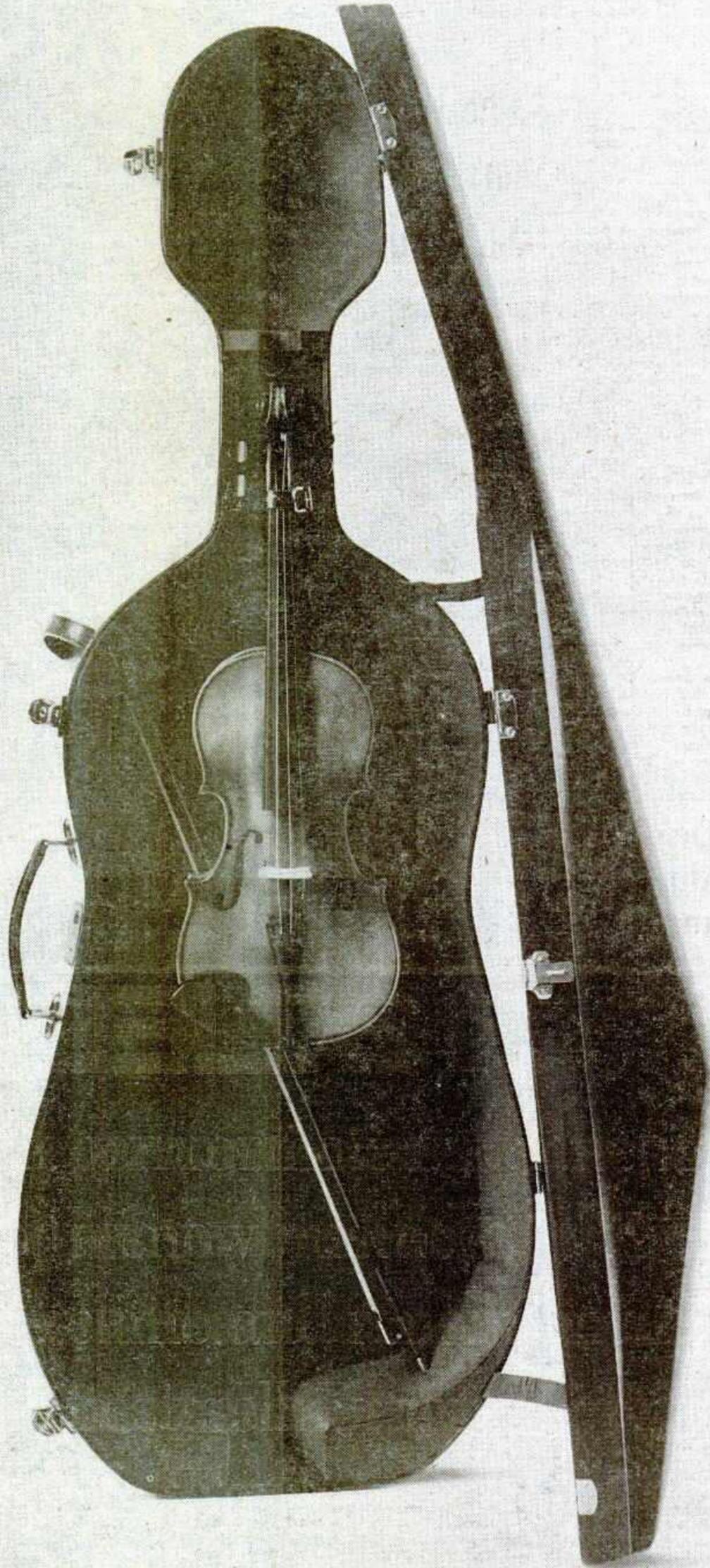
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AL 5-6691

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RCA Victor Company, Ltd.
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225 Mutual St., Toronto



COMPATIBLE DISK HOT CONVERSATION PIECE

• Continued from page 4

patible disk to them and we have accepted."

From other quarters, it was learned that the demonstration for the AES will be conducted Wednesday, February 24.

Also commenting on the charges against compatible was Cy Leslie, of Design, who said "the judgments are based on a single acetate and not a finished product. So far, every expert opinion that we have gotten has been favorable and we have freely given records to Columbia, Victor, Zenith, High Fidelity magazine and anyone who asked for them."

"We are amused by the accusation that we have 'confused' the industry. The beauty of the compatible record is that it ends confusion because it is adaptable to both sound systems. We want to see it adopted because we believe that it will make the business we are a part of a healthier one. Our compatible records are now being tested by publications and department stores and laboratories all over the country. We are confident they will reaffirm our tests. Most important is the test we are already passing—the public likes compatibility and they are buying it."

Meanwhile, Sound Enterprises, a recording studio in Hollywood, this week announced "a major breakthrough in the record industry, a single compatible record to be known as the 'Stereo-Monic' disk. The title is not to be confused with a so-called 'stereo-monic' amplifier developed recently by a Georgia firm with the announced purpose of obtaining a stereo-like sound from monaural records. The latter system separates bass and treble and pushes highs thru one channel and lows thru a second channel."

The process, which trades noted as coming several weeks after the Design-Beltone announcement, even tho the West Coast firm claims to be "first," promises diskeries, "one stereo recording session, one set of compatible master ac-

tates, one processing and one pressing cost, one record to stock, one jacket to print and one promotion expense."

A statement from Sound Enterprises pointed out that its engineering research "was pioneered with several European firms." The system employs a Neuman lathe and the Teldec cutting system. Announcement of the stereo-monic development has reportedly gone out to all record companies.

Radio Product Soars; Sales Gain Small

WASHINGTON — In 1959, radio enjoyed its biggest year since 1948 in terms of number of sets produced, but retail sales of sets showed only a small gain over 1958, according to a report issued last week (10) by Electronic Industries Association.

More than 15.6 million radios were made in 1959, against 12.5 million made in 1958. Retailers sold nearly 8.9 million sets, compared with 8.6 million the previous year.

More than 2.7 million stereophonic units were included in the total of nearly 4.4 million phonographs sold at retail last year. Factories sold more than 4.3 million phonographs, some three million of them stereo.

TV output exceeded 6.3 million, with 5.7 million sets sold at retail. In 1958, 4.9 million TV receivers were produced and 5.1 million sold to consumers.

Seeco Wins Suit Round

NEW YORK — A long-pending action of a number of prominent publishing firms against Seeco Records, entered a new phase last week when a Federal Court decision denied the plaintiff's motion for summary judgment.

The action, originally launched nearly three years ago, by attorney Julian T. Abeles, on behalf of the publishers, was based on a contention that mechanicals are payable on the basis of records manufactured rather than on records sold. In denying the motion, the court held that since publishers for a period of close to 10 years had accepted royalty payments from Seeco based on disks sold, the plaintiffs were not entitled to summary judgment. It's now expected that the action will go to trial. Henry Cohen is acting counsel for Seeco.

London to Col. Phono Dept.

NEW YORK — Milton London has joined The Columbia Phonograph Department as district manager covering Philadelphia, Baltimore and Washington. Appointment was made by Jim Shallow, vice president of CBS Electronics and general manager of the phonograph department. London will be responsible for all sales and distribution of Columbia phonographs and radios in the territory. His position, before coming to Columbia phonos, was as a factory rep for the Philco Corporation, and prior to that he was with Philco Distributors in Philadelphia.

Red Carpet Pitch Keys Phono Sales

DALLAS — It is foolish to expect a prospective customer for a stereo phonograph or an album of fine stereo records to stand at a counter in a noisy store and make up his mind, according to Vince Land, owner of Vince's Records, in downtown Dallas.

Thus, despite the fact that the Dallas store has an absolute minimum amount of space available for such operations, Land has created a separate upstairs "lounge" which is reserved entirely for stereo and hi-fi customers who can "sit down and relax" while they are being sold.

The balcony, which has dimensions of only eight by 10 feet, includes a complete inventory of classical music, from Land's top lines, and a fine stereo player. Since there is usually space for only two or three phonographs at a time, Land concentrates on his own favorite model, on the opposite side of the room, and switches from stereo to hi-fi according to the interest of the customer, with only one sample of each.

To provide the sort of luxury, fine arts atmosphere which he feels is necessary in this type of selling, Land took the unusual step of covering the walls of the stairway leading upstairs to the lounge with heavy monk's cloth, and displays along the stairs and at the landing, examples of modern art in museum-gallery style. All of this takes the form of "setting the stage" for the customer-prospect on his arrival at the lounge, according to Land.

When a prospect interested in an expensive album, or in player equipment arrives in the lounge, he is seated in a comfortable wing chair, and offered a cup of coffee, or even his favorite cocktail, from facilities which Land has built into a closet at the end of the room. With a convenient smoking stand nearby, and a cigarette or cigar offered by the Dallas dealer, the customer "never had it so good."

The investment has proven a thoroughly sound one indeed, inasmuch as the Dallas dealer has scored around 97 per cent on sales to each entering prospect. The store has sold more expensive hi-fi and stereo phonographs with the convenience of the lounge than Land believed possible and invariably, a prospective album customer, relaxed, with every convenience he would have at home, winds up buying not only the record album which brought him in, but others as well. In this way, Vince's Records accomplishes a lot of "big ticket sales."

Ford Invades 'Jubilee' Base

SPRINGFIELD, Mo. — The "head-for-the-hinterland" policy, newly adopted by several network shows, has resulted in NBC-TV renting an independently owned studio facility here, which is the home of a competing network property, ABC-TV's "Jubilee U.S.A."

Leaving its Hollywood home base for a one-shot, April 28, origination in the Ozarks will be NBC-TV's "Tennessee Ernie Ford Show," scheduled to televise from the "Jubilee's" 1,200-seat house. Red Foley and his country music crew have inhabited the converted movie house for over five years.

Another West Coast program reportedly scouting a way-from-home sites is NBC's "Dinah Shore Show."

Versatility Emphasis Sells Tape Recorders

BILOXI, Miss. — Making sure that every prospective customer understands the full versatility of tape recorders is the watchword in successful recorder merchandising at Allen Appliances, here.

Scotty Allen, young store manager, sells around three times the national average of tape recorders simply because he makes an enthusiastic "project" out of every tape recorder demonstration. Carrying a full line of high fidelity and stereo phonographs as well as tape recorders, TV, and associated appliance lines, Allen feels that no appliance has quite the sales story that a tape recorder does—and he usually uses a few thousand well-chosen words to convey his ideas to a prospect.

The Mississippi dealer has found that the usual tape recorder prospect comes in with only one basic use of the tape recorder in mind. Some customers, for example, want to use the tape recorder for recording their own voices, making a record of a child's voice as it grows, for parties, etc., and have given no thought whatsoever to its musical capacities. Allen loves to demonstrate both high fidelity and stereo tape to such prospects, secure in the knowledge that the prospect will always be amazed at the fine reproduction which is the result.

Johnny Cash C&W Package In SRO Week

KANSAS CITY, Kan.—A c.&w. package headed by Johnny Cash and booked by Harry (Hap) Peebles, Wichita, Kan., promoter, chalked up record-breaking grosses in this area the week ending January 31, playing to S.R.O. crowds at Sioux City, Ia., January 27; Scottsbluff, Neb., 28, and Wichita, 30. At Omaha, Friday (29), hundreds were turned away at two performances, according to Peebles, and three performances in Kansas City Sunday (31) recorded complete sellouts. Sharing honors with Cash on the tour were George Jones, Bill Monroe and His Blue Grass Boys, Bobby Bowers, Carl Perkins, Warren Smith and Norma Jean.

"Grand Ole Opry" performers Marty Robbins, Bobby Sykes, Tompall and the Glaser Brothers and Grandpa Jones, along with Wilma Lee and Stony Cooper and the Clinch Mountain Clan, and augmented by Bobby Lord, of "Jubilee U.S.A.," kick off a tour for Peebles at Sioux City, Ia., Tuesday (9). Other stop-offs will include Scottsbluff, Neb., 10; Omaha, 11; Wichita, Kan., 12; Lawrence, Kan., 13, and Kansas City, Kan., 14.

'Drummer Boy' Suit Settled

NEW YORK—B. F. Wood Music Company's suit for an injunction and damages against H. Simeone, songwriter and arranger, Henry Onorati, president of 20th Fox Records, Delaware Music Corporation, Shawnee Press, Inc., ASCAP and 20th Fox Records, was discontinued and settled according to papers filed in Supreme Court here.

According to the complaint, B. F. Wood had claimed that a tune written prior to 1942 by Katharine Davis, titled "Carol of the Drum," was infringed upon by the defendants who wrote, published and recorded "The Little Drummer Boy."

There are just about as many prospects who have given no thought to musical possibilities, as those whose primary interest in the recorder is music, Allen has found.

Economy Basis

Incidentally, he sells a lot of tape recorders to would-be purchasers of lower-cost phonographs. Allen has found it wise, indeed, to "sell up" the prospective phonograph purchaser to a tape recorder on a highly practical "economy basis." This consists of using a patchcord from a radio or another phonograph to illustrate how easily good music can be taped from either source, to provide a permanent flow of top-flight music with no record expense whatsoever. Even tho Allen maintains a complete record department, he doesn't hesitate to sell a tape recorder over a phonograph, simply because of the higher unit sale, and because every tape recorder sale made in this way, he has found, leads to others in the same category. Teenagers, young music fans, etc., appreciate the ability to simply tape their "top 40" tunes, rather than buying records, and this has sold a lot of additional tape recorders. There are plenty of examples on Allen's books showing long-drawn-out time-payment contracts with youngsters who are buying tape recorders anywhere from \$175 to \$250, instead of a \$39.50 phonograph. That's quite an accomplishment, Allen feels, and is only true because he has been able to convince parents that cutting off the expense of record purchasing will pay the price of the tape recorder—which is, of course, true.

Uses Own Tapes

Allen uses tapes which he has recorded himself in the store as "convincers" as well as allowing his prospects to record their own voices, to listen to stereo and high fidelity music samples, and he will rent recorders at low cost, just to familiarize the prospect with them. Always alert to the advantages of outside selling, he frequently takes both tape recorders and phonographs out to meetings of women's clubs and social organizations, where he puts on a full demonstration of high fidelity and stereo, and sign up worth-while prospects right on the spot.

It is surprising, the Mississippi dealer points out, that so few people know the "whole story" where tape recorders are concerned. Making it his business to educate them to the story is producing a healthy extra-profit column in the ledger.

AUDIO FIDELITY RECORDS PRE-PAK BIG PROFITS

on 20th FOX

ALL YOU HEAR IS BEAUTY

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Remember "Heartaches By The Number" ^{**}?
You'll love the smash follow-up!

THE
SAME
OLD ME

4-41576

GUY
MITCHELL



from
COLUMBIA

#1 in
Consumer Sales

IT SOLD OVER A MILLION COPIES

DISTRIBUTOR NEWS

By HOWARD COOK

WORD FROM WARNER BROS.: Don Graham writes that he will be handling promotion in the northern California and the Bay area for WB Records. . . . Current hot items for Warner Bros. are "Sixteen Reasons" by Connie Stevens, "Theme From 'A Summer Place'" by Don Ralke, "Scandinavian Shuffle" by the Swe-Danes, "Tamiami" by Bill Haley and His Comets and "Black Coat" by Tab Hunter. Top LP's are "Positively the Most" by Joanie Summers, "But You've Never Heard Gershwin With Bongos" by Don Ralke, "The Ten Most Recorded Songs" by Buddy Cole and "Sound of Music" by the Trapp Family Singers. . . . Warner Bros. has instituted a special monthly "Sound Buy," which this month features Clint Walker's LP, "Inspiration." . . . Strongest platters for Warner Bros. in Chicago, according to Summit Distributors boss Jack White, are "Sixteen Reasons" by Connie Stevens, "Tamiami" by Bill Haley and His Comets and "Scandinavian Shuffle" by the Swe-Danes. Strong LP's are "Hawaiian Eye" and "Sound of Music" by the Trapp Family Singers.

PHILADELPHIA: Ted Kellem of Marnel reports heavy action on "Bad Boy" by Marty Wilde, "What Do You Want" by Ersel Hickey and "Down By the Riverside" by Roy Hamilton, all on Epic. Lester Lanin's LP, "Dance to the Lester Lanin Beat," is also big. Top platters for Imperial are "Country Boy" by Fats Domino, "Leave Me No More" by Sammy Salvo and "Party Time" by Sandy Nelson. "Colt Poo Pah Doo" by Jesse Hill, acquired by Imperial from Minit Records, is also getting action.

Cameo has winners with "Wild One" b-w "Little Bitty Girl" by Bobby Rydell and "It Was There All the Time" by Matt Stevens. Everest Records that are collecting good sales include "Billy Boy" by Jimmy Isle and "Be My Love" by Gloria Lynne. Carlton is swinging with "Summer Set" by Monte Kelly, and "Midnight Special" by Paul Evans on Carlton's subsid, Guaranteed, is also big.

Laurie's best are "All Thru the Night" by the Mystics and "Where Or When" by Dion and the Belmonts. Strongest for United Artists are "I Love the Way You Love" by Marv Johnson and "Your Happiest Years" by the Delicates. Calico is moving "How Much" by the Skyliners. Colpix is hot with Nina Simone's LP, "Summertime." Savoy has "Too Shy" by Nappy Brown.

Bob Heller of Chips sends word that his top platter this week is "Forever" by the Little Dippers on University. Top selling LP is "Santo and Johnny" on Canadian-American. Other singles getting coin include "Froggy" by Jody Berry on Stack, "Rooster Reel" by the Daywins on Arwin, "Tall Oak Tree" by Dorsey Burnette and "The Devil Ain't a Man" by Donnie Brooks on Era.

Newer sides showing promise are "Caravan" by Santo and Johnny on Canadian-American, "I Need Your Loving Arms" by Jimmy Bowen and "These Things I Offer You" by the Playmates on Roulette and "O Dio Mio" by Annette on Vista.

MIAMI BEACH: Clark Gheartner, promotion manager of Mercury Records Corporation, wires us that his best sellers are "Baby" by Dinah Washington and Brook Benton, "Harbor Lights" by the Platters and "Secret Love" by Elton Anderson.

DISTRIB DOINGS: Matty Singer of David Rosen, Inc. in Philadelphia writes that the following have been elected officers for the Society of Record Salesmen: President, Al Melnick; first V.-P., John Sammartino; second V.-P., Al Silverman; treasurer, Lee Swede, and secretary, Norm Umin. Elected to board were Macy Lipman, Dave Seidman, Morry Sloan and Matty Singer.

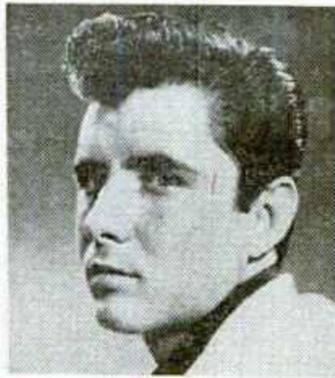
Sheen Records has recently taken the following branches: Cosnat in all their outlets in New York, and New Jersey. Detroit, Philadelphia and Cleveland; Trinity, New England; Advance, Chicago, Allied Music Sales in Los Angeles, Franklin, Baltimore; Bill Lawrence, Pittsburgh and Music Craft in Hawaii.

SAN FRANCISCO: Cathy Furniss, independent promotion doll, writes that her current plugs are "Cry Me a River" by Janice Harper on Capitol and "Outside My Window" by the Fleetwoods on Dolton. As part of her efforts on "Cry Me a River," she has sent out 100 sponges to Northern California, Portland and Seattle jocks and librarians. She also reports interest on another of her plugs—"You'll Like Being Loved" by Tony Romano on Dynasty.

HOT 100 ADDS 14

- NEW YORK — Fourteen new sides appear for the first time on this week's Hot 100 chart. Details are:
- 69. Beatnik Fly—Johnny & the Hurricanes, Warwick
 - 74. Outside My Window—The Fleetwoods, Dolton
 - 78. Too Pooped to Pop—Chuck Berry, Chess
 - 79. Teensville—Chet Atkins, RCA Victor
 - 80. Mumblin' Mosie—Johnny Otis Show, Capitol
 - 82. Baby, What Do You Want Me to Do?—Jimmy Reed, Vee Jay
 - 83. Forever—Billy Walker, Columbia
 - 84. (Do the) Mashed Potatoes—Nat Hendrick & the Swans, Dade
 - 85. Just a Little Bit—Roscoe Gordon, Vee Jay
 - 87. You're My Baby—Sarah Vaughan, Mercury
 - 97. What's Happening—Wade Flemons, Vee Jay
 - 98. If You Need Me—Fats Domino, Imperial
 - 99. Let the Little Girl Dance—Billy Bland, Old Town
 - 100. Paradise—Sammy Turner, Big Top

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Johnny Tillotson Scores Again

Johnny Tillotson, whose name spins on the Cadence label, was born on April 20, 1939 in Jackson, Fla. He attended grammar school and high school in the Sunshine State and received a bachelor's degree from the University of Florida.

Tillotson's first professional appearance was a TV guest shot on the "Toby Dowdy" show. The vocalist was so popular he was signed to a regular contract.

His "big break" came when Lee Rosenberg, owner of Southern Belle Music Company, heard him sing on a Pet Milk Show talent contest in Nashville and arranged an audition for him with Archie Bleyer. The Cadence prexy liked what he heard and signed him to the label. Some of Tillotson's previous hits are, "Dreamy Eyes," "True, True Happiness" and "Never Let Me Go." Currently he's hot on the charts with "Why Do I Love You So."



Connie Stevens Scores With 'Sixteen Reasons'

Connie Stevens, pretty actress and singer, was born Concetta Ann Ingolia in Brooklyn, N. Y., August 8, 1938.

She has several film roles to her credit and is a permanent member of the TV cast of "Hawaiian Eye." Miss Stevens' hobbies include dancing, ice skating and horseback riding. She owns an elaborate hi-fi set and a large record collection, mostly jazz.

The first disk to bring Connie Stevens into the record limelight was "Kookie, Kookie (Lend Me Your Comb)" with Ed (Kookie) Byrnes. Now the lovely thrush has a solo hit with her chart climbing rendition of "Sixteen Reasons" on the Warner Bros. label.

YESTERYEAR'S TOPS—

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

FEBRUARY 19, 1955

1. Melody of Love
2. Hearts of Stone
3. Sincerely
4. Let Me Go, Lover
5. Mr. Sandman
6. Earth Angel
7. Ko-Ko-Mo
8. That's All I Want From You
9. Naughty Lady of Shady Lane
10. Tweedle Dec

FEBRUARY 18, 1950

1. Chattanooga Shoe Shine Boy
2. Rag Mop
3. Dear Hearts and Gentle People
4. There's No Tomorrow
5. Music, Music, Music
6. The Old Master Painter
7. I Can Dream, Can't I
8. Johnson Rag
9. Bibbidi Bobbidi Boo
10. Cry of the Wild Goose

VOX JOX

By JUNE BUNDY

MEMORIAL SHOW: Freeman Hover, KEYZ, Williston, N. D., spotlighted a musical tribute to the late Buddy Holly, Ritchie Valens and J. P. (Big Bopper) Richardson on February 3. The three stars were killed on that date last year in a plane crash while they were en route to Fargo, N. D., for a personal appearance. Hover featured the top disk hits of each artist and also played a taped interview which he had made with Holly in 1957.

JOCKEY "GIVE-AWAY": Station KDKA, Pittsburgh, is literally giving deejay Randy Hall away for a week in a Leap Year contest. The woman (must be single, 18 to 100) who writes the best letter on why she would like to win such an award will have Hall as her escort for seven evenings at top restaurants, niteries, plays, sports events, etc. Bachelor Hall, described by KDKA as "handsome, blond, blue-eyed and 24," will broadcast special reports during his evenings out on the town, but will not do his regular "Rolling Rock All Night Party" show that week. The contest, appropriately, ends on Leap Year Day, February 29.

THIS 'N' THAT: Chuck DeWitt, WPIN, St. Petersburg, Fla., who recently moved from an early-morning time slot to a late afternoon spot, is beginning his 10th year as a deejay. The jock says he added up his total air time and "it comes out to 15,000. Am I getting old," he queries, "or is radio?"

Ralph J. Gleason, music critic for the San Francisco Chronicle and syndicated jazz columnist for the Times-Mirror, has signed to do a week hour-long jazz show on the new FM station KPUP, San Francisco. . . . Ronn Terrell has left WKDA, Nashville, to join Bartell's WOKY, Milwaukee. . . . Sam Staton and Wayne Groner, KAOL, Carrollton, Mo., write: "KAOL is a brand-new station in a brand-new market. All kinds of rock and roll singles we get, but that's not our programming format. We need albums, albums, albums!"

GIMMIX: San Francisco disk promotion gal Cathy Furniss recently sent deejays sponge bars to plug Janice Harper's waxing "Cry Me a River." . . . Bob Osborne, WIL, St. Louis, is emceeing weekly "Sunday Afternoon Teen Town" dances at the South Side YMCA, sponsored by the YMCA and featuring live music by Jules Blattner and the Teen Tones. The YMCA Pool is also opened on Sunday afternoons, so in the wintertime, Osborne, who donates his services, emcees "Splatter Platter Parties."

Martin Block, WABC, New York, raised more than \$50,000 for the Heart Fund with his 11-hour Chinese auction broadcast February 3. He auctioned off personal items contributed by such celebrities as Frank Sinatra, the McGuire Sisters, Bing Crosby, etc. An evening gown contributed by Dinah Shore pulled the highest single bid—\$3,000.

Here's a belated thank you to Dale Kemery, WARK, Hagerstown, Md., who wrote a lengthy letter expressing appreciation of "Operation Leaky Arm," the blood donor campaign conducted by Al (Flat Top) Daly and his fellow prisoners at Jackson State Penitentiary. Kemery urges jocks to send Daly tapes of their shows.

WORLD WIDE SURVEY: A weekly international music survey has been set up by WICC, Bridgeport, Conn. Each week the top pop records of London, Australia, Germany, Holland, Italy and Canada are checked against each other and against WICC's own regional disk survey. Radio stations in the various countries mail lists to WICC music director Harry Downie, who, in turn, compiles the international survey. The outlet's deejays discuss the various lists on their shows and compare them with U. S. disk preferences.

When the survey shows a fast-rising foreign record which isn't available here, Downie said: "You can bet we make every effort to obtain a copy of the record from one of the Radio Stations co-operating in our survey." Downie said Australian co-operation has been particularly strong with "several stations competing to have their best selling lists in the survey." He also observed that Australia "seems to be the most affected by American music." Stations in Melbourne, Sydney and Central Victoria are mailing weekly top-disk hit lists to WICC.

CHANGE OF THEME: Veteran jazz commentator-producer-impresario Mort Fega has started a new disk show, "Jazz Unlimited" over WRFM, New York. The Fega show, heard in the metropolitan area over various outlets for the last three years, was voted the "Most Popular Disk Jockey Type Jazz Show" in a recent Downbeat magazine poll. Fega is the regular emcee at the Randall Island jazz festivals, and has promoted jazz concerts at Manhattan's Town Hall.

New music library head at WOWO, Fort Wayne, Ind., is Sam DeVincent, who replaces Barbara Watson. He originally joined WOWO in 1945 when he brought his group Nancy Lee and the Hilltoppers to the station. The group played daily on WOWO's "Little Red Barn" show for more than 10 years.

Bob Perry, WCKR, Miami, has expanded his daily show to three hours and is now heard from 10:05 a.m. to 1 p.m. . . . Don Bruce, formerly with KALL, Salt Lake City, has joined KOMA, Oklahoma City. . . . New spinner at KFRC, San Francisco, is Stan Bohman, formerly with KHJ, Hollywood. . . . Arnold Schorr, has left WBZ, Boston, to become program director of WBNY, Buffalo. . . . New program director at KXL, Portland, Ore., is Art Wander. . . . Pat Romano has taken over the 6:45-9 a.m. time slot on WTOA, Boston. He will also act as news director for the outlet.

**THE
TOP
VERSION
OF THE
NEW
SMASH...**

**BOBBY
VEE**

"What Do You Want?"

b/w "MY LOVE LOVES ME"
#55234

LIBERTY



Distributed in Canada by London Records of Canada, Ltd., Montreal

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JOHNNY O'KEEFE

She's
My
Baby

It's
Too
Late

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Beautiful
4-Color
Sleeve
for
Maximum
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THE SOUND OF THE SIXTIES!



LIBERTY

DISTRIBUTED IN CANADA BY LONDON RECORDS OF CANADA LTD., MONTREAL

DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

PAUL ANKA: Out of the Anka music publishing firm (Spanka Music) and onto the ABC-Paramount label comes another strong contender for the internationally famous singer-songwriter, *Puppy Love*. Tune is a rockaballad with lush support from a fem chorus and ork. The erstwhile Canadian (he recently moved to New York suburb with his family) opens tonight, Feb. 15, at the New Lotus Club, Washington for one week. From there he moves to the Sahara Hotel in Las Vegas, for three weeks starting Feb. 23.

RAY CHARLES: In a page ad in last week's Billboard, ABC-Paramount welcomes Ray Charles to their roster of artists and announces his first release for the label, *Who You Gonna Love*, a rocker with support from a fem chorus. Flip is *My Baby (I Love Her, Yes I Do)*, a gospellish tune with assist by Margie Hendrix—both Spotlighted by Billboard. Born in Albany, Ga., and raised in Greenfield, Fla., Charles is presently doing one-nighters in the South.

BOBBY COMSTOCK, the young man from Ithaca, N. Y., who scored with Tennessee Waltz, makes his debut on Atlantic Records with a swingin' version of the Hank Williams tune, *Jambalaya*. Flip is a pretty ballad, *Let's Talk It Over*. Billboard picked both sides. Bobby is currently on a promotion tour in the Phila., Wash., Baltimore area, and will appear on the Dick Clark show Feb. 23.

BIRTHDAYS OF THE WEEK:

Feb. 15, Hank Locklin. Feb. 16, Patti Andrews—one of the Andrews Sisters, Bill Doggett, Jimmy Wakely, Wayne King. Feb. 17, Charlie Spivak, Tommy Edwards. Feb. 19, Sjan Kenton. Feb. 20, Sunny Gale. Feb. 21, Guy Mitchell.

BING CROSBY: The easy-going, informal and unassuming master of song warrants special attention for his rendition of his new RCA Victor single, *The Music Of Home*, and Billboard gives it to him in the form of a Special Merit Spotlight. Tune is a stand-out ballad from Frank Loesser's forthcoming Broadway musical, *Greenwillow*. Bing is currently spending a little time away from his pretty wife and young son at Wake Forest College in Greensboro, N. C., where he is shooting scenes for his next film, *High Time*. He plays the role of a man who has made a fortune but who did not attend college. The story begins with the groaner entering college as a 50-year-old freshman. An interesting note on the same subject, learning, Bing has been a major contributor to Gonzaga University, where he studied law before music became his career.

TOMMY EDWARDS sings his way into the Billboard Spotlight Circle with his new M-G-M wax, *Don't Fence Me In*, a swingin' version of the Cole Porter favorite. Flip is another winner, *I'm Building Castles Again*, a warm presentation of a rockaballad. Tommy is represented on the million seller list with his hit, *"It's All In The Game"*.

FABIAN comes up with another two-sided Billboard Pick, *String Along*, a countryish rocker, b-w *About This Thing Called Love*, rocker with Latin flavor. The young Philadelphian is presently with Bing Crosby at Wake Forest College for the filming of *High Time*, in which he shares billing with Mr. C. This is Fabian's second film venture after his successful role in *Hound Dog Man*.

CONNIE FRANCIS, who, at 20, ranks as one of the foremost entertainers in the business, has been dubbed "Queen of Hearts" for the American Heart Association's 1960 drive. She shares the honor with Bobby Darin who was dubbed "King." Connie has two winning sides on her newest, *Teddy*, well-delivered rockaballad penned by Paul Anka, and the oldie, *Mama*, with vocal in Italian.

ROY HAMILTON will perform his newest for Epic, *Down By The Riverside* b-w *The Ten Commandments*, during his performance at the Club Zanzibar, Nassau, Bahamas, where he opens tonight for one week. *Ten Commandments* is from the singer's latest LP, *Roy Hamilton Sings Spirituals*.

JOHNNY HORTON, hero of *The Battle of New Orleans*, was in New York last week to promote his new recording, *Sink The Bismarck*, and to attend the premiere opening of the film which inspired his writing the song. Flip side is *The Same Old Tale The Crow Told Me*, a folkish theme that backs a two-sided Billboard Pick.

MONTY KELLY: Orchestra leader and a.k.r. man at Carlton Records, has the American version of one of England's fastest rising hits, *Summer Ser.* Song has a sparkling sax lead on a leisurely paced jazz theme with strings to make this a highly listenable effect. Monty has arranged for many singing stars and played first trumpet and arranged with Paul Whiteman's band.

CLYDE McPHATTER has two strong contenders on the scene, *Think Me A Kiss* and *When The Right Time Comes Along*. The M-G-M artist is currently touring with GAC's "Biggest Show Of Stars For '60" which plays Municipal Aud., San Antonio, Feb. 15; Memorial Aud., Dallas, Feb. 16; Coliseum, Lubbock, Tex., Feb. 17; Municipal Aud., Oklahoma City, Feb. 18; The Forum, Wichita, Kan., Feb. 19; Arena-Civic Aud., Kansas City, Mo., Feb. 20; and Civic Aud., Omaha, Feb. 21.

SANDY NELSON, 19-year-old from Southern Calif., has created his own sound with "rhythm drums," and has a new Imperial wax, *Party Time*. Sandy explains the term "rhythm drums" as the various beats and changing rhythms he employs thru any musical selection and strives to give the drums a personality and the beat a featured part in any number.

The **OLYMPICS** are a West Coast group formed in high school by their leader, Walter Ward. The boys are on the scene with (Baby) *Hully Gully*, on Arvee Records.

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

RAY PETERSON is scheduled for a stint at the Dunes Hotel, Las Vegas, for five weeks beginning Feb. 25. The RCA Victor artist, who scored with *The Wonder Of You*, is on the turntables via his new one, *What Do You Want To Make Those Eyes At Me For?* Flip is *Answer Me My Love*. A very apt coupling.

KAY STARR sings the low-down, too-sad-for-tears blues, and the upbeat, rowdy, happy rhythms, and does well by all as evidenced by the selections in her Capitol album, *Losers, Weepers*. Single-wise, her newest is *You Always Hurt The One You Love* b-w *Gonna Get A Guy*. A confirmed Californian, the free time which Kay values so greatly is spent sailing a 72-foot sloop and playing a golf game in which she breaks 100 "if I break my back."

CONNIE STEVENS, the girl who loaned Kookie her comb, is climbing on the Hot 100 with her newest on Warner Bros. Records, *Sixteen Reasons*.

PROMOTION DAYS AND WEEKS:

Feb. 21 begins Brotherhood Week, Catholic Book Week, National Engineers' Week and Sertoma's Freedom Week. Feb. 22 is Washington's Birthday. Feb. 23 is Independence Day in the Dominican Republic, the beginning of the National Assoc. of Secondary School Principals National Conv. in Portland, and the start of the Spokane Alpine Tournament. Feb. 28 is Heart Sunday. Heart Association has named Connie Francis Queen of Hearts and Bobby Darin King of Hearts.

See you in seven flippin' days.

TOM ROLLO.

THIS WEEK'S NEW Money Records

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

SINGLES

ABOUT THIS THING CALLED LOVE—FabianChancellor
GREEN FIELDS—Julius La RosaKapp
GREEN FIELDS—The Brothers FourColumbia
HELLO YOUNG LOVERS—Lovelace WatkinsM-G-M
HOME FROM THE HILLS—Kingston TrioCapitol
I WISH IT WERE YOU—Monty BabsonRCA Victor
IT'S TOO LATE—Johnny O'KeefeLiberty
STRING ALONG—FabianChancellor
TEENAGE SONATA—Sam CookeRCA Victor
THE SAME OLD ME—Guy MitchellColumbia
WHAT DO YOU WANT—Bobby VeeLiberty
YOUR HAND IN MINE—Julius La RosaKapp

ALBUMS

LITTLE MARY SUNSHINE—Original CastCapitol

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

MUSIC AS WRITTEN

New York

Elmo White, vet music man, is now in charge of the New York office of Gower Music, the Columbia Pictures music firm that was purchased from BML. . . Al Belletto, the jazz cat, has been signed by King Records. Belletto and his Sextet have already been released by King on a single and the group's album is due out shortly. . . George Melachrino flew in from England last week to view Frank Loesser's "Greenwillow" in Philadelphia where it is now playing prior to its New York debut in March. Melachrino will wax an album of "Greenwillow" music for RCA Victor who will release the original cast album. . . Conductor Morton Gould will baton the Los Angeles Philharmonic Saturday (13). One of the works to be performed will be Gould's own "Declaration Suite."

James Myers of Myers Music in Philadelphia has signed Jimmy Ravel to a long-term contract. Ravel will wax for Epic Records. Myers Music has acquired the sole selling rights of Dolly-R-Publishing Company's tunes. . . Joe Jaros, head of Christy Records of Los Gatos, Calif., has signed the McMillan Brothers. Other new acts at Christy are Andy Washington, Edward Brothers, Joey Berlin, and Rick Conway. Christy has just arranged for distribution in Australia with W-G Records, and the Paris firm of America-France will release Christy sides in Europe. . . Champ Butler is now at the Nevada Club in Las Vegas. . . The Berlee School of Music in Boston will start its summer term on July 11. . . Vincent Lopez is touting his latest singing find, thrush Faye Dean, who will join his band at the Hotel Taft in New York this week.

Composer Ernest Gold will write the score for the new flick "Exodus." . . Jack Goodman, composer, pianist and accompanist for Ethel Merman, Tony Martin, Judy Garland, and a former member of the Paul Whiteman and Johnny Green orks, died recently in Ithaca, New York, at the age of 49. He is survived by his wife Bernice and two children. . . Leonard Feather will have a one-hour jazz program every Monday night over station WNCN in New York from 11 p.m. to midnight.

Mort Hillman, general manager of Seeco Records, has added the Lost label, headed by Jerry Stadin, to the firm's list of outside labels it is distributing. Lost's first release features the Four X's with "Why Can't You Love Me." . . Carl Haverlin, head of BMI, was cited by the Council of the American Association for State and Local History for encouraging Americans to take a greater interest in their history. . . The next Randall's Island Jazz Festival to be held in New York will take place on August 19, 20 and 21, according to producer Frank Geltman. . . Circle Artists execs Bill Peterson and Birney Golden have been out on the road visiting promoters. . . Jimmy Jones is now at the Uptown Theater in Philadelphia. . . Buster Brown is set for a week at the Howard Theater in Washington and the Royal Theater in Baltimore.

Bill Black, head of Orchestras, Inc., Chicago, has locked up 28 weeks for his bands at Roseland in New York. He has set the Russ Carlyle ork at Roseland for four more weeks in October, 1960 and 1961. Carlyle, now at Roseland, will cut sides for Mercury's Clyde Otis while in New York. Black also set the Don Glasser crew at Roseland starting in June. While Black was in New York, assistant Herb Gronauer held down the firm's offices in Chicago. . . Ivan Mogull of Harvard Music, has set a deal with Bill Hall of Big Bopper Music in Beaumont, Tex., to handle the foreign rights to "Running Bear," "Breaking Up Is Hard to Do," "My Heart Knows" and "Shedding Teardrops Over You." Mogull just purchased for his Ivan Mogull Music firm the song "El Jamaquino" from E. B. Marks Music.

Johnny Nash opens at the Apollo in New York on February 19. . . Sheen Records of Monrovia, Calif., will release a new platter with warbler Lennie Davis. . . Benvenuto Franci, the well-known baritone, died in Rome last week at 65. . . The hot Stroll Records artists, the Dudley-Pizarro Quintet, and Carl Thomas and the Fitones, are out on tours. Stroll Records exec Bennie Clark, Billy Arnold and Shirley Echols are flipping over their record sales.

Bob Rolontz.

Cincinnati

Paul Dixon, who during his long association with WCPO here a few years back was considered the top deejay in the area and for the last several years standardbearer of "The Paul Dixon Show" on WLW-T, is still confined at Good Samaritan Hospital here. Stricken three weeks ago, Dixon for a time hovered between life and death. His condition improved somewhat last week, altho doctors say he is still not out of danger. During his absence, Bonnie Lou, co-star with Dixon on the Monday-thru-Friday TV seg, carries on, assisted by WLW staffer Jack Norwine. . . Myles Foland, WCPO disk jockey, was slated to return to his home over the weekend after a week in Jewish Hospital here for treatment of a rare nervous disorder. After a brief rest at home, Foland plans a hop to Florida to recuperate. . . Lawrence J. Schlander has joined the staff of WSAI here as account executive.

When a recent Neilsen survey failed to credit WZIP, local "good-music" station, with any listeners, Edward Skotch, WZIP president, decided to make a survey of his own via newspaper ads. Spot announcements were carried on the station the week preceding the ad in which Skotch asked WZIP listeners to "stand up and be counted" by sending in their ballots for good music. With mail still coming in, an official count was taken last week by Dr. Clarence Avery, assistant professor of accounting, University of Cincinnati, and revealed a total of 10,431 votes for good music

(Continued on page 28)

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

KAPP HAS

LARROSA

JULIUS

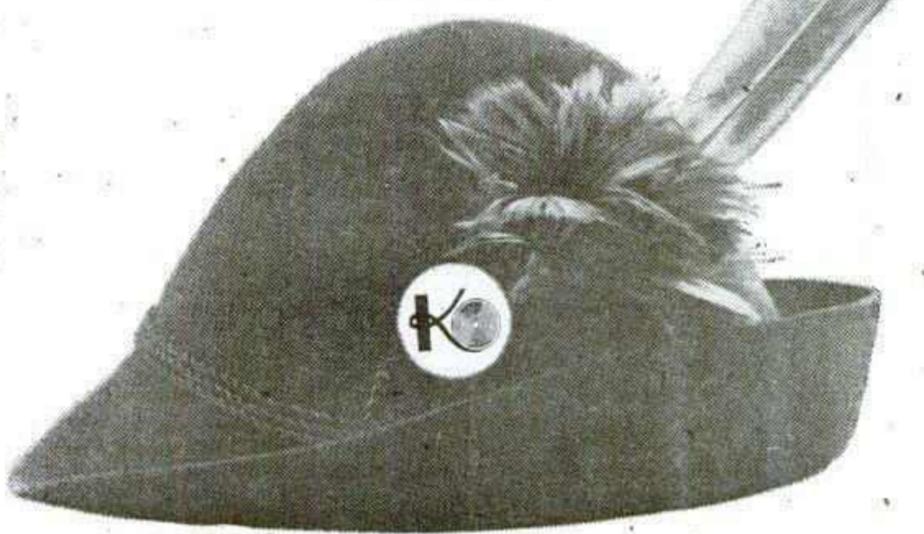
a
new
feather
in our
KAPP*

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GREEN FIELDS

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MUSIC AS WRITTEN

• Continued from page 26

on WZIP. "How many other listeners wanted to send in a vote for good music on WZIP, we will never know," Skotch stated. "However, the market research 'brains' say the return can be less than 1 per cent or as high as 10 per cent, dependent upon the inducement, cause, emotional factor and promotional effort. Even if we use a return as high as 10 per cent, 10,431 votes would represent close to 100,000 listeners or approximately 20 per cent of the Greater Cincinnati market." Spinning the good music at WZIP are Rex Dale, Cecil Hale and C. K. Elstun.

King Records this week released Al Belletto's new jazz album, an instrumental and vocal outpouring titled "The Big Sound of the Al Belletto Sextet," comprising 12 tunes. . . . Ike Klayman, head of A.&I. Distributors here, reports heavy action on "Forever," by the Little Dippers on the University label, and "Bad Boy," by Marty Wild, on Epic. . . . John Gary (Fraternity) is in the midst of a two-weeker at the Crown Room, Indianapolis. Dick Clark featured his "When I'm Alone" last Thursday and Friday and he's tentatively set for an early shot on the Clark TV-er. . . . Another Fraternity recorder, Jack Larson, currently stirring action with his "Driftin' Down the River," is keeping busy on Midwestern club dates. . . . Tragedy struck twice in the Brigode family recently. Ace Brigode, prominent Cincy band leader in the 1920's and '30's and in recent years promotion manager at Chippewa Lake Park, Chippewa Lake, O., died February 4 in Seville, O. En route back to Cincinnati from the funeral, his daughter-in-law, Ruth Brigode, died of cerebral hemorrhage after witnessing an auto accident. She had been suffering from high blood pressure. Bill Sachs

Hollywood

Dot Records claims it sold 130,000 new Billy Vaughn albums sight unheard. Prexy Randy Wood informed his distributors that he was recording Vaughn in a package titled "Theme From a Summer Place," an album including the title tune plus other show themes, and, according to the label's veepee in charge of sales, Chris Hamilton, the distributors wired in the orders totaling 130,000 before the album was cut.

Capitol's George Shearing and Quintet plus vocalist Dakota Staton will join Victor Borge, Sammy Davis Jr., Danny Kaye, Esther Williams and Jerry Colonna who will entertain the winter Olympics athletes next week at California's Squaw Valley.

Alex Stordahl will record for Columbia next week for the first time since the old Frank Sinatra days. He will back Doris Day in a still untitled album. Package will be released this summer.

John Paul Music Corporation is representing the Art Tatum estate in negotiating with diskeries for the leasing of newly discovered tapes recorded by the late jazz pianist. Tapes comprise 26 selections and were recorded on professional equipment during a private gathering shortly prior to his death.

Guitarist Duane Eddy was signed to provide the title music to Columbia Pictures' Dick Clark starrer, "Because They're Young." . . . Lancers vocal group taped an AFRS singing interview. . . . Hi Fi Records' Surfers conclude their engagement at Lake Tahoe's Wagon Wheel and return in March to the Hawaiian Village in Honolulu. Lee Zhitto.

Nashville

Owen Bradley, Decca's a.&r. hitmaker here, and brother Harold are expanding facilities at their Bradley Studio. Improvements will include a new control room which Owen says will equal anything in the country. . . . Jim Vinneau in town to direct a Mark Dinning session at Bradley's for M-G-M. . . . Hickory Records has recorded the Townsel Sisters. The trio recently won the Pet Milk contest, and a recording date for the label was one of the prizes. . . . Marty Robbins has cut a new Columbia session at Bradley's, and Cowboy Copas waxed a new one for Starday.

Fred Foster was in town for Monument Records last week with several sessions set up at the RCA Victor Studio for Paul Clayton and steel guitarist Jerry Byrd. . . . Colonial Records also had sessions at the RCA Victor Studio, with Orville Campbell directing Cile Turner and Doug Franklin waxings for the label. . . . Floyd Robinson's new RCA Victor release, "Tattletale" and "I Believe in Love," is out. . . . Herb Shucher has set the Browns for a string of club dates opening February 20 in Philadelphia. Tour ends in Florida early in March.

Ferlin Husky was backed by 15-piece band and five voices on his recent Capitol session at Bradley Studio. One side of the release is duet with wife, Bettie. . . . Roy Drusky is skedded for "Jubilee, U.S.A." Saturday (20) and a guest slot on Prince Albert's "Grand Ole Opry" March 19. . . . Faron Young is playing one-nighters on West Coast. . . . Johnny Cash started a string of sessions Monday (15) at Bradley Studio, with Columbia's Don Law directing. . . . Chuck Taylor cut a Decca session at Bradley Studio recently, and a newcomer to the label, J. Robert Bradley, recorded under Owen Bradley's direction. . . . Whistlin' Fred Lowrey was skedded for sessions at Bradley Saturday and Sunday (13-14) for Decca.

George Hamilton IV has joined "Grand Ole Opry." . . . Funnyman Archie Campbell, a near-pro golfer, was in town sounding off about the \$50,000 his nephew, Joe Campbell, won at the Palm Springs, Fla., Thunderbird golf course with a hole in one. . . . Victor's Floyd Robinson has returned from p.a.'s in Australia. . . . First copies of Johnny and Jack's latest Victor etching are out. It's "Sweetie Pie" and "Happy Lucky Love," the latter penned by Mel Tillis. . . . Hoyt Johnson records this week for Victor here, and Del Wood is to wind up her album for the label, titled "Flivvers, Flappers and Fox Trots." Pat Twitty

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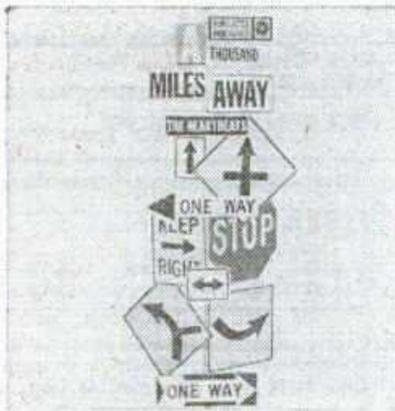
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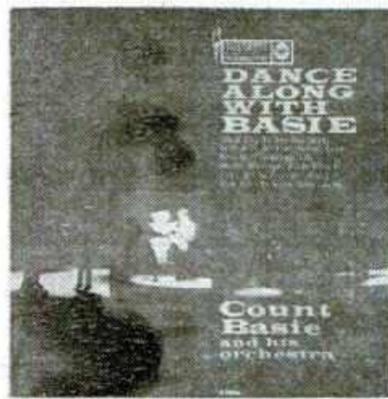
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"DANCE ALONG WITH BASIE"
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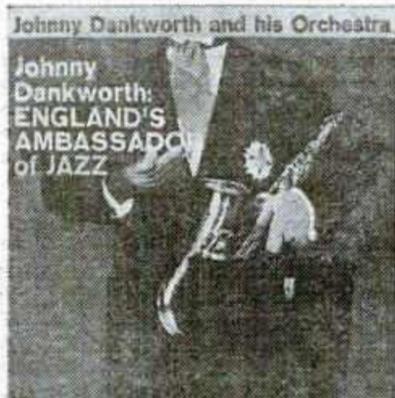
"ONCE MORE WITH FEELING"
BILLY ECKSTINE with BILLY MAY & Orch.

(S)R-25104



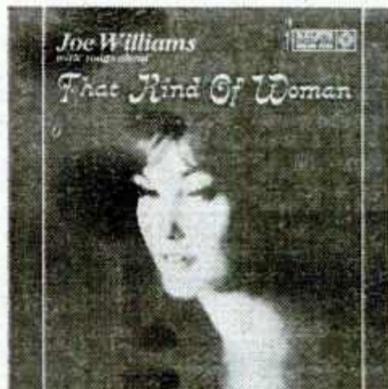
"ISLAND PARADISE"
WILLIAM KEALOHA & his Hawaiian Orch.

(S)R-25111



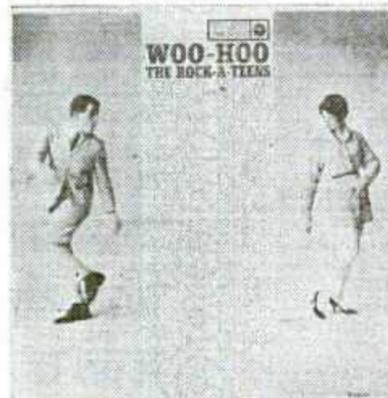
"ENGLAND'S AMBASSADOR OF JAZZ"
— JOHNNY DANKWORTH & his Orch.

(S)R-52040



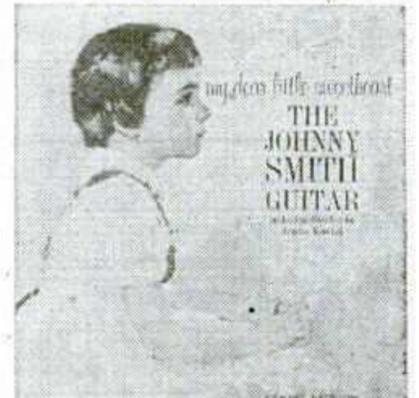
"THAT KIND OF WOMAN"
— JOE WILLIAMS

(S)R-52039



"WOO-HOO"—THE ROCK-A-TEENS

(S)R-25109



"MY DEAR LITTLE SWEETHEART"
— JOHNNY SMITH & Strings

Roost (S)LP-2239

and these new February-March LPs.

"POLKA! POLKA! POLKA!"—KENNY BASS & his Polka Peppers (S)R-25105

"SALUTE ITALIA"—AL CAIOLA & his Guitar (S)R-25108

"ON STAGE"—ALAN GALE (S)R-25110

"LEROY ANDERSON IN LATIN AMERICA"—MARCO RIZO, Piano & Orch. Tico (S)LP-1061

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ROULETTE

FOR THE WEEK ENDING FEBRUARY 19, 1960

The Billboard TOP LP'S

MONO ACTION ALBUMS --- on the charts 39 weeks or less

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOUND OF MUSIC Original Cast Columbia KOL 5450	9
2		2. HERE WE GO AGAIN Kingston Trio Capitol T 1258	15
3		5. FABULOUS FABIAN Chancellor CHL 5005	8
4		3. HEAVENLY Johnny Mathis Columbia CL 1351	22
5		4. SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists RCA Victor LM 6074	12
6		11. FAITHFULLY Johnny Mathis Columbia CL 1422	5
7		8. LET'S ALL SING WITH THE CHIPMUNKS Liberty LRP 3132	12
8		7. INSIDE SHELLEY BERMAN Verve MGV 15007	12
9		10. GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins Columbia CL 1349	8
10		9. SWINGIN' ON A RAINBOW Frankie Avalon Chancellor CHL 5004	8
11		12. KINGSTON TRIO AT LARGE Capitol T 1199	35
12		13. BELAFONTE AT CARNEGIE HALL Harry Belafonte RCA Victor LOC 6006	15
13		6. THE LORD'S PRAYER Mormon Tabernacle Choir Columbia ML 5386	18
14		14. THAT'S ALL Bobby Darin Atco LP 33-104	20
15		15. KINGSTON TRIO Capitol T 996	35
16		16. MORE JOHNNY'S GREATEST HITS Johnny Mathis Columbia CL 1344	30
17		27. ITALIAN FAVORITES Connie Francis M-G-M E 3791	2
18		17. STUDENT PRINCE AND OTHER GREAT MUSICAL COMEDY HITS Mario Lanza RCA Victor LM 1837	20
19		19. NO ONE CARES Frank Sinatra Capitol W 1221	26
20		20. OLDIES BUT GOODIES Assorted Artists Original Sound 5-001	22

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		22. FIORELLO! Original Cast Capitol WAO 1321	6
22		25. PORGY AND BESS Sound Track Columbia OL 5410	31
23		24. PARTY SING ALONG WITH MITCH Mitch Miller Columbia CL 1331	23
24		33. COME FLY WITH ME Frank Sinatra Capitol W 920	7
25		23. SANTO AND JOHNNY Canadian-American CA 1001	5
26		21. THE WONDERFUL WORLD OF JONATHAN WINTERS Verve MGV 15009	3
27		30. FOR THE FIRST TIME Mario Lanza RCA Victor LM 2338	15
28		35. WITH THESE HANDS Roger Williams Kapp KL 1147	12
29		18. "TWANGS" THE "THANG" Duane Eddy Jamie JLP 3009	4
30		28. SONGS BY RICKY Ricky Nelson Imperial IMP 9082	21
31		39. BLUE HAWAII Billy Vaughn Dot DLP 3165	31
32		34. GYPSY Original Cast Columbia OL 5420	31
33		26. QUIET VILLAGE Martin Denny Liberty LRP 3122	22
34		— FIFTY MILLION ELVIS FANS CAN'T BE WRONG Elvis Presley RCA-Victor LPM 2075	1
35		32. SPIRITUALS Tennessee Ernie Ford Capitol T 818	14
36		29. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CL 1389	8
37		37. EXOTICA, VOL. I Martin Denny Liberty LRP 3034	39
38		— MORE MUSIC FROM PETER GUNN Henry Mancini RCA Victor LPM 2040	26
39		38. JAMAL AT THE PENTHOUSE Ahmad Jamal Argo LP 646	3
40		— THE GENIUS OF RAY CHARLES Ray Charles Atlantic LP 1312	1

ESSENTIAL INVENTORY (MONO ALBUMS) on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INSIDE SHELLEY BERMAN . . . Verve, MGV 15003	43
2		2. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	99
3		3. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	53
4		4. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	84
5		5. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	94
6		6. GIGI, Sound Track, M-G-M 3641 ST	85
7		7. HYMNS, Tennessee Ernie Ford, Capitol T 756	136
8		8. MY FAIR LADY, Original Cast, Columbia OL 5090	202
9		11. PETER GUNN, Henry Mancini, RCA Victor LPM 1956	52
10		10. THE MUSIC MAN, Original Cast, Capitol WAO 990	103
11		12. SOUTH PACIFIC, Original Cast, Columbia OL 4180	298
12		15. OKLAHOMA! Sound Track, Capitol SAO 595	206
13		9. COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	50
14		16. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	52
15		13. ONLY THE LONELY, Frank Sinatra, Capitol W 1053	57
16		14. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	50
17		18. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	64
18		— RODGERS: VICTORY AT SEA, VOL. II, RCA Symphony Orch. (Bennett), RCA Victor LM 2226	40
19		21. THE KING AND I, Sound Track, Capitol W 740	173
20		17. FILM ENCORES, VOL. I, Mantovani, London LL 1700	119
21		19. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	44
22		23. BUT NOT FOR ME, Ahmad Jamal, Argo 628	57
23		22. TCHAIKOVSKY: PIANO CONCERTO #1, Van Cliburn, RCA Victor LM 2252	70
24		20. ELVIS' GOLDEN RECORDS, VOL. I, Elvis Presley, RCA Victor LPM 1707	46
25		25. GEMS FOREVER, Mantovani, London LL 3032	54

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOUND OF MUSIC Original Cast Columbia KOS 2020	6
2		2. HERE WE GO AGAIN Kingston Trio Capitol ST 1258	15
3		3. PERSUASIVE PERCUSSION Various Artists Command S 800	4
4		4. BELAFONTE AT CARNEGIE HALL Harry Belafonte RCA Victor LSO 6006	13
5		5. THE LORD'S PRAYER Mormon Tabernacle Choir Columbia MS 6068	14
6		7. FOR THE FIRST TIME Mario Lanza RCA Victor LSC 2338	16
7		14. FIORELLO! Original Cast Capitol SWAO 1321	6
8		8. QUIET VILLAGE Martin Denny Liberty LST 7122	14
9		12. PROVOCATIVE PERCUSSION Various Artists Command 806	4
10		9. CONNIFF MEETS BUTTERFIELD Ray Conniff Columbia CS 8155	7
11		15. ONLY THE LONELY Frank Sinatra Capitol SW 1053	19
12		11. PORGY AND BESS Sound Track Columbia OS 2016	17
13		6. LET'S DANCE AGAIN David Carroll Mercury SR 60152	6
14		10. FIRESIDE SING ALONG WITH MITCH Mitch Miller Columbia CS 8184	7
15		— GYPSY Original Cast Columbia OS 2017	18

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		20. SAIL ALONG SILVERY MOON Billy Vaughn Dot DLP 25100	5
17		16. TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO Morton Gould RCA Victor LSC 2345	15
18		13. FAITHFULLY Johnny Mathis Columbia CS 8219	2
19		21. MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 8043	4
20		24. RACHMANINOFF CONCERTO #3 Van Cliburn RCA Victor LSC 2355	2
21		29. NEARER THE CROSS Tennessee Ernie Ford Capitol ST 1005	7
22		— KINGSTON TRIO Capitol ST 996	4
23		17. WITH THESE HANDS Roger Williams Kapp KS 3030	13
24		18. LET'S ALL SING WITH THE CHIPMUNKS Liberty LST 7132	5
25		26. OPEN FIRE, TWO GUITARS Johnny Mathis Columbia CS 8056	2
26		22. AMERICAN SHOWCASE Mantovani London PSA 3202	6
27		23. STILL MORE SING ALONG WITH MITCH Mitch Miller Columbia CS 8009	7
28		25. TILL Roger Williams Kapp KX 1081	13
29		— IT'S THE TALK OF THE TOWN Ray Conniff Columbia CS 8143	1
30		28. NEAR YOU Roger Williams Kapp KS 1112	16

ESSENTIAL INVENTORY (STEREO ALBUMS) on the charts 20 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	39
2		2. HEAVENLY, Johnny Mathis, Columbia CS 8152	21
3		3. MY FAIR LADY, Original Cast, Columbia OS 2015	39
4		6. GIGI, Sound Track, M-G-M SE 3461 ST	39
5		7. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	39
6		4. MUSIC MAN, Original Cast, Capitol SWAO 990	35
7		10. KING AND I, Sound Track, Capitol SW 740	27
8		14. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	37
9		5. OKLAHOMA! Sound Track, Capitol SWAO 595	37
10		13. FILM ENCORES, VOL. I, Mantovani, London PS 124	37
11		11. GEMS FOREVER, Mantovani, London PS 106	28
12		17. KINGSTON TRIO AT LARGE . . . Capitol ST 1199	33
13		9. MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	26
14		12. EXOTICA, VOL. I, Martin Denny, Liberty LST 7034	23
15		8. NO ONE CARES, Frank Sinatra, Capitol SW 1221	25
16		15. STRAUSS WALTZES, Mantovani, London PS 118	23
17		18. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956	38
18		— CONTINENTAL ENCORES, Mantovani, London PS 147	20
19		16. TCHAIKOVSKY: PIANO CONCERTO #1, Van Cliburn, RCA Victor LSC 2252	34
20		— PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8138	20

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOPHONIC LP'S

BASED
ON SALES

IN STORES & RACKS

BEST SELLING
CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF MUSIC AMERICA LOVES BEST . . . Assorted Artists, RCA Victor LM 6074
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
3. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LM 2345
4. RACHMANINOFF: PIANO CONCERTO NO. 3
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
5. OFFENBACH: GAITE PARISIENNE; KHATCHATURIAN: GAYNE BALLET SUITE
Boston Pops (Fiedler), RCA Victor LM 2267
6. THE LORD'S PRAYERThe Mormon Tabernacle Choir, Columbia ML 5386
7. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
8. SONG OF INDIABoston Pops (Fiedler), RCA Victor LM 2320
9. BOLEROBoston Symphony Orchestra (Munch), RCA Victor LM 1984
10. CHOPIN BY STARLIGHTHollywood Bowl Symphony Orchestra (Dragon), Capitol P 8371

STEREOPHONIC CLASSICAL ALBUMS

1. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO
Morton Gould Orchestra, RCA Victor LSC 2345
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
3. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
4. THE LORD'S PRAYERThe Mormon Tabernacle Choir (Condie), Columbia MS 6068
5. SONG OF INDIABoston Pops (Fiedler), RCA Victor LSC 2320
6. RODGERS: VICTORY AT SEA, VOL. 2
RCA Victor Symphony Orchestra (Bonnett), RCA Victor LSC 2226
7. POP OVERSEastman-Rochester Pops Orchestra (Fennell), Mercury SR 90222
8. OFFENBACH: GAITE PARISIENNE; KHATCHATURIAN: GAYNE BALLET SUITE
Boston Pops (Fiedler), RCA Victor LSC 2267
9. GROFE: GRAND CANYON SUITE
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
10. BEETHOVEN: SYMPHONY NO. 5
New York Philharmonic Orchestra (Walter), Columbia MS 6055

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

MONOPHONIC

1. Soul of Spain
101 StringsSomerset P 6600
2. The World's Greatest Standards
101 StringsSomerset P 4300
3. Good Housekeeping's Plan for
Reducing Off the Record
.Harmony HL 7143
4. Backbeat Symphony
101 StringsSomerset P 11500
5. Perry Como
.Camden CAL 511
6. Italiano Favorites
The GaylordsWing MGW 12139
7. 101 Strings Plays the Blues
.Somerset P 5800
8. Basie's Best
Count Basie Ork.Harmony HL 7229
9. Mario Lanza
.Camden CAL 450
10. Huckleberry Hound
Daws Butler and Don Messick
.Colpix CP 202

STEREOPHONIC

1. Soul of Spain
101 StringsStereo Fidelity SF 6600
2. 101 Strings Plays the Blues
.Stereo Fidelity SF 6600
3. Silver Screen
101 StringsStereo Fidelity SF 7000
4. The World's Greatest Standards
101 StringsStereo Fidelity SF 4300
5. Concerto Under the Stars
101 StringsStereo Fidelity SF 6700
6. Gypsy
Jack Sterling Quartet
.Harmony HS 11016
7. Mercury Stereo Sampler
Various ArtistsMercury SRD 2
8. Backbeat Symphony
101 StringsStereo Fidelity SF 11500
9. Boogie Woogie Piano Stylings
Art SimmonsWing SRW 12505
10. Hawaii in Stereo
AddeoRCA Camden CAS 510

BEST SELLING POP EP'S

1. Hymns
Tennessee Ernie Ford
.Capitol EAP 1-756
2. Gunfighter Ballads and Trail Songs
Marty RobbinsColumbia EPB 13491
3. Heavenly
Johnny MathisColumbia EPB 13511
4. Genius of Ray Charles
.Atlantic EP 619
5. That's All
Bobby DarinAtco EP 4504
6. Fireside Sing Along With Mitch
Mitch MillerColumbia EPB 13891
7. Ricky Sings Again
Ricky NelsonImperial EP 159
8. Here We Go Again
Kingston TrioCapitol EAP 1258
9. Songs by Ricky
Ricky NelsonImperial EP 162
10. Warm
Johnny MathisColumbia EPB 10781

Reviews of THIS WEEK'S LP'S

The pick of the new releases:



SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

BILLY VAUGHN PLAYS STEPHEN FOSTER

Dot DP 25260. (Stereo & Monaural) — Vaughn provides his usual dreamy, sweet-stringed ork and chorus treatments of nostalgic Stephen Foster tunes. Listenable mood music for jocks. Tunes include "Beautiful Dreamer," "My Old Kentucky Home" and "Jeannie With the Light Brown Hair."



BALLADS FOR NIGHT PEOPLE

June Christy, Capitol ST. 1308. (Stereo & Monaural) — June Christy, the one and original, comes thru with her own special and attractive interpretations of a group of tunes for that amorphous group of fans known as Night People. The songs include such familiar items as "Bewitched" and "Do Nothing Till You Hear From Me" and such unfamiliar efforts as "Night People" from the recent show, "The Nervous Set," and "I Had a Little Sorrow," based on Edna St. Vincent Millay's "The Penitent." Miss Christy with backing by Bob Cooper chants them all endearingly.



LIFE IS JUST A BOWL OF CHERRIES

Maurice Chevalier, M-G-M E 3801 — At 71, the great showman still exudes sock vocal savvy and charm on his latest album. Singing mainly in English, he warbles a group of standards—both ballad and rhythm items. He is most effective on the latter—particularly the title tune, and "Did You Ever See a Dream Walking?" Fine jockey wax. Chevalier's recent TV spectacular should help sales.



DODIE STEVENS

Dot DLP 25212. (Stereo & Monaural) — The 14-year-old canary, who clicked big with the bouncy single "Pink Shoelaces," pulls a Bobby Darin on this package, and exhibits a new style—richly expressive and tasteful—on a group of dreamy standards and oldies. The gal shows off her fine ballad savvy on such difficult items as "Smoke Gets in Your Eyes," "No Other Love" and "Twilight Time." Displayable cover photo of the pretty thrush.



JACK THE RIPPER

Sound Track, RCA Victor LPM 2199. (Stereo & Monaural) — An eerie score with jazz overtones was composed by Pete Rugolo and Jimmy McHugh for the new film, "Jack the Ripper." The film's treatment of the sensational series of murders in the London of another generation, is well transmitted thru the music, which has plenty of melodramatic moments. It's an effective score, with romantic themes also included. The package could become a hot item, if the film catches on. Colorful album cover.



DANCE TO THE LESTER LANIN BEAT

Epic 556. (Stereo & Monaural) — The Lester Lanin trio (bass, drums and piano) is featured in a release which should get the same warm reception from the dancing public as earlier Lanin efforts. The smartest cocktail stylings, intimate yet informal, retain Lanin's good dancing beat and his slick, clever arrangements. There are 13 dancing sets on the disk, and the tempo shifts from one style to another from set to set. Some surprises too, such as the fresh cha-cha treatment of the "Dance of the Hours." This should be a steady and substantial seller.



SATURDAY NIGHT SING ALONG WITH MITCH

Mitch Miller, Columbia CL 1414 — The latest in Miller's series of "Sing Along" sets is as attractive in every way as the previous releases, and it should prove as easily salable. Included in the packaging are the lyrics to the host of numbers that are presented. Most of the tunes in this set are from the twenties or earlier, tho there are also some later numbers and a new song, "Sing Along."



Jazz

VIVA KENTON

Stan Kenton, Capitol SW 1305. (Stereo & Monaural) — Kenton serves up some exciting, swinging ork treatments of Latin standards and originals—all in tasteful, stirring Latin tempos. Line-up includes "Adios," "Artistry in Rhythm," (Kenton's theme), "Mexican Jumping Bean," etc. Fine sound.



A GOOD GIT-TOGETHER

Jon Hendricks, World Pacific WP 1283 — Jon Hendricks, the spark of the Lambert-Hendricks-Ross Trio, is a man who likes to sing. And sing he does on this funky—yet hip—new dinking which is as the title says, "A Good Git-Together." Tunes include "Feed Me," "Social Call," the title tune, "Out of the Past," and more, all with lyrics by Hendricks that are flip, or smart or tantalizing, or what have you. Hendricks handles his vocals with abandon, and there is a lot of good jazz behind him, all the way.



Specialty

FROM ST. LOUIS TO SEVILLE

Carlos Montoya, RCA Victor PM 1986 — Here's an unusual package, wherein the great flamenco guitarist works with a jazz group on one side and gives his unique and expressive interpretations of five pop tunes, best of which is a virtuoso treatment of "St. Louis Blues." Flip spotlights the usual exciting flamenco guitar work on five Latin items. "Zambrilla," "Tarantas," etc.



Spoken Word

LADY CHATTERLY'S LOVER

Pamela Brown, Caedmon TC 1116 — The excitement over publication of the unexpurgated version of the D. H. Lawrence book now has subsided somewhat, but a reading of excerpts still may prove a sufficiently titillating idea to stir up sales. Pamela Brown's reading, particularly of the love scenes, is done with tenderness and understanding. There's no sense of pornography, even in the most intimate moments.



(Continued on page 32)

CLIMBING ALL CHARTS!!!

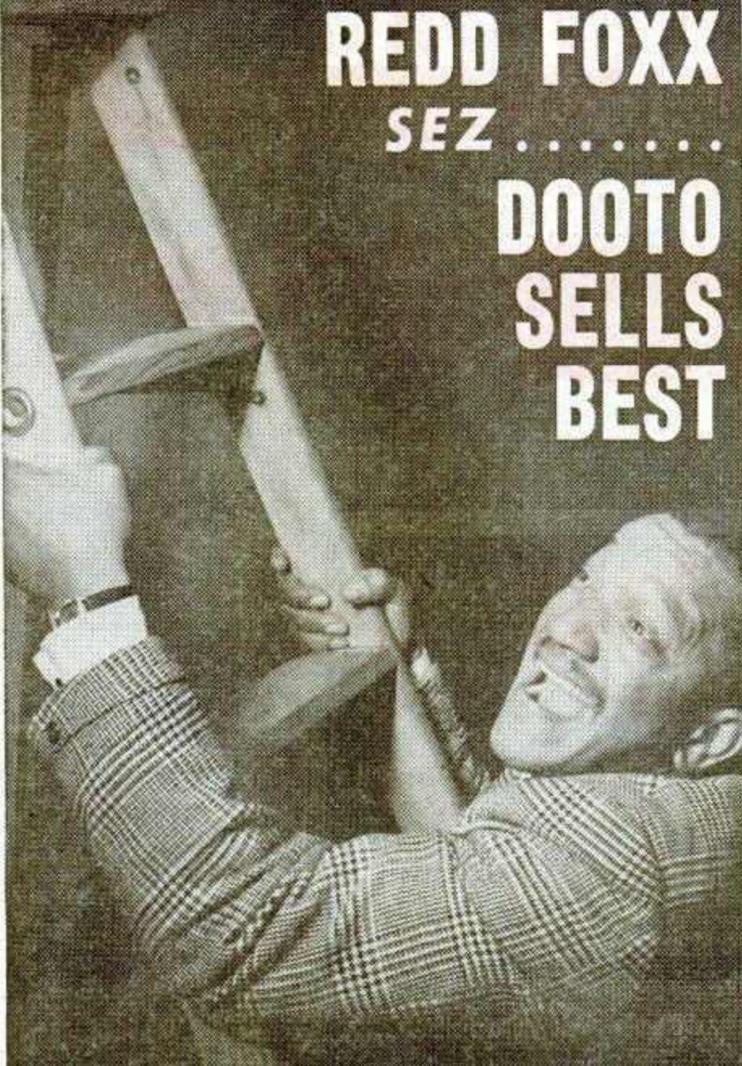
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SPECIAL MERIT SPOTLIGHTS

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

Continued from page 31

POP

EAST OF THE SUN

Anita Darian. Kapp KS 3052, (Stereo & Monaural) — Anita Darian has a voice that is operatic in range and quality, yet used so brilliantly that it's apt to intrigue a broad mass audience. The music in this collection is mostly from Armenia and points east. She's completely convincing in this exotic repertoire, with Frank Hunter's ork adding spice to the atmosphere. Miss Darian's varied background (N. Y. City Opera, Sauter-Finnegan band) has made her a versatile performer; her work here is deserving of exposure.

POP DISK JOCKEY PROGRAMMING

FASHIONS IN MUSIC

Bess Meyerson. M-G-M E 3785 — The popular TV performer and Miss America of 1945 displays another facet of her versatility in this playable and listenable album. She styles a group of tunes from the past four decades attractively with lush ork support from the Andrew Ackers ork. Her TV fans will most likely go for it. It's a fine jockey programming item. Tunes include "Ain't She Sweet," "Dancing in the Dark," "Without You," and "Hello Young Lovers."

POP TALENT

A PIANO, ICE BOX AND BED

Ken and Mitzie Welch. Kapp KS 3039, (Stereo & Monaural) — One of the freshest bits of talent to flower in quite a spell. The couple has worked San Francisco's Hungry i and the Blue Angel in New York, which provides a key as to the type of sophisticated banter they offer. Most of the tunes they wrote themselves, and these particularly have a strongly topical touch—"A Piano, Ice Box and Bed," and "I'm Starting My Diet Tomorrow." There's much warmth, friendliness, humor and talent in this pair. This debut set, with smart backing to boot, is very much worth hearing.

JAZZ

... AND ALL THAT JAZZ

Steve Allen and All Stars. Dot DLP 25194, (Stereo & Monaural) — Manny Albam has provided Allen and the All-Stars with some fine charts. The group included Tony Scott, clarinet; Al Cohn, tenor; Jimmy Nottingham, trumpet; Frank Carroll, bass; Mundell Lowe, guitar; Barry Galbraith, guitar; Joe Wilder, trumpet and Bobby Brookmeyer and Urbie Green, trombones with Osie Johnson on drums. All get ample chance to blow. Selections are "Misty," "Walkin' Shoes" and "Yes." With plugs this can be a good seller.

BARRY HARRIS TRIO

Argo LP 644 — Barry Harris is a young Detroit pianist who gives counsel and instructions to many young musicians and plays a lot of piano himself. He shows off his many talents on this new record that is one of the more important jazz sets to be issued this year. The Harris Trio with William Austin on bass and Frank Gant on drums, turn in mighty attractive readings of "All the Things You Are," "Ornithology," "Allen's Alley" and "Embraceable You."

THE KINGS OF CLASSIC JAZZ

Various Artists. Riverside 131 — For the sum of a few dollars, here is a treasure trove of classic jazz. Sides include Louis Armstrong, Ma Rainey, Freddie Keppard, Johnny Dodds, King Oliver, New Orleans Rhythm Kings, Beiderbecke, Jelly Roll Morton, etc. For a new collector, it's a gold mine; and an old collector, even tho he has a lot of the material, would nevertheless want such a collection on one LP. Good notes include personnel on each performance.

CLASSICAL

BIRGIT NILSEN SINGS BEETHOVEN, WEBER AND MOZART Philharmonia Orch. (Wallberg). Angel S 35719, (Stereo & Monaural) — Miss Nilssen is a big hit at the Met this year which should give this package strong commercial appeal. She is in rich, excellent voice on selections from Beethoven's "Fidelio," Weber's "Oberon" and "Der Freischutz" and Mozart's "Don Giovanni." Interesting repertoire adds to package's sales appeal.

BEETHOVEN: MISSA SOLEMNIS IN DI MAJOR

Soloists, Chorus, Philharmonia Orch. (Von Karajan). (3-12") Angel S 35770, (Stereo & Monaural) — A moving and meaningful performance of the Beethoven Missa Solemnis, featuring a first-rate group of soloists, including Elizabeth Schwarzkopf, Christa Ludwig, Nicolai Gedda, and Nicola Zaccaria. The chorus is the Society of Friends of Music in Vienna, under chorus master Renhold Schmitt, and the orchestra is the Philharmonia under Herbert Von Karajan. The album is packaged with care with a 12-page booklet included. Cover is a reproduction of Paul Veronese's "Calvary."

OPERA

LEONCAVALLO: I PAGLIACCI

Soloists, Orchestra and Chorus of Accademia di Santa Cecilia (Somma, Chorus master) (Molinari-Pradelli). London OSA 1212, (Stereo & Monaural) — Mario del Monaco, Cornell MacNeil and Gabriella Tucci are the soloists in this performance of the popular opera. The soloists are ably supported by the chorus and orchestra. The stereo version is particularly effective and gives the recording dimension. Packaging is attractive, including a translation.

(Continued on page 34)

VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ LIKE WILD
Ray Anthony. Capitol ST 1304, (Stereo & Monaural) — Arrangements emphasize snarling trombones and insistent saxes along with a driving rhythm section and Anthony's own potent horn work. The combination produces one of the best high-pressure big band collections, which includes such well-known Anthony efforts as "Peter Gunn" and "707," as well as a new rocking arrangement of a former hit, "Bunny Hop Rock." The impact of this outfit is akin to Ingemar Johannesen's right hand.

★★★★ IN HARMONY WITH HIM

The McGuire Sisters. Coral CRL 57303 — The McGuire Sisters have a lovely and moving item in this set of gracefully delivered hymns and religious songs. Supported by the Dick Jacobs ork, they offer fine renditions of "It Is No Secret," "Ave Maria," and "The Lord's Prayer." It should prove a good seller.

★★★★ MUSIC FROM ONE STEP BEYOND

Harry Lubin Ork. Decca DL 8970 — A fine production of TV background music that's a pleasant change from the "Private Eye" type of brassy jazz. This is a series of themes used on the psychological and emotional dramas presented on the "Alcoa Presents" TV series. In addition to the full ork, such instrumentation as accordion, novachord, an ethereal soprano voice and an electronic unit known as a trautonium, are heard. An excellent production that's different enough from the norm to get attention.

★★★★ BELOVED MELODIES OF STEPHEN FOSTER

John Gart, organ. Kapp KS 3023, (Stereo & Monaural) — Another splendid bit of hi-fi music is turned in by John Gart. Assisted by the rhythm backing of the Southlanders, which frequently contains a banjo sound, Gart performs 19 Stephen Foster melodies, including such classics as "Old Folks at Home," "Old Black Joe," "Beautiful Dreamer," and "Camptown Races." Can sell to background music buyers as well as sound fanciers. In both departments it's tops.

★★★★ IN THE MOOD

Ernie Fields. Rendezvous M 1309 — Ernie Fields had a big hit with his single "In the Mood," and this album can also enjoy sales success. Styled in the same groove, it spotlights vital, rocking instrumental treatments of some great standards, and rhythmic originals. Included are the title tune, plus "Tuxedo Junction," "Volare Cha Cha," "Raunchy," and "Christopher Columbus."

LOW-PRICED POPULAR ★★★★★

★★★★ GERSHWIN: PORGY AND BESS

Various Artists. Design DLP 110, (Compatible) — The three artists heard here are all veterans of "Porgy and Bess" productions, and they render the Gershwin songs with skill and sincerity. Avon Long, the original Sportin' Life; Margaret Tynes as Bess; and Levern Hutcherson as Porgy contribute to making this low-price version one of the better ones.

★★★★ SING WHILE DANCING THE CHA CHA

Norman Leyden Ork and Chorus. Camden CAS 559, (Stereo & Monaural) — The Norman Leyden ork and chorus serve up interesting and danceable renditions of pop tunes arranged in a cha cha tempo. It's an attractive item, especially at the low price. Packaging is adequate. Liner notes by Frank Jacobs are amusing. Tunes include "Just You," "What a Difference a Day Made" and "What Is This Thing Called Love"

★★★★ TAKE ME ALONG

Hill Bowen and Ork. Camden CAS 580, (Stereo & Monaural) — The latest in the Hill Bowen ork's series of instrumental hits from Broadway shows is one of its best efforts yet. The arrangements and delivery of the songs from "Take Me Along" are most attractive, with plenty of stylistic switching from song to song. Should go very well with anyone who enjoys show music.

POPULAR EP ★★★★★

★★★★ GRAMMER'S GUITAR

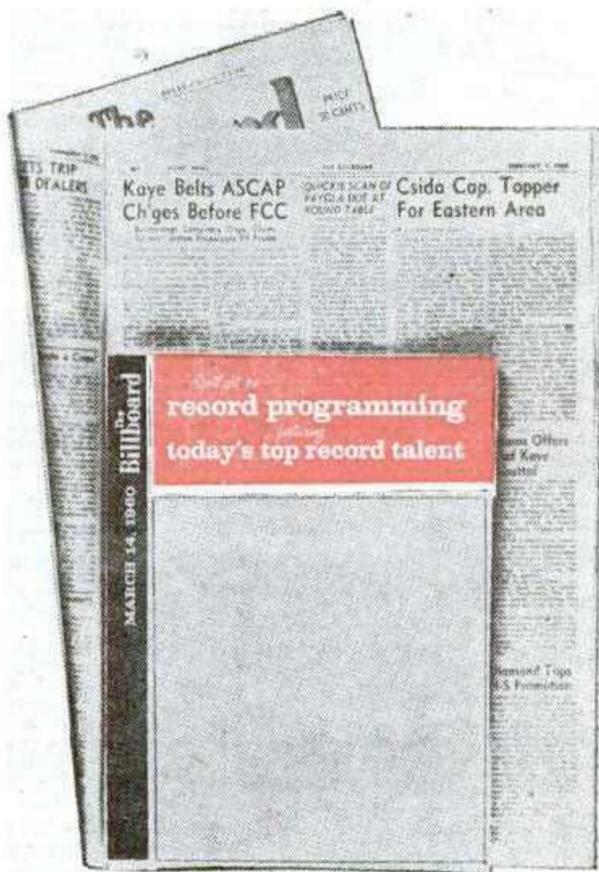
Billy Grammer. (1-EP). Monument MEP 15002 — Billy Grammer, who is known for his vocal hits like "Gotta Travel On," is also a guitarist inspired, as this grouping of four sides shows. "War Paint," might be called an Indian-styled rocker, while "Three Caballeros" is a pretty and danceable ranchero. On the flip, there's "Little Joe's Guitar," a sneaky, salkin' rhythm tune and a waltz, titled "Waltz of the Waterfall." Nice, terpuble stuff with saxes helping out. Kids will buy this one.

(Continued on page 34)

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Reviews and Ratings of New Albums

Continued from page 32

★★★★
VERY STRONG SALES POTENTIAL

JAZZ ★★★★★

★★★★ NEW JAZZ CONCEPTIONS
Bill Evans, Riverside 223—Bill Evans, one of the bright new names on the jazz piano front, displays his amazing technique and his fertile imagination on this swinging new

album. Evans proves he's one of the most exciting pianists around on this set. The tunes include many standards, such as "Speak Low," "I Got It Bad and That Ain't Good," and some originals by Evans, of which "Five" and "Displacement" are interesting. A strong jazz set.

★★★★ PETE FOUNTAIN

Coral CRL 57314—Pete Fountain and his combo were caught live in this package at one of New Orleans' most famed jazzeries. The audience is heard rendering loud and appreciative applause to the renderings of "Deep River," "Melancholy Baby," "I've Found a New Baby," etc. The sound of the group—Fountain with rhythm, is occasionally strongly reminiscent of the Benny Goodman quartet. Fountain, on other spots, flashes a nice, low-register clarinet sound, too. The liveness of the occasion also helps sell this largely swing, rather than Dixie type of set.

★★★★ THE BIG SMALL BANDS

Dave Pell, Capitol ST 1309—(Stereo & Monaural) — An unusually smart album. While droves of others memorialize the big bands of the swing era, here's a tribute to the small but memorable combos of earlier days. Side one is largely the re-creation of pre-war groups—John Kirby, the Goodman Septet, Raymond Scott Quintet, T. Dorsey's Clambake Seven, etc., while the flip recaptures the flavor of earlier groups helmed by Shorty Rogers, Miles Davis, Gerry Mulligan and others. The sound is sharp and bright and the label deserves kudos for such a good idea, so deftly done.

CLASSICAL ★★★★★

★★★★ GRIEG: PIANO CONCERTO IN A MINOR; FRANCK: VARIATIONS SYMPHONIQUES; LITOLFF: SCHERZO
Curzpn, piano; London Philharmonic Orch. (Boult), London CS 6157. (Stereo & Monaural) — The Grieg and Franck are bellweathers of the concerto repertoire, and are represented by many previous versions. Despite this heavy competition, this disk can do well. It features truly outstanding interpretations which take these works out of the ranks of the hackneyed, and London's stereo sound is equally worthy of note. The little Litloff work is sprightly delight available only on one other disk, and is a good band to demonstrate.

★★★★ PIANO MUSIC OF LISZT

Peter Katin, piano, London CS 6106. (Stereo & Monaural) — One of the very first editions of the series of short works, which includes here the Polonaises No. 1 and 2, Six Consolations, and "Fantastic Quasi Sonata—Après Une Lecture de Dante." These pieces are moody and intimately tied up with historical images and from Katin they receive a suitably lyrical reading. The sound is top notch hi-fi with stereo adding a certain dimensional quality. Salable merchandise.

★★★★ STRAUSS: DIE FLEDERMAUS
Vienna Theatre Konzert Orch. (Lieder), Kapp KS 3036. (Stereo & Monaural) — Here's another of Kapp's successful "operetta without words" packages. The popular Strauss score is accorded a lilting, rich instrumental treatment by Lieder and the orch. A strong item for the light opera market.

★★★★ TCHAIKOVSKY: SWAN LAKE-SLEEPING BEAUTY

Philharmonia Orch. (Von Karajan), Angel S 35740. (Stereo & Monaural) — Von Karajan and the Philharmonia offer sensitive, quality performances of the two popular works, which should have strong appeal to beginning collectors. A beautiful pastoral scene in green tints gives cover display value.

CHILDREN'S ★★★★★

STORY OF TOBY TYLER

Sound Track, Disneyland ST 1904 — Deep-voiced Harry Calvin relates this tale of an orphan waif who runs away from his adopted home to join the circus. It's a plaintive story for kiddies and it's well stocked with exciting sound effects of the circus. Cover illustrates a series of circus scenes. Solid kiddie fare.

FOLK ★★★★★

★★★★ LAST OF THE GREAT BLUES SINGERS

Lightning Hopkins, Time 70004 — These are sides cut by Hopkins about a decade ago, and they include two of his big hits—"Hello Central" and "Coffee Blues." Other sides are "Gotta Move," "Freight Train," etc. Blues collectors will want this package. Dealers should point out that Hopkins is one of the last of the great country blues chanters and demonstrate it. Even tho nine or 10 years have gone, sound is good.

LATIN AMERICAN ★★★★★

★★★★ LECUONA CUBAN BOYS PLAY FOR DANCING

ABC-Paramount 316 — The well-known Latin band turns out a collection of five cha-chas, three mambos, three merengues, and a bolero. As dance music, it's in the upper echelons of the Latin idiom. The arrangements, mostly by Rene Hernandez, are well above average. Most of the tunes are well known, some being pop selections given Latin styling, such as "Just One of Those Things," "Love Me or Leave Me," and "I Know That You Know."

SPECIAL MERIT SPOTLIGHTS

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

Continued from page 32

OPERA

PUCCINI: TOSCA

Renata Tebaldi, Mario del Monaco, George London; Orchestra and Chorus of the Accademia di Santa Cecilia (Somma, chorus master) (Molinari-Pradelli), (2-12"). London OSA 1210. (Stereo & Monaural) — This is a fine version of "Tosca." All of the principals are in fine voice. Packaging, sound and the cover all sales plus factors. There are other good versions of the work, but this will rank most favorably.

★★★
GOOD SALES POTENTIAL

POPULAR ★★★

★★★ FROM DEBBIE WITH LOVE

Debbie Reynolds, M-G-M E 3806. — Set includes a group of tunes, formerly released as singles, when the artist was on this label. Prime appeal will be to teens. She has a current hit single (on another label) that can draw attention to this package. Selections include "The Mating Game," "Right Away" and "A Lady Loves."

★★★ SONGS OUR MUMMY TAUGHT US

Bob McFadden and Dor. Brunswick BL 54056 — Bob McFadden and his partner, Dor (Rod McKuen), who enjoyed a single hit with "The Mummy," turn to a collection of similarly gimmicked material, set to everything from a cha cha to a cool backing. Material is offbeat and sometimes quite sinister, as in "Shriek of Agony-Cha Cha," a version of "The Sheik of Araby." There are also such items as "The Beverly Hills Telephone Directory Cha Cha," and "Beat Generation." For the novelty fans, this can provide kicks and some jocks will undoubtedly find here some spinnable stuff.

★★★ SHOW BOAT-PORGY AND BESS

Edmundo Ros Ork. London LL 3137 — The latest Edmundo Ros disk shows why his society-type Latin dance disks long have been favorites of their type. Here he applies various Latin dance rhythms to the most popular songs from two famous shows, "O! Man River" winding up as a mambo, while "Summertime" turns up as a cha-cha. For those who like their Latin music pleasant and not too highly spiced, Ros provides first class product.

★★★ CHEERS

The Belafonte Folk Singers (Corman), RCA Victor LSP 1992. (Stereo & Monaural) — An imaginative set, featuring the drinking songs of many lands. The cover depicts a collection of interesting drinking mugs, and inside, the enthused and vigorous choral chanting of the Belafonte backing group lends much charm to the many ways of saying "Cheers" (Prosit, Salute, etc.) Songs are from Ireland, England, Germany, Sweden, Scotland, Italy and Czechoslovakia, providing a well-rounded program. Has potential.

★★★ SWEET ADELINES

Various Artists, Decca DL 8968 — A live ladies' barbershop singing contest, held last summer in Tucson, Ariz., is caught here with five top-notch groups heard. The Medalist winners presented include the Yankee Misses, the Pleasantes, the Nightingales, the Happy Harmonizers and the Caper Cutters. The chords are clean and true and the four-square fraternity (and sorority) should dig the sound the most.

★★★ THE HAPPY BANJO

Roy Smeck, ABC-Paramount S 309. (Stereo & Monaural) — In the early years after jazz was introduced into the North, the banjo held a frequent and respected place in the ensemble. Roy Smeck, a pioneer jazz banjoist, gives a good indication of how it should sound with the support of a group called the Dixie Synco-pators. Among the items from the Twenties, to which they successfully give the two-beat treatment, are "Avalon," "Running Wild," "Say It With Music," and "Linger Awhile." Bright, lively sound; good jockey novelty programming.

★★★ LADY LONELY

Toni Harper, RCA Victor LPM 2092 — Toni Harper is an expressive gal with a song. She's torchy, low and warm and on this set, her songs are all the products of amateur writers, all of whom are students of a course in songwriting offered by Hal Levy on the campus of UCLA. Definitely not of the "moon-June" type, these tunes show considerable lyrical imagination, keyed for the most part to a blue mood. Sample titles: "Lady Lonely," "The Velvet Hammer," "River Weep." Classy listening with some worth-while jockey bands.

★★★ ALONE AFTER DARK

Rod McKuen, Decca DL 8946 — McKuen warbles with feeling and tenderness on a group of nice oldies and originals. Best sides are "Time After Time," "Imagination," and "There Will Never Be Another You." Nice jockey wax.

★★★ MURDER BALLADS

Pete Brady & the Blazers, ABC-Paramount 310 — A dozen gory ballads dealing with hangings, shootings, etc. Package is well produced by Creed Taylor, with good sound and arrangements showcasing Brady, who sings in forthright style. "The Duel," "Naomi Wise," "The Hangman's Knot" are included. Offbeat, but well done, and of folk and historical interest.

JAZZ ★★★

★★★ THE WES MONTGOMERY TRIO

Riverside 12-310 — Montgomery is an accomplished cat with his amplified guitar and he plays here in combo form with Melvin Rhyne on organ and Paul Parker on drums. The group plays a moody kind of easy-going jazz for the most part with the dextrous-fingered Montgomery much in the spotlight. A sample of the fare would include "Satin Doll," "The End of a Love Affair," "Too Late Now," etc. Listenable material.

★★★ LATIN CONTRASTS

Bud Shank, World Pacific WP 1281 — Guitarist Laurinda Almeida arranged the tunes in this Latin jazz set, featuring Bud Shank on alto and flute and Almeida

(Continued on page 46)

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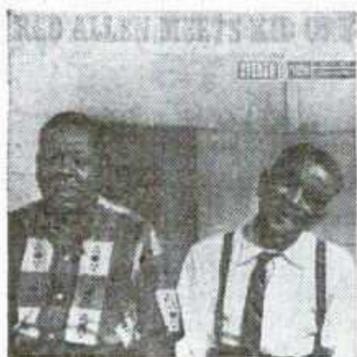
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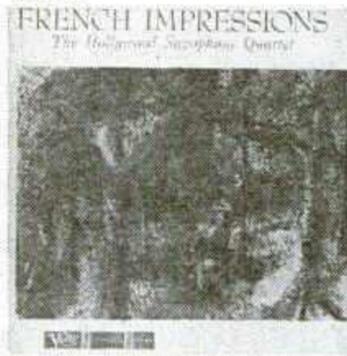
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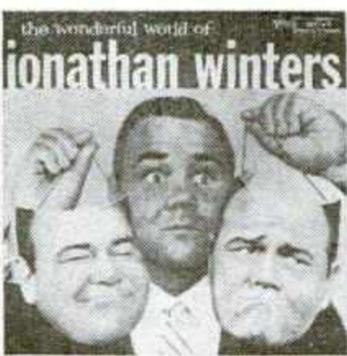
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HAVE TRUMPET, WILL EXCITE—DIZZY GILLESPIE, MGV-8313, MGVS-6047*



ELLA FITZGERALD SINGS THE GEORGE AND IRA GERSHWIN SONG BOOK, MGV-4029-5, MGVS-6092-5*



ANITA O'DAY SWINGS COLE PORTER WITH BILLY MAY, MGV-2118, MGVS-6059*

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending February 6

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Teen Angel		2 6	6. Where or When		5 5
By JNR-Surrey—Published by Acuff-Rose (BMI)			By Rodgers & Hart—Published by Chappell (ASCAP)		
BEST SELLING RECORD: Mark Dinning, M-G-M 12845.			BEST SELLING RECORD: Dion & the Belmonts, Laurie 3044.		
2. Running Bear		1 9	RECORDS AVAILABLE: Jan August, Mer 30001; Lionel Hampton, Dec 27198; Dick Haymes, Dec 23751; Leroy Holmes Ork, M-G-M 12253; Guy Lombardo Ork, Dec 27502.		
By J. P. Richardson—Published by Big Bopper Music (BMI)			7. He'll Have to Go		13 5
BEST SELLING RECORD: Johnny Preston, Mer 71474.			By J. Allison-A. Allison—Published by Central Songs (BMI)		
RECORD AVAILABLE: Smiley Wilson, Freedom 44025.			BEST SELLING RECORD: Jim Reeves, Vic 7643.		
3. El Paso		3 12	RECORDS AVAILABLE: Billy Brown, Col 41380; Jim Lowe, Dot 16046.		
By Marty Robbins—Published by Marty's Music (BMI)			8. Why		4 11
BEST SELLING RECORD: Marty Robbins, Co 141511.			By Marcucci-De Angelis—Published by Debmar (ASCAP)		
4. Theme From a Summer Place		14 4	BEST SELLING RECORD: Frankie Avalon, Chancellor 1045.		
By Steiner—Published by Witmark (ASCAP)			9. What in the World's Come Over You		11 4
BEST SELLING RECORD: Percy Faith, Col 41490.			By Jack Scott—Published by Peer Int'l & Star Fire (BMI)		
RECORDS AVAILABLE: Leroy Holmes, M-G-M 12833; Don Raikes, Warner Bros. 5108; Hugo Winterhalter, Vic 7599.			BEST SELLING RECORD: Jack Scott, Top Rank 2028.		
5. Handy Man		7 5	10. Lonely Blue Boy		10 4
By Blackwell-Jones—Published by Sheldon Music (BMI)			By Weisman-Wyse—Published by May (ASCAP)		
BEST SELLING RECORD: Jimmy Jones, Cub 9049.			BEST SELLING RECORD: Conway Twitty, M-G-M 12857.		

Second Ten

11. Let It Be Me		18 4	16. The Big Hurt		12 12
By M. Curtis-P. DeAnce-G. Becaud—Published by Leeds (ASCAP)			By Wayne Shanklin—Published by Music Productions (ASCAP)		
BEST SELLING RECORD: Everly Brothers, Cadence 1376.			BEST SELLING RECORD: Toni Fisher, Signet 275.		
12. Pretty Blue Eyes		9 10	RECORD AVAILABLE: Kalesandro, Warner Bros. 5103.		
By Randazzo-Weinsteln—Published by Almino (BMI)			17. You Got What It Takes		8 9
BEST SELLING RECORD: Steve Lawrence, ABC-Paramount 10058.			By Gordy, Davis & Gordy—Published by Fidelity (BMI)		
13. Go, Jimmy, Go		6 8	BEST SELLING RECORD: Marv Johnson, United Artists 185.		
By Pomus-Shuman—Published by Wills-Ace (BMI)			18. Way Down Yonder in New Orleans		15 10
BEST SELLING RECORD: Jimmy Clanton, Ace 575.			By Cramer-Layton—Published by Shapiro-Bernstein (ASCAP)		
14. Beyond the Sea		21 3	BEST SELLING RECORD: Freddy Cannon, Swan 4043.		
BEST SELLING RECORD: Bobby Darin, Atco 6158.			RECORD AVAILABLE: Louis Armstrong, Dec 28169-70.		
By Trenst-Lawrence—Published by Harms (ASCAP)			19. The Village of St. Bernadette		16 7
RECORDS AVAILABLE: Trade Martin, Gee 1053; Cyril Stapleton, London 1864; Roger Williams/G. Osner Ork, Kapp 138; Victor Young Ork, Dec 27027.			By Eula-Parker—Published by Ludloy (BMI)		
15. Down by the Station		19 5	BEST SELLING RECORD: Andy Williams, Cadence 1374.		
By Bruce Belland-Glenn Larson—Published by Lar-Bell (BMI)			RECORDS AVAILABLE: Toni Arden, Dec 31025; Rosemary June, United Artists 197; Anne Shelton, Epic 9351.		
BEST SELLING RECORD: Four Preps Cap 4312.			20. Tracy's Theme		22 4
RECORD AVAILABLE: Rita & Robin, Unical 1.			By Ascher—Published by Devon (BMI)		
			BEST SELLING RECORD: Spencer Ross, Col 41532.		

Third Ten

21. Baby		- 1	26. Rockin' Little Angel		- 1
By Clyde Otis-Murray Stein—Published by Meridian-Play (BMI)			By Rogers—Published by Stairway & Singing River (BMI)		
RECORD AVAILABLE: Dinah Washington & Brook Benton, Mer 71565.			RECORD AVAILABLE: Ray Smith, Judd 1016.		
22. Among My Souvenirs		17 10	27. Bulldog		- 1
By Leslie Nicholls—Published by De Sylva, Brown & Henderson (ASCAP)			By George Tomasco—Published by Dundee (BMI)		
RECORDS AVAILABLE: Bing Crosby, Dec 23745; Connie Francis, M-G-M 12841.			RECORD AVAILABLE: Fireballs, Top Rank 2026.		
23. Shimmy, Shimmy, Ko-Ko Bop		24 2	28. Tender Love and Care		30 3
By Bob Smith—Published by Record Music (BMI)			By Lehman-Lebowski-Clarke—Published by Kahl (BMI)		
RECORD AVAILABLE: Little Anthony & the Imperials, End 1060.			RECORDS AVAILABLE: Jim Faraday, Dec 30698; Jimmie Rodgers, Roulette 428.		
24. Forever		- 1	29. Mack the Knife		25 24
By Buddy Killen—Published by Tree (BMI)			By Weill-Brecht-Blitzstein—Published by Harms (ASCAP)		
RECORDS AVAILABLE: Martin Denny, Liberty 55230; Little Dippers, University 210; Google Rene, Class 264; Billy Walker, Col 41548.			RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Bobby Darin, Atco 6147; Dudes, sue 725; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 30987; Billy Vaughn, Dot 15444; Australian Jazz quartet, Bethlehem 11053; Dick Stabile, Dot 15996; Fred Skinner, Mecca 1; Ernie Heckscher, Verve 10193.		
25. Wild One		- 1	30. Harbor Lights		- 1
By Lowe-Mann-Appell—Published by Lowe (ASCAP)			By Hugh Williams & Jimmy Kennedy—Published by Chappell (ASCAP)		
RECORD AVAILABLE: Bobby Rydell, Cameo 171.			RECORDS AVAILABLE: LaVern Baker, Atlantic 1189; Jerry Byrd, Mer 30043; Bing Crosby, Dec 27219; Guy Lombardo, Dec 27208; Platters, Mer 71563; Lu Ann Simms, Jubilee 5335; Dinah Washington, Mer 30022.		

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

FOR WEEK
ENDING FEBRUARY 21

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									☆	▲
1	1	2	4	TEEN ANGEL	Mark Dinning, M-G-M 12845			9		
2	2	1	1	RUNNING BEAR	Johnny Preston, Mercury 71474			18		
3	5	7	14	HANDY MAN	Jimmy Jones, Cub 9049			8		
4	8	17	20	HE'LL HAVE TO GO	Jim Reeves, RCA Victor 7643		☐	8		
5	3	4	10	WHERE OR WHEN	Dion & the Belmonts, Laurie 3044			8		
6	12	19	28	THEME FROM A SUMMER PLACE	Percy Faith, Columbia 41490		☐	6		
7	7	12	16	WHAT IN THE WORLD'S COME OVER YOU	Jack Scott, Top Rank 2028		☐	6		
8	6	14	21	LONELY BLUE BOY	Conway Twitty, M-G-M 12857			8		
9	13	16	23	LET IT BE ME	The Everly Brothers, Cadence 1376			6		
10	4	3	2	EL PASO	Mary Robbins, Columbia 41511		☐	15		
11	19	23	34	BEYOND THE SEA	Bobby Darin, Atco 6158			5		
12	14	10	9	PRETTY BLUE EYES	Steve Lawrence, ABC-Paramount 10058		☐	13		
13	16	15	17	DOWN BY THE STATION	Four Preps, Capitol 4312			8		
14	10	13	11	YOU GOT WHAT IT TAKES	Mary Johnson, United Artists 185			16		
15	11	5	8	GO, JIMMY, GO	Jimmy Clanton, Ace 575			11		
16	9	6	3	WHY	Frankie Avalon, Chancellor 1045		☐	13		
17	15	11	7	THE VILLAGE OF ST. BERNADETTE	Andy Williams, Cadence 1374			10		
18	17	8	6	THE BIG HURT	Toni Fisher, Signet 275			14		
19	20	20	24	TRACY'S THEME	Spencer Ross, Columbia 41532		☐	7		
20	37	67	79	BABY	Brook Benton and Dinah Washington, Mercury 71565		☐	4		
21	27	46	77	FOREVER	Little Dippers, University 210			4		
22	18	9	5	WAY DOWN YONDER IN NEW ORLEANS	Freddy Cannon, Swan 4043			13		
23	29	72	—	WILD ONE	Bobby Rydell, Cameo 171			3		
24	26	34	57	ROCKIN' LITTLE ANGEL	Ray Smith, Judd 1016			7		
25	25	26	42	TENDER LOVE AND CARE	Jimmie Rodgers, Roulette 4218			6		
26	24	32	41	SHIMMY, SHIMMY, KO-KO BOP	Little Anthony & the Imperials, End 1060			11		
27	41	60	86	HARBOR LIGHTS	The Platters, Mercury 71563		☐	4		
28	23	21	15	SANDY	Larry Hall, Strand 25007			13		
29	34	38	48	BULLDOG	The Fireballs, Top Rank 2026		☐	6		
30	42	48	44	SWEET NOTHIN'S	Brenda Lee, Decca 30967			9		
31	28	29	25	LUCKY DEVIL	Carl Dobkins Jr., Decca 31020			11		
32	22	22	13	AMONG MY SOUVENIRS	Connie Francis, M-G-M 12841		☐	13		
33	45	58	70	MIDNIGHT SPECIAL	Paul Evans, Guaranteed 205			4		

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									☆	▲
34	50	83	—	TIME AND THE RIVER	Nat King Cole, Capitol 4325			3		
35	51	71	—	LADY LUCK	Lloyd Price, ABC-Paramount 10075		☐	3		
36	39	45	75	TOO MUCH TEQUILLA	Champs, Challenge 59063			5		
37	55	61	—	COUNTRY BOY	Fats Domino, Imperial 5645			3		
38	30	27	19	NOT ONE MINUTE MORE	Della Reese, RCA Victor 7644		☐	10		
39	21	18	12	IT'S TIME TO CRY	Paul Anka, ABC-Paramount 10064		☐	13		
40	32	25	30	FIRST NAME INITIAL	Annette, Vista 349			17		
41	54	86	—	LITTLE BITTY GIRL	Bobby Rydell, Cameo 171			3		
42	48	70	—	CHINA DOLL	Ames Brothers, RCA Victor 7655		☐	3		
43	46	50	65	WHY DO I LOVE YOU SO	Johnny Tillotson, Cadence 1372			5		
44	71	—	—	DELAWARE	Perry Como, RCA Victor 7670		☐	2		
45	40	31	31	IF I HAD A GIRL	Rod Lauren, RCA Victor 7645		☐	9		
46	38	36	46	LITTLE COCO PALM	Jerry Wallace, Challenge 59060			7		
47	44	44	80	AM I THAT EASY TO FORGET	Debbie Reynolds, Dot 15985			5		
48	58	55	59	CRAZY ARMS	Bob Beckham, Decca 31029			7		
49	33	33	29	BONNIE CAME BACK	Duane Eddy, Jamie 1144			8		
50	74	92	—	TALL OAK TREE	Dorsey Burnette, Era 3012			3		
51	31	24	18	HOUND DOG MAN	Fabian, Chancellor 1044		☐	14		
52	61	—	—	ETERNALLY	Sarah Vaughan, Mercury 71562		☐	2		
53	36	35	38	LITTLE THINGS MEAN A LOT	Jon James, M-G-M 12849		☐	8		
54	47	28	22	HEARTACHES BY THE NUMBER	Guy Mitchell, Columbia 41476		☐	20		
55	35	30	27	SMOKIE (Part II)	Bill Black's Combo, Hi 2081			12		
56	80	95	—	MONEY	Barrett Strong, Anna 1111			3		
57	60	85	—	THAT OLD FEELING	Kitty Kallen, Columbia 41546			3		
58	64	77	87	THE HAPPY MULETEER	Ivo Robic, Laurie 3045			5		
59	63	74	84	ON THE BEACH	Frank Chacksfield, London 1901			4		
60	49	51	69	DARLING LORRAINE	Knockouts, Shad 5013			8		
61	57	39	33	HOW ABOUT THAT	Dee Clark, Abner 1032			11		
62	90	—	—	BAD BOY	Marty Wilde, Eple 9356			2		
63	65	64	68	AMAPOLA	Jacky Noguez, Jamie 1148			6		
64	79	97	—	FANNIE MAE	Buster Brown, Fire 1008			3		
65	53	52	58	HARLEM NOCTURNE	Viscounts, Madison 123			8		
66	68	73	82	TELL HER FOR ME	Adam Wade, Coed 520			6		
67	70	96	—	PEACE OF MIND	Teresa Brewer, Coral 62107			3		

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART	★ STAR PERFORMERS showed the greatest upward progress on Hot 100 this week.	
									☆	▲
68	73	89	—	SIXTEEN REASONS	Connie Stevens, Warner Bros. 5137			3		
69	—	—	—	BEATNIK FLY	Johnny and the Hurricanes, Warwick 520			1		
70	56	43	45	BACIARE, BACIARE	Dorothy Collins, Top Rank 2024			9		
71	72	—	—	I WAS SUCH A FOOL	Flamingoes, End 1062			2		
72	75	75	76	UPTOWN	Roy Orbison, Monument 412			5		
73	43	41	50	WALTZING MATILDA	Jimmie Rodgers, Roulette 4218		☐	5		
74	—	—	—	OUTSIDE MY WINDOW	Fleetwoods, Dolton 15			1		
75	81	81	—	LET IT ROCK	Chuck Berry, Chess 1747			3		
76	59	40	32	MACK THE KNIFE	Bobby Darin, Atco 6147			26		
77	83	98	—	HULLY GULLY	Olympics, Arvee 562			3		
78	—	—	—	TOO POOPED TO POP	Chuck Berry, Chess 1747			1		
79	—	—	—	TEENSVILLE	Chet Atkins, RCA Victor 7684		☐	1		
80	—	—	—	MUMBLIN' MOSIE	Johnny Otis, Capitol 4326			1		
81	95	—	—	I KNOW WHAT GOD IS	Perry Como, RCA Victor 7670		☐	2		
82	—	—	—	BABY, WHAT DO YOU WANT ME TO DO	Jimmy Reed, Vee Jay 333			1		
83	—	—	—	FOREVER	Billy Walker, Columbia 41548			1		
84	—	—	—	(DO THE) MASHED POTATOES	Nat Kendrick & the Swans, Dade 1804			1		
85	—	—	—	JUST A LITTLE BIT	Roscoe Gordon, Vee Jay 332			1		
86	76	79	—	SKOKIAAN	Bill Haley and His Comets, Decca 31030			6		
87	—	—	—	YOU'RE MY BABY	Sarah Vaughan, Mercury 71562		☐	1		
88	67	65	53	HONEY HUSH	Joe Turner, Atlantic 2044			8		
89	66	54	74	NO LOVE HAVE I	Webb Pierce, Decca 31021			9		
90	99	—	—	HONEY LOVE	Narvel Felts, Pink 702			2		
91	—	90	90	I CAN'T SAY GOODBYE	The Fireflies, Ribbon 6904			3		
92	—	91	—	CRY ME A RIVER	Janice Harper, Capitol 4324			3		
93	100	—	—	CLEMENTINE	Jan and Dean, Dore 539			2		
94	52	37	26	FRIENDLY WORLD	Fabian, Chancellor 1044		☐	13		
95	98	—	—	DON'T LET THE SUN CATCH YOU CRYING	Ray Charles, Atlantic 2047			2		
96	—	87	88	TIME AFTER TIME	Frankie Ford, Ace 580			4		
97	—	—	—	WHAT'S HAPPENING	Wade Flemons, Vee Jay 335			1		
98	—	—	—	IF YOU NEED ME	Fats Domino, Imperial 5645			1		
99	—	—	—	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town 1076			1		
100	—	—	—	PARADISE	Sammy Turner, Big Top 3032			1		

& TOMORROW'S TOPS

BEST BUYS

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

POP

- *BEATNIK FLY Johnny & the Hurricanes (Duchess, BMI) Warwick 520
- *LET IT ROCK/TOO POOPED TO POP.... Chuck Berry (Arc-Chuck Berry, BMI) (Arc, BMI) Chess 1747
- *TALL OAK TREE..... Dorsey Burnette (Bamboo, BMI) Era 3012
- BAD BOY Marly Wilde (Young-Star, BMI) Epic 9356
- FANNIE MAE Buster Brown (Fire, BMI) Fire 1008

MONEY Barret Strong

(Jobete, BMI) Anna 1111

The following is the correct listing for the records below, which were "Best Buy" selections in last week's issue of The Billboard:

- *ETERNALLY Sarah Vaughan (Bourne, ASCAP) Mercury 71546
- *THAT OLD FEELING Kitty Kallen (Feist, ASCAP) Columbia 41546

C&W—No selections this week.

R&B—No selections this week.

The correct publisher for "Someone Loves You, Joe," a Spotlight in the February 1 issue of The Billboard, is David, BMI.

In order to speed record reviews, The Billboard requests that all singles be sent to The Billboard Music Department, 1564 Broadway, New York 36, N. Y.

BUBBLING UNDER THE HOT 100

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

1. PUPPY LOVE..... Paul Anka, ABC-Paramount
2. CLAP YOUR HANDS..... The Wheels, Folly
3. CHOP STICKS Billy Vaughn, Dot
4. WORDS Pat Boone, Dot
5. (WELCOME) NEW LOVERS Pat Boone, Dot
6. ALVIN'S ORCHESTRA... David Seville & the Chipmunks, Liberty
7. CHATTANOOGA SHOE SHINE BOY... Freddy Cannon, Swan
8. HOME FROM THE HILL..... The Kingston Trio, Capitol
9. I LOVE THE WAY YOU LOVE... Marv Johnson, United Artists
10. DON'T FENCE ME IN..... Tommy Edwards, M-G-M
11. WORKOUT Baby Washington, Neptune
12. LITTLE SISTER..... Cathy Carr, Roulette
13. MAGIC STAR..... The Fleetwoods, Dolton
14. THIS MAGIC MOMENT The Drifters, Atlantic
15. TEDDY Connie Francis, M-G-M

HOT 100: A TO Z

Am I That Easy to Forget	47
Amapola	53
Among My Souvenirs	32
Baby	20
Baby, What Do You Want Me to Do	82
Baciare, Baciare	70
Bad Boy	62
Beatnik Fly	69
Beyond the Sea	11
Big Hurt, The	18
Bonnie Came Back	49
Bulldog	29
China Doll	42
Clementine	93
Country Boy	37
Crazy Arms	48
Cry Me a River	92
Darling Lorraine	60
Delaware	44
Don't Let the Sun Catch You Crying	95
Down by the Station	13
El Paso	10
Eternally	52
Fannie Mae	64
First Name Initial	40
Forever (Little Dippers)	21
Forever (Walker)	83
Friendly World	94
Go, Jimmy, Go	15
Handy Man	3
Happy Muleteer, The	58
Harbor Lights	27
Harlem Nocturne	45
Heartaches by the Number	54
He'll Have to Go	4
Honey Hush	88
Honey Love	90
Hound Dog Man	51
How About That	61
Hully Gully	77
I Can't Say Goodbye	91
I Know What God Is	81
I Was Such a Fool	71
If I Had a Girl	45
If You Need Me	98
It's Time to Cry	39
Just a Little Bit	85
Lady Luck	35
Let It Be Me	9
Let It Rock	75
Let the Little Girl Dance	41
Little Bitty Girl	41
Little Coco Palm	46
Little Things Mean a Lot	53
Lonely Blue Boy	8
Lucky Devil	31
Mack the Knife	76
(Do the) Mashed Potatoes	84
Midnight Special	33
Money	56
Mumbin' Mosie	80
No Love Have I	89
Not One Minute More	38
On the Beach	59
Outside My Window	74
Paradise	100
Peace of Mind	67
Pretty Blue Eyes	12
Rockin' Little Angel	24
Running Bear	2
Sandy	28
Shimmy, Shimmy Ko-Ko Bop	26
Sixteen Reasons	68
Skokiaan	86
Smokie (Part II)	55
Sweet Nothin's	30
Tall Oak Tree	50
Teen Angel	1
Tennessee	79
Tell Her for Me	66
Tender Love and Care	25
That Old Feeling	57
Theme from A Summer Place	6
Time After Time	96
Time and the River	34
Too Much Tequila	24
Too Pooped to Pop	78
Tracy's Theme	19
Uptown	72
Village of St. Bernadette, The	17
Waltzing Matilda	73
Way Down Yonder in New Orleans	22
What in the World's Come Over You	7
What's Happening	97
Where or When	5
Why Do I Love You So	14
Why De I Love You So	43
Wild One	23
You Got What It Takes	17
You're My Baby	84

REVIEWS OF

THIS WEEK'S SINGLES

SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all records reviewed this week.

JOHNNY MATHIS



STARBRIGHT (Cathyl, ASCAP)—ALL IS WELL (Noma, BMI)—"Starbright" is a lovely beguine, a bit on the slow side, and it's accorded a warm rendition. "All Is Well" is a medium beater that is smartly handled. Mathis is back effectively on both sides. Columbia 41583

SANTO & JOHNNY



CARAVAN (American Academy of Music, ASCAP) — SUMMERTIME (Gershwin, ASCAP) — The duo should have chart sides with their latest offerings. Top side is a bright reading of the Ellington standard that offers an interesting change of pace for them. "Summertime" gets their usual, attractive muted guitar approach. Canadian-American 111

SAM COOKE



IF YOU WERE THE ONLY GIRL (Chappell-Remick, ASCAP)—TEENAGE SONATA (Marks, BMI)—Cooke has two potent sides for his debut on his new label. "If You Were the Only Girl" is brought up to date in a listenable rockaballad reading. "Teenage Sonata" also gets a lovely outing over lush ork support. RCA Victor 7701

RAY PETERSON



ANSWER ME, MY LOVE (Bourne, ASCAP) — WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR? (Feist, ASCAP) — "Answer Me, My Love," the hit of some years back is handed a warm vocal by the artist over complementary ork backing. "What Do You Want to Make Those Eyes at Me For?" is taken at a bright, bouncy clip. Both are strong sides that can score. RCA Victor 7703

BOB CREWE



WATER BOY (Boosey & Hawkes, ASCAP) — VOGLIO CANTARE (Conely, BMI) — Crewe follows his "Whiffenpoof Song" with an exciting performance of the old folk favorite, "Water Boy." Side has lots of interesting ork effects, and it appears a natural. "Voglio Cantare" is a clever Italiante tune that is also strongly delivered. Warwick 529

STEVE LAWRENCE



FOOTSTEPS (Aldon, BMI) — YOU DON'T KNOW (Maxana, ASCAP) — Lawrence sells "Footsteps," a bright, bouncy tune strongly. It's a good follow-up side to his current "Pretty Blue Eyes." "You Don't Know" is lovely ballad, and it's sung with heart by the artist. ABC-Paramount 10085

THE MYSTICS



(I BEGAN) TO THINK OF YOU AGAIN (BLH, ASCAP) — ALL THROUGH THE NIGHT (Schwartz, ASCAP) — The Mystics can click again with either of these potent bids. "I Began" is a pretty rockaballad that is warmly warbled by the group over a soft arrangement. "All Through the Night" is the old tune done with a rockaballad approach, and this, too, has the sound. Laurie 3047

LES COMPAGNONS DE LA CHANSON



DOWN BY THE RIVERSIDE (Zodiac, BMI) — The top-notch, male French chorus has a sprightly version of the old spiritual that can be a big side. It's done in French, and the sound is interesting enough to catch on. Flip is "Margoton" (Beechwood, 3MI). Capitol 4342

HARVEY



BLUE SKIES (Berlin, ASCAP) — OOH OUCH STOP! (Arc, BMI) — These are Harvey's best sides in a spell. He renders "Blue Skies" very attractively in rockaballad fashion over a simple arrangement. "Ooh Ouch Stop!" is a bright tale about school days that should also appeal. Chess 1749

JOHNNY RESTIVO



HIGH SCHOOL PLAY (Edgar, BMI) — BUT I LOVE YOU (Brookhaven, BMI) — Restivo hands "High School Play" a cute teen-slanted effort, a salable belt over fine ork support. "But I Love You" is a rhythm tune, and this is also neatly wrapped up by the chanter. Either can make it. RCA Victor 7697

JUNE VALLI



APPLE GREEN (Hollis, BMI) — OH, WHY (Vernon, ASCAP) — "Apple Green," a lovely ballad is expressively sung by the lark over a lovely ork setting. It's her best in a while, and this could bring her back. Flip, "Oh, Why" is a leisurely-paced rockaballad on which she also registers strongly. Mercury 71588

SPECIAL MERIT SPOTLIGHTS

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

POP DISK JOCKEY PROGRAMMING

CLYDE GARY ORK

CHESTNUT DRIVE (Edgar, BMI) — The interesting and well-orked side is given a fine instrumental treatment by the ork. Piano is featured over a mild Latinish rhythm on the catchy theme. It's a programmable side for all segs, and spins should please. Flip is "Tami's Dance," (Trinity-Desert Palms, BMI). Shad 5016

(Continued on page 41)

What's an Appliance Dealer Doing With Billboard?

Another Billboard Record/Phono Dealer

WILSONS TV & APPL 6320
VILLAGE SHOPPING CT 0130
HARRISON-KIMSERLY RD
DAVENPORT IOWA

Wilson's TV and Appliance

The retail establishment of this record/phono dealer . . .

- . . . is essentially an appliance store
- . . . offers both records and albums
- . . . handles phonographs from \$19.98 to \$650
- . . . has been reading Billboard for 1 year 10 months

Another Billboard Record/Phono Dealer

ILFELD HDWE A FURN CO
LAS VEGAS N MEX
6320 0210

Ilfeld Hardware & Furniture Co.

The retail establishment of this record/phono dealer . . .

- . . . is essentially a furniture and hardware store
- . . . offers both records and albums
- . . . handles phonographs selling from \$19.90 to \$450
- . . . has been reading Billboard for more than 5 years

Another Billboard Record/Phono Dealer

JEFFERSON STORES
HAROLD BROWN
MIAMI FLA
6320 0320

Jefferson Stores

The retail establishment of this record/phono dealer . . .

- . . . is essentially an appliance/department store
- . . . offers both records and albums
- . . . handles phonographs selling from \$9.95 to \$1,000
- . . . has been reading Billboard for more than 15 years

Or a furniture dealer . . .
a jewelry shop . . .
a department store . . .
a hi-fi outlet . . .
or a piano store! . . .

They're doing exactly the same things with Billboard as any other record-phono retailer would do.

They order records from Billboard . . .

They use Billboard to help them decide which LP's to stock . . .

They watch Billboard for news of the latest stereo playback equipment—phonographs, components, tape recorders . . .

They all read Billboard—and continue to read it year after year—to become better record-phono dealers . . . to sell more records and albums and stereo playback equipment . . . and to increase their record and equipment profits.

In a nut shell—if records and phonographs are part of their business, Billboard is an important and regular part of their business reading.

Another Billboard Record/Phono Dealer

THE HI-FI SHOP
127 N COLUMBUS
LANCASTER OHIO
6320 0630

The Hi-Fi Shop

The retail establishment of this record/phono dealer . . .

- . . . is essentially a Hi-Fi store
- . . . offers both records and albums
- . . . handles phonographs selling from \$100.00 to \$3,000
- . . . has been reading Billboard for more than 8 months

Another Billboard Record/Phono Dealer

CLIFFORD JEWELERS
8 NO MAIN ST
SOUTH NORWALK CONN
6320 1110

Clifford Jewelers

The retail establishment of this record/phono dealer . . .

- . . . is essentially a jewelry/record/phono store
- . . . offers both records and albums
- . . . handles phonographs selling from \$19.95 to \$400
- . . . has been reading Billboard for more than 10 years

Another Billboard Record/Phono Dealer

FISCHERS RECORD SHOP
6552 WOODWARD
DETROIT 2 MICH
6320 0440

FISCHER'S RECORD SHOP

The retail establishment of this record/phono dealer . . .

- . . . is essentially a record/phono store
- . . . offers both records and albums
- . . . handles phonographs selling from \$39.95 to \$1,100
- . . . has been reading Billboard for more than 5 years

Another Billboard Record/Phono Dealer

EMERSON PIANO HOUSE
143-145 N MAIN ST
DECATUR ILL
6320 0520

Emerson Piano House

The retail establishment of this record/phono dealer . . .

- . . . is essentially a music store
- . . . offers both records and albums
- . . . handles phonographs selling from \$19.95 to \$1,000
- . . . has been reading Billboard for more than 10 years

The Billboard

THE COMMUNICATIONS CENTER
OF THE MUSIC INDUSTRY

NEW YORK

WASHINGTON

CINCINNATI

CHICAGO

ST. LOUIS

HOLLYWOOD

Reviews of THIS WEEK'S SINGLES (continued)

SPECIAL MERIT SPOTLIGHTS

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

Continued from page 39

POP TALENT

JOHANNA

JOHNNY KISSED A GIRL (Sheldon, BMI) — **OUT OF SPACE AND TIME** (Sounds, ASCAP) — The lass bows on wax with two fine sides. "Johnny Kissed a Girl" is based on a familiar theme, and it's brightly read by the thrush. "Out of Space and Time" is a pretty ballad that is also nicely rendered. **Kapp 319**

LARRY STEVENS AND THE THREE DOLLS

WAIT FOR ME (Melissa, ASCAP) — **A GIRL NAMED MARIE** (Lori, BMI) — The talented new group has a sound similar to that of the Fleetwoods. They apply a sort of folkish and modal reading to the pretty ballads. Both sides are neatly done and with plays, either might take off. **Epic 9386**



VERY STRONG SALES POTENTIAL

THE CLOVERS

LOVEY — UNITED ARTISTS 209 — New tune, penned by Lieber and Stoller, is handed a strong reading by the group over frantic backing. A solid side that has a real chance. (Quintet, BMI)

ONE MINT JULEP — The Clovers come up again with the tune that they made a hit a number of years ago. It's a good reading, and it could break thru for loot. (Progressive, BMI)

THE BLACKWELLS

ALWAYS IT'S YOU — JAMIE 1150 — The group with a sound like The Fleetwoods' delivers a pretty reading of a ballad. (Acuff-Rose, BMI)

HONEY, HONEY — Another pretty reading by the group, this time of a medium tempo rocker. Both sides have a chance. (Jamie, BMI)

LITTLE WILLIE JOHN

LOVING CARE — KING 5318 — Tender rockaballad is rendered with heart by the singer over a lush chorus and ork arrangement. It could be another big one for the chanter. (E. B. Marks, BMI)

MY LOVE IS — Rhythmic tune with percussion and bass prominent in backing gets a fine belt from the artist. It's sort of on the "Fever" kick. It bears watching. (Wisto, BMI)

DEANE HAWLEY

WHERE IS MY ANGEL — DORE 543 — Strong version by the artist on a pretty rockaballad. The lad has a sound, and the side could take off. (Callaban-Hillary, BMI)

ILL NEVER BE A FOOL AGAIN — Hawley handles this sprightly rocker with winning appeal. It's a catchy tune, and with exposure this could catch on. (Hillary, BMI)

GEORGIA GIBBS

THE STROLL THAT STOLE MY HEART — IMPERIAL 5652 — Warm dual reading of a stroll-tempo melody by the thrush. Her listenable rendition should account for big sales. It's her first on this label. (Sheldon, BMI)

SEVEN LONELY DAYS — Miss Gibbs offers a bright reading of her old click. It's a rhythmic and dynamic performance that should attract spins and coin. (Jefferson, ASCAP)

RONNIE CHAMBERLAIN

SUMMERSET — LONDON 1911 — The tune is currently big in England. There are also other versions in release here. Chamberlain's version spots a soprano sax over light Dixie-type jazz backing. (Hollis, BMI)

Solitary — Tune has a sort of "Petite Fleur" flavor with soprano sax featured. It can attract. (Essex, ASCAP)

THE PLAYMATES

THESE THINGS I OFFER YOU FOR A LIFETIME — ROULETTE 4227 — A big arrangement fronts the boys on this revival of the familiar tune. It's done in shuffle rhythm, reminiscent of Four Aces sides. Nice backing. Side has a good chance. (Valando, ASCAP)

Second Chance — A slow and thoughtful song idea with the boys again assisted by a fem chorus. Another good side. (Queensbury, BMI)

GARY CANE

THE FIGHT — SHELL 717 — Cane offers a light voiced reading of a teen-slanted tune. The couple winds up in an unhappy fight. The lad has an interesting sound. (Saxon, BMI)

C'Mere Baby Doll — A pleasant rhythm side with a chorus. An agreeable effort that could also command attention. (Saxon, BMI)

BROOKS ARTHUR

YOU NEVER LOOKED AS BEAUTIFUL — CARLTON 526 — An attractive ballad is sung with much feeling by the chanter on this pretty side. (Jones-SyBill, BMI)

In the Fall — Brooks Arthur handles this delicate ballad in a Johnny Mathis style. It could get spins. (Jones-SyBill, BMI)

THE DIAMONDS

TELL THE TRUTH — MERCURY 71586 — Rapid tune is given a good shout by the boys. It's a bright danceable side with a slight spiritual flavor. It could take off. (Eden, BMI)

Real True Love — Lead voice handles the ballad with a Latinish touch warmly over a good group assist. (Vivo-Eden, BMI)

BOB WILSON

TWO LITTLE BIRDS — ERA 3013 — Bright sound by Wilson on a cute rocker. Also a strong contender. (Bamboo, BMI)

Imogene — Ballad with beat tribute to Imogene. Wilson sings it smartly with a good group and chorus assist. It can sell. (Bamboo, BMI)

THE VELVETONES

MY EVERY THOUGHT — ALADDIN 3463 — One member of the group narrates the tune while another sings it over group backing. It's an interesting approach on the rockaballad, and it's different enough to step out. (Aladdin, BMI)

Little Girl I Love You So — Bass has the lead on this medium rocker. Danceable side that can also figure. (Aladdin, BMI)

FLINTALES

D-RAIL — FLICK 007 — A slow, down-to-earth rock instrumental in a blues setting. Lots of growling tenor here. Good box side. (West-Higgins, BMI)

Flintales Rock — A good rocking instrumental featuring a tenor in combination with an accordion and rhythm. A lot of beat here. (West-Higgins, BMI)



GOOD SALES POTENTIAL

ROLAND PALETTE ORK

Tingo Tango — PALETTE 5039 — A lush reading of a pretty tango by the Roland Palette ork. It is handled skillfully, and it could get spins. (Compton, ASCAP)

Luna Liens — A Mediterranean-styled ditty is sold neatly by the Palette crew. It has a sound and a flavor that could assure air play. (Zodiac, BMI)

TONY CASTLE

Kiss Me Goodnight — TREY 104 — Pretty rockaballad is attractively sold by the chanter. Light guitar backing (with an unbilled fem echoing) is featured in the backing. (Gregmark, BMI)

The Fool — Interesting bit of material is nicely handled by the singer. It's a medium-beater with slight c.&w. overtones. The gent regrets having told his baby goodbye. It can sell. (Debra-Desert Palms, BMI)

AL PICK

A Lover's Confession — PINK 703 — Rhythmic waltz is given a salable belt by Pick with a good assist from a fem chorus and the ork. It has a chance. Singer has a bit of the Ray Charles sound. (Wal-May-Singing River, BMI)

I'll Never Fall in Love Again — Okay rocker is neatly wrapped up by Pick. It's a good coupling to the flip, and it could catch on. (Wal-May-Singing River, BMI)

THE FOUR X'S

I'll Remember — LOST 101 — Soft vocal by the lead is nicely backed by the group. Pretty tune, and it's pleasantly sung. Fair chances. (Jo-Jer, BMI)

Why Can't You Love Me — Latinish ballad also gets a good outing from the group. Both sides rate jockey attention. Either might score, if plugged. (Jo-Jer, BMI)

CLIFF & SUN RAYS

Lucky Me — ZIL 9002 — Latinish tune gets a good rendition from Cliff with

the Sun Rays lending fine vocal and instrumental support. It rates spins. (Excellorec, BMI)

No Treason in My Heart — Ballad with beat is read attractively by the artist. Chorus backing is effective. Flip, however, appears the top side. (Excellorec, BMI)

DIANA COLE

I Created a Scene — STRAND 25012 — Miss Cole does an interesting blues with a male chorus heard punctuating the phrases. Side is spinnable. (Trinity, BMI)

What Do You Do on a Rainy Night — The gal has a nice piece of material. A wild staccato horn is featured in the backing. It's all about what you do on a lonely night. Also spinnable. (Volo-Trinity, BMI)

COZY COLE

Teen Age Ideas — KING 4316 — Bright sound by the drummer and ork on a pounding rocker type. Tenor sax is featured over plucked strings. It can sell. (Kip, BMI)

Blockhead — Blues-tune is also nicely handled by the Cole group. This, too, should attract coins and spins. (Kip, BMI)

CLYDE OTIS ORK

You Came a Long Way From St. Louis — MERCURY 71591 — The Otis crew serves up a Latinish version of the oldie. Danceable side has a sound. (Jewel, ASCAP)

Lissabon — Spicy Latin outing on a pretty theme. Well-orked side can create interest. (Gil, BMI)

NINO TEMPO-PETE RUGOLO ORK

Main Title From Jack the Ripper — RCA VICTOR 7694 — Here's the main theme from the "Jack the Ripper" picture. It's a big sound with strong private eye jazz overtones, plus a soprano chorus. An arresting side. (Levine-McHugh, ASCAP)

Jack the Ripper — Nino Tempo turns out the swingin', jive talk effort about Jack the Ripper in the new film. He's sort of a latter day Mack the knife. The lingo here

will appeal to some of the hipper jocks and the juve followers. (Levine - McHugh, ASCAP)

THE BAKER BROTHERS

A Dolly Like You — EVEREST 19328 — The boys warble pleasantly on a strong country-flavored item by the Bryants. Spinnable. (Acuff-Rose, BMI)

Shella — Attractive harmonica backing on pretty ditty sung nicely by duo. (Acuff-Rose, BMI)

TODD RICHARDS

Heart of a Clown — ABC-PARAMOUNT 10084 — Rockaballad gets a good warble from the singer. Side could get some spins. (Hill & Range, BMI)

Tell Me Teen-Age Tears — Pleasant reading of a teen-slanted rockaballad. It should move as well as the flip. (Tonecraft, BMI)

DON COSTA & FREELoadERS

Goody Goody — UNITED ARTISTS 204 — Tune is from the orkster's LP, "Shing Along With Ush." It's a parody on the sing-a-long types. Funny side could score with jocks (DeSylva, Brown & Henderson, ASCAP)

April Showers — Side is also from the LP. Song is group sung with noises of a party going on in the background. Also a jockey prospect. (Harms, ASCAP)

JULIUS LA ROSA

Your Hand in Mind — KAPP 323 — Tune is from the current Jerry Herman revue, "Prude." La Rosa reads it nicely over a pretty arrangement. It's his first on the label. (Meridian, BMI)

Green Fields — Folkish tune is given a pretty outing by the singer. Good backing by the Chorus and ork, but flip appears to have an edge. (Montclare, BMI)

MAX BYGRAVES

Who Made the Morning — LONDON 1909 — The English chanter warmly renders a pretty, inspirational-type tune. Lovely and spinnable side for jocks. (Leeds, ASCAP)

Jealous — The oldie is neatly wrapped up by Bygraves in a relaxed reading over a fine arrangement. Also a good jockey side. (Mills & Venus, ASCAP)

TOMMY FREDERICKS

Where'd Ja Go (What Ja Do, Why Ja Do It) — CORAL 62170 — Bouncy r.&r. rhythm-novelty is wrapped up in a showmanly vocal stint by Fredericks and group. Dual market item. (Northern, ASCAP)

Sundown — Heartfelt vocalizing by Fredericks on a feelingful rockaballad. (Mitchell, ASCAP)

THE DYNAMICS

How Should I Feel — DECCA 31046 — Feelingful reading by lead warbler and group on tender rockaballad. Dual market appeal. (Dorvi, ASCAP)

Seems Like Only Yesterday — Lead singer and group wail plaintively on okay rockaballad with Latin tempo backing. (Dorvi, ASCAP)

CHARLES K. L. DAVIS

My Magic Island — EVEREST 19318 — Romantic ballad is sung with sincerity and heart by Davis. (ASCAP)

Hanohano Hanalei — Davis warbles with rich vitality (in Hawaiian) on pleasing island theme. (King, ASCAP)

BENNY MARTIN

Going Down This Road — DECCA 31050 — Martin, a fine country-based cat, chants a bright and snappy Civil War type folkish effort to a smart, banjo backing. A spinnable side. (Tree, BMI)

Top Gun — A westernish rhythm effort done in okay style. Flip has an edge here. (Be-Are, BMI)

BOB MILLSAP

Frisky — DART 129 — Twangy guitar is featured on this instrumental rocker with Latin traces. Danceable item can appeal. (Glad, BMI)

Confusion — Rhythm tune gets a fair instrumental outing, but flip comes off to stronger effect. (Glad, BMI)

MIKE & THE JAYS

Dingle Dangle Doll — DOYL 1001 — The backing group develops a meshuga, high-voiced sound with the lead delivering

(Continued on page 43)

JACKPOT HIT PINBALL MACHINE!

#486

LONNIE IRVING

When distributors, dealers, operators and disc jockeys prepay phone calls and wires to order PINBALL before we can get the pressings, it spells HIT, HIT, HIT!

AND IT'S 3 IN A ROW FOR

FRANKIE MILLER

Both sides headed for the Charts

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(With Dinner on the Ground)

MONEY SIDE OF LIFE

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Dub Dickerson is visiting deejays in Texas and Oklahoma to plug his new Todd Records release, "The Bottle" b.w. his oldie, "Mamma Laid the Law Down." Deejays may obtain a sample by writing to Drake Music, 101 W. 55th Street, New York 19. . . . Lee Thomas, Pete Williams and the Tumbleweeds, Dick Richards, Jeanie West, and Tommy Mace and the Pioneer Rhythm Boys, all Albany, N. Y., c.&w. turns, joined Hans Conreid Ken Carson and Dorothy Ritter in working a 20-hour United Cerebral Palsy telethon over WTEN-TV, Albany, recently. . . . Gene Cooke's all-country station, WHIY, Orlando, Fla., promoted the recent appearance there of Faron Young, Roy Drusky, Billy Grammer, Lonzo and Oscar and Carl Belew. Show pulled a record crowd, according to Hubert Long, who arranged the booking.

George Hamilton IV, who recently made the move from Washington to Nashville with his family, is now working out of the Jim Denny office in the latter city. Hamilton has just cut another session for ABC-Paramount, with John D. Loudermilk conducting. The latter wrote George's first big seller, "A Rose and a Baby Ruth," and was co-writer on the hit tune, "Waterloo." . . . Jack Newman did his new TNT release, "I Just Can't Stand These Blues" b.w. "I Could Be the One," and Bill Deaton his new one, "You Are Responsible," as guests on "Louisiana Hayride," Shreveport, recently. . . . Itinerary on the gospel-singing Blackwood Brothers Quartet for the remainder of February stacks up as follows: Anderson, S. C., February 18; Winston-Salem, N. C., 19; Knoxville, Tenn., 20; Chattanooga, Tenn., 21; Neosha, Mo., 22; Springfield, Mo., 23; Paducah, Ky., 24; St. Louis, 25; Centralia, Ill., 26; Memphis, 27, and New Haven, Ind., 29.

Lee Thomas has just begun his second year as c.&w. feature on "The Earle Pudney Show" over WRGB-TV, Schenectady, N. Y. . . . The Black Rock Quartet is excited over its new country-style gospel platter coupling "Heavenly Chimes" and "Work, Pray, Sing and Shout." Deejay samples are available by writing to the quartet at Box 69, Tiger, Ga., or Gospel Jubilee Records, Demorest, Ga. . . . Chief Dyson, of the Record Ranch, Oklahoma City, has taken on the national distribution for the Dixie Records label. Dixie's newest release is "I'm Not Sure" b.w. "Nobody Cares," with Jimmie Pearson doing the vocals backed by his band, the Melody Boys. Platter jockeys may receive a copy by dropping a card to Dyson at 121 S. E. 44th Street, Oklahoma City.

With the Jockeys

Bill Nicholson, program director of KPEP, San Angelo, Tex., which claims to be the only 100 per cent c.&w. music station within a 100-mile area, typewrites that his record service isn't as efficient as it should be and that he'd welcome deejay copies from artists and diskeries. . . . The Courier Quartet's new long-play album, "Southern-Style Gospel Sing From the Heart of the Northland," made its bow February 1. They list the number as LPC-3078 but fail to name the label. Mrs. Shirley Hartman, president of the Couriers Quartet Fan Club International, Box 1140 Harrisburg,

Pa., is taking care of deejay sample requests. . . . Len Ellis, manager and c.&w. deejay at WJOB, Hammond, Ind., and wife Bee are celebrating the arrival of a daughter, Marissa, born January 31.

Bill Martin, who formerly whisked the country disks in Atlanta and now connected with Special Services of the U. S. Navy, phoned the desk last week while passing thru Cincy en route to Chicago, where he will spin a Navy c.&w. platter show via WCFL. The seg will be devoted exclusively to Navy enlistment pitches, with no commercials or outside sponsors. . . . Dick (Old Shoe) Garst, of WKWS, Rocky Mount, Va., writes: "Our station is pretty new and we program 60 per cent c.&w. music, and we sure need records. I'm on seven days a week, 4-8 a.m., with country music, and am back in the evenings, 4-6, with more of the same. I will guarantee artists and record companies who send me c.&w. and gospel records many, many spins."

Lawton Williams is the new program director at KCUL, Fort Worth, which currently programs 17 hours of c.&w. music daily. . . . Denny Walker, country jock at WJIM, Lewisburg, Tenn., puts in a plea for new releases. "Gotta have them to play them," Denny opines. "Please remind my old friend, Curley Rhodes, at Cedarwood, that I'm still waiting for the platters he promised." . . . Manning the c.&w. turntables at KBYM, Billings, Mont., are Don Jones, Wes Vernon and Ron Olson. . . . "I need deejay copies bad," scribbles deejay Charlie Gore, of Station WVOW, Logan, W. Va.

Ray Scott, who spins the c.&w. material over WNOP, Newport, Ky., appeared as guest on "Mr. Dee Jay U. S. A." on WSM, Nashville, from 10-11 p.m., EST, February 5, and the following night was introduced from the stage of Ryman Auditorium there during the run of "Grand Ole Opry." Scott reports that the c.&w. programs at WNOP are currently enjoying their greatest success. He says further that he actually has a waiting list of sponsors and that his mail is the heaviest in his 12 years of deejaying. WNOP is c.&w. from sign-on until 1 p.m., Monday thru Saturday, with Jimmie Skinner holding down the 8-9:30 a.m. slot, with Scott on from sign-on until 8 a.m. and again from 9:30 until noon. The station features a live show daily from noon until 1 p.m., with the Sandy Valley Boys featured. Ray's brother, Glenn Scott, announces the live seg.

"Recent mention in your column brought a great response both in records and mail from old friends," writes Freddie Chapman, who pitches the c.&w. material on KFXD, Nampa, Idaho. "Incidentally, could use better service from Decca, Capitol and RCA Victor. Hats off to Gabe Tucker and Pappy Daily for excellent record service on their D label; also to Don Pierce, of Starday Records." Chapman recently lost his father, who was the victim of a heart attack while on a six-month tour of his native Australia. . . . Lou Epstein, of Jimmie Skinner's Music Center, 222 East Fifth Street, Cincinnati 2, is sending out deejay copies on two new Mercury releases, "Riverboat Gamblers" b.w. "Married to a Friend," by Jimmie Skinner, and "The Bottle Or Me" b.w. "After-Date Rendezvous," by Connie Hall. Drop him a postcard.

The Billboard HOT C & W SIDES

FOR WEEK ENDING FEBRUARY 14

TITLE, Artist, Company, Record No.

THIS WEEK	WEEKS ON CHART			TITLE, Artist, Company, Record No.	WEEKS ON CHART
	ONE	TWO	THREE		
1	1	2	2	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	11
2	2	1	1	EL PASO, Marty Robbins, Columbia 41511	15
3	3	3	3	SAME OLD ME, Ray Price, Columbia 41477	19
4	4	4	5	RIVERBOAT, Faron Young, Capitol 4291	14
5	5	5	6	NO LOVE HAVE I, Webb Pierce, Decca 31021	9
6	8	9	14	WISHFUL THINKING, Wynn Stewart, Challenge 59061	8
7	7	7	7	AMIGO'S GUITAR, Kitty Wells, Decca 30987	15
8	6	6	4	THERE'S A BIG WHEEL, Wilma Lee & Stony Cooper, Hickory 1107	18
9	9	12	21	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	6
10	11	11	15	ANOTHER, Roy Drusky, Decca 31024	5
11	13	17	24	TIMBROOK, Lewis Pruitt, Decca 31038	10
12	10	8	9	SCARLET RIBBONS, The Browns, RCA Victor 7614	14
13	12	10	10	FACE TO THE WALL, Faron Young, Capitol 4291	14
14	17	24	27	MARY, DON'T YOU WEEP, Stonewall Jackson, Columbia 41533	5
15	19	15	12	THE LAST RIDE, Hank Snow, RCA Victor 7586	18
16	20	27	23	RIVERBOAT GAMBLER, Jimmie Skinner, Mercury 71539	5
17	16	16	13	UNDER YOUR SPELL AGAIN, Ray Price, Columbia 41477	13
18	18	22	11	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245	20
19	14	14	17	ONE YOU SLIP AROUND WITH, Jan Howard, Challenge 59059	6
20	25	—	—	NOBODY'S DARLING BUT MINE, Johnny Sea, NRC 049	2
21	15	13	8	COUNTRY GIRL, Faron Young, Capitol 4233	31
22	21	18	18	ARE YOU WILLING WILLIE, Marion Worth, Guyden 2026	17
23	—	—	—	THE BOTTLE OR ME, Connie Hall, Mercury 71540	1
24	29	—	—	UNTIL TODAY, Elmer Snodgrass & the Musical Pioneers, Decca 31048	3
25	—	30	—	I'M CRYING MY HEART OUT OVER YOU, Lester Flatt & Earl Scruggs, Columbia 41518	2
26	28	—	26	THE GIRL WHO DIDN'T NEED LOVE, Porter Wagoner, RCA Victor 7638	4
27	—	—	—	STRAIGHT A'S IN LOVE, Johnny Cash, Sun 334	1
28	22	29	—	EYES OF LOVE, Margie Singleton, Starday 472	3
29	—	21	16	MONEY TO BURN, George Jones, Mercury 71514	11
30	24	23	20	FAMILY MAN, Frankie Miller, Starday 457	20

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THE CHIPPENDALES
ANDIE 5013
ANDIE
"ALL WINTER LONG"
LINDA LAURIE
ANDIE 5015
ANDIE
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Excello 2170
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Reviews of New Pop Records

Continued from page 41

★ ★ ★
GOOD SALES POTENTIAL

an ardent high school type romantic message. Can appeal in teen circles. (Shar, BMI)

★ ★ My Only Girl — Mike sings of the devotion he feels for his chick. It's a slow, pulsating rockballad. (Shar, BMI)

MINOR CHORDS

★ ★ Don't Let Me Down — FLICK 006 — The boys turn out a bouncy ditty in good style. Lead is supported with an organ and a sax plus a hand-clapping beat. Interesting sound. (West-Higgins, BMI)

★ ★ I'm Falling in Love With You — A thrush takes a lead on this side on a slower ballad. Flip is the better side. (West-Higgins, BMI)

GEORGE WESTON

★ ★ Dead Man—CHALLENGE 59066—A tale on the morbid side, of a liar and a cheat who had all the girls of the town on the string. But finally he "done one wrong" and she plugged him. This relates that exciting episode. Good, half-spoken, half sung effort in slow tempo. (Jat, BMI)

★ ★ Too Good to Be True—A blues with Bo Diddley type stops. Weston hands it a good rockabilly styling with nice guitar accompaniment. (Jat, BMI)

HELEN MERRILL

★ ★ I'm So Lonesome I Could Cry—ATCO 6159—The Hank Williams oldie gets a smart rendition from the chick. Also a good programming item (Acuff-Rose, BMI)

★ ★ You Don't Know Me—Tune is currently making the rounds by other artists.

The thrush has waxed the tune for her current LP. Pretty piping on the attractive song. (Hill & Range, BMI)

CALLY DODD

★ ★ Much Too Much—CALICO 115—Cally Dodd bows on the Pittsburgh label with a warm performance of a pretty ballad that she sells with much emotion. Side is a good one and is worth spins. (Calico, ASCAP)

★ ★ You're My Lover—The thrush sells this ballad with feeling, too, helped by the vocal group and the ork. Lass has a sound. (Calico, ASCAP)

KATHY RENN

★ ★ Billy Jim—HANOVER 4545—Kathy Renn comes thru with a strong reading of a folk-oriented effort that deserves spins. Backing adds to the disk. (Mode, ASCAP)

★ ★ Never Knew—On this side the thrush also turns in a good reading, this time of a slighter novelty effort, also with a country flavor. (Mode, BMI)

MILTON De LUGG

★ ★ Ten Little Indian Boys — By the Waters of the Minnetonka—SIGNATURE 12028—Good outing by the chorus on a contrapuntal rendition of the two themes. "Ten Little Indians" is sung, while the ork plays "By the Waters." Fine deejay item. (Rojan-Leeds, ASCAP)

★ ★ Dog of Flanders—Novelty side is done in march tempo. It's handled by a chorus. Sound effects of a barking pup are heard in the background. Flip appears the side to watch. (Robbins, ASCAP)

★ ★
MODERATE SALES POTENTIAL

GLORIA LAMBERT

★ ★ I Have One Love to Give — COLUMBIA 41575 — Pretty tune receives a warm reading from the young thrush, helped by moody backing. Could get spins. (Fisher, ASCAP)

★ ★ Tonight Is the Night — Gloria Lambert sells this bright effort with spirit over bouncy backing. A lilting side. (Stearns-Lorob, BMI)

THE EXPLORERS

★ ★ Don't Be a Fool — CORAL 62175 — The lead asks his girl not to be worried as he really loves her, on this unusual sounding waxing with strings and a beat. (Big Beat, ASCAP)

★ ★ In the Wee Small Hours of Morning — The boys sell the ballad tune with feeling over a typical rockballad backing. (Evans, ASCAP)

THE VIDELS

★ ★ I'll Forget You — JDS 5004 — An uptempo rocker is handled with care by the boys over bright backing. This could get some spins. (Joel, BMI)

★ ★ Mister Lonely — The boys sing this pretty ballad in so-so fashion over fair support. (Peer Int'l, BMI)

MARJOHN WILKIN

★ ★ Carmel by the Sea — COLUMBIA 41561 — Okay reading of a Latinish tune by the thrush. Fair chances. (Cedarwood, BMI)

★ ★ Wayfaring Blues — Slow blues gets a fair belt from the lark. Side should attract as well as the flip. (Cedarwood, BMI)

JOHNNY MORGAN

★ ★ Beyond the Reef — BLUE STAR 1001 — Singer warbles nicely on a ballad type. Backing, however, is a bit thin, and the singer comes off better than the material. Some coin possible. (Laurel, ASCAP)

★ ★ My Place in the Sun — Same comment. (ASCAP)

HARRY MASTERSON - BILL FRABIZIO ORK

★ ★ Somehow — APEX 1601 — A crooned ballad in old style with big band backing. Piano triplets set the pace. (Bennett, BMI)

★ ★ In Your Arms — This side is in Latin rhythm with Masterson turning in an okay vocal. Dated arrangement holds this one back. (BMI)

THE ARCADES

★ ★ My Love — JOHNSON 320 — A lot of vocal gimmicks are used by the group

here, leading up to the echoey romantic lead reading. It's done for moderate effects to a triplet backing. (Sophisticate, BMI)

★ ★ Fine Little Girl — An old style, up beat rocker in a blues framework. (Sophisticate, BMI)

HI-FIVES

★ ★ Windy City Special — BINGO 1006 — Eight to the bar blues instrumental with the train whistle blowing and other train sound effects worked in. Good beat. (Marmor-Music World, BMI)

★ ★ Felicia — A slow, triplet-rhythm instrumental with a talking whining sax spotlighted. Kids will find this danceable. (Marmor-Music World, BMI)

ROD McKUEEN

★ ★ I Walk a Little Faster — DECCA 31081 — From the singer's album "I Walk a Little Faster," comes this waxing, which doesn't show the singer off too well. (Morris, ASCAP)

★ ★ Time After Time — The standard is sung in fair fashion by the singer here. (Sands, ASCAP)

DEL MARINO

★ ★ It Ain't Necessarily So — FINCH 1008 — The artist turns in an okay reading of the Gershwin standard to a semi-jazz backing. (Gershwin, ASCAP)

★ ★ My Funny Valentine — Marino offers a whispery, dramatic impression of the well-known standard. (Chappell, ASCAP)

RICHARD BERRY & THE PHAROHS

★ ★ No Room—FLIP 349—Berry handles a listenable ballad neatly, backed in fair fashion by the group and ork. (Limax, BMI)

★ ★ Have Love Will Travel—Berry sells this wild rocker with warmth over a frantic backing by the band and group. (Limax, BMI)

PAUL MENCH TRIO

★ ★ Josephine — NEWMEX 1001 — Listenable instrumental work by the Paul Mench Trio on this first release on the New Mexico label. Instrumental is worth spins. (Feist, ASCAP)

★ ★ Whispering—Same comment. (Miller, ASCAP)

THE WANDERERS

★ ★ Quiet Night—PANAMA 3900—Pretty theme is wrapped up in a melodic whistling tint with rich backing. Both sides are nice jockey wax. (Eff-En-Eff, BMI)

★ ★ One Look — Effective whistling solo work on a pleasant Latin-tempo tune. (Eff-En-Eff, BMI)

THE GEORGE SEXTET

★ ★ Cool Nights — TOP RANK 2034—Snappy instrumental effort is handled professionally by the group. (Gil, BMI)

★ ★ Orbit in Blue—The George Sextet performs this instrumental in okay fashion with triplets in the backing. (Gil, BMI)

DON CORNELL

★ ★ Size 12—DOT 16044—Cornell sells the pretty tune with feeling, and the arrangement is a good one. This could get spins. (Mayfair, ASCAP)

★ ★ I—The familiar melody is sung with gusto by Cornell, helped by a chorus in the backing. (Sherwin, BMI)

THE SENTIMENTALS

★ ★ Two Different Worlds—CORAL 62172 —The Sentimentals handle the pretty ballad of a few years ago neatly in a manner not unlike that of the Platters. (Princess, ASCAP)

★ ★ Deep Down in My Heart—The boys sell this rockballad with emotion over pounding backing. (Halsey, ASCAP)

KITT N' KORY

★ ★ First Star—WARWICK 523—Listenable ballad is handled warmly by Kitt N' Kory, new duo on the label, over a good arrangement. (Sequence, ASCAP)

★ ★ Across the Moon—Same comment. (Springfield, BMI)

THE CASTAWAYS

★ ★ Vibrations—CAPITOL 4340—Interesting instrumental with a guitar lead is handled well here by the boys. Could get spins. (Bia-Mar-Rose, BMI)

Rhythm & Blues

★ ★ ★

JOHN LEE HOOKER

★ ★ Love You Baby — FORTUNE 853 — Swampy vocal by the blues artist on a slow, gutbucket song. Good for r.&b. marts. (Trianon, BMI)

★ ★ Cry Baby — Effective vocalizing by Hooker on a low-down blues. Also a good r.&b. side, especially for Southern markets. (Trianon, BMI)

★ ★ ★

JOE WEAVER & ORK

★ ★ All I Do Is Cry—FORTUNE 852—Catchy rhythm tune is well handled by Weaver with brassy ork support. Possible pop and r.&b. coin. (Trianon, BMI)

★ ★ Too Hot to Trot — Medium-beat blues instrumental makes for a danceable side. Also a dual-market contender. (Trianon, BMI)

CLARENCE (GATEMOUTH) BROWN

★ ★ Just Before Dawn—PEACOCK 1692 —A blues instrumental, and it features the fiddle in the long improvised chorus. Side has a good, persistent beat that can attract. (Lion, BMI)

★ ★ Swingin' the Gate—A good rhythmic blues effort this time with a guitar heard in the lead passages. Good danceable instrumental. (Lion, BMI)

★ ★

WILLIE MABON

★ ★ I Gotta Go Now—MAD 1298—Willie Mabon returns to wax with this listenable talk-sing reading of a bluesy tune about his girl in Tennessee. (Josette, BMI)

★ ★ Mitchell—Pleasant reading by Mabon is backed well by the ork. (Josette, BMI)

DOLL BABY & BIG ABNER'S BAND

★ ★ I'm Fed Up With You Baby—RIDGE-CREST 1208—This one moves right along with honking horns and a fast triplet-figured backing behind Baby Doll. Sound is not too good, but chick has potential. (McClendon, BMI)

★ ★ I'm Tired of Being Alone—Doll Baby sings a bluesy ballad, backed with triplet-figured instrumental arrangement. Chick has some potential, but side sounds old-fashioned. (McClendon, BMI)

JIMMY LIGGINS

★ ★ Knocked Out — DUPLEX 9010 — An ode about a wild party. Has a dated quality in the backing department. (Liggins, BMI)

(Continued on page 44)

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LITTLE
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ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS

Reviews of New Pop Records

Continued from page 43

★ *Ada From Decatur*—Doubtful rhythmic effort by Liggins. (Liggins, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

ERVIN RUCKER: If You Really, Really Love Me/Baby, You Were Meant for Me—Duplex 9009

Country & Western

EMMIT BROOKS
★★★ *Peach Blossoms* — GOLDUST 8—Emmit Brooks tells of his loneliness with no girl to hold him tight on this interesting country platter. It's a good side and Brooks has a style. Worth exposure. (Dundee, BMI)

★★★ *My Heart Is Shattered*—The chanter sings this weeper with feeling over traditional country backing. Brooks has a good future ahead of him as he can warble a tune with warmth. (Dundee, BMI)

BILLY MARTIN
★★★ *If It's Lovin' That You Want* — LUCKY 0009 — Fine country tune is expressively rendered by Martin over good plucked string backing. For traditional devotees. (Country-Field, BMI)

★★★ *Angel* — Same comment. (Country-Field, BMI)

Jazz

MILES DAVIS ALL-STARS
★★★★ *Walkin' (Parts 1 & 2)* — PRESTIGE 157 — Tasteful jazz instrumental treatment of a swiny rhythm tune with standout performances by Davis, Lucky Thompson, J. J. Johnson, and Horace Silver. Both sides are from their LP of the same title. Fine jazz jock wax. (Prestige, BMI)

COLEMAN HAWKINS
★★★★ *Soul Blues (Parts 1 & 2)* — PRESTIGE 161 — The Hawk with Ray Bryant on piano and Kenny Burrell on guitar, comes thru with some warm listenable horn work on this attractive dinking. Bryant and Burrell get a chance to show off their musicianship too. A side that should interest jazz buffs no end. (Prestige, BMI)

THELONIOUS MONK TRIO
★★★★ *Blue Monk* — PRESTIGE 162 — The well-known tune penned by Monk is played brightly by the pianist, accompanied by Percy Heath on bass and Art Blakey on drums. An outstanding waxing by the pianist that should do well. (Prestige, BMI)

★★★★ *Bye Ya* — Another tune penned by Monk is handed an intriguing reading by the pianist over a Latin-ish rhythm backing by Blakey and Heath. This side, too, should have strong appeal. (Prestige, BMI)

TINY GRIMES
★★★ *Annie Laurie* — PRESTIGE 158 — Tiny Grimes is featured on guitar on this swinging version of the familiar folk tune. Good side for jazz boxes. (PD)

★★★ *Durn Tootin'* — Jerome Richardson and Ray Bryant join Grimes on this happy rift effort that should appeal to modern jazz buffs. (Prestige, BMI)

WILLIS JACKSON QUINTET
★★★★ *Cool Grits (Parts 1 & 2)* — PRESTIGE 159 — Willis Jackson and his combo turn in a cool reading of a melodic riff, with organ, guitar, and horn featured. Side two has the most bounce, and the disk is a good one for jazz boxes. (Prestige, BMI)

COUNT BASIE ORK
★★★ *Shiny Stockings* — VERVE 89191 — A saucy, swinging, medium paced job by the Basie crew. Fine dance wax for boxes and for a jockey spot. Kids will like the great Basie beat. (Jatap, BMI)

★★★ *Magic* — This starts with the familiar Basie piano break and then moves into a solid jamming framework. The dancers will like this one taken from the Verve-Basie catalog. A fine box side. (Jatap, BMI)

AL BELLETTIO
★★★ *Basically Blues* — KING 5325 — Bluesy item is nicely paced by the ork in a smart, listenable approach. Well-orked side is playable jockey item. (Lois, BMI)

★★★ *L.R. Darlin'* — Fine instrumental treatment of a Neil Hefti tune. Good item for pop and jazz jocks. (Helti, ASCAP)

FLOYD MORRIS TRIO

★★★ *Lady Be Good* — APEX 7754 — The Floyd Morris Trio turns in a wild and exciting reading of the standard with the organist coming thru with solid solo work. Good wax for jazz boxes. (Harms, ASCAP)

★★ *Organ Blues* — On this side the organist performs a blues that swings and one that could attract some juke loot, too. (Josette, BMI)

Children's

ORCHESTRA AND CHORUS
★★★★ *Toby Tyler and Other Circus Songs (Part I & II)* — DISNEYLAND 49—Another Disney hero—this time a little fellow who grows up in the circus gets the vocal treatment here. Chorus hands it a winning performance which should appeal to kiddies. Other bands are dedicated to martial-type circus songs also by the chorus. (Disney, ASCAP)

HENRY CALVIN
★★★★ *Toby Tyler* — DISNEYLAND 129—An inspiring tune done in clip clop rhythm. It's all about the hero of a new Disney movie, and Calvin hands the tune a strong reading that kiddies will like much.

★★★ *Biddle Dee Dee*—A happy, upbeat, airy tune about the joys of the simple life on the open road. This song is, like the flip, from the new Disney film, "Toby Tyler." Calvin is heard to good advantage here, too.

Folk

PETE SEEGER
★★★★ *One Day as I Rambled (I Never Will Marry)* — PIONEER 202 — By arrangement with Folkways Records, Seeger is heard on a traditional ode. He plays the 12-string guitar in accompanying himself. A classy effort for the folk world with the heroine jumping into the water to "sleep." (Melody Trails, BMI)

★★★★ *Skip to My Lou* — A traditional effort is handled in snappy, upbeat style by Seeger with his group. Banjo accompanies here in flashy form. (Melody Trails, BMI)

Latin American

DOMINGO SANTOS
★★★ *The Punga* — MIRAMAR 4001 — A new variation of a Latin dance rhythm with a touch of calypso influence. Instrumental part features a trumpet solo. Group vocal is also heard. A catchy, rhythmic side. (American Academy of Music, ASCAP)

★★ *Alicia* — A medium paced effort which is suitable for dancing. Santos offers the ballad vocal in English. (PD)

Novelty

CARL & JERRY
★★ *Washington Calling* — CRACKPOT 1001 — Another "Flying Saucer" type novelty, this time based on the recent quiz show hearings. Here again, there are splittings of hit disks of the moment. Quiz show scandals already being a bit old hat, this might have trouble.

★ *Sounds From Nowhere* — This is just what the title implies' It's a blank side.

Polka

FRANKIE YANKOVIC & YANKS
★★★★ *My Darling Ann* — COLUMBIA 41565 — The Yankovic group features organ, accordion and a solo male vocal on this waltz side. Good sound. (Mills, ASCAP)

★★★★ *Town Tap Polka* — A bright polka effort by the group, also nicely spotlighting the organ sound. A fine box side. (Mills, ASCAP)

L'I' WALLY
★★★★ *You Are My Sweetheart Now* — JAY JAY 211—Polka with vocal (Jay Jay, BMI)

★★★ *St. Paul Waltz*—Similar in tonal quality to flip, but this is a three beat item. (Jay Jay, BMI)

EDDIE LASH
★★ *Tricky Fingers Polka*—JAY JAY 210 —A good one for polka areas. Listenable and danceable. (Jay Jay, BMI)

★★ *Maryland Waltz*—Three beat side is

The **Billboard**
HOT R & B SIDES

FOR WEEK ENDING FEBRUARY 14

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	2	9	BABY, Brook Benton and Dinah Washington, Mercury 71565	4
2	10	24	—	JUST A LITTLE BIT, Roscoe Gordon, Vee Jay 332	3
3	9	6	8	SWEET SIXTEEN, B. B. King, Kent 330	5
4	5	11	—	HANDY MAN, Jimmy Jones, Cub 9049	3
5	2	7	6	I'LL TAKE CARE OF YOU, Bobby (Blue) Bland, Duke 314	16
6	8	14	27	MONEY, Barrett Strong, Anna 1111	4
7	7	3	2	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185	15
8	4	5	3	TALK THAT TALK, Jackie Wilson, Brunswick 55165	12
9	12	8	15	TEEN ANGEL, Mark Dinning, M-G-M 12845	5
10	3	4	7	RUNNING BEAR, Johnny Preston, Mercury 71474	7
11	—	—	—	THEME FROM A SUMMER PLACE, Percy Faith, Columbia 41490	1
12	14	17	11	FANNIE MAE, Buster Brown, Fire 1008	11
13	—	—	—	WHAT IN THE WORLD'S COME OVER YOU, Jack Scott, Top Rank 2028	1
14	6	1	1	SMOXIE (PART II), Bill Black's Combo, Hi 2018	12
15	11	15	23	LET THEM TALK, Little Willie John, King 5274	10
16	—	—	—	BEYOND THE SEA, Bobby Darin, Atco 6158	1
17	23	—	—	DON'T LET THE SUN CATCH YOU CRYIN', Ray Charles, Atlantic 2047	2
18	17	13	20	NOT ONE MINUTE MORE, Della Reese, RCA Victor 7644	4
19	—	—	—	(DO THE) MASHED POTATOES, Nat Kendrick, Dade 1804	1
20	15	9	5	THE CLOUDS, The Spacemen, Alton 254	16
21	16	22	—	THE BIG HURT, Toni Fisher, Signet 275	3
22	—	—	—	LADY LUCK, Lloyd Price, ABC-Paramount 10075	1
23	—	—	—	WILD ONE, Bobby Rydell, Cameo 171	1
24	13	12	12	WHY, Frankie Avalon, Chancellor 1045	6
25	18	18	16	SHIMMY, SHIMMY, KO-KO BOP, Little Anthony and the Imperials, End 1060	5
26	21	19	13	IT'S TIME TO CRY, Paul Anka, ABC-Paramount 10064	5
27	20	10	4	COME INTO MY HEART, Lloyd Price, ABC-Paramount 10062	13
28	24	30	21	BE MY GUEST, Fats Domino, Imperial 5629	14
29	19	23	28	GO, JIMMY, GO, Jimmy Clanton, Ace 575	5
30	22	25	—	SECRET OF LOVE, Elton Anderson, Mercury 71542	3

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Reviews and Ratings of New Albums

Continued from page 34

GOOD SALES POTENTIAL

on guitar. In many ways it is a most attractive set, with tunes penned by Almeida including "Haclem Samba" and "North of the Border," and T. Monk's "Round About Midnight" and Shank's own "Toro Dance." Will have appeal.

★★★ THE PIED PEIFFER OF THE PIANO
Bernard Peiffer. Decca DL 9218—This new album by Bernard Peiffer, the French-born pianist, is an intriguing listening experience. This is due to the pianist's conceptions of his material which are unusual and interesting. The ideas include a group of variations on "Willow Weep for Me," and the other tunes are "Stardust," "Here I'll Stay" and "Don't Blame Me." A good album for Peiffer.

★★★ ABBEY IS BLUE
Abbey Lincoln. Riverside 308—Miss Lin-

coln comes thru in fine form on her latest set. The material is blue but not blues, encompassing such offbeat but haunting things as "Lonely House," by Kurt Weill and Langston Hughes; the Well-Maxwell Anderson show title song, "Lost in the Stars," Ellington's "Come Sunday," and a Lincoln original "Let Up." Classy accompaniment is provided by a quintet varying from rhythm and trumpet to a couple of bands with horns with bass and drums. Nicely-paced, well-produced set.

★★★ EAST MEETS WEST—MUSIQUE OF AHMED ABDUL-MALIK
RCA Victor LSP 2015 (Stereo & Monaural)—Here's a weird one, in which, as the title suggests, some rather cool Westerners meet up with some purveyors of the Near East, Arab-styled, bare sound. On the Eastern tangent, we find such instruments as the oud, predecessor of the lute, and 72-string kanon. These will start a number off, backed by strange percussion, and all of a sudden Lee Morgan (trumpet), Curtis Fuller (trombone) saxists Benny Golson and Johnny Griffin and flutist J. Richardson are heard blowing a storm over the offbeat backing. A listening experience. A specialty item that can sell.

★★★ BLUE LOU
Lou McGarity Big Eight. Argo LP 6548—Trombonist Lou McGarity and his Octet are featured in listenable fashion on this new waxing. McGarity is the star and he has a host of solos, but the other men on the date, including Bob Wilber and Doc Severinson, also show their wares. McGarity plays such tunes as "Blue Moon," "Blue Lou," "Blue Skies" and "Blue Prelude" with warmth and style.

★★★ PHILLY JOE JONES SHOWCASE
Riverside 313—This album gives Philly Joe Jones, one of our better jazz drummers, a chance to show off his work and he comes thru well. He is supported by strong jazz names including Blue Mitchell on trumpet, Pepper Adams on baritone sax, and other fairly well known jazz men. But it's Philly's set, even to his playing piano on one track, "Gwen." The tunes include "Battery Blues," "Joe's Debut," "Gone," and other originals.

★★★ THE THUMPER
Jimmy Heath Sextet. Riverside 314—Jimmy Heath, the Philadelphia tenor man, shows off his swinging technique on this new set. Heath has imagination and he has a good sound. On this new album, helped by Nat Adderly, Curtis Fuller, Wyn-ton Kelly, he turns in some driving hard bop that will endear him to many jazz buffs. Tunes include originals, best of which are "For Minors Only" and "Two Tees" and "I Can Make You Love Me" and "Don't You Know I Care."

★★★ FRED KATZ AND HIS JAMMERS
Decca DL 9217—Katz, an able cellist, has some interesting ideas in this set. His improvisations are, for the most part, inventive. He is backed by a small group on such fare as "Dexterity," "Imagination," "Sometimes I'm Happy," and a few of his own tunes. It's down the middle jazz, essentially, and it could have considerable appeal.

CLASSICAL ★★★

★★★ RIMSKY-KORSAKOV: SCHEHERAZADE
Philharmonia Orch. (Von Matacle). Angel S 35767. (Stereo & Monaural)—Rimsky-Korsakov's popular work receives a colorful reading from the orchestra. It has been effectively recorded in stereo, and the extremes of the work are clearly brought out. There are, of course, many other available versions, so competition will be a factor.

★★★ RESPIGHI: PINES OF ROME; MUSSORGSKY: NIGHT ON BALD MOUNTAIN; RIMSKY-KORSAKOV: CAPRICCIO ESPAGNOL
Berlin Philharmonic Orch. (Maazel). Deutsche Grammophon Gesellschaft DGS 712026 — These are three flashing show pieces which can provide a brilliant display. As performed here under the baton of the young American, Lorin Maazel, they show off the virtuosity of the Berlin Philharmonic altho never quite generating sparks; possibly because the sound seems somewhat muddy. However, popularity of the work's doubtless will get this disk a fair share of sales.

★★★ GLAZUNOV: THE SEASONS
L'Orchestre de la Societe des Concerts (Wolff). London CS 6116. (Stereo & Monaural)—The pleasant, lightweight ballet score receives a glossy reading by Wolff and the Paris Conservatory orchestra. The music, while hardly immortal, is colorful and easy to listen to, and can be recommended to beginning collectors as a good introduction to orchestral music. For a

demo, play the familiar Bacchanale on the second side.

★★★ BRETON: LA VERBENA DE LA PALOMA
Soloists; Coros Cantores de Madrid and Gran Orquesta Sinfonica (Argenta). London OSA 1102. (Stereo & Monaural)—Breton's opera comes in for a stirring reading by Ana Maria Iriarte, Manuel Auserl and Ines Rivadeneira as the featured soloists. The seldom-performed work has its interesting moments, and the label has presented a worthy recording. Attractive cover, sound and packaging will help create interest.

★★★ HANDEL: HARPSICHORD CONCERTO IN G MINOR; SUITE NO. 7 IN G MINOR; AIR WITH VARIATIONS IN B-FLAT MAJOR
Sylvia Marlowe, harpsichord; Baroque Chamber Orch. Decca DL 710020. (Stereo & Monaural)—The "Concerto" is the major work on this disk. The first of six Concertos from Handel's Op. 4, it is traditionally played on the organ. Miss Marlowe's persuasive performance makes it seem perfectly appropriate as a harpsichord work, especially in many of the light-hearted passages. The "Suite" is one of the best of Handel's eight such works, and the "Air" was later borrowed by Brahms for his famed "Variations on a Theme By Handel." In all, a charming disk for harpsichord fans.

★★★ INDEMITH: CONCERTO FOR HORN AND ORCHESTRA—SYMPHONIA SEREA FOR ORCHESTRA
Fralin, horn; Philharmonia Orch. (Hindemith). Angel S 35491. (Stereo & Monaural)—The composer conducts his own works. The symphonia is a melodically and rhythmically interesting work. The orchestra is disciplined and responsive. The late Dennis Brain displays his excellent tone and technique in his interpretation of the "Concerto for Horn and Orchestra." Modernists will find this a fine package. Dealers should expose it.

★★★ HANDEL: THE WATER MUSIC
London Philharmonia (Dart). L'Oiseau-Lyre SOL 60010. (Stereo & Monaural)—An excellent addition to the current readings of this colorful, 18th Century repertoire. The recording comes thru London's L'Oiseau-Lyre Editions series, and it is masterfully recorded. There is at least one other top-notch stereo version of the complete work of three suites, but this handsome version, despite a one-color cover, can become a standard, long-term type of seller.

SEMI-CLASSICAL ★★★

★★★ LEHAR: THE MERRY WIDOW
Vienna Theater Konzert Orch. (Lieder). Kapp KS 3035. (Stereo & Monaural)—A very tasteful performance by the orchestra. This is one of the most tuneful of operettas, and the melodic themes are many and familiar. Worth demonstrating to buyers.

★★★ VIENNA REMEMBERED
Symphony of the Air (Piastro). Decca DL 8956 — A package of Viennese waltzes which reflect the spirit of that city during its most romantic periods. Three sides are by Strauss Jr., waltzes. Others represented are by Lehar, Waldteufel and Lanner. Piastro and the Symphony give a fine performance. Much competition on this product, however.

BAND ★★★

★★★ THE SOUND OF THE GOLDMAN BAND
Goldman, conductor. Decca DL 8931 — This is not the usual band album, containing familiar marches, etc. Instead it contains works by Arthur Honegger, ("La Marche Sur La Bastille"), Percy Grainger ("Lads of Wamphray") and items by Bach, Prokofiev and Douglas Moore. The compositions are played by the wind band in first rate style, and the disk makes for good listening.

CHILDREN'S ★★★

★★★ SONGS FOR THE YOUNG IN HEART
Max Bygraves. London LL 3146 — The young in heart includes oldsters as well as youngsters, and that is likely the case among those who listen to this album. True, there are novelties of special appeal to kiddies, as "The Teddy Bears' Picnic," but there are also "The Happy Wanderer," "Que Sera Sera," etc.—all sung in charmingly forthright style by Bygraves, supported by a youthful chorus. Makes great listening for family groups—young and old.

FOLK ★★★

★★★ LONESOME ROVER
Ron Gordon. Dot DLP 25256. (Stereo & Monaural)—Parking lot attendant Gordon displays an appealing straightforward vocal style in this collection of moving folk tunes. Selections include "Foggy Foggy Dew," "Scarlet Ribbons," "Greensleeves," "Cool Water," and "Shenandoah."

LATIN AMERICAN ★★★

★★★ FLAMENCO SINGING AND DANCING
Sarita & Co. World Pacific WP 1282 — This album contains flamenco music and singing, as well as dancing, that is almost

as exciting as watching the flamenco itself. The entire performance was recorded in Los Angeles at the Club Matador, and the album is an authentic version of flamenco. The titles of the selections are broken down into "Rumba Gitana," "Tango," "Zapateado," "Guajaris" and "Tartantas." For flamenco fans.

★★★ VALENTINO TANGOS
The Castilians. Decca DL 8952 — The dozen tunes in this collection all get smooth, string-heavy performances which mark the set as suitable either for listening or dancing. The arrangements tend to be sleek rather than exciting, and feature such familiar melodies as "El Chocle," "El Relicario," "La Cuparsita," and Latin versions of "Steak of Araby," and "Wonderful One."

★★★ LATIN MAGIC
Romanitos de Cuba Ork. Musidisc MS 16008. (Stereo & Monaural)—Strings and a rhythm section—minus all brass instruments—make this package a romantic danceable item for jocks and terpers. Styled with a bolero rhythm theme, the album spotlights rich ork treatments of melodic Latin themes. Selections include

MODERATE SALES POTENTIAL

POPULAR ★★

★★★ LOVE ON THE ROCKS
Richard Hayes. Mala LP 25 — Song concept here is unrequited love; but tho the themes have a central idea, the musical material varies and the arrangements are uncommon — sometimes dramatic, jazz-oriented, sometimes theatrical. Tunes include "The One I Love Belongs to Somebody Else," "The Thrill Is Gone," etc., plus several heretofore unrecorded. Hayes has good vocal equipment and control.

★★★ THE GOLDEN TRUMPET OF EDIE CALVERT
Eddie Calvert with Norrie Paramour Ork. ABC-Paramount ABC 319 — Calvert's smooth trumpet style was a big hit in "Oh! My Papa" a few years back. Here he gives it a workout in a variety of numbers and tho he gets off a growl here and there, Calvert sticks mainly with sleek phrasing, a mellow tone and occasional triple-tongued breaks. Selections have an international twist and range from "I Love Paris" thru "Slow Boat to China," to "Manhattan."

★★★ LOVERS SONG BOOK
Bert Keyes. Coral CRL 57287 — The new young vocalist warbles with gentle pleasantry on a group of romantic oldies. Selections include "Prisoner of Love," "Amor," "I'm in the Mood for Love," "No Other Love," etc. Nice jockey wax for mood music segs.

★★★ SOUVENIR ALBUMS
The Treniers. Dot DLP 3257 — The Treniers, known in night clubs thruout the country for their frenetic performances, come thru here with fairly subdued readings of a group of standards and novelties. The oldies such as "Heartaches," and "Just a Kid Named Joe," are performed smoothly, while "I'm Gonna Catch Me a Rat" and "Bust Her in the Mouth, Heathcliff," are wilder.

★★★ ACCENT ON DANCING
Glenn & Brenda Derringer. ABC-Paramount 318 — Youngsters Glenn and Brenda Derringer perform a group of standards on organ with style. The tunes include "That Old Black Magic," "Don't Be That Way," "Blue Prelude" and "Primrose Lane." They play with a lilt and their fans should be pleased.

★★★ MIDNIGHT SESSION
Mary Mulligan and Bud Freeman. Dot DLP 25254. (Stereo & Monaural)—Bud Freeman leads the quintet along with his own thirties-styled tenor work in a half-dozen of the bands with Miss Mulligan, a new East Coast thrush, heard on four others. The instrumental work is good without being notable and should please fans of the Freeman style. Miss Mulligan is a lusty, throaty type who sings with enthusiasm. Her numbers include perennials like "A Foggy Day," and "I Got It Bad and That Ain't Good."

★★★ ITALY TODAY
Roman Strings. Musidisc MS 16005. (Stereo & Monaural)—A fine mood album of popular Italian songs, including some recent San Remo Festival winners, such as "Tua" and "Piave" and such favorites played with a fresh sound as "Volare," "Non Dimenticar" and "Anema e Core." Lush string sound gets just enough percussion to provide the necessary rhythm backing. Some excellent jockey bands here.

★★★ HOT
El Cubanito and His Cha Cha Ork. Musidisc MS 16007. (Stereo & Monaural)—Spicy and infectious cha cha tempos are applied to a group of American and foreign pop tunes. Wide separation stereo is effective in the colorful settings. Dual market item with possible pop and Latin American sales.

★★★ STROLLING VIOLINS
Frank York Ork. Coral CRL 57294 — York has long been the featured maestro of the Strolling Violins at the Hotel Sher-

"Fascination," "Amapola," "Maria Elena," etc.

SPECIALTY ★★★

★★★ PAPA PLAYS THE ZITHER
Papa Kukler. Opportune KLP 101 — A rare type of musical art is heard on this well cut disk, designed to reach only a highly specialized market. The artist "Papa," is Papa Kukler, who along with his wife formed a team which was a successful contestant on "Name That Tune" on TV. Time has in a way passed the zither, but for those few fanciers who are to be found here and there, this set is a sure treat. Presented are 13 airs from the old country and included on the back liner are illustrations of the various types of zithers.

★★★ A NIGHT AT SAMMY'S BOWERY FOLLIES
Various Artists. Coral CRL 57312 — Offbeat package with plenty of flavor. The beery voices and old tunes will recall the turn of the century years. Material includes "Rings on My Fingers," "Mary's a Grand Old Name," etc. There's an emseo, crowd noises and real nostalgia.

MODERATE SALES POTENTIAL

man's College Inn Porterhouse in Chicago. The performances are lush, evoking a continental atmosphere. There are individual songs and medleys, including "Sorrento," "Fascination," "Autumn Leaves," "Wunderbar," etc.

LOW-PRICED POPULAR ★★

★★ WALTZING THROUGH THE FIFTIES
Glen Somers Ork. Richmond S 30067. (Stereo & Monaural)—Ten of the leading pop tunes of the past decade are arranged in 3-4 time and given attractive performances by the Glen Somers ork. The result is excellent for dancing purposes and equally good as mood music. Numbers include "Ebbtide," "Because of You," "April Love," and an interesting Latin styled waltz arrangement of "Cherry Pink."

JAZZ ★★

★★★ THE FABULOUS BOOKER PITTMAN
Musidisc MS 16006 (Stereo & Monaural)—Booker Pittman, one of the names of the 1920's, is now living in Rio de Janeiro and has recently started to perform again after many years of retirement. This stereo set features him on soprano sax on such tunes as "Petite Fleur," "When the Saints Go Marchin In" and "Lonesome Road." Pittman sounds well here and many of his old fans may be interested in this disk.

CLASSICAL ★★

★★★ GLUCK: DER BETROGENE KADI
Soloists; Academia Des Salzburger Mozartiums (Paumgartner). Epic BC 1062—This comic love story of an amorous Turk who is brought to his senses is sung in German. The voices and orchestra do an excellent performance. Back cover and the inner sleeve carry the libretto in both German and English. Attractive cover.

★★★ JOHN BARROWS AND HIS FRENCH HORN
Golden Crest RE 7002 — Barrows plays excellently. Repertoire is Alex Wilder's — the First and Second Sonata for Horn and Piano and the "Suite for Horn and Piano (Parts I & II)." Interesting material for dealers with the right clientele.

INTERNATIONAL ★★

★★★ SOUVENIR DE MONTMARTRE
Marquerite. Request RLP 8037 — Chanteuse Marquerite delivers a brace of French songs that include pop, folksy and international material. She has a warm, intimate style. Vocals are in French. A likely hard-sell item.

POLKA ★★

★★★ WORLD FAVORITE POLKAS
Charley Frank. Golden Crest CR 3038 — Listenable and danceable polkas which will appeal to various national groups, inasmuch as many styles are represented in the arrangements. There are 13 tunes in all, ranging from "Hora Staccato Polka" to "El Rancho Grande Polka."

RELIGIOUS ★★

★★★ FAVORITE HYMNS BY THE AUGUSTANA CHOIR
(Veld). RCA Camden CAL 546 — The large, mixed group from Augustana College in Illinois offers 16 traditional, well-remembered protestant hymns. Selections include "Onward Christian Soldiers," "Abide With Me," "Stand Up for Jesus," etc. Organ accompaniment is featured. A pleasant program and worth the price.

(Continued on page 47)

RAY BRYANT'S "LITTLE SUSIE" (Parts 2 and 4) is THE Hit! Signature 12026

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FOLK TALENT AND TUNES

Additional Folk Talent & Tunes on Page 42

Around the Horn

The Dawnbeats have been augmenting their regular engagements with promotional appearances on their new Amp Records release, "Midnight Express." They appeared recently on "Casey's Bandstand" over WJW-TV, Cleveland; "The Dick Summer Show" over WISH-TV, Indianapolis; on WLW-D, Dayton, O., and the "Jim Lounsberry Show" on WBKB-TV, Chicago. . . . Bobby Garrett, formerly with Jim Reeves, has joined Ernest Tubb and the Texas Troubadours.

Deejays needing a copy of Roy Drusky's newest Decca release, "Another," may obtain one by writing to Hubert Long, 616 Exchange Building, Nashville. . . . Tom Reeder has shifted activity from WABB, Mobile, Ala., to WAIP, Prichard, Ala., where he is spinning three hours of c.&w. music a day. He also devotes a like period daily to rock 'n' roll and pop. Tom puts out a plea for sample platters from artists and deejays. . . . Shel Horton, recuperated from a recent heart attack which kept him in the hospital for nine weeks, has resumed his platter spinning at Station WKMC, Roaring Springs, Pa. He's doing a 5:30-7 a.m. stint five days a week, with a seven-hour stretch on Saturdays. Horton says he's in need of country & western wax, polkas and gospel and spiritual records.

Luther Bond and the Emeralds, enjoying success with their newest release on Ray Scrivner's Showboat label, are appearing at the Uptown Theater, Philadelphia, for 11 days, starting February 12. They will do two a day while there. Prior to hopping into Philly, they made two appearances at the Plamor in Cleveland. . . . Dallas Turner (Yodeling Slim Dallas) and his wife Foye have deserted show business to enter the evangelistic field. The newlyweds are planning a gospel broadcast series to be aired by XEG, Fort Worth, and XERB, San Diego, Calif. Turner, featured cowboy on the Mexican border station for many years, was recently elected to membership in ASCAP.

With the Jockeys

Marshall Pack, c.&w. jock at WBAC, Cleveland, Tenn., writes that Gene Woods' new Friddell release, "Why Should I?" b.w. "How Big a Fool Can You Be?" is going great guns in his territory, running second to Marty Robbins' "El Paso" on his Big 10. Woods did a

Reviews and Ratings of New Albums

Continued from page 46

CLASSICAL ★

★ WALTER BEELER CONDUCTS THE ITHACA SYMPHONY Golden Crest CR 4015.

JAZZ ★

★ SLOOPY TIME Dixie and Sloopy. Golden Crest CR 3066.

INTERNATIONAL ★

★ IRELAND'S 32 & OTHER FAVORITES Anne Patricia Lee. Avoca AV 116.

guest shot on the Willis Brothers' show over WTVC-TV, Chattanooga recently. . . . Deejays may obtain copies of Vernon Kenyon's new e.p. on John Stephenson's Cowtown label, by writing to Ralph Nuzzo, 178 Wolcott Street, New Haven 15, Conn. Tune titles are "Outlaws," "Race-Track Blues," "Where Did Robinson Crusoe Go With Friday on Saturday Night?" and "Beautiful Senorita."

Joel Ray Sprows, who has a daily c.&w. platter show on the 1,000-watt WLOC, Munfordville, Ky., is producer-emcee of "Lincoln Jamboree," presented each Saturday night from the stage of the Cardinal Theater, Hodgenville, Ky. "Lincoln Jamboree" is in its sixth year. The Edwards Brothers and their band, of Dayton, O., were guests on the show recently, pulling a full house. The Edwards' latest release on the Starday label is "Old Birmingham Jail" b.w. "So Remember Me." Artists interested on guesting on "Lincoln Jamboree" may contact Sprows at the above station. . . . Jack Reno, now spinning pop and country wax on KTCN, Berryville, Ark., invites artists working the territory to drop by for a visit. Reno infers that the station is now programming three hours of country music a day and is direly in need of albums and singles.

Those deejays who may have been missed in the mailing on Ray Mitcham's latest on the Kool label, "Out Yonder" b/w "Love Just Grows," and Bill Price's newest on Blue Hen, "Broken Heart" b/w "Stephie Gal," may obtain copies by writing to Mark Raymer Enterprise, 1614 McGowen Avenue, Houston 4. . . . John Stephenson's Cowtown label has a new single release by Anne and Bill Calhoun, "Apple Dumpling" b/w "Navajo." The release is being handled nationally by Texas Plastics, Dallas. Deejay copies may be obtained by writing to Bill Calhoun, 5501 Phillips, Ontario, Calif. Other Cowtown releases due soon are LP's by the Calhouns and Vern Kenyon, and EP's by Bill Springer and Vern Kenyon.

Nancy Lubert, of WNCC, Barnesboro, Pa., sends along an S.O.S. for country and western disks. . . . Jocks may obtain a copy of Claude Gray's new "D" Records release, "Family Bible" b.w. "Crying in the Night" by dropping a card to Walter Breeland, at 8618 Anacortes, Houston 17. . . . Samples of Leon Holmes' new release on the Peach label, "Tears on My Pillow" b.w. "Dreams Come True," may be had by shooting a request to Slim Williamson, Peach Enterprises, Box 181, Cleveland, Ga. . . . Charlie Walker, vocalist and deejay at KMAC, San Antonio, recently made a flying trip to Nashville to wax a new tune, "Who Will Buy the Wine?" for Columbia. . . . Disk jockeys who may have been missed on the first go-round on Harvie June Van's new RCA Victor release, "Poor Wildwood Flower" b.w. "When You Are Here," may obtain copies from Backwoods Music, 3604 Pilcher, Nashville 9. . . . A postcard to Big Gertie at AD Records, 343 Seventh Avenue, S. W., Oelwein, Ia., will fetch you a sample of Andy Doll's new release, "Stockade Rock." It's an instrumental on Jimmie Davis' old tune, "Columbus Stockade Blues." Title has been slightly altered with Jimmie's permission.

Deejays who may have missed getting Billy Todd's new release, "Deep, Angry

KYA on All Stereo Sked

SAN FRANCISCO — The Bartell outlet, KYA, here has launched a daily round-the-clock stereo broadcasting schedule, marking what is believed to be a first in the stereo radio field.

The new programming move, tagged "Stereoradio—the Golden Sound," is based on the policy "if it's made in stereo, it will be played in stereo," thereby opening up a new exposure outlet for stereo singles as well as LP's.

The promotion was kicked off with a series of page newspaper ads, advising dialers they could hear "true Stereoradio" by tuning in KYA on an FM set and an AM set together, and that the music, of course, was also available separately on KYA-AM and KYA-FM. The station ballyhooed the new "sound" policy at the California Hi-Fi Stereo Show (January 23-26) here, via a special KYA Stereoradio Room, featuring free records and a stereo broadcasting demonstration.

Bartell's decision to emphasize quality-sound was probably sparked by the rating inroads made by McLendon's "Good Music" station, KABL, San Francisco, which—in the period of a few months—has worked its way up to the No. 1 spot on both Hooper and Pulse surveys here.

The KYA format, featuring at least 12 records hourly, now mixes in a plentiful supply of LP selections and oldies with current pop single hits. For example, a 60-minute period might include four "Golden 60" hits—current best selling singles; "One Golden Sound of Swing"—an oldie from the swing band era; "One Golden Memory"; two "Stereospectaculars"—a stereo single or LP side; "One Golden Upcoming Hit," "One Golden Gate Great" and "One Great Golden Jazz Hit."

Heart Attack Fatal to Apaka

HONOLULU — Singer Alfred A. Apaka died here last Saturday (30) of a heart attack. He was 40 years old. At the time of his death he was with the Tapa Room, Henry Kaiser's Hawaiian Village Hotel. Funeral services were held February 7 at the Mormon Tabernacle with burial following at Diamond Head Memorial Park. Survivors are his son, Jeffrey; Apaka Sr., and five sisters.

Sea," on the Lone Star label, may obtain a copy by dropping a card to Lone Star Records, 2320 Repper Street, Fort Worth. Tune was penned by Billy Walker. . . . Skeeter Davis' new one on the RCA Victor label is "Am I That Easy to Forget" b.w. "Wishful Thinking," with the former said to be the big side. . . . Bill Martin, who airs six hours of country music weekly over WPON, Pontiac, Mich., and who puts claim to being the town's only c.&w. deejay, has a new release out on the Lucky label, of Cincinnati, coupling "If It's Lovin' You Want" with "Angel." Martin is also heard on the "D" label.

Dick Moran, program director at WBLU, Salem, Va., reports that Bill Reid, formerly of Columbia and Starday records, continues to broadcast a solid, well-balanced c.&w. deejay show over that station from 6-9 a.m. and 4-6:30 p.m., daily, in addition to his "Country Hit Parade" from 9 a.m. until noon on Saturdays. Bill also does a half-hour country music show Saturdays, 4:30 p.m., on WLVA-TV, Lynchburg, Va.

Schippers to Baton for Col.

NEW YORK — Columbia Records has signed conductor Thomas Schippers to a long term recording contract. Schippers, who is on the conducting staff of the Metropolitan Opera, a regular guest conductor of the New York Philharmonic and the artistic director of the Festival of Two Worlds at Spoleto, Italy, will make his first records for Columbia this spring. Schippers conducted many New York Philharmonic concerts when the orchestra made its recent tour of Europe and the Near East.

Clark Firms To Schroeder

NEW YORK—Cleffer and music publisher Aaron Schroeder is now the sole owner of the former Dick Clark publishing firms, January, Sea Lark and Arch Music. Schroeder has bought out Vera Hodes, who became partner with Schroeder a few weeks ago, when the firms were originally purchased from Clark. Miss Hodes had run the firms for Clark up until that time. It is understood that Miss Hodes received a substantial cash settlement. Schroeder reported that the parting was amicable.

Dale Opens Hub Distrib

BOSTON — Herb Dale, head of Dale Enterprises, Inc., has opened a new distributing outlet here for records and associated products in the New England area.

The firm will distribute Warner Bros. Records, tapes and diamond needles; Gold, Mark X, InVicta, Ricordi, and Seebro Record Racks. Dale formerly served as a divisional sales manager for Warners. Sales reps for Dale are J. Frank Falanga and Bruce Hinton. Others will be named shortly.

Preston Heads Package Show

BEAUMONT, Tex. — William G. Hall, local theatrical mentor who broke the late J. P. (Big Bopper) Richardson with the hit, "Chantilly Lace," and who since that time has turned up a number of leading record sellers for Mercury, takes his first talent package out for one-nighters in ballrooms and arenas, this week for two months thru the Western United States. Package is headlined by Johnny ("Running Bear") Preston, along with Jivin' ("Breaking Up Is Hard to Do") Gene, Rod Bernard and country artist, Benny Barnes, with Skip Stewart and the Twisters. Troupe will play thru March 25 going thru the U. S. with some Western Canadian dates. Preston, currently riding the top of the hit heap, leaves the show March 18 for 10 days in Australia.

Judson Label New Palette Subsid

NEW YORK — Palette Records has formed a new subsidiary label called Judson. First artist on the label is a young singer named Van Strickland. His first disk for the label will be issued next week. Palette, meanwhile, has signed Moe Kaufman, the flautist who first hit on the Jubilee with the "Swinging Shepherd Blues" about a year ago. George Lee, Palette exec, flew to Canada last week to cut an album with the jazz cat.

Buscaglione Dies In Motor Crash

ROME—Death of Fred Buscaglione, 38, in an auto accident in the early morning of February 3 removed from the Italian musical scene a pop artist whose public was second only to that of Domenico Modugno. Buscaglione, a band-leader who did comic solos, hit the public eye via TV. During 1959 he recorded the sound-track theme music of at least a dozen Italian films.

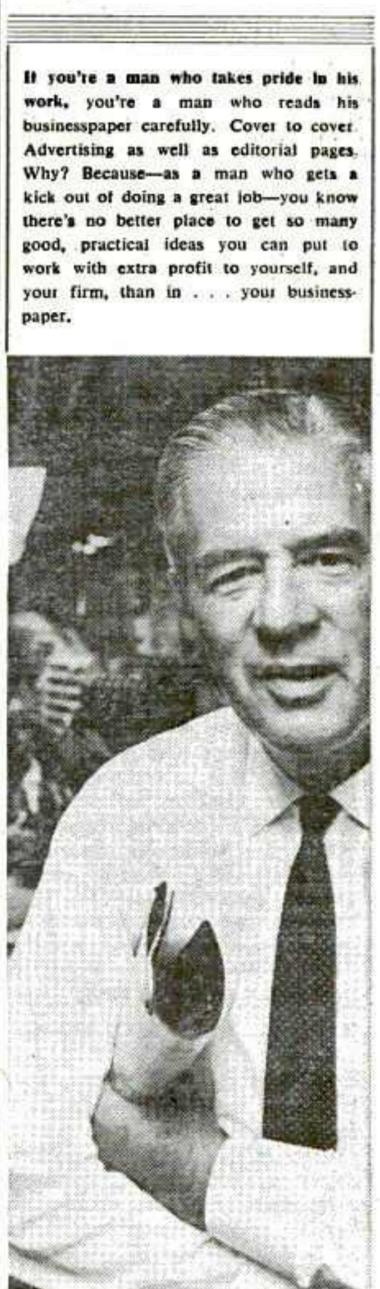


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Florida State Fair Eyes Second Best Run on Record

Gate \$\$ Only Slightly Below '59; Royal American, Auto Races Are Up

By HERB DOTTE

TAMPA — The Florida State Fair, thru Thursday (11), ninth day of its 11-day run, set a pace which if maintained to the wind-up would give it the distinction of being second only to the 1959 edition, the most successful in the fair's history.

Last year the fair had everything going for it. The weather then was ideal, the best the event had had in many, many years. Nights as well as days were warm. Skies were clear thruout. In contrast, rain hit the 1960 fair on two days early in its run, and washed out two scheduled grandstand performances. Daytime temperatures, moreover, did not live up to Chamber of Commerce claims. Nights too, were generally cool to cold. Strong winds moreover, added to the discomfort on most nights.

Last year the fair, with Roy Rogers, had the strongest grandstand lure ever to come in the fair business. And Rogers packed and jammed them in the stands and attracted many new patrons to the grounds. This year the grandstand headliner was Dale Robertson, and the star of TV's Wells Fargo pulled extremely well by pre-Rogers standards but sharply smaller crowds than Rogers did. Rainy weather and cold nights in the early days of the run did not help; they prevented the Robertson-headed bill from gathering possible momentum.

Gate Holds Up

Receipts from the outside gates, however, were not much below last year. One reason was the strong pull of auto races. Three speed programs, presented by Al Sweeney, topped the turnouts for the corresponding programs last year, and on one day—Saturday (5)—the auto races were staged before the largest auto race crowd in the annals of the fair.

Improved economic conditions, increased population in the Tampa area, and the potent attraction of the multi-unit Royal American Shows on the midway also was credited with keeping outside gate

receipts close to last year's record levels.

Royal American Shows, despite the inroads of rain, cold nights and the fair's lower attendance held to a slight increase in show and ride receipts at the end of the first seven days. More earning power in the form of added rides helped to up the Royal's receipts. Record-breaking business by Leon Claxton's Harlem in Havana also helped.

The Claxton unit last year turned in its biggest gross ever here. But, in the first six days of this year's

run, with five days still to go, it already had equalled its gross for the full 11 days last year.

Four rides new to the Royal American line-up were in operation. These were the Paratrooper, Flying Coaster, Giant Tower Slide and the Umbrella ride. Of these, the Royal American has purchased the Paratrooper and the Flying Coaster to make the swing over its regular route, beginning with the Memphis Cotton Carnival in May. Carl Sedlmayr Sr., RAS owner, was pleased with the strong busi-

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Western Pa. Fair Assn. Turnouts Get Larger

GREENSBURG, Pa. — There were 92 committees of sponsoring organizations at the fifth annual meeting of the Western Pennsylvania Fair Exhibitors Association on Saturday (30). Represented at the Penn Albert Hotel were fair boards, fire departments and service clubs in this part of the State.

State Sen. Paul W. Mahady was to talk on the State's new pari-mutuel harness racing law and its meaning to fairs. Illness kept him from attending but A. J. (Tony) Richards of the Butler County Fair outlined the law in his absence and answered questions. Evening session was addressed by Raymond DeBattiste, the State's Department of Health chief. He discussed State requirements regarding public health at fairs.

Night floorshow was headed by "The Roof Rockers," provided by Cooke & Rose Agency. A committee of directors was named to meet during the coming month to set a date for next year's meeting. Members are Association Secretary H. W. Churns, Ralph D. Sanders, Henry Theodor, Dave Rosenberg and Eddie Deitz.

Commercial exhibitors present were: Ziggy Barton of Barton's Rides, Jack Barstow and A. R. Creevey of Barstow Amusements,

Patsy Constable of Constable Amusements, Al Del Flore of Del Flore Amusements, Eddie Deitz and Harry McMillen of Eddie's Exposition Shows, Merle A. Beam of Beam's Attractions, Mr. and Mrs. John Cunningham of Cunningham Exposition Shows, Frank Kopcha and Bob Comer of Frankie's Rides, Joe Kempner of Gooding Amusement Company, L. G. Hannah and George Platter of Hannah Amusements.

Also, Mr. and Mrs. Louis Humberger and John DePalma of Humberger Amusements, Mr. and Mrs. Ralph D. Sanders and Ronnie of Ken Penn Amusements, Lloyd Serfass and F. A. Godley of Penn Premier Shows, W. A. Griffiths of Griffiths Shows, Frank Camarota of Smiley's Amusements, Louis Garbrick of Garbrick Manufacturing Company, Dave and Lou Rosenberg of Triangle Poster Company, Ray Beaudet of Beaudet Productions, Harry Cooke of Cooke & Rose Agency, Margaret Klein and Peggy Kaltenbach of Klein's Attractions, Gene Johnson of Gene Johnson Promotions.

Also, Vito Presutti of Ohio Fireworks Company, A. DiMichael of Hudson Fireworks, Mr. and Mrs. George Zambelli of Fazzoni Fireworks, Henry Theodor of Theodor

IAFE Changes Hotel, Convention Dates

Pick Chicago's Morrison Hotel; Switch to Thursday Thru Saturday

TAMPA—The board of directors of the International Association of Fairs and Expositions Sunday (7) voted here to hold its annual convention in Chicago on the first Thursday, Friday and Saturday following Thanksgiving Day, rather than on the first Monday, Tuesday and Wednesday following that holiday, and, further to hold the convention in the Morrison Hotel, instead of the Hotel Sherman, the convention site for many years.

As a result of the action, the fairmen for the first time in many years will not meet at the same time nor in the same hotel which houses the annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches.

The parkmen's activities will begin Sunday, November 27, and end Wednesday, November 30, with the fairmen's proceedings running December 1-3. The switch in fair convention dates came as a complete surprise to officers of the Showmen's League of America, which already had set the dates for its annual banquet and ball, president's party, memorial services, annual meeting, annual election, and other League activities. All of these events had been scheduled to run from November 27 thru November 30 and had been scheduled for the Sherman. Given no advance inkling that the fair association was considering changing their convention dates, league officials were stunned when word of the IAFE's board action seeped to them.

Paul Olson, president of the Showmen's League, said before leaving here Wednesday (10), three days after the IAFE's action, that the League would give careful study to the problems raised by the

Concessions Supplies, Pepsi-Cola Bottling Company of Kecksburg, Pa., Coca-Cola Bottling Company of Greensburg, H. A. Eisenbuth of I. Robbins and son, George Rodgers, of Rodgers Sound Service, Bill Frederick of Frederick Sound Service, and Howard Brogan of Provident Indemnity Insurance Company.

switch in convention dates. No hasty action was contemplated, he said.

He urged League officers to give thought to the problems and said that probably in "two or three weeks" they would be reviewed in Chicago at a meeting of League officers. He said that he plans to urge as many past presidents of the League as possible to attend such meeting, the date of which he said will be set "probably within a week."

Willard Masterson, manager of the Wisconsin State Fair, Milwaukee, and president of the IAFE, presided at the board meeting here. Maurice Fager, manager of the Mid-America Fair, Topeka, was chairman of the committee which reported to the board on possible convention sites other than the Hotel Sherman.

Harry Batt Books Kunz Space Wheels

TAMPA — The spectacular Space Wheels (double, double Ferris Wheels) purchased by the Heth Shows recently from the Velare brothers, Curtis and Elmer, have been booked into Pontchartrain Beach Park, New Orleans, for two months, starting April 10.

Negotiations were closed here during the Florida State Fair by Harry Batt Sr., of Pontchartrain Beach, and Al Kunz, owner of the Heth Shows.

Previously, the Space Wheels had been contracted to appear by the Velares at some major Midwest fairs and Southern fairs and, in accordance with the purchase agreement, the ride will fulfill those commitments.

Kunz while here booked the Gaylon Siamese Twins to go out with his show during the coming season.

Mrs. Kunz, who accompanied her husband here, and Andy Kasin ordered a new Paratrooper ride from manufacturer Frank Hrubetz. This ride will operate on the Heth Shows.

Ft. Worth Show Pulls 380,000

FORT WORTH, Tex. — The Southwestern Exposition and Fat Stock Show dropped the curtain on its 10-day run here Sunday night (7) after a reported 380,000 had come to visit.

Of this number, almost 102,000 attended the rodeo, which featured Rex Allen, M. R. Watt, president-manager of the show, said.

Watt said good weather during most of the show helped overcome in part the adverse effects of respiratory illnesses raging in Texas so far as attendance was concerned.

NASCAR Debut March 6 at Concord, N. C.

CONCORD, N. C. — The 1960 NASCAR late-model stock car racing season will officially open in the Carolinas on Sunday, March 6 at the New Concord Speedway. Announcement was made by promoter Bruton Smith and NASCAR executive manager Pat Purcell.

The curtain-raiser will be a 100-mile race for NASCAR's late model hardtop division and will carry a \$4,200 purse for competing drivers. Smith was to attend the NASCAR races at Daytona Beach, Fla., February 12-14 to sign drivers for his March 6 opener.

PROSPECTS BRIGHT

Wheels, Coasters Top Topics Along Tampa Fair Midway

TAMPA — Sky Wheels, Space Wheels, Roller Coasters, Paratroopers, Tower Slides and Umbrella rides—these were the principal topics of conversation on the midway of the Florida State Fair here thru Thursday (9) as the fair went into the home stretch of its run.

No one talked about the season's outlook, no doubt because there is common agreement that prospects for carnivals, fairs, amusement parks, and Kiddielands are bright. Everyone, it seemed, talked about rides, of actual purchases, of possible buying.

The recent sale by Curtis and Elmer Velare of their Space Wheels to the Heth Shows and the sale of their licenses (or patents) on the double, double Ferris Wheel and also the licenses on the Sky Wheel had tongues wagging.

It also sparked considerable action here.

The Allan Herschell Company, purchaser of the licenses, has yet to price a wheel. Nonetheless, three sales—or, more precisely, deposits on three Sky Wheels were made by carnival people here.

Moreover, considerable interest was shown by many others. And,

some show owners allowed that they may place orders at a later date.

The carnival people who placed deposits on the Sky Wheels were Rod Link of the World of Pleasure Shows; James H. Drew of the show bearing his name, and Johnny Vivona of the Amusements of America in association with Al Dorso, games concessionaire.

The World of Pleasure operates largely in the Midwest. The route of the James H. Drew shows runs from the Midwest to the Southeast. The Amusements of America oper-

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Ark. Fairs Elect Paul Latture Prez

Harvey Hewitt Named First Veepee, Byrd Re-Elected Secretary-Treasurer

LITTLE ROCK—Paul Latture, Fort Smith, was elected president of the Arkansas Fair Managers Association at its 13th annual convention here Monday and Tuesday (8-9). He succeeds Ike Van Meter, Marvell.

Harvey Hewitt, Pine Bluff, was named first vice-president; Homer Jones, Conway, second vice-president, and Clyde E. Byrd, Little Rock, was re-elected secretary-treasurer.

Business sessions, which started Monday afternoon, were well attended. Mrs. S. G. Fisher Jr., secretary of the Four States Fair, Texarkana, was one of the key speakers. Also on the program were Ned Purtle, Arkansas Livestock Exposition.

Secretary Byrd reported on the publicity gained by county and State fairs and the State of Arkansas thru its queen and youth talent contests. Ike Van Meter led a panel discussion on these two subjects. Members of the panel included J. N. Williams, Pat Henderson, W. A.

REHASH ANNUAL

Willmar Fair Changes Dates After 59 Years

WILLMAR, Minn. — The Kandiyohi County Fair, hard hit by weather during its '59 run, is undergoing a re-organization this year and will operate on completely new dates, Albert E. Thompson, veteran secretary, announced.

This year the fair will desert its traditional Wednesday after Labor Day opening and will move to July 27-30. The old dates were used for the past 59 years. Fair has issued new capital stock, is changing its format, is planning a number of plant improvements and may add a new building to the grounds.

Gate Sales Zoom, Put Detroit Shrine Ahead

DETROIT — Detroit's Shrine Circus, under new management after a half century, was 33 per cent ahead of last year as of Thursday night (11) and the final weekend would put the show ahead of that, according to Chester Cox, circus chairman.

He confirmed that the advance

BROCKTON FAIR SWITCH AVOIDS HURRICANES

BROCKTON, Mass.—One of the reasons for the switch in dates of the Brockton Fair to July 4 week is an effort to avoid the hurricane season, George L. Carney Jr., president, disclosed.

The fair, held for 70 years the first week of October, will be July 2-10 this year. Carney said: "For the past few years we have been fighting hurricanes or the threat of hurricanes in the fall as well as cold and wet weather."

(Bill) Haliburton and Gene Weatherall. Participating in an open discussion of fair business were Latture, Hewitt, Raleigh Sylvester and B. N. Holt.

Governor Faubus was the chief speaker at the banquet with George B. Flint, chaplain of the Showmen's League of America, delivering the invocation. Acts on the show included Billy Popon, comic; Lucille Elmore, vent; Three Reelers, rock and roll, and Jerry Van Dyke, impersonations and emcee.

Carnival, attraction and fair supply representatives on hand included: George B. Flint, Barnes-Carruthers Theatrical Enterprises; Tom Drake, Tom Drake Agency; Aut Swenson, Tom Durant, Swenson Thrillcade; Fred Herrin, Paramount Fireworks; Mr. and Mrs. E. L. Winrod, Monarch Exposition Shows; Romeo Dunn, Buff Hottle Shows; Mr. and Mrs. Dutch Wilson, Byers Bros. Shows; Mr. and Mrs. B. E. Miller, Gala Exposition Shows; Mack Kome, Clifford Davis, Dixie Amusement Co.; Dutch Schroeder, Rock City Shows; Joe Green, S & W Shows; Mr. and Mrs. A. E. Raines, Raines Amusement Co.; H. W. Bartholomew, Joe Sharp, American Beauty Shows; Mr. and Mrs. Joe Starr, Oklahoma Exposition Shows.

D. J. Rohr, Mr. and Mrs. Ray Swanner, Rohr's Modern Midway Shows; Mr. and Mrs. John Francis, concessions; Bud Lashbrook, Mrs. Orla Lashbrook, Lashbrook Tent & Awning Co.; E. J. Campbell, Campbell Tent & Awning Co.; Frank Sharp, John Wills, Regalia Mfg. Co.; Bill McTyler, McTyler Memphis Sound Systems; W. H. Goodman, Goodman Fireworks Co.; Bill Pillmar, Wald Fireworks Co.; Ben Wisdom, Skipper Fireworks Co.; David Liverett, Pinkerton Detective Agency; Jack Oliver, F. O. Poole, Gladstone Exposition Shows; Lee Moss, North American Shows; Bill Dillard, Sunny Meyers Shows; Carl Burkhardt, Bill Hamm, Burkhardt Shows; R. Cousins, Triangle Poster Co.; Jack Ruback, Alamo Exposition Shows; E. E. (Ernie) Farrow, Wallace Bros. Shows; Mr. and Mrs. Harold Eutah.

sale had been low because of dissection within the Shrine but that gate sales since opening of the show has skyrocketed the totals. He said that even the advance sale department will look good by the end of the run Saturday (15).

Cox claimed that the show had turned away customers "at every performance except the first one," which was Monday night (1). However, other sources indicated that while attendance was strong thru the week it was short of the turn-away mark. Prior to the first weekend (5-7), the publicity stated only reserved seats would be sold for the weekend performances. Apparently there was some confusion about what kind of tickets would be honored and whether any seats were available. In any case, there were several hundred vacant seats at each of the performances Friday and Saturday as well as Sunday night. The Sunday afternoon show was a turnaway. Monday (8) the single show drew well.

Independent sources said that the performance was well-received.

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RINGLING-BARNUM OPENS TOUR OF 90TH EDITION

Montgomery, Ala., Sees Debut; New European Acts Not in Yet

MONTGOMERY, Ala. — More than 27,000 persons watched the first three days of performances of the 1960 Ringling Bros. and Barnum & Bailey Circus, as Montgomery joined the select few cities where Ringling-Barnum has opened a season.

The show launched its new 90th edition with big audiences at three of the four shows in Alabama State Coliseum, where capacity is 10,000. First night (5) drew 7,500. On the second day (6) the afternoon drew 8,000 and the night house had 5,500. Matinee-only on Sunday (7) pulled 7,500. Weather was good and the show was well received by the audience.

The first stand of the year saw no new acts, altho two new ones from Europe are to join later as the show makes its way toward Madison Square Garden, New York. Other acts have been with the show before. Bob Dover, personnel director, said the new acts will be an animal act from England and an illusionist from France.

New Productions

The show has four new production numbers to which Izzy Cervone, bandmaster, plays music composed by Dick Barstow. Remainder of the show's music was arranged by Cervone.

Production numbers are: "Monkeyland Menage," which last eight minutes and includes an aerial ballet featuring Galla Shawn's single trap act.

"Fairyland Fantasy," a spec, is a parade of storybook characters and lasts nine minutes.

"Folkland Fair," with a Hungarian and gypsy theme, features Moroski's horses plus dancing and ballet, another nine-minute display.

"Orchids and Ice," a tribute to Hawaii and Alaska as new States, has the performers dressed in such wardrobe as grass skirts for some and parkas for others as they sing "God Bless America." This is a seven-minute finale.

Listed by circus officials among the clowns were Otto Griebing, Paul Jung, Lou Jacobs, Dennis Stevens, Louis Navy, Gene Lewis, Albert White, Harry Nelson, Myron Orton, Walter Guice and Chuck Burnes.

A new clown number is a Western routine conceived by Jung. It features antics centered around a bar in the Old West.

According to Aubrey Fleming, building manager at the Coliseum, no problems were encountered with the new circus in regard to facilities. In his words, "the new edition of the show presented no

Drake Agency Lists Fairs

KANSAS CITY, Mo. — Tom Drake, of the agency bearing his name, reported the upcoming fair season will be one of the busiest on record for his office.

In addition to recontracting the B circuit of Western Canadian fairs, Drake disclosed he had signed 14 fairs in Minnesota, 11 in Iowa, 18 in Kansas and 16 in Nebraska. In addition, several more were set in North Dakota and Wisconsin and nine in Missouri.

Featured will be the Stroblite Debbie Knight revue in addition to Hazel Randall's "Broadway on Parade." Drake recently closed to provide the grandstand at Northwest Missouri State Fair, Bethany, new to his route.

R-B GETTING TWO NEW ACTS; UNUS RETURNS

NEW YORK — New acts scheduled to join Ringling-Barnum this season are Ferry Forst, illusionist, and Kasten's Animals, which include a chimp, pony, fox, dogs, geese, roosters and cats. Unus, the one-finger stander, returns to the show.

First edition of the show's new program booklet, in a new format, lists Forst, tho he has not yet joined. Kasten is expected to join at New York.

Acts as named in the new program are:

Heinz Naumann, lions and tigers; Ibarra Brothers, aerial bars; Hugo Schmitt, elephants; Diors Sisters, Verdus and Dovers, rolling globes; Diana Sisters and Brothers, bareback; Galla Shawn, trapeze; Domi, Stey and Santos, three wire acts; the Stephenson's Dogs; The Hugos' leaping llama; Edward Healy, elephant and pony; Gerard Soules, Carmen Del Tiede and Gloria Bale, three aerial acts; Flying Comets and Flying Rockets; Unus, finger stand; the Charles Moroskis, horses; Del Morals, high perch; Regettis and Manfred, balancing acts; Klausner's Bears; Kolmedys, Mordells and Manfred, balancing and juggling display; the St. Leons, teeterboard; Patterson's trampoline; Bokarras, teeterboard, and Harold Alzana, high wire.

problem in the Alabama Coliseum." David Blanchfield, superintendent of transportation, agreed with Fleming.

Dirt floors presented a slight problem to Klausner's Bears when it became difficult for one of them to ride either a bicycle or a motorcycle. The difficulty was somewhat alleviated when a tarp was put up after opening night.

Staffers, Bosses

The Montgomery showing was made without any programs available to the public. According to Joe Hodgini, executive secretary, there was a delay in having them printed in New York. He indicated that they would probably arrive at the Columbus, Ga., stand.

Officers and staffers for the new edition are A. M. Concello, executive director; H. D. Genders, manager; Rudy Bundy, treasurer; Lloyd Morgan, assistant manager; Dean

McMurray, paymaster and Elden Day, timekeeper; Elvin Welsh, purchasing agent; Ken Mayo, lighting; Joe Shea, advance publicity.

Department heads are Hugo Schmidt, elephants; J. Y. Henderson ring stock; Charles White, property; Andrew Robinson, labor; Gerald Smith, trucks and Fred White, wardrobe department.

According to Cervone, three members of the band that will travel with the show are Ray Floyd, the drummer, Isla Garcia, organist and Jack Cervone, Izzy's son, who is assistant conductor.

Orbit Reduces Ride Prices Up to \$1,000

WICHITA FALLS, Tex. — The Orbit Manufacturing Company has reduced prices on its Orbit rides with the major rides down in the neighborhood of 4 per cent and the kid device reduced approximately 1 per cent.

W. D. Keith, general manager and partner in the firm, announced the portable Orbit, which is trailer mounted, now sells at \$21,500 compared with \$22,500. The park model, earlier priced at \$19,500, now sells at \$18,700. Both have a capacity of 16 to 24. The Orbit Jr., has been reduced from \$9,500 to \$9,400, this having a capacity of 16 riders.

R. S. Thornton, Veteran Minn. Fairman, Dies

ALEXANDRIA, Minn.—R. S. Thornton, 67, former president of the Minnesota State Fair and the Minnesota Federation of County Fairs, died here Monday (8). He was secretary of the Douglas County Fair for the past 36 years.

He was a leader in veteran and historical activities, was Alexandria city attorney for 26 years and Douglas County attorney for four years. Survivors include his wife, Josephine, one daughter and two sons.

POLACK CIRCUS SCORES 42% INCREASE AT FORT WAYNE

FORT WAYNE, Ind.—Polack Bros.' Circus stacked a reported 42 per cent increase on top of last year's 20 per cent hike to make the Shrine date just completed here a stand-out winner.

Increases in both scale and attendance were behind the overall improvement in the date. General admission was increased to \$1.50 from \$1.25. Promotion chief Sam Ward included publicity chores in his schedule and came thru with 22 pictures and stories in the papers.

Allen County Memorial Coliseum had the show February 5-7 for six performances. Afternoon shows pulled 7,000 on Friday (5), 8,500 on Saturday and a capacity 9,500 Sunday. Saturday morning had a performance that scored a full house of 9,500. Night shows counted 9,100 on Friday and 6,500 on Saturday.

These counts put the attendance above the 50,000 mark, which was reported locally by Don Myers, building manager. Last year the show reported 40,000 attendance.

Wheels, Coasters Top Topics Along Tampa Fair Midway

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ates largely in the East, with its late fair dates taking it thru the Southeast.

Before the fair here opened and close on the heels of the announcement that the Herschell Company would manufacture Sky Wheels, West Coast show owner, O. N. Crafts, placed an order for the first one to be made by the North Tonawanda, N. Y., company.

Lyndon Wilson, Allan Herschell president, said here that his company would probably set the Sky Wheel price within the next few weeks and indicated the price

would probably be "about \$75,000."

In actual sales closed during the fair here, the Paratrooper ride rang up the highest total. Frank Hrubetz reported he sold units here to Paul Olson of the Olson Shows; L. I. Thomas of Thomas Joyland Shows; N. L. Creson, Lee Amusement Company; Carl Sedlmayr, of Royal American Shows, and to Mrs. Al Kunz, wife of the Heth Shows owner, jointly with Andy Kasen.

One park ride operator, Fred O'Neil of Como Park, St. Paul, placed an order for a Paratrooper

while visiting the fair. O'Neil also reported that he earlier had ordered a new Tilt-A-Whirl from the Sellner Manufacturing Company.

A new addition to the Allan Herschell line, a portable Coaster, 30 feet high, 108 feet long and 33 feet wide, was sold to the Olson Shows here. The first unit is now being completed at the Herschell plant, and this one will be delivered to the Olson shows in time for one of the early fairs on the show's route.

Others who have placed orders for the Coaster are the Jolly Cholly Kiddieland, North Attleboro, Mass.; C. J. Mercer, Jacksonville, Fla., and the Allied Auto Supply Company, Tacoma Park, Md.

The Giant Tower Slide, manufactured by B. A. Schiff & Associates, commanded much attention at the fair and indications were that a substantial number of these units will be sold. John Leahy, of the Danbury (Conn.) Fair, ordered one here after watching the slide in operation.

An Umbrella Ride, a kiddie device, made by Aeroaffiliates, Fort Worth, operated on the Royal American midway, and drew much interest from ride operators, according to Don Quincy, Aeroaffiliates sales rep.

The Royal American Shows, which this year will carry a Flying Coaster, had one in operation here.

crepe. Mrs. Richard Crawford chose light blue nylon net and Mrs. Charlie Gregory a light green beaded chiffon. Mrs. B. A. Slover wore a black silk trimmed with apricot-roses and matching shoes. Mrs. R. E. Slover wore a silver lame sheath with rhinestone accessories. Mrs. T. B. Nelson wore a cobalt blue wool crepe sheath with black fox trim and Mrs. Dudley Patten wore a black lace sheath with red roses.

Mrs. Al Kunz wore black beaded net over satin. Mrs. Wayne Kunz wore a satin-trimmed black wool sheath. Mrs. Josephine Kunz wore green silk sheath. Bertha (Gyp) McDaniels wore a salmon-colored chantilly lace gown. Rose chiffon was the choice of Ethel Weer. Eddy Albright chose black lace over gold sheath and Bonnie Nirman chose navy blue chiffon sheath trimmed in chantilly lace.

Bea Tarbis wore a royal blue floral print cocktail gown. Gloria Miller wore a black satin sheath and Dorothy Cohn chose green brocade. Julia Sarama wore pale pink lace and satin. Eleanor Miller wore chantilly lace, Dixie Allen beige lace and Pat King white knit lace. Blue faille was the choice of Virginia Williams. Bess Hamid chose navy taffeta and chantilly lace. Virginia Anderson wore royal blue lace.

Dignitaries representing Tampa and the State of Florida were Mr. and Mrs. W. O. Whittle, Mr. and Mrs. J. D. Latture, Mr. and Mrs. A. C. Youally, Sheriff and Mrs. Edward Blackburn and Mr. and Mrs. Thomas Pinta.

More Tampa showfolks and visitors were Mr. and Mrs. Harry Julius, Mrs. Sam Levy, Mr. and Mrs. James Arnott, Mr. and Mrs. Bernie Mendelson, Mr. and Mrs. Hobart Pelhank, Mrs. Lela Hixon and Col. M. W. Reed.

Evelyn Kogok wore aqua satin and cashmere. Black satin was worn by Hazel Wilcox and black organza by Bea Hasson. Mrs. Earl Bennett wore blue satin brocade with silver thread. Evelong Long wore a black sequin gown. Louise McEwen chose a green and white sheath. Mary Ellen Beard wore a sheer black wool with lace trim. Marguerite

ON THE FEM SIDE

Ladies' Gowns Sparkle At Tampa Banquet-Ball

TAMPA—The ladies donned their finery at the banquet and ball of the Greater Tampa Showmen's Association here Sunday night (7) in the Tampa Terrace Hotel.

Mrs. Carl Brorein wore an antique rose satin short formal with chantilly lace bodice. Mrs. Carl Sedlmayr Sr. wore seafoam satin accented with blue and iridescent brilliants. Bronze silk crepe with seed pearls and matching jacket was worn by Mrs. Edmondo Zacchini. Mrs. Carl Brorein Jr. wore a peacock blue silk linen sheath with tucked chiffon drape.

Mrs. Carl Sedlmayr Jr. was in molded green tie silk sheath with drape ending in back pouf. Mrs. Smith Givens wore yellow silk print sheath. Mrs. Wally Boag a black sheath. Ida Cohen a paisley print of tangerine, turquoise and cocoa with John Frenkel a Muriel Mundy original.

Mrs. Betty Beck chose Flamingo wool. Mrs. W. C. Leisure an oyster satin brocade. Mrs. William Weekly Jr. wore blue net. Mrs. Joseph Gaskell a green print. Mrs. Gerald Frantz wore white lace and Mrs. William Lauther an aqua cocktail dress with sequin trim. Twotone turquoise tulle with petal bodice was the choice of Mrs. Joy Purvis. Grace Lemay wore a black and white jersey metallic cocktail dress. Cleo Hoffman wore a baby blue net cocktail dress and Nancy Young a white lace over black velvet waltz length gown.

Monica Baress had a gold lame cocktail sheath dotted with pearls and mink stole. Vi Lemay a pale blue cocktail gown with diamond

necklace and mink stole. Bertie Perrot wore turquoise taffeta with draped overskirt and rhinestone clip. Ruth Schriber chose white chiffon with blue satin bodice enhanced with sequins and chantilly lace. Alma Richards wore a gray-over-rose chantilly lace gown with rhinestone clip.

Esther Groscurth was in black chantilly lace embroidered on champagne satin. Nina Groscurth wore a flowered sheath and yellow satin evening coat completed the costume. Marguerite Wilson wore full-length Kelly green satin embroidered with pearls. Mrs. Don Gnung wore a white brocade cocktail sheath. Mrs. Connors wore a black chiffon cocktail sheath. Peggy Junkin wore a cream brocade cocktail sheath. Mrs. Howard Parker a Ceil Chapman gown. Mrs. Carl H. Miller wore a Hannah Troy model. Mrs. T. H. MacNeil chose a Banchina gown. Mrs. John Garrett appeared in blue lace.

Mrs. Kitty Farino wore white and red. Mrs. Mercy Miton wore a sky blue gown with sequins. Mrs. Doris Comlston a black cocktail dress. Blue satin was the choice of Mrs. Leona Parker. Mrs. Buddy Paddock wore blue lace. Mrs. Macey Morgan a white cocktail dress. Full-length gown of white and orchid was the choice of Maxine Cyr. Nora Reinhardt wore pink chiffon chantilly lace. Patty Ann Sciortino blue chiffon. Barbara Reid wore a pure silk white cocktail dress and Olive Sprague black and white nylon cocktail dress.

Flo Venner wore tangerine chiffon over taffeta sheath. Virginia Cennam a black lace coat over black lace sheath. Dolores Brewer chose white and silver lace over pink taffeta, and Beulah Boyd green tissue silk with chartreuse roses over a slim green lace skirt.

Judy Boyd had a blue chiffon over flowered sheath and Agnes Green blue flowered chiffon over white taffeta. Maddalena Zacchini in blue satin with blue chiffon drape. Lillian Zacchini chose white velvet trimmed with gold braid.

Simone Pedrero chose black satin strapless gown. Germana Zacchini wore white satin with black roses. Raquel Pedrero white brocade taffeta with blue and black flowers. Powder pink chiffon with tiers of net was worn by Olympia Zacchini. Mrs. A. Dorso wore black chantilly lace with a mink stole. Mrs. Tony Diaz wore beige chantilly lace. Mrs. Maria Daiz wore pure silk and gray brocade. Shocking satin and tulle with a white fox stole was the choice of Evie Belew. Mae Wigley wore white and gold with pearls.

Mrs. Phil Knight wore beige

TALENT ON THE ROAD

Dale Robertson Set for Seven Rodeo Personals

CHICAGO—Dale Robertson, TV's featured "Wells Fargo" cowboy, who closed at Florida State Fair, Tampa, Saturday (13), has seven major rodeo dates booked during the coming months. Included is the Phoenix Jaycee doings, March 17-20; Louisiana State Fair Rodeo, Shreveport, April 20-24; Lafayette, La., April 29-May 2; Kentucky State Fair Rodeo, Louisville, May 12-15; Fort Smith, Ark., May 30-June 4; East St. Louis, Ill., Shrine event, June 17-19, and the Lawton (Okla.) Rodeo, August 3-6. . . . George (Gabby) Hayes, bewhiskered westerner, will be a feature of the Omaha Shrine Circus April 18-24, and will spend August 14 at the Milledgeville, Ill., Fair. . . . Monte Blue, long-time flicker actor and more recently playing sports shows, is helping to publicize the Milwaukee stand of the Hamid-Morton Circus. Blue, a long-time Shriner himself, makes a practice of aiding in their events.

Amazing Dr. Maurice, hypnotist, opened recently at the home show in Bell Auditorium, Augusta, Ga. . . . Jon Friday, former Billboard staffer, will do his trapeze turn on the February 21 Paul Winchell TV show. . . . Jaye P. Morgan and comic Mort Sahl are headlining Chicago's Chez Paree after Tony Bennett, Ford and Hines and the Four Step Brothers. . . . Jonny Rivers will unveil his diving midget mules at the February 20-27 Greater Miami Metropolitan Fair at Tropical Park Race Track. Rivers will also have his Golden Horse Ranch Thrill Show on the scene.

TV SHOWCASE: The Axidentals, vocal four, are booked for the February 22 Kate Smith Show. . . . Janine and Nico, French dance team, will guest on the February 29 Pond's show. . . . Marilyn Maxwell is Red Skelton's guest February 16. . . . Dukes of Dixieland and the Bob Hamilton Dance Trio join Polly Bergen February 26 on the "Telephone Hour." . . . Jack Paar has joined the line-up that will roast Bob Hope on the "Arthur Murray Party" March 15 and 22. Also set thus far are Tony Bennett, Gloria De Haven, Rocky Graziano, Alan King, Dorothy Lamour, Ethel Merman and Janis Page. . . . Jill Corey sings on the March 27 Sullivan show. Anna Marie Alberghetti does the same March 6. . . . Betty Grable set for the May 1 Dinah Shore skit. . . . Gordon MacRae joins the February 25 "Big Party" plus the March 20 Dinah Shore program and Ed Sullivan on May 1. . . . Giselle MacKenzie will perform on the March 9 Perry Como hour and Jane Morgan will be Perry's guest on March 30. . . . Sullivan will present Ken Murray on his February 28 hour. *Charlie Byrnes*

CALGARY STAMPEDE TOUR NOT POSSIBLE—HARTNETT

CALGARY, Alta.—Presentation of the Calgary Stampede in Toronto, South Africa or Australia was termed impossible by Maurice Hartnett, general manager of the exhibition and stampede.

Toronto newspapers report receiving letters from readers urging that the Stampede be brought to that city as a grandstand attraction. One writer, it was reported, said the chuckwagon races alone would pack the grandstand every night and another said that even a show along the lines of the Calgary Stampede would bolster the sagging box office.

Hartnett also reported that officials in South Africa and Australia would like to import the Calgary show.

The Australians said they would underwrite the show to the extent of \$250,000 and would charter a ship to transport the cowboys, Indians, bucking stock and chuckwagon outfits.

The natural Western setting of the show is one of the big factors in its success, and it is also Canada's largest community effort, Hartnett pointed out. "To transport it in its entirety to some other part of Canada or the world is an impossibility," he said.

Brown chose black lace and taffeta, and Marie Sweil chose a black gown. Mickey Wenzel chose a champagne chantilly lace gown with green accessories. Naomi Earlywine wore a powder blue crepe with chantilly lace trim and blue accessories. Black satin with pearls was the choice of Mrs. Benny Lane. Mrs. R. Pauline wore beige and brown lace. Mrs. Tony Gonzales came in teal blue satin. Mrs. Naomi Westbrook in violet taffeta, Mrs. Doris Ellick in black chiffon, Marie Renado in black cocktail dress, Mrs. J. P. Mullins in black chantilly lace, Mrs. Robert Hicks in melon-colored satin and Mrs. Tom Parker in blue and aqua.

Mrs. Sol Fleishman wore white chiffon and Mrs. Joseph Pendino shrimp lace with avocado. Margie Burkholder came in an aqua and flowered cocktail number while Mrs. Cissie Gardner was in egg shell. Betty Christie was in a white sheath cocktail number and Minnie Yazvac a black cocktail model. Josephine Hayward chose white with silver butterflies and Mrs. Helen Eule blue chiffon. Virginia Edwards chose toast brown and

Mrs. Johnny Jones blue-green. Frances Campbell came in an olive green dress and Mrs. Adele Stein in black. Hazel Mangan chose a nylon net and Lillian Barnes was in sky blue. Black sheath with lace trim was worn by Frances Neff, while Mrs. William Clain was in black organza. Mrs. Roy Variner was in white crepe.

Mrs. Essie Tate was in black net and Mrs. W. H. Hayes in ashes or roses net. Mrs. Stanley Stigerich was in ruby red. Mrs. Wesley Manter was in black and Mrs. Scott Dulin in white. Aqua taffeta was chosen by Mrs. Romon Campderro and Mrs. I. V. Hidene was in blue silk. Mrs. George Lamkin chose white wool jersey. Mrs. Johnny Portemont was in black cotton pique. Mrs. Jed Woodward chose blue silk and Mrs. Charles Lambkin royal blue.

At the past president's table were Mrs. Earl Maddox in black and white, Myrtle Jeter in rose pink satin, Virginia Flynn in black dress with white cape, Fran Florio in black, and Francine Jones in a pale pink short gown with sequin trim.

FOLEY SHOW PULLS 12,000; REX ALLEN SUBS

DENVER—Close to 12,000 farmers and farm machinery dealers caught two invitation-only performances of television Jubilee U.S.A. show here Tuesday (9) in Denver Coliseum. Performances were hosted by Massey-Ferguson, which also sponsors the video show out of Springfield, Mo.

Rex Allen, fresh from his run at the Fort Worth Fat Stock Show, substituted for topper Red Foley, who was sidelined with the flu. Also on the show were Jubilee Promenaders, square dancers; Slim Wilson's band; Shug Fisher, comic; Norman Jean, songs, and Joe Slattery, announcer.

AMUSEMENT PARK OPERATION

Key-Lecture Concessions Are New at 15 Zoo Parks

IN A SET-UP THAT COULD be transferred to Kiddieland, park and theme spot operation, 15 zoos across the country this summer will have "talking storybooks" in operation. One is being installed at the Cincinnati Zoo, where Zoo President Gerritt L. Fredriks estimates added revenue will be substantial. In operation, 40,000 elephant-shaped keys are placed on sale at 50 cents each in various refreshment stands around the zoo. A turn of the key in the device to be placed at each cage will activate a recording to give the patron a brief lecture on the animals there. Once purchased, the key becomes the property of the patron as a souvenir for reuse.

Hawes in Larger Building; Readies Rides for Delivery

NEW RIDES ARE BEING completed now for shipment to several parks in the East by the Alan Hawes Amusement Company. The firm is using new and larger quarters at El Segundo, Calif. Alan Hawes, head of the company, said that a dark ride for Glen Echo Park is nearing completion; that a Jungleland ride for Storyland U.S.A. is about completed, and that Bubble Bounce cars are being shipped to Kennywood Park and Seaside Heights. He is working on a coin-operated fast-draw Arcade device. Hawes' products are sold in the East by Eric Wedemeyer, Inc.

McFadden in New Business; Denverite Buys Swiss Lift

RICHARD B. McFADDEN has set up his own business as a manufacturers' representative. He was associated with the Allan Herschell Company, Inc., as a salesman for several years before his recent resignation. . . . Disneyland has rented a 20,000-square-foot warehouse for the storage of surplus equipment. . . . A Swiss-made gondola-type lift has been ordered by Roy Parker, of Denver, for the winter sports area he is building on land leased from Magic Mountain. The lift is being built by the Belt Engineering Works, Lucerne, Switzerland. . . . Louis Kanter has joined Coney Island, Inc., Cincinnati, as games manager and will also be in charge of purchasing. Previously, he has operated several small businesses in Cincinnati.

ROLLER RUMBLINGS

By AL SCHNEIDER

A "PRINCE CHARMING" will escort the 1960 roller-skating queen of the Roller Skating Foundation of America to her throne on November 16 at the Balmoral Hotel in Miami Beach, it was announced last week by the RSFA. The new feature has been added to the RSFA show to ensure a smash climax to the event, RSFA officials said. Every rink in the country has been asked to enter one candidate—an unmarried male skater between the ages of 19 and 25—to compete in the industry's new contest. Deadline for entries is October 25, with the lucky boy to be named November 1 by a special committee. Starting at the regional level, a rink's candidate may be selected by vote, as in a popularity contest, or by a committee in appropriate rink ceremonies. Finalists will be judged in New York by a committee which will include the editor of a women's magazine, a beauty expert, an ac-

ress, a TV personality and a woman advertising executive.

Mineola (N. Y.) Roller Rink's first Western night of 1960 was a big success, drawing more than 800 patrons, most of whom attended in costume, reported Mrs. Inez Van Horn, manager. An added attraction was an appearance at the rink by the Frontier City Cowboys, a local attraction, who are scheduled to appear at the rink's next Western party, set for March 4. These affairs feature prizes for the best costumes and special party contests. Mrs. Van Horn also announced discontinuance of the rink's Bumps & Falls publication, saving \$250 monthly in overhead costs. As a substitute she has installed a large neon-lit bulletin board on which mimeographed announcements are posted. Preparations are under way for the rink's mid-winter invitational meet, February 20-22, offering competitions in dance and freestyle skating. During the three nights spectators will be admitted for an over-all charge of \$1.50. The rink is continuing its Saturday morning trio voodoo sessions, offering shoe skates to winners. Mineola operates nightly except Mondays. Admission is \$1, including shoe skates. Sunday matinees also go for \$1, while Saturday and holiday matinees are 70 cents.

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Tampa Draws Park Execs, Ride Mfrs.

TAMPA—Bob Plarr, president of the National Association of Amusement Parks, Pools and Beaches and operator of Dorney Park, Allentown, Pa., was among the parkmen who visited the Florida State Fair here.

Others included Harry J. Batt Sr., Pontchartrain Beach, New Orleans; Jimmy Johnson, Playland Park, San Antonio; Fred Pearce, Walled Lake Park, Detroit; C. D. (Doc) Baldauf, Alabama State Fair Park, Birmingham; Milt Kaufman, Revere Beach, Mass.; John Bowman, secretary, NAAPPB; Fred O'Neil, Como Park, St. Paul, and George A. Hamid, Steel Pier, Atlantic City;

Representatives of ride manufacturers in attendance included Lyn Wilson, Watson Bray and George Moses, Allan Herschell Company; Fred Markey, Dodgem; Jack Eyerly, Eyerly Aircraft Manufacturing Company; Frank Hrubetz, Frank Hrubetz & Company; Mrs. Frances Campbell, B. A. Schiff Company; Lowell Stapf, Lowell Stapf Amusement Company; Mrs. Frances Campbell, B. A. Schiff Company, and "Mac" McFadden, independent broker; and Don Quincy, Aeroaffiliates, Inc.

COLOR CARDS ASK GROUPS TO ROCKAWAY

NEW YORK — Kodachrome picture postcards are part of Rockaways' Playland's direct mail campaign for group outings. First in the series shows a colorful boardwalk scene at 98th Street. Reverse-side message describes the accessibility of the beach and invites recipients to contact Dick Geist, Playland's vice-president, for excursion details.

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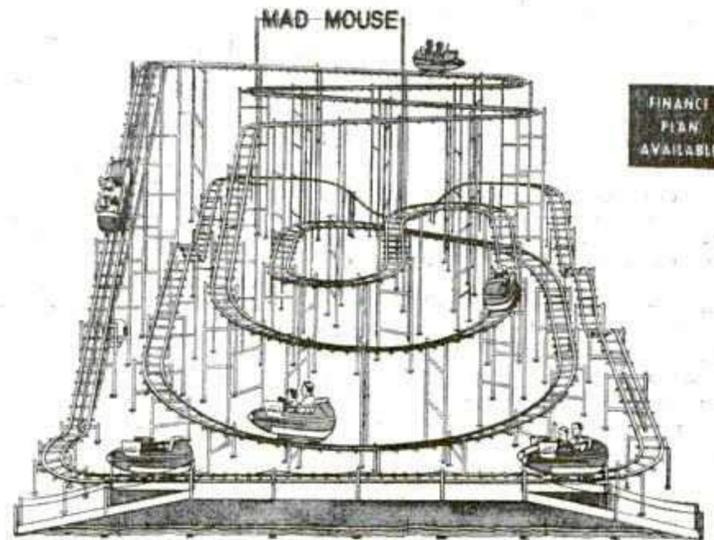
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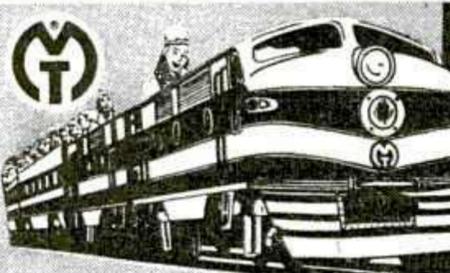
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Plans Told for N. Y. \$15,000,000 Stadium

NEW YORK—Preliminary plans for the Flushing Meadow Municipal Stadium at Flushing Meadow Park have been approved by the Department of Parks. Estimated cost of the project is \$15,000,000. Early decision by the Mayor and Board of Estimate will enable a completion target of April, 1962, to be set.

The plan was initiated by William Shea and associates to provide a suitable modern sports facility for New York City. Preliminary plans for the stadium are being co-ordinated with improved arterial highway routes and streets, and with access arrangements for the 1964 World's Fair.

The stadium will be horseshoe shaped and will have 55,000 permanent fixed and movable seats which can be arranged to accom-

modate a baseball diamond or football-type field. Movable stands in the opening will accommodate another 5,000, and the opening can be filled with permanent seats in the future for 25,000 more people, providing expansion to a permanent capacity of 80,000.

Prime usage is expected from New York's entry in the third major baseball league, which the Parks Commissioner Moses says "would be a most desirable lessee."

Amount needed for amortization, interest and repair to make the stadium self-liquidating and enable the Department of Parks to use city capital funds exempt from the debt limit is \$1,150,000. "This is the sum," Moses reports, "we must be guaranteed annually for 20 years by the lessee who will operate the field, including parking."

2 Circuses Move Indoors From Stadiums

SARASOTA, Fla.—Two Shrine circuses which have been staged in open-air stadiums will move indoors this year. One is the Tom Packs Circus date at Nashville. It will be indoors for the first time when it plays Tennessee State Fair Coliseum May 10-14. The other is Wichita, Kan., which the Packs show will play at the indoor Forum November 7-13. It was an indoor date when played by Orrin Davenport Circus. A few seasons ago, it switched to the Packs organization and a mid-summer outdoor engagement. Packs will go from Wichita to New Orleans for November 19-27 and then to Mexico City for six weeks starting December 3.

Paris Opens Arena For Shows, Sports

PARIS — The new Palais des Sports, in the Parc des Expositions at the Porte de Versailles, was opened Friday (5) by a series of bouts between amateur boxers. These will be followed by wrestling matches and other sports events; conventions, shows and spectacles, including ice shows and circuses.

The new building has a seating capacity of 5,000 to 6,000, and is topped by an aluminum dome 200 feet in diameter, with no pillars to obstruct the view from the rows of seats which rise to a height of 40 feet. The dome is lined with a new product which has a dark blue tint and helps retain heat and deaden sound.

Within a few years this building will be an exhibition hall when the city has constructed a large, permanent Palais des Sports, with 12,000 seats, at the Rond-Point de la Defense. The city already has a large and modern exhibition hall and is creating a big center for expositions, spectacles and other events.

ARENA, AUDITORIUM NEWSLETTER

Television Publicity

By TOM PARKINSON

GREENSBORO (N. C.) WAR MEMORIAL AUDITORIUM is scheduled to reap network TV publicity thru its arrangement with CBS and Ringling-Barnum circus for a television show. Robert Kent, manager of the building, set up a deal during a visit to the show at Miami Beach Exhibition Hall recently. Ringling plays his new building March 11-13. On the day before (10) a special performance of the show will be taped for rebroadcast May 27. Agreement calls for the TV to include specific outside and inside views of the new Greensboro building. Kent reports that all is going well with the new set-up there. Hockey team is leading the league in attendance, if not in hockey. Ice skating is doing well. Three basketball games brought two sellout and one near-full house. On February 1, the Harlem Globetrotters played the arena to a full 9,047, while "Look Homeward, Angel" played to a capacity 2,439 in the auditorium. "My Fair Lady" is coming in for eight shows in six days and the advance is good. Advance bookings thru May look good, and reception by the public of the building has been favorable. A newspaper editorial commended Kent and commented on the building's initial successes.

Long Beach Will Seek Okay On Fund for New Building

A CONTRACT FOR CONSTRUCTION of a new \$6,100,000 Municipal Auditorium at Long Beach, Calif., may be let by early fall, in the opinion of the city manager, Sam E. Vickers. The city council there has approved the scheduling of a referendum. Voters will decide whether to allot another \$1,775,000 from the city's tidelands oil fund. Already okayed was \$4,325,000. Win F. Hanssen is manager of the present Municipal Auditorium facilities.

Opera Booking Tours; Omaha Has Greco, Olsen-Johnson

WAGNER OPERA COMPANY now is booking spring and fall tours for its New York Opera Festival, advises Felix Salmaggi, general manager. . . . Charles Mancuso, manager of the Omaha Civic Auditorium, reports the February schedule includes a home show, which wound up on Sunday (7); Jose Greco's ballet, which was in for February 4; "Odd Man In" (26-27); "Biggest Show of Stars for 1960" (21); wrestling, boxing and other events. Olsen and Johnson headed the bill for the home show. . . . Charleston (W. Va.) Civic Center is heavy on dances, basketball games and local show groups' activities this month. . . . Farris-Thomas Productions will promote several events at the Columbus (Ga.) Municipal Auditorium this year, reports Robert L. Farris. . . . Charles Ziogas, manager of the Lansing (Mich.) Civic Center, reports February will see 156 events and attendance of 47,958 in his building. . . . Mahalia Jackson drew a crowd of 10,500 persons to the Kentucky Fair and Exposition Center's Coliseum recently. Appearance was for the March of Dimes. A 500-voice chorus and two gospel quartets appeared with her. . . . Atlantic City Convention Hall is capitalizing on its remodeling and expansion program thru the use of news releases and an attractive new promotional piece. Promotion book features several photos in full color.

1928 Auditorium-Arena News Has Familiar Names, Places

RANDOM NOTES FROM The Billboard's auditorium-arena news coverage of 1928: Plans were being made for a bond issue at Knoxville to finance municipal auditorium construction. . . . American Seating Company was low bidder for 15,000 permanent and 15,000 portable seats for the new Atlantic City Convention Hall auditorium. . . . The mayor of Syracuse said a new municipal auditorium bond would be started in a year. . . . Sioux City, Ia., defeated an auditorium bond issue. . . . Paderewski played the Fair Park Auditorium at Dallas. . . . A home show was set for the Omaha Auditorium. . . . Portland (Ore.) Public Auditorium had a large school concert. . . . Philharmonic Auditorium and Shrine Auditorium, both in Los Angeles, had large crowds for simultaneous concerts. . . . The New Seattle Municipal Auditorium was to have the Kiwanis International convention. . . . Charles A. McElravy was manager of the Memphis Municipal Auditorium. . . . A site was chosen for the New Orleans Municipal Auditorium to be built. . . . Industrial Mutual Association at Flint, Mich., awarded contracts for construction of an auditorium. . . . Paddy Harmon was planning to build a \$6,000,000 Chicago Stadium. . . . The mayor of San Antonio ruled that unless the Order of the Alamo held its coronation in the Municipal Auditorium, it could not use city streets for its parade.

Oakland Roadster Show Looks to 12th Success

NATIONAL ROADSTER SHOW, now in its 12th year, will be February 19-28 at the Oakland (Calif.) Exposition Building under management of Al Slonaker. More than 130 hand-built sports cars will be shown; no factory-built stock models are permitted. Building Director Lin Lueddeke observes that "it is too bad that we don't have double the square footage available, as it looks like this show again is going to be a tremendous success." In a round-up of 1959 activities at the Oakland buildings, Lueddeke noted there were 174 events in the arena, 158 in the theater, 132 in the ballroom and 130 in the Exposition Building. This adds up to 567 shows, and another 147 days were required for rehearsals, move-ins and move-outs.

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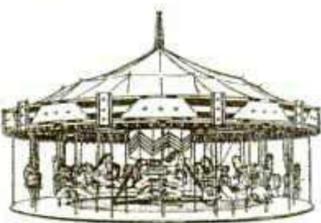
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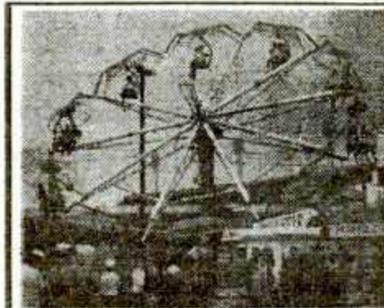


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Beatty-Cole Circus Signs Fanning as Elephant Boss

SARASOTA, Fla.—Steve Fanning, elephant trainer, has signed with the Clyde Beatty-Cole Bros. Circus, as boss elephant man and superintendent of the menagerie. For the past several years he held a similar position with the Cristiani Bros., and in the years prior was

boss elephant man with the King Bros. Circus.

The Beatty-Cole menagerie has been greatly enlarged for its 1960 tour. Two camels, four cages of animals, a giraffe and five elephants have been added recently to augment the Clyde Beatty collection.

George Werner, superintendent of canvas, arrived back in this country last week on the S.S. United States for a two months' tour of Europe. He visited 14 circuses while abroad. He will report at winter quarters in De Land, Fla., the last of this month.

Recent visitors to winter quarters included James H. and Eula Drew, Augusta, Ga.; Mr. and Mrs. W. J. Collins, Minneapolis; James and Sylvia Hertzberg, Charlotte, N. C.; Martin J. Arthur, Petersburg, Va., and Frank West.

Settlement Reported

DENVER—Ringling Bros. and Barnum & Bailey Circus, which employed Walter G. Hammill, has made a cash settlement with the parents of the 11-year old boy Hammill murdered, attorneys for the boy's parents reported.

Hammill is under a death sentence for the murder of the boy, whose body was discovered buried in a sandpit August 27, 1958. The parents claimed the circus was negligent in hiring Hammill.

KELLER'S CATS PLAY MUSEUM; PROF. LECTURES

GRAND RAPIDS, Mich.—Prof. George J. Keller, who's writing a book about his switchover from college professor to wild animal trainer, has put an academic touch on the training business now. His wild animals are playing a three-week engagement at the Grand Rapids Museum. The professor-trainer lectures about the animals to school children who come to the museum on assignment. Keller will be back on a normal route February 25, when he opens at the Minneapolis Shrine Circus. He repeats for Ringling-Barnum at the Garden, and in the fall will play the Houston-Fort Worth-Austin Shrine show combination.

CIRCUS TROUPE

By TOM PARKINSON

TRIBUTES TO FELIX ADLER come in from numerous circus people. Among them is Dick Lewis, who writes, "The kids of today will never see a clown like Felix Adler. There aren't any more. He and his type of clowning will never be copied. . . . He made friends quickly and for the circus, autographing his smile cards wherever he went. You knew the circus was in town." And Bill Ballantine recalls it was Adler who told him 30 years ago to get his education before running away with a circus. Years later when Ballantine was with the Ringling show, too, Adler reached down in a trunk and came up with the very letter that Ballantine had written as a child long before. "Well, the King of Clowns is gone," Ballantine said. "He's made his last walk-around. Hundreds of people in and out of the big top will miss him."

There are reports in Copenhagen of a deal cooking between Circus Schumann and the Moscow State Circus. Because the Schumanns are away playing winter dates, definite details are not available. Meanwhile, F. G. Bardian, director-general of Soviet circuses, and an assistant, I. Saveljev, stopped off in Copenhagen en route to South America. They told then of a 90-day tour of Argentina and Brazil to be made by a troupe of 55 Russian circus performers and a trained bear. The tour is to start this month, they stated. It is barely possible that these international movements will affect the U. S. too.

Josephine Berosini writes that she is leaving on the Queen Mary for Europe on March 5 to join the Circus Knie in Switzerland, where she will appear for 1960. The Flying Marilees were with the same show for 1959. . . . Current issue of CHS's Bandwagon magazine is a Kelly-Miller special, full of route book material, rosters, pictures, route and program. Kelly-Miller was the CHS show of the year, and this issue of Bandwagon is part of the CHS observance. . . . Photos for the CFA exhibit in Grand Central Station, New York, should be sent to Herb Georg, Springfield, Ill., for entry. He is chairman of the event. . . . Charles Cox, who has had side shows with several circuses, is in Aruba, Netherlands, Antilles, with one unit of Coney Island carnival, and reports big business.

★ ★ ★

Henry Kyes, Polack band leader, and Jack Sweetman were Chicago visitors last week. . . . Jon Friday, Clyde Bros.' trapeze performer, will be on the Paul Winchell television show February 21 on the ABC network. . . . George Kienzle, Lancaster, Pa., fan, continues his boosting of the circus via broadcasts and taped interviews. A Lancaster station, WLAN, carried recently an interview he had recorded with the late Felix Adler.

Truffelli, operator of an amusement park in Northern Ireland, flew to Sarasota to see her new grandson, George Eastham Stephenson, who was born January 14. Parents are Patrick and Louise Stephenson, of the Stephenson Family acts.

George W. Lewis, former circus elephant man and author of Elephant Tramp, now is with the King County Humane Society at Seattle. . . . Famous British clowns Charlie Caroli and Paul are splitting their partnership. When Caroli starts his 21st season this spring with Blackpool Tower Circus he'll have a new partner, reports World's Fair. . . . The new W. B. Reynolds Tent of CFA, Rockford, Ill., will have its charter dinner May 14, reports Secretary Irene Dean. . . . New York Herald-Tribune recently carried a feature about the Hertzberg collection of circus material at San Antonio. . . . Billy Senior has been a visitor at the winter quarters of the Ringling and Cristiani shows. . . . The Sarasota News carried a feature about the Canestrellis. . . . Popo DeBathe is in Hawaii to clown for E. K. Fernandez and will be back in San Francisco in March for a store date that precedes his Oakland park assignment.

Joe Mercedes, who will have the Circus World Museum's re-creation of an old-time Side Show, is having the attractions built at a Chicago studio. First was a model of P. T. Barnum. Sixteen figures will be made for the attraction. Studio is the same outfit that made displays for the government's recently opened display at the exposition in India. . . . Wimpey the clown is due back in the States after spending Christmas at home in England for the first time in 28 years. He caught the Aerial Hustrais in London and reports they are returning to the U. S. for Al Martin dates. He enjoyed a visit with Edward Graves, circus editor of the World's Fair.

From the Ringling-Barnum show, clown Chuck Burnes writes that clowns Albert White, Louie Nagy and Frankie Saluto have rejoined after several years' absence. Only new clown is Jack Cooper. . . . Walter Klausner, of the bear act, has had the cast removed from his leg. It was fractured when a bear on a bike struck him during the televising of the act recently. . . . Gerald Soules, Dinah and Florrie Stephenson, Heinz Nauman, Chuck Burnes and Eva Nemedi made TV appearances for the Miami Beach date. . . . Cleo Plunkett, formerly with Gil Gray, has joined as announcer-singer. . . . Chico, the show's "space monkey," died. . . . Clowns Bob Keck and Albert White were guests of the Miami Beach Circus Saints and Sinners. . . . Mrs.

★ ★ ★

TURNING BACK THE PAGES: One Year Ago: Rudy Bros. had signed Albert Rix, Flying Wards, Woodcock's Elephants and Tiebor's Seals. . . . Joe McMahon was named manager-agent of Hagen Bros.' Circus. . . . George Keller was to headline the bill for Harold Bros.' Circus for Lansing, Mich. . . . Polack Bros.' Circus played to 40,000 people at Fort Wayne for a 20 per cent increase. . . . Ringling-Barnum played to 24,000 at Montgomery, Ala. . . . Bev Kelley was taking over his new post as manager of the St. Louis Municipal Opera. . . . Clown Mickey McDonald died at Detroit.

Hoover Lions, Cucciolo Sign For Clyde Bros.; More Set

OKLAHOMA CITY — David Hoover's Lions and Cucciolo, mid-gut bareback rider, are among the acts signed for the Clyde Bros.' Circus by Owner-Manager Howard Suesz. He announced the show will open April 18.

Hoover was with Carson & Barnes last season. Cucciolo appears in the current movie, "Toby Tyler." Other acts signed for Clyde Bros. include:

Johnny Laddie Troupe, dogs and ladders; Cimsie's Scottish Collies and the Sils Sisters, aerial; Esqueda

Troupe (6), unicycles; Hungarian Troupe (6), Risley; Roland Raffler's Pigs; Jon Friday, trapeze; Wally Naughtins' Three Bears, and Andres and Manuel Atayde, Bozo Harrell and Grover O'Day, clowns.

Show-owned acts will include the three Clyde Bros.' Elephants, worked by Rex Williams; Howard's Mixed Animal Fantasy, with camel, llamas, guanaco and zebra, and Howard's Miniature Horses.

COPENHAGEN—"Holiday on Ice" opened at the KB Hall Friday (5) and is playing to advance sell-outs, as usual. Richard Stangerup, who has successfully handled all of the show's appearances here since 1953, also is in charge of ticket sales of musical, "My Fair Lady," which is doing turnaway business at the nearby Falkoner Centret Theater.

Among the features in the ice show are Robert and Rose-Marie Unger, Don Watson and Liz-Kaufman, Guy Longpre, Hanneri Walter and the Four Rastellis, clowns. "Holiday on Ice" remains here until the end of February.

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THE FINAL CURTAIN

BLANSHAN—Everett, 86, circus fan for over 50 years and well known to troupers and owners, January 28 in Kingston, N. Y. Survived by a son, Edwin. Masonic services were held January 29 with burial the next day in Weltwyck Cemetery, Kingston.

BRIGODE—Athos C. (Ace), 67, former well-known dance band leader who in later years turned to the amusement park field, recently in Seville, O., of a heart ailment. Brigode left the dance field in 1946 to manage a park at Foster, O., and became publicity manager of Chippewa Lake (O.) Park in 1948. Later he became the right-hand man of Manager Parker Beach in booking dance bands, shows, picnics and doing promotional work. Survived by his widow, Theresa; two sons, Robert, Lebanon, O., and Richard, St. Marys, O.; a daughter, Mrs. James Knott, Pasadena, Md., and a sister, Augusta, Cincinnati. Masonic services were held at the Kindig Funeral Home, Seville, February 6, with burial in Mound Hill Cemetery.

ter Park, Fla., and two sons, Carl and Henry, of Burlington, N. C., by an earlier marriage to the late Josephine Kepley. Services at the Janssen Funeral Home, Milwaukee, with burial in the Veterans' Cemetery, Wood.

LANDRUM—James, 68, retired business manager of Roy D. Barnes Company, Denver rodeo supply firm, January 30 in a Denver hospital. His widow, Isabelle, and a son, Marine Maj. James Landrum Jr., survive.

In Memory of
WILLIAM "RED" McCOY
Who Passed Away
February 17, 1959.
Gone But Not Forgotten.
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IDA McCOY

OTTAWAY—Mrs. Herb J., 41, member of a Wichita, Kan., family prominent in amusement enterprises, February 9 in St. Francis Hospital there following a January 3 fall in which she suffered head injuries. She was a member of the family that owns Joyland Hillside Park in Wichita. The family also founded the Ottaway Amusement Company, which was later sold, and at one time operated a pipe organ factory. Besides her husband, she is survived by a son, Robert; two brothers, Vern Nelson, Long Beach, Calif., and Frank Nelson, Dodge City, Kan.; two sisters, Helen Nelson, Dodge City, and Mrs. Mary Hardy, Independence, Kan., and two stepchildren, Herb G. Ottaway, Wichita, and Mrs. Marilyn Marrone, El Monte, Calif. Services February 11, with burial in Kechi Cemetery, Wichita.

PITCHER—Alvin, 79, an originator of the variety "frog act," died recently in Owego, N. Y. He had been on the Ringling, Hagenback-Wallace and other tent shows, in addition to vaudeville. Survivors include his widow, a daughter, Mrs. Gertrude McGovern, also
(Continued on page 58)

IN MEMORY OF
SAM GOULD
Who passed away Feb. 19, 1956
WIFE — DOTTIE GOULD

HOMAN—Walter A. P., 75, once a member of a family acrobatic act known as the De-Homan Troupe, February 7 in St. Joseph's Hospital, Reading, Pa. Later he owned a roller skating chimpanzee named Bingo which he exhibited at roller rinks. He also made TV appearances with the animal, including shots on the Ed Sullivan and Paul Winchell shows. Survived by two sons, three daughters and a brother living in Europe. Services February 11 at the Gosnell Funeral Home, Shillington, Pa., with burial in Charles Evans Cemetery there.

KEPLEY—Jesse R., 63, electrician for the Badger State Shows for 22 years, January 24 of a lung ailment in Veterans' Hospital, Wood, Wis. He was born in Lexington, N. C., November 27, 1896. Survived by his widow, the former Dixie Bailey, whom he married in 1924; two daughters, Mrs. P. A. Counts, Middletown, Pa., and Mrs. M. G. May, Win-

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(Continued on page 58)

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CARNIVAL CONFAB

IT WAS OLD HOME WEEK at Dave Endy's circus-midway doings down at Tropical Park, Florida. Many show folk visited, including several Vivonas, Artie Lewis, Mr. and Mrs. William J. Tucker, Clif Wilson, Danny Bell, Al Stewart, Peter Shew, Charlie Lenz, Ben Schiff, Eddie Biletti, J. A. Sullivan, Sam Prell, Jack Russell, Marty Weiss, Jack Frisby, Enoch Ratzel, John W. Wilson, Mr. and Mrs. Bob Peters, Tony Mason, Welby Cook, Ken Murtagh, John Dempsey, Charles Hunt and party, Frank and Estelle Wirth, Joggy Podenski, Perez and Perry, Otto Griebing, Leon Simmons, Carl Shipley and others. . . . Miami showmen girding for the big picnic February 21, in Crandon Park, with hundreds expected as usual. . . . It's May 22-30 this year for the annual Philly circus date, John Quinn and Jack Essner report. Clyde Beatty-Cole Bros. Circus is the attraction, having last appeared here three years ago, and Lulu Shrine is sponsoring for the second time.

Paul Botwin had a streak of luck, landing a deal for his No. 2 bingo for 18 weeks on a bazaar unit this summer. . . . Jack Kochman went to Mexico after the New York fair meeting. His thrill show's Latin tour had begun January 19 in Hermosillo. Bob Conto made the Tampa fair and then was to take another Kochman unit to Cuba. . . . Tarzan Banks and Red Williams are in charge at Amusements of America quarters in Sumter, S. C., where intense work starts March 1. . . . Morris, Dom and Babe Vivona were dinner guests of George Carney Jr., Brockton (Mass.) Fair president, last week. . . . The CBS-TV "On the Go" program, taped all week at the Florida Citrus Exposition, featured a long talk with the Bert Pettus family. He's the Strates menagerie boss. . . . Bill Abraham's doing well, operating his truck commercially in Florida. Not sure whether he'll return to the road with his cookhouse, which was wrecked between fairs last September. . . . A dropped line of type last week made it read as tho Al and Danny Dorso are bingo operators. It's not so.

Irwin Kirby

★ ★ ★

Norman Schlossberg, co-owner of Olson Shows, and Mrs. Schlossberg, are scheduled to leave wintery Chicago for a Florida sojourn. . . . Bob Elliott writes that he and Glen Maynard are framing a new 50-foot gird show front for Fabulous Fifi. . . . Speedy Babbs worked his globe act as the free attraction on Deggoller's midway at a Melbourne, Fla., shopping center. . . . Carmelita Horan writes that there was a good turnout at the recent meeting of the Ladies' Auxiliary of the Showmen's League. President Jeannette Martindale was in the chair assisted by Mrs. Mae Smith and Mrs. Harriet McBeath, vice-presidents; Evelyn Hock, treasurer; Mrs. Elsie Miller, secretary, and Anna Filippini, chaplain. Mrs. L. M. Brumleve was back after a long illness. Joan Kveck, a new member, attended her first meeting. On the sick list were Mrs. Margaret Filograsso, Mrs. Mae Taylor, Mrs. Del Hoffman, Viola Parker and Nan Rankine. Letters read from Nan Rankine and Edith Streibich. Officers will be hostesses at the February 18 social. Birthday party of the Past-Presidents' Club will be held March 10 in Ivanhoe Restaurant.

Mr. and Mrs. B. E. Miller, owners of Gala Exposition Shows, report the tornado that hit Bald Knob, Ark., recently, narrowly missed their equipment in winter quarters in that town. . . . Mrs. Romeo Dunn, wife of the Buff Hottle exec, is in Covington (La.) Hospital, where she's been confined for the past eight weeks. . . . Bobby Kline was one of the few carnival reps at the Jackson, Miss., fair meeting. . . . Bennie Rosen is now operating a bonding firm in Hot Springs. . . . Ed Sopenar and a party came over to the Little Rock fair meeting from Hot Springs.

Charlie Byrnes

Myrtle Hutt was hostess at a party for her father, J. W. Hodges, at her home in Los Angeles on the occasion of his 91st birthday. A cake with a candle for each year was cut and served. Among those attending were Ed and Peggy Butler, Elmer and Estelle Hanscom, Kenneth Payne, Lee B. Smith, Pauline Fielding, Foster Charles, Dod and Rose Westlake Dodson, Art Thompson, Louise Berry, Mr. and Mrs. Lou Kaufman, Ann Madrid and Frank Robidaux.

Sam Abbott

★ ★ ★

FLASHBACKS: 10 Years Ago—Gooding Amusement Company signed to play Kentucky State Fair for the second year. . . . Cetlin & Wilson Shows closed to provide the fun zone at fairs in Fort Wayne, Ind., and Albany, Ga., among others. . . . Nat Rodgers disclosed he would have three war shows out during the 1950 season. . . . Sammy Smith joined Cavalcade of Amusements as trainmaster. . . . James E. Deal signed as lot superintendent for Lawrence Greater Shows. . . . Johnny J. Jones Exposition Shows signed with John Courtney to operate his law show on the back end.

OLSON BUYS COASTER, PARATROOPER, INKS SHOW

TAMPA—Paul Olson, owner-manager of the Olson Shows, placed orders for two new rides, a Roller Coaster and a Paratrooper, while here at the Florida State Fair.

The Roller Coaster, the first to be manufactured by the Allan Herschell Company, North Tonawanda, N. Y., is 30 feet high, 108 feet high and 33 feet high, has banked curves, newly designed cars, and a Mad Mouse-type undercarriage.

The Paratrooper, ordered from Frank Hrubetz of Frank Hrubetz & Company, will be delivered in time for one of the show's early fairs, Olson said.

Olson announced that he had booked nine shows, all of which will have 30 feet high fronts. Of these, Bruno Zacchini will supply a new Dark Ride, Glasshouse and Monkey Show. Alfonso Zacchini will have a live penguins and seal shows and a Funhouse. Ocarvio Petrero Jr. will operate his Abominable Snowman Show, a Monkey Drome, and an animal show.

Olson said that the show's Skooter building will be rebuilt in the show's Hot Springs winter quarters before the season's opening.

Also here with Olson were Louis (Stretch) Rice and Ed Machamer, business manager and secretary, respectively.

Royal American Tampa \$\$ Up Despite Rain, Cold Weather

Fair Attendance, Added Rides Help; Leon Claxton Show Smashes Records

Continued from page 48

ness. He pointed out that midway receipts at the fair here in the past have proved reasonably true indicators of things to come and, because of this, he foresees business during the coming season that will be every bit as good and probably better than last year.

J. C. Huskisson, fair manager, expressed satisfaction over grandstand business pulled by the Robertson-headed show in the face of cold, windy nights.

Kochman Plays

The Jack Kochman thrill show was in for two Saturday night shows, both as part of a bargain bill offering along with the Dale Robertson show. In addition, the Kochman unit had a Sunday matinee, when the fair was idle, and at this played to more people than on the corresponding day last year.

The Robertson show, in addition to the Western star, offered Molly

Bee, Leon McAuliff and his orchestra (the Cimarron Boys), Stoney Mountainclimbers, square dancers; Le Garde Twins, singers-bullwhips; Collins Kids, singers, and Johnny Matson, emcee, with Howard Bell furnishing the lights and scenery. The show was booked in by Eldred Stacy, Music Corporation of America.

Visiting fair men noted included Maurice Fager, Mid-America Fair, Topeka; Willard Masterson, Wisconsin State Fair, Milwaukee; Douglas K. Baldwin, Minnesota State Fair, St. Paul; C. G. (Pete) Baker, Oklahoma State Fair, Oklahoma City; Donald Swanson, Michigan State Fair, Detroit; Goldie Scheible, Montgomery County Fair, Dayton, O., and Coley Irwin, Missouri State Fair, Sedalia.

Also Ed Leidig, Allentown, Pa.; John Leahy, Danbury, Conn.; G. W. (Bill) Wynne, Mid-South Fair, Memphis; Evan D. McGugan, Western Fair, London, Ont.; Lee Maxwell, De Land, Fla.; Lloyd Rhodes, Tallahassee, Fla.; Frank H. Kingman, Winston-Salem,

N. C., secretary of the International Association of Fairs and Expositions; Maurice Coleman, Southeastern Fair, Atlanta, and Lamar Allen, West Palm Beach, Fla.

A delegation from the Great Jacksonville (Fla.) Fair included Kay Armstrong, Nathan L. Mallison, Mickey Martin, Heyword Steinhauser, Cloe Maxim, Blanche Murray, Mr. and Mrs. Oliver Mathews, Mr. and Mrs. Horace Denning, Jim Watson and George Robinson.

Conn. Seeks Bingo Under State Control

HARTFORD, Conn. — Connecticut's legal gambling in the form of bazaars and raffles grossed \$3,128,545 in 1959, according to Maj. Carroll E. Shaw, commander of the State Police Public Safety Division. This figure was exclusive of the money taken in legally at bingo games, which are controlled locally and—unlike bazaars and raffles—not at the State level.

Major Shaw said the gross has risen steadily since the bazaars and raffles law was passed in 1955. It amounted to \$2,768,734 in 1958 and \$2,151,871 in 1957.

"I hope the next session of the State Legislature will give some thought to writing bingo into the bazaars and raffles act," he said.

"This would authorize the Commissioner of State Police to make such regulations as are necessary to prevent fraud and to protect the public. It would also provide for an examination and review of applications and financial returns."

The 1959 report showed that 1,077 nonprofit organizations conducted bazaars and raffles during the year and that they handed out prizes totalling approximately \$1,139,983 in value.

Gooding Books New 25-Car Dodgem Ride

TAMPA — A new 25-car Dodgem, owned by the Baxter, Floyd, Wynne combination, will tour under the banner of the Gooding Amusement Company this season, Floyd E. Gooding disclosed on his annual visit to the Florida State Fair. The Dodgem will be housed in a portable structure of about 45 by 100 feet in size, Gooding said.

The Baxter, Floyd, Wynne trio will have five other rides with the Gooding organization. These are a Looper, Flying Scooter, Rock-o-Plane, Roll-o-Plane and Twister.

Sailor Katzy will have a combination zoo-circus show. Hubert Bennett has booked on his Little Man and Turtle Shows and a Funhouse.

Among show people who again will be with Gooding units are Harvey Wilson Jr. and Sr., with Glasshouses, Billy Lauther, Ghost Ship; Tom Hickey, Moon Rocket; Sylvia Warren, Penny Arcade and Dark Ride; Rex Barnes, Monkey Show and Little Horse; Charles Hodges, Side Show; Tio Zacchini, Dark Ride and Funhouse.

Hodges will also manage the minstrel show on the No. 1 unit, Gooding said, and Joy Purvis will be back to manage the revue.

Other Gooding execs who visited the fair here included Hal Eifort and Johnny Enright.

TAMPA CLUB GETS \$6,050

TAMPA—An all-time high of \$6,050 was raised at a jamboree for the benefit of the Greater Tampa Showmen's Association Wednesday night (10) on the Royal American Shows midway. Entertainment was provided by Leon Claxton's Harlem in Havana show, C. J. Sedlmayr conducted the auction.

Bill Cowan Joins Thomas

TAMPA—Bill Cowan has been named concession manager of the Art B. Thomas Shows. The announcement was made here during the Florida State Fair by Bernard Thomas. Cowan had been with the Don Franklin Shows

SMILEY'S AMUSEMENTS

Want for Arcadia, Fla., Week of February 22; Followed by Ft. Pierce Merchants' Association Fair

CONCESSIONS—Long Range Gallery, Hanky Panks of all kinds, straight sales; everything open except Popcorn.
SHOWS—Can use family type Shows.
RIDES—Will book or buy Tilt-A-Whirl; any other ride not conflicting. All replies Minneola, Fla., week February 15.

PINELLAS COUNTY FAIR & HORSE SHOW

LARGO, FLA., WEEK FEB. 22-27

Six full days and nights action this year, 3 children's days commencing Monday, February 22

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds. Must put out stock. Long and Short Range Galleries, Pitches, Photos, Custard, Hi-Striker, Age and Scales, Derby, Name-On-Hats, etc.

RIDES: Will book Flying Coaster for this date or balance of winter. All wires

C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS, c/o Western Union, Tampa, Fla. or phone REDwood 7-3867, or phone Largo Show Office, JU 4-6021.

P. S.: Office will be at Largo Fairgrounds all this week if you care to do business personally.

**FOR SALE
MERRY-GO-ROUND**

**Beautiful Herschell
40 ft. 3-abreast**
New blue Anchor top, new platform, new sweeps, new outside scenery.
36 horses, all jumpers, like new. Cash price, \$5,000, or \$5,500 on contract with \$3,000 down to responsible person with good established business credit rating. Call Victor 6-8173 late evening, or write P. O. Box 811, Indianapolis, Ind.

**LITTLE DIPPER
FOR SALE**

Little Dipper Coaster, painted and in A-1 condition, \$3,500; 1953 R180 International Tractor and 32-ft. aluminum Van Trailer, both \$1,500; set (3) Girl Show Banners, \$50; very beautiful pet African Male Lion, 3 years old, very gentle and intelligent, ideal for lion act, \$300.
WILLIAM O. HAMMONTREE
1313 E. 30th St. Chattanooga, Tenn.

**\$150 CASH REWARD
for location of
C. H. (STASH) GRAY**

Stash (Mustache) Gray was last with Cetlin & Wilson Shows. Left Biloxi, Miss., January 5. For reward, call collect.
GEORGE TURNER
Victor 2-9888
Oklahoma City, Okla.

**\$100 CASH REWARD
for location of
DOMENIC INGENITO**

Last year with Virginia Greater and Reithoffer Shows.
For reward, call collect
GEORGE TURNER
Victor 2-9888
Oklahoma City, Okla.

**\$100 CASH REWARD
for location of
JOHN GAMBINO**

With Prell's Broadway Shows last.
For reward, call collect
GEORGE TURNER
Victor 2-9888
Oklahoma City, Okla.

**\$100 CASH REWARD
for location of
DON YARBER**

Young ride man, 1 finger missing, last with Dobson Shows.
For reward, call collect
GEORGE TURNER
Victor 2-9888
Oklahoma City, Okla.

WANTED

Week long Carnival. To start June 6, 13 or 20, 1960; date to be arranged. Contact
Charles Brooks, Adjutant
1306 Argonne Drive
North Chicago, Ill.

GRIFFITHS SHOWS

Now booking for 1960 Season. One or two Major Rides not conflicting. Family-type Shows. Concessions, no Flats or Mitt Camps. Contact
William A. Griffiths Shows
609 West Main Street
Annville, Penna.

**Tampa Club's Banquet
Pulls Record Turnout**

TAMPA—A record turnout, far larger than any in the past, marked the 11th annual banquet and ball of the Greater Tampa Showmen's Association here Sunday night (7) in the Tampa Terrace Hotel. Many extra tables were added but it was still impossible to accommodate all who sought tickets.
Once again, Sam J. Levy Sr., of Barnes-Carruthers Theatrical Enterprises, Chicago, delighted members and guests as toastmaster. His humor was outstanding, and he moved the proceedings and introductions at a well-received pace.

Carl J. Sedlmayr Sr., was honored by the presentation of the "Man of the Year" award from the Florida Sheriff's Association for his contribution to boys of the State.

On the dais besides Levy and Sedlmayr Sr., who is second vice-president of the Tampa club, were Earl L. Maddox, outgoing president; Dick Gilsdorf, first vice-president; Harry B. Julius, treasurer; Vernon F. Korhn, secretary; George Ringlin, chaplain; Ray E. Green, State comptroller; Sam Gibbons, State senator; Bob M. Johnson, municipal court judge; Willard (Bill) Masterson, president of the International Association of Fairs and Expositions; Paul Olson, president, Showmen's League of America, and Harry (Buster) Westbrook, president, Miami Showmen's Association.

**SLA Skeds
St. Pat Party,
Circus Night**

CHICAGO — The Showmen's League of America has scheduled two social events in the next few weeks. On March 19, a Saturday, the annual St. Patrick's Day party will be held in the clubrooms.

Charles Zemater Sr., chairman of the house committee, has appointed Hadji Delgarian and John (Muscles) Dundee as co-chairmen of the event.

On March 7 members will be guests of Louis P. Stern at his Polack Bros.' Circus here in Chicago.

Past-President William Carsky handled the Thursday (11) meeting assisted by Secretary Hank Shelby and Past-President Fred H. Kressmann. Lou Goldman is a new member.

Conklin Busy

TAMPA—J. W. (Patty) Conklin, Canadian midway biggie, put in several busy days here at the Florida State Fair as co-chairman of the ways and means committee of the Showmen's League of America. By the time he departed for his Toronto base, he had nailed down much of the basic work connected with raising funds for the League and expressed confidence that his committee's 1960 goal would be achieved.

MERRY-GO-ROUNDS

1960 Jumping Carousels. Kiddie size, 30 ft.; teen age, 30 ft.; adult, 32 & 36 ft. sizes; Kiddie Rides. The Ferris Wheel, Auto, Airplane, Pony Cart, Boat Rides. Music Boxes, Ticket Booths. We also custom build.

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WANT

**FOR ORLANDO
AND SEASON**

Agents for Hanky Panks, P. C. Workers. Heads for Nickel Pitch. Useful Concession Help.

All year work.

FRANCIS FORNIER
c/o James E. Strates Shows
P. O. Box 55, Orlando, Fla.

RIDES

FOR SALE

EH #12 Ferris Wheel, good condition \$4,250; with Trailer, \$5,000 cash. Evely Midget Racer, good condition, \$1,500 cash. Mangels Roto Whip, kid ride, perfect, \$1,500 cash. Allan Herschell cars, \$2,500 cash. late model, fluid drive, 10 cars, \$2,500 cash. King Rocket Ride, fair condition, \$750 cash. Special built Low Boy Van with 2 Kiddie Merry-Go-Rounds mounted, aluminum horses, all jumpers, no up and downs, just open sides and go to work, perfect for supermarkets, perfect condition, \$2,000 cash. All can be seen here up for inspection. Write or call, no time for letter writing. Phone: CHerry 2-9913. PIERCE'S WAREHOUSE, Stensville Road at City Limits, Valdosta, Ga.

Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.

H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

RIDES TO SELL

All Allan Herschell—Roller Coaster, 3-Abreast Merry-Go-Round, Boats, Pony Cart, Sky Fighter, Evely Bulgy Whale Midget Racer. All used in Kiddiland, now being dismantled. Band Organs, Miscellaneous Items.
JOE FREDERICK
2263 Newton Detroit 11, Mich.
Phone: TR 3-2860

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FOR THE MARDI GRAS

3 Novelty Stands not over 6x6 ft. Also small Popcorn and 2 Age and Scales not over 6x6 ft. One Jewelry Stand. Want Ride Help, Second Man on Octopus. (Charles Fitzmons, call.)

FRANK W. PEPPERS

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Mobile, Ala., after 6:00 p.m.

**BIG TOPS
FOR SALE**

60'x210'—60'x120'—40'x100'
EXCELLENT SHAPE

THOS. A. DEMING CO., INC.

110 Monticello Ave., Jersey City, N. J.

WANT WANT

Freaks, Oddities and Working Acts. People who have worked for me before, get in touch!

James Chavanne

1628 51 St., South Tampa, Fla.

GALLERY GUNS

42A's Rebarreled—\$13.50 F.O.B. 72-HOUR SERVICE. Gallery Operators, send for Repair Price List. Licensed Gunsmith.

CORLEY MFG. CO.

Rt. 1, Box 430 Limona, Fla.

MERRY MIXER

42' & 36' Garbrick Wheel
16' & 20' Chair Swing



**Flying
Saucer**

Trailer Mounted Kiddie Rides

GARBICK MANUFACTURING, INC.

Centre Hall, Penna.
Phone: EMpire 4-1403
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The "S & S" Kart

**FOR THRILLS!
FOR PROFIT!**



Shipped complete—ready to go—up to 300 lb. capacity—sturdy welded construction—positive brakes, governor.
SMITH and SMITH, INC.
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Springville, Erie Co., N. Y.

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SPITFIRE**

Mechanically good condition, with or without Trailer. Baby Ride. Two Toonerville Trolleys.

MIDWAY OF MIRTH SHOWS

3111 E. Nettleton Jonesboro, Ark.

GEORGE CLYDE SMITH SHOWS

OPEN LATTER PART OF MAY

WANTED: Bingo, Cookhouse, Ball Games, Six Cats, Buckets, Pitch-Till-You Win, Fish Pond, Duck Pond, Penny Pitch, Hoopla, High Striker, Age & Scales, Photos, Slum Spindle, Side Show, Monkey Show, Girl Show, Snake Show.

Ferris Wheel Foreman, Merry Mixer Foreman, Merry-Go-Round Foreman, General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. All replies

GEORGE CLYDE SMITH SHOWS

P. O. Box 521, Cumberland, Maryland

O. C. BUCK SHOWS

OPENING APRIL 21

Want Billposter, must be sober and reliable.

Can place a few Hanky Panks and Merchandise Concessions.

Want Foremen for Wheel and Merry-Go-Round, also general Ride Help who can drive semis on 14 major rides, including Flying Coaster. Address:

O. C. BUCK

Winter Quarters, Troy, N. Y.

WANT FOR 1960 SEASON

OPENING APRIL 1

Have choice spring route, with downtown locations, under strong auspices—15 Fairs, Celebrations, including one of the best Fourth of July Celebrations. Agents for Clothes Pin, Razzle, Bowling Alley Wheel Skillo, Six Cat, Pea Pool, Pan Game, Nickel Roll. Want up and down help on all points. Agents that were with me in Panama City and Marianna, Fla., get in touch at once. Hanky Pank Agents for Cork Gallery, Pitch-Till-You-Win, Set Joint, Break the Record, One-Ball Ball Game, Bear Pitch, Glass Pitch, Cook House Help: A-J Criddle Man. Must be sober and reliable. Also want Waiters, Ride Help: Foreman and Second Men on #5 Ferris Wheel, Roller Coaster, two new Kid Rides. Will pay top wages, bonus, workmen's compensation, unemployment insurance. Positively must be sober, capable and reliable. Must be licensed tractor-trailer drivers. Reply by letter:

H. B. ROSEN

Rt. 5, Box 137, Dothan, Ala. By telegram: c/o Western Union, Dothan, Ala.

WILLIAMS AMUSEMENT CO.

FOR SALE

FOR SALE

Following Equipment: One Allan Herschell Auto Kid Ride, with new gears and shaft, new top just ordered from Anchor Sup. Co.; this ride was completely overhauled and painted, just like new, \$2,500.00. One Case Motor mounted on two wheel trailer, suitable for any ride, \$150.00. Three Novo Engine Power Units for any type ride, write: one three phase Motor for Roll-o-Plane, write. Good used Canvas, clean, no repairs, khaki; Top for Allan Herschell 3-abreast Merry-Go-Round and Sidewalks—Top, \$75.00; Sidewalls, \$50.00. 16 Seat Covers for Octopus, \$3.00 each; set of Seat Covers for Ferris Wheel, \$3.00 each. All above equipment in excellent condition. All replies to
TROY WILLIAMS, WILLIAMS AMUSEMENT CO.
Route 7, Box 7, Monroe, N. C. Phone: ATlantic 3-9223

MOTOR STATE SHOWS

Opening Last Part of April for This 12-Ride Unit.

Want Concessions all kind—NO FLATS or Alibis. Cookhouse, must cater to show folks. Help to operate Fun House. Ride Men: Foreman and Second Men that drive and have license.

J. J. FREDERICK

2263 NEWTON

DETROIT 11, MICH.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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Cincinnati 22, O.

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Adams, James A.
Adams, Roy
Allen, Charlie & Mrs.
Allen, Jack
Alter, Col. Lew
Ashley, Bonnie
Baker, Hugh
Baikie, Donald
Bater, Bunny
Baudin, David
Bays, Dick
Bell, Frederick
Bell, William Russell
Lee (Bill)
Bible, Mrs. Dolores
Wicks
Bishop John
Black, Jay
Bodde, Sam
Bodine, J. M.
Boston Joe
Bowes, Jerry
Bowling, Mrs. Bob
Bradley, Lee
Bresnican, Martin
Brown, Charles
Wesley
Brown, Louis M.
Browne, Josiah
Bryan, Horace
Bullabough, Marshall
G.
Burns, Charleston
Blackie
Burns, Jack
Burns, James
Buus, Harold Emil
Campbell, Samuel H.
Camper, Hale
Preston
Cantwell, Charles
Carlisle, George
Carlyle, Malcolm
Catalano, Peter Rossi
Carter, Wm. F.
Cave, Lester Gene
Chalkias, Bill
Cheminant, Doris
Cheminant, Lee
Cibull, Mrs. Gertrude
S. or Ben Silver
Coburn, James F.
Coen, Richard
Coker, William
Warren
Colburn, John
Conley, Emilie
Cooper, Bobby
Cooper, Joan
Corria, Robert W.
Costello, Victor
Cunningham, David

Griffin, Vernon
Griffith, Steve
Gross, Frank
Gutner, James
Gutnick, Kenneth M.
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Hollifield, Samuel L.
Hallock, Robert
Hanley, Norman
Harney, Eddie & Mrs.
Harrison, Johnny
Haskel, E. J.
Haun, Y. D. & Mrs.
Havill, Edgar A.
Hayes, Gerald
Hazel, James
Hazelwood, Howard
Henneman, Christian
Anton
Hill, J. & E.
Hoffman, Joseph G.
Holmes, Thomas
Holoboff Esq., Peter
P. (c/o J. W. Dennis)
Honeycutt, J. B.
Horney, Edward
Mathew
Houghton, Ross Lynn
Howard, John
Howey, John Charles
Hudson, Smith
Gerald
Hunt, Albert J.
Hunt Jr., John
Hunter, Bill
Hutchins, Harold
Keith
James, Jessie
Jenkins, Ronald
Johnson Jr., James
Johnson, LaVern
Johnson, Mrs.
Sterling
Johnson, Swede & Mable
Jones, Curtis & Mrs.
Jones, Paul
Kabage, Richard
Keeler Jr., Charles
O. & Mrs.
Kelley, Merle
Kelly, Monty
Kennell, Harry
Kimlin, Raymond
King, Mrs. Ethel
Kuehl, W.
La Vasser, George
Albert
Laverne, Luther
LaZella, Wilbur
Labadie, Lawrence
Lance, Gladys Clara
Lawrence, Ann L.
Layfield, Mike
Leahy, Chas.
Lehman, Herb
Leroys Poem Service
Lewellyn, Mrs. Eddie
(Continued on page 60)

Circus Routes

• Continued from page 55

Hamid-Morton: (Arena) Milwaukee, Wis., 15-21.
Polack Bros.: (Sports Arena) Fort Campbell, Ky., 20-21; (Scotland Ave. Armory) Albany, N. Y., 26-28; (Medinah Temple) Chicago, Ill., March 2-20.
Ringling Bros. and Barnum & Bailey: (Memorial Aud) Greenville, S. C., 16-18; (Memorial Coliseum) Winston-Salem, N. C., 20-21; (State Fair Coliseum) Raleigh 26-28; (Memorial Field House) Huntington, W. Va., March 2-3; (Civic Center) Charleston 5-6.

Miscellaneous

Matchstick Cities: Miami, Fla., 15-28.
O'Day, Marie, Palace Car: Wharton, Tex., 15; East Bernard 16; Ganado 17; Bay City 18-20; West Columbia 22; Brazoria 23; Jones Creek 24; Clute 25; Freeport 26-27; Angleton 29.
Sun Players: Maryville, Mo., 15-March 19.

Legitimate Shows

Dark at the Top of the Stairs: (Capitol) Salt Lake City, Utah, 15-16; (Aud) Denver, Colo., 17-19; (City Aud) Pueblo 20; Municipal Aud) Tulsa, Okla., 22-23; (Music Hall) Houston, Tex., 25; (City Aud) Beaumont 26; (Music Hall) Houston 27-28.
Look Homeward, Angel: (Colonial) Boston, Mass., 15-20; (Stanley) Utica, N. Y., 22-23; (Proctors) Schenectady, N. Y., 24; (Aud) Rochester 25-27; (Cass) Detroit, Mich., 20-March 12.
Music Man, The: (Shubert) 15-March 6.
Odd Man In: (American) St. Louis, Mo., 15-20; Springfield 21; Lincoln, Neb., 23; Sioux City, Ia., 24; Waterloo 25; (Music Hall) Omaha, Neb., 26-27; (RKO Orpheum) Davenport, Ia., 29-March 1.

Ice Shows

Holiday on Ice of 1960: (Municipal Aud) Atlanta, Ga., 15-21; (Fair & Expo Center) Louisville, Ky., 23-28; (Municipal Aud) Birmingham, Ala., March 1-8.
Ice Capades, 19th Edition: (Municipal Aud) Lincoln, Neb., 15-21; (Aud) Sioux City, Ia., 22-28.
Ice Capades, 20th Edition: (Sports Arena) Hershey, Pa., 15-23; (Olympia Stadium) Detroit, Mich., 25-March 13.
Ice Follies of 1960: (Garden) Boston, Mass., 16-28; (Arena) Cleveland, O., March 1-13.

Gate Sales Zoom

• Continued from page 49

L. N. Fleckles' production was commended. Harry Thomas, who was visiting here, was drafted to help out in the announcing department. The band had trouble the first three nights but got the cues ironed out then. The Rhodins were substituted for a high motorcycle act that did not appear because of illness. On one night a Zacchini cannon stuck and on another night Cresso's Rocket Car lit wrong for a second time. Cresso's son, who was doing the act, collapsed after the act but made the next performances okay.

WANT

For Delhi, La., Fat Stock Show, Feb. 29-Mar. 5.
Hanky Panks, Direct Sales of all kinds. Want Cookhouse and Funhouse.
CARL BURKHART
Oswego, Ill. Phone: 4-4221.
No collect calls.

Drew Buys Skywheel, Paratrooper, Dodgem

TAMPA—A trailer-mounted Paratrooper scheduled to be delivered to the James H. Drew Shows Monday (15) at Mobile, Ala., Owner Jimmy Drew disclosed during a visit to the Florida State Fair here.

A new 12-car Dodgem has been purchased and will be delivered in time for the start of the show's fair route, Drew also said.

While here Drew placed a deposit with the Allan Herschell Company, North Tonawanda, N. Y., to purchase a Sky Wheel. The deposit will place the show high on the delivery priority list for the ride, on which the production schedule has not been set.

The show will open its fair route late in June at the Tri-State Fair, Middlesboro, and continue to play fairs thru mid-November. The fair route will take the show into Kentucky, Georgia, Tennessee, Virginia, West Virginia, Indiana and Illinois.

New fairs on its routes are those at Oneida and Jamestown, Tenn.; Portland, Ind., and Augusta, Ga. At Augusta, the Drew Shows will team up with Al Kunz' Heth Shows to supply the midway attractions.

Included among the show's fairs are Valparaiso, Ind., to be played the 12th straight year, and Terre

Haute, Ind., on the show's route for the seventh year.

During about three weeks of the fair season the show will be split into two units to play some fair dates, Drew said.

Returnees on the show will include Mr. and Mrs. Alden Sparks with their concessions and Mr. and Mrs. Bill Stevens, also with concessions. Norman Anderson will have the bingo.



going to cleveland?

the "downtown" location for businessmen, group meetings, or vacationists is at East 6th & St. Clair Avenue.

• Family rates • 3 fine restaurants
• AAA recommended • garage & parking lot adjacent • closest to the Stadium & public auditorium

from \$5.50
William T. Lanham
Gen. Mgr.
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ATLAS AMUSEMENTS

Opening April 6, Paterson, N. J.

WANT RIDE HELP on Merry-Go-Round, Ferris Wheel, Octopus, Roll-o-Plane, Ridee-O, Caterpillar, Kiddie Rides, Fly-O-Plane, Alabama, Brett, Al Chase, Pop Louie, contact.

WANT AGENTS for office-owned Hanky Panks. Good proposition to right party.

FOR SALE: #5-Ferris Wheel, two 100 Kw. Diesel Generators, Mangels Whip.

Replies:
A. LONGO
260 McBride Ave. Paterson, N. J.

FOR SALE LIVE PONY RIDE

Complete with 10 ponies, new top, new ticket box, Chevrolet Tractor and Trailer; Tractor has new motor. One of the finest on the road. Can be seen at Brownsville, Tex., during Charro Days, Feb. 25-28. Can be booked on Don Franklin Shows for 1960 season. Price, \$5,000. Terms to responsible party with references.

R. D. YOCHUM
Seguin, Tex., or see
Don Franklin, Brownsville, Tex.

Thank You TONY MASON

Amusements of America for your G. M. C. Tractor and Chev. Panel purchase.

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SCRAMBLER TO BOOK

ON ACCOUNT OF HAVING 2
Open Time:
June 20 to Aug. 13, Sept. 7 to Oct. 9.
MIDDLE WEST ONLY. ANY WEEK.
SUNSET AMUSEMENT CO.
P. O. Box 10245, Ft. Lauderdale, Fla.

SAVE MORE MONEY—MAKE MORE MONEY

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THE FINAL CURTAIN

• Continued from page 55

of Owego, and a son, Paul, of Bergenfield, N. J.

PLESS—Johannes, 67, Danish circus performer and clown, in Copenhagen February 5.

RANDOLPH—Mrs. Grace, formerly of the Drago Shows, January 31 at her home in Kokomo, Ind. Survived by her husband, John (Bingo), and a son, Lt. Ronnie C. Rice, Riverside, Calif. Burial in Kokomo.

REED—Francis H., 83, whose Clydesdale horses had won prizes at fairs and shows all over North America, January 24 in Edmonton, Alta. He had also

judged horses at many centers, including Toronto and Chicago. A brother, Percy, long-time official of the Regina Exhibition Association, died two months ago. Survived by his widow, two sons and a daughter.

SAYERS—Estella E., 46, wife of William (Speedy) Sayres, motordrome operator, February 7 in Newark, O., after a short illness. Besides her husband, she is survived by a daughter, Mrs. Paul Sandbrink, Newark; three grandchildren, Paul, William and Estella Sandbrink, also of Newark, and four brothers, Ralph K. Myers, Blaney, S. C.; Clifford and James Myers, Washington, Pa., and Charles Myers, Wheeling, W. Va. Services February 10 followed by burial in Wilson Cemetery, Newark.

SOLOMON—Harry Lee, 63, veteran entertainer of Harrisonburg, Va., and operator of a shoe shine parlor there, January 19 of a heart attack. (Details in Pipes column.)

WOODRUFF—Harrison, 70, trouper and member of a theatrical family, February 4 of a heart attack in Hastings, Mich. He formerly did clowning and also operated a grab stand. His father was a bareback rider and aerialist, and his mother also was a rider. Burial February 6 in Hastings.

WYSE—Ross Sr., 70, former comedy-and-dance act on the Keith, Pantages, Loew's circuit and in Europe, died February 5 in Woonsocket, R. I. A veteran of 40 years in vaudeville, he leaves his wife, Flo, a daughter, Mary Ellen, and sons Bernard and Ross Jr., who was in the act. Burial was February 9 in Woonsocket.

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A Complete 19-Hole, Prefabricated Miniature Golf Course!
NEW! FOR 1960—COMPLETE FIBRE-GLASS UNIT.
NEW! OBSTACLES TO CHOOSE FROM—For permanent or temporary installations that will compare with courses costing 3 times as much. Has MORE PLAY APPEAL and EYE APPEAL than any other miniature Golf Courses on the market.
Includes EVERYTHING from Caddy House, Lights, Illuminated Sign, Animated Obstacles, Clubs, Balls, Greens, Fairways, Number and Par Markers, etc. A COMPLETE PACKAGE... a business that can be in operation within a week.
SUPPLIER FOR ALL MINIATURE COURSE NEEDS.
Detailed information and prices upon request.

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12x12 Panel Grab Joint, fully equipped, in top condition.
'49 Studebaker Van Truck, perfect mechanical condition, 80% rubber. Trailmobile, aluminum body, side & rear doors.
Full list of equipment to interested party.
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145 Elm St. Pontiac 20, Mich.

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KEEP LONGER, SELL FASTER!
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LOWEST PRICES ANYWHERE

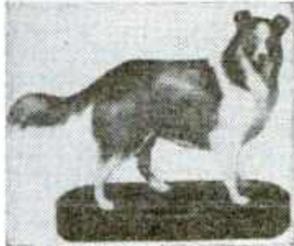
Sherfy's
444 Townsend
San Francisco, California

new merchandise for tomorrow's . . .

parade of hits

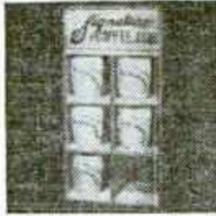
FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.



COLLIE

New scale model kits of various dogs, including the collie shown. Included are instruction sheet and colorful plastic stand. Retail for \$1.—Bachmann Bros., 1420 East Erie, Philadelphia.



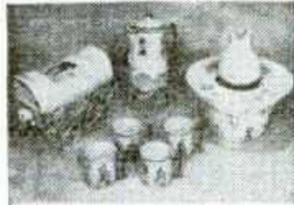
COFFEE SET

Coffee set includes wood rack that holds six coffee mugs with unglazed panel for writing individual's name. Rack either hangs or stands. Retail for \$3.95.—Fred Roberts Company, 12th & Howard, San Francisco 3.



SPORT KIT

Article includes rubber basketball and football plus complete indoor - outdoor plus complete indoor - outdoor plus complete indoor - outdoor plus complete indoor - outdoor. Latter has four horseshoe set. Latter has four horseshoe set.



BARBECUE SET

Called the El Rancho, this barbecue service is ovenproof. Included food warmer at \$10 retail; serve-all, \$9; coffee server with warmer, \$8. and sets of four coffee mugs, \$3.98.—Gailstyn Company, 1150 Broadway, New York 1.

PITCH BACK

For the youthful baseball player. Good-sized net held in a vertical position by a long pole. The young pitcher or fielder tosses the ball at the net and it returns to him thru spring action. Can also be used by batters. For real practice or for fun.—Tigrett Industries, Jackson, Tenn.

PLANTER

A quick 98-cent planter. Pre-seeded roll-out garden. Gardener loosens top soil, rolls out planter, keeps well watered. Can be cut, shaped; plants on slopes. Mat protects seeds from rain and birds and discourages weeds.—Union Wadding Company, Pawtucket, R. I.

EGG DYE

Color kit for Easter eggs. Prices range from 10 cents up to 49 cents. Baby bunting deal consists of six dozen 10-cent kids plus a large all-plush baby bunting doll. Being heavily advertised on TV and in magazines and newspapers.—Plough, Inc., Memphis.

PITCHER

Polyethylene pitcher with new closed lids. Pitchers come in various sizes. One top completely seals out air and can be used for shaking, mixing and refrigerating. Open-mouth lid has ice retainer. Easily snapped on and off.—Blisscraft of Hollywood, P. O. Box 47607, Los Angeles 47.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

THE COURTOTS . . .

Charlie and Mildred, who closed out a long pitch career more than a year ago, are still located in Miami, where both are engaged in commercial pursuits. They keep abreast of things by cutting up jackies with pitch lads and lassies playing the Miami sector.

HARRY LEE SOLOMON . . .

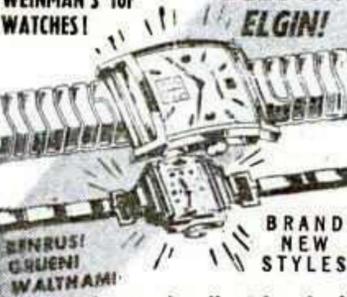
long-time entertainer of Harrisonburg, Va., and well known to the pitch fraternity, died January 19 of a heart attack in that city, we are advised by pitchman Jack (Bottles) Stover. For many years Solomon

operated a shoe shine parlor in Harrisonburg and did part-time entertaining at club dates. He started his career as a banner boy for the old Silas Green and Van Arnam minstrel shows, later becoming a drummer and vocalist with Fess Newman and His Southern Ramblers orchestra. In more recent years he organized his own band, the Aces of Rhythm, for local entertainment work. Solomon suffered a heart attack two years ago and never fully recovered from it. Surviving are his wife and daughter. Burial took place in Newtown Cemetery, Harrisonburg.

when answering ads . . .
Say You Saw It in The Billboard

It pays to see **WEINMAN'S** for WATCHES!

BULOVA!
ELGIN!



BRAND NEW STYLES

Nationally Advertised WATCHES

Men's and ladies' new style Elgins and Walthams. Expansion band included. Rebuilt and guaranteed like new. (Sample, \$8.95)

Choice Lot—6 for \$39.50

Choice selection of new styles for men and women. . . . All famous brands. Complete with expansion bands — guaranteed like new! (Sample, \$9.95)

25% with order, balance C.O.D.

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10" Rabbit, \$5 dz.; \$48 gr. lots
20" Rabbit, \$12 dz.; \$10.80 gr. lots
28" Rabbit, \$18 dz.; \$15 gr. lots
38" Rabbit, \$24 dz.; \$22.80 gr. lots
Natural Ducks, \$4 dz.; \$36 gr.

SAMPLE ASSORTMENT
1 doz. each, plus 1 28" and 1 38", 50 pieces, only \$27.50 F.O.B.

SACRIFICE! 22" TV Dog . . . \$12 dz.
11" Plush Scotty . . . \$6.00 dz.
SAMPLE ASST.: 2 dozen, \$18 FOB.

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TIP BOOKS
BASEBALL BOOKS

at very, very reasonable prices
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Columbia Sales Co.
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VERY LATEST

Hollywood Created

GLAMOUR EARRINGS

\$36.00 Per Gross Sample Doz. **\$3.50**

Free display rack with gross order.

HUNDREDS of fast selling styles
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Guaranteed \$1.00 retailers. We will exchange any styles that don't sell. Send for FREE Catalog of 150 other hot jewelry items. 25% Deposit on C.O.D.'s.

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Dept. BE, 48 W. 25th St., N. Y. C. 10, N. Y.

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Latest 1960 style of Men's and Ladies' Wrist Watches, rebuilt, guaranteed like new. 25% deposit with order, balance C.O.D.

Immediate shipment

All watches complete with expansion bands. Boxes with names 45c each.

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Sold in dozen lots only. Truck shipments only. 25% Dep., Bal. C.O.D., F.O.B. Chl.

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Johnson Smith Co., Detroit 7, Mich.

The Best Sales Boards and Jar Games

Write for information and prices.

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- Continued from page 58
- | | |
|-----------------------------|----------------------|
| Pierce, Jim (Tattoo Artist) | Stank, James L. |
| Pinelli, Sebastian | Starns, Ray |
| Pirtle, Stanley | Stumme, James |
| Pounce, Harry R. | Stinebaugh, Gale |
| Ponder, Leo | Eugene |
| Price, Robert | Stutler, Robert |
| Fruitt, William Lee | Stutzman, John |
| Putman, James Dale | Robert |
| Rae, Stanon | Sullivan, Charles |
| Randels, Robert Lee | Taggart, John |
| Ready, Frank | Taggart, Robert |
| Ready, Richard | Tajopolia, Laura C. |
| Reed, Johnny | Tammany John |
| Reeves, Tommy | Francis |
| Renton, Chuck | Tangerine, Miss |
| Rice, Raymond | Taylor Bros. Rides |
| Richards, Arthur | Teague, Willie |
| Harry | Tennis, Richard |
| Richards, Tony | Thomas, Nick |
| Riley, Mrs. Imogene | Thomason, M. |
| Rochman, Ethel | Teter, Mervin & |
| Robertson, Edward | Spencer Vardeman |
| Rock, Nicholas | Townsend, Cal |
| Rogers, William Carl | Trigg, James Ralph |
| Rose, Mark | Veillon, Mrs. Hilton |
| Rudisill, Charles K. | Wallace, James |
| Russo, Frank | Washington, Stanley |
| Anthony | Waters, Mrs. Virgie |
| Ryan, Danny | Watson, John V. |
| Ryan, Johnny or | Weber, John Hermon |
| Margaret | Wellington, William |
| Sable, Little Jack | Weston, John |
| Sadler, John | White, Vesper P. |
| Sanford, Ray | Whiteside, M. F. |
| Schilling, Dutch | Whittington, Marion |
| Schlingock, Donald M. | Wiley, Mrs. Ernie |
| Schrock Jr., Roman B. | Williams, George |
| Scott, Lewis | Williams, Laver |
| Schupner, Frederick W. | Williams, Michael L. |
| Sella, Leon | Wisack, Raymond |
| Shaffer, J. E. | Wilson, Dianne |
| Simmons, John H. | (Seal Act) |
| Simpson, Robert | Wilson, Russell |
| Simpson, Ruth | Wilson, Ted (Daddy) |
| Smallwood, Lucky | Wiswell, Frieda |
| Smith, James | Witham, Eugene H. |
| Snellings, William | Woods, Florence |
| Lyle | Wresin, Clarence W. |
| Spencer, Donald J. | Wurster, Arthur E. |
| Spencer, Robert | Yoder, Tex & Mrs. |
| Alvin | Young, C. A. |
| | Young, James |

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| Allen, Charlie | Littrell, J. B. |
| Ames Sr., Jack | Lofits, Jack R. |
| Armstrong, Matt | Luns, Wanda |
| Bachensho, Alden R. | McConnell, W. C. |
| Beasley, James C. | McClenahan, |
| Bennett, James | DeWayne W. |
| Bonright, Bruce | McFadden, Ben F. |
| Bone, J. Howard S. | McHenry, Myron F. |
| Brown, Royal T. | McPherson, Ralph |
| Buchanan, Paul | McSparren, William F. |
| Burney, Dorothy | Madera, Joe |
| Henderson | Mason, Thomas G. |
| Bush, Frank | Messina, Philo |
| Cassandra | Metzgar, Burt |
| Cleveland, Dick | Minor, Frank |
| Coletta, Patay | Morero, Geraldine |
| Coleman, Mr. & Mrs. C. L. | Pan American |
| Converse, Art | Patterson, John B. |
| Cooper, Earl | Pendleton, C. T. |
| Deveaux, Paul | Pieron, Danville |
| Eickenhorst, Kenneth | Pooler, William |
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| Gospodarski, Larry P. | Ray, Bernard W. |
| Grigg, Charles A. | R. & P. Rides, Inc. |
| Hagen, Orville E. | Rosenfeld, Sol |
| Harrell, Earl Daniel | Smith, Jack & Anne |
| Hart Sr., Edgar G. | Villano, James V. |
| Hofmeister, Les | Volmberg Jr., Mr. & Mrs. John F. |
| Horten, Wm. A. | Whiddon, William |
| Ingram, Albert E. | Thomas |
| Kernes, James A. | Wilson, George |
| Lambert, D. J. | Woodall, Cecil Ray |
| Limon, Harry W. | Wright, Stanley |
| Levin, M. | York, Carl |
| Lewey, Thomas M. | |

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| Amerson, Ray | Johansen, Carl Paul |
| Ballantine, Carl | Kaue, Harry |
| Baptiste, Schreiber | Keogh, Gren (Stim) |
| Bartlett, Philip | LeMoine, Johnny |
| Borman, Pat | Mitchell, William |
| Chambers, Lee | Pamphilon, Walter |
| Chase, Wm | Patrick, Paul F. |
| Clifford, Edward | Powell, Jack |
| Copack, Charles & Alice | Roberts, Alvin Joe |
| Donahue, Bob | Rossi, Peter |
| Ellsworth, Richard | Sears, James |
| Galio, Rox | Shepherd, Marie M. |
| Gilbert, S. | Sidwell, Ernest |
| Gypsy Jim | Smith, Mrs. D. |
| Hall, David Royce | Steele, Lynne |
| Holland, D. J. | Usher, Maxola & Fats |
| Hutton, Ailera V. | Via, Shamrock |

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| Arrington, Lindsey | Kirkland, Letia |
| Bernhardt, Arthur | Keith |
| Ray | Lea, J. |
| Eckenstein, Emil | Martin, Betty |
| Gonsch, J. A. | Morrison, Howard M. |
| Grooms, Eugenia | Onguard, H. C. |
| Hanson, Dale | Powers, Babe |
| Hokes, B. | Paddison, Robert B. |
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JOK! EMECE HOPPS' FILL IN WITH SMART comedy one-liners. "Comedy Index," packed with sock gags...

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NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad libs. Only \$1. List free!

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Asst. Earrings \$1.75 & \$3.00 Dz. Pierced Earrings, Asst. \$1.25 & \$1.75 Dz. Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.

GENUINE MOUNTED LONG HORNS—Mounted with hand tooled leather, make money selling these horns on rodeo grounds, restaurants, bars, ranchers, etc.

HOSIERY—LOW PRICES LADIES' MEN'S, Children's, Ladies' Nylons, packed cello bags, 53 dozen. Prompt shipment and satisfaction guaranteed.

MEXICAN RESURRECTION PLANTS (ROSE of Jericho). Nice medium to large plants, \$35 thousand. National Products Co., Laredo, Tex.

YOUR OWN BUSINESS - SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢.

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Animals, Birds, Snakes

CHAMELEONS, \$15 HUNDRED PREPAID; live arrival guaranteed. Twenty-foot Python, \$800; Rattlers, \$5. Harmless Snakes, \$1. Snake Farm, Laplace, La. fe15

CHIMPANZEE BABY - VERY TAME, wears clothes, male. Real bargain. Phone Woodland 4-4218, Mesa, Arizona, for complete information. fe22

FOR SALE—"CHICKO," ONE OF THE BEST hand organ male Capuchin Monkeys. First \$450 gets him. H. E. Turpin, 705 Seale, Dallas, Tex.

ORDER SEA LIONS NOW FOR IMMEDIATE or future delivery. State size, only quality animals shipped. Ocean Aquarium, 1115 Strand, Hermosa Beach, Calif. fe15

WANTED - TAME, DEER, GUANACO, Llamas, etc. Quote best price. For Mago, Spector, 941 N.E. 176 St., North Miami Beach, Fla. np

Business Opportunities

A REAL OPPORTUNITY!

Parade equipment, giant figure balloons, large Santa Claus floats, knockdown steel trailers for balloons, all necessary equipment. Will sell full parade or individual balloons with riding carriages. Corporation dissolving. If full parade bought accruing contracts will be turned over.

JEAN GROS, Inc.

4616 Forbes St. Pittsburgh 13, Pa.

ATTENTION CONCESSIONAIRES

Sell the new disposable Stadium Cushion at all sports events. Send for free sample and details.

NOLAN ENTERPRISES

Box 343, Lyons, Ohio

CASINO—DINING, DANCING, BOOMING Nevada border town. Gambling licenses available. Thirty-five thousand handles sale, lease. Box C-584, c/o The Billboard, Cincinnati 22, Ohio.

FOR SALE OR LEASE—COLORED BEACH. Owner-management 13 years. Food, Bath House, Lockers, Arcade, Dance Hall, Fishing Pier; with or without rides. Gate and parking, etc. R. A. Markham, Tappahannock, Va. fe15

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn. fe15

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 29, Calif. fe22

JAPAN DIRECTORY—145 JAPANESE MANUFACTURING EXPORTERS, Japan and Hong Kong trade journal information. Asia opportunities. \$1 today. Nippon Anual, Box 6266-B, Spokane 28, Wash. ch-fe29

OPERATE PROFITABLE EMPLOYMENT Agency: home or office; full or part time. Franchises available. Write Personnel Associates, Box 592-BB, Huntsville, Ala. fe15

PORTABLE ROLLER RINKS

Complete rinks and sectional floors. State size desired.

DIXIE RINK SERVICE

P. O. Box 415 Smyrna, Ga.

PORTABLE ROLLER RINKS—HAVE 3 TO sell, 44x92. Will sell rinks completely equipped or will sell floor & tent only and you can furnish the rest. We will also build to suit your needs. Write for prices. Champ's Roller Rinks, Phone 4249, Springfield, Ky.

STORY BOOK FARM - NATIONALLY known children's amusement park with tame animals and rides. Our animals have been seen on TV shows coast to coast. Location perfect: near drive-in, and New York City. Located on busy #46, Parsippany, N. J. Season March to Nov. Reasonable price so owner may re-locate in West.

FOR SALE

12 SKEE BALL ALLEYS 24 ft. tall electric, 5c play... \$600.00 10 POKERINO TABLES, 5c play... 250.00

Entire 22 units 700.00 Pick them up or F.O.B. Long Beach

WEAVE RUGS—MAKE GOOD PROFITS! No experience necessary! Free catalog, sample card, and low prices on carpet warp, rug filler, looms, parts, inexpensive beam counter. If you have loom—advise make, weaving width please. OR. Rug Company, Dept. 2018, Lima, Ohio. ch-fe15

YOUR OWN BUSINESS - WITHOUT INVESTMENT! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-20-B, Chicago 32. fe22

"23 WAYS TO BUILD A HOME BUSINESS with lifetime repeat income!" Get this amazing manual now, only \$1 Postpaid. Included free, copy Home Business Digest Magazine. Guaranteed. Glenn Publications, Box 507, Jacksonville, N. C. ch-tfn

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, Replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh21

For Sale—Secondhand Show Property

ALLAN HERSHELL KIDDIE AUTO RIDE, Concession Trailer containing floss machine, popcorn, apples. Leslie B. Goodwin, 411 Harvard Ave., Athol, Mass.

ALLAN HERSHELL ROADWAY WITH 6 cars; G-16 Train, 3 coaches, 1700' track; 37' Merry-Go-Round; Pump-It Ride; Airplane Ride; concession stand and accessories. 107 E. 16th, Amarillo, Tex. Phone: DRake 2-9513. All or part. fe15

ALL SIZES USED TENTS AND SIDEWALL. Also new Tents and Sidewall. George's Tents, 103 North St., Auburn, N. Y. fe22

AMUSEMENT PARK EQUIPMENT—ONE 9-tub Tilt-a-Whirl in good working condition. Breaking up amusement park and must sell this equipment quickly. Will sacrifice for fast sale at \$1,250. Write Tannenbaum & Milask, 712 Federal St., Camden, N. J.

AMUSEMENT RIDES - ONE-HALF PRICE: 1 Speed Boat Ride, 1 Kiddie Ferris Wheel, 1 Kiddie Coaster. These rides cost \$6,645 new, purchased from King Amusement Co. Rides are only two years old and in excellent condition. Will sell for \$3,000. Contact Spurgeon Camp in Tallahassee, Fla. Ph: 2-2880. fe29

BUILD CONCESSIONS - TESTED PLANS: Shallow Joint (23 games); 4-Way Joint (11); Ball Rack (13); African Dip, \$5 each. High Striker \$31 all \$20. Free catalog. Brill, Box 875, Peoria, Ill.

COMET ADULT RIDE—IN GOOD CONDITION; with Trailer, \$2,800 cash. Sue Mace, 3001 Taft St., Box D2, Hollywood, Fla. Phone: WABash 2-1894.

COMPLETE ROLLER SKATE EQUIPMENT—150 pairs Shoe Skates, Amplifier, Speakers, Tape Recorder, Record Player, 370 Records, 20 Tapes, Program Board with switch board, Hot Dog, Coffee Machines, Cash Register; large, beautifully colored Mirror Crystal Ball. Will sell reasonably as package deal or in parts. Ralph E. Stecker, 201 E. University, Champaign, Ill.

DODGEM PORTABLE BUILDING WITH 10 Bicycles, reconditioned Dodgem Cars, \$7,000. No reasonable offer refused. Want Sky Fighter and roadway rides. Tom DeWitt, 5521 Paraguay, El Paso, Tex.

ELI NO. 12 FERRIS WHEEL—NEW SEATS and new Allis-Chalmers power unit. In park location. Also set of Wood Seats and used Power Unit. Mrs. Hazel Fry, R.R. 3, Lafayette, Ind.

FOR SALE - ONE USED BISCH-ROCCO portable Flying Scooter, excellent mechanical condition. One reconditioned Greyhound Racer. Make offer, F.O.B. Dorney Park, Allentown, Penna. fe22

FOR SALE: SMITH & SMITH TRAILER, mounted Auto Ride. Changing over. R. H. Kees, 514 E. 21st St., Covington, Ky. IE 1-2908.

FOR SALE—SUPER ROLL-O-PLANE, first class operating condition, new motor, new paint. Up, ready for inspection, \$2,500. Come look it over. Floyd O. Kile, Fairgrounds, Clinton, La. fe15

FOR SALE

12 SKEE BALL ALLEYS 24 ft. tall electric, 5c play... \$600.00 10 POKERINO TABLES, 5c play... 250.00

Entire 22 units 700.00 Pick them up or F.O.B. Long Beach

FOR SALE—25 SKOOTER CARS, 8 DARK Ride Cars, Pinto's Kiddie Fire Engine Ride, Mangler's Pony Cart Ride, one Kiddie Carousel, Tony Garte, 2075 Shore Parkway, Brooklyn, N. Y. ESplanade 2-5306. fe22

FREAKS, GAMES, COOKHOUSES, NEW Scrambler, trade or sell for cash. Trains, new, used; Arcades, Rides. Largest list ever; great buys. Young's Park Sales, 716 4th Ave., Two Harbors, Minn. Tel. 157, nights only.

MORE BUYERS

Will Stop and Read YOUR AD

If you use a DISPLAY CLASSIFIED AD RATE ONLY \$14 per inch

SAN FRANCISCO GIANTS MOVED TO new ball park. We have for sale their former Box Seats, individual and unattached. Comfortable rugged, cost at least \$25 will sell in lots of 25 for \$5.50 each. Pictures and size on request. Sharin Oil Co., 57 Encina, Palo Alto, Calif. fe15

SHRUNKEN HEADS, SHRUNKEN BODIES, strange attractions. Nothing like them. Free folder. Tate's Curiosity Shop, 3858 E. Van Buren St., Phoenix, Ariz. fe22

SIX HORSE TRAILER MOUNTED KING MGR six-car Kiddie Whip, 10-car Auto Ride. Good price. Ray Mathews, 208 S.W. 18th, Richmond, Ind.

TRAINS - ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass. fe15

4 MIDGET RACING CARS WITH FIBER-glas bodies; manufactured by King Amusement. Better than new. New price, \$600; will sacrifice for \$300 each. Paul Roads, 5403 George, Amarillo, Tex.

700 FT. #60 SOLID COPPER GROUND Cable, 50 ft. lengths, junction box connectors on ends, \$1.25 ft. Dutch Schrader, 239 N. Park Ave., Cape Girardeau, Mo.

4,000 FOLDING CHAIRS, STADIUM CHAIRS, Tables, Theater Chairs, Lockers, Bleachers, Tents, Playground Equipment. Lone Star Seating, Box 1734, Dallas 1, Tex.

Help Wanted

EXPERIENCED PORTABLE RINK OPERATOR, couple preferred. Will need help for two Rinks. Top ages. Write, stating experience. To start April. Champ's Roller Rinks, Springfield, Ky.

(Continued on page 62)



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, Gags
Advertising Specialties
Agents, Distributors Items
Animals, Birds, Snakes
Business Opportunities
Calliopes and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
Food & Drink Concession Supplies
Formulas and Plans
For Sale—Secondhand Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M P Films—Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Scenemen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

Music, Records, Accessories

- Business for Sale
Record Pressing
Situations Wanted
Sound Equipment—Components
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

Coin Machine Headings

- Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

Talent Availabilities Headings

- Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M P Operators
Musicians
Outdoor Acts and Attractions
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)
TALENT AVAILABILITIES AD—10c a word. Minimum \$2.

Classified and all Talent Availabilities ads must be paid for in advance.

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

Please insert the above ad in _____ Issue

NAME _____

ADDRESS _____ I enclose remittance of

CITY _____ STATE _____ \$ _____

THE MARKET PLACE FOR BUYERS and SELLERS

Continued from page 61

CLOWN WANTED

Have attractive proposition for a good clown. Must be reliable and strictly sober. Full season's work, 2-week spots. If you are a good clown and want to make money, contact

THE JOLLY SHOWS

1113 Raydale Road Hyattsville, Md. WHEEL FOREMAN, OTHER RIDE FOREMAN. Man to tear down and set up office concessions. Highest wages and opportunity. Living quarters. Old established show with high class route, with 35 fairs. J. B. Bailey, Rt. 2, Box 316F, Houma, La.

Instruction and Schools

FIX ELECTRIC CLOCKS EASILY—EARN cash profits. Our instructions show you how. 25¢ postpaid. Thies, Genoa, Ill.

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Relsch Auction School, Mason City 18, Iowa, fe29

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature, Radiophone for mentalists. Catalog, \$1 with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio, mh7

PROFESSIONAL VENTRILOQUIST FIGURES made to your order. Send 50 cents for catalog. John Carroll, 64-36 Myrtle Ave, Brooklyn 27, N. Y.

Miscellaneous

Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED A sure way to attract more attention and secure greater results. RATE: \$14 PER INCH Rule border permitted when using one inch or more.

INDIANS, LIFE SIZE, FIBERGLAS, COLORFUL; plastic Juggling Clubs, easy to handle, \$5 each. Anything fabricated in glass-plastic. Al Nichols, Animal Farm, Fairlee, Vt. fe15

TOSS ANY COIN HEADS OR TAILS AT WILL! A remarkable technique discovered accidentally, easily mastered. \$1. Arzo, Box 1165-B, Bridgeport 1, Conn. fe22

WILL BOOK TRAILER COOKHOUSE. Plenty flash. Need finance or will sell. Ph. 744 9-12 p.m. All day Sundays. Geo. W. Sides, Atoka, Okla.

YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures. Send 10¢ for 32 page catalog. Balda Art Service, Oshkosh, Wisconsin. fe22

FOOT HIGH GIRAFFE MOUNTED IN lifelike pose by Jonas, internationally known taxidermist. Perfect condition. Price \$650 f.o.b. Catskill, created for shipment. Frank Thompson, Catskill Game Farm, Catskill, N. Y.

Personals

NOW FOR THE FIRST TIME "MM-100" IS being offered by mail for married men who have that age-old problem. Free brochure or remit \$3 per tube postpaid. Satisfaction guaranteed. Fenale, Inc., Dept. 3C, Box 35-181, Miami, Fla. fe15

PAT HANLON—PLEASE CALL JIM, Cincinnati, Grandview 1-9366. Everything will work out to your satisfaction. Guaranteed.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1548 W. Cortez, Chicago 22, Ill. ch-tfn

Printing

WINDOW CARDS QUALITY 14X22 NON-binding 3-color Posters, 50 words copy printed in black ink, \$9 hundred; 17x28 size, \$13.50. Speedy service. Daygo Auto Bumper Stickers, size 4x15, yellow, red or green, \$13 hundred. Tribune Press, Dept. 160, Earl Park, Ind. mh28

200 8 1/2 X 11 LETTERHEADS, 200 6 1/2 ENvelopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Michigan. fe29

750 GUMMED LABELS PRINTED WITH any name and address, 35¢. Scheetz, 98 Branch, Sellersville, Pa.

Salesmen Wanted

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 10, Ill.

I'LL SEND YOU FREE STOCKING SAMPLE, newest advancement in hosiery since nylon. Patented, full-length. Stays up over-the-knee without supporters, without girdle. Nationally advertised price \$1.95. Make money introducing to friends at \$1 per American Mills, Dept. 351, Indianapolis, Ind. fe29

SALESMEN—BIG MONEY SHOWING NATIONALLY advertised Down-Spout-O-Matic, sensation wherever shown. Attaches to all down-spouts, unclogs when it rains, recedes after it rains. Once in a lifetime item. Dry basements guaranteed. Commissions advanced. Special sample offer. Campbell Co., Rochelle 58, Ill. ch-np

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

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. ch-tfn

Talent Wanted

PIANIST-ORGANIST—ORGAN FURNISHED. Guarantee \$130. Established hotel apartment; reading arrangements; centrally located locations. Box C-585, c/o Billboard, Cincinnati 22, Ohio.

Tattooing Supplies

WHEREVER MEN WALK THE EARTH OR all the seven seas you will find them wearing Zels Tattoo designs. Zels, 728-A Leslie, Rockford, Ill. np

Wanted to Book

CONCESSIONS WANTED FOR THE 26TH North End Club Fair on the beach of Lake Erie. 6 days; open June 20 thru June 25. Must be top quality and responsible. Write to Dorr H. Orkin, 225 Center St., Ashtabula, Ohio.

HASTINGS, MINN. EAGLES & V.F.W. WANT

Rides—Shows—and Concessions. July 1, 2, 3 and 4. Near heavily populated twin cities suburban area. Replies to

GEO. DROMETER 218 W. 5th St., Hastings, Minnesota Phone GE 7-3553

WANTED—CARNIVAL FOR OLD ESTABLISHED street fair. Best deal you ever had. Contact Stephen Crockett, Richland, Kansas.

WANTED—CIRCUS ACTS, ADVANCE MAN. W. E. Morgan, 2907 Bragg St., Knoxville, Tennessee.

Wanted to Buy

JOHN ROBINSON, CHRISTY, GENTRY, AL G. Barnes, Hagenbeck-Wallace, Sells-Floto Letterheads, Programs. A. V. Braun, R.D. 1, Box 495, Egg Harbor City, N. J.

SMALL PONY-TYPE CAGE WAGONS wanted regardless of condition. Address: Montana Charlie, 7300 Randolph St., Forest Park, Ill. mh7

WANTED—OLD U. S. COINS, INCLUDING gold. Sell them for hundreds of dollars. Send one dollar for the list of coins we want. Rare Coin Division, P. O. Box 93, Portsmouth, Ohio.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

AVAILABLE NOW THRU APRIL FOR IN-door Circus, etc. Novelty, Dog, Monk, Baboon Acts. Also reliable Agent wanted immediately; good percentage. Ray Biehler, LaHaska, Pa. Phone PY 4-8881.

TATTOO ARTIST—WELL KNOWN Professional artist; 33 years in business, last 12 in one location. Want good permanent location; have plenty of good, clean flash; first class equipment. Earl Brown, Island View Trailer Park, 1015 East Beach, Biloxi, Mississippi.

Musicians

DRUMMER VOCALIST AVAILABLE MARCH 1. Wanted, location spots with comb. Drummer, Box 371, Burlington, Iowa. fe29

PIANIST—ACCOMPANIST, SOLO. LIGHT classics, Latin, commercial. Years of experience; best references. David Chody, 1406 Hamilton, Manitowoc, Wis. MURRAY 4-8114.

MUSIC-RECORDS ACCESSORIES

Business for Sale

RECORD AND GIFT SHOP GROSSING \$30,000 yearly. Good Florida location. Write or wire Box 122, Ft. Pierce, Fla.

COIN MACHINES

Business Opportunities

PROFESSIONAL PLACER, WILL TRAVEL—Placing Vending Machines need not be problem. Bucking competition my specialty. Can advise best machines, merchandise. Write Sam Rosenfield, 5905 Nicholson St., Pittsburgh 17, Pa.

Parts, Supplies

CAPSULE JEWELRY — ASSORTED EARRINGS, \$5 gross; Heart Pendants, \$5 gross; Solitaire Rings, \$6 gross; Cuff Links, \$14.40 gross; Birthstone Rings, \$9 per gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. mh7

SCALES — COLUMBIA MIRROR AND others, \$10 each; Coin Machine Parts; hard to get parts. Asco, 1012 Barret Ave., Louisville, Ky.

Used Equipment

POKERING 20 PUSH CHUTES, \$135 EACH; 10 Drop Chutes, \$185 each; new 1956 decals for POKERINO Suits, Letters, Numbers, also Back Glass Parts. Travis, P. O. Box 206, Millville, N. J. TA 5-0726. fe22

40 SHIPMAN CANDY MACHINES, \$25 EA. 3 col. Shipman, \$34.50. Roll Types, Folders, Duo, \$12 USP, 100 Grand, Waterbury, Connecticut. fe29

Wanted to Buy

OBsolete OR ANTIQUE COIN MACHINES —Operational or repairable. State age, condition, price. If pictures or literature available, will return. C. Dunagan, Drawer 1, Monahans, Tex.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 41, Ind. mh14

CRASH BROWN THRILL STUNTS, INC. With automobiles, motorcycles and high explosives. One act or full show. Crash Brown, Westmoreland, Tenn. fe22

HIGH DIVE EXTRAORDINARY. HOLLY-wood still feature by Fox Movie-tone. High rigging light visible for miles. The most fascinating spectacular and exciting thrill feature imaginable. Mac Productions, 456 Lamplifer, Warren, Ohio. fe15

NICOLAI INTERNATIONAL WILD ANIMAL Trainer. Free to accept engagement as trainer. Lions, Tigers, Leopards, Mixed Groups, etc. Formerly with foremost European circuses. Offers invited. 229 Hyman St., London, Ontario, Canada.

COMING EVENTS

Alabama

Mobile — Mobile Mardi Gras, Feb. 18-March 1.

Arizona

Chandler—Sheriff's Posse Rodeo, Feb. 27-28. Russ Scott. Phoenix—Intl. Garden & Flower Show (Camelback Town & Country Village) March 24-29. James K. Wheat. Phoenix — Jaycees' World Championship Rodeo (Fairgrounds), March 17-20. Tucson—La Fiesta De Los Vaqueros, Feb. 18-21.

California

Imperial—Calif. Mid-Winter Fair Rodeo, Feb. 27-28. Lom Thompson. Los Angeles—Los Angeles International Sports Show (Coliseum), March 11-20. Fred J. Tabery. Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan Pacific Aud), March 31-April 10. H. Werner Buck. Oakland—Calif. Spring Garden & Home Show (920 Fallon St.), April 29-May 8. John I. Hennessy, Hotel Claremont, Berkeley 6.

Sacramento—Exposition of Modern Living (Fairgrounds), April 19-24. Bill Bien, P. O. Box 1113.

Santa Barbara—Home & Decorators' Show (Civic Aud), April 20-24. Patrick J. O'Toole

Santa Barbara—Santa Barbara Home Show (Civic Aud), April 11-15. Patrick J. O'Toole

San Diego—San Diego Boat, Sports & Outdoor Show (Mission Bay, Belmont Park), March 18-27. W. H. Barrett.

San Francisco—Grand Nat'l Jr. Livestock Expo (Cow Palace), April 9-13. Nye Wilson.

San Francisco—San Francisco Nat'l Sports & Boat Show (Cow Palace), March 4-13. Thomas R. Rooney.

Colorado

Denver—Colorado Sports, Boat & Travel Show (Coliseum), Feb. 21-28. R. C. Langenwaller.

Connecticut

Hartford—Autorama (State Armory), Feb. 17-22. Joe Kizis.

District of Columbia

Washington—National Capital Flower & Garden Show (Nat'l Guard Armory), March 4-10. D. L. Herndon.

Florida

Daytona Beach—Volusia Co. Home Show, March 19-23. Al Stern, 120 N. Grandview. Fort Pierce—St. Lucie Co. Home Show, Feb. 14-19. Lew Nachman, Fort Pierce Hotel. Indiantown—Circle T Ranch Championship Rodeo, Feb. 13-14. G. C. Troup. Jacksonville — Southeastern Boat Show (Gator Bowl), March 3-6. Don Cox. Kissimmee—Silver Spurs Mid-Winter Rodeo, Feb. 19-21. Katharine Autrey. Miami—Miami International Boat Show (Dinner Key Aud), Feb. 19-24. Mrs. Peggy Leysen. Miami—M & T Ranch Rodeo, Feb. 25-28. Chip Morris and Claud A. Tindall.

Georgia

Atlanta—Southeast Boat & Vacation Show (Municipal Aud.), Feb. 26-March 4. Martin P. Kelly.

Illinois

Chicago—International Dog Show (International Amphitheater), April 9-10. Chicago—Sportsmen's Vacation & Trailer Show (Intl. Amphitheater), Feb. 26-March 6. Thomas E. Durant.

Indiana

Port Wayne—Port Wayne Sports, Vacation & Boat Show (Memorial Coliseum), March 29-April 3. Ernie Berg.

Iowa

Des Moines—Iowa Sports, Boat & Vacation Show (Veterans' Memorial Aud), March 22-27. Martin P. Kelly. Ottumwa—Ottumwa Sports & Home Show (Coliseum), March 25-27. Everett C. Dyer. Waterloo—Northeast Iowa Sports, Vacation & Travel Show (Hippodrome), March 17-20. Harlan Epland.

Louisiana

Alexandria—La. Market Poultry Show, March 31-April 1. L. L. Walters. Arabi—Arabi Jr Livestock Show, Feb. 26-27. George R. Queen, P. O. Box 160. Baton Rouge—L.S.U. Livestock Show & Rodeo, March 4-15. W. M. Babin, Box 8637, University Station. Baton Rouge—East Baton Rouge Parish Fair, Feb. 23-25. C. L. Flowers, 201 St. Phillip St. Bunkle—Avoyelles Parish Poultry Festival, March 28-29. B. G. St. Romain, 610 Floyd St. Covington—La Tung Blossom Festival, March 19. Otilie M. Lambert, Military Road. Delhi — Delhi Livestock Show, Feb. 20-March 5. Franklin—St. Mary Parish Fair, Feb. 20. F. A. Swann Jr., P. O. Box 323. Gonzales—East Ascension Strawberry Festival, April 23-24. John D. Gonzales, 302 Caldwell St. Grambling—N. La. Brolter Show & Fair, March 21-25. Furman C. Anderson, Box 189. Lake Charles—Southwest Dist. Fat Stock Show, Feb. 25-29. R. A. Anderson, Box 866. Shreveport—Holiday in Dixie, April 27-May 1. Able C. Goldberg, P. O. Box 1465. Shreveport—La. Garden Club Show, March 25-28. Mrs. L. L. Robinson, 2811 Summer Grove Drive.

Maryland

Baltimore—Chesapeake Boat Show (Armory), March 2-7. William E. Ames. West Friendship—Spring Feeder Cattle Sale & Tri-Breed Bull Sale (Baltimore Livestock Auction Market), April 14.

Massachusetts

Boston—New England Boat Show (Commonwealth Armory), Feb. 21-28. Frank J. Farrell. Boston—New England Home Furnishings Show (Commonwealth Armory), April 18-24. J. W. Daly, Boston Club, 46 Beacon St., March 28-April 2. Bay City—Bay City Homes Show, March 16-20. Jack Davis, Box 12. Detroit—Detroit Boat Show (Fairgrounds), Feb. 20-28. Frank Jenkins. Kalamazoo—Kalamazoo Sports, Boat & Travel Show (County Center Bldg.), Feb. 15-20. E. H. Buckner. Lansing — Home-Arama (Civic Center), March 9-13. Lansing—Lansing Sports Show (Civic Center), March 24-27.

Michigan

Springfield — Springfield Metro Sports Show (Shrine Mosque), March 8-13. Paul H. Nystrom. St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 19-28. Wendell Emrick.

Minnesota

Minneapolis—Northwest Boat, Sports & Travel Show (Municipal Aud), April 1-10. P. W. Kahler. St. Paul—Land-O-Lakes Boat, Travel & Sports Show (Auditorium), March 18-27. Earle L. DuMonte. Minneapolis — Northwest Builders' Show (Auditorium), March 12-20.

Missouri

Lincoln—Lincoln Sports, Vacation & Outdoor Living Show (State Fair Coliseum), March 17-20. Bill Morton. Omaha—Omaha Boat, Sports & Travel Show (Civic Aud), March 8-13. Dean Sherman.

Nebraska

Lincoln—Lincoln Sports, Vacation & Outdoor Living Show (State Fair Coliseum), March 17-20. Bill Morton. Omaha—Omaha Boat, Sports & Travel Show (Civic Aud), March 8-13. Dean Sherman.

Nevada

Reno—Nevada Hereford Show, March 13-14. John Humphrey, P. O. Box 1429. Reno—Nevada Jr. Livestock Show, April 22-24. W. C. Behrens, Max Fleischmann College of Agriculture, University of Nevada.

New Jersey

Asbury Park—Jersey Coast Boat Show (Convention Hall), Feb. 20-28. Jerry Gasque. Asbury Park—Jersey Shore Home & Garden Show (Convention Hall), March 24-29. Asbury Park—Jersey Coast Imported Auto Show (Convention Hall), April 20-24.

New York

Buffalo—Buffalo Boat, Travel & Sports Show (174th Armory), Feb. 20-28. John G. Mellen. Jamaica—Long Island Boat & Sportsmen's Show (State Armory), March 5-13. George G. Kamrass. New York—Antiques Fair and Sale (Coliseum), March 5-13. New York—International Auto Show (Coliseum), April 16-24. New York—International Flower Show (Coliseum), March 5-12.

Nevada

Reno—Nevada Hereford Show, March 13-14. John Humphrey, P. O. Box 1429. Reno—Nevada Jr. Livestock Show, April 22-24. W. C. Behrens, Max Fleischmann College of Agriculture, University of Nevada.

New Jersey

Asbury Park—Jersey Coast Boat Show (Convention Hall), Feb. 20-28. Jerry Gasque. Asbury Park—Jersey Shore Home & Garden Show (Convention Hall), March 24-29. Asbury Park—Jersey Coast Imported Auto Show (Convention Hall), April 20-24.

New York

Buffalo—Buffalo Boat, Travel & Sports Show (174th Armory), Feb. 20-28. John G. Mellen. Jamaica—Long Island Boat & Sportsmen's Show (State Armory), March 5-13. George G. Kamrass. New York—Antiques Fair and Sale (Coliseum), March 5-13. New York—International Auto Show (Coliseum), April 16-24. New York—International Flower Show (Coliseum), March 5-12.

New York—New York Merchandise Show (Trade Show Bldg.), March 6-10. New York—National Photographic Show (Coliseum), Feb. 18-22. New York—National Outdoor Exposition (Coliseum), Feb. 20-28. Jim Hurley. Syracuse—North-East Sports Show (War Memorial Bldg.), March 10-13. W. C. Hartman.

North Carolina

Charlotte — Carolina Home and Flower Show, April 6-10. Charlotte—Charlotte Men's Camellia Club Show, March 11-12. Charlotte—Sportsmen's Motor Boat & Vacation Show of the Carolinas (Coliseum), March 1-6. H. F. Van Hohn. Elizabeth City—Albemarle Camellia Show, March 12-13. Fayetteville — Fayetteville Garden Club Camellia Show, March 5-8. Greensboro—Greensboro Council of Garden Clubs Flower Show, April 8-10. Rocky Mount—Eastern Carolina Camellia Society Show, March 19-20. Whiteville — Whiteville Camellia Society Show, Feb. 27-28. Wilmington—Men's Tidewater Garden Club Camellia Show, Feb. 27-28. Wilmington—North Carolina Azalea Festival, March 31-April 3.

Ohio

Cincinnati—Ohio Valley Boat, All-Sports, Vacation & Travel Show (Gardens), Feb. 27-March 6. H. E. Hart. Cleveland—American and Canadian Sportsmen's Vacation & Boat Show (Public Aud), March 18-27. A. W. Newman. Columbus—Central Ohio Boat Show (Veterans' Memorial Aud), March 24-27. Sponsored by the Columbus Dispatch and Columbus Star. Tom Shutt. Dayton—Dayton Sports & Boat Show (Fairgrounds Coliseum), April 7-10. Ward Collopy, 133 Warren St. Toledo—Toledo Home & Travel Show (Civic Aud), March 5-13. Milt H. Tarioff, 443 Spitzer Bldg.

Oklahoma

Oklahoma City—Midwest Boat, Sport & Vacation Show (Fairgrounds), March 13-20. Jack Wright, 2719 N.W. 47th St.

Oregon

Gresham—Multnomah Co. Parade of Gardens, April 27-May 1. Duane Hennessy.

Pennsylvania

Allentown—Allentown Sports, Boat & Vacation Show (Fairgrounds), March 18-26. Wendell Emrick. Harrisburg — Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 28-April 2. J. W. G. Altland. Philadelphia — Philadelphia Flower Show (Convention Hall), March 7-12. Philadelphia — Philadelphia Home Show (Convention Hall), Feb. 15-20. Philadelphia—Philadelphia Motor, Boat & Sportsmen's Show (Convention Hall), Feb. 25-March 5. Clinton W. Smullen. Philadelphia — Philadelphia Auto Show (Convention Hall), April 4-9. Philadelphia — Recreation World's Fair (Convention Hall), April 18-24. Thomas Rivers.

South Dakota

Sioux Falls—South Dakota Sports, Vacation & Outdoor Living Show (Coliseum), April 29-May 1. Bill Morton, P. O. Box 377.

Tennessee

Memphis — Memphis Boat Show (Fairgrounds), March 4-6. Glenn Pinkston. Nashville—Great Lakes of the South Outdoor Show (Fairgrounds Coliseum), March 21-27. Ames C. Evans.

Texas

Austin—Austin Livestock Show, March 16-17. Lynn Griffin. Brownsville—Charro Days, Feb. 25-28. Dallas—Southwest Home Show (Fair Park Women's Bldg.), March 12-20. Gregory Good. Dallas—Southwest Sports, Boat & Vacation Show (Auto Bldg., State Fair Park), April 2-10. Martin P. Kelly. El Paso—El Paso Home Show (Coliseum), March 28-April 2. Houston—Houston Pat Stock Show, Feb. 24-March 6. Herman Engel. Laredo—Washington Birthday Celebration, Feb. 14-28. J. George Loos, Box 455. Lubbock—A.B.C. Club Rodeo, March 22-26. W. I. Pittman. Mercedes—Rio Grande Valley Livestock Show & World's Championship Rodeo, March 17-21. Col. H. G. Stein. San Angelo—San Angelo Pat Stock Show & Rodeo, March 10-13. San Antonio—Battle of Flowers, April 18-28. San Antonio—Livestock Exposition and Rodeo, Feb. 12-21. A. B. Johnson. San Antonio—San Antonio Sports & Boat Show (Freeman Coliseum), March 8-13. Charles Coffey. Shamrock—St. Patrick's Day Celebration, March 17. Bob Roach Sr.

Virginia

Richmond—Richmond Boat & Sports Show (Arena), March 9-13. I. Pascal Cromer Jr. Richmond—Virginia Angus Show & Sale (Fairgrounds), Feb. 22.

Washington

Aberdeen—Aberdeen Home Show, March 1-4. Patrick J. O'Toole, Winthrop Hotel, Tacoma. Seattle—Seattle Sports, Travel & Boat Show (Civic Aud), March 19-27. Tom O'Loughlin. Spokane—Spokane Sports Show (Coliseum), March 22-27. Edward L. Costello. Tacoma—Tacoma Home Show, March 22-27. Patrick J. O'Toole, Winthrop Hotel.

Wisconsin

Green Bay — Northern Wisconsin Sports Show (Brown Co. Memorial Arena), April 2-7. Robert B. Meister. Milwaukee — Milwaukee Sentinel Sports, Boat & Vacation Show (Arena-Auditorium), March 19-27. Charles D. Collins.

CANADA

Ontario

Toronto—Canadian National Sportsmen's Show (Coliseum), March 11-19. Loyal M. Kelly.

Quebec

Montreal — Montreal Sportsman's Show (Show Mart), March 18-27. Alphonse Leclair. Montreal—Eastern Canada Better Home Builders' Show (Show Mart Bldg.), April 21-26.

Saskatchewan

Saskatoon—Bred Show and Sale (Fairgrounds), April 12. Saskatoon—Interprovincial Bull Show & Sale (Exhn. Grounds), April 13-14.

Federal Taxes & Vender Theft Highlight New York Op Meet

By REN GREVATT

NEW YORK — Problems of allegedly unfair federal taxes, theft of units, and loss of equipment in the cases of locations going out of business, were prime topics of discussion at the monthly meeting of the New York Bulk Venders Association here Wednesday (10). The meeting was held at the Central Plaza Annex and was helmed by proxy Roger Folz.

Pete Irving outlined problems currently being met in Jersey City, wherein federal marshals call on a location and declare that machines dispensing charms are subject to a federal tax of \$10 a year. A penalty fee, plus interest charges are attached to the original \$10 and the location owner is presented with a bill by the marshal who flashes his gold badge and frankly scares the location owner.

Location Demands

"When I arrive at the location, I find the owner has either already paid the money and demands it of me or he demands that I promise to pay the tax," said Irving. "He won't let me near the machine till I promise to take

care of the problem. And taking care of it is a real headache."

The federal marshal imposes that tax on the basis of a statute which declares that any coin device that depends on chance is subject to the tariff. On the other hand, bulk venders say, the statute also provides that the tax does not apply when the chance device is of insignificant value or of a value either less than nor no more than that of the coin used to operate the unit.

On another front, Brooklyn operator Nathan Gordon outlined the pressing problem of theft and vandalism and pointed out that he is having special stampers made which can be used to imprint on all elements of a unit, the owner's name. This would make it far more difficult for any "receiver" of stolen goods to ever re-use the equipment, according to Gordon. Members in attendance showed great interest in the stamper idea and Gordon agreed to demonstrate its use at the next meeting.

Another problem that comes up to harry operators is that occasioned by a location's business fail-

ure. When this happens, many objects in the store are auctioned off or otherwise disposed of. But other equipment such as soda fountain units often do not go at auction and later become known as booty. Movers often latch on to this equipment, including bulk vending units in a location, even tho these were never owned by the location itself. One operator noted that he had seen a number of units in a mover's warehouse and knew of instances where the movers sold the units to other operators. There seemed no immediate solution to this problem, but it was decided to get the Association's counsel working on it.

Other discussion centered on the group's annual affair, now set for Saturday, May 21, at the Boulevard Club in Queens. A number of methods of obtaining ads for the journal booklet were discussed.

Attending the meeting in addition to Folz, Irving and Gordon, were Hy Berman and Arthur Bicano, both of the Bronx, Sid Gollin of Forest Hills, Ed Bart of New Jersey and John Caruso, Lew Ellis and Arthur Klein, all of Brooklyn.

No \$10 Tax on Capsules: IRS

CHICAGO — A 5-cent capsule machine that has been assessed a \$10 federal amusement tax by Internal Revenue Agents in Indiana was exempted following an appeal by the operator and location owner.

The machine was operated by Carousel Industries, a Chicago based company, and was recently billed a total of \$20 plus interest and penalty (\$10 per year) for two years' operation.

The ruling, however, was appealed and the government replied with a refund, stating "an error in original assessment" had been made.

The machine was found to be a legitimate merchandise vending machine, not offering amusement or prizes and not subject to the federal levy on coin-operated amusement devices (COAD).

The legal appeal was based on three points: "(1) The machine is a merchandise vending machine dispensing items of equal value, none of which exceed 5 cents; (2) such machine could not be classed as an amusement device or a prize vending machine; (3) the machine does not induce the purchaser to expect to receive more or less merchandise of a value equal to price paid and

in no way suggests amusement of operation or a prize."

Following legal procedure, the appeal was actually made by the location owner. The federal ruling states that the location is the party liable for the coin-operated amusement device tax, tho as a practical measure such taxes are usually paid by the operator.

In this case, the \$20 payment was made by the location, followed by a claim filed for erroneous assessment. The legal maneuvering was shared by Carousel, the location and Don Mitchell, counsel for National Vendors' Association.

Critical point in the case revolved around the fact that the machine did not vend any merchandise exceeding the value of the purchase price, nor were there any prizes involved.

Officials pointed out that a similar ruling would not apply where operators included prizes or any merchandise that exceeded the value of the coin used. If there was any expectation on the part of the customer that he might receive more than the value of his coin, the device would be considered subject to the federal levy.

Penny King Unveils 3 Midget Capsule Items, Picturescope

PITTSBURGH—A new picturescope charm plus three new items for use in midget capsules for penny vending were announced last week by Penny King.

The new picturescope, says Penny King, is designed to vend perfectly with no extra lip to catch on brush springs and nothing but approved pictures of stars as one-half of the assortment and animals as the other half. They come in bright assorted colors and are priced \$10 per 1,000 for 5,000 or more, \$12.50 per 1,000 for less than 5,000 lots.

The midget capsule items have three separate toddler age groups in mind. Says Penny King manager Mrs. M. H. Kelly, "first is a pair of high heeled dolly shoes, to attract

the crayon crowd. . . a baby pacifier for the romper gang. . . and an assortment of silk flags of various countries for the rest of the young folks."

Perfect Answer

Midget capsules, says Mrs. Kelly, "are the perfect answer on how to vend items which could not otherwise be vend thru the wheel without capsules."

In addition to the three new items, Penny King is also offering midget capsules available with whole decks of playing cards, tattoos and a pair of play dice, priced at \$12.50 per 1,000 for 5,000 or more, \$15 for less than 5,000; and key chains in capsules priced at \$15 per 1,000 in 5,000 lots.

The case was considered important in that it set the pattern for future Internal Revenue action on bulk vending machines.

Possibly more significant, tho, was the implied reference to excessive-value charms and winner-ball type operations that have long been a controversial subject in the bulk vending industry and a topic for debate in virtually all NVA meetings.

Association officials contend that indiscriminate use of prizes and excessive value charms could be of detriment to the entire industry. The IRS ruling seems to indicate a get-tough policy on the part of the government in enforcing the amusement tax provision regarding vending operations.

NVA officials are fearful that use of prizes and excessive value charms could precipitate legislation on all types of bulk vending machines detrimental to operators.

Eppy Bows '25' Gimmick Mix

NEW YORK — A new "25" gimmick mix with at least 25 different charms is being introduced by Samuel Eppy & Company to the operator trade this month. The mix, according to Eppy, has "enough gimmicks, enough varieties, enough plated, enough assembled two-piece charms, enough quality, enough said."

Price for 5,000 and up is \$7.50 per 1,000; \$9.50 per 1,000 for 1,000 to 4,000. Included in the group are toy furniture, birds, bugs, copyrighted charms, Gimmick Series 57, binoculars, and bulbs, all luminous; false teeth, plastic; four-leaf clover, ice cream sodas, gun and holster, monkeys, all plated; clowns, horse shoes, gold; boats, space ships, rabbit's foot, hot dogs, plastic; monkeys, ivory; slippers, gold; watches, man in the tub, white plastic; cigarette lighters, arrowheads, gold, and irons, toasters, horse's heads and Series 90.

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DALE DISTR. (B.C.) LTD. 1168 Seymour Street Vancouver 2, B.C., Canada	SAMUEL J. PHILLIPS CO. 4372 Lindell Boulevard St. Louis 8, Missouri	STANDARD SPECIALTY CO. 1028 44th Avenue Oakland, California
H. B. HUTCHINSON CO. 1784 N. Decatur Rd., N.E. Atlanta 7, Georgia	QUEBEC VENDING CO. 109 Commissioner St. West Montreal, Quebec, Canada	STAR VENDING SUPPLY CO. 6327 Calhoun Road Houston 21, Texas
IMPRONTO VENDING MACHINE CORP. 300 North Gay Street Baltimore 2, Maryland	RAKE COIN MACHINE EXCH. 609 Spring Garden Street Philadelphia 23, Pa.	T. T. VENDING SALES CO. 2065 Milwaukee Avenue Chicago 47, Illinois
LOGAN DISTRIBUTING CO. 1850 West Division Street Chicago 22, Illinois	McPHAIL VENDING 1218 Eglinton West Toronto, Ontario, Canada	OAK MANUFACTURING COMPANY, INC. 11411 Knightsbridge Ave., Culver City, California

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Allied Merchandising, Mo. Distrib, Cited by FTC for Blue Sky Fraud

By DELORES NEWCOMB POE

WASHINGTON — A Federal Trade Commission hearing examiner ruled last week (5) that Allied Merchandising, Inc., University City, Mo., has used a "program of fraud and deceit" to sell vending machines.

Examiner Walter R. Johnson issued an order which would require Allied to discontinue its deceptive employment offers, exaggerated earnings claims, false assurances of assistance to purchasers and other misrepresentations.

Also cited in the order are Peter A. Krane, individually and as a company official, and William Dardick and Vern F. Hawkins, in their individual capacities only. The latter two were officers until resigning in July, 1958.

First Step

According to Examiner Johnson, the first step in the "fraudulent program" was the placing of newspaper ads under typical headings such as "Wanted, reliable man or woman full or part time." Persons answering the ads received a form letter signed by a fictitious name which advised that due to the tremendous response to the ad, it "will be about a week or 10 days before our regional director will call on you."

Some 15 purchaser witnesses who appeared at FTC's hearing revealed that the same pattern of deception

was employed in making the sales. The witnesses, according to Examiner Johnson, were persons with comparatively little means who wanted to supplement their incomes and were without experience in operating vending machines.

The prospect, the examiner said, "is given the impression that he is dealing with an honorable businessman who is worthy of the confidence and respect of his fellow man." He is shown literature and learns that, contrary to the advertising, Allied's offer is "not one of employment to service an established vending machine route and that an investment other than for inventory is required."

Misinformation

Examiner Johnson said prospects are misinformed that profits on 10 machines costing about \$2,000 will net from \$90 to \$100 per week for not more than six hours servicing time weekly; Allied has made or will make a survey before installation to determine profitable locations which are secured by trained men; by the time the machines have arrived, locations would be picked out which would produce the promised profits; a representative would return, usually within 90 days, to check if the promised profits were being produced, and unprofitable machines will be re-located; Allied will resell the machines of dissatisfied purchasers and they will get the full purchase

price back and; Allied makes arrangements for the purchase of cigarettes at better prices than the prospect can secure for himself.

Johnson found that in reality, the location man is never present when the machines arrive, and they are usually a small seven-column model of inferior construction. Also, the location man must be prodded by phone calls or letters before he will appear, and then the purchaser finds no survey has been made to determine profitable locations.

In one instance, the owner of an establishment where a machine was being installed told the location man: "There is no sense putting a machine in here . . . we don't have any traffic." The location man replied, "I don't care. All I want to do is hang these machines and give her (the purchaser) a location and get out of Cheyenne and on back to Denver."

Most of the purchasers abandon any attempt to operate the machines. Some request Allied to re-purchase or sell their machines, but the typical reply from Allied is that its obligation to the purchaser has been fulfilled, or that the purchaser should insert an ad in his local newspaper to sell the machines.

Examiner Johnson's order is not a final decision of the commission, and the order may be appealed, stayed or docketed for review.

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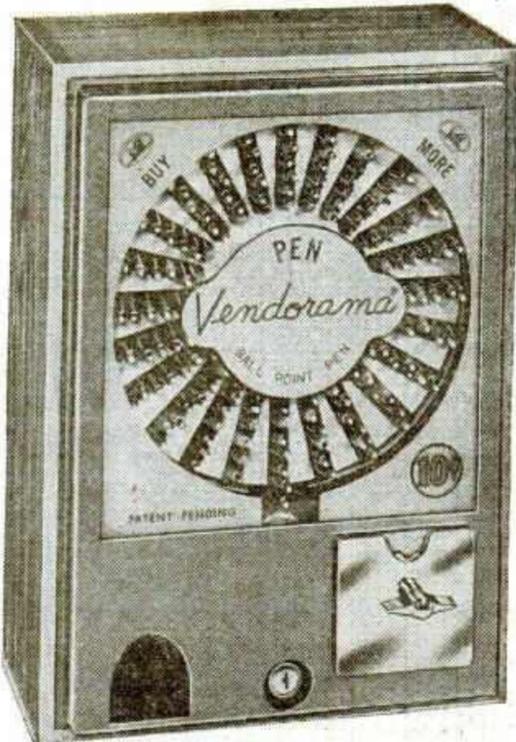
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Va., Md., W. Va., Del. | <ul style="list-style-type: none"> ■ Standard Specialty Co.
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Gamble Pays Off for Aaron Strouse

By NICK BIRO

CHICAGO—Aaron Strouse took a gamble 21 years ago, bought a string of peanut machines from a

bankrupt firm and promptly went full-time into bulk vending.

Today, Strouse is proud to say, the gamble paid off. He now op-

erates a large string of gum ball, gum ball and charm, nut, candy and scale machines thruout the Chicago North Shore suburbs. His firm, Illini Vendors, headquartered in Skokie, is still a one-man operation, but it's an operation that keeps Strouse busy.

His stops range from the north side of Chicago to as far north as Waukegan, a radius of some 50 miles, and include everything from the traditional candy and grocery stores to bowling alleys, factories, university stops and even the suburban railroad stations.

Even Sunday

Strouse puts in a five and sometimes six-day week. And for trouble calls, even Sunday. His servicing, however, is done on as much of a schedule as the unpredictable bulk vending business permits.

He leaves a postcard with all ball gum and nut locations, asking them to drop the card in the mail whenever the machines empty. That way, Strouse plans his day's stops usually a couple of days in advance.

Close tabs are kept on all machines, and Strouse has a policy of dropping a stop altogether if the machine doesn't empty at least every three months.

Emptying

The average emptying time for ball gum and charms is about six weeks, but he has locations that go from once a week to almost the maximum of three months.

Nuts are a slightly different operation, says Strouse. "I usually try to fill the machines every week or two. It seems to help sales to keep them full."

In the interest of time tho, cash from the nut machines is only emptied once a month, so there is an average of two fills to one cash emptying. Strouse has a habit of filling all his machines on the spot, rather than pre-filling the globes.

Saves Time

He says the system is preferable for his nut route and even saves time with the ball gum and charm machines. Average time for filling a ball gum and charm machine—on location—is about 10 minutes,

says Strouse, who feels he couldn't shave too much time from that even if he filled in his own shop.

Strouse pays most locations a flat fee commission, ranging from \$3 to \$5, depending on how valuable the stop. Payment is made whenever the globe empties.

With scales, money is counted right at the spot, with the location paid on a sliding scale ranging from 33 to 50 per cent of gross. The scale machines are serviced on a standard schedule, about every two months.

Candy Bars

Strouse's candy operation is possibly the most complex of his

(Continued on page 66)



TYPICAL MULTI-MACHINE INSTALLATION installed by Aaron Strouse thruout Chicago's north shore suburbs include ball gum, charms and confections.



REGULAR SHOPPING TRIPS for new charms are made by Aaron Strouse, who always tries to keep the latest in his machines. Here Strouse checks the new-charm shelf at Chicago's Logan Distributing Company for late, hot items.



CANDY MACHINES OPERATED by Aaron Strouse are regularly pulled in to his shop for servicing and routine maintenance. Here Strouse adjusts the coin mechanism on an overhauled multi-column vender.

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N.W. DeLuxe 1c or 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. Model #33 1c Porc. Con-verted for 10c ct. B.G.	4.50
Silver King 1c B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorns, 1c or 5c B.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

Golden Non Pareil Almonds, 5-lb. vac. pack tins, per lb.	.85
Pistachio Nuts, Jumbo Queen, Red.	.68
Pistachio Nuts, Jumbo Queen, White	.63
Pistachio Nuts, Large Tulip	.65
Pistachio Nuts, Vendor's Mix	.61
Pistachio Nuts, Sheik	.56
Cashew Whole	.66
Cashew Butts	.61
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 Ct.	.59
Hershey-ets	.47

Rain-Blo Gum, 72 ct.	\$.30
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
300 lb. minimum, prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30

Minimum Order, 25 Boxes assorted.
Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
One-Third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY on the New VICTOR VENDORAMA



ALL PURPOSE VENDOR

1c, 5c, 10c or 25c Mechanisms

All parts interchangeable in seconds. Vends bulk candy, peanuts, ball gum, charms and capsules.

Many new time saving features including removable cash box and no top lock. Unique in beauty and design.

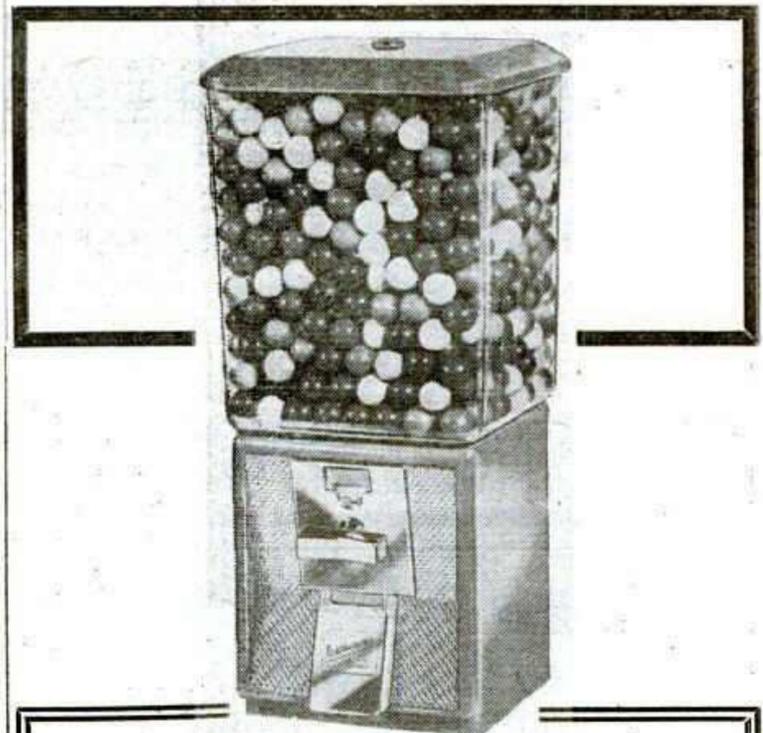
\$17.95 Each

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Northwestern GOLDEN 59 SUPER C FOR YOUR BETTER LOCATIONS

SUPER CAPACITY
1012 Balls 100 Count Gum
2886 Balls 210 Count Gum
365 Regular Capsules

See your Northwestern Distributor or write to

THE NORTHWESTERN CORPORATION

2023 E. Armstrong Street

Morris, Illinois

AMAZING-MYSTIFYING JUMPING BEANS

COLORED PLASTIC
 1M to 9M \$5.00 per 1,000
 10M and up \$4.20 per 1,000

GLEAMING VACUUM-PLATED
 1M to 9M \$8.00 per 1,000
 10M and up \$7.00 per 1,000

at your distributor or . . .

Guggenheim
 INC.

33 UNION SQUARE
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Morris S. Gisser says: "The Northwestern GOLDEN '59 dispenses all small products from peanuts to capsules and jumbo ball gum. Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."

CLEVELAND COIN Machine Exchange, Inc.
 2029 Prospect Ave., Cleveland 15, Ohio
 Phone: TOWER 1-6715

Planters Revises Price On Bulk Confection Line

CHICAGO—A new price structure on its full line of bulk confections was released recently by Planters Nut & Chocolate Company, according to Leonard D. LaPorta, district sales supervisor of the firm.

Confection-coated peanuts, double dipped, packed in 30-pound cartons, 38 cents per pound; 15-

pound cartons, 38½ cents per pound.

Confection-coated raisins, 30 and 15-pound cartons, 37 cents and 37½ cents per pound.

Chocolate Nuts
 P & P's, a milk chocolate covered peanut, candy coated, in assorted colors or straight chocolate color, in 30 and 15-pound cartons, 40 cents and 40½ cents per pound.

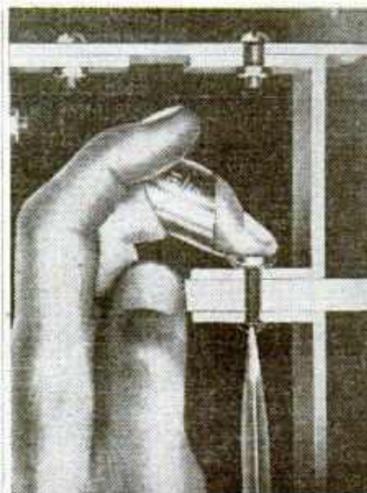
P & R's, a milk chocolate covered raisin, candy coated, in assorted colors or straight chocolate, in 30 and 15-pound cartons, 40 cents and 40½ cents per pound.

Planterettes, a candy coated peanut in assorted colors, 30 and 15-pound cartons, 30 cents and 30½ cents per pound.

Burnt
 Planters sugared peanuts, a French-burnt peanut (red), packed in 30 and 15-pound cartons, 27 and 27½ cents per pound.

Jordan almonds, a thin-shell candy coated almond in assorted colors, packed in 30 and 15-pound cartons, 58 cents and 58½ cents per pound.

Planters bulk line is currently



A SET of four finger-tip wrenches, designed to help reach otherwise inaccessible spots, was recently introduced by Beaver Tool Company, New York. The wrenches fit on the finger, sliding on or off easily, and come in four sizes—¼-inch, 5/16-inch, 11/32-inch and 3/8-inch measured across the flats. They fit Numbers 4, 5, 6, 8 and 10 nuts and bolts hexagon. Price is \$1.98 per set.

available thru bulk vending distributors as well as direct from the Factory.

BIG SAVINGS

on BALL AND VENDING GUMS

Same fine flavors
 Centers and Coatings

Direct Low Factory Prices

Bubble Ball Gum, 140-170 G
 210 ct. & Giant Size 27¢ lb.
 Chicle Ball Gum, 130 ct. 35¢ lb.
 Clor-o-Vend Ball Gum 40¢ lb.
 Clor-o-Vend Chicks, 320 ct. 40¢ lb.
 Chicle Chicks, 320 & 500 ct. 36¢ lb.
 Bubble Chicks, 320 & 520 ct. 28¢ lb.
 Tab (short stick), 100 ct. 38¢ box
 3-Stick Gum, 100 packs \$1.90
 F.O.B. Factory 150 lb. lots

AMERICAN CHEWING PRODUCTS
 35 years of manufacturing experience.
 4th & Mt. Pleasant • Newark 4, N. J.

AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products

1c, 5c, 10c or 25c Operation

Vends flat packs up to 1½" x 2" x 3¼". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For details and prices Write, Wire, Phone Today.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

J. SCHOENBACH
 Factory Representative for Stamp Vendors and Stamp Folders—Write for Prices.
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 PResident 2-2900

CIGARETTE AND CANDY MACHINES

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

EASTERN ELECTRIC CIGARETTE,
 10-Col., all coin, 25c & 30c. \$75.00

NATIONAL 9-M CIGARETTE,
 25c & 30c 85.00

8-COLUMN CRUSADER,
 25c & 30c 57.50

8-COLUMN PRESIDENT,
 25c & 30c 50.00

8-COLUMN DIPLOMAT,
 25c & 30c 65.00

CONVERSIONS,
 (30c to 35c) 7.50

8-COLUMN STONERS (pre-war & post-war)
6-COLUMN STONERS (pre-war & post-war)

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

Plastic Beads Can Spur Bulk Industry Again, Says Philly Op

PHILADELPHIA—The plastic bead might be just the charm the bulk business needs for a shot in the arm, according to Paul Schwartz, head of Confectionary Sales here.

"This item moved real well about three years ago," Schwartz said, "but for some reason it was taken off the market."

"The kids went crazy over them. They could make necklaces, bracelets and other things that were very useful."

Schwartz explained the charm was similar to the beads found in pop necklaces. They have a prong protruding at one end and a hole at the other for another bead to stick into.

Gamble Pays Off

Continued from page 65

whole route. He has bar-candy machines spotted thruout the entire North Shore suburb, some of which empty as often as once a week.

The machines are serviced with the location-postcard method, but cash is never counted on the spot. The locations are paid once a month by check, with Strouse keeping accurate books for how much each location takes in over the period.

Asked if the owners ever objected to not watching the coins being counted, Strouse said, "No, it's primarily a matter of trust. Most locations have enough confidence in you or they wouldn't let you put in a machine in the first place."

Honesty
 "They have a rough idea anyway how much the machine takes in, and if you're honest in your commission check, you never have any trouble."

Strouse also makes a habit of continually building his route with new locations. Over a period of years, the general area of the route remains the same, but stops are added and dropped constantly to keep the route current.

In selling a new location owner on putting in machines, Strouse often takes along an album of photos showing the different installations he can put in. He also makes a habit of giving the location a breakdown of potential profits they will get from the machine.

Most important, tho, he emphasizes, is giving the location good merchandise and good service. "Over the years, I've found this to be the most valuable rule in holding on to a stop as well as getting recommendations for new spots."

"In addition to being popular," the operator explained, "that bead was one of the cheapest items we've ever had." He said that department stores especially went for them in a big way. "I think it is just what we need to boost business."

Cycles
 The 30-year veteran of the business cautioned, however, that there might be one drawback—that is, fills often run in cycles.

"The cycle is usually about five years before they bring back a charm," he said. "It has been only three years since the bead disappeared. So maybe this is not enough."

"Maybe we should wait another two years to let the cycle complete itself," he mused.

R. T. Kenney, 48, Unit Vending, Dies

PHILADELPHIA — Richard T. Kenney III, manager of the Unit Vending Corporation here, died Sunday (7) at his home in Delaware Township, New Jersey. He was 48.

He was a past commander of the Philadelphia County Council of the American Legion, a member of the Marine Corps League, the Philadelphia Chamber of Commerce and the Rotary Club of Philadelphia. He was also a Mason.

Mr. Kenney is survived by his widow, Bertha, and a son, Richard IV.

Services were held Thursday (11) in Camden, N. J., and interment was the same day in Locustwood Memorial Park in Delaware Township.

NATIONAL VENDING SERVICE CO.
 46 Fulton St., Brooklyn 1, N. Y.
 TRiangle 5-1857

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE

COMPLETE CABINET AND BASE, CAST IRON, PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES

Invented and Made Only by

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OUR SPECIALTY IS HELPING MORE OPERATORS MAKE MORE MONEY

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 Panned Candies • Gum • Vending Machines • Parts & Supplies

CLEAN OUT YOUR BASEMENT!

*** \$5.00 ALLOWANCE \$5.00 ***

on any vending machine or counter game

TOWARD PURCHASE OF NEW NORTHWESTERN '49's, '59's, or ACORNS

Send List

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MAKE YOUR OPERATION MORE PROFITABLE

It's here—the new Gold Medal Automatic Popcorn Vendor. The best value in popcorn vending machines.

POPCORN VENDING WILL BRING BIG PROFITS TO YOU

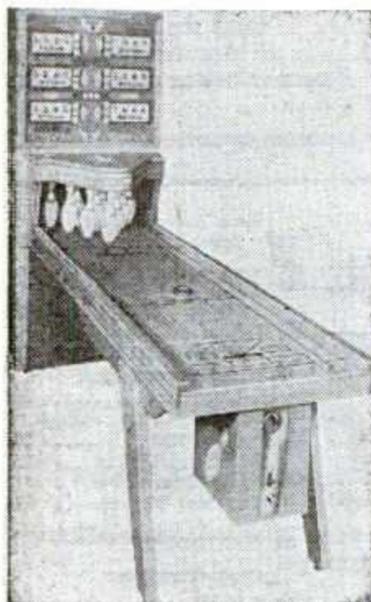
Make up to 8c profit on a dime sale. You pay 25% commission and net 50% profit.

Modern design, Unitized construction. Takes two nickels or a dime. National slug rejector.

Capacity 100 sales 20 x 20 x 60" low cost. Only \$295.00 f.o.b. Cincinnati.

GOLD MEDAL PRODUCTS CO.
 308-18 E. THIRD ST. CINCINNATI 2, OHIO
 For over 25 years the most respected name in the Concession Industry.

Big Bonus Has Scoring Option



BIG BONUS

CHICAGO—The United Manufacturing Company this week began shipping its Big Bonus shuffle alley, a one-to-six-player game.

The game may be set by the player for regulation scoring—with a top score of 300, or bonus scoring—with a top score of 990. The bonus builds up during the game and collects at the end of the game to insure last-frame suspense. Option is exercised with the press of a button before play.

Dimensions are 8½ feet long and 2½ feet wide. Shipping weight, crated, is 430 pounds. Play is set at 10 cents.

Coin Industry PR Campaign Rolls On

By AARON STERNFIELD

CHICAGO—Coin machine brass from all sections of the country met at the Hotel Morrison here Saturday (6) as the Information Council of the Coin-Operated Equipment Industry swung into action.

The group, organized to launch an industry-wide public relations campaign, is faced with two immediate problems—how to sell the

campaign to the industry itself and how to raise the money to get the drive started.

The original plan of soliciting voluntary contributions of \$1 each from operator, distributor and manufacturer on each new piece of equipment sold, was scrapped in favor of a dues structure.

Dues Structure

Briefly, each manufacturer will pay dues based on the firm's in-

dustry volume, with separate dues classifications for distributors, jobbers, suppliers, operators and associate members. The dues structure, subject to amendments, will be announced at a later date.

But to get the drive started, several manufacturers agreed to pay dues on a monthly basis until the plan is reviewed in May.

Last week the committee met with Herbert M. Kraus, public re-

lations executive, who is being retained to represent the council. Discussed were fund-raising methods and the broad plan to present the coin machine story to the general public.

Attending the meeting were Lou Casola, council president; George Miller, president of the Music Operators of America; Nick Allen, MOA counsel; Bob Slifer, executive secretary of the National Coin Machine Distributors' Association; Irv Blumenfeld, General Vending, Baltimore, NCMDA president; Red Wallace, West Virginia Music Operators' Association, and Howard Ellis, Nebraska Music Guild.

Also Harry Snodgrass, Albuquerque, N. M., MOA director; Clint Pierce, Brodhead, Wis., MOA director; Herb Oettinger and Billy DeSelm, United Manufacturing and United Music; John Haddock and Ed Ratajack, AMI; Gil Kitt, former NCMDA president and head of

(Continued on page 72)

Bowl-O-Fun Caters to Family; Birthday Parties a Specialty

EDITOR'S NOTE: Few recent developments in the coin machine industry have stirred up as much interest as the family-type coin machine recreation center. In St. Louis, Billboard Correspondent John Hilliard reported that Bowl-O-Fun, an institution that is doing the industry a distinct service in the realm of public relations, and also one that is earning good money for its operators. This is the first of a three-part series.

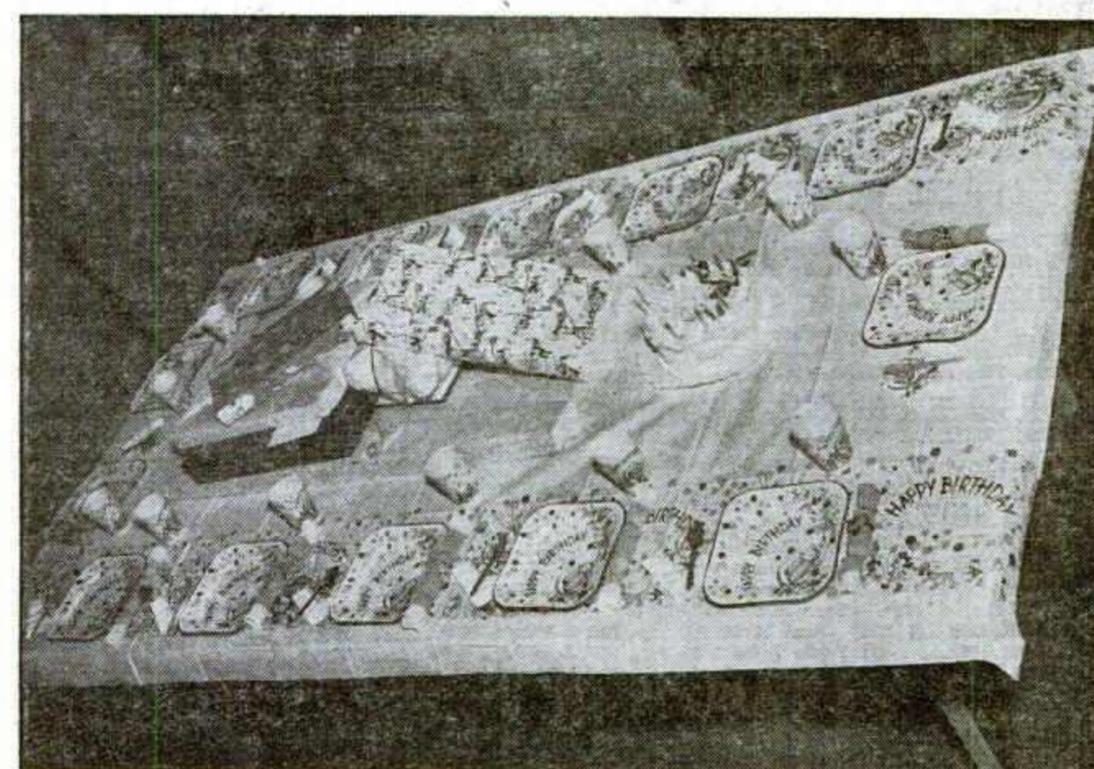
ST. LOUIS—A birthday at a coin-operated bowling center? It may seem fantastic, but it's true. Instead of one, however, there were six birthday parties during the first weekend in February at Bowl-O-Fun, a unique type of family recreational center which features bowling on 20 miniature alleys at 10 cents a game.

Bowl-O-Fun is operated by

Archlee Incorporated at 8322 Olive Street Road in University City, a St. Louis municipality. The center caters to 47,000 families in the St. Louis area and from this group,

5,000 frequent the establishment at least once monthly or more and spend an average of \$1 per family a month.

(Continued on page 78)



TYPICAL BIRTHDAY party set up for 13 youngsters at Bowl-O-Fun, family-type recreational and bowling center.

Federal Court Lifts Pa. Pin Seizure Ban

By GEORGE METZGER

PHILADELPHIA — The U. S. Circuit Court of Appeals lifted an injunction prohibiting the Pennsylvania State Attorney General from seizing multiple-coin pinball machines that have been converted to single-coin play.

Circuit Judges Herbert F. Goodrich, Harry E. Kalodner and Gerald McLaughlin said in lifting the ban against Attorney General Anne Alpern last Tuesday (9) that they were not in any way passing on the merits of the case.

The injunction was granted on December 30 by U. S. District Judge Harold K. Wood on a peti-

tion by Jacob Kossman, attorney for Michael Ford, a McAdoo, Schuylkill County operator.

Kossman Argument

Kossman in last week's action argued that the State law prohibited the operation of those machines operated by multiple coins but not those that have been converted to single coin play.

The State Supreme Court last November branded as gambling devices and ruled illegal machines in which more than one coin can be inserted to raise the odds.

In his petition for an injunction, Kossman said his client, Ford, had

(Continued on page 77)

Op Forums Set for 1960 MOA Show

CHICAGO — Fewer speakers and more operator participation will be the theme of the 1960 annual convention of the Music Operators of America, to be held in the Morrison Hotel here May 9-11.

Manufacturing exhibitors will be assigned workshop rooms in addition to their space on the convention floor. There technical problems will be discussed by factory engineers, and operating problems will be gone over by operators and company executives.

Briefly, the program calls for an opening business meeting on Monday, with one or two speakers and the remainder of the day devoted to workshop meetings.

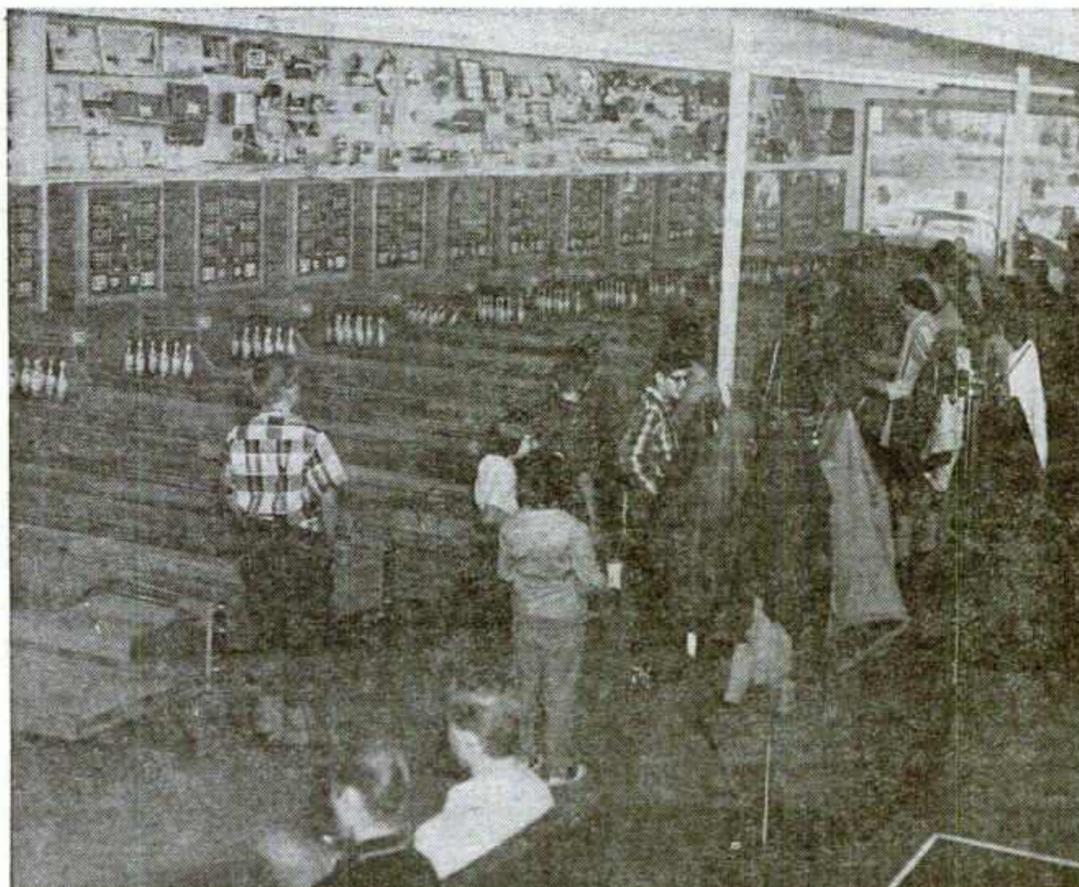
Two operator forums will be

held each morning for the following two days, with door prizes awarded at each forum. No evening sessions are planned.

MOA President George Miller, in Chicago for the meeting of the Information Council of the Coin-Operated Equipment Industry, said the new convention format was adopted to stimulate operator interest by providing for more operator participation, and to depart from the standard format which has changed little during the last few years.

Registration will begin Sunday, and the ladies' luncheon will be held Tuesday. A membership meeting and election of officers is

(Continued on page 78)



BOWLING FOR FAMILY recreation at Bowl-O-Fun. View from rear shows some of prizes, which are redeemable for skill points, in background over coin-operated bowling alleys.



The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

Table listing Music machines with columns for model/year and price. Includes models like D-40 (40), 1951 for \$75 and H-100M (100), 1958 for \$670.

Table listing Rock-Ola machines with columns for model/year and price. Includes models like 1438 (120), 1954 for \$285 and 1465 (200), 1958 for \$680.

Table listing Seeburg machines with columns for model/year and price. Includes models like M100B (100), 1950 for \$230 and 220 (100), 1958 for \$925.

Table listing Wurlitzer machines with columns for model/year and price. Includes models like 1250 (48), 1950 for \$85 and 2200 (200), 1958 for \$825.

BOWLERS & SHUFFLES

Table listing Bowling and Shuffle machines with columns for model/year and price. Includes models like ABC Bowler 7/55 for \$225 and ABC Super-Deluxe Bowler 9/57 for \$315.

Table listing Chicago Coin machines with columns for model/year and price. Includes models like All Star Team Bowler 11/55 for \$155 and Double Feature 12/58 for \$425.

CHICAGO COIN

Table listing Chicago Coin machines (continued) with columns for model/year and price. Includes models like All Star Team Bowler 11/55 for \$155 and Thunderbolt 12/54 for \$160.

UNITED

Table listing United machines with columns for model/year and price. Includes models like Ace Shuffle Alley 5/54 for \$75 and ABC Bowler 7/55 for \$225.

Table listing Shuffle Targette machines with columns for model/year and price. Includes models like Shuffle Targette 8/54 for \$100 and Simplex 4/59 for \$710.

PINBALLS

BALLY

Table listing Bally pinball machines with columns for model/year and price. Includes models like Ballerina 6/59 for \$625 and Balls-A-Poppin' 10/56 for \$70.

GOTTlieb

Table listing Gottlieb pinball machines with columns for model/year and price. Includes models like Ace High 2/57 for \$120 and Add-A-Line 7/55 for \$90.

ARCade & NOVELTIES

Table listing Arcade & Novelties machines with columns for model/year and price. Includes models like All-Star Baseball (Wms) 4/54 for \$85 and Aqua Duck (Cons) 2/55 for \$145.

Table listing United machines (continued) with columns for model/year and price. Includes models like Brazil 9/56 for \$85 and Caravan 1/56 for \$80.

WILLIAMS

Table listing Williams machines with columns for model/year and price. Includes models like Arrow Head 7/57 for \$95 and Big Ben 9/54 for \$50.

Table listing various machines with columns for model/year and price. Includes models like Bin-O-Reno (Sci) 3/55 for \$350 and Bull's Eye (Bally) 3/55 for \$195.

Table listing various machines (continued) with columns for model/year and price. Includes models like Arrow Head 7/57 for \$95 and Big Ben 9/54 for \$50.

Table listing various machines with columns for model/year and price. Includes models like Quarterback (Gen) 9/55 for \$85 and Ranger (Keen) 3/55 for \$130.

Table listing various machines (continued) with columns for model/year and price. Includes models like Arrow Head 7/57 for \$95 and Big Ben 9/54 for \$50.

Table listing various machines with columns for model/year and price. Includes models like Stutz Bearcat (Bert Lane) for \$275 and Bally Boat (Bally) for \$250.

Table listing various machines with columns for model/year and price. Includes models like Choo Choo (Bert Lane) for \$250 and King Choo Choo (King) for \$225.

Table listing various machines with columns for model/year and price. Includes models like Bert Lane MGR (Bert Lane) for \$275 and Capitol MGR (Cap) for \$235.

Table listing various machines with columns for model/year and price. Includes models like Big Beauty (Lee) for \$325 and Big Bronco Pony (Exhib) for \$350.

Table listing various machines with columns for model/year and price. Includes models like Range Rider (Range Rider) for \$275 and Rawhide (Exhib) for \$275.

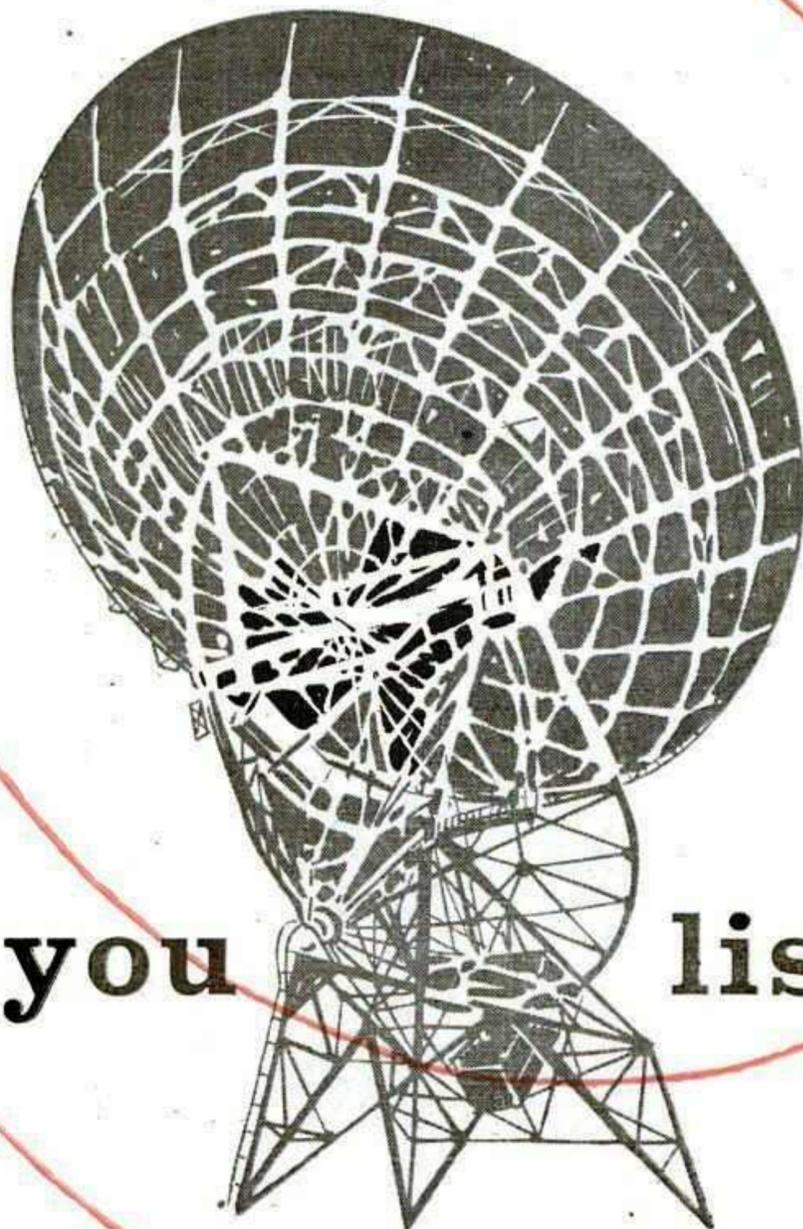
Table listing various machines with columns for model/year and price. Includes models like Atomic Jet (Conat) for \$150 and Junior Jet (Exhib) for \$110.

Table listing various machines with columns for model/year and price. Includes models like B & R Dog (B & R) for \$125 and Bull Ride (Lee) for \$150.

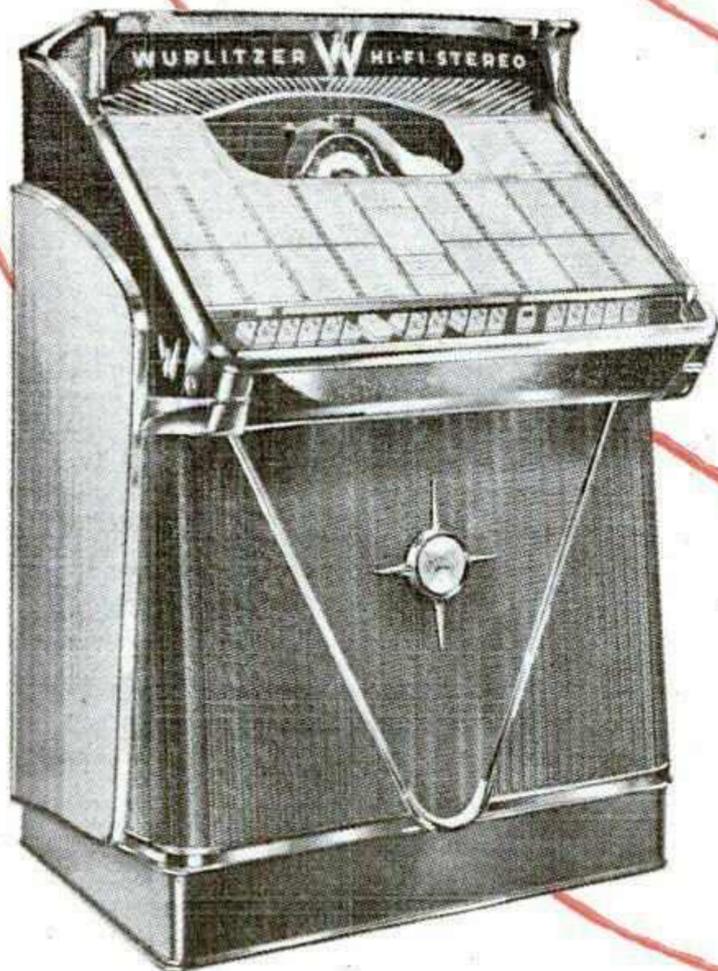
Table listing various machines with columns for model/year and price. Includes models like Active rides of all years are included in the following listing and AUTOS Austin Racer (Cap) for \$175.

KIDDIE RIDES

Table listing Kiddie Rides machines with columns for model/year and price. Includes models like Active rides of all years are included in the following listing and AUTOS Austin Racer (Cap) for \$175.



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Millions are - and it means more money in your pocket

What makes the new Wurlitzer Music Systems such a sound investment is the sensational Hi-Fi Stereo sound they produce.

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WORLD'S GREATEST MONEY-MAKING MUSIC SYSTEMS

THE WURLITZER COMPANY Established 1856 NORTH TONAWANDA, NEW YORK

European Trade Eyes Expected Coin Game Boom

By OMER ANDERSON

FRANKFURT, Germany—European coin machine producers are gearing for a games boom as the next major development in the Continental industry.

The industry looks for games to boom—and big. Industry experts differ only as to the scale of the upsurge. Some experts forecast a boom rivalling the juke boom of the last half-decade in Europe.

Most manufacturers are banking on a games boom for the simple reason that games have boomed in the U. S. This "Europe-too" theory holds that anything catching on in America can be transplanted to Europe with almost equal success.

Europe has become that Americanized, according to this theory. There are dissenters to this theory, but not many. Most European businessmen have become accustomed to "thinking American," simply because that is the way their competition is trying to think.

There are other factors, many of them. First, there is prosperity. Never has Europe been so prosperous and, more important, never have the European masses had so much loose change jangling in their pockets.

And there is leisure. Never had Europeans had so much leisure and felt so bored. The trend is away from the traditional 48-hour work week and toward the 40-hour week.

The Continental average now is 44 hours. But already there are complaints of tedium. Europe's postwar jerry-built housing is so cramped and miserable that few families spend their leisure at home.

Continental tradition has the restaurant, the cafe, the beer garden or other form of public house as the average European's center of social life. This tradition, of course, dovetails with the flight from the average family's dingy, crowded living quarters in the rabbit warren-type apartment housing common to the Continent.

Every European country has its own particular version of the British pub with the inevitable dart game (which, in-

identally, is now giving way to the bowling coin game).

The postwar trend in Europe has been toward "integration," which has become a household catchall word applying to everything from politics to shopping.

In the coin machine trade, integration means the establishment of complete coin-machine enterprises under one roof. European operators are jettisoning the tend-

ency to regard the trade as compartmented operations — jukes, games and vendors.

The trend is to combine juke boxes and games and even to install a range of vendors. Experience in Germany has shown that one type of machine tends to breed business for another type and so on, in chain reaction fashion.

For example, a Frankfurt operator with 250 jukes has experimented with trying to place one or more games at every juke location. He found that game machine receipts per machine averaged higher than receipts for games sited without jukes. Moreover, juke receipts per machine at such dual locations averaged approximately 15 per cent higher than corresponding juke sites without games.

The trend now is not only to combine jukes and games, but also to expand to the maximum extent possible the number of different vendors at such "integrated" sites.

Obviously, not all sites are appropriate for integrated operations, and some sites may accommodate jukes and games but not vendors. Nevertheless, the industry trend now is to think in terms of integrated sites and integrated operations, with a single operator handling jukes, games and vendors.

This integrated concept accounts for substantial industry optimism about a games boom. But aside from the factors of the American success, prosperity, leisure and the integration concept, most manufacturers are attracted to games because so little has been done in Europe to date in this field.

Automatic merchandising has a long and illustrious tradition in Europe, and jukes have boomed phenomenally since the war, the European industry now having emerged as a formidable challenge to the senior U. S. industry.

But coin games are in their infancy in Europe. American coin games dominate the field in every respect, mainly by default.

Yet European industry figures argue that such a situation is illogical. Theoretically, games should adhere to national customs, in line with the varying sport patterns. For example, soccer is the European national sport, and U. S.-style bowling is unknown in Europe.

Coin games, finally, are sparse all over Europe, altho surveys indicate a large potential market. It appears that games are sparse simply because the European coin machine industry has not seriously attempted their production on the scale of jukes and vendors, and import quotas and currency restrictions have discouraged an influx of U. S. equipment.

West Germany, to illustrate, in 1959 exported less than half a million dollars' worth of games, altho the Germans have the Continent's (by far) biggest coin machine industry.

But the Germans are beginning to take the plunge into games. The 12th German coin machine industry exhibition last year at Frankfurt (Continued on page 71)

Coin Machine Exports

November, 1959

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	274	\$160,855	317	\$131,017	739	\$96,729	1,330	\$388,601
W. Germany	251	155,238	13	5,180	169	92,601	433	253,019
U. Kingdom	121	91,569	5	1,561	298	62,678	424	155,808
Venezuela	95	82,619	—	—	92	25,487	187	108,106
Canada	120	87,520	—	—	184	14,856	304	102,376
Switzerland	134	78,075	5	515	5	1,565	144	80,155
Italy	140	55,028	—	—	2	1,550	142	56,578
Netherlands	10	8,000	52	20,485	49	11,981	111	40,466
Norway	50	36,453	—	—	—	—	50	36,453
Sweden	3	2,586	15	12,187	348	20,815	366	35,588
France	19	11,400	—	—	73	20,817	92	32,217
Brazil	—	—	—	—	30	21,524	30	21,524
Mexico	12	12,657	5	4,975	2	517	19	18,149
Nan. Is. (Pacific Base)	16	13,863	5	850	5	1,750	26	16,463
Ecuador	20	16,029	—	—	—	—	20	16,029
Austria	—	—	15	13,853	—	—	15	13,853
Other Countries	115	78,685	96	19,531	486	77,950	697	176,166
Totals	1,380	\$890,577	528	\$210,154	2,482	\$450,820	4,390	\$1,551,551

Nov. Export Volume Rises Sharply; Games, Music Fetch Higher Prices

CHICAGO—Figures disclosed this week by the United States Department of Commerce indicated that the American export market for juke boxes and coin games is on the rise.

November figures showed that \$1,551,551 worth of juke boxes and games were shipped out of the country for the month, compared with \$1,152,343 in October. The November rise reverses the gradual downward trend of coin machine exports.

Broken down, \$890,577 worth of new juke boxes were exported in November, compared with \$671,329 for the previous month. Used juke box exports rose from \$193,381 to \$210,154, while game exports soared from \$287,633 to \$450,820.

Belgium Still Leader

Belgium again was the leading purchaser of U. S. coin equipment, with \$388,610 (a slight increase over the preceding month); while West Germany held second place with \$253,019 (a slight drop from October volume).

The lifting of import restrictions in the United Kingdom was primarily responsible for Great Britain's jump from \$69,556 to \$155,808 — topped only by Belgium and West Germany.

Canada, too, showed a marked increase in U. S. coin machine purchases, jumping from \$77,552 to \$102,376. Another big gainer was Venezuela, which bought \$108,106 in November, compared with \$40,953 in October.

U. S. firms are getting higher prices for export phonographs and games. For example, the 612 used phonographs exported in October brought in \$193,381, for an average of about \$320 each. The following month, 528 used phonographs brought in \$210,154, for an average of nearly \$400 each.

Game Prices Rise

The November average for 4-

390 games was about \$356 per game. In October, the average for 3,736 games was a little over \$300.

November's figures seem to dispute the claim that Europe's constantly improving coin machine manufacturing industry means curtains for U. S. exports.

It may very well be that the European venture into juke box and game manufacturing—particularly in West Germany—is stimulating interest in the coin machine field (see editorial) and that both European and American manufac-

turers and distributors will benefit from this development.

While European manufacturers will increase production on coin machines which are particularly suited to the Continent, the need for high-selection juke boxes and U. S.-type pinball and shuffle machines will continue.

Hence, the emergence of a European coin machine manufacturing industry could well mean that the American juke box and game exporter will wind up in a stronger rather than a weaker position.

British Coin Show Rousing Success; 64 Firms Exhibit

By BINGO BEAUFORT

LONDON — Britain's big coin machine show, the Amusement Trades Exhibition, in its second week here shows signs of being a top money-maker for the exhibitors in addition to attracting the international interest it already has.

Large contingents of visitors from all countries are streaming into the New Royal Horticultural Hall, Westminster, London, to see the latest in juke boxes, amusement games and arcade equipment and exhibitors report they're not just looking but buying.

Early in the show, 40 American visitors had been recorded, with Germany exceeding this number. A party of 14 exporters, distributors and operators from Holland arrived under the guidance of Herr Herbosch of the Fanfare Company, German juke box manufacturer.

All Countries

Also making their presence felt were French, Belgians, Italians,

Swiss, Spaniards, Scandinavians, South Americans, Greeks plus the usual representation from Scotland, Wales and Ireland.

From the standpoint of exhibits, there were as many stands showing German equipment as were showing American. Britain also put on an excellent show in a limited field of wall machines, uprights, arcade and fairground equipment.

Again, however, there was considerable disappointment and surprise that Britain had failed to move into the top money-making fields of juke boxes, flippers, bingos and bowlers with domestic equipment rather than that manufactured under license.

Americans

Of the total 64 coin machine firms showing equipment, there was only one American exhibitor—Mike Munves—however the American equipment was well represented by European distributors and licensee manufacturers.

All five American juke boxes—Seeburg, AMI, Wurlitzer, Rock-Ola

and United—were shown plus amusement games of Bally, United, Chicago Dynamic, Gottlieb and Williams.

Possibly most encouraging to exhibitors was the large amount of buying that was going on—seemingly from the very beginning of the fair.

Norman Lever, general manager of the large Ditchburn organization indicated he had had the best first day of any of the firm's exhibitions. "Usually people spend the first day mainly looking around—today they are buying." Ditchburn, probably the largest operating company in the world, also distributes Seeburg and Panoramic juke boxes and manufactures its own 30-selection Music Maker.

Lever indicated that the firm was resuming production of its Music Maker, which had been recently discontinued because of interest in the Seeburg and Panoramic lines.

Cecil Jones, managing director (Continued on page 71)

Japanese Take To Juke Boxes; Boom in Offing

YOKOHAMA—The juke box industry, entirely a post-war phenomenon here, is gradually making strides which industry people hope will eventually lead to mass acceptance, not only with the public, but with record manufacturers as well.

Local spokesmen say that it was no more than 10 years ago that a juke box made its first appearance in a Tokyo department store. Most boxes since introduced are imports, either in the form of complete units or in the form of parts, to be assembled here by local plants.

At present, sets in operation total about 1,500, of which 20 per cent are estimated to be in Tokyo. An importer-assemblyman said: "We are planning to sell more than 200 sets during this year and we hope to bring this level up to that of major cities in Europe and America in the future."

On the other hand, counter to this optimistic view, one electrical (Continued on page 71)

EDITORIAL

Dreamers or Realists?

Our correspondent in Bonn, Germany, Omer Anderson, reports on this page that German manufacturers intend to take a fresh approach to the design of coin amusement games. In his words, German tradesters believe "it is time games were branching out of the bowler-pinball confines and exhibiting more sophistication."

The basic bowler-pinball approach to games, as taken by most U. S. producers, is termed "primitive and unimaginative" by some German tradesters. They cite the Nuremberg toy industry as a successful example of original thinking in a related field.

How far these German producers get with their seemingly off-beat approach to the game field is yet to be seen. Perhaps they will be in for some financial losses and open to some ridicule. On the other hand, they may well come up with new products of great merit—the kind American tradesters have been waiting for thru the years. We applaud their efforts, and urge American producers to try more of this kind of wide-open thinking in designing future games.

British Coin Show a Success.

Continued from page 70

of AMI (G.B.), Ltd., was likewise pleased with the amount of buying. However Jones indicated he was disturbed with plans to hold the exhibition in the same hall next year.

Larger Hall

Jones indicated his firm had more than £5,000 worth of equipment on show with a large expenditure on its display stand, and hopes the exhibition would take a larger hall next year.

He felt the organizers should learn a lesson from the enthusiasm of the exhibitors and visitors and plan for larger facilities.

J. Sanderson, Music Systems, Ltd., Bury St., Edmonds, distributor for United, said interest as well as buying was higher than he's ever seen. Sanderson was displaying the new United 100-selection stereo model, which incidentally was featured on B.B.C. television in a special feature program about the A.T.E. exhibit last week.

At the Phonograph Equipment stand, Wurlitzer distributor, Cyril Shack, indicated his firm was very pleased with the fair's progress to date, with more buying than is usual for this type of event in evidence.

Phonograph Equipment was also displaying the full Mills line of bell-fruit equipment, with Juke Box Distributors, Ltd., showing the Jennings line.

Alfred W. Adickes, Nova Apparate, Rock-Ola distributor in Europe, spent several days at the Ruffler and Walker booth before departing for Portugal where he said he planned to appoint a distributor for Rock-Ola. Adickes also indicated his firm would be taking an "important step forward in May," following his trip to Chicago for the Music Operators of America convention there.

Transport Strike

In retrospect, the fair's success was even more surprising, coming as it did in the midst of an unofficial transport strike that had paralyzed London's traffic.

Not only were the exhibitors affected seriously in deliveries of equipment by day-long traffic jams, but official contractors and journeymen were finding normal 20-minute journeys taking three and four hours.

Officials termed the preparations "chaotic, the worst ever," but by the fair's opening there was little evidence that anything had been out of the ordinary.

Japanese Boom?

Continued from page 70

products manufacturer once planned to produce its own line of juke boxes, only to shelve its plans when the decision was reached that the product could not be made profitable on a commercial basis in this market.

To give an example of the operator-location owner relationship, it's known that in one case, the operator leases the box to the location for approximately \$111 per month.

The record manufacturers have shown a strong disinclination to get involved with juke people. They are completely indifferent to selling disks to the juke operator market.

There is at least one juke box success story worth telling, however. This example has to do with a young man who inherited \$2,800 upon the death of his father. He placed \$2,600 of this in a juke box and upon entering a university, he put the box on location in a down town tea house.

Every day, on his way home from school, he dropped into the tea house and collected his earnings derived from the juke operations for the previous 25 hours. It is reported that his daily life, both at the lodging house and at

European Trade Eyes Boom

Continued from page 70

furt put more emphasis than ever before on games, U. S. and German. And fairgoers displayed more interest in games than ever in the past.

Despite the difference between U. S. and Continental-style bowling, the bowler—U. S. style—is one of the most popular coin games in Europe. This fact was reflected at the Frankfurt fair, which featured Bally's Club Bowler and Pan American Bowler. The bowler is also a standard game with German producers.

The U. S. pinball game also has been taken over by Europeans, who call it the "flipper bomber" or "flipper." The Bally game Jumbo is also doing well in Germany, which only proves to most producers that coin games, despite varying national sport tastes, tend to have universal appeal.

The biggest boost last year to games on the Continent came from the establishment in Ireland of production facilities by U. S. concerns—Chicago Dynamic Industries and Gottlieb and Williams.

Chicago Coin established International Dynamic Industries, Ltd., in the duty-free zone of Shannon Airport, with the co-operation of the Irish government. International Dynamic is producing the full range of Chicago Dynamic's coin games.

Initial production is aimed at the British market, but the Shannon operation is geared to the general European market over the long haul.

Gottlieb and Williams equipment is produced in Ireland by Mondial, Ltd., of Dublin, which has expanded in recent months to a total of 24,000 square feet capacity for pin game production.

The major effect of the establishment of U. S. game production facilities in Ireland has been to force European producers to a decision concerning games production. They must either concentrate on games output to compete with the Irish-based U. S. games production, or let the European games market go to U. S. producers by default.

In England, bowlers are being pushed as the answer to slack mid-week trade in public houses and clubs. The bowler, in fact, looms as the replacement for the traditional English game of skittles.

In many English country inns, the game is still played with heavy wooden pucklike missiles, but the space demanded by the authentic version is too great for city pubs, and the bowler is taking over.

Britain's pubs, which traditionally are a second home to the Englishman, have been losing ground to television. The pubs need a new attraction, and coin games are being touted.

In Germany, producers and operators are having to face up to the prospective demise of the "Glueckspielautomat"—the gambling machine. There is universal opposition in Germany to gambling machines, and an outright ban seems merely a matter of time. The coin game is the obvious replacement.

West Germany's leading games producer is Thomas Bergmann & Company, of Hamburg, which has the Non-stop and Hurricane sport games and the Clipper pinball game. Bergmann has just teamed up with Reading Automatics, Ltd., of England, in the development and production of games.

Peter Law, the Reading Automatics chief executive, is one of the European coin machine industry's principal proponents of games. Law states that he intends making games a major Reading activity.

The trend toward the development of purely European games, games geared to a particularly national and even regional interest, is illustrated with the Stadium Game manufactured by City Automatics, Ltd., of London, a pin-table game based on a greyhound meeting. This game is a (British) three-penny play lasting two minutes. There are no bumpers or balls; instead, scoring is indicated by moving dots of light around the track, each dot depicting a greyhound or a hare.

The Germans aspire to become the Continent's, if not the world's, leading coin games producer, and they expect to achieve this ambition by bringing to games development the traditional German toymaking skills.

It is unlikely that the coin machine industry will move to Nuremberg, but it is a certainty that the industry will borrow heavily on Nuremberg's toymaking skills.

Some industry critics think it time games were branching out of the bowler-pinball confines and exhibiting more sophistication. The coin machine producers are looking to Nuremberg in the matter of games because Nuremberg is famous for its sophisticated approach to toys.

The Germans are thinking in terms of intellectual games such as quiz and stock market games and glamor games utilizing space rockets and a general science fiction approach.

Some producers criticize the basic bowler-pinball approach to games as being primitive and unimaginative. These critics point to the universal success of radio and television quiz shows. Their model in particular is the quiz machine at the U. S. exhibit at the Brussels 1958 World's Fair.

A coin games version of this machine has just been produced by a Belgian company, Societe Belge des Distributeurs Automatiques. Called Quiz-O-Matic, it is a surprisingly sophisticated test of the player's information fund.

With the growth of mass interest in the stock market, there is a field for financial games, some German experts believe, perhaps an updated coin machine version of monopoly.

The general German approach is to add glamor and sophistication to coin games, to identify them with themes attracting the popular imagination.

This has been the basic reason for the success of the German toy industry, aside from German craftsmanship which the coin machine manufacturers naturally count on bringing to games production.

For example, as far back as 1951 Nuremberg was producing rocket toys which actually exploded a nose cone several hundred feet high and released a parachute permitting recovery of the cone.

Coin games are not toys and their clientele not children, but the Germans believe there are certain principles which can be abstracted from toy production and profitably adapted to amusement machine development.

One German manufacturer explained: "Briefly, what we intend doing is to shift the area of interest from muscular skill to the imagination. We are going to try building machines that excite the imagination."

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O'Rourke Trial Opens With Verbal Fireworks

MINEOLA, N. Y.—Bickering and verbal fireworks marked the opening this week of the trial of East Coast Teamster boss John J. O'Rourke and 14 co-defendants. The 15 are charged with a "common scheme to extort, coerce and monopolize" the juke box and coin machine industry on Long Island.

On the opening day, Tuesday (9), assistant Nassau County DA William Cahn, outlined the 16-count indictment. Following the 45-minute opening statement, according to Newsday, local daily, Jacques M. Schiffer, attorney for seven of the defendants, accused Cahn of acting against Local 266

for "his friend" Albert E. Denver, prexy of the Music Operators of New York, and for Local 1690 of the International Retail Clerks Union, which has organized in the juke industry here. Cahn denied this and said he had met Denver only once during the investigation.

Cahn further stated that Local 266 was not and is not a union, and "is nothing more than a tragic blot on the escutcheon of the labor movement."

Thomas Wadden Jr., counsel for O'Rourke, maintained that his client had nothing to do with amending the charter of Local 266 in March, 1958, to permit it to organize the juke industry.

Coin PR Campaign

Continued from page 67

Empire Coin; Art Weinand, Chicago Dynamics; Sam Lewis, Williams Manufacturing; Herb Jones, Bally Manufacturing; Harold Lieberman, Minneapolis. Lieberman Music; Lee Brooks, Cashbox, and Aaron Sternfield, The Billboard.

\$56,000 Goal

The council seeks to raise \$56,000 this year. The money will be spent to counteract unfair stories in the mass media by giving an accurate picture of the coin machine industry and the men who earn their livelihood from the industry.

The council elected Herb Jones secretary and Herb Oettinger treasurer. Lou Casola is president.

John Haddock, AMI president, stressed the need for operator participation to make the program work. He committed AMI to monthly payments until May, when the dues structure will be reviewed. After Haddock's commitment, other manufacturers pledged concrete financial support to the program. MOA is also making a direct contribution.

Operator Support

Clint Pierce emphasized that operator support may be gathered through solicitation of local associations and thru distributors.

"Once they know what our program is attempting to do," he explained, "they will help out."

Harry Snodgrass warned against any short-term "crash program," pointing out that the public relations campaign should cover a period of years to be effective.

Communications

Irv Blumenfeld said one of the major problems is inter-industry communications, so that the effort will not be confined to any geographical area. On this score, the industry's two trade papers pledged complete support.

Harold Lieberman suggested that the council not wait for complete or even partial operator support, but go ahead on a limited basis on the theory that once the manufacturers, leading distributors and leaders among the operators show their good will, the operators will hop on the bandwagon.

It was this theory which was adopted, with the manufacturers and MOA getting the movement started by donating substantial sums.

Several council members emphasized that the purpose of the public relations drive was not to promote or defeat specific pieces of legislation, nor to deal with purely local matters which might be best handled by local associations.

The purpose was, they agreed, to inform the public, thru newspapers, magazines, radio and television, that the great mass of the people in the industry differ little from people in other industries, and that the base of the industry is a corps of hard-working, law-abiding citizens.

On the second day of the trial, the court scene erupted into chaos when one defendant, Joseph (Joey the Blonde) Gallo, jumped up and shouted that he was "getting framed here." Judge Widlitz and Gallo's own attorney both told the defendant to "sit down and shut up." Moments later when the session was ended, Gallo was heard muttering, "This is a real kangaroo court"

The eruption was the highlight of the day's activity which also included testimony by Irving Holzman, distributor and juke operator of Roslyn, N. Y. At one point, Cahn challenged Holzman's testimony regarding the founding by Holzman and Herbert and Eugene Jacobs of the United Coin Machine Company. At the time of the founding, Hozman said, there had been no discussion of organizing in the industry. Cahn declared that Holzman's testimony at the time of the original investigation had been different than this.

On the third day of the trial, an employee of Holzman's firm, Long Island National Sales, Inc., testified that he had been ordered to join a Teamster local because the boss hoped that the local would "protect our locations." Earlier in the day, Holzman had testified that he had paid the witness's Union dues of \$5.50 a month.

Holzman had declared: "If a Union member lost a location, we expected the union to picket the location if they couldn't convince the location that it had to operate a Union-serviced machine."

Holzman also changed testimony he gave the previous day in which he said that there was no discussion involving organizing in the industry when he and the Jacobs brothers founded United in 1957. He recalled that the brothers and Lawrence Gallo had stated an intent to see United "to organize the game industry thru their bargaining agreement with 266." More fireworks followed when defense attorney Schiffer accused Cahn of stealing Union records.

ROCK-OLA NAMES LYSTAD DISTRIB

SEATTLE — Les Lystad, local game distributor, has been named exclusive Washington State distributor for the Rock-Ola automatic phonograph line, President David C. Rockola announced this week. Lystad is known thruout the Pacific Northwest as "the flying distributor." He owns and pilots his own four-place Cessna, making most of his business calls by plane. He carries his own motor scooter for transportation to town. Irving F. Webb, Rock-Ola factory executive, made the flying rounds with Lystad to operators thruout the State to spread the news of Lystad's appointment.

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COINMEN in the NEWS

Midwest

OUT MINNESOTA WAY

Some Twin Cities operators have been talking about increasing their percentage take on juke boxes. They say that operating on a 50-50 split is no longer profitable. . . . Sandler Distributing Company, Minneapolis, has been appointed distributor for the Chicago Coin Machine Company in this area. **Irv Sandler**, president, said that Chicago Coin's Drop Ball looks like a new trend in coin machines, and that his firm has been doing well with it.



IRVING SANDLER

Sandler was in Chicago for a weekend, visiting the factories and meeting **Ozzie Trupp**, of Bush Distributing Company, Miami, there. Both were looking for more games. . . . **Percy Hunter**, of Hunter Distributing Company, St. Paul, is back from a quick trip to Phoenix, Ariz., where he has business interests. Hunter also owns the world's largest onyx mine, which is in Mexico. **Leo Rau**, operator at St. Cloud, is recuperating from a slipped disk. Operators seen in the Twin Cities include **Len Worsack**, Montevideo; **Elgin McDaniel**, Wadena; **Ben Jahnke**, Hutchinson; **Bob Souter** and **Cab Anderson**, Hudson, Wis., and **Lloyd Morgan**, Rapid City, S. D.

Bill Percy, service manager at Sandler Distributing Company, is recuperating at home after being hospitalized with pneumonia.

Film star **Mitzl Gaynor** was in for a visit with her in-laws and to promote her new Laurie label record, "I Don't Regret a Thing." . . . **Sir George Briggs**, chairman of Hawker Siddeley (Hamble), Ltd., of England, who was in for a conference with some local business men, said that the company is getting into vending machines, which are comparatively new in England. The Hawker Siddeley group, with sales last year of \$750 million, includes 25 major manufacturing companies with 40 subsidiary and sales companies.

Hotel Corporation of Israel, owned by a group of United States businessmen, including **Amos Heilicher**, of Advance Music Company and Columbia Midwest, has signed Sheraton Corporation of America to manage a 200-room hotel scheduled to open this fall in Tel Aviv, Israel. . . . **Don Leary**, of Don Leary, Inc., said that he still has about 20,000 78 r.p.m. records in his warehouse. The top 10 popular recordings in the Twin Cities, according to a St. Paul record shop survey, are "What in the World's Come Over You," by **Jack Scott**; "Lonely Blue Boy," by **Conway Twitty**; "Handy Man," by **Jimmy Jones**; "Sweet Nothin'," by **Brenda Lee**; "Theme from 'A Summer Place,'" by **Percy Faith**; "Running Bear," by **Johnny Preston**; "Let It Be Me," by the **Everly Brothers**; "The Village of St. Bernadette," by **Andy Williams**; "Darling Lorraine," by **The Knockouts**, and "Bad Boy," by **Marty Wilde**.
Don Lyons

MILWAUKEE MENTIONS

Ray Van Toor, Badger Novelty Company parts department head, is still hobbling around with a sprained ankle from a fall New Year's Eve. . . . **Doug Opitz**, Hilltop Coin Machine Company, is back on the job following a sharp siege of the flu. . . . **Harry Jacobs Jr.** and **Woody Johnson**, United, Inc., spent a day last week in Chicago shopping the Sporting Goods Show. The firm is expanding its emphasis on game room and home recreation room equipment such as pool tables, juke boxes and games. According to Jacobs, the interest among operators is keen over the forthcoming Wurlitzer Bermuda trip. "It looks like there will be a big contingent of operators going to Bermuda from Wisconsin," he says. . . . Up-State operators are beginning to scout distributors here for good used and new equipment for the spring openings, according to **Sam Hastings**. Hastings Distributing Company. . . . Hastings' meeting with **C. S. Pierce**, Pierce Music, Broadhead, last week to discuss means of creating closer ties between State and local operator trade groups brought "no definite plans," they reported.



Sam Hastings

John Tuska, J. T. Novelty Company, Cudahy, is the first member signed in the drive to build the ranks of the Milwaukee Coin Machine Operators' Association. He was signed by **Sam Hastings**. . . . Each member of the board of directors has pledged himself to bring in a new member by the next meeting. . . . Stop-ins from out of town last week at the local distributors included **Joe Hallada**, **Roger Bookmeier**, and **Mel Malcore**, Green Bay; **Bliz Phono Service**, Sturgeon Bay, and **Bob Martin**, Kenosha.

South

MISSISSIPPI NOTES

E. E. Steed, Steed Amusement Company, Tupelo, is putting some new pin games on his route to update it and increase collections. He has a big chicken farm on the side, reporting background music induces the hens to lay more eggs. . . . **Lavaughn Johnson**, Johnson Amusement Company, Corinth, reports he had a big year in 1959 and predicts an even better one this year. . . . **E. J. Tirey**, Tirey Amusement Company, Isola, is in the hospital. His brother, **J. C. Tirey**, Columbus, is overseeing the route for him.



E. E. Steed

Pat Harrington, Harrington Sales Company, Houston, had some bad luck recently. A service station forgot to replace the oil in his
(Continued on page 75)

WANT TO BUY GOTTLIB
GONDOLIER—ROTO POOL
CRISS CROSS—SILVER
STRAIGHT FLUSH
ROCKET SHIP
ROYAL FLUSH—ATLAS
RACE TIME
QUEEN OF DIAMONDS

N. ILLINOIS, N. INDIANA, IOWA
OPERATORS . . . ORDER NOW!
For Pretty-as-a-Picture Profits
. . . **GOTTLIB'S NEW
WORLD
BEAUTIES**
Single Player—"Magic Window"
Spotting Feature—"Bank of
Targets"—Many Other Features!

GOTTLIB 5-BALL GAMES

SITTIN' PRETTY, 1-PI.	\$225
HI-DIVER, 1-PI.	235
SUNSHINE, 1-PI.	235
STRAIGHT SHOOTER, 1-PI.	245
MISS ANNABELLE, 1-PI.	265
UNIVERSE, 1-PI.	275

**NATIONAL
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1411-13 Diversey Chicago 14, Ill.
Buckingham 1-8211

**COMPLETELY RECONDITIONED
AND GUARANTEED
UPRIGHTS**

Games Inc. Wild Cat	\$395
Games Inc. Double Shot	250
Games Inc. Super Hunter	225
Games Inc. Skoot Shoot	250
Games Inc. Hunter	195
Bally Sportsman	445
Auto Bell Circus Days	195
Auto Bell Play Ball	245
Auto Bell Wagon Wheel	245
Auto Bell Galloping Dominoes (like new)	325
Auto Bell Horoscope (floor sample)	495
Keeney Big Tent	195
Keeney Deluxe Big Tent	245
Keeney Little Buckaroo	345

**NEW GAMES
GAMES INC.
SUPER TWIN WILD CAT
GAMES INC.
SUPER WILD CAT
KEENEY
CRISS CROSS DIAMOND
AUTO BELL
CIRCUS SIDE SHOW**
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BALLY BINGO GAMES \$5 PER SET OF 2.**

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**SPECIAL OF THE WEEK
10 WURLITZERS,
MODEL 2204 \$500 Each**

20 Seeburg Library
Units Available

Exclusive Gottlieb, Williams and Seeburg Distributors

TRIMOUNT Remember
IN NEW ENGLAND
IT'S TRIMOUNT!

40 WALTHAM STREET
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DISTRIBUTING CO.**

Distributors of the

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BLOOD PRESSURE machine
have combined their sales
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Future correspondence
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DISTRIBUTING
COMPANY** 161 East Monroe St.
Orleans, Ind.
Phone: Orleans 151

WORLD WIDE for BARGAINS!

PHONOGRAPHS

ROCK-OLA		SEEBURG	
1475 STEREO 200	\$875	HF-161	\$775
1448 STEREO 120	775	KD-200	545
1448 120	675	VL-200	345
1475 200	775	V-200	395
1465 200	595	HF-100R	495
1458 120	545	HF-100W	395
1455 200	475	M-100C	295
1454 120	475	M-100B	245
1448 120	475		
1438 120	275		

A.M.J.

H-200	\$595	2150 200	\$575
G-200	375	2100 200	525
F-120	355	2104 104	495
E-120	225	2000 200	375
		1700 104	275

WURLITZER

SPECIALS!
A.M.I. 200-SEL. WALL BOXES \$89.50
WURLITZER 200-SEL. WALL BOXES EA.

ALL EQUIPMENT COMPLETELY RECONDITIONED

Cable Address
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Terms: 1/3 Deposit, Balance
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Bally
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TOP EARNINGS
IN
EVERY TYPE OF LOCATION
EVERYWHERE

RIGHT BACK WHERE HE STARTED

Sam Weisman Works Way Back to E. Baltimore St. After 10 Years

By DON KLEIN

BALTIMORE—Sam Weisman may be the newest franchised distributor in the coin machine industry, but he's a long way from being the greenest one.



SAM WEISMAN, left, and Dave Koenigsberg, partners in the State Sales Corporation, represent a total of 50 years in the business.

been in the business ever since. "A stopgap job turned out to be very permanent," Koenigsberg said, looking back on the incident.

Former Operator

Before joining Weisman at State Sales, Koenigsberg was an operator for 22 years. About six years ago he added conversion to his line and some four years ago added jobbing. Koenigsberg's talents in converting old machines to up-to-date models has sparked Weisman to dub him a coin machine wizard.

Not being a graduate engineer, Koenigsberg is an excellent electronic technician who has designed many new machines for many different manufacturers.

Conversion

Because of Koenigsberg's talents, the new State Sales firm will not only handle all the distribution functions of the old Double-U, but will add to this the conversion of machines.

Weisman, who admits to being an emotional person, said he was in tears by the wealth of good wishes he received after the announcement of the establishment of State Sales February 1.

"It's a far cry from the days of the old marble and pin days. The industry has progressed tremendously and so have the people in it. It's a fabulous business," he said.

ALUMINUM DE-GREASED DISCS FOR STANDARD AND HARVARD



METAL TYPERS
Packed in rolls of 100 • Available with special imprint
Call our PARTS & SERVICE Dept. for all your Typer needs

STANDARD HARVARD METAL TYPER, inc.
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GUNS		ARCADE		SHUFFLE TARGETS	
Un. Bonus Gun	\$220	Air Hockey	\$125	Un. Target	\$ 95
Un. Carnival	165	Auto Photo #9	1,095	Un. Comet	110
Rifle Gallery	165	Auto Photo #11	2,250	Un. Venus	135
Bull's-Eye Shooting	195	Balloon-O-Mat	125	Un. Vogue	160
Gallery	75	Boomerang	95	C.C. Rocket	125
C.C. Pistol	75	Midjet Movies	125	Un. Shooting Star	175
Ex. Silver Bullet	125	C.C. Basketball	125		
Ex. Pop Gun Circus	295	C.C. 4-Pl. Derby	125		
Ex. Jungle Hunt	275	C.C. Goalie	95		
Ex. Six Shooter	95	C.C. Twin Hockey	225		
Mun. Cops & Robbers	450	Gen. 2-Pl. Basketball	195		
Hercules Gun	475	Gen. Motorama	250		
Jungle Joe	125	Cap. Panoram	225		
Ex. Space Invader	95	Mills Panoram	250		
Star Shooting Gallery	125	Auto. Photomatic	295		
		Muto. Sky Filter	125		
		Silver Gloves	175		
		Voice-O-Graph	295		
		Drivemobile	150		
		Quizzer	95		
		Lord's Prayer	195		



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New LUCKY HOROSCOPE
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- ✓ NATIONAL COIN REJECTOR in each chute
- ✓ NOW has TWO coin returns and other new features.
- ✓ EASY TO LOAD.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS

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Phone: Dickens 2-3444

Ten years ago, Weisman (who at that time was a 20-year veteran of the industry) was a key executive in the newly formed Double-U Sales Corporation. Double-U began operations on East Baltimore Street, and as the years rolled on, and as the firm flourished, it moved several times to larger quarters.

Now Weisman is back on East Baltimore Street, but he's hardly back where he started from. For last month, Weisman and Dave Koenigsberg bought Double-U from Harry Rosenberg, changed the name to State Sales Corporation, and moved into quarters directly across the street from the original Double-U building.

New Showroom

Available to the new firm was a shop and warehouse area totaling approximately 7,000 square feet with a loading platform and parking in the rear of the one-story premises. Before the sale, the old Double-U was at 2515 Frederick Avenue, some distance west of the downtown area. The new location is considerably closer to the heart of the city.

Reportedly, Rosenberg was eager to get out of the distributing end of the business in order to devote more time as one of the city's largest coin machine operators.

With Weisman and Koenigsberg at the helm of State Sales, the firm begins in the enviable position of being able to benefit from a total of nearly 50 years of experience in the field between the two new executives.

Old Times

If there is one thing Weisman likes better than the coin machine business it is reminiscing.

"As long as I can remember I was a salesman, and more than 25 years ago I started selling coin machines," he reflected.

"I remember I sold one of the first coin machines ever made. It was a marble and pin table with nails in the board and holes into which the marbles fell. They did not use electricity in those days.

First Pinball

"The player would pull back on a plunger on a spring which would shoot forward when released, sending the marble, or ball, around the table, striking the nails or pins,

for score. That's how the name pinball originated," he said.

As the years went by Weisman became more and more interested in the budding industry and as it grew, he grew, too.

When he and Rosenberg founded the Double-U Company (it derived its name as a result of being at the time the franchised distributor for United Manufacturing Company and the now defunct Universal Industries) Weisman became sales manager.

Weisman has fond memories thinking back over those days.

First Shuffle

"Shortly after we opened Double-U," he said, "the first shuffle alley was introduced by United, and we purchased them by carload lots and could not supply them to our customers as fast as they were selling.

"It was one of the biggest runs I can remember in the business since I've been connected with it, and I'm hoping history will repeat itself soon."

State Sales & Service Corporation has the exclusive franchise in Maryland, the District of Columbia, Virginia, West Virginia and Southern Delaware for United Music Corporation, United Manufacturing Company; J. H. Keeney & Company, Inc.; Midway Manufacturing Company, all of Chicago, and the Irving Kaye Company, Inc., New York, Weisman said.

Altho Weisman entered the coin machine business with his eyes wide open many years ago, his new partner's story is quite different.

Store Manager

Dave Koenigsberg was a clothing store manager in Washington two and a half decades ago. He left to join a wholesale wallpaper and paint concern, but soon left that business, too.

At the time his wife was about to give birth to their second child, and Koenigsberg had to get into a new business fast in order to support his expanding family.

An acquaintance suggested he go into the coin machine business. Knowing little about the line, Koenigsberg gave the suggestion little thought until he mentioned the idea to a druggist friend. The pharmacist said he would take a machine if Koenigsberg would place it in his store. He did and has

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AMI J-200 E STEREO (New) ..	WRITE
C. C. STAR ROCKET	\$295.00
BALLY HEAVY HITTER	335.00
UN. VOGUE	150.00
GE. HI FLY BASEBALL	95.00
BULL'S-EYE BASEBALL	150.00
KING OF SWAT	150.00
AUTO PHOTO M 9	995.00
ROCKET SHUFFLE, 1 Player ..	145.00
ROCKET SHUFFLE, 2 Player ..	195.00
WMS. ROLL-A-BALL	95.00
GE. RIFLE GALLERY	145.00
GE. HOROSCOPE	275.00
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C. C. BASKETBALL CHAMP	125.00
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2423 Payne Ave., Cleveland 14, Ohio
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"The New A. M. I. Model K Is Selling"

AND WE HAVE THE USED TRADE-INS. "WOW"—LOOK AT THESE. ALL RECONDITIONED—LIKE NEW.

A. M. I.

I-200E	\$750
H-200E	600
H-120E	595
G-200's	350
D-80's	195
D-40's, 45 RPM	95

SEEBURG

K. D.'s	\$525
V. L.'s	395

WURLITZER

1650's, 45 RPM	\$195
----------------------	-------

ROCK-OLA

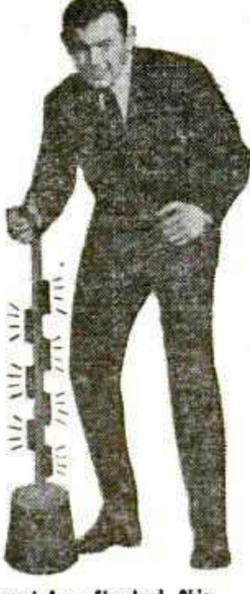
1448's	\$425
1438's	275

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Calderon Distributing Co., Inc., 433 Alabama, Indianapolis, Ind.
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Redd Distributing Co., 298 Lincoln St., Boston, Mass.
Banner Specialty Co., 1213 N. Fifth Ave., Philadelphia, Pa.

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Gaiety	\$ 50.00
Variety	50.00
Big Time	60.00
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Key West	80.00
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Double Header	90.00
Miss America	120.00
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Carnival Queen	305.00
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All Bingos Reconditioned

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- BULL'S-EYE DROP BALL
- QUEEN BOWLER
- PLAYLAND RIFLE GALLERY
- 4 GAME BOWLER

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GUNS
1 Davy Crockett Gun \$195.00
2 Williams Vanguard Guns 375.00

6 Williams 10 Strikes, \$170 | 1 Exhibit Ringer Ball, \$75
1 Mutoscope | 4 Rock-Ola Charm Vender, \$90 | Lo-Boy Scales, \$25

KIDDIE RIDES

1 Capitol Palomino Horse	\$140.00
1 Exhibit Trigger Horse	250.00
15 Exhibit Big Bronco	250.00
4 Ewart Cow Pony	210.00
3 Royal Lancer Horse	250.00
1 B & B Lazy Bones Dog	160.00
3 Dopey Ducks	160.00
1 Capitol Jr. Merry-Go-Round	125.00
7 Lee Carousel Merry-Go-Round	175.00
6 Lane Merry-Go-Round	175.00
1 Rudolph the Reindeer	125.00

UPRIGHTS

1 Games, Inc. Hole in One	\$ 95.00
1 Games, Inc. Post Time	90.00
1 Games, Inc. Double Shot	285.00
2 Games, Inc. Super Hunter	225.00
2 Games, Inc. Gun Smoke	200.00
1 Circus Wagon Wheel	225.00
4 Circus Days	175.00
1 Bally Skill Roll	50.00
1 Bally Deluxe Skill Parade	150.00

SPECIAL—MUSIC

Model 1468 ROCK-OLA 120-Selection (Brand new)	
1959 Model	\$750
Model 1468-ST STEREO 120-Selection (Brand new)	
1959 Model	850

4 Brand New Bev-O-Bar Multi-Selection Hot Beverage Venders, cost new \$200 each. Offering for sale at \$100 each. (Send for Literature.)

Modern Dist'g Co.
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Phone GRand 7-6834

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



Continued from page 73

transmission and he burned out his truck. . . . **Grady Wallace**, Wallace Amusement Company, Columbus, is putting new equipment on his route and now has about 15 new stereo phonographs. He expects a big year in 1960. **A. B. Ford**, Fairway Amusement Company, Columbus, recently built a \$50,000 home atop a hill and reports when the Tombigbee River overflows it won't flood him out.

Ford, incidentally, reports a big 1959. He recently installed two-way radios in his trucks to cut overhead costs, give faster service calls and reduce wear and tear on trucks. . . . **Jack Latham**, Rose Amusement Company, Eupora, Miss., is a former operator who has gone back into the business. He was in it before the war. Since the war he has been farming, raising cattle and been in the service station business.

Mahon Jones, Jones Music Company, Holly Springs, was in Memphis recently hunting new equipment. . . . **J. T. Long**, Long Music Company, Hollandale, is expanding his route in the rich Mississippi Delta area. . . . **Danny Diamond**, Diamond Music Company, Clarksdale, has done a good job building up the route in recent years. . . . **John Dowdy**, Ole Miss Music Company, Pontotoc, is revamping his route. He reports increasing business and expects bigger business in the future.

FLORIDA BREEZE

Sam Taran, Taran Distributing Company, bemoans the fact that business makes it necessary that he visit Chicago and St. Paul at this time of the year. Sam says he hopes the weather won't be too bad as his wardrobe largely reflects the sunny Florida climate. . . . **Ozzie Trupman**, just back from a fast trip up North, visited the Tampa area. . . . **Harry Gregg**, Wurlitzer service engineer, visited the Bush Distributing Company, Miami, and went with Ozzie Trupman to visit some of Bush Distributing Company's West Coast customers. Harry says that wherever he has gone, operators report business good.



Sam Taran

Bill Rogers, E. C. Rogers Music Company, Fort Myers, breathed a sigh of relief as his week of jury duty ended. Bill hopes he rendered honest verdicts, inasmuch as his mind was on a couple of orders that had to wait until he got out of court. . . . **Al Underwood**, Al's Music Company, Fort Myers, visited Tampa and took the opportunity to visit the Tampa branch of Budisco Record Sales. . . . Another Fort Myers coinman, **Pete Gargano**, Palm City Music Company, is happy that the recent cold spell didn't do too much damage to the crops in the Immokillee area. All farm hands are working now and are keeping the coin machines humming.

Max Lebow, Automatic Equipment Company, is still not up to par after his recent eye operation. Max comes in for a couple of hours a day, then leaves for home so that he can rest. **Lucky Skolnick**, Lucky Amusement Company, is wearing a big grin. Lucky hit the daily double at jai alai the other night, and then his wife, **Dotty**, hit with a nice win in the last game—a playoff at that. . . . **R. Key**, who together with his dad operated a coin route in the Bahamas, visited Miami for a few days. Young Key, here to put in a stock of supplies, says business is the best it has ever been, but the problem is still service. The main problem is that the machines are so far flung on the various islands, that a couple of days may elapse before the out of order machine can be serviced.

Raoul Shapiro

(Continued on page 77)

RUNYON WANTS AND WILL PAY TOP DOLLAR for United Lightning, United Capitol, AMI F-120, United Clipper, Late Model Guns, AMI G-120, Bally ABC 8' Shuffle

We Are Offering SPECIALS ON AMI G-200 (conversions included) AMI E-120 | AMI D-80

WRITE FOR OTHER SPECIALS We are willing to make exchanges on equipment—no money necessary.

RUNYON SALES COMPANY
Factory Representatives for:
AMI, Inc.
Bally Manufacturing Co.
Irving Kaye Co.
593 10th Ave., New York 36, N. Y. LO 4-1880
221 Frelinghuysen Ave., Newark 12, N. J. BI 3-8777
231 Windsor St., Hartford, Conn. JA 7-4470
Cable Address—RUNYONEX

30 Attend School At Greco Bros.

SAUGERTIES, N. Y. — A swinging school session took place here last week at the office and showrooms of the Greco Bros., local Rock-Ola distributors. Meetings were held on Wednesday (3) with more than 30 operators and servicemen in attendance. Conducting the presentation and school session on the new line were Jack Barabash, field engineer for sales and service on Rock-Ola units and Robert Pauneau, Eastern regional sales chief. School was held from 10 a.m. until late afternoon.

N. Y. State Op Guild to Hold Dinner Meeting

NEWBURGH, N. Y. — The New York State Operators Guild will hold its February meeting here next Wednesday (17). The dinner affair will take place at the Hotel Washington. The announcement was made by Mrs. Gertrude Browne, secretary of the Guild, and an operator in nearby Beacon, N. Y.

A day prior to the showing here, a similar session was held in Boston, which drew an attendance of 40.

BOWLING PRIZE CARDS
100 Names . . . \$10.00 . . . per 100 Cards
200 Names . . . 15.00 . . . per 100 Cards

FACTORY DISTRIBUTORS FOR
United . . . Du Grenier . . . H. Keeney . . . Williams

DAN STEWART CO.
140 East 2nd South, Salt Lake City 11, Utah

Famous DAVIS 6-Point Guarantee

- Phonograph Steam Cleaned
- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Sound System Tested
- Speaker Examined

SEEBURG	KD200 \$625	HF100G \$450
	KS200 595	100W 435
	HF100R 495	M100C 375
	VL200 495	M100C Hideaway . . . 295
		M100B 275

AMI	6200 with conversion unit \$345
	Wallbox—200 selection 59

WURLITZER	2250 \$595	1650AF \$169
	2150 449	1550A 139
	2000 395	1500 99

CIGARETTE VENDORS

Eastern Mark II	\$179.50
Eastern 10-column	74.50

Terms: 1/2 Deposit Required.

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CABLE ADDRESS: "DAVDIS"

United Music Names Distrib In East Tenn.

CHICAGO — Triangle Music Company, 206 West Magnolia Avenue, Knoxville, was appointed distributor in Eastern Tennessee for United Music Corporation, Roy Kraehmer, executive vice-president of the manufacturing firm, announced last week.

Triangle, a partnership of W. L. Williams and J. Edward Cook, is re-entering the music distributing field with the United line.

The distributors are now readying their showrooms and will announce a grand opening in the near future.

United introduced its phonograph line in Knoxville at a showing in the New Holiday Inn Motel there January 22-23.

United previously announced the appointment of Music Systems, Ltd., Suffolk, England, as distributor for both music and games in the British Isles. This firm is headed by J. C. Sanderson, managing director.

WILL PAY CASH \$\$\$ FOR
BALLY LOTTA FUN—JUMBO—SKILL PARADE—SKILL ROLL—TARGET SKILL—ABC BOWLING LANE—BINGOS (and we mean ALL BINGOS)—GENCO BASKETBALL—UNITED BOWLING ALLEYS, 14 & 11 ft.—SEEBURG V-200, B's—WURLITZER 2000—AMI H-200—LORD'S PRAYER—AUTO STUDIO.

FOR SALE
50 LATE GOTTLIEB & WILLIAMS FIVEBALLS—NEW AUTO TEST—BALLY'S NEW BEAUTY CONTEST—LOTTA FUN—COUNTY FAIR—MONARCH ALLEY—CHICAGO COIN'S DROP BALL—SHOOT THE CLOWN.

Redd DISTRIBUTING CO.,
298 LINCOLN ST.
ALLSTON 34, MASS.—AL 4-404D

Exclusive distributor for BALLY, CHICAGO COIN AND FISCHER
Cable: REDDING
WE WILL SHIP ANYWHERE

JUKEBOX ENGINEER WANTED

Want to work under ideal conditions in Sunny California? Oldest state-wide distributor is looking for a reliable shop man who has complete knowledge of all types juke boxes and can excellently rebuild and recondition. Good working conditions. Our shop crew has 12-year average employment term. Write fully about experience—recommendations important, too.

BOX D-121

c/o The Billboard, Cincinnati 22, Ohio.



FIRST with Another Winner!

Chicago Coin's New

SHOOT the CLOWN

RIFLE GALLERY

Bull's-Eye Clown Targets — Flash-o-Matic in Juggling Ball Action! Many other Record Earnings Features!

Chicago Coin's

Bull's-Eye DROP BALL
4-GAME BOWLER—4-in-1
QUEEN BOWLER—16 Ft.
KING BOWLER—16 & 21 Ft.

ARCADE

Genco HI-FLY \$120
 Bally BIG INNING 295
 Bally HEAVY HITTER 390
 Gen. GYPSY GRANDMA 195
 C. C. GOALEE 95
 Genco FOOTBALL 110
 Wms. CRANE 115
 C. C. STEAM SHOVEL 115
 Bally ALL STAR BOWLERS 135
 C.C. ROCKET BALL 195
 Williams TEN PIN 140
 Wms. SIDEWALK ENG. 105
 Wms. KING OF SWAT 135
 Gen. 2-PI. BASKETBALL ... 155

NEW GAMES

Bally COUNTY FAIR
 Bally BEAUTY CONTEST
 Bally MONARCH
 Gottlieb WORLD BEAUTIES
 Keeney HI-STRAIGHT
 Keeney BIG DIPPER
 Keeney
 CRISS-CROSS DIAMOND
 United BIG BONUS—6 PL.
 United 4-WAY SHUFFLE
 United TEAM-MATES
 Wms. "21" PIN GAME
 Valley 6-PKT POOL
 Kaye 6-PKT POOL
 Fischer 6-POCKET POOL

GUNS

Williams CROSS FIRE... \$275
 Genco CIRCUS GUN ... 295
 Genco STATE FAIR ... 240
 U.N. CARNIVAL GUN ... 140
 Genco SKY GUNNER ... 115
 Genco RIFLE GALLERY ... 135
 Exh. SHOOT'G GALLERY 95

IMPORTERS!

56-Page Illustrated
1960 CATALOG
FREE!
SEND FOR COPY TODAY!

FIRST Cable: "FIRSTCOIN"—Chicago
COIN MACHINE EXCHANGE
 Joe Kline & Wally Finke
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

when answering ads . . .
 Say You Saw It in The Billboard

Need New 'Juke' Name For P-R Says G. Stout

The juke box should have a new name for better public relations says Gordon Stout, veteran juke box operator and official in both Music Operators of America and South Dakota Music Operators' Association. In a letter to The Billboard, Stout outlines his feelings, pointing out that it's a misnomer to call the "modern new stereo . . . music machines juke boxes." But what this name should be, Stout frankly admits, he is at a loss to say. He welcomes reader comment, as does The Billboard. What do you, as an operator, feel the juke box should be called, and why. Or maybe you feel we should go ahead and call it a juke box as always. At any rate, let us hear from you.

"GENTLEMEN:

"I was truly flattered to find my own byline in The Billboard and most certainly want to say thank you. I'm flattered, too, by the editorial comment in regard to my standing in the industry. I have tried to help rid our industry of the taint born of the old bootlegger underworld days with which all coin-operated music, amusement and merchandising of all kinds is associated in the minds of the general, not otherwise informed, public. To the uninformed we all continue to be slot machine operators. To them anything with a coin slot is a slot machine.

"National Automatic Merchandising Association, as you know, has long been working to combat this problem. Tho relaxed a little of late, they had been denying membership in their association to all but the bona fide merchandise vending machine operators. Even so, they found some operators vending ball gum along with prize trinkets, lucky numbers and such that made such operation illegal.

Bad Eggs

"They and we, and all other in-

dustries, find a few bad eggs now and then in every basket, however carefully we candle them. NAMA, Music Operators of America and the separate State operator associations are doing good police work and helping to rid themselves of bad eggs and the old operator image. While still subject to considerable discrimination in taxation and legislation, public relations in general are being improved by association efforts to get true information to the general public. In this I do take pride in having played a part in my State.

"I was in politics before I became a juke box operator. I was secretary of agriculture in my State when all State licensing, inspection and enforcement was in the agriculture department. Coming from an agriculture environment, I hated the words juke box and operator. I still do for that matter. To me they both reflect the old underworld image. It does seem as tho a better sounding, more appropriate trade name could be applied to us who service,

MOA HEAD GETS TOP CIVIC POST

OAKLAND, Calif. — George A. Miller, president of the Music Operators of America, has been named to the Oakland City Planning Commission, one of the community's most important municipal boards. The appointment was made by Mayor Clifford E. Rishell. Miller, who had previously served on the Oakland Housing Commission, has long been identified with civic projects.

supply and maintain the world's most modern automatic entertainment for public use and enjoyment. Most certainly we are not operators in the true sense of the word, and to call these modern new, true stereo sound, coin-controlled music machines juke boxes surely is a misnomer, a miscarriage of truth and justice as well.

"Thru the use of your columns, if I might be so bold, I would like to voice my sentiments in the hope a crusade might be launched for a new, more true and deserving definition and title for us who supply and maintain coin-controlled music, amusement and merchandise vending equipment for general public use. I and a great many others have been wracking our brains to come up with some all-inclusive term or something which up to now has escaped us. What say you help us launch a nationwide campaign.

"As ever sincerely,
 (Signed)
"GORDON STOUT"

Pa. Operators Donate to Heart, Arthritis Funds

HARRISBURG, Pa.—The Amusement Machine Operators' Association of Pennsylvania has made the first donations to charity under its newly formed public relations program. The group made two \$100 donations, one to the Heart Fund and the other to the Arthritis Foundation.

The latter one was made on a television telethon. It was one of seven \$100 contributions. A week later Leon Taksen represented the AMOA on a special TV show on which a drawing was held between the seven contributors for a wrist watch.

"There was only one woman among us," said Taksen, manager of the association, "and you can

guess who won. That's a woman's luck."

Taksen explained that the donations were small, since they were the first made, "but we hope to make them bigger as we go along."

The group will mark its first anniversary in April. At its last meeting on February 3 more than 30 persons attended from all over the State. "Many of the boys come in by airplane for the meetings," Taksen reported.

Mrs. Marjorie Fetter, secretary of the group from Sunbury, has been named chairman of the Heart Fund campaign in several counties surrounding Harrisburg.

The group, which meets the first Wednesday of each month, will meet next on March 2 at 414 Keller Street here.

Again! Richer 5-ball profits!

Again! draw to Black Jack the 21 feature that won for Williams CLUB HOUSE

BLACK-JACK "21"

TESTED FOR 15 WEEKS
 APPROVED AND RECOMMENDED
 ON 25 LOCATIONS

DEALER'S SCORE
 17 18 BUST 19 20
 with game over

- Player builds his own score.
- DEALERS Score lites with game over.
- OVER 21—you lose! SCORE 21—you win! Beat the dealer—YOU WIN! If dealer "busts" and you are under 21 you win!
- Matching last Number in players score to lited star on backglass scores 1 replay.

WILLIAMS
 ELECTRONIC Mfg. Corp.
 4242 W. FILLMORE ST., CHICAGO 24, ILL.

WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS



SQUAW VALLEY'S full contingent of Olympic athletes, spectators, schussboomers and schutz patrons will be entertained with strains of music from a new Rock-Ola phonograph being installed in the hospitality and lodging center during the winter games, February 18-28. Patton Music Company, Rock-Ola distributor in the area, has secured the music operation. W. R. (Bud) Patton (above left) is congratulated by I. F. Webb, Rock-Ola Western regional manager.

Cafe Owners' Victory Aids Memphis Coin Ops

MEMPHIS — A major legal victory was won last week against the city by a small group of cafe operators, which will materially effect music and other coin machine locations, with a reversal by the city of its decision to put an extra tax on sellers of beer.

The City Commission last December had passed an ordinance it termed as "regulatory" which placed an additional \$50 annual tax on cafe operators who sell beer. The operators also had to pay the regular \$10 beer tax fee and 25 cent clerk's fee.

Operators, at the time the law was passed, expressed concern that it would close up some small cafe operators, the major source of locations for operators.

Henderson Statement

Parker Henderson, president of Memphis Music Association and general manager of Southern Amusement Company, said at the time that the heavy tax would be a big burden on some location owners who would not be able to pay it.

His prediction was true, and the result was that when the city began collecting the additional tax a large per cent of the small cafe owners borrowed the \$50 to pay

Ct. Lifts Pa. Ban

Continued from page 67

converted his machines to single-coin devices, but the attorney general threatened him with arrest, nevertheless.

Violation of Rights

The attorney contended that the seizure of Ford's machines constituted a violation of his constitutional rights.

On January 8, Kossman had obtained a ruling from the State Supreme Court barring destruction of seized multiple-coin machines pending an appeal in federal courts. A few days later, Miss Alpern instructed law enforcement agencies to stop seizing the machines.

The three judges in lifting this injunction said they were not passing on the merits of the case since "there was an absence of an authoritative pronouncement by a Pennsylvania court as to whether Ford's machines violated the law."

Federal Court

As to Kossman's claim that Ford's constitutional rights had been violated, the court held that Ford should seek relief thru a three-judge federal court that is set up specifically to decide constitutional questions.

Kossman immediately filed a petition requesting this procedure. He claimed that Miss Alpern, the State attorney general, had ruled when the Statewide ban against multiple coin machines went into effect on January 1 that the converted machines may be operated legally.

As for the multiple coin machines that have not been converted, no appeal has yet been filed with the U. S. Supreme Court. Such action has been announced by industry lawyers. The next step, then, in the battle of the converted coin machines is to take the constitutionality appeal to the special three-judge board.

But the commonwealth's main objection to the converted machines is that it took only three minutes to make them into single-coin machines and that it would take, by the same token, only three more minutes to reconvert them back into the illegal, multiple coin variety. The next move is up to the industry.

it from the operators who had coin machines in their locations. Soon after the law went into effect on January 1, some operators counseled with some small cafe owners and the result was a lawsuit filed in Chancery Court by attorney Thomas A. Buford, testing the validity of the law.

Buford Charges

Buford's bill charged the new tax was arbitrary, unconstitutional, confiscatory and unreasonable. It violated the State law, the suit charged, because State law states that cities cannot tax beer permits more than \$10.

City Atty. Frank B. Gianotti Jr. said the city's position was that the new tax was not a privilege tax which would fall under the statute quoted by Buford, but was a "regulatory" tax to regulate the beer business.

Buford countered that the new tax would fall under the privilege tax law because a cafe owner was required to pay the new tax before he could sell beer, which clearly made it a privilege law.

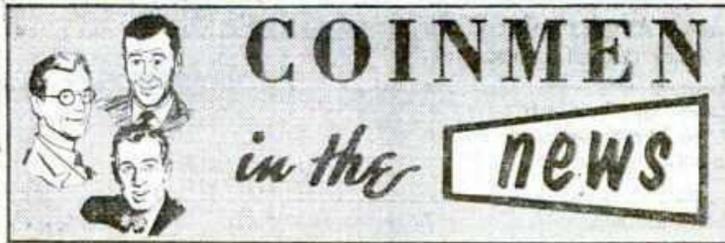
The Chancery Court suit had not yet been set for trial when Mayor Henry Loeb made the announcement last week:

Refunds Due

The city would refund the tax collected under the new "regulatory" law because the city attorney had changed his mind and concluded that the law was unconstitutional after all.

The importance of this action to operators is noted in figures given by Craig, the city collector of licenses and privileges, who said of approximately 1,500 beer permits issued in 1959 910 were cafes and 585 grocery stores.

These 910 cafes were major locations for operators of phonographs, various games and cigarette vending machines.



Continued from page 75

L. C. Sammons, father of a Memphis distributor, was recently made a colonel on the staff of Gov. Ross Barnett of Mississippi. Sammons' son, George Sammons, is president of Sammons-Pennington Company, music, game and vending machine distributor. . . . Parker Henderson, general manager of Southern Amusement Company, his wife and three children were all stricken with influenza recently in an epidemic of the illness around town. All were in bed at the same time and they had to get some outside help in the home.



George Sammons

A high honor was recently bestowed on the son of a Memphis operator. Milo Solomito Jr., 23, a cum laude graduate in engineering from Notre Dame, was selected as one of the 20 top young nuclear engineers in the nation to receive advanced training in nuclear technology at General Electric Company's headquarters plant at Schenectady, N. Y. He will study under supervision of the country's top nuclear engineers and physicists. His father, Milo Solomito Sr., owns Ace Amusement Company.

ARKANSAS ITEMS

Robert Kirspe, president of Kirspe-Hollenberg Music Company, busy as a bee these days with municipal as well as company business. He's an alderman at North Little Rock. . . . Warren B. Smith, S & D Amusement Company, Hoxie, reports his rural route has had exceedingly good business the past few months, with collections on the increase from this time last year. . . . Frank Shireman, Toland Music Company, adding new equipment to his route at DeWitt.

Frank Wade, Tri-State Vending Company, Marianna, was in Memphis recently looking over some glittering new models of coin machines. He is planning expansion. . . . Paul Adams, Rice Belt Music Company, Stuttgart, reports the duck hunters swarmed around Stuttgart, one of the best duck hunting spots in the country this season. Some famous names from around the country showed up this year, including Wernher von Braun, the missile expert at Redstone Arsenal, Huntsville, Ala.

Some Arkansas operators were in Memphis recently to see the big auto show of 1960 models, which featured some top entertainment, including Frankie Laine, Betty Grable, Bob Crosby and the Jimmy Dorsey orchestra led by Lee Castle. Among them were Duane Faulk, Faulk Amusement Company, Hot Springs; Nathan Wheelless, Service Amusement Company, Jonesboro; Fred Swan, Swan Amusement Company, Forrest City; W. H. Raff, Raff Novelty Company, Helena; Clay Davis, Tri-State Novelty Company, Marianna, and Pete Gurley, Ace Music Company, Little Rock.

Elton Whisenhunt

BUY THE BEST

WURLITZER FOR 1960

2200's, 2100's, 2150's
2000's, 2204's, 1900's

Large Stock of 5205 Wallboxes **\$25.00**

SEEBURG

Model C	\$285
VL	365
V200	315
K. D.	485
Model C	365
Model B	220
Model R	425
200 Sel. Wall Boxes	38.50
100 Sel. Chrome	39.50

AMI

F-120	\$345
H-120	525
D-80	145

ROCK-OLA

1438	\$275
1446	315
1448	400
1454	440
1455	450

BINGOS

Miss America	\$185
Beach Time	295
Key West	125
Show Time	165
Cypress Gardens	265
Big Time	65
Big Show	85
Funway	545

UPRIGHTS

Kentucky Derby Day, Remote Control	\$ 95
Wild Cat	Write
Super Big Tent	175
Deluxe Big Tent	275
The Hunter	150

5-BALLS

Duette	\$ 80
Dragonette	75
Smoke Signal	70
Balls a Poppin'	60
Peter Pan	75
Harbor Light	75
Easy Aces	95
Bally Circus	85
Lovely Lucy	35
Diamond Lit	65
Gold Star	30
Hawaiian Beauty	90
Minstrel Man	25
Sweet Adaline	85
Wishing Well	95
Snafu	60

SHUFFLE ALLEYS

Un. Clipper	\$100
Un. Mercury	95
Un. Leader	95
Un. Lighting	165

Call, Write or Cable
Direct all inquiries to Indianapolis
Office. Export inquiries invited.
Cable: LEWJO

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Exclusive Wurlitzer Distributor

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Watch YOUR PROFITS STACK UP HIGHER

WITH Keeneys' SUPER **CRISS CROSS DIAMOND**

NEW "CRISS CROSS" FEATURE

ANY THREE DIAMONDS IN-A-ROW SCORE 10 POINTS

Keeneys—long time leader in the design of upright amusement equipment presents these alluring and exciting play features:

- Three-in-a-row Arrows, Crowns, Trophies, Clovers (shamrocks), Stars and Horseshoes with a variation each . . . plus . . .

5 WAYS TO SET UP THREE-IN-A-ROW DIAMONDS in the "criss-cross" section

Substantial Profit Reports indicate that "Criss-Cross Diamond" has strong, popular appeal throughout America and in foreign countries everywhere!

Order YOUR "CRISS-CROSS DIAMONDS" NOW!

Keeneys & Co., Inc.
3800 W. FIFTH STREET • CHICAGO 27, ILLINOIS

Telephone HElock 4-5500

SHIPPING WEIGHT ONLY 150 LBS.

IN ROWS plus VARIATIONS

SIZE: 36" H. 22" W. 17 1/2" D.

For AMUSEMENT Only

Bowl-O-Fun Caters to Family; Birthday Parties a Specialty

• Continued from page 67

One of the attractions at the center, of course, is the birthday party. All the customer has to do is show up at the appointed time, and the company does the rest. The firm provides invitations to send the host's guests, a full two-hour party, use of as many bowling games (on reserved alleys) as the children can bowl, a party set up complete with a special birthday cake (white, yellow, marble or devil's food) decorated with the child's name,

cream novelties and soda, a prize for every child at the party and a gift for the birthday child.

The fees for such a party depend on the size of the group. For eight children or less the cost is \$13.95, for nine to 12 children, \$19.60; 13 to 16 children, \$25.25, and for 17 to 20 children, \$29.95. There are also prices for larger parties available on request.

The birthday party idea has been so successful that Bowl-O-Fun has them booked as far in advance as next June. The enterprise is unique in that it provides clean, wholesome fun for every member of the family. Altho bowling is the featured attraction, it also has supervised or controlled table tennis and billiards.

Helping President A. D. (Art) Andrews in the management of the new recreational venture is his lifelong friend, C. E. (Chuck) Richards, vice-president, and Milton Schraier, secretary-treasurer.

Facilities

The center is completely air conditioned and has parking facilities for patrons in front of the building, on the side and in the rear. The establishment contains two automatic coin changers, a soft drink machine, popcorn machine, another machine for hot drinks, a juke box, six bulk machines mounted on a single stand, rest rooms, stuffed leather benches with backs on them and coat racks which children can reach.

On entering the center, the patron is faced by the following sign: "We reserve the right . . . to refuse to admit anyone who does not live

up to our standards of dress . . . cleanliness . . . grooming . . . behavior."

These standards call for a clean, neat appearance and well-mannered behavior at all times. No extreme haircuts on boys are tolerated. Shirts must be buttoned, tucked in and worn with collars down. Trousers, blue jeans or others must be worn at the belt line. The average weekend attendance of 700 to 1,000 patrons doesn't mind living up to these standards.

The success of Bowl-O-Fun can be laid to sound business principles obtained on a "learn-as-you-go" basis. All who play on the alleys actually are winners.

A system of redeemable skill points has been adopted at Bowl-O-Fun. Each bowler receives three skill points for a game. The coupons given for points, however, have no cash value, altho they can be redeemed for prizes. (The prizes also can be purchased outright.) Six points given for a score of 125; nine points for 175; 12 points for 200; 15 points for 150 and for a perfect 300 score the player is awarded 100 skill points.

Some of the prizes available for skill points are displayed on a massive peg board, set up above the back of the alleys and running the length of the 20 alleys. Another display of prizes is arranged behind the cashier's counter. For those who wish to save for the bigger prizes, "Bank-a-Tape" bank books are given. These contain rows of columns for entries of dates, points received and total number of points.

The center was opened the weekend of October 30 thru November 1. The initial advertisement was carried in the suburban Claytonian-Tribune, a newspaper published primarily for residents of the St. Louis municipalities of Clayton, Ladue, University City and Oliveville.

The ad included a coupon for one free bowling game, a list of the four grand opening prizes (an all-transistor radio, a clock model radio and two 10-pound turkeys) and the "Peter Pin" trade-mark of the corporation. In the ad, parents, school teachers, church and civic leaders, city fathers and prospective patrons were invited as guests to bowl and inspect the supervised, spacious and attractive facilities.

The "Peter Pin" symbol is somewhat reminiscent of the children's story of Peter Pan, Andrews said, and bowling leagues have carried thru with the idea. For example, there are Captain Hook, Wendy and other leagues with names taken from the Peter Pan story.

Outside Co-Operation

Subsequent advertisements of Bowl-O-Fun have been run in co-operation with business firms, such as a service station, a doughnut company, a soft drink firm and others. Products or services from the business companies were given, in co-operation with the firms, to patrons at the bowling center who racked up a pre-designated bowling score.

Andrews holds a master's degree in health and physical education from Washington University here. He formerly taught science at Normandy Senior High School and for four years was director of summer school recreation at Washington University. At one time he directed the physical education program at Wilson private school and kindergarten. He has been active for many years in Boy

Op Forums Set

• Continued from page 67

scheduled for Wednesday morning, with the Wednesday evening banquet winding up the convention.

Requests for exhibit space have been coming in at a faster clip than ever before. With the convention nearly three months away, the following exhibitors have paid for space: AMI, Bally, United Manufacturing, RCA Victor, Dot Records, Continental Vending Machine, M-G-M Records, Capitol Projectors, Logan Distributors, The Billboard Publishing Company, Paul Bennett Needles, Cash Box, Wico Corporation, National Vendors, Standard American, Irving Kaye Company, American Shuffleboard and the Tusko Corporation.

Scout and YMCA work, and presently a member of the St. Louis YMCA committee on physical education.

Bowl-O-Fun Vice-President Richards is a graduate of the University of Michigan and is a former professional executive of the Boy Scouts of America. Schraier, an accountant graduate of St. Louis University, previously was with another local amusement company firm for 10 years. His task with the new enterprise is that of financial management.

The center can be operated during the week by only one of the company officers. On weekends, the expanded workload requires one of the officers and two school children for part-time help.

No school age child is allowed in the center during school hours, and grade school pupils are required to go home before being allowed to bowl unless their parents provide them with written permission to enter directly after school, Andrews added.

WATCH

BANNER



BANNER

SPECIALTY COMPANY

FIFTH ST. ABOVE GIRARD, PHILA. 22, PA.

• 1508 FIFTH AVE., PITTSBURGH, PA. •

Here's a Chance to Choose Your Own Miss World!



Want a bevy of Beauties to really add sparkle to your locations? On the light-box of this wonderful game you'll find pictures of lovely ladies from many countries who will really dress up those locations. And you can be sure the attraction of these beautiful girls plus exciting play features will all add up to greater profit for you!

See, play and order **WORLD BEAUTIES** at your distributor today!

- Numbers 1 thru 13 appear in light-box A-B-C "Magic Window" spotting feature
- A-B-C values are scored by making 6 rollovers and 3 holes
- Special plus 400 points awarded by lighting pictures of all **WORLD BEAUTIES**
- When all pictures are lit, 3 center drop-in holes score specials
- Hitting "bank-of-targets" lights pictures in light-box
- Plus coin-box with locking cover, match feature and super-powered flippers

D. Gottlieb & Co.

1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

Dime play is here to stay—buy Gottlieb Games and keep it that way!

Amusement Pinballs
as American as Baseball and Hot Dogs!

UNITED'S BIG BONUS

SHUFFLE ALLEY with 2-way proven player appeal

OFFERS PLAYERS CHOICE OF

Regulation
Scoring

OR

Bonus
Scoring

TOP SCORE 300

TOP SCORE 990

PLAYERS PRESS BUTTON FOR CHOICE OF SCORING

BIG BONUS STRIKE AND SPARE SCORES

FRAMES SCORE	
1st-THRU-7th	8th-THRU-10th
30 X STRIKE 20 / SPARE	60 X STRIKE 40 / SPARE

BONUS FRAME COLLECTS	BONUS SCORE ADVANCES
<input checked="" type="checkbox"/> FULL <input type="checkbox"/> 1/2 BONUS SCORE	40 X STRIKE 20 / SPARE BONUS SCORE ADVANCES

bonus builds up during game . . . collects at end of game to insure last frame suspense

1 to 6 Can Play

**DROP CHUTE
COIN MECHANISM
WITH
NATIONAL
REJECTOR**

**FLASHY
Cabinet and Backglass**

10c PER PLAYER

**SIZE
8½ FT. LONG
2½ FT. WIDE**

SHIPPING WEIGHT
(CRATED)
430 LBS.



SEE
TEAM-MATE
BOWLING ALLEY
NOW AT
YOUR
DISTRIBUTOR

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR UNITED DISTRIBUTOR NOW!

what
do you want
in your '60
phonographs?

- HI-FI STEREO
- 45 RPM AND 33 $\frac{1}{2}$ RPM
- 100 OR 160 SELECTIONS
- REMOTE CONTROL
- HALF DOLLAR PLAY
- COIN COUNTER



YOU NAME IT! SEEBURG HAS IT!

"Make them flexible," we told our designers and engineers. They did. The new 1960 line of Seeburg music systems quickly and economically adapts to meet the requirements and preferences of every operator, every territory, every location.

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THE SEEBURG CORPORATION • CHICAGO 22, ILL.

America's finest and most complete music systems



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DUAL-SPINDLE
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45's AND
33 $\frac{1}{2}$'s, TOO