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Struggle for Power Marks N. Y. Op Scene

Two Assns., Two Unions Seek Dominance
In Gotham Fight for Operator Loyalties

By AARON STERNFIELD

NEW YORK — By definition a trade association is a group of individual business firms banded together for mutual self-interest and for the promotion of high industry standards.

Also, by definition, a labor union is a group of employees banded together for substantially the same reasons as the trade association.

While these definitions apply to the coin machine industry, they are not always clear cut. For example, many coin machine operations are one-man businesses, with the principal playing an employer-employee role and belonging to both the association and union.

Power Struggle

When two or more associations claim the loyalties of the operator, and two or more unions seek his membership, the result can often be a sharp struggle for power. The operator may be forced to take sides, and in so doing he incurs the enmity of at least one labor and one management group. This is the current situation in New York, where four groups—two associations and two unions—are seeking dominant positions in the industry.

The fight is being carried on in the courts, on 10th Avenue (Gotham's Coin Row) and on the locations. It is a forensic rather than a physical struggle, the attacks taking the form of injunctions and the counter-attacks taking the form of politicking. It's happening in New York, but it could happen anywhere.

NEW YORK—An uneasy truce has been called in Gotham's association-union free-for-all. But the battle is scheduled to resume Thursday (3) when one court action and a hearing before the State Labor Board get under way.

Parties to the dispute are the Associated Amusement Machine Operators of New York, a local game association; a group of operators within AAMONY, and Local 1690, the music machine service employees' union.

Not directly involved, but due to play important roles, are Local 266 of the International Brotherhood of Teamsters, a union which had been on the verge of signing a collective bargaining agreement

with AAMONY, and the Music Operators of New York, representing the local juke box operators.

Background

The background to the battle royal is somewhat involved. For several years, two associations dominated the local picture. AAMONY represented the majority of game operators, and MONY represented the majority of juke box operators.

The music association for several years has had collective bargaining agreements with Local 1690, Retail Clerks International Association.

Less stable was the union situation with AAMONY. The group had a contract with a union headed by James Caggiano. Caggiano was enjoined from organizing in the coin machine industry, and the Association found itself without a union.

UCMONY

Early this year, a new group—the United Coin Machine Operators of New York—was formed. The group began organizing mostly game operators from the AAMONY rolls, but it also signed up some juke box operators.

For a while, UCMONY and AAMONY were vying for dominance in the game field. Then, in an effort to restore harmony, representatives of the two groups began merger discussions, with AAMONY to be the surviving group.

To date the merger has not

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TV AD BUREAU TABS NETWORK VIDEO ADVANCE

NEW YORK — The audience for network television continues its steady increase, reports Television Advertising Bureau, with the average nighttime show now reaching 9,975,000 homes. This represents a nine per cent gain over the same period (January-March) last year. Daytime shows are up, too, by 19 per cent, to 4,272,000 homes.

Procter & Gamble again topped all advertisers in TV by spending an estimated \$47,000,000 in web video and \$26,000,000 in spot TV for a \$73,000,000 total. The next biggest spenders in 1957, according to the TvB wrap-up, were Colgate-Palmolive, General Foods, Lever Brothers, American Home Products, Brown & Williamson, Chrysler, Gillette, Ford and R. J. Reynolds, all trailing P&G by a wide margin.

The top 25 list includes no makers of radios, TV sets, phonographs or related equipment. Highest appliance sponsor, in fact, is General Electric in the No. 30 spot, followed by Westinghouse in No. 44, with little money allotted to pitches for broadcast or recording items.

TV continued to be ignored altogether by 19 of the nation's top 100 advertisers, exclusive of distillers. The reluctant 19, the source of three-network pressure last selling season, would guarantee the success of the upcoming season if they "just wet their feet a bit," says one network veepee.

Cuban Air Wizard Pulls Kiddie Park Out of Video Hat

Unusual 500G Moppet Venture
Can Continue Pumarejo Climb

By SAM CHASE

HAVANA—A vast new amusement park, to be called "Children's Paradise" and operated on a revolutionary new basis, is beginning construction here in preparation for an early fall opening. It is perhaps the only major outdoor amusement center in the world to get its impetus directly from television.

Like everything else associated with its leading executive, Gaspar Pumarejo, its story must be deemed fantastic. Pumarejo is the man who put Cuba's first TV station on the air, back in 1951. Having subsequently sold it, he has just launched the world's first 100 per cent color TV station, and the only color outlet outside the United States.

The all-film all-color Canal 12 opened almost simultaneously with the new Habana Hilton hotel, the 30-story, \$24,000,000 skyscraper which is the tallest structure in Latin America. Since Pumarejo does everything in a big way, it was in character for him to place Canal 12's antenna atop the 400-foot building, the most eye-catching sight in the city, visible from almost any place in Havana. Studios also are in the hotel.

To Cost 500G

"Children's Paradise" will cost upwards of \$500,000 to build, and the land it will occupy, in the same new Vedado section of Havana in

which the Habana Hilton is located, cost \$150,000.

A veritable juvenile shopping center will be constructed around the outside perimeter of "Children's Paradise." The shops occupying this area will specialize in items such as toys, clothing, shoes, drugs, candy, etc. In addition to the retailers, there will be such services offered as a nursery, kiddie barber shop and beauty parlor. Operators of the concessions will repay the cost of construction for these shops, then will lease them on a rental basis.

However, it is fair to say that were it not for television—and the favorable attitude toward lotteries in Cuba—even a dynamo such as Pumarejo would not have been able to bring this development to pass. The amusement park is the direct outgrowth of a TV program which Pumarejo airs from 5 to 6 p.m., Monday thru Friday. This show is not on his own station, Canal 12, but rather over the Telemundo station, CMAB-TV, which airs on Channel 2.

'Millionaire's Club'

The program, called "Millionaire's Club," is a form of voluntary subscription pay TV. On the air only about six weeks now, it has 17,000 kids aged 15 or under sending in \$1 monthly. These dues make the members eligible for major lotteries which take place constantly, on the program. The members also will automatically gain admission to "Children's Paradise," when it is completed. Each month every member will receive tickets good for admissions to 20 different rides or events at the amusement

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NEWS OF THE WEEK

Stereo Field Active in Week of Disk and Player Developments . . .

Stereo disk developments moved forward on several fronts this week. CBS Laboratories unveiled what was claimed to be a compatible stereo disk, which met with unfavorable trade reception. On the other hand, various indie labels and phono manufacturers showed readiness to plunge into the market with record product and the equipment on which to play it. [Page 2](#)

Low Priced LP Lines Boom, Rack Up \$50 Million in '57 . . .

The low-priced LP lines are now racking up —by conservative estimates—as much as 20 per cent of the entire package goods dollar volume. Gross retail business for the low-priced package line is estimated—again conservatively—at about \$50,000,000. [Page 3](#)

Turn Up Missing Contract In Chi Game-Union Probe . . .

Investigators for the Illinois State's Attorney's office turn up long-sought contract signed between the Chicago Independent Amusement Association, Windy City game operator group,

and Local 134 of the Electrical Workers' Union. Contract had been sought by rackets investigators on local State and federal levels. [Page 75](#)

Chi Juke Ops Defer Anti-Racket Action . . .

Chicago juke box operators will take no action to counter the racketeer muscling threat in the city, pending hearings by the Senate Labor Rackets Committee and the county grand jury expected in April. Meanwhile, buying continues at Lormar Distributing Company, local one-stop involved in disk counterfeiting investigations. [Page 71](#)

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in the
CLASSIFIED ADS
THIS ISSUE

'Compatible' Disk Unveiled; Wide Discussion in Trade

CBS Discloses Stereo Step

By REN GREVATT

NEW YORK—Counting up all the activity of the week among several alphabetical agencies, such as the EIA, the IRE and the RIA, it was a busy time for the struggling upstart known as the stereo disk. Discussions on compatibility and known releases of stereo disks upcoming from a number of labels comprised the main activity.

Interest in meetings of the Electronics Industry Association, the Institute of Radio Engineers and the Record Industry Association of America focused principally on a compatible stereo record developed and announced by Dr. Peter Goldmark of CBS Laboratories. According to Goldmark's paper, delivered to engineers attending the IRE at the Waldorf Convention, the CBS compatible disk employs a principle of "sum and difference signals," under which, in effect, the vertical signal of the dual track recording is reduced.

In this way the element of record wear, one of the inherent dangers of playing stereo records on monaural equipment, would be virtually nullified. It was thus claimed

STEREO DISKS NOT IMMEDIATE

NEW YORK — Queried late Friday (28) on Columbia Records' plans for stereo recordings, in view of the announcement of a stereo compatible disk this week by CBS Laboratories, vicepres Herbert Greenspon indicated that the company had no immediate plans to release commercial disks.

"The announcement of the compatible record represents much research on the part of Dr. Goldmark and his associates and it was made to add to the general fund of information on the subject of stereo disks," Greenspon declared. "We have no plans for bringing out stereo records employing the system at this time."

the record would be compatible for present day phonos and would still produce a stereo sound when played on stereo equipment.

Disk Execs Wary

According to reports emanating from the RIAA board meeting on Wednesday (26), the reaction of most diskery execs to this concept was not favorable. The consensus seemed to be that by employing this system, true stereo would be sacrificed in the interests of obtaining compatibility.

A spokesman for Westrex later said that "any system which tended to tailor down the best attributes of stereo to meet certain commercial considerations would be undesirable." The spokesman said a system which eliminated "90 per cent of the vertical component" couldn't

(Continued on page 9)

Phono Firms Set to Move

By RALPH FREAS

NEW YORK — Record-Music dealers who look forward to selling a complete stereophonic phonograph haven't long to wait. First models will be shown to the trade at the Mays Parts Show in Chicago. Deliveries will start June 1. That's the program set forth by Ben Birns' Sonic Industries (Lynbrook, L. I., N. Y.).

Many manufacturers are reported planning stereo phono lines—prominent among them RCA Victor—they refuse detailed information at this time. Sonic's Birns, "The line will consist of 12 models up to \$250,000 list. Everything we sell above \$89 will be stereophonic. Of course, we will have our regular monaural models up to \$79.

Complete Units

The stereo units are complete except for external speakers. That is, they contain stereo cartridges, dual amplifiers, dual controls and one speaker. A jack plug is provided for the other speaker. Companion speakers, in enclosures, are part of the Sonic line. Three models retail at \$19.95, \$29.95 and \$49.95. Each is provided with 25 feet of electrical cord. The lowest price complete unit — \$89 for master unit and \$19.95 for external speaker — is therefore tagged at \$108.95.

"The reason we sell the package this way," Birns explained, "is because we feel that most customers have the additional speaker in their radio or TV set. Our basic package will contain everything necessary for them to make the hook up.

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COLUMBIA'S NEW DISK SETS OFF NO HY-STEREO

NEW YORK—Execs of major labels thus far take a dim view of the compatible disk, claiming generally that it represents a compromise with stereo quality. Rather than follow such a path, these execs are thinking in terms of partial double inventory—maintenance of the present high level of the monaural system and the gradual introduction of what they consider the finest stereo possible.

Victor Views

George Marek, RCA Victor chief, noted that Victor as well as Columbia had a so-called compatible disk, and that he took a dim view of both. He added:

"We believe these disks are wrong, and will always be wrong. When you compromise, you get a disk which is not as good as the present monaural one on the market. Therefore, for 95 per cent of the market represented by those people with monaural turntables, this is a step backwards because you are not producing a record as good as possible."

Marek stated that the so-called compatible disk could hurt present business. "Such a disk is neither good on the monaural side, nor on the stereo side."

"A miracle may happen at some point in the future; but now, and for the foreseeable future, we feel a compromise disk is wrong for the business," Marek said.

He added: "We propose double inventory. We will do this slowly, so as to avoid disruption . . . and we will tell the trade that there is nothing obsolete in the monaural disk which can be played on the new machines and will sound even better. There does exist a compatibility in machines.

"Double inventory, of course, is the more expensive way . . . but we are not worsening the quality of the monaural disk. Too, we are looking to the future, and our policy will permit us to release the best stereo possible, rather than a compromise product which can harm the industry."

Marek added that in view of the present business recession, it behooves manufacturers all the more to maintain product quality and offer additional services.

Capitol Views

Capitol Records states that it has tested stereo records purported to be compatible, and finds that they are not up to monaural standards and also fall short on the stereo end. Firm believes that it is possible to make stereo records closely equaling the quality of stereo tapes, and to compromise quality in an attempt to achieve compatibility does not seem "like good judgment."

Whatever form stereo records take, the label pointed out, initial releases will be limited and stereo records will remain for audiophiles serving a limited market for a long time to come. Company added that it has been well aware of all the developments and implications of stereo recording, and that it has worked closely with Westrex engineers from the very beginning. Capitol also acknowledged that stereo recording presents a number of problems, some of which remain unsolved, but that it offers a future that is exciting and should be profitable for record buyers and all connected with the manufacture and distribution of records.

Conceivably, the company could release a limited number of stereo disk recordings in much the same manner as stereo-tape was introduced. Regular LP line would continue to be released without any quality loss, with new stereo disks brought onto the market gradually to fill the need of those owning stereo equipment.

Mercury Views

Mercury prexy Irving B. Green stated that a compatible disk represents a compromise with quality and that the stereo fan is too discriminating to accept a compromise.

"We'll put out a stereo disk at the proper time," Green said, "and when we do it will be the finest stereo disk we can make, in keeping with the reputation we've made in our Olympian Series. This can't be done if the same disk has to serve two markets.

"If you want to talk about a compatible record, the standard monaural record is really the compatible one. It will play monaurally on stereo equally as well as on monaural equipment."

Green said he is inclined to look at stereo as a permanently separate market from that of the standard LP, that it will never replace it.

"Have you ever listened to stereo in a small living room?" he asked. "It will keep you at the edge of your chair. You can't read by it or knit by it. It won't let you relax. Stereo is for the active listener. It can't replace the vast mood-music market."

He warned about getting panicky over the prospects of stereo, which could result in making the public panicky over a false issue. He added that there is still, in fact, doubt that the stereo record would survive the growing progress in stereo tape. New developments in tape cartridges, he pointed out, will soon make tape comparable with disks in both price and convenience, making all the more important the superiority of tape in playing quality.

Green said he would put out stereo disks when the number of stereo players in consumer hands warranted it. "It's a question of razors and blades. We're selling the blades."

Decca Views

Leonard Schneider, executive vice-president of Decca Records, reflecting the general point of view of other spokesmen, summed it up in succinct fashion: "It is not necessary to elaborate. We simply object to it because it is not wholly stereophonic."

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Stereocasts Boom; Combing Radio, TV

NEW YORK — Stereophonic broadcasting activities continue to keep pace with the increased emphasis on stereo disk production plans by record manufacturers.

Most recent demonstration was staged here last Friday (21) via Jim Coy's WOR radio show and Ted Steele's WOR-TV show. WOR listeners were asked to tune in WOR-TV on their TV sets; while WOR-TV viewers were requested to turn on their radios.

Coy and Steele, who originated their shows from the WOR-TV studios, played Audio Fidelity stereo disks and explained the principles of stereophonic sound to their joint listenership. Audience response to the 15-minute demonstration was so great that station officials plan a "repeat" test in the near future.

Regular Series

Another AM-TV stereo demonstration was conducted earlier this month (March 2) by WFMJ-TV and WFMJ, Youngstown, O. The sister stations aired a live music program, "Spotlight on Music" featuring the Youngstown Sheet and Tube Chorus — first in a regular weekly series of stereo broadcasts by the outlets.

Meanwhile, WCRB - AM and FM Boston, last week launched a series of stereophonic concerts by

the Philadelphia Orchestra with Eugene Ormandy, conductor, specially recorded in stereo for broadcast by WCRB and WFLN, Philadelphia. Station WCRB also broadcasts "live stereo concerts" by the Boston Symphony Orchestra on Saturday nights and will carry a stereo series by the Boston Pops Orchestra, starting in May.

Stereophonic broadcasting is now part of the regular programming on WSIX, Nashville. Each Sunday from 6 to 7 p.m. AM station WSIX and FM station WFMB present a stereophonic disk show, tagged "An Adventure in Music," emceed by Noel Ball.

Point for Salesmen

The weekly joint WSIX-WFMB broadcasts were launched last December 8, 1957. Bill Jones, WSIX promotion director, reports that the show has drawn such a steady audience that the station now publishes "coverage" charts for use in presentation folders by its salesmen.

Also active in the stereo broadcasting picture is KRAK, Stockton, Calif., which (with KJOY) helped pioneer AM-FM stereocasting in December, 1956, and featured stereo programs regularly thruout 1957.

FM station KDFC and AM out-

(Continued on page 10)

8 Angel LP's Highlighted by 'Scheherazade'

HOLLYWOOD — Angel Records set eight new LP's for release in April last week, highlighted by the release of "Scheherazade" by the Royal Philharmonic Orchestra conducted by Sir Thomas Beecham.

Other packages include the highlights of "La Forza Del Destino" by Maria Callas; a five-record set of Wagner's "Die Meistersinger" featuring 17 soloists with the chorus of the Municipal Opera and German State Opera of Berlin, the choir of St. Hedwig's Cathedral and Rudolf Kempe conducting the Berlin Philharmonic; "Eileen Farrell in Grand Opera"; Robert Irving and the Royal Philharmonic performing "Mam'selle Angot" and Glazounov's "Birthday Offering," and Otto Klemperer conducting Brahms "Symphony No. 4."

Additional packages are by Igor Oistrakh and the late Walter Gieseking.

New displays have been prepared on the new Beecham recording and Maria Callas operatic highlights set, in addition to two four-page supplements on the violinists and pianists on Angel.

U. S. Firms Get Swedish 45's

NEW YORK — Metronome Records, Swedish-based diskery has set 45 LP's to be released thru firms in the U. S. According to Claes Dahlgren, head of Orion Development Corporation, Metronome's head in the U. S., Mercury will release 12 of the jazz platters, and Atlantic, Prestige, World Pacific and Cadence will release other jazz sides.

Classical LP's originally released on Metronome will also be issued here. Vanguard will issue 10 Metronome LP's and Haydn Society will release others. The German hit song "The Little Train," which was released by Metronome, will be issued here by Mercury on a single.

Dahlgren leaves for Paris on April 8 to attend a meeting of Mercury's European affiliates. Metronome brass from Germany, Sweden and Denmark will attend.

Capitol Ups 45's to 98c

HOLLYWOOD — Capitol Records last week became the last of the major diskeries to officially up its suggested list price of 45 r.p.m. records to 98 cents.

Price increase by Capitol becomes effective April 1, according to an announcement by Max Callison, v.p. and national sales manager of CRDC.

Capitol Lists April 'Fiesta': 31 Albums

HOLLYWOOD — Capitol Records will release a total of 31 new albums in its April release, latter tagged "Hi-Fiesta on Capitol Records." Program consists of 14 pop records, 11 classics and 6 in the firm's Capitol of the World line.

Unusual aspect of the Cap release is the debut of six 45 r.p.m. classical sets. Packages will sell at the usual EP price of \$1.29 and have been designated as FAO sets by the company. Works included are generally construed to be semi-classical and are by such artists as Leopold Stokowski, the Hollywood

FARO TO UNVEIL WITH SPLASH

HOLLYWOOD — The disk business will be treated to the unusual event of a record premiere on April 7 when indie Faro Records makes its official debut in the business via a gala Hollywood party to introduce the company and singer Ken Miller.

Label will stage a typical kleig light, red carpet review of Miller's first etching at the Hollywood Palladium, earmarking \$25,000 for the event, according to Prexy Eddie Davis. Miller, a teenage film star, has recently appeared in "Buccaneer," "Going Steady," "I Was a Teen-Age Werewolf" and "The Fantastic Puppet People."

Company sales manager Robert Fleugel recently returned from a nationwide trip during which he set up distribution.

Timex Weighs TV Jazz Disk

NEW YORK — There's an outside chance that one of TV's major advertisers — Timex Watches — may invade the album market directly with its own label to sell a sound track waxing of its hour-long "Timex All-Star Jazz Show," scheduled for April 30 on CBS-TV.

At the moment, however, discussions being held by Timex primarily with major diskeries, such as Columbia, RCA Victor, Mercury and Urania, who have already sought out the sponsoring firm for the rights to the jazz event.

Timex would prefer to take the major label route ("We're in the watch business, not records," says one official), but faces the usual problem of conflicting talent contracts.

Pacted for appearances, largely thru Joe Glaser, are: Louis Armstrong and Duke Ellington.

(Continued on page 8)

Hearing Gets Data On BMI's TV Share

WASHINGTON — John Schulman, attorney for Songwriters' Protective Association, has submitted statistics to the Pastore (D., R. I.) Senate Communications Subcommittee to back his recent claim that over half the music for TV film is of BMI origin.

In surveys of TV film programs, chiefly half-hour series, Schulman presents percentages of all-BMI versus all-American Society of Composers, Authors and Publishers music used in the years 1953,

1955 and 1956, which he says are substantially correct but might contain a few errors. Sources given were Standard Rate and Data; information from dubbing libraries, from writers, from network stations and Ross Reports.

Of a total of 12,980 TV films in April, 1956, some 5,631, or 43.3 per cent, were said to be all-BMI thru dubbing libraries. West Coast BMI writers accounted for 6.5 per cent or \$43 additional films. ASCAP music accounted for 3,067 or 23.7 per cent thru dubbing libraries and publisher-writers. Non-affiliated music had 4.6 per cent, or 605 films, according to the Schulman survey.

Of 10,130 TV films analyzed in the April, 1955, survey, BMI music serviced 5,492 films, or 54.2

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New Promo For 'Sayonara'

CHICAGO — Mercury remailed deejay copies of Myoshi Umeki's rendition of "Sayonara" Thursday (27) after the Japanese thrush copped an Oscar for her role in the pic. If there is reaction, the label will also remail Miss Umeki's duet with Red Buttons on "Mountains Behind the Moon" from the film. Buttons, too, took an Oscar.

Low-Priced LP Lines Boom, Rack Up \$50 Million in '57

Buck General Business Decline Via Alertness, Packing, Bargains

By BOB ROLONTZ and HOWARD COOK

NEW YORK — The low priced LP lines, those retailing at prices of \$1.98, \$1.49 and 99 cents, are now racking up—by conservative estimates, as much as 20 per cent of the entire package goods dollar volume. Gross retail business for the low price LP lines for the year 1957 is—again conservatively estimated—about 50 million dollars. And in the year 1958, a year marked by a downturn in business in much of the country's economy, the low priced record labels have increased their business tremendously.

The reasons for the great increase in business for the low priced LP lines are many and varied, but they narrow down to the following: 1) Low priced LP's

are now available in four-color pre-bagged (polyethylene) envelopes; 2) there are over 1,000 different low priced LP's available covering pop, jazz, country, rock and roll, polka, semi-classical and classical music; 3) low-priced labels are rushing out LP's of new Broadway musicals, almost as quickly as the major diskeries; 4) the quality of many of the low priced disks is excellent; 5) low priced LP's are available in more outlets than records have ever been available before; 6) the low priced LP lines appear to have benefited from the recession since consumers are watching their spending carefully.

500,000 Average

Album sales of the \$1.98 and \$1.49 cent LP lines average—with the established firms—about 50,000 sales per album. Sales of hit

low priced albums are as high as 200,000 sets. Camden's Perry Como album is over the 250,000 mark. Masterseal's "My Fair Lady" LP, and the Somerset "Around the World in 80 Days" are also over the 200,000 mark.

The big names in the low priced LP field are Tops, Waldorf and Colortone, RCA Victor's Camden label, Somerset, Columbia's Harmony label, Design, Prom, Halo and Allegro, Masterseal, Crown and Hollywood. Other labels include Tampa, Unique, Audition and Bow. There are also two \$1.49 and two \$1.98 kiddie album LP lines have pioneered in more than price. They have opened up or expanded many of the new outlets now selling records. Altho the two major diskery low price subsidiary labels, Camden and Harmony, still sell the greatest majority of their LP's in stores or chains, the indie low priced labels sell most of their albums in racks (supermarkets and drugstores), chains and via mail order. A typical breakdown of sales for an important low priced LP is: racks—30 per cent; chains—35 per cent; dealers—15 per cent; department stores—10 per cent; mail order (including Sears stores) 15 per cent; toy and houseware stores—3 per cent; others—2 per cent.

New Processes

In addition to this the low priced lines have also experimented with new molding processes. Altho most of the 12-inch low priced LP's are compression molded, both Design

(Continued on page 12)

Warn Stations On Music of DeMille's '10'

HOLLYWOOD — Dot records served notice to radio and television stations thruout the country last week that any future performance of the music from the firm's album, "The Ten Commandments," would result in "the institution of legal proceedings for an injunction and damages" by Cecil B. DeMille, producer of the film, and the publishers of the music.

Music from "Ten Commandments" has not been licensed for broadcast, label topper Randy Wood said in his notice to stations, and accordingly stations are prohibited from playing any portions of the recorded score.

Producer DeMille has previously opposed station use of the score from the film on the grounds that he did not want it used in connection with sponsored commercials that might be offensive.

Sales Shifts At Columbia

NEW YORK — Columbia Records has made a number of shifts in its line-up of district managers, and in its operations manager and branch managers of Columbia Distributors, Inc. These changes, which were made by national asles manager Bill Gallagher for the district managers, and by Ken Glancy for CRDI, will be effective on April 1.

Changes are as follows: Al Fishman, former manager of the Co-

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Victor Talent Hunt Paying Off in Hits

Puts 5 Disks on Best-Selling Chart, Balancing New Names With Vet Stars

NEW YORK — RCA Victor's talent development drive in the singles field has started to pay off.

This week's national best-selling pop chart shows an upsurge in Victor disks, with five in the list. The disks comprise both new artists and traditional big sellers, which is the kind of balance sought after by Steve Sholes, a.&c. exec.

New talents in the charts are Ronald and Ruby with "Lollipop," in 40th place, and Don Gibson's "Oh Lonesome Me" backed with

"I Can't Stop Loving You." Latter disk came into the chart two weeks ago and is now in 36th position.

Too, Lou Monte's Victor disk, "Lazy Mary," in 31st position two weeks ago, moved strongly into 19th slot this week.

These are in addition to Victor's two powerful artists, Elvis Presley and Perry Como, currently in sixth and ninth positions with "Don't" and "Catch a Falling Star." Latter two have been way up for 10 weeks.

Buttressing this current flurry, Victor is putting strong drives behind such new talents as Sammy Salvo ("Oh Julie" b-w "She Takes Sun Baths"), the Twins, whose EP, "Joanne" made by best selling EP chart; Jimmy Doll ("Teeny Weeny") and Ray Peterson ("Fever") and others.

Sholes, incidentally, is paying a lot of attention to bought masters in his talent drive; but he's keeping up the incentive on the home grounds. In line with this, a practice has been instituted whereby

(Continued on page 12)

Justice Dept. To Be Heard About ASCAP

WASHINGTON — American Society of Composers, Authors and Publishers' practices questioned during recent Roosevelt (D., Calif.) House Small Business Subcommittee hearings are expected to get discussion by representatives of the Justice Department and the subcommittee members during an executive session tentatively scheduled for Wednesday (April 2) of this week.

Committee spokesmen expect discussion to center on testimony as to ASCAP's functioning under its consent decree and "what the department can do about it."

Strong complaints were made by witnesses during recent Roosevelt hearings (The Billboard, March 17, March 24) that ASCAP was not living up to its 1950 consent decree requirements for objectivity in logging and classification. Justice sub-

(Continued on page 12)

Rap at Latin Music Draws Fire in House

WASHINGTON — Criticism of Latin-American music by writer Vance Packard during recent hearings on Sen. Smathers' (D., Fla.) Bill to divorce broadcasters from music interests, has been called an irresponsible and "uncalled-for insult to our Latin American friends" by Rep. Chas. A. Wolverton (R., N. J.).

Wolverton told fellow Congressmen (21) that branding Latin American music like "Perfidia," "Besame Mucho" and others as "cheap, bargain-counter music" was an insult to the culture of all Latin-American countries.

"Certainly it has been in the past two decades that we in the U. S. have seen an increasing interest in all types of music," he said, "and a wider understanding of ourselves and our neighbors in that process."

Wolverton resented the implication by author of "The Hidden Persuaders" that Latin-American music is one of the factors in a "gross degradation" of music over the airways.

Warning of the danger of such "shabby" generalizations about musical culture of our neighbors, Wolverton said: "Music, like all types of human communication, is a two-way street." He wondered how Americans would take similar criticism of our music from a Latin American spokesman.

Fabor Forms Radio Label

HOLLYWOOD — Fabor Robison, who until recently headed the Fabor and Abbott labels here, has re-entered the disk business with the formation of a new company, Radio Records.

First releases are by Bonnie Guitar and Bobby Lee Tramell. Robison reports that he's lined up some 20 distributors to handle his line, and that he expected to have nationwide coverage shortly.

Label is "in business to stay," said Robison. "We're not going to sell any more masters."

Bootleg Case Trial Delayed

CHICAGO — Prosecutor obtained a 30-day delay in the trial of two men charged with involvement in counterfeiting more than 125,000 hit singles here. The two, Charles English and George Hilger, are now scheduled for trial April 19 and are free on bond.

English has been a central figure in current investigations of juke box muscling. He is owner of Lormar Distributing Company, a large one-stop.

'Bandstand' Hypes Local TV DJ Rush

- Clark show success spawns new spinners
- Over 100 jocks now active country wide

By JUNE BUNDY

NEW YORK — The phenomenal success of Dick Clark's network ABC-TV record-hop show, "American Bandstand," has sparked a general increase in local TV deejay shows across the country, with well over 100 local video jocks currently active, including at least 10 newcomers this year.

LAZAR LIMITS PAYOLA CHARGE

HOLLYWOOD — Attorney Seymour Lazar, who last week testified before the Smathers Committee in Washington and raised a storm of controversy regarding his testimony, last week offered to waive his congressional immunity if any law suits were filed against him.

Numerous objections have been raised regarding Lazar's testimony concerning disk jockey payola. Here last week, Lazar clarified the issue, stating that "he did not testify that all disk jockeys took payola, and specifically acknowledged that numerous d.j.'s did not take payola. Lazar stated that the condition was prevalent in the Los Angeles area and that payola often took other forms than cash."

Should any law suit be filed against Lazar, he has agreed to "name names."

Lazar said, "It's incumbent upon the disk jockeys and the broadcasters to clean their own backyard."

Teeners Vote Pat, Frankie

NEW YORK — A recent poll conducted here by Teen-Age Survey, Inc., to determine which record artists are most popular with students in various age groups, reflects some interesting difference in personality preferences.

The poll, conducted as part of "Operation 60,000" for WABC, here, surveyed 15,000 high school and college students in the New York Metropolitan area. Favorite male vocalist for both high school girls and boys was Pat Boone, while Frank Sinatra was No. 1 with college boys and girls.

Patti Page was the most popular female vocalist with high school boys and girls and college girls, but took second place honors with college boys, who voted Ella Fitzgerald.

(Continued on page 49)

SONGS GO CLOTHES-HAPPY

This Stuff Rocks to Socks—Also Shoes, Shirts, Shorts

NEW YORK — The singles record field apparently is on a "fetish" lyric kick right now, with a flock of new releases extolling the charms of various articles of apparel — mostly teen-age fem — and accessories.

It actually started with Carl Perkins' "Blue Suede Shoes" and, more recently, "Black Sacks" by

Joe Bennett and the Sparkletones. However, the garb-gimmick didn't take over on a large scale until the arrival of the Royal Teens' "Short Shorts."

This month alone the following disks were released: Carl Perkins' "Pink Pedal Pushers"; Gene Summers' "Straight Skirts"; "Six Button Benny," by the Nite Riders; "High School Sweater," by Kenny Owens; Tommy Palm's "Black Knee Socks"; Leroy Van Dyke's "Leather Jacket"; Ted Forbes' "Knee Sox"; Hank Locklin's "Blue Grass Skirt"; the Versatones' "Tight Skirt and Sweater"; Chuck Willis' "Hang Up My Rock and Roll Shoes," and the Rich Brothers' "Blue Bow Tie."

In addition to the above-mentioned teen-ager-styled apparel titles, there are such adult-type items as Jerry Lewis' "Long Black Nylons"; Ron Goodwin's "Red Cloak"; Rudy Hansen's "Saddle Shoe Polka"; George Peter's "Chemise," and Julie Wilson's "Lilac Chiffon."

The accessory-title line-up includes Dwight Pullen's "Sunglasses After Dark"; Shaye Cogan's "Blue White Diamond"; "Ring on a Ribbon" by Tommy Leonetti; Carol Hughes' "Lend Me Your Comb," and a dual-category platter, "Gum Drop Shoes and Bells in Her Hair" by the Gum Drops.

Altho the title doesn't mention

'TEENERS BUY EVERYTHING'

Wide Diversity of Songstuff On Top 50, Ballads to R&R

NEW YORK — "There's a wider diversity of material and repertoire on singles now than ever before," said American Bandstand jockey emcee Dick Clark recently. In defending the tastes of the nation's teen-agers, it has also been pointed out that they are not prisoners of rock and roll at all. A look at the top 50 best sellers, or the top 100 chart, shows that youngsters are buying practically everything on singles but Beethoven. And maybe they would buy that, too, if it were available.

On the current best selling chart, less than half of the 50 disks are what would be called out-and-out rock and roll. There's a generous share of them, but by no means do they dominate the listings.

Mixed in with the sides with the big beat, are, interestingly enough, several slow ballads, both new and in the standard class. Pat Boone's "It's Too Soon to Know," "Who's Sorry Now," by Connie Francis, and "Sail Along Silvery Moon," by Billy Vaughn, all fall in the latter

category, while Andy Williams has "Are You Sincere," another good but quiet new ballad. Boone still is riding well with "April Love," as is Frank Sinatra with "All the Way."

Standard Fare

It's also significant to note the strong line-up of talent now active in the chart derby, not normally associated with rock and roll. These would include the Chordettes, Pat Boone, Connie Francis, Perry Como, the McGuire Sisters, Andy Williams, Betty Johnson, Sam Cooke, Patti Page, Mitch Miller, Frank Sinatra, Kathy Linden and Nat Cole, altho the latter has made several recent disks in the r.&r. idiom.

One of the hottest and fastest breaking disks of the day is a spiritual, "He's Got the Whole World in His Hands." The side by Laurie London on Capitol broke into the charts in the 13 slot this week. Execs of the label say the disk is moving up as fast as "16 Tons" did in its initial days.

Album Jam Gives Hypo to 'Gigi' Pic

NEW YORK — Widespread coverage by record companies, who are issuing a total of at least 17 "Gigi" albums, is proving to be the major promotion behind the picture, says the movie's producer, Arthur Freed. He estimated that "over 500,000 "Gigi" albums will be sold by June."

According to Freed, who says that "Gigi" is the hottest score he's seen in producing some 35 musicals, the coverage requests are still going on. Latest, he reports, is Columbia Records, which now

album, their second, with Vic Damone.

The Leslie Caron - Maurice Chevalier starrer is due to start theatrical dates in May. "We'll still be riding the crest of album buying at that time," Freed predicts. "We will show 'Gigi' as a 'hard ticket' road attraction, and take our time about playing it off."

Freed doesn't like the idea of albums based on "dubbed" singing in musicals. "This is cheating the audience," he says. "The talent of the performer should be carried across in the vocal performance, too." In this respect, he cites the singing of Louis Jourdan, one of the picture's stars, who is essentially a dramatic actor, but who sings in the film. "We felt that his voice would be better than an off-screen singer."

With a total of four pictures in three years slated under his independent contract with M-G-M parent Loew's Inc., Freed's veteran musical touch has been linked to albums of "Sielk Stockings" and "Gigi," with two more projects on the horizon.

The first of these will be a cinematic version of "Bells Are Ringing," with Judy Holliday. The sec-

(Continued on page 49)

Marks Again Pacts Shaw As Mgr. & V-P

NEW YORK — Arnold Shaw has been renamed general professional manager of Edward B. Marks Music Corporation, starting at the termination of his present contract in May. He will continue as vice-president.

Herbert Marks, president, noted the firm is currently riding the best selling chart with "Lollipop," and that in the past several years the firm has come up with quite a number of pop hits, including "Banana Boat Song," "Cindy," "Dungaree Doll," "Wonderful, Wonderful," etc.

Marks noted that, abroad as well as domestically, Shaw had tapped the firm's great catalog material while keeping abreast of pop trends.

The novelty field has at least an average representation on the current charts with three items showing. First is John Zachary's "Dinner With Drac," while Monte has done very well with gimmicky "Lazy Mary" side. Betty Johnson's "Little Blue Man" is a hot novelty effort.

Three other records now on chart are also worthy of comment inasmuch as they represent substantially varying types of repertoire. Mitch Miller has the "M. From the River Kwai" and "Cob Bogey" while Moe Koffman's quartet has the jazz disk "Swing Shepherd Blues." Then Kathy Linden gets about as far away from the rocker concept as you can with her little-girlish delivery "Billy" which has its ties with Bonnie Baker's much earlier version. Only a few weeks ago "Lieschen Polka," done in German

(Continued on page 49)

Big Names Set To Testify for BMI at Probe

WASHINGTON — Some 75 witnesses opposed to the Smathers (D., Fla.) Bill to divorce broadcasters from music interests will begin their say on April 15 before the Pastore (D., R. I.) Senate Subcommittee on Communication. Further dates to accommodate the lengthy witness list have not yet been set, according to Nicholas Zapple, subcommittee's chief counsel.

To be heard April 15, 16 and 17 will be: Sydney M. Kaye, vice president and general counsel for BMI; James How, WIRA, Ft. Pierce, Fla., president of Florida Association of Broadcasters; Gen. Autry; Harrison Kerr, dean of College of Fine Arts, U. of Okla.; Milton Mitler, WADK, Newport R. I., president Rhode Island Broadcasters' Association, and Ben Strouse, president WWDC, Washington, D. C.

In addition, testimony will be given by Hon. Frank C. Clement, Governor of Tennessee; Sammy Kaye; Jane Pickens, Eddy Arnold, Ray Bloc, Pee Wee King. Also "network officials, disk jockeys, prominent broadcasters from all over the U. S. and others in the music field will appear."

Current feeling is that further hearings will be arranged so as not to conflict with NAB convention (April 27 to May 1) dates. This could put further hearings into the first week of May.

FRANKIE'S 'ROAD' HITS A DETOUR

HOLLYWOOD — Release of the Frank Sinatra album, "Come Fly With Me," in England has been temporarily stymied owing to an objection raised by the estate of Rudyard Kipling regarding the song, "On the Road to Mandalay."

There is an altered version of the original poem by Kipling, and while it is in the public domain in the United States, the Kipling estate retains a protected copyright abroad. Kipling estate refused to allow the release of the package if it included "Mandalay" as sung by Sinatra. Label is presently substituting a new track, and will make alterations in the album art and label copy.

Contemporary Signs Hentoff to A&R Pact

HOLLYWOOD — Jazz critic Nat Hentoff last week was named East Coast artist and repertoire topper for Contemporary Records. Appointment was made by Lester Koenig, president of the label.

Plans call for Hentoff to record one album per month, with the first by Benny Golson scheduled for April release and featuring jazzmen Art Farmer, Gigi Gryce, Wynnton Kelly, Paul Chambers, Charlie Persip and Julius Watkins.

Hentoff recently completed a two weeks' stay in Los Angeles to acquaint himself with the Contemporary catalog. He will continue with his free-lance writing activities for The Reporter, Harper's, Esquire and others, as well as liner note writing for competitive diskeries.

Contemporary, meanwhile, has completed the installation of a specially designed recording lathe to be used in the mastering of both monaural and stereo disks. Firm has been making tests with stereo disk recording, and thus far has approximately \$25,000 invested in stereo equipment. A Westrex cutting head has been experimented with since last January, according to Roy DuNann, label's recording director.

DuNann declared that company "will issue stereo disks as soon as there are enough play-back cartridges on the market."

"Altho stereo disks are yet in the experimental stage," he said, "they appear to be a major step in the direction of more realistic sound. We are withholding comment about compatibility with monaural disks and play-back systems until the play-back cartridges are available and more tests can be completed."

Grand Award In April Promo

NEW YORK — Grand Award Records is offering a special April Promotion for dealers and distributors. The April Promotion, which runs only for the one month, works as follows:

Dealers who purchase one pre-packed 30 LP album assortment of best selling Grand Award LP's will receive any three \$3.98 Grand Award albums free, plus a browser rack and display kit, also free. Further, once a dealer participates in the plan, (that is, purchases at least one pre-packed 30-album assortment), for any 10 additional Grand Award albums he buys in April, he will receive one free. Deal will be offered this week by all Grand Award distributors.

Shifrin Heads Roulette Sales

NEW YORK — Jerry Shifrin has been named national sales manager of Roulette Records, replacing Don Carter, who recently resigned that post to go into business for himself.

Shifrin, who reports to Roulette's executive veepee Joe Kolsky, formerly served as manager of Archie Bleyer's Record Center, in Hempstead, L. I., and was also active in Bleyer's record firm, Cadence. Shifrin will represent both Roulette and Tico.

The Billboard Weekly Index

RECORD SALES IN RETAIL STORES

As Measured Against Average Weekly Sales, June-November, 1957

BASED ON THE BILLBOARD-NYU SCHOOL OF RETAILING CONTINUING NATIONAL STUDY OF RETAIL RECORD SALES



Retail Unit Sales Holding Steady

By TOM NOONAN

While total unit record sales at the retail level do not seem to be affected by any business setback, the dollar volume of the dealers may be dropping slightly.

The charts on these pages are quite clear. Since the period ending 1-25, the total unit sales thru retail sales have held steady. In this eight-week span these sales have consistently stayed around the

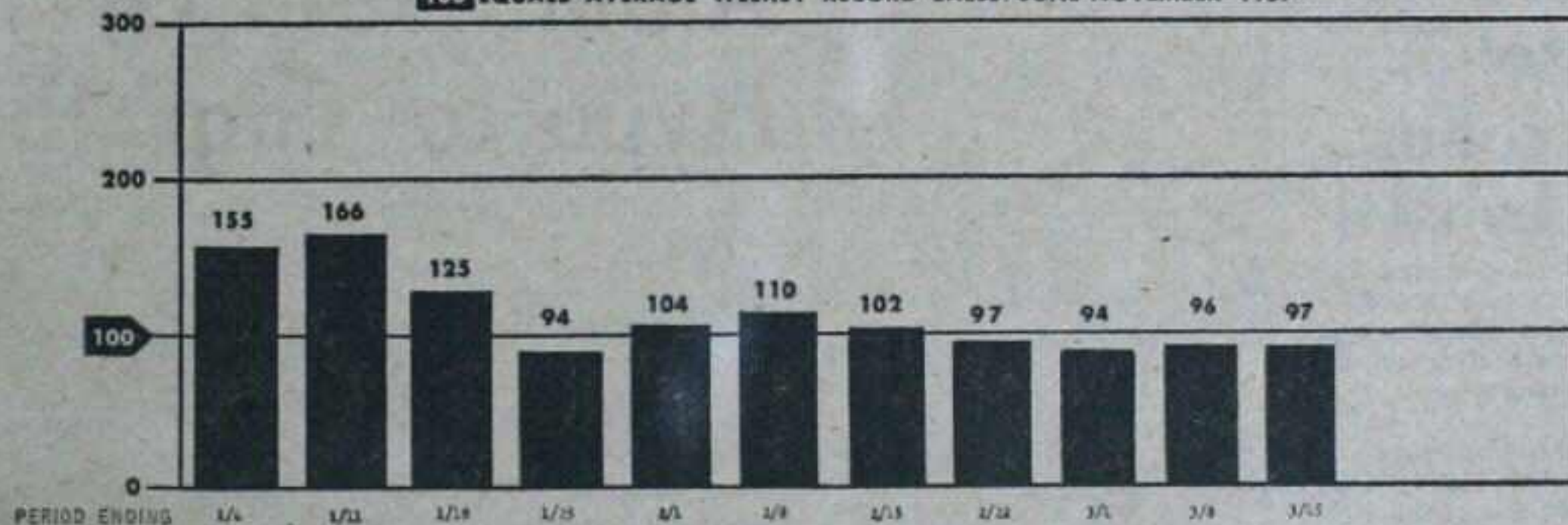
"par" line. Actually, the average figure for the past eight weeks is 99, or approximately the same as the "par" line which represents the average weekly record sales for the period June thru November 1957.

The dealers' dollar volume might be affected slightly because of two main factors: (1) 45 EP and 78 r.p.m. unit sales have not shown the same consistency as the over-all industry unit picture. However, 33 1/3 12-inch and 45 singles stayed

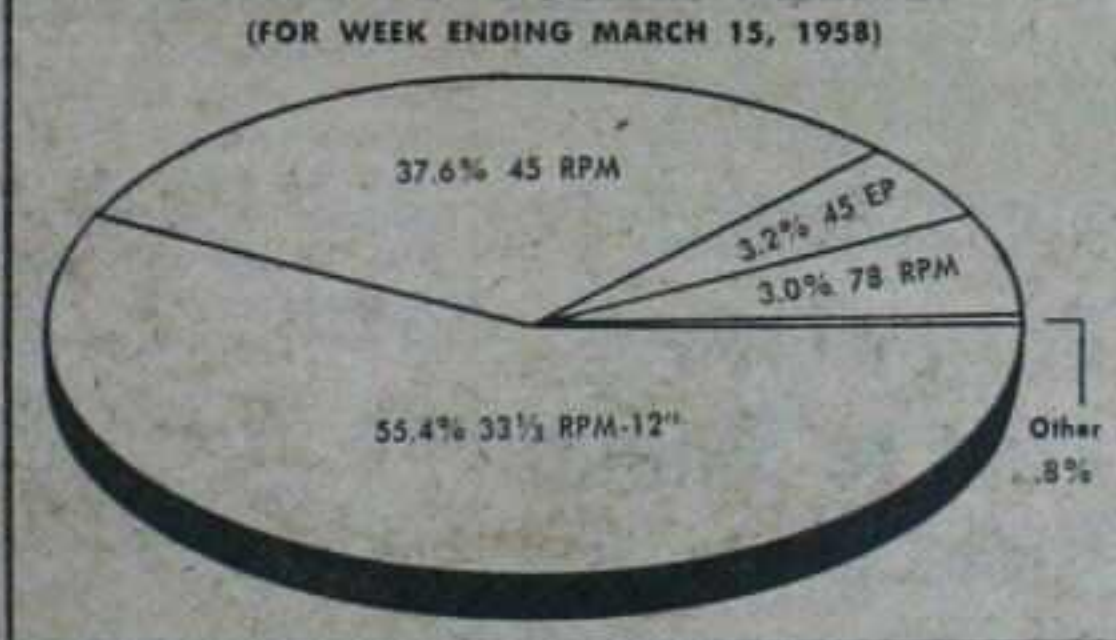
with the overall picture with the latter speed picking up the loss shown by 78 r.p.m. (2) The other reason for the possible change in the dealers' volume is the share of the dollar market that the various speeds hold. The upward trend of 33 1/3 12-inch does not reflect itself on the dollar pie chart. While the percentage went up slightly this week over last, it did not increase proportionately to the increase in unit sales.

TOTAL UNIT RECORD SALES (ALL TYPES)

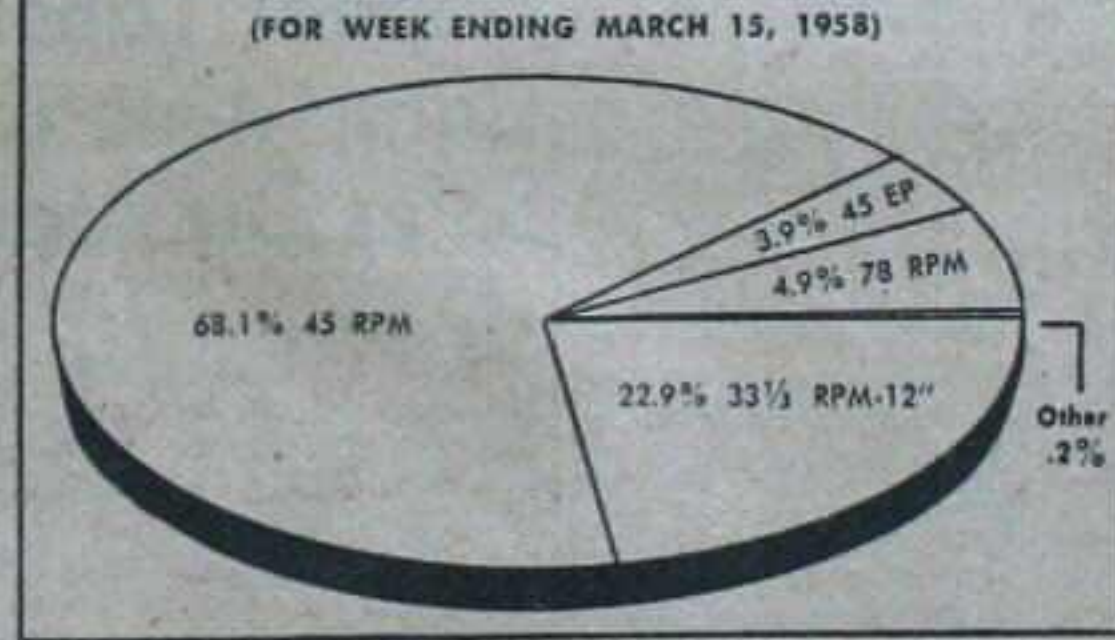
100 EQUALS AVERAGE WEEKLY RECORD SALES/JUNE-NOVEMBER 1957



SHARE OF DOLLAR MARKET (FOR WEEK ENDING MARCH 15, 1958)



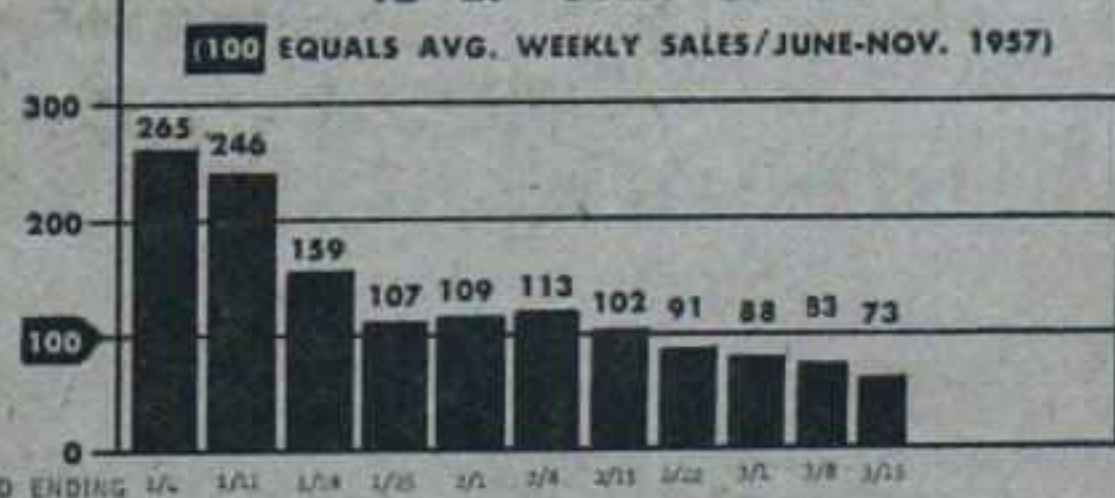
SHARE OF UNIT SALES (FOR WEEK ENDING MARCH 15, 1958)



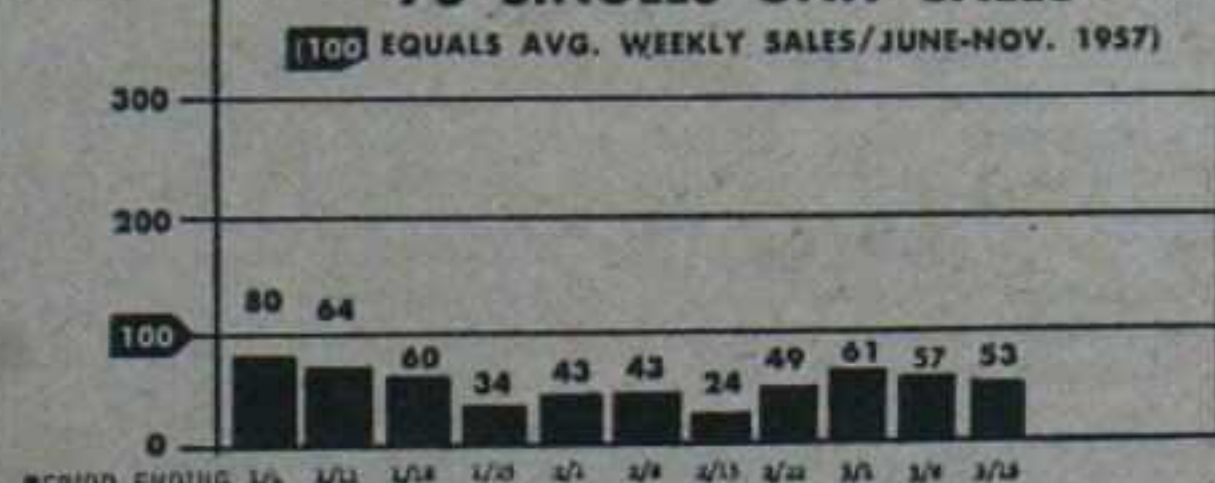
33 1/3 12" UNIT SALES (100 EQUALS AVG. WEEKLY SALES/JUNE-NOV. 1957)



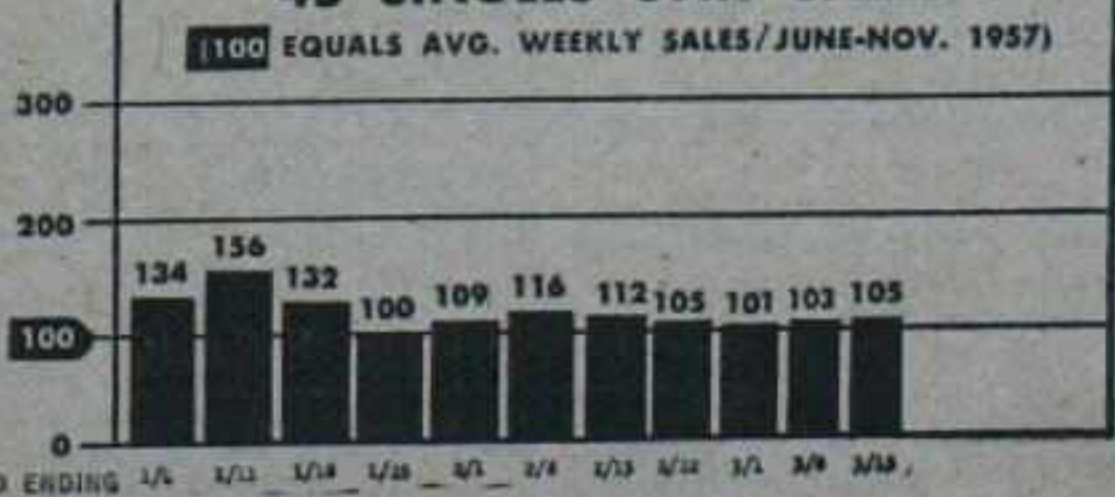
45 EP UNIT SALES (100 EQUALS AVG. WEEKLY SALES/JUNE-NOV. 1957)



78 SINGLES UNIT SALES (100 EQUALS AVG. WEEKLY SALES/JUNE-NOV. 1957)



45 SINGLES UNIT SALES (100 EQUALS AVG. WEEKLY SALES/JUNE-NOV. 1957)



AUDITION
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IN THE BILLBOARD

Read Springs Rival On Striking AFM

Hits 'Petrillo Dictatorship,' But Move
Called 'Union-Busting, Strike-Breaking'

By JOEL FRIEDMAN

HOLLYWOOD — Cecil Read, stormy petrel who has long waged his fight against what he branded "Petrillo's dictatorship," last week ignited the fuse that once again disrupted the harmony of the American Federation of Musicians when he dramatically announced the formation of a new musicians' union, the Musicians' Guild of America.

Read's action, coming in the midst of the AFM's five-week-old strike against the major motion picture studios, was immediately labeled as "anti-union, union busting, strike-breaking" in the most vociferous terms by Eliot Daniel, president of AFM Local 47, and by James C. Petrillo, president of the Federation.

Late developments in the strike and in the attempt to form a new union were: (1) The expulsion from Local 47 of five members of the Musicians' Guild of America by the board of directors of the local. Latter were members Justin Gordon, Ted Nash, Larry Sullivan,

Uan Rasey and Leonard Hartman. (2) Three members, Warren Barker, Virgil Evans and Vince DeRosa, were relieved of their posts as officers of the Musicians' Club by the local's executive board, on the ground the trio "refused to answer questions vital to the welfare of the union." (3) Statements from William Bassett, AFL Central Labor Council; C. J. Haggerty, secretary-treasurer of California State Federation of Labor, and an aid of George Meany, president of the joint AFL-CIO, to the effect that under no circumstances would a charter ever be issued to Read's group. (4) Support of the AFM's strike from the International Federation of Musicians, representing toolsters in 14 countries.

Aims of New Group

Read, under expulsion from the AFM on charges of "dual unionism," has openly declared his objective is to wrest the bargaining rights of musicians away from the AFM and sign a new contract with studios.

Read declared: "It is clear that we have had no help and that we can expect no help from Mr. Petrillo in settling the strike in the motion picture studios, or in any other constructive action to protect employment or to increase it. Mr. Petrillo puts his Trust Fund first, on which his political power rests, and as long as he represents us we can expect no change in the steadily decreasing opportunities for employment."

Read warned film studios not to ink a pact with the AFM, and informed them that he intends to petition the National Labor Relations Board for an election to designate the MGA as exclusive bargaining agent for musicians.

(Continued on page 10)

Dismissal of Cleffers' Suit Asked by BMI

NEW YORK—Some important legal developments in the case of the Songwriters of America's suit against Broadcast Music, Inc., took place here last week.

BMI filed a motion in New York Federal Court Monday (24) to dismiss the songwriters' \$150,000,000 antitrust suit, on the grounds that the statutes only protect those directly injured in the practice of their business.

The motion, filing of which was predicted by The Billboard several months ago, maintains that since the songwriters neither publish nor license their own songs, they are not directly engaged in any activity which could be injured by any conspiracy, even if the alleged conspiracy were to be established.

The motion to dismiss must be answered by counter-motions within the next 10 days, thereby bringing about the first court test of the long pending suit.

Meanwhile, Federal Judge Harold Kennedy, sitting as special master in the pre-trial examinations, ruled last week that BMI is entitled to examine all ASCAP's performance records. ASCAP is expected to oppose the new ruling by asking for a rehearing by New York Federal Court, which remanded the point back to Judge Kennedy last year for a decision.

At the same time last week, Judge Kennedy denied a motion by Associated Music Publishers, Inc., to squash a subpoena whereby the Songwriters of America group sought to obtain certain records of AMP, in connection with its suit against BMI and the Broadcasters.

Deirdre Budge Gets RCA Post

NEW YORK — Deirdre Budge has been appointed to the newly-created position of Women's Editor, RCA Department of Information, according to an announcement by Sidney M. Robards, press relations director.

Mrs. Budge, formerly associated with the publicity department of the RCA Victor Record Division, will be responsible for handling RCA news of interest to women.

PRIMA PROVES TREAT TO DUTCH

HOLLYWOOD — Entertainer Louis Prima, currently enjoying the peak of his career, is the No. 1 selling artist in Holland.

Prima's Capitol recording of "Buona Sera" has clipped the 125,000 mark in sales, according to the label's Dutch distributor, G. M. Oord Jr., of Bovema. "Never in the existence of the record industry in Holland has it happened that a hit has struck the market in this enormous way," said Oord.

Prima's sales posted a new record for the distributor as well.

Herbert Fields Dies; Did Book For Hit Shows

NEW YORK — Herbert Fields, who wrote the books for some of the country's top musicals, both alone and with his sister Dorothy, died here last Monday (24) of a heart attack. He was 60. His biggest hit was "Annie Get Your Gun," which he wrote in collaboration with his sister. Other shows he wrote with Dorothy Fields included "Let's Face It," "Something for the Boys," "Mexican Hayride," "Arms and the Girl," and "Carnival in Flanders."

With Richard Rodgers and Lorenz Hart, Fields wrote "The Garrick Gaieties," in 1925, and later "Dearest Enemy," "The Girl Friend," "Peggy Ann" and "A Connecticut Yankee." He wrote the librettos for many Cole Porter shows including "Fifty Million Frenchmen," "The New Yorker," "America's Sweethearts" and "Pardon My English." Other Herbert Fields shows were "Up in Central Park," "By the Beautiful Sea," "Present Arms," "Panama Hattie" and, with B. C. De Sylva, "Du Barry Was a Lady." He was the son of Lew Fields of the team of Weber and Fields, and the brother of playwright Joseph Fields.

Porter Offers Plan to Shield Indie Distributors

PHOENIX, Ariz. — Porter Records has formed a "Hitmaker Plan" to protect indie distributors from being hurt by the sale of a master after the distributor has promoted the disk into prominence. The new plan assures distributors that no record placed with them will be sold to a major label.

Under the new plan each record placed with a distributor is separately financed with funds in trust to see it thru. A clause in the Porter contract prohibits the sale of a master.

Porter Records is helmed by Frank Porter who started Rev Records in this city last year. Porter later sold out to his two partners. Since that time several Porter masters have been sold to other labels. One of these was "Mexican Rock and Roll," sold to Capitol.

The diskery will continue to maintain its Phoenix studio and to produce masters for majors independent of the "Hitmaker Plan." Bill Miller, promotion manager of Porter Records, is planning a nation-wide jaunt to acquaint deejays and distributors with the new plan.

The first record to be released under the plan is "Stop" backed with "Pedro Joe" by a new artist, "Red Hot" Russell.

DISTRIBUTOR NEWS

By HOWARD COOK

Art Freeman of Benart Distributing Company and Concord Distributors in Cleveland reports that he has several hot disks at both firms. Concord is hopping with "Witch Doctor" by David Seville on Liberty. Freeman states that it looks like the biggest novelty since "Flying Saucer." "Crazy Love" by Paul Anka on ABC-Paramount is also getting lots of action. Frankie Avalon's "You Excite Me" on Chancellor is showing well. "Every Night" by the Chantels on End is moving strongly. Other promising disks at Concord include "Woodchopper's Ball" by Hutch Davie on Atco, "Endless" by Jody Reynolds on Demon and "I'm Happy" by the Four Dates on Chancellor. Dorothy Hughes, Freeman's number one girl at Benart, states that both versions of "Chanson D'Amour" are jumping. The Art and Dotty Todd on Epi has a slight edge at the moment over the Dot version by the Fontana Sisters. "You" by Gale Storm on Dot is also a big new platter at Benart. "Rumble" by Link Wray on Cadence is showing well. Miss Hughes thinks that Johnny Maddox's "Sympathy" on Dot will be another "Sail Along Silvery Moon." "Happiness" by Billie and Lillie on Swan is strong. Freeman and Miss Hughes also mentioned "Swinging Yellow Rose of Texas" by the Strollers on Aladdin, "Scottish Fling" by Marti Barris on Keen and "Tweeie" by Kelly Owen on Arrow as comers.

NEW YORK SCENE: Elliot Blaine, Cosnat Distributing Corporation, reports heavy action on "Tumbling Tumbleweeds" by Billy Vaughn on Dot. "Chanson D'Amour" by Art and Dotty Todd looks tremendous according to Blaine. He has two strong versions of "You." The original by the Acquatonos on Fargo and Gale Storm's cover are both going well. "Hang Up My Rock and Roll Shoes" by Chuck Willis and "Yes Indeed" by Ray Charles (both on Atlantic) are getting a strong initial reaction. "Crazy Feeling" by Kenny Rogers on Carlton is perking. "Gigi" by Charles Margulis on Carlton is also moving strongly. Other hot new platters at Cosnat are "Do You Want to Dance?" by Bobby Freeman on Josie, "Kiss and Make Up" by the Crowns on R&B and "School Dance" by Don Rondo on Jubilee.

NOTES IN THE MAIL: Phil Markman of Marnel of Maryland in Baltimore sends word that Marnel was the first distrib to break with "I've Got Bells on My Heart" by the Three Pennies. According to Markman, the reaction in Baltimore is great. He wants to express his appreciation to deejays and retailers for their help with a special acknowledgement to promotion man Bernie Bloch. Two Epic disks going well at Marnel are "The Miraculous Music Box" by Joe Sherman and "Bluebirds Over the Mountain Top" by Ersel Hickey.

Mario De Filipp, formerly a salesman with the New York Branch of Decca Distributing Corporation, has been promoted to manager of the company's branch in Harrisburg. He succeeds John Schlee, who assumed the post of Decca Detroit branch manager. Decca has also upped John Eggers to the post of manager of the Kansas City branch. Eggers was formerly a salesman for the company in the Omaha territory. . . . Roulette Records has shifted distributors in two cities. The switch in Philadelphia is to Chips Distributing Company. In Albany, N. Y., the franchise has been given to Leonard Smith. . . . Norman Weinstroer, Coral Records' general sales manager, has announced 1957 distributor standings based on sales performance during the entire year. First place winner is the United Record Distributing Company in Houston. Second place holder is Lieberman Music Company in Minneapolis, while the distrib in the third spot for 1957 is F & F Enterprises in Charlotte, N. C.

Al Hirsch, Malverne Distributors, Inc., lists "Witch Doctor" by David Seville as his top record. Hirsch reports that he has moved 8,000 in two days and has a back order of close to 12,000. "Crazy Love" by Paul Anka is also stepping out. "The Letter" by the Larktones on ABC-Paramount is picking up. "Kinda Cute" by Ronnie Burns on Verve is going well. Hottest LP at Malverne is "Ella Fitzgerald Sings the Duke Ellington Songbook." Hirsch states that the \$20 four-disk de luxe packages are selling as well as the \$9 two-disk set. "Eydie Gorme Vamps the Roaring Twenties" on ABC-Paramount is also a big album at Malverne.

DISTRIBUTOR DOINGS: Congratulations to Irv and Joe

Cohen of Essex Record Distributors in Newark, N. J. The firm has moved to larger quarters. Its new address is 10 Fenwick St. . . . Commercial Electric Company, Toledo, O., distributors for Columbia phono and tape equipment, will also handle Columbia records in Toledo effective April 1. . . . Bob Heller, Chips Distributing Company, Inc., writes that the reaction to Kenny Rogers' "Crazy Feeling" is so great in the Philadelphia area that Carlton Records is sending the warbler all the way from Texas for an appearance on Dick Clark's "American Bandstand."

Dick Holm of Music Service Company in Great Falls, Mont., calls "Tumbling Tumbleweeds" by Billy Vaughn his top disk for this week. "Now and for Always" by George Hamilton, IV, on ABC-Paramount is also big. "Crazy Love" by Paul Anka is getting a strong reaction. "My Bucket's Got a Hole in It" by Ricky Nelson on Imperial is also moving strongly. Fats Domino's "Yes, My Darling" on Imperial is showing well. Patti Page's "Another Time, Another Place" on Mercury looks good. Ditto the Voxpopper's waxing of "Wishing for Your Love." "Headin' for the Poorhouse" by the Silhouettes on Ember and "A Very Precious Love" by Bonnie Guitar on Dot are also moving. "Don't Cry My Heart" by David Whitfield and Mantovani on London is a jockey favorite in the Great Falls area, according to Holm. Strongest LP's are "Till" by Roger Williams on Kapp and "The Waltz Queen" by Patti Page on Mercury.

The three "Gigi" LP's are the biggest numbers at Ideal Record Products, Inc., according to Al Levine. Ideal has already moved 3,500 of the original cast, 1,000 of the David Rose instrumental set and over 600 of Dick Hyman's jazz treatment of the score. The Champs' "Tequila" has gone over 100,000 in New York City. Hunt Stevens' "Johnny on the Spot" on United Artists is beginning to click. Levine states that the initial reaction to "Tom Cattin" by Russ Marlo, also on United Artists, has been good. "Lonesome Drifter" by Jericho Brown on Del-Phi also looks promising. M-G-M platters showing good signs are "Smoke Gets in Your Eyes" by Richard Barrett, "Tarantella Rock" by Frank Sandy, and "Who's Gonna Take You Home" by the Keys.

(Continued on page 10)

NETWORK TV

Good Start for Jazz Educational

"The Subject Is Jazz," NBC's half-hour high-minded entry in the field of jazz appreciation, is a lively, well-handled probe of the rhythmical area that its young producer, George Norford, calls "The 8th Lively Art."

As often happens with "serious" discussions of the jazz idiom, the participants frequently said more with their instruments than they did with mere words, but emcee Gilbert Seldes' running commentary was generally adroit, his questions to the visitors generally to the point, and his manner relaxed.

The Subject Is Jazz
Host, Gilbert Seldes. Band members: Billy Taylor, Osie Johnson, Eddie Saffanski, Mundell Lowe, Tony Scott, Jimmy Cleveland, Carl (Doc) Severinsen. Guest, Duke Ellington. Producer, George Norford, Director, Lynwood King. (Special NBC educational net. Reviewed at viewing room, March 26)

Premiere show opened with an attention-getter: instruments sneaked in under the titles, first drums, then bass, then piano, until Billy Taylor's vigorous combo were swinging nicely.

"We can't say exactly what

is jazz," said Gilbert Seldes, as the camera shifted to him. "We can give you an answer to what ARE jazz. It is a multiple—and we haven't even got a plural."

To demonstrate his point, the band scooted off on a Dixie kick with "Royal Garden Blues." Then, one of the key guests of the series, Duke Ellington, took the stand.

Taylor and the crew underscored Ellington's style with a well-handled "Cotton Tail," Seldes wrapped it all up, and the educational project was firmly launched. Charles Sinclair.

NIGHT CLUB

Good Talent Hypos New Boite

Down in the Depths, intimate nitery which opened in December, is delivering sock entertainment to New Yorkers and they're appreciating it in large numbers. On night caught, a rainy Tuesday, the cellar was jammed for the first show (10:30 p.m.) and patrons got their money's worth.

Isobel Robbins, thrush who first-nighted the boite, subbed for ailing Jo March and scored with

her wry ballads. The blonde has a husky, tender quality, worthy of disks plus some funny special material numbers like "Mr. Kravits" and "Something About Him." The Mickey Leonard Trio, which backs her beautifully, provides a lot of inventive jazz for drinking, with Eddie Weeks a standout on guitar.

Elaine May and Mike Nichols, suddenly a big draw via their re-

cent TV triumphs, are superb in three comedy skits, winding up with a unique improvisation. Milt Kamen also goes big in a rambling monolog with plenty of yocks, high spot of which is a riotous account of how whales mate. And the club, seemingly lit by one 25-watt bulb, has a gloomy charm which gives the artists a perfect setting for sophisticated material.

Bob Bernstein.

NIGHT CLUB

Bennett Again Superb Showman

Like the song sez, songs were made to sing, and Tony Bennett was made to sing them. Bennett's debut at the Coconut Grove was an emotional experience of breathless excitement, charm, persuasiveness and the unusual combination of frenzied and delicate handling of a variety of songs.

Tho Bennett had the handicap of competing for an audience on Academy Awards night, his act

nonetheless had a jarry impact on the crowd, the latter usually staid and in the parlance of the business, most assuredly square. Es-saying a flock of his hit records, Bennett pounded over such gems as "One for My Baby," "Let There Be Love," the plaintive "Lost in the Stars" and a gas of working on "Lullaby of Broadway." In a word, he's a pro.

A visual performer par excellence with a superb sense of showmanship, Bennett made prolific use of flutist Herbie Mann, while Ralph Sharon on piano and the great Candido on bongos added to the lure. Exceptionally good arrangements, particularly on "From This Moment On," were expertly showcased by the Freddy Martin ork. Joel Friedman.

NIGHT CLUB

Jana Mason Prowls at Plaza

The Plaza's Persian Room is a fair-sized nitery, but Jana Mason's firm, swinging voice could easily lit the back tables without the aid of the p.a. system if she wanted it that way. The attractive young singer, who's been heard as a singles artist on the Decca and Era labels, is at her best when she throttles back, prowls panther-like up to the mike, and gives out with a sentimental "I'll Be Seeing You" or

handles "Lady Is a Tramp" in a manner that's distinctive and bubbly.

She doesn't fare quite as well in her all-out rhythm opener, "Then I'll Be Happy," and looks faintly miscast treating special numbers like "The Average Man" and "Men, Men, Men." Despite an eye-catching white chiffon sheath, and her own well-curved good looks, there's still a sort of well-scrubbed, All-American girl

quality—not unlike Doris Day—that makes her seem more like the bright young heroine of a college-located cinemusical than the typical New York cage songstress.

Customers—both diners and record buyers—should have no trouble liking her. She put on a good show at her March 26 premiere, and deserved the big applause she got. Ted Straeter's smooth band backed her nicely thruout.

NETWORK TV

Sullivan Pays Tribute to R. & H.

Highlight of the Ed Sullivan show caught was a tribute to Rodgers and Hammerstein, on the occasion of the opening of the film version of their "South Pacific." Sullivan exchanged banter with the pair of clefters, which lead into an intro for soprano Roberta Peters to offer a handsome rendition of "Younger Than Springtime" from the show. The seg provided an excellent plug for the pic.

The R. & H. part of the show

Ed Sullivan Show
CBS-TV, 8-9 p.m., EST, March 23 (caught again.)

lasted for actually but a very few moments. It might well have been expanded to offer more of Miss Peters and more of the memorable "Pacific" score. As it was, a good bit of time was consumed between three comedy segs, which included a rather unfunny young man from Bermuda, Wally

Griffin; British singer-comic Dickie Henderson, and Bert Lahr.

The Four Preps, a fresh looking quartet of West Coast lads from UCLA, had just enough amateurishness in their staging to have strong appeal as they delivered their disk hit "26 Miles."

The other disk act on the show, and they just managed to get on before the end, was the Rays, with a rendition of their new record, "The Man Above."

Ren Grevatt.

JUDY HAS IT ROUGH, BUT CAN STILL SELL A SONG

By REN GREVATT

Judy Garland, Town and Country, Brooklyn, March 26.

It's a disheartening, somewhat nerve wracking, experience to watch Judy Garland perform in her current stint at this big Flatbush Avenue night club. Nerve wracking because a ringsider is never quite sure what is going to happen next, and disheartening, because at an age when many a star reaches the zenith, Miss Garland appears to have slipped very badly.

Not that she doesn't still sell. Miss Garland, despite the wavering of her voice, sells thru sheer showbusiness instinct and she manages to evoke an emotional response from the audience. But the combination of a deep uncertainty in the way she handles herself on stage, the labored vocal efforts and a figure which doesn't do justice to the Garland legend are all detracting points.

Miss Garland's routine is fairly standard. Opening with a bouncy, special material bit about Brooklyn, she moves quickly to a soft piano-backed "Life Is Just a Bowl of Cherries." Then there is the parade of Garland memories with "Trolley Song," "For Me and My Gal," and a nostalgic, catch-in-the-voice treatment of Irving Berlin's "How About Me?"

Singer-dancer Bobby Van, then joins the star in a singing, soft-shoe version of "I Guess I'll Have to Change My Plans," followed with the classic tramp number from "Easter Parade," "We're Just a Couple of Swells." The gal then comes back by herself with "Rock a Bye Your Baby," which for the first time had the house all on her side. The wind-up finds her in tramp attire, sitting on a garbage can singing "Over the Rainbow," which also left a few moist eyes.

As she drank tea and a glass of water at intervals, Judy constantly apologized for the cold in her voice. It would be great if she could once and for all get rid of that cold that has troubled her so long. This is still a great act, but the singer owes it and the viewers considerably more than she's giving it. Fine backings are contributed by the augmented ork under Buster Davis.

ACADEMY AWARD DESERVES OSCAR AS A SHOW IN ITSELF

By JUNE BUNDY

30th Annual Academy Awards (Net)

Emcees: James Stewart, Bob Hope, Rosalind Russell, Jack Lemmon, David Niven. Executive producer, Jerry Wald. Producer-director, Alan Handley. Sponsored by Academy of Motion Picture Arts and Sciences. (NBC-TV, 10:30-12:15 a.m., EST, March 26.)

The motion picture industry did itself proud last Wednesday (26) with the smoothest, most effective Academy Awards presentation televised to date.

The show's musical sequences were by no means perfect (many singers apparently found it difficult to hear the orchestra), but the over-all spirit of the show was so cheerful and the stars—in most cases—so glamorous that they more than compensated for any technical flaws in the sound.

Altho such potent professional singers as Dean Martin, Vic Damone, Jimmy Rodgers, Tommy Sands, Debbie Reynolds, Tony Martin, Maurice Chevalier, Shirley Jones, Anna Maria Alberghetti and Johnny Mathis performed, the most entertaining warbling stings were provided by "non-singers" Burt Lancaster, Kirk Douglas, Rock Hudson and Mae West.

Lancaster and Douglas, a sock song and dance team, scored with Sammy Cahn and Jimmy Van Heusen's amusing sour-grapes theme "It's Great Not to Be Nominated," while Miss West and Hudson brought down the house with a hilarious interpretation of "Baby It's Cold Outside."

In the professional warbler class, Maurice Chevalier, who presented the winning song award ("All the Way," sung rather indifferently by Dean Martin) was his usual ingratiating self on a medley of "Louise," "Mimi" and other nostalgic items.

Another showmanly, albeit brief, turn was contributed by a trio—Rodgers, Sands and actor-dancer Russ Tamblyn—on the oldie, "Cool, Cool, Cool of the Evening."

The losing song nominees included "Tammy," sung a trifle uncertainly by Debbie Reynolds; "An Affair to Remember" by Vic Damone; "Wild Is the Wind" by Johnny Mathis, and "April Love." Latter was the object of an elaborate production (featuring Tab Hunter, Anna Maria Alberghetti, Shirley Jones, Rodgers, Ann Blyth and Sands) which at times completely overwhelmed the essentially simple ballad.

BERNSTEIN ILLUMINATING, BUT UNCONVINCING ON OPERA

By BOB BERNSTEIN

Omnibus

NBC-TV, 4-5:30 p.m. EST, March 23 (caught again).

Leonard Bernstein guided viewers on another of his dynamic music tours, this time into the realm of opera, the "mother-in-law of the arts." Relying heavily on written notes for the first time, the explosive composer-conductor provided an exciting 90 minutes but didn't make a very compelling case for the art form to opera haters. For one thing, his very first illustration was the classic opera caricature itself, two beefy lovers hollering passion in German. For another, Bernstein ignored the most palatable forms—opera in English and comic opera.

What he did well was analyze the ingredients of opera which "makes emotions bigger than life" and its appeal via "use of the voice, our most expressive musical instrument." Aiding him brilliantly were Frank Guarrera, Marcella Pobbe, Brenda Lewis and other Metopera stars plus four actors who did a fine job of showing what "La Boheme" would be like without music. Originating the telecast from the impressive Met house itself was most felicitous; its aura proved the strongest argument of the day.

MASTER CONTROL

BROADCAST TRENDS AND TRIFLES

By BOB BERNSTEIN

THE OVERT PERSUADERS

ABC-TV, which has perfected the art of the presentation to a science and vice-versa, gave the trade press a performance of its latest consolidated gains report on which much of its 1958 selling will be based. Some random points driven home: "The artificial advantage of coverage enjoyed by CBS and NBC is disappearing." "The foundation of ABC's programming growth is the action adventure show." "ABC has made its biggest rating gains, now topping the competition, in homes where the family head is under 49."

The web delivers a cost-per-thousand of \$2.88 in prime time, according to Nielsen January figures, against \$2.97 for CBS and \$3.38 for NBC. (Presentations are selective truth, remember.) ABC supports its novel equation of "Delivery divided by Outlay equals Yield" by Nielsen A-Market prices, which have its net time selling for an average \$31,748 against \$43,600 for CBS and \$44,200 for NBC. The web takes five out of the top 10 places in a list of "most efficient" nighttime shows, i. e., those below the median cpm.

The annual report of AB-PT, ABC's parent company, for the first time credits the network with producing the largest share of AB-PT's income. Am-Par Records also registered a gain, theater operations a loss.

SNOW AND STATIC

British Information Services is distributing "Window on the World," a 15-minute radio series of music and discussions, to help Anglo-American relations. . . . WSMN, Nashua, N. Y., just took to the airwaves. . . . WCKT, Miami, was first on the air covering the Miami plane crash last week. . . . Shirley Temple out-Trendexed her opposition again with "Dick Wittington" March 23. Roger Clipp, executive veepee of the Triangle Stations, has been named chairman of the TV Code Review Board. . . . Jane Winne, Inc., opens Norfolk and Manhattan offices to provide merchandising services to stations who face growing demands from sponsors.

John J. Cole, sales veepee, has been named president of Guild Films. . . . Bill Swanson upped to general manager of KTUL-TV, Tulsa. . . . Mike Dann appointed N. Y. programming veepee at CBS, reporting to Harry Ommerele, just named over-all program veepee.

HATCHED, MATCHED, SNATCHED

Seymour Krawitz, publicity manager of Michael Todd Company, and Pat McLean had to make it a small wedding because of Todd's death. . . . Bill Michelsen, WRCV-TV, Philadelphia, newscaster, married Wilma Steele of Denver. . . . Ruth Pomeroy, sales service manager at WHCT, Hartford, will wed William Westervelt of United Aircraft. . . . CBS Chicago art director Ken Ponte and wife Annice welcomed their second child, Steven. . . . Bernard Corson, 45, assistant manager of WLS, has died in Chicago. . . . Ed Lennon, former sales veepee of WAAT-WATV, Newark, died in his N. J. home after a long illness.

WHEELING AND DEALING

TALENT TIDINGS

MISS WIGGLE AND THE CABBAGE PATCH

Roxanne Arlen, the new and pretty star dubbed "The Wiggle" because of her fascinating gait, is forming a corporation to sell herself. "In pieces, at \$10 a piece, for the same of my career," says the dumb blonde with the razor mind. First income from sale of stock goes to her current singing lessons. "After singing in TV and several movies, I thought it'd be fun to learn how."

Detroit's answer to Dody Goodman wanted to study with Stokowski till she learned "he doesn't coach vocals." Roxanne came East for the ingenue role in Broadway's "Body Beautiful." The producers heard her sing, then cast a dancer. Currently romping thru "Who Was That Lady" with Peter Lind Hayes, the actress with the bubble cut feels her future lies in niteries. With her Warner Bros. contract expiring and her conviction that "there's nothing like live contact," Roxanne is negotiating a boite tour from St. Louis to New York. "I'll postpone my singing lessons till that's over," she explains. A taste of recording via the sound track album of "Best Things in Life Are Free" left her cold: "I'm so visual!"

The Wiggle points to previous performers who found incorporation profitable. "In addition to paying for publicity, wardrobe, lessons and material, it assures you as many press agents as there are stockholders. That's why we're limiting purchases to people in the industry," says Roxanne. "I mean, with their assets and my assets, we'll have twice as many assets."

THE DOTTED LINE

Toshiko, pretty Japanese jazz pianist, returns to Boston's Bradford Hotel April 9 after etching LP's for Verve and Storyville. . . . Johnny Mathis and Joey Bishop share the Copa in New York from May 7. . . . June Valli has switched from Victor to Mercury Records. . . . Tillie Dieterle to the Manger-Hamilton, Washington, for eight weeks. . . . Milton Berle opens at the Mapes, Reno, June 12, followed by El Rancho, Las Vegas, July 2. . . . Meredith Willson will script and co-produce "Little Lord Fauntleroy" as a TV spectacular next fall. . . . Headed for spring tours in Europe: Olsen and Johnson, Deep River Boys, Dick Shawn, Timmie Rogers, Barbara McNair.

BROADCAST BULLETINS

Mary Bigler, a Los Angeles nurse's aid, plays herself on "Dragnet" this week, a witness who identified a kidnapper solely by his eyes. . . . Singer Dorothy Olsen starts her second year on "Bert Parks Bandstand" on NBC. . . . Bill Frawley of the "Lucy" show has etched an LP for Dot, "Frawley Sings Old Ones," including two he introduced 35 years ago in vaudeville, "Melancholy Baby" and "Carolina in the Morning."

Timex Weighs TV Jazz Disk

• Continued from page 3

strong (Columbia); Dukes of Dixieland (Audio Fidelity); Erroll Garner's Trio (Columbia); Jaye P. Morgan (Victor); Gene Krupa (Verve); Chubby Jackson (Argo); Henry (Red) Allen (Victor), and such free-lancers as Gerry Mulligan, Jack Teagarden, Marty Napoleon.

Contracts or no contracts, Timex's promotion-minded ad agency Peck, is aware of the merchandising possibilities and cross-plugs that can be developed from a special album on the show, particularly as a special premium item for Timex purchasers. Hence the chance for a one-shot special label.

Sylvan Taplinger, the agency's TV-radio chief, told The Billboard: "We pulled thousands of letters on our first jazz show last December. About 75 per cent of the writers asked 'Where can I buy an album of the TV show?' We're certainly going to try for full clearance on all the artists on our latest show, since these Timex jazz specials may ultimately develop into a regular TV series of as many as six per year. Otherwise, we may have to make the albums ourselves."

Adman Taplinger also noted another musical fact: "Jazz TV shows can create a market for albums, but they also sell the sponsor's product. Real jazz delivers a family audience."

His opinion is substantiated, incidentally, by trade sources in the watch field who estimate that sales of Timex watches actually tripled for several weeks following the jazz show presented on NBC-TV last December 30 (which also starred Louis Armstrong, Jack Teagarden and Gene Krupa).

Larry White is executive producer of the upcoming Timex show. George Simon is associate producer and Bill Hobin will direct. Garry Moore has been pacted as host.

Radio Crisis Is Long Gone, Sarnoff Says

NEW YORK—Talk of a "crisis in network radio" today is strictly "out-dated," says NBC prexy Bob Sarnoff in a letter to TV-Radio editors released today (31). There is "new philosophical interest" in radio and a "tangible intake of dollars," Sarnoff states, citing that music-minded NBC Radio (see separate story on "Bandstand") "may reach the break-even point soon" since the network's losses have been reversed "for the first time since 1953." Not mentioned in his letter, but obviously on his mind: ABN cutbacks in music.

Westinghouse Goes to WOR With Ad Show

NEW YORK—Westinghouse Broadcasting is sponsoring a TV series on a station other than its own, believed to be the first such case in broadcasting history. The show, "Ad World," debuting this week on WOR-TV here, is aimed at a specialized audience of sales execs, Madison Avenue veepees and manufacturers. Westinghouse commercials will plug its five V stations, six AM and four FM outlets.

Teen-Age Market Called 'Enormous'

NEW YORK—Despite Madison Avenue's coolness toward the "Top 40" twirlers and their teen-age followers, their value in the ad plans of national advertisers was defended last week by Sidney H. Ascher, president of Teen-Age Survey, Inc., research concern handling the "Operation 60,000" checkups for WABC Radio.

According to Ascher, the nation's 19,000,000 teen-agers are indeed a market whose "individual spendings are so enormous that it is pre-Thirties thinking to feel they are strictly a luxury item on top of regular budgets."

As an example, Ascher cites a recent New Jersey survey by his own firm which showed that "260 high school boys out of 973 queried owned their own automobiles and 155 girl students out of 900 had their own cars."

As for their influence in consumer buying, Ascher stated that "teen-agers have an important say in the purchasing of auto accessories, toothpaste, shampoos, automobiles, furniture, bread, canned food, syrups, TV sets, phonographs, entertainment, sports, watches, clothing, cigarettes and homes."

By Ascher's calculations, the na-

tion's under-20 group spends "over \$9,000,000 annually."

Impressive as that figure sounds, it wasn't exciting the blue-chip agencies by week's end, with one media buyer pointing out that "it means the average teen-ager spending \$500 annually, or about one-fifth the spending of the average adult radio listener. It's still a drop in the bucket, and still a minor target."

Snapped Ascher: "The reason advertising on disk jockey shows with primarily a teen-age audience is not productive with many items is because the commercials are 'way off base'."

Writers Tell Tale of Songs On NBC Web

NEW YORK—A new brand of dee-jay series on NBC Radio is giving ASCAP and BMI tunesmiths a chance to say more than "and then I wrote . . ."

Now running as a spotlight segment in NBC Radio's weekend "Monitor" series is "The Story Behind the Song," a five-minute capsule with a platters-plus-interview format.

Show is the brainchild of veteran music director Paul Traubman, baton-wielder on such shows as the musiquiz "Dough-Re-Mi." Six segments are aired each weekend.

In "Story," Traubman plays a few bars of a tune, then brings on the tune's cleffer for a short interview. Then he spins the songwriter's favorite waxing of the song. Guest list includes names like Meredith Willson, Mitchell Parish, and Paul Vance to showcase recordings of "76 Trombones," "Stardust" and "Catch a Falling Star."

Packaged by Traubman's own Penthouse Productions, the capsule show affords music and record promoters a choice network exposure, as well as an off-beat vehicle for sponsoring C.I.T. financial firm.

NBC Bandstand Pulls Sponsors

NEW YORK—NBC Radio is finding a solid gold payoff in the "middle-of-the-road music" which is the strong feature of its daily "Bandstand" series headlined by Bert Parks.

According to the network, the live music show aired each morning is pulling in net billings for sponsored announcements that are "140 per cent ahead of those in the corresponding week last year, even tho the program now is only one hour long instead of two hours." Actual figure is reported at "more than \$40,000 weekly."

The list might well be the envy of many a station trying vainly to catch Madison Avenue's eye with a rating garnered from a "Top 40" record approach. There are some 17 sponsors in the sold-out Bert Parks Bandstand, including:

Ex-Lax, Bab-O, Anacin, Arrid, RCA Swift & Co., Campbell's Soups, Libby Foods, Plough, American Dairy, Calumet, Bromo Quinine, Rinso, Trishay, O-Tips, Gleem Toothpaste, Vicks, Listerine, Schick Coldene, Norwich Pharmaceutical Calgon and Bon-Ami.

Says NBC's v.-p. in charge of radio, Joe Colligan: "We're programming in counterpoint to the juke box sound."

Report NTA Weighs Live Music Shows

NEW YORK—Reports that National Telefilm Associates is considering the use of live TV musical extravaganzas as replacements for what it terms "the dwindling supply of feature films" are again circulating.

Latest substantiation is the appointment of Mort Abrahams to head up a new Creative Programming Department at NTA. Abrahams is no stranger to the telemusical circuit. As executive producer of the "Producer's Showcase" series on NBC-TV, he handled such projects as telecasts of the Royal (then Sadler's Wells) Ballet, and the Helen Dentsch-Jerry Livingston "Jack and the Beanstalk."

One of Abrahams' future projects, hints NTA, may be a series of talks with producers of Broadway shows concerning one-shot TV exposure of current legit musical attractions on a national basis.

Carpet Makers To Test Music 'Color Image'

NEW YORK—The currently-discussed ability of radio music to create a strong "Color Image" be put to a test by C. H. Masland Company on May 4. The carpet company thru Anderson & Cairns agency, has signed for a special two-hour musical one-shotter on CBS Radio, and intends to create special "musical color settings" to plug its special new Golden Dozen line of carpeting colors.

Star-studded package is being assembled by CBS. Already set for appearances are such names as Andy Griffith, Eydie Gorme, Andy Williams, the Ames Brothers, the Ray Charles Singers and David Rose. Dee Engelbach, and old hand at variety musicals, will produce. Time slot of 8-8 p.m. is aimed at reaching the large Sunday radio audience just prior to peak TV viewing hours.

Phono Firms Set to Move

Continued from page 2

They don't have to buy the extra speaker if they don't want to."

The sonic units variously use the Electro-Voice, Ronette and Webster cartridges. A .7 stylus is used.

Meanwhile, many record firms are making the stereo plunge (see separate story). To reproduce stereophonically from the product already on the market or about to come on the market, the consumer will have to put together components himself. This involves purchase of a stereo cartridge (from \$19.95 up), and an additional amplifier and speaker.

While the compatibility factor stirred up considerable excitement among disk firms last week, it will not bother the consumer who intends to build a stereo library right away. By the simple means of installing a stereo cartridge right away, he can play the new stereo disks without damage to them. Stated another way, he can play both his old monaural disks and his new stereo disks with the same equipment. Later on, he can add the other necessary components

(amplifier and speaker) and play his stereo disks for two-channel stereophonic reproduction.

Apropos of this compatibility factor, it is reported that RCA Victor has a special cartridge which would sell for approximately \$5 to be used with existing monaural phonos. The use of this cartridge will make RCA Victor stereo disks completely compatible. The firm feels anyone interested enough to want to buy stereo disks will be willing to invest \$5 to protect their records until they can purchase a complete stereo system.

Columbia Laboratories also has developed a stereo cartridge to play records cut via the Westrex 45-45 system. Price details have not yet been made available.

Name Bennett Liberty GM

HOLLYWOOD — Al Bennett, for the past two years the general manager of Hart Distributors here (Dot-London) and before that vice-president and national sales manager of Dot Records, has been named vice-president and general manager of Liberty Records. Appointment becomes effective April 1 and was announced here last week by Si Waronker, president of the company.

The move is the first in a series of long-range plans in line with the complete reorganization of Liberty. Waronker will continue to direct the creative aspects of the company and head the firm's artist and repertoire department, with Bennett taking over all of Liberty's administrative and business affairs. He'll handle all policy pertaining to sales, merchandising, production and promotion, and is expected to be elected to the company's board of directors.

Bennett's pact is a five-year deal and he will participate in the earnings of the company. Waronker firmly scotched all reports that Liberty would be sold, or that the company was negotiating a sale. "Liberty is not for sale," he said, "and our plans call for aggressive merchandising that will put the company on firm footing as one of the top independents in the industry."

It's been an open secret in the business for some time now that Liberty was undergoing a complete management shuffle, evidenced by the recent election of new officers in which Jack Ames, a former vice-president, exited the company. Previous negotiations with Paramount Pictures have come to a complete halt, nor is Liberty dickering with other sources.

Waronker reported that all artists on the present Liberty roster would remain with the company, with Julie London, reported to have been dickering elsewhere, notifying the company that she will assuredly stay with the label.

Bennett will direct his immediate attention to solidifying the firm's distribution, with plans for a nationwide trek of the label's 32 distributors to be made in the near future. He will retain his interest in Record Sales Corporation, Memphis, latter under the direction of Prexy Bob Adams.

revised contract since January 1, 1958.

Eastman said writers affiliated with Morris will not be affected by the move, pointing out that Morris is retaining all the terms and provisions made for writers in the SPA contract, with the single exception of the need for a counter-signature by SPA.

Capitol Club Offers Dealer 20% Sales Fee

HOLLYWOOD — Capitol Records unveiled its program enabling record dealers to participate in the firm's record club last week, the plan in the main duplicating the existing Columbia Records participation program.

Recognized dealers may be appointed official club solicitors by application to Capitol, latter authorizing dealers to solicit club members. Each time a club member signed by a dealer purchases a record, dealers will be paid a fee of 20 per cent of the selling price.

Club solicitors will receive their fees twice a year based upon actual sales to club members credited to the solicitor. In an effort to help dealers obtain new members, the Capitol Record Club will make special advertising material, circulars, statement stuffers, counter cards, etc., available to all official club solicitors.

Dealers were notified of the plan in a mailing last weekend which included an announcement of the program by Glenn Wallichs, president of Capitol. Plan becomes effective April 4, with Wallichs declaring, "Dealers tell us—almost unanimously—that they want just what they are getting from other record clubs, the same share of profit and a similar method of operation, to avoid confusion."

Label also told dealers that future advertising will enable prospective members to indicate to whom he would like his membership credited.

Cohen Heads A&R Work at Decca Units

NEW YORK — Paul Cohen has been named director of artists and repertoire for Coral and Brunswick Records. The announcement was made by Leonard W. Schneider, executive vicepres of Decca Records, parent firm of the two labels. Cohen succeeds Bob Thiele, who moves in as vicepres of Dot Records Monday (31).

Cohen, a Decca veteran, has been with the organization since 1934, when he joined the sales staff in Chicago. He also served in sales in the Cincinnati branch and came to New York in 1944 as a member of the a.&r. department. He has been responsible for some of the top Decca hits in both country and pop fields, including "Tell Me Why," by the Four Aces; "Chattanooga Shoe Shine Boy," by Red Foley; "He," by Al Hibbler and "My Special Angel," by Bobby Helms.

NORWAY CRITICS VOTE FOR DUKE

NEW YORK — RCA Victor's "In a Mellowtone," by Duke Ellington and ork, has taken the critics' award as the best jazz album released in Norway during 1957. Eilif Meyer, general manager of NERA, representative of the Radio Corporation of America in Norway, was given a silver plaque commemorating the event at a dinner in Oslo recently. Album includes 16 noted Ellington works, recorded between 1940 and 1942, selected by jazz critic Nat Hentoff.

CBS Discloses Stereo Step

Continued from page 2

possibly produce a true stereo recording.

It was also noted that in demonstrations of the "compatible disk," there was no "A-B" test — that is, there was no comparison of the CBS disk to a record with both stereo tracks fully impressed in the groove. As another who attended the demonstration said, "Anybody can put the same information into two separate speaker systems, but that's not true stereo."

Inventory Problems

Also at the meeting there was some discussion of "inventory problems" inherent in the introduction of commercial stereo. The CBS disk system purported to eliminate such a problem. In other words, such a record could be played on present monaural equipment or on stereo set-ups. On the other hand, most industry execs present seemed inclined to accept the fact that for the present at least you can't have true stereo and compatibility.

Two answers to this problem were obvious. First, diskeries would enter the stereo picture gradually with a partial double inventory system—that is, at least some recordings would be issued in monaural as well as stereo versions. This was seen as no great dealer headache, as he already has double inventory with LP's and EP's. Also, by no means would everything be packaged in stereo versions. At the start only selected times would get this treatment.

The second answer lay in the development of the inexpensive conversion stereo cartridge, such as that recently introduced by Electro-Voice. By installing one of these now, it is claimed that the set owner can get better monaural reproduction than ever out of his stereo record and that when he can afford to add the extra amplifiers and speakers for stereo, he will already have a stock of stereo records. If this thought can be sold to the consumer, then the problem of compatibility will gradually evaporate, it has been said.

Majors Hang Back

The pattern of releases of stereo disks, as it has come to light, bears out the difference in viewpoints between major and indie labels. None of the majors so far have shown any inclination to rush out with stereo records. This is logical, say observers, in view of the tremendous monaural inventory extant in the catalog of each. Or the other hand, indies, some of whom have or will issue stereo releases soon, have nothing to lose. As one of them put it, "We don't have to worry about obsolescence. The majors take care of that for us anyway. So we won't sell many stereo disks right away. We still get in there first and make the impression."

Highly personalized interests of majors might be interpreted in yet another way. Those who might conceivably favor the idea of a monaural disk, gimmicked in the control room to produce an impression of a stereo effect, might do so because of a shortage of catalog material actually recorded in stereo. This type of disk could also be termed "compatible" with some accuracy. It is known that there is considerable variation in the amount of stereo-cut material in various important catalogs. Obviously, it's pointed out, those who started recording in stereo longest ago would be most in favor of the "true stereo" concept.

More Releases

Along with these developments, this week has brought news of additional stereo releases. Audio Fidelity, which shipped 10,000 of the four stereo titles released in March, 10 per cent of its total March output, has four more ready to go. Urania will have five releases on the market May 1, and 15 others are now in work. Esoteric

and Counterpoint have a new release and it's reported that Hallmark will soon have a low-priced stereo line. This release reportedly contains 14 titles.

On the Coast, Contemporary Good Time Jazz expects to have Shelly Manne's "My Fair Lady" out in a stereo disk version "shortly." ABC-Paramount is expected to have six stereo releases ready for market within six weeks.

An interesting merchandising tie-up, which came to light this week, will see a diskery tied up with a component manufacturer in a joint promotion of disks and equipment. It is believed that the disks will also be offered thru the component firm's own distribution network, which, it's figured, will open a brand new market for the disks in outlets other than record stores.

Lending additional impact to the stereo scene is the gearing up of indie sound studios for stereo disk production. Both the Olmstead and the Fine studios in New York were this week putting the finishing touches on Westrex cutter installations. Nearby in Queens the B and C Studios have already made the Audio Fidelity Records on their Westrex system. Radio Recorders on the Coast has also completed its installation. The price of the Westrex cutter, incidentally, was dropped this week to \$3,200.

Mickey Scopp In New 3-Year Big-3 Pact

NEW YORK — Mickey Scopp, who took over in 1953 as head of the Big 3 publishing operation, has been pacted for an additional three years by the directors of Robbins-Feist-Miller.

A statement from the Big 3 noted that Scopp's tenure encompassed a period of top earnings and substantial expansion of its foreign operations. The Big 3, including its Affiliated Music Publishers, Ltd., rates No. 1 among publishers on a world-wide basis, it was stated. The statement also noted the firm's maintenance of a lead position in the pop field here and abroad, and greater exploitation of the Big 3 catalogs.

NEW YORK — April has been designated Marty Gold month on Vik. Two new Gold albums by the conductor-arranger, in addition to Gold's previous four will be pushed, with the label offering distributors a deal whereby the distributors will receive two albums gratis for every 12 he purchases.

The new albums are "Sticks and Bones" and "Hi Fi Fo Fum." These packages, like the four previous Gold packages, are "sound" albums, customized for hi-fi.

2D OSCAR FOR VAN H., CAHN

HOLLYWOOD — Songwriters Jimmy Van Heusen and Sammy Cahn each walked away with their second Oscars in last week's Academy Awards when their tune, "All the Way," took top song honors.

Van Heusen previously won for "Swinging on a Star" in 1944, while Cahn won in 1954 for "Three Coins in the Fountain." Frank Sinatra had the hit recording of "All the Way" on Capitol, and also published the song in his Maraville Music firm.

Malcolm Arnold took an Oscar in the best music scoring category for his work on "The Bridge of the River Kwai."

Westminster Launching 22 April Albums

NEW YORK — Westminster Records April release spotlights 22 albums including orchestral, chamber, solo instrumental, vocal and popular music LP's. Sixteen are new and there are six re-issues.

The five orchestral albums are all new and feature a set of ballet music with works by Gounod, Verdi, Rimsky-Korsakoff and Saint-Saens. Also included are Mozart piano concertos, an instrumental reading of two Strauss operas and a set of music by brass instruments.

The solo instrumental releases include works by Tchaikovsky, Buxtehude, Schumann, MacDowell and Bach. All of these are new. The one new chamber release is an album of works by Alibev played by Emil Gilels and the Beethoven Quartet coupled with the Taneiev "Piano Trio" played by Lev Oborin, David Oistrakh and Sviatoslav Knushevisky.

The new vocal release is an album of concert arias for tenor by Mozart, presented by Helmut Krebs, tenor, and the Pro Arte Orch. of Munich conducted by Kurt Redel.

All four of the popular albums are new. These include an instrumental package by Sy Shaffer, a vocal album by Bea Abbott, a set of French songs by various vocal ensembles and an album by Jean Tavera.

E. H. Morris Not to Renew SPA Contract

NEW YORK — E. H. Morris Music, Inc. has refused to renew its contract with the Songwriter's Protective Association.

Altho Buddy Morris could not be reached for comment, his attorney, Lee V. Eastman, said the move was prompted because Morris "seriously questions the direction SPA is taking in minimizing rights of publishers and in attempting to eliminate—eventually—publishers as copyright owners."

Meanwhile SPA notified its membership last week that since Morris was not extending its contract, "none of the Morris firms is authorized to issue the SPA 1947

A symposium directed at better music programming in radio & TV

AFTER-HOURS SESSION

PANEL POSER:

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

First Guest Panel of a Series



Don Bell, The Bellringer, KIOA, Des Moines: "Top 40" programming is part of a formula eminently successful in building ratings. Where audience size, advertising volume and low-cost operation are the criteria it succeeds! It kissed a "Sleeping Beauty" radio into vital aliveness. It relieves the performer of exercising musical taste and lowers the standard of, and expense for, the air personality needed to maintain this type of operation. It challenges his ingenuity. Since control is corporate, performance directly reflects policy rather than individual, a hardship to performers of proven ability."

Nick Nickson, deejay, WBBF, Rochester, N. Y.: "The system of using Top 40" deejay programming is certainly nothing new. However, show business being what it is, there must be an identification and personality to give the package its proper presentation. One cannot stay within the limits of "Top 40" alone. National surveys must be considered and used as a nucleus to create a pleasant and diversified presentation. Constant exposure of new songs, new artists, new recordings are essential. By itself, the Top 40, system is too narrow and limited in variety to endure."



Howard Coleman, manager, WMAQ, Chicago: "WMAQ does not program disks from the "Top 40" or any other arbitrary category of current popularity for the simple fact that our audience does not want the kind of music making up the major share of the popularity lists. We promote our station as "The Station That Reaches the E.B.A. — Effective Buying Audience," married homemakers responsible for 68 per cent of retail buying in the Chicagoland market. Nielsen shows we reach fewer teen-agers, more adults than any of our major competitors. We do play current and popular hits, but only when they are well executed."

Eddie Gallaher, deejay, WTOP, Washington: "I believe that records in the "Top 40" or in other words, the hits, deserve a place on my programs. Hits represent the jackpot in the music business, and any disk jockey who ignores hits is missing a jackpot audience. But "Top 40" is only one element in balanced programming. The ideal is a proper mixture of new numbers, established hits and old favorites, rock 'n' roll, sweet, instrumental and vocals, rhythm tunes and ballads. Charting best sellers is a science, but, good programming, like good performing, is an art."



Ted Collins, producer, Kate Smith Show, MBS Radio: "I'm against Top 40" on two counts. No. 1—it would mean programming about 75 per cent rock 'n' roll. No. 2—by sticking only with proven top records, you are doing a disservice to the entire music industry by not giving a showcase to as many new songs as you possibly can. I would sooner quit radio than adhere only to a "Top 40" formula. Personally, I think the only way out of the current musical mess would be to abandon all "Top 40" shows, and let all kinds of music get an equal chance to be heard. That way, maybe rock 'n' roll would disappear."

Read Springs Rival on AFM

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Oddly enough, MCA has indicated that it will ask for jurisdiction only in the television, radio, recording, motion picture and transcription industries, excluding night clubs and casual engagements. Latter are construed to be in intrastate commerce, and, according to Local 47 spokesmen, are not exempt from the provisions of the Taft-Hartley law. It is under these provisions that Read has been able to work, altho he's been expelled from the AFM. Read promised those who join his movement immunity from "job discrimination, declaring, "The Musicians' Guild of America is prepared to move immediately to take all necessary protective measures through the labor board and the courts."

"Vulgar Betrayal"

In a wire to Local 47 Prexy Eliot Daniel, Petrillo declared, "Cecil Read has chosen this critical time of our strike to finally come out into the open with his long-laid plans to form a union dual to the AFM. No more vulgar betrayal of fellow workers exists in the entire annals of trade unionism. But this crude effort is foredoomed to total and dismal failure. Every local of the Federation, every affiliate of the AFL-CIO and all others who respect the traditions of trade unionism and of elementary decency will emphatically repudiate this traitorous adventure, its efforts and supporters."

Petrillo continued, "Needless to say the Federation will permanently expel any member that gives any aid or comfort to the dual movement that styles itself the Music Guild of America. Please convey to the members attending your meeting today my complete assurance that the Federation will not be deterred by this or any other obstruction from its fixed determination and continuing efforts to reach a constructive and equitable solution to our strike."

Read's charge that the AFM has never been certified by the NLRB was quickly countered by Daniel's that it has never been necessary since the AFM has never been contested. In forcing an NLRB election, Read said he hopes to bare "so that everybody can see it," the AFM constitution and by-laws, financial statements and the union's non-Communist oath of its officers."

Trust Fund

The issue, unequivocally, is the Trust Fund, which Read's group has repeatedly attacked and which also is under litigation in the California courts. Daniel has been labeled "Petrillo's Patsy" by Read, while other Read supporters claimed they will "never have an effective voice and vote in determining their own wages and working conditions. We do not have that in Petrillo's organization, nor will we ever have it, because of the corrupting influence of the Trust Fund which uses our wages to subsidize the Petrillo dictatorship."

The effects of the strike were beginning to tell on a number of studios last week, when 20th Century-Fox changed its plans to re-

cord the score to "Ten North Frederick Street" in Mexico. Studio planned to fly conductor Lionel Newman to Mexico City to score the film, tho it changed its mind when Daniel warned Newman that he would be expelled from the union if he did the date. Similarly, the Jerry Lewis film, "Rock-a-Bye Baby," was first reported to have been scored in Mexico, and later was learned the musicians' union there refused to work on the picture.

Paramount has pushed back its schedule on the Danny Kaye film bio of the Red Nichols story, while an upcoming musical with Debbie Reynolds has also been rescheduled for sometime later this year because of the strike.

In the face of numerous charges branding his action as "strike-breaking," Read's support seemed to be waning at week's end. It is conceivable that Read will have the necessary 30 per cent of studio musicians to force an NLRB election, tho it seems likely that a vigorous effort will be made to contest those authorized to vote in such an election. Additionally, Charles Boren, negotiator for the Association of Motion Picture Producers, was in contact with AFM board member Herman Kenin late last week. Boren, tho, has reported that he has not been contacted, nor would he attempt to make any contact with any representative of Read.

Stereocasts Boom

• Continued from page 2

let KIBE, San Francisco, have been conducting stereophonic broadcasts for the past six months, and it is management's intention to convert more of its schedule to stereo programming shortly.

Stereo multiplexing demonstrations were staged recently by KBMS-TV, Glendale, Calif., at the Los Angeles High Fidelity Show. At that time Art Kevin, KBMS general manager, unveiled a stereo multiplex receiver, created by his own engineers, which can also be used for monaural reception.

All-Stereo Day

Norman Wain, program director of WDOK, Cleveland, reports that WDOK has "aired a regular one-hour weekly stereo show, featuring pre-recorded stereo tapes, since October, 1954," and that on each anniversary (October 3) of WDOK-FM the station presents an all-stereo day "with stereophonic sound from sign-on till sign-off."

Stereophonic broadcasting is also available in Spanish, via current experimental broadcasts conducted by XEB and XEF in Mexico City, which are heard by radio listeners in Southwest Texas.

A pioneer stereophonic broadcast for California's Southern San Joaquin Valley areas was conducted March 1 by FM station KOXR and AM outlet KPMC, both of Bakersfield, Calif., emceed by Robbie Robertson of KQXR and Don Irwin, KPMC.

DISTRIBUTOR NEWS

• Continued from page 6

Levine stated that the first three months of this year have been his biggest ever.

TERRITORIAL TIPS: Strongest pre-chart disks this week are "Believe What You Say" by Ricky Nelson on Imperial, and "Dizzy Miss Lizzy" by Larry Williams on Specialty. "Believe" is perking well in all marts. "Dizzy Miss Lizzy" is strongest in Oklahoma, Ohio, California, Wisconsin, Florida and Missouri.

Sara Oakley of Buckley Distributors in Nashville has several promising new disks. "Twilight Time" by the Platters on Mercury is moving well. "To Be Loved" by Jackie Wilson on Brunswick is a comer. Gene Allison's new VeeJay contender, "Have Faith," is being received very well in Nashville. "Looking Back" by Nat King Cole on Capitol looks like a big one. "Every Night" by the Chantels is also strong.

VOX JOX

By JUNE BUNDY

ATT: OLDTIME COMPOZERS: The following letter from an I. J. Jacobs, San Diego, Calif., was received last week by The Billboard's music editor, Paul Ackerman. We don't know who Mr. Jacobs is or what he does, but we think you'll agree that the letter makes interesting reading: "Dear Friend: I red what the compozer of 'Mr. Sanman' sed about all them oldtyme compozers livn' off there royltees from them comee old toons lyke 'Lorra,' 'Stardust,' 'Nite 'n Day,' etc. Well friend, I am mightly pleezed to anownce that I am making avaleable the services of my new record lable: Fasbuck to any of theezee old goats who want to make a quick doller by wrighting sum good rock 'n role matereel.

"I take this here oportoonity to anownce to the trade that Fasbuck has under excloosive contract two girl motoreycle ryders who are at present serving six munts each in Tia-chapi for tyre stripping, and assorted kid pranks. I have de-

cyded to coll them the 'Mean Teens' and confidenzialy per-dick they will create a genooine senzation with Yunk Amerika (not to menshun the record trade).

"Pleeze tell all them old moss-baks to get off the dyme and wright some reel deejenerate-type tunes so we can all make a fasbuck (Hahl Hahl) Now I mus report that the 'Mean Teens' (excloosive Fasbuck artists) were formally membres of a Pachucho (hope I didn't misspell that word, I al-waazs hav truble with them foregn werds) gang, and kan do songs in onle won speed: namely, Rocka-chachal So pleeze have the boys wright accordeaningly. But theez gerls are very good at hiccupping, so no need too fre' abowt that!

"Wrighters wishing too submit toones, should make a tape recordeeng of the toon, preferbly playing it with just won finger, and sing reel loud, as won of the girls got boxed on the ear by the Matron and

she don heer so good. Wee are awl heer just bideing hour tyme and waanting for theez oldtyme wrighters to ship their taapes to me, in caar of Amalgamated Fasbuck Ender-prizes, Limited. Do not forward leed sheets as their aint nobuddy heer who reed them funny lookin fly speks on the paper.

"I can feel shure these oldtymers can tern out sum reel 'dangerus' matereel if they jus appli them-selvez. Thanking you sir for your jenurus coperation, I heerwith take leeve uv you by simplee saing: 'Short Shorts!' (this a sedred trade exprezion, which thoz uv us on the inside uz with eachuther, to show we are not squares or non-pros.)"

THIS 'N THAT: Night-time deejay Smilin' Sam, KMNS, Sioux City, Ia.; who was suspended for his show March 5 for playing John Zacherle's "Dinner With Drac" disk, has returned to
(Continued on page 43)

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Not so long ago, everybody was talking about the incursion of country music on the pop charts. The question can now be posed as to whatever happened to country music on the pop charts? Two and a half months ago—in the middle of January—the chart was dominated with rockabilly, the rock and roll derivative of country music. Nine of the top 14 positions fell into that pattern.

At the time, the hot acts of more or less country-orientated included Jerry Lee Lewis, Buddy Holly, Elvis Presley, Bobby Helms, Jimmy Rodgers, Bill Justis, the Crickets and the Everly Brothers. A number of these artists were also making themselves heard in the rhythm and blues field, which by tradition, might have been regarded as the opposite pole.

Six months ago, in October 1957, positions 1, 2, 5 and 6 were all occupied by country-based pop

hits. Jimmy Rodgers, the Everly Brothers, Jerry Lee Lewis, and the Crickets were on top at the time.

Take a look at the charts today. Currently, there are but two disks of the country school in the top 15. Elvis Presley's "Don't" and "I Beg of You," is in number 6 slot while Jerry Lee Lewis' "Breathless" is in 12th position. Now moving up are Johnny Cash's "Ballad of a Teenage Queen," in the 16 spot and the Crickets' "Maybe Baby" which has moved up to number 18.

Meanwhile in the r.&b. charts, only recently heavy with country type hits, the picture has also been reversed. Presley's "Don't" and "I Beg of You," are in the seventh spot while Lewis' "Breathless" is number 10. For a time, there were seven c.&w. disks in the top 12 on the r.&b. chart.

It's no secret that the type of artist referred to above has

not always been embraced by traditional country circles. It may be of some interest to those same circles, therefore, to note the changes in the current pop scene. It could be taken to indicate, for example, that buyers may be in a mood to be wooed back to the more traditional hill sounds. Perhaps it is the time for the Nashville clique to take new heart.

A fascinating off-the-cuff report came to me last week on fandom mass hysteria at the "over-thirty" level. As a result of this episode, it could be said that another group can take heart—the mass of teenage rock and roll fans who are so often taken apart by stuffy "adult" members of the press for their antics at stage shows.

It seems that Frank Sinatra was making one of his less frequent night club appearances — and incidentally his first in Miami Beach, at the
(Continued on page 48)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Funeral services were held Saturday (29) in Newark, O., for the veteran country music impresario, Eddie Ruton, who for the last 12 years operated Hillbilly Park on Highway 16, 16 miles northeast of Newark. Ruton died at his home in Newark Tuesday night, March 25, after several months' illness. He suffered a heart attack while working his dog act in Pennsylvania shortly before Christmas and spent nearly six weeks in a Pennsylvania hospital. He spent most of February in a Newark hospital and was recently removed to his home there to recuperate. Ruton was widely known in the c.&w. field, having played hundreds of c.&w. acts, including many names, over the period of years. His fun-spot, equipped with kiddie rides and concessions, was considered one of the top hillbilly parks in the nation. His widow, Millie, plans to continue operation of the park.

Hal Smith, of Curtis Artists Productions, returned to his Nashville headquarters last

week from an extended road trek to announce that his office has taken over the exclusive management on Columbia Records and "Grand Ole Opry" star Ray Price. Latter continues on tour with Johnny and Jack and Kitty Wells. Smith's firm also has set the Ernie Tubbs unit, with the Louvin Brothers, George Jones, Skeeter Davis and Stonewall Jackson, for nine days of Army installation and private promotion dates in Hawaii, opening Monday (31) in Honolulu. Bob Smith, of Station KIKI, Honolulu, is handling the promotion end.

Trail, bi-monthly country music mag, has Faron Young and Jean Shepherd in color, gracing the front cover of its May-June issue as the King and Queen of Country Music, which tag they earned in a poll conducted by Trail readers. Results of the mag's annual poll, covering the entire c.&w. field, is contained in the same issue. . . . Betsy Gay, of the "Country Ameri-

ca" TV show, Los Angeles, makes an appearance on the Lawrence Welk television stanza April 7.

Bobby Charles, formerly of "Town Hall," Compton, Calif., has formed his own band, current at the Big Wheel, Santa Ana, Calif.

"Grand Ole Opry" stars, Ferlin Husky, Faron Young, June Carter, Rod Brasfield, the Jordanaires, Lonzo and Oscar and the LaDell Sisters, are featured in the new flick, "Country Music Holiday," slated for early release. . . . Minnie Pearl and hubby, Henry Cannon, have just moved into their new home in Williamson County, just outside of Nashville. . . . Another new owner of real estate is Bill Carlisle, who has taken title on an 118-acre farm just outside the Nashville city limits. . . . T. Tommy Cutrer, announcer-deejay, has opened a doughnut shop on Nashville's Gallatin Road. . . . Ferlin Husky occupies the spotlight slot on
(Continued on page 47)

MUSIC AS WRITTEN

By BOB ROLONTZ

LEEDS' NEW DEALER CATALOG

Leeds Music has issued a brand-new catalog for music dealers with a complete listings of all music published by the firm. Catalog includes works for piano, strings, woodwinds, brass, chamber music, organ, accordion, band and orchestra. There are also listings of study scores, standard songs, standard collections, concert songs, choral music, opera, methods and studies, imported editions, rental library and the "3-foot shelf" Music Book Library.

WILHELM STRECKER PASSES

The death of music publisher Wilhelm Strecker, managing director of B. Schott and Sons, of Mainz, Germany, on March 1, at the age of 74, removed one of the last links between the great composers and the modern masters. Strecker and his older brother Ludwig were heirs to B. Schott and Sons which was founded in 1770, the year of Beethoven's birth. The Schott House published Beethoven and many other famous composers. Strecker's father had encouraged and published the works of Richard Strauss. Wilhelm Strecker is credited with the discovery of Hindemith, Orff and Hentze, and published the works of most contemporary music's famous composers, including Stravinsky, Schoenberg, Milhaud and Martineau. He also encouraged and published American composers such as Aaron Copland, Roger Sessions and George Gershwin. Strecker invented the "rental system" for scores to encourage the playing of the works of new composers.

New York

We erred last week in stating that George Goldner was still with Roulette Records. He left Roulette over a year ago to start Gone and End Records. And he has been very successful as everyone, especially the Chantels, know. . . . Bob Alexander, who just completed two sides for Art Benson's Celestial Records, is still a free lance. He is not under contract to either Celestial or Benson. Alexander just wound up two weeks at the Seattle Thunderbird Supper Room.

Columbia Records threw a party honoring Frankie Laine at Danny's Hideaway in New York last week (27). . . . Bill Hill, national sales manager of Fiesta Records, leaves on a road trip on April 1 to introduce the label's new LP releases and Fiesta's first stereo tapes. . . . Ray Stolzenberg and His Northern Playboys celebrate their 25th year in the band business this year. Ork plays polkas, waltzes, schottisches, et al. Stolzenberg also operates the Ray Lewis crew which plays today's music for the college dates. . . . Howard Roseff has been appointed office manager and general manager in charge of production of Seeco Records. . . . Dario Soria and wife Dorle, off to Europe on April 2 for an extended trip.

Design Records' first singles, with Jett Powers and Charlie Applewhite were released last week. . . . Morty Klein's Melody Records Distributors held its 10th anniversary party at the Hampshire House in New York, March 27. . . . Steve Clayton opened at the Hawaiian Cottage in Camden, N. J., last week for two weeks. . . . Sammy Fain and Paul Francis Webster have written the title tune for the flick "A Certain Smile" and Johnny Mathis will sing the tune under the title in the flick. . . . Irv Eiseron, treasurer and general manager of Angel Records, will leave the firm the end of March and take a vacation. He will announce his new plans upon his return from relaxing. . . . A new diskery, Dash Records, was formed here last week. Firm is owned by Sid Wyner and Joe Dasher. . . . Another new diskery, Goode Records, in San Francisco, also debuted last week. Label is headed by Joe Goode, P. B. Watson and Charles E. Manning.

Charles E. Pastori's Peek-A-Boo record label have pacted Chick Austin to a waxing pact. . . . Flagship Records has signed Frank Triolo and Howard Brady. Firm has set a new release for 10-year-old Ronnie Malone. . . . Seeco Records has pacted comic Stubby Kaye. . . . Harry Sultan, general manager of Montilla Records, has been named chairman of the record and radio division of the Association for the Advancement of Blind Children in New York. . . . Phil LaMar Anderson has penned a biography of Lawrence Welk. . . . Franz Waxman has been signed to compose the score of the flick "The Nun's Story." . . . Mary Small's 12-year-old daughter will sing with her on the Coral record "That Could be Love" and "One Five-Seven Singles."

Joanne Sheehy, formerly a member of the RCA Victor album department under Ed Welker, left for Europe last week (26) for a trek thru 20 countries from France to India. . . . Marietta Montagna, formerly with Vik Records is now working for music publisher Bob Lissauer.

The Billboard ad for the new David Whitfield-Mantovani ork release on London, which ran in our March 17 issue, had an incorrect title. Correct title is "Cry My Heart." . . . General Artists Corporation has signed Morton Downey. Singer is now cutting for M-G-M Records. . . . Jack Perry returned to Joy Music last week to cover jockeys thru the Midwest for the publishing firm, as well as live TV shows, the trade, etc. . . . Beverly Cherner has returned to Kapp Records as promotion manager. And at Kapp, Bob Demain, formerly West Coast sales manager for the label has been brought East to supervise sales of Trend, the Kapp subsidiary. . . . Skitch Henderson conducted the Montreal Symphony ork on March 28 in Montreal, and on March 30 will appear with the Toronto Symphony in Toronto. . . . On Monday, March 31, the Birdland night club in New York will honor the Fred Gretsch Company's 75th year as an instrument manufacturer with "Gretsch Night at the Birdland." Free admission for anyone who brings his Gretsch snare drum. . . . Arnold Shaw has been reappointed general professional manager of Edward B. Marks Corporation. Firm's new hit is "Lollipop." . . . The musical show "Simply Heavenly" will open in London at the Garrick Theater on May 2.

'Bandstand' Hypes TV DJ Rush

• Continued from page 4

Jim Lounsbury, WBKB-TV, Chicago, for instance, added a half hour to his weekly TV Saturday TV record hop this month, putting him on the air from 5 to 6:30 p.m.

Competition is fierce in many cities where frequently as many as three local TV deejay shows are competing either against the Clark show or one another. In New York City, for example, Clark is heard, via WABC, from 3 to 5 p.m.; Ted Steele, WOR-TV, from 4 to 6 p.m.; Herb Sheldon, WABD, from 5 to 6 p.m., and Jocko Henderson, WATV, Newark, N. J. (heard in the N. Y. C. area), from 5 to 6 p.m.

Since Clark's daily show is now carried in 84 markets (and his new Saturday night show in around 60) many local radio jocks (particularly those with afternoon shows) are also working on new formats and promotional gimmicks, designed to protect them rating-wise from the inroads of both Clark and local TV deejays.

Bill Randle, WERE, Cleveland, for instance, recently opined that Clark's network TV show is offering local jockeys more competition than they've ever experienced from rival radio stations. Consequently, Randle said he is now programming his show differently during the time the Clark telecast is carried in Cleveland. He schedules more LP selections at that time and eliminates the more raucous rock and roll platters.

On the other hand, Bob (Coffeehead) Larsen, WEMP, Milwaukee, and Paul Flanagan,

WPTB, Albany, N. Y., take the position that the TV jockey has not hurt the radio jockey. During a panel discussion at the recent deejay convention in Kansas City, Mo., Larsen said, "I don't think the TV deejay has hurt the radio disk jockey, but I think maybe it has awakened him to the fact that he must program with more thought."

"The radio deejay," Larsen continued, "has become a part of the American home. He is accepted as a part of the family providing he does nothing to interrupt the plans of the family. With the TV deejay a family must devote time to him. . . . This is where the hook comes in. Can the TV deejay expect a mother to just drop everything and look at his show?"

In a similar vein, Flanagan opined, "The radio disk jockey's only competition is the next door radio disk jockey. The TV disk jockey's audience must render complete concentration to the program in progress, and this factor alone would limit his time span on the air as well as his choice of time slots. . . . In effect the TV deejay show has plenty of get-up-and-go power, but not much mileage to the dollar spent by the advertiser."

Also sharing this view is Bob Martin, program director of WJBK, Detroit. In reference to Randle's comment on Clark, Martin said, "Bill Randle has obviously surrendered to the P.M. video competition by programming differently during the hours that Clark calls on America. . . . We refuse to surrender to Dick Clark. His success has been a great stimulant to every disk jockey in the country, but there is no reason in the world to drop from the competitive race because of one man's success."

The increase in local TV deejay shows has created something of a problem for record manufacturers and artists. Cadence Presy Archie Bleyer pointed out some aspects of this problem at the deejay convention. "Artists are often put on the spot," said Bleyer, when one jockey in a city asks them to appear on a TV show or at a record hop, since in many cases it puts them in the position of antagonizing other spinners in the same area.

However, Bleyer believes that appearances on TV deejay shows—both local and national—are of greater importance to record sales than some of the big, live network TV shows, since they lip-synch to their records on the deejay program, whereas live performances of disk hits seldom create the "sound" of the original platter.

Syndicated Package
Most of the local TV deejay shows are locally produced, but at least 15 of them are part of a syndicated Victor & Richards package, "Top 10 Dance Party," which features local jocks as emcees and a record hop format, with each station following a general programming blueprint sent out by the series producer, Al Sands.

Stations and jocks currently utilizing this package include John Stuart, WTEN-TV, Albany, N. Y.; Earl Jerris, WHEN-TV, Syracuse, N. Y.; Jim Hoppers and Marge Borg, WDXI-TV, Jackson, Tenn.; Ty Boyd, WTVD-TV, Durham, N. C.; Pete Griffin, WDEF-TV, Chattanooga; Ray Curtis, WDAM-TV, Hattiesburg, Miss.; Jerry Haynes, WFAA-TV, Dallas; Les Lamson, KOTV-TV, Tulsa, Okla.; Max Moratch, KKTU-TV, Colorado Springs, Colo.; Jerry Baum, WFIE-TV, Evansville, Ind., and three new ones—Carroll Ward, WJBF-TV, Augusta, Ga.; Doug Newton, WSLS-TV, Roanoke, Va., and

(Continued on page 43)

Cap's 'Fiesta'

• Continued from page 3

browser box, browser card and an "artist of the month" pad.

Pop albums on release include sets by the Andrews Sisters, Jackie Davis, Ferlin Husky, Peggy Lee, Gordon MacRae, Frank Sinatra, Joe Buskin, Pee Wee Hunt, Webby Edwards, Sonny James, Les Baxter and two pick-up albums, "Teen Age Rock" by Ferlin Husky, Tommy Sands, Gene Vincent and Sonny James, and Vol. 14 in "Just for Variety."

Classical works are by Carmen Dragon conducting the Capitol Symphony Orchestra, Rudolph Firkušny, the Hollywood String Quartet, Nathan Milstein, and William Steinberg conducting the Pittsburgh Symphony Orchestra.

Full color displays to promote the classical packages have been prepared, in addition to a die-cut unit on Carmen Dragon's "La Belle France." Pop album promotion includes the introduction of a new pop pyramid which features 10 of Capitol's new packages and enables dealers to make unusual display arrangements. Full color displays promoting "This Is Sinatra," a rock and roll display unit, and a new window or counter card on Les Baxter's "South Pacific" album will be available.

Capitol of the World wax features albums recorded in Brazil, Mexico, London, Lisbon, Italy and Paris, the latter by the celebrated Georges Guetary.

Label also added to its stereo tape line with 11 new packages, five of which are pop while six are classical.

BMI's TV Share

• Continued from page 3

per cent. ASCAP had 2,671 or 26.4 per cent. BMI and ASCAP combined on 1,665 films, or 16.4 per cent. Non-affiliated music had 302 films, or 3 per cent of the total.

In January, 1953, out of 3,634 TV films analyzed, BMI music accounted for 2,661 or 74 per cent. However, 145 of these were films scored live by BMI affiliate writers using ASCAP themes. "Partial or all-ASCAP music" was used in 737 films, or 20 per cent. Non-affiliated music had 236 films, or 6 per cent, in the survey.

Among the well-known BMI film tunes of 1953 were listed those for "Playhouse of Stars"; "Life With Riley"; "Death Valley Days"; "City Detective." ASCAP music was used on the Gene Autry Show; "Life With Father"; "My Friend Irma" and "My Little Margie," among others.

In 1953, ASCAP and BMI tunes were used in 78 half-hour Dinah Shore films, with ASCAP supplying theme and signature. On Groucho Marx' "You Bet Your Life," themes were by ASCAP, Cue and other music by BMI. In "Private Secretary," theme was ASCAP music, cut music by BMI.

Victor Talent

• Continued from page 3

the producer of a million-seller disk receives a silver disk award—in addition to the artist getting a gold one. First silver platter has already been handed out—to Joe Reisman, who made the Perry Como record. Recently, Victor started giving label credits to producers.

The Como disk, "Catch a Falling Star," is the singer's 12th million-record seller. He cut three in 1945, and one each year from 1946 thru 1957—an example of sustained sales power regarded as fantastic in the trade.

Victor's newer singles powerhouse, Presley, has knocked out the equally fantastic amount of 14 consecutive one-million-plus seller disks in two years. Music—Angel

Low-Priced LP Lines Boom

• Continued from page 3

Records and Harmony Records are using injection molded disks. These are disks made of polystyrene rather than vinyl. Until recently the 12-inch injection molded LP's were only used for kiddie disks, not for pop or classical music.

Many startling things are taking place in the low priced LP field. The beforementioned quickly-issued Broadway musical LP's is one. Last week, for instance on the Waldorf label, two new LP's were issued, one containing music from the Broadway hit "The Music Man" and the other songs from the forthcoming flick "Gigi." This week Somerset Records is releasing an album with tunes from "The Music Man" on one side and music from "South Pacific" on the other. But what is recorded is only part of the picture. By June one indie low priced label expects to have a stereo disk on the market. It is expected to retail at \$2.98.

There is also a stress being laid on names for the low price labels. Design Records, for instance, has signed Lanny Ross and Hildegard; Hollywood has picked Dick Haymes; Tops Records has also signed a flock of names. Although some of the low price lines don't believe names are necessary, the stress being laid on them means increased competition for any name or semi-name artist who can carry a tune. Some labels have built their own names, Somerset's "101 Strings," for example is a house-built unit.

Rates for Tunes

Working on tight money margins the low price labels usually have to get rates on the tunes they use, and they usually do or they don't use them. A rate of three quarters of a cent or one cent per tune is not at all unusual for the \$1.98 or \$1.49 labels. Some labels stress a lot of P.D. material and thus even out the costs when they have to pay two cents a tune. As for the artists' royalty the highest rate appears to be 3 per cent, with the average royalty at 2 per cent.

The quality of the records being released by the labels varies from excellent to fair on the disk itself, with most in the good to excellent category. The quality of the performance varies from excellent to poor. Many old tapes that the low priced labels have bought or pulled out of the can are not up to today's standards and cheap re-

Columbia Shift

• Continued from page 3

cording dates sound it. But the material on most labels is good, and in many cases stands up to the higher priced lines.

James Turnbull becomes the manager of District No. 2 out of New York; Gene Weiss becomes manager of District No. 3 out of Philadelphia; Harry Hostler becomes manager of District No. 5 out of Chicago, and Warner Pagliara will assume responsibility for the new District No. 7, out of St. Louis.

Don England, former branch manager in Kansas City, becomes head of the Detroit branch. Donald Morse has been promoted to manager of the Kansas City branch.

cording dates sound it. But the material on most labels is good, and in many cases stands up to the higher priced lines.

The average sale figure of 50,000 per low priced LP album gives the low price labels a good bargaining point when it comes to packing artists, especially name artists. If the average sale of the low price labels keep increasing they could offer serious competition to higher price labels in the quest for name artists.

Low price LP firms have to sell from 15,000 to 25,000 sets before they start to make money on their sets. They usually offer 100 per cent exchange privilege on their albums for everyone, from dealer to rack jobber. And many of the low price lines engage in promotions with chains and rack jobbers.

The low price LP lines have cut such a swath in the package goods field that a number of other manufacturers are considering making a move in this direction. This includes Mercury, Capitol, Dot and London. Some traders believe that every established diskery will have a low price LP label within another year.

"A VERY PRECIOUS LOVE"

from the Warner Bros. Production

"MARJORIE MORNINGSTAR"

THE AMES BROS.	RCA Victor
DORIS DAY	Columbia
THE JOHNSTON BROS.	London
BONNIE GUITAR	Dot
SLIM WHITMAN	Imperial
JACK JONES	Capitol
DICK HAYMES	Hallmark
SOUND TRACK ALBUM	RCA Victor

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From the 20th Century-Fox Cinema-Scope Production
THE LONG HOT SUMMER

THE LONG HOT SUMMER

LEO FEIST, INC.

To the Top Again . . .

- WHO'S SORRY NOW
CONNIE FRANCIS on M-G-M
 - I'M GETTIN' SENTIMENTAL OVER YOU
NELSON RIDDLE on Capitol
 - BILLY
KATHY LINDEN on Fairsted
 - SOLITUDE
BILLY WARD on Liberty
- MILLS MUSIC, INC.

ASCAP Justice

• Continued from page 3

mitted a statement on its own recently-intensified ASCAP investigations.

Justice, among other comments, said that "ASCAP is no longer an absolute monarchy. It no longer has power to fix prices or exclude competition. The lot of a competitor is not easy, but the existence of Broadcast Music, Inc., and Society of European Stage, Authors and Composers (SESAC) testifies that a competitor can survive."

ARRIVEDERCI, ROMA

RECORDED BY

Roger Williams . . . Kapp

Mario Lanza . . . RCA Victor

Vic Damone . . . Columbia

PUBLISHED BY

REG CONNELLY MUSIC, INC.

1650 Broadway, New York 19, N.Y.

TOP SONG FOR
SEASONAL PROGRAMMING

"WHEN THE RED,
RED ROBIN COMES
BOB-BOB-BOBBIN'
ALONG"

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A
Houseful
of HITS from
M-G-M Records

JONI JAMES

PLUGGED ON THE DICK CLARK SHOW



**NOTHING
WILL EVER
CHANGE**

and
DOES IT SHOW

K12627 on 45 & 78 rpm

**CONNIE
FRANCIS**

**WHO'S
SORRY
NOW**



K12588 on 45 & 78 rpm

FRANK SANDY and The KING'S MEN
TARRENTELA ROCK

and
SOMEBODY LOVES ME
K12626 on 45 & 78 rpm

RICHARD BARRETT

(When Your Heart's On Fire)

SMOKE GETS IN YOUR EYES

K12616

THE SERENADERS
NEVER LET ME GO
and
I WROTE A LETTER

K12623 on 45 & 78 rpm

THE KAYS and the RHYTHM ROGUES
**WHO'S GONNA TAKE
YOU HOME**

and
BABY
K12630

BOB RILEY
THE MIDNIGHT LINE
and
WANDA JEAN

K12612

LILLIAN BROOKS
PEYTON PLACE

K12610

JACK HILL at the Cymbalom
Love Theme From
"THE BROTHERS KARAMAZOV"
(From MGM Picture)
K12624

Released by Popular Demand
DAVID ROSE & His Orch.
**THE NIGHT THEY
INVENTED CHAMPAGNE** **WALTZ AT
MAXIM'S**
(She Is Not Thinking of Me)
Both from MGM film "Gigi"
K12631

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

GOOD WILL BUILDS

Accessory Demos Pay Big Dividends

- Dealer sells prevention of cruelty to wax
- Finds proper display most important aid

By BOB LATIMER

BILOXI, Miss.—Unobtrusively subjecting every customer who buys anything from a high-fidelity record player down to a single 45 r.p.m. record to a short demonstration on phonograph accessories has paid startling dividends in accessory sales for Egan's Music Mecca, Biloxi, record dealers.

Frances Egan, owner, is convinced that not one person out of 25 has any actual realization of what the proper accessories can accomplish toward making their hobbies more enjoyable.

Accessory Emphasis

"We have had people come in and complain that a record sounds scratchy and unpleasant, when they had just bought an expensive needle," Miss Egan indicated, "usually somewhat angry over the situation. As soon as we demonstrated that a record brush, cloth, anti-static spray and other treatments will miraculously do away with the problem, they are delighted. This happened so many times that since 1951, when we built our new store, we have simply resolved to put as much selling emphasis on accessories as anything in the store."

An extremely prominent feature of the Mississippi Gulf Coast city, which plays host to upward of 200,000 tourists every summer, the Egan shop is a bright, modern all-brick building on the main highway between New Orleans and Mobile, finished in bright, natural-finished hardwood, yellow paneling, and features

wall-to-wall carpeting, custom-built display fixtures designed by Miss Egan herself.

Watch Opportunities

"We push accessories at every possible opportunity," Miss Egan said. "For example, when a customer really wants to hear a high-fidelity player, with no immediate intention of buying one, we cheerfully make the demonstration, then, in the process, point out that such beautiful tone is kept up with the proper accessories. We show a sample brush, cloth, can of spray, a wide variety of needles and similar accessories as part of the demonstration. Perhaps, at first glance, the customer doesn't seem to pay much attention. Actually, however, we have found that this creates accessory sales. Perhaps the prospect already has an older player at home and is experiencing listening troubles. When we have taken the trouble to talk accessories thoroughly, the chances are that the customer will be back later to buy some of them, whether a new player is purchased or not."

Display Important

Most important is the use of the all-glass display case, pictured herewith, whenever any record is sold. As part of the record sales, Miss Egan suggests: "Let me show you how to keep your records at their best, pointing out the glass display case which provides a convenient elbow rest during the demonstration."

One by one, the accessories are simply removed from the case below and demonstrated on the case top with an explanation of why the customer who has a serious interest in music or who is collecting complete albums, etc., should protect his investment with the proper accessories. Since the demonstration is one which the customer usually knows little about, it always gets results.

Demos Pay Off

"We have found that these extra pains, amounting to five to 10 minutes, have actually paid their way in the sale of record brushes alone," Miss Egan indicated. "Actually, we put the customer thru a complete lesson in record care, going beyond brushes, cloths, sprays and needles into such subjects as the best racks, albums and other means of protecting the records while in storage."

In more than five years of such suggestive selling, Miss Egan has had only one or two customers shopping in the store who refused to take the time to be "put thru" this form of demonstration.

Probably, it is the new emphasis on high fidelity which magnifies every scratch or rough spot which has made the public more record-care conscious, Miss Egan reports. At any rate, her deftly handled, individual demonstrations of accessories with every sale have worked out so well that accessory sales during 1957 were

HEARD OVER THE COUNTER

"What have you got by Will Rogers?"

"Well, we have some of his famous speeches in the 'I Can Hear It Now' series on Columbia."

"No, I don't want talking. I want music."

"You mean you want an album of Will Rogers singing?"

"No, No! I want him playing the piano. You know, something like that other album of his, 'The Fabulous 50's'."

"I need a new needle."

"Sure. What kind of machine have you?"

"I don't remember the name."

"That makes it tough. We have a few hundred different needles in stock."

"Maybe this'll help. It's for an Asiatic cartridge."

"Do you have marches?"

"Sure."

"I'm looking for a very famous one but I can't think of the title."

"Do you know who wrote it?"

"I'm not sure but I think it's one of 'Susan's Marches'."

R. O. Seguin, Seguin Music Company, Newport, Vt., writes: "Customer came in one day and asked for 'Ill Never Be the Same.' We never heard of it but by chance sold her a copy of Vern Lynn's 'Auf Wiedersehn.' Sure enough, it was the record she wanted."

Barry Spector, Spec's TV, Records, South Miami, Fla., writes: "Here's one I heard recently. A customer asked for 'When the Sparrows Go Back to Tapioca.' He was satisfied with the swallows and Capistrano."

Inez Appleton, App's Music House, Burlington, Ia., writes: "Last month a customer asked for 'Throwline,' and refused to listen to the record we got out until we insisted. After we played it the customer remarked, 'who wudda thought 'Fraulein' was the name of it?'"

That's all for this week. Haven't you some funny experience you'd like to share with the other dealers? Send them to "Over the Counter," care The Billboard, 1564 Broadway, New York 36, N. Y. —FRED PERINITZ.

five times what they were in 1953, and continue to increase steadily. The store sells the area's largest volume of better-priced, high-fidelity players, for example, much of which can be traced to the fact that demonstrations of this sort stress service rather than merely a brand name or a price.

Carry Full Line

"We are careful to carry every advertised accessory in the case," Miss Egan said. "Customers are becoming highly selective when it comes to accessories. We sell a complete choice of needles, diamonds and sapphires, down to low-price utility models, with most of our sales on the top-priced bracket. Similarly, we give the customer a choice of half a dozen record brushes, at least four types of cloths, two varieties of anti-static spray, and an even bigger choice of albums, racks and cabinets. It takes only a few extra minutes per customer to make them thoroughly accessories conscious, and the sales results begin showing up rapidly."

Sound Off!

Phooey From Arizona
To the Editor:

It's a pleasure to read that more and more dealers are getting into print their gripes regarding the record clubs. Maybe a miracle will happen and the big-wigs in the major record companies will realize it's the established dealer who knocks himself out trying to sell all records consistently!

My solution has been to feature, stress, push, plug the records of companies who don't have clubs and who advertise that the records they have to offer are available at the record shop.

As for the dealer participation bit—phooey! I want the customer making tracks to my store to buy singles and LP's and a chance to sell them accessories and better equipment.

Thanks for the chance to sound off. The Billboard is a paper I eagerly await, devour and enjoy.

Athene Poulos
Marsh-Hall Record Shop
Tucson, Ariz.

Delighted With the Business

To the Editor:

Isn't it time somebody said some good things about manufacturers, clubs, racks, etc.?

After 20 years in the music business as musician, disk jockey, wholesaler's rep, manufacturer's executive, publisher and artist promotion man, and yes, retail, too, I'm delighted with the business and weary of the perpetual whiners. Certainly the record business has problems, but if one tenth of the crying effort were devoted to work, intelligent merchandising and sales effort—wow!

Everybody blames the manufacturer for making it easier for people to buy records. I remember that before they did this they begged retailers to promote and sell, offered free classes for clerks (nobody went), gave away mink stoles and trips to Bermuda, trying to get dealers enthusiastic about their own business.

I've called on hundreds of dealers in every State who fought every attempt to better the record industry, who belittled 45's and LP's; dealers who not only couldn't or wouldn't stock many items but even refused to special-order them for people with money in their hot little hands.

If you, as a retailer, are losing your regular customers to clubs, racks and discount operations, if you aren't getting business from the thousands of new customers being created for you, you'd better carefully examine the way you handle the people who do you the favor of walking into your store.

Everybody wants business but nobody wants to work for it. We have self-service now, so who needs to sell? Nobody wants to maintain accurate inventory controls. Don't advertise or promote; don't bother to change the window displays or clean up the place, don't make use of the hundreds of sales aids and display pieces; don't be a merchant, be a critic; don't dare smile and thank the customer; the hell with catalogs, stuffers, mailing lists, etc., ad nauseum.

Am I exaggerating? Not much, and I do know this: The dealers who understand what I've said are the ones who are building a successful business making their customers and the world happier with music.

Del Roy
Los Angeles

Killing the Sale (Cont.)

To the Editor:

I read the letter of George

If you're a dealer, distributor, salesman, rack jobber or manufacturer, send your opinions on present-day retailing practices to The Billboard. Address letters to the Merchandising Editor, The Billboard, 1564 Broadway, New York 36, N. Y.

Jarvin, of Laconia (N. H.) Must on your editorial, "Killing the Sale." I agree with him to the extent of trying to educate the customer. But that's a very ticklish approach, and especially so to let a new buyer make a few errors in selection first. Then when he asks your advice, be frank and helpful.

There are not many dealers or salespeople so well informed that they can set themselves up as authorities on what the customer should buy against his judgment.

A novice in buying records would be suspicious to begin with, fearing that a salesman would be trying to get rid of dead stock or a bad recording. He would also feel secure with a well-known conductor, regardless of the merits of other readings. So your editorial was correct on the diatribe handed out to the customer, at least, the way the customer felt it.

Now for the contest on the best way to handle a customer who asks for the Tchaikovsky "Third Piano Concerto."

"The Third Concerto?" Congratulations! So few people know there is one. You must have a good musical background. I personally like it as well as the first. The only recording of it, Concert Hall's, with Newton-Wood playing; Walter Gohr, conducting, has been deleted from the catalog. I sold a few when it first came out. If you wish, I will try and get a copy of it. Have you ever heard his "Concert Fantasy," another piano and orchestra work by Tchaikovsky? You must get on my mailing list if you like good music. What is your name?

Louis Fritze
Arthur Smith Music Company
Tampa, Fla.

• My name is Ralph Freas and my face is red. When we suggested in this column that dealers compete to see who would best handle a customer asking for Tchaikovsky's "Third Concerto," we had no idea there actually was one. Astute dealer Fritze was not alone in pointing to the Concert Hall recording (see below). Let's continue the contest anyhow with Brahms' "Fifth Symphony" with the hope that the work was new written and recorded.

—Editor.

To the Editor:

With reference to Tchaikovsky's "Third Piano Concerto," I would say: "Here you are, sir, a true collector's item on LP, made exclusively by Concert Hall Society."

Bob Rippey
Triangle Record Shop
Waukesha, Wis.

To the Editor:

If a customer would like to buy a copy of Tchaikovsky's "Third Piano Concerto," I think the logical and only too sensible thing would be to try to get him a copy of Concert Hall CBS 1126, Tchaikovsky's "Piano Concerto No. 3, played by Newton-Wood."

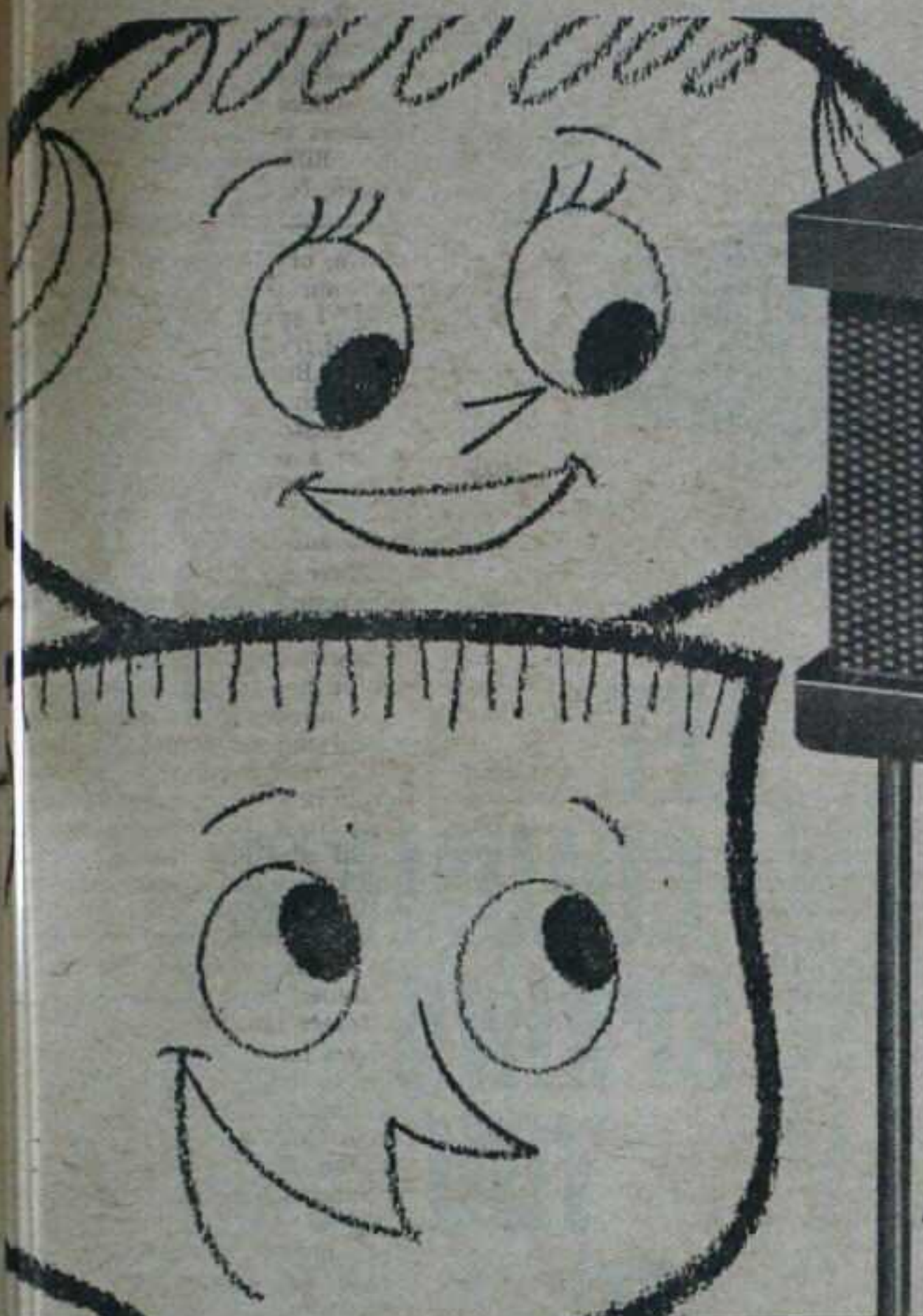
Now, if someone asked for Tchaikovsky's "Fourth Piano Concerto . . ."

Ray Robison
House of Records
Minneapolis

• The Billboard congratulates readers Rippey, Robison and Fritze on their sound knowledge of catalog. Those who, like us, were not aware of the Concert Hall recording and who write in with ideas on how to handle the customer who asks for the work, are not disqualified from the contest. Now, about Brahms' "Fifth Symphony." —Editor.



Fran Egan gives a lot of credit to a prominently located display case for heavy accessory sales. Here she shows two customers how effective brushes, cloths and sprays can be in keeping records in good shape.



V-M/Model 1280
\$94.95*

Advertising to Youth Pays Off!

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You can offer them this handsome tubular steel phonograph stand ABSOLUTELY FREE with the purchase of most V-M portable phonographs—and it's a genuine \$4.95 value. ORDER YOUR STANDS NOW AND PROMOTE THEM AS A GRADUATION ITEM!

...MORE V-M PROMOTION DESIGNED TO HELP YOU SELL...

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Now available . . . A complete mat ad service designed for school papers features attractive ads that give local dealers a hard plug. These tie-in directly with V-M's extensive advertising in teen market publications such as SEVENTEEN, SCHOLASTIC ROTO and others.

The Teen-Age Market is a Vast Market . . . Don't Overlook it!

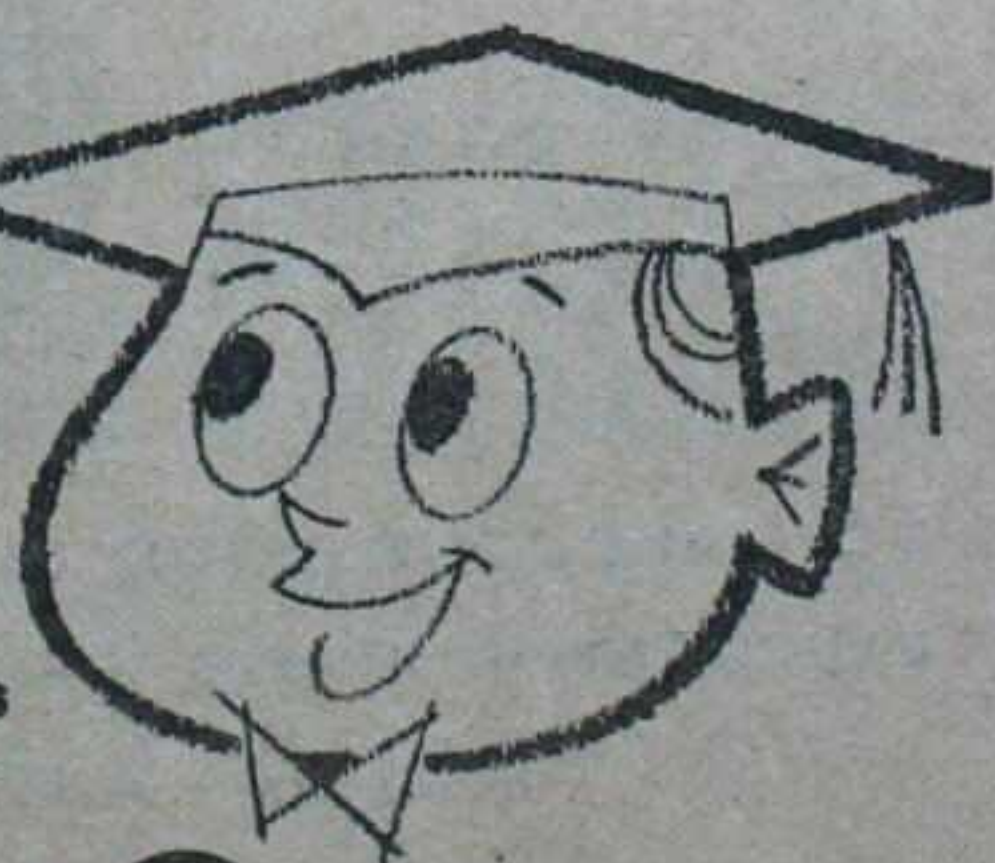


Move The Teen-Age Market to Your Store! Stock And Sell V-M! Call Your Distributor Today!

TIE-IN WITH LOW COST, BIG RETURN HIGH SCHOOL NEWSPAPER ADVERTISING. YOUR HIGH SCHOOL REPRESENTATIVE HAS V-M MAT ADS ESPECIALLY PREPARED FOR YOU!



V-M/Model 1276
\$79.95*
*slightly higher in the West.



the Voice  of Music®

V-M CORPORATION • BENTON HARBOR, MICHIGAN

WORLD FAMOUS FOR THE FINEST IN TAPE RECORDERS, PHONOGRAPHS AND RECORD CHANGERS



LET
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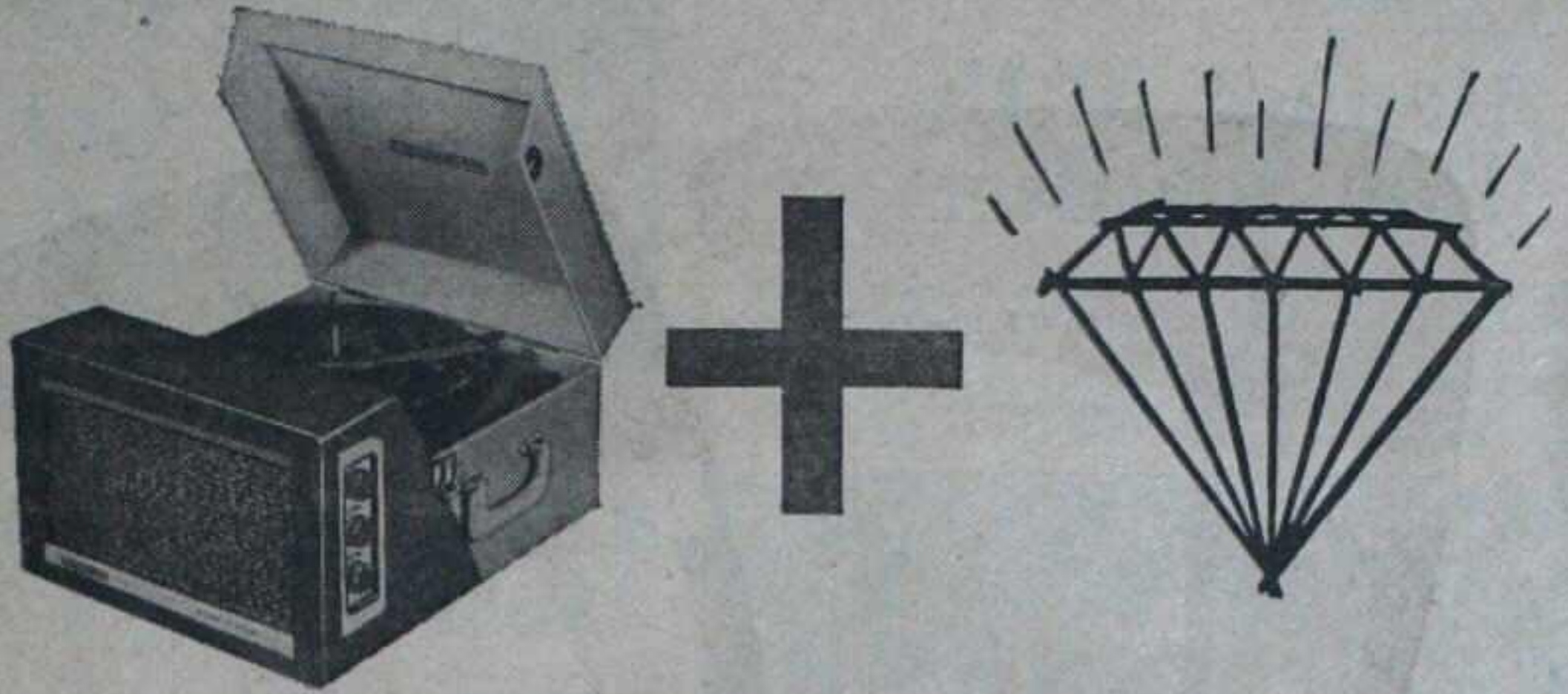
PLAY

TO MAKE THIS YOUR BIGGEST SPRING GIFT SEASON EVER IN THE PHONOGRAPH BUSINESS — HERE'S AN EXTRAORDINARY, TRAFFIC-BUILDING SPRING PROMOTION.

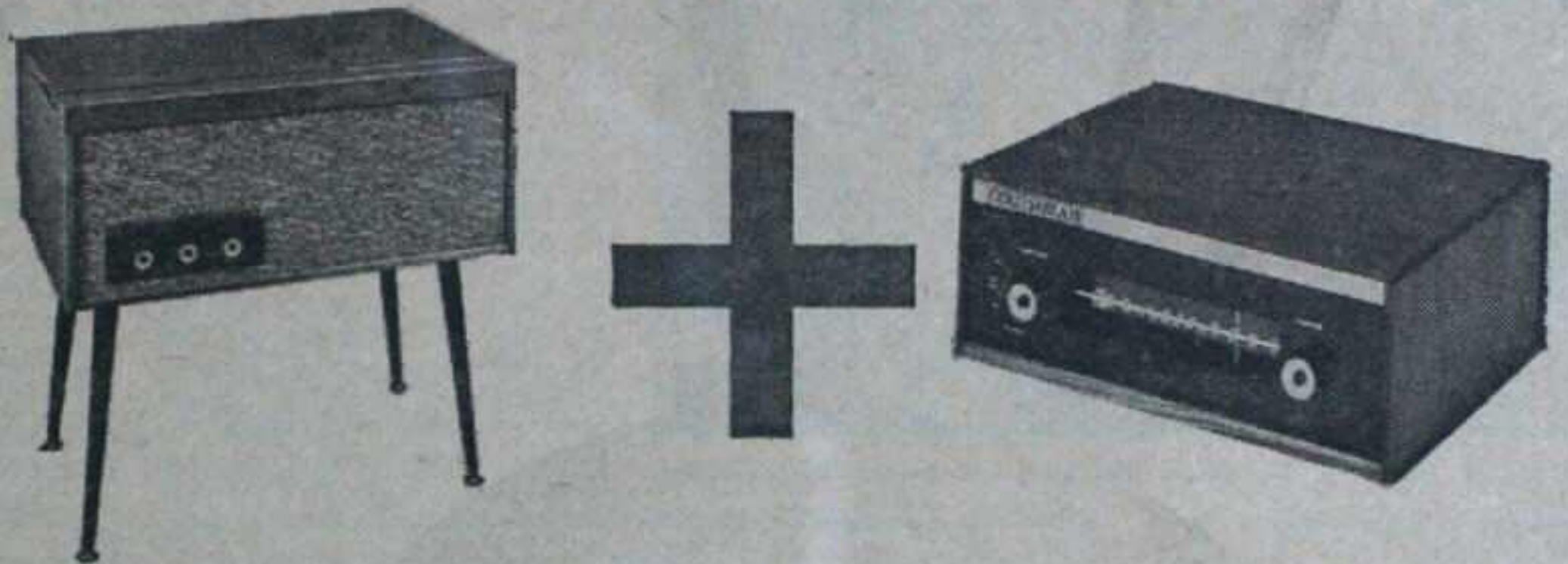
- It's designed to:*
1. Provide consumer bonus-appeal throughout the complete Columbia Phonograph line—almost every model—for every profit.
 2. Bring in more buying customers.
 3. Protect your profit margin.

You take no price cut on phonographs. You sell them at your regular price, make your regular profit.

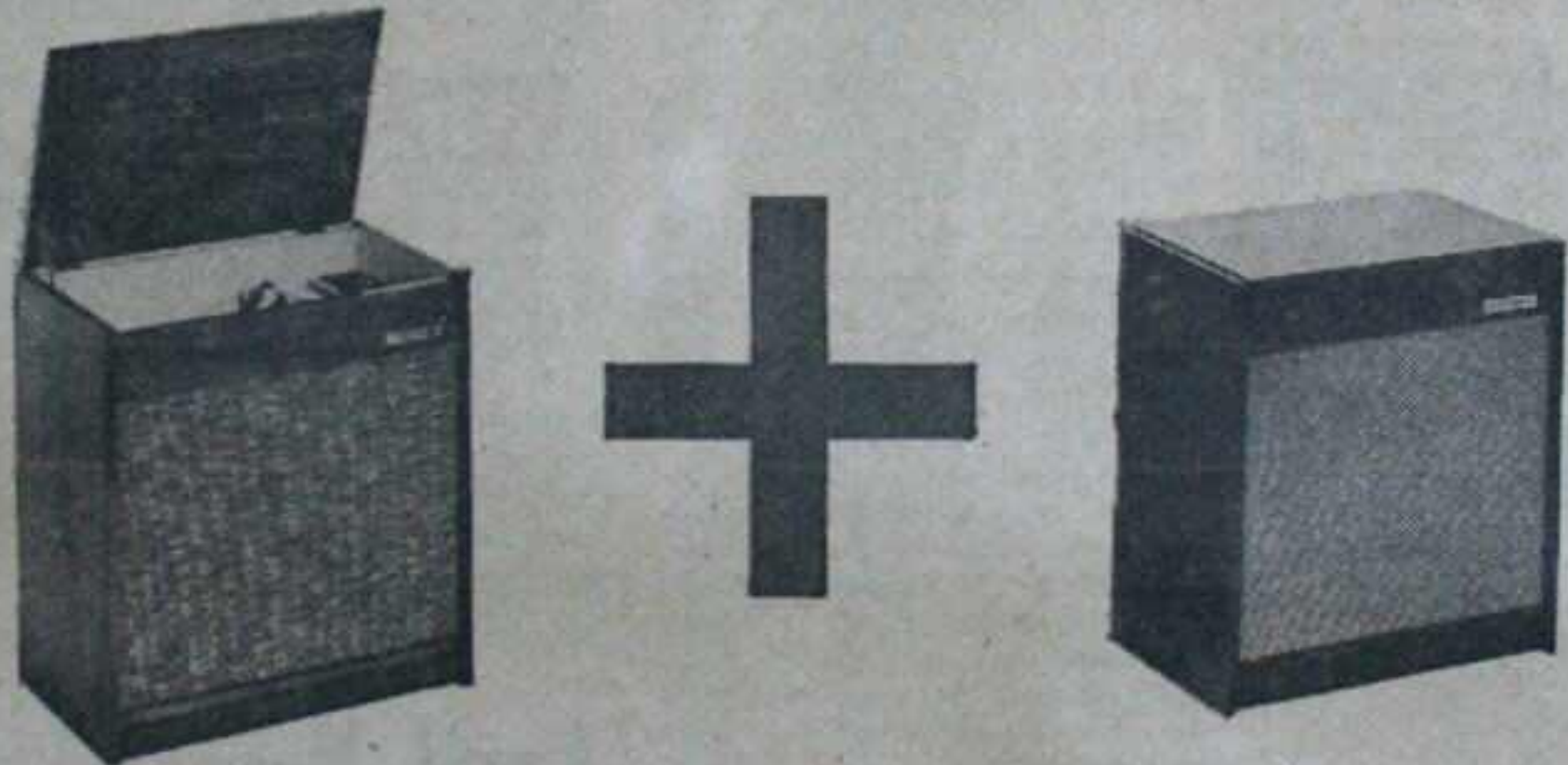
HERE'S HOW
THE
HI-FI PLAY-MATES
PROMOTION
WORKS:



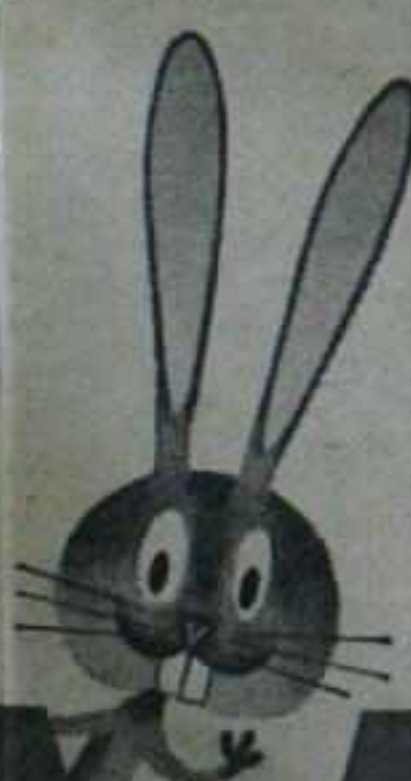
1. SELL MORE COLUMBIA HIGH-FIDELITY PORTABLES BY OFFERING DIAMOND NEEDLES FOR ONLY 98¢. SAVE YOUR CUSTOMER \$24.00.



2. SELL MORE COLUMBIA PHONOGRAPH CONSOLES BY OFFERING SUPERB AM-FM TUNERS FOR ONLY \$49.95. SAVE YOUR CUSTOMER \$50.00.



3. SELL MORE COLUMBIA "572" 3-SPEAKER HIGH-FIDELITY CONSOLES BY OFFERING A MATCHING 3-SPEAKER AUXILIARY SYSTEM FOR ONLY \$49.95. SAVE YOUR CUSTOMER \$50.00.



MATE PROFITS

ALL MORE OF ALL COLUMBIA HIGH-FIDELITY PHONOGRAPHS OFFERING \$40 COLUMBIA RECORD LIBRARY FOR \$9.95.

YOUR COLUMBIA DISTRIBUTOR HAS MORE PROFIT NEWS FOR YOU ON MODEL 516. CALL YOUR COLUMBIA DISTRIBUTOR IMMEDIATELY FOR DETAILS! AD MATS! DISPLAY MATERIAL! OFFER ENDS MAY 31st.

exciting consumers nationally through page full-color advertising in Life, The Year, New York Times Home Fashions

YOUR BIGGEST SELLING EVENTS COME FROM

HIGH-FIDELITY EQUIPMENT BY **COLUMBIA**

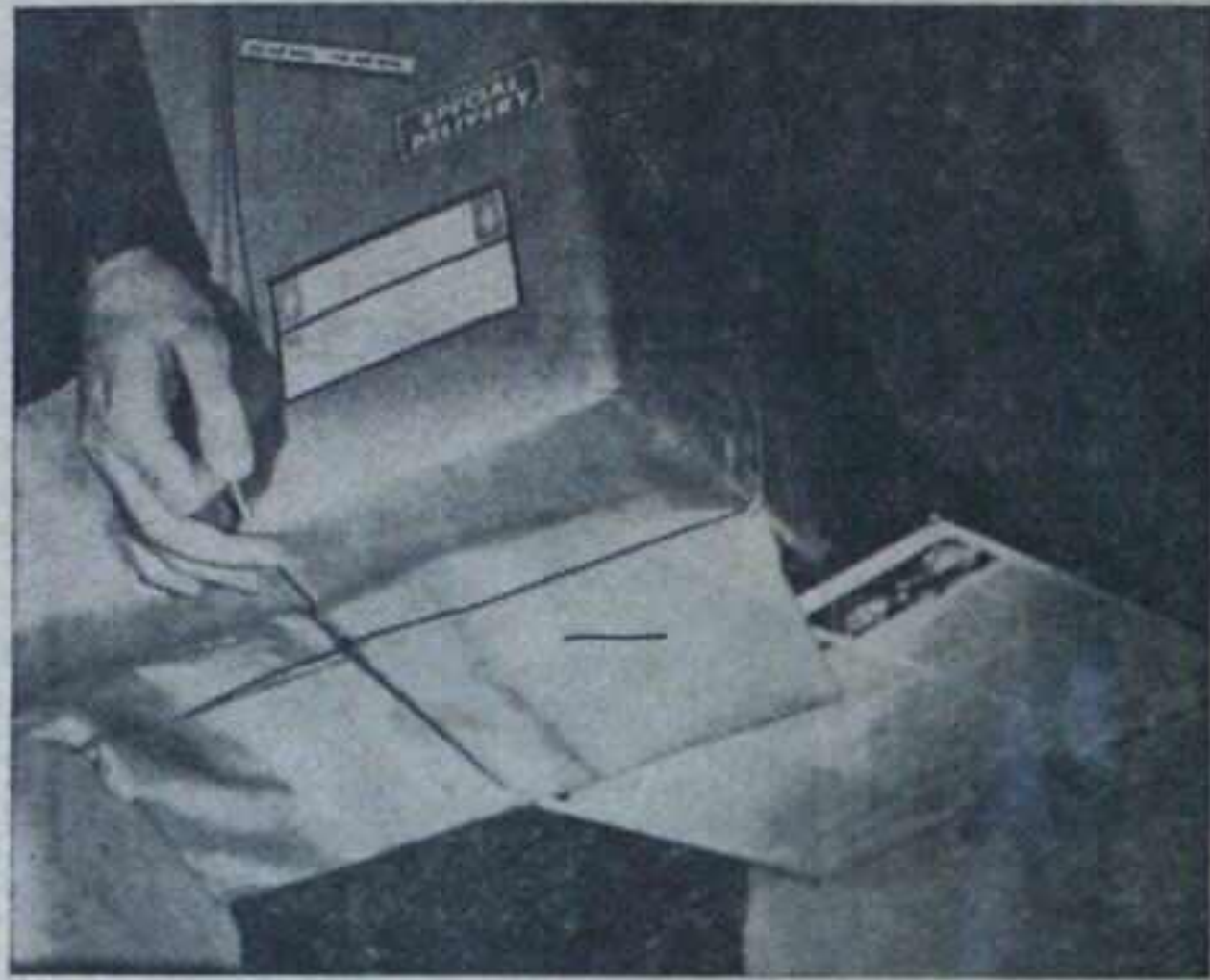
A Division of the Columbia Broadcasting System. © "Columbia" ® ℗ Marcos Reg. Prices are suggested list.

BOTTOMS UP!

Menace of the 'Booster Box'

Surveys have shown that pilferage losses due to amateurs, teen-agers and "sick" people, are relatively minor. The real enemy of disk dealers and retailers generally is the "pro"—the guy who

Known to police and underworld as a "booster box," the carton is addressed to a fictitious address, wrapped in paper and ingeniously tied with string. A slight tug on the string from



A tug at the string, the bottom flips open and another LP disappears.

makes a living preying on his fellow humans.

And until recently, the password among record dealers was—"watch out for briefcases, large overcoats and shopping bags." Now, something new has been added. It's the package that looks like a sealed carton, ready for mailing. It's not ready for the post office, however. It's only ready for stealing records.

either side automatically opens a 14 by 16-inch space on the bottom of the package.

One could call this a variation on the well-known cigarette commercial theme—the flip-top box—except that the box flips open from the bottom. And a thief, with just a little practice, can actually stash 20 LP's into it before you can say "Mantovani."

Which Tape Type Are You?

A new guide to help consumers select the right magnetic tape for their recording needs has been announced by Minnesota Mining and Manufacturing Company.

Called "Which Tape Are You?" the new folder illustrates the outstanding features of each of the eight popular "Scotch"

brand magnetic tapes for audible range recording with a "one man rogue's gallery" series of photos.

In addition the 16-panel accordion type folder provides descriptions of each of the tapes including such things as playing time, special features, backing thickness and applications. Accessory items are described and illustrated and a convenient playing time chart and tips on dry lubrication are included.

The folder can be obtained for over-the-counter use in quantity from 3M salesmen or distributors of "Scotch" brand magnetic tapes.

Dress-Up for Oxford Kits

Oxford Components, Inc. (Chicago) is making its complete line of "Rear Seat Hi-Fi" kits available in completely new display packaging. The firm expects the packages will help the automobile



speaker packages to "sell themselves."

The unit featured in the new packaging is the "twin cone" speaker. Checking inventory of the speakers will be easier because of the large lettering for model number and the other pertinent information on the outside of the package.



Wrapped and sealed, the box looks ready for the post office.

\$3 SAVING

Audio Book Spring Deal

Record dealers can offer "Listener's Library" packages of 16 r.p.m. record albums at special prices in a spring promotion by Audio Book Company.

As outlined by Lee Selent, sales v.-p., the deal lets dealers sell three adult "great literature" albums worth \$12.95 for \$9.95. Four children's albums, worth \$12.50, also is offered for \$9.95.

The adult set consists of "The Complete Sonnets of William Shakespeare," read by Ronald Colman; "The Audio Book of Famous Poems," read by Marvin Miller, and "The Trial of Socrates," read by Thomas Mitchell.

The children's set is composed of "Storytime Favorites," "Alice in Wonderland," "The Merry Adventures of Robin Hood" and "A Child's Garden of Verses."

Stressing the theme that one sale leads to another, a dealer mailer points out the facts that Audio Book "Literature for Listening" records sell consistently once the consumer listens to a single album. The package offer is designed to interest record buyers in the complete line of 16 r.p.m. disks manufactured by the company.

Backing the promotion are newspaper mat ads, window banners and a point-of-purchase display rack which holds all seven of the specially-priced albums.

April Bargain By Sylvania

A special furniture-style base for a 17-inch television portable is Sylvania's April Promotion-of-the-Month.

John E. Lau, division sales promotion manager, said the base, with a retail value of \$19.95, would be offered to consumers for only \$5.99 with the purchase of a 1958 Sylvania 17-inch portable. The base is styled in mahogany and blond grained finishes to match models in the 1958 Sylvania portable line which was introduced to the public this year.

Mr. Lau said the offer had special significance since "over 80 per cent of all portable TV sets are purchased for use in living rooms and bedrooms."

WEBCOR FREE TAPE OFFER

A free stereo tape library worth \$55.70 will be offered free to purchasers of Webcor "Stereo-fonic" tape recorders during April. The library consists of six Bel Canto tapes. Selections include "My Fair Lady" and "The King and I," "Oklahoma," "South Pacific," "Nutmacker Suite," "Gershwin Medley" and "Dance Hits of the 30's and 40's." The program ends May 1st. Webcor says this is one of several promotions planned for spring.

Portable Radios to Get Victor Ad Head

Window displays and "intensive" trade and consumer advertising will be built around the "outdoor living" theme to promote the RCA-Victor line of portable radios during the spring and summer. The program is being announced by Russ Conley, ad and sales promotion manager of the firm's Radio "Victrola" division.

In a large six-foot display, Vaughn Monroe is pictured dropping an RCA-Victor portable radio on a glass topped dinette table. An acetate cover—simulating a cracked table top, will be placed over the table to give the

effect of an unharmed crashing the table top. Dealers are expected to use a variation of this idea, including one in which the radio appears to be breaking through the store window.

Other displays with the "door living" theme will be used. Dealers will display Polaroid cameras and barbeque grills. These articles will be the property of the dealer when the promotion is over.

In-store displays will feature humorous animal cut-outs which will be attached to portable radios. A kangaroo shows how the table will fit into a pocket and a rabbit with flexible ears shows the advantages of the firm's "Wavefinder" antenna.

Backing up the promotion is radio and TV advertising and other aspect of the program. An increase in co-op funds for local ads is also in the plan.

DuMont Bonus Disk Deal

DuMont is offering bonus records in a promotion on two series of hi-fi phonographs. The bonus records are from the Westminster catalog.

A package of 10 12-inch LP's will be offered free with a purchase of a phonograph in the DuMont "Collector" series. Five 12-inch LP's will be offered with a phonograph in the "Playboy" line. The bonus records include such works as Beethoven's Fifth Symphony, Appassionata and Moonlight Sonatas, Grieg's Piano Concerto and Tchaikovsky's Violin Concerto.

Sales leaders in DuMont's "Collector" series are the "Governor Winthrop" and "Charleston" phonographs. The "Playboy" series includes the "New Yorker" and the "Sound Stage."

Pitch Text to Hi-Fi Tyros

"Inside High Fidelity" is the name given to a new promotional brochure prepared by Sylvania, Inc. The brochure, 16 pages long and printed in two colors, gives basic information to answer the question: "What's a Hi-Fi?" Copy is slanted toward the beginning hi-fi listener and the possible purchaser of packaged hi-fi. It steers clear of too technical data, specifications and audiophile jargon.

Sylvania will make the brochure available in quantity to dealers who can use it as a direct mail piece or stuffer. A tab on the last page lists the names of all Sylvania distributors and readers are directed to call the distributor for the name and address of the Sylvania dealer nearest to them.

New Stereo Cartridge

Electro-Sonic Laboratories (Long Island City, N. Y.) is showing its version of a stereo cartridge designed to reproduce records cut via the Westrex 45-45 system. An important element in the cartridge, according to the firm, is the patented D'Arsonval movements, similar to the ESL C-60 Series cartridge.

The two rotating coils form a V-shape with the apex at the stylus shoe. The radius of the stylus is .7 mils. The range claimed for the unit is from 20 to beyond 18,000 cps.

The cartridge will fit all standard arms. A three terminal output is provided.

Audio Show By 3 Firms

NEW YORK—What amounted to a stereo-slanted "Junior Audio Show" was held here last week at a West Side hotel by three manufacturers of audio products, showing off new products. Marantz can be adapted readily for use with multi-channel audio systems.

Participants in the show, which dealers and press were invited, included Marantz Company (amplifiers), KLH Research and Development (loudspeakers), and Grado Laboratories (cartridge tone arms).

Marantz took the wraps off a new 30-watt basic amplifier, compact unit that's based on circuitry of the firm's larger amplifier and which can operate nicely in pairs, with associated equipment, for stereo use. Price: about \$147.

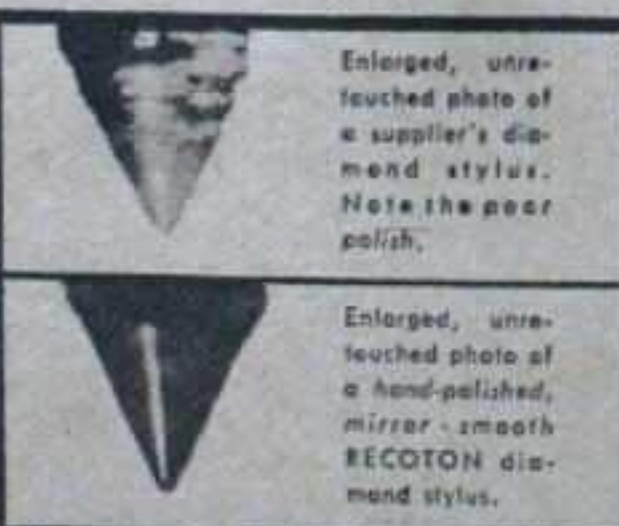
KLH premiered its "Model Six," a bookshelf-sized, acoustic-suspension loudspeaker system which performed smoothly and impressively over a wide range and whose audio net will be \$39 in a choice of three finishes. A feature of the demonstration was the use of the Model Six in pairs for stereo effect.

Grado showcased its recently introduced cartridge, which sells for \$45, and its \$29.95 tone arm and \$15 transformer. The Grado equipment was used with a variety of test records for mono playback.

GE to Enter Phono Field

The General Electric Company is entering the phonograph field. The firm, long established in the radio, housewares and hi-fi component field, plans a line of portable and table model packaged phonos for the fall market.

The first models will be introduced at trade shows in the summer, and will be in stores shortly after. They are being produced at the firm's Utica, N. Y., radio receiver department.



Enlarged, unretouched photo of a supplier's diamond styli. Note the poor polish.

Enlarged, unretouched photo of a hand-polished, mirror-smooth RECOTON diamond styli.

BEWARE OF MISLEADING ADVERTISING

A supplier's advertising states that their diamond styli are "perfect for your phonographs."

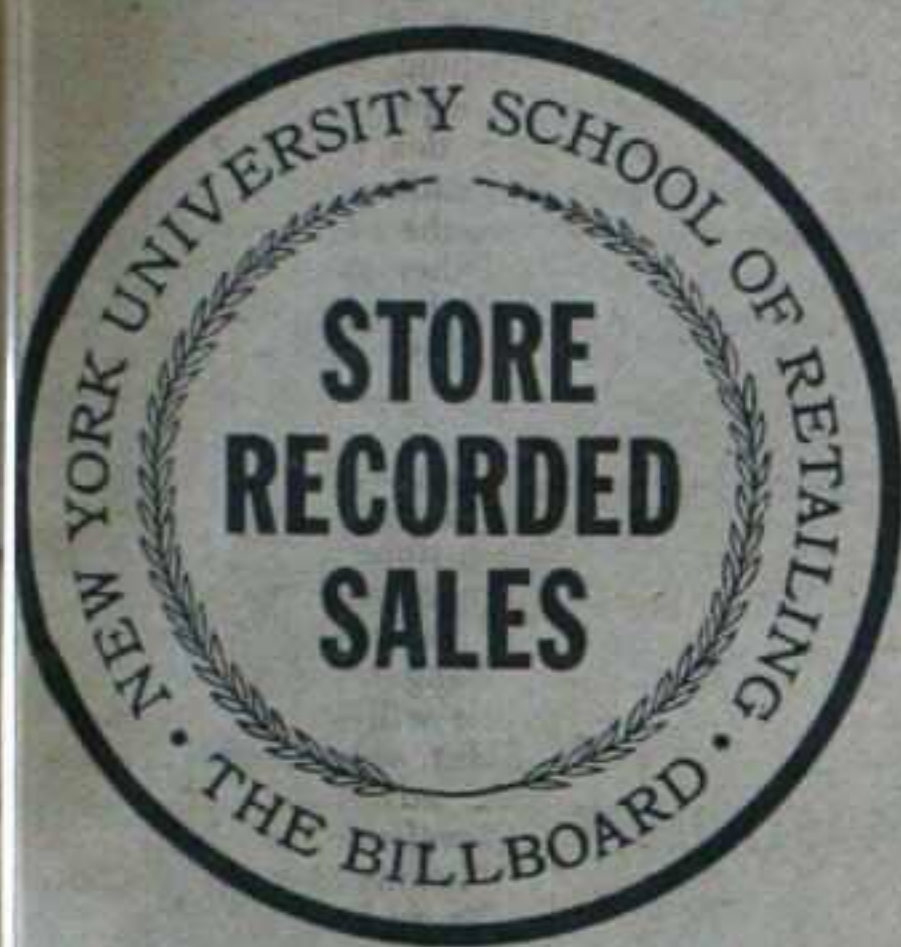
THIS IS NOT TRUE! The supplier's styli are generally badly formed and roughly chiselled, as the above unretouched photo proves.

RECOTON diamond styli are hand-polished, mirror-smooth to assure customer satisfaction, good will and higher profit. And—remember that **NOBODY SELLS FOR LESS!**

Insist on RECOTON.

Recoton Corporation
52-35 Barnet Ave., Long Island City 3, N. Y.
In Canada: Quality Records, Ltd., Toronto

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



THIS LABEL...

... displayed in the charts in this issue, indicates that the information contained in these charts is gathered under the direct supervision of the New York University School of Retailing—a leader in the field of modern marketing survey methods.

These charts are based on actual cash-register sales, not opinion, and represent almost 10,000 individual sales by a rotating dealer sample scientifically selected to be representative of all dealers in the nation. The master survey list of almost 9,000 dealers was made available through the co-operation of record manufacturers and their distributors.

These charts enable everyone in the music-record industry to learn faster and more accurately than ever before exactly what records are moving up and what records are moving down the ladder of public popularity.

The Billboard and the New York University School of Retailing have scored a "first" in retailing history survey methods, for never before have dealers across the nation been supervised by a leading university in producing for themselves a weekly survey of merchandise that is moving across their counters into the hands of consumers.

The Purpose:

So that record dealers can make more profits because of easier-to-follow and faster record-buying guides that will enable them to buy more intelligently and inventory more carefully than ever before.

In Addition:

Juke box operators are able to program their machines to more rapidly meet the changing tastes of the American public.

Disk jockeys can program from charts that reflect the fast-changing preferences of their listeners.

These charts provide the entire music industry with the fastest, most accurate measure of best selling records—for all speeds, sizes and categories.

EDITORIAL EXCELLENCE — 1958 STYLE

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



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING MARCH 22

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

This Week		Last Week	Weeks on Chart
1.	The Music Man Original Cast, Capitol WAO 990	1	6
2.	Come Fly With Me Frank Sinatra, Capitol W 920	3	9
3.	My Fair Lady Original Cast, Columbia OL 5090	2	104
4.	Around the World in 80 Days Sound Track, Decca DL 9046	11	53
5.	Hymns Tennessee Ernie Ford, Capitol T 756	5	66
6.	Oklahoma! Sound Track, Capitol SAO 595	9	133
7.	The King and I Sound Track, Capitol W 740	10	90
8.	Spirituals Tennessee Ernie Ford, Capitol T 818	—	31
9.	The Seven Hills of Rome Mario Lanza, RCA Victor LM 2211	7	3
10.	Warm Johnny Mathis, Columbia CL 1078	12	15
11.	Ricky Ricky Nelson, Imperial IMP 9048	13	21
12.	Where Are You? Frank Sinatra, Capitol W 855	21	21
13.	Shillelaghs and Shamrocks Bing Crosby, Decca DL 8207	—	1
14.	Dukes of Dixielands, Vol. 3 Audio Fidelity, AFLP 1851	6	23
15.	Pal Joey Sound Track, Capitol W 912	8	21
16.	South Pacific Sound Track, RCA Victor LOC 1032	—	1
16.	South Pacific Original Cast, Columbia OL 4180	—	209
18.	The Eddy Duchin Story Sound Track, Decca DL 8289	15	79
19.	Pat's Great Hits Pat Boone, Dot DLP 3071	19	24
20.	Till Roger Williams, Kapp KL 1081	—	1
21.	Eydie Gorme Vamps the Roaring Twenties ABC-Paramount, ABC 218	—	1
22.	West Side Story Original Cast, Columbia OL 5230	24	3
23.	Wonderful, Wonderful Johnny Mathis, Columbia CL 1028	—	22
24.	Loving You Elvis Presley, RCA Victor LBM 1515	—	24
25.	Songs of the Fabulous Fifties Roger Williams, Kapp KXL 5000	—	45
25.	'S Marvelous Ray Conniff, Columbia CL 1074	—	12

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

618

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

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

• Review Spotlight on . . .

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

Popular Albums

GOOD NIGHT, DEAR LORD (1-12") — Johnny Mathis With Percy Faith Ork. Columbia CL 1119

A beautiful set of religious songs, rendered with feeling and sincerity by the artist. Lovely ork settings are by Percy Faith. This could have wide appeal. The set is a nice change of pace for the singer, and can go as well as his previous efforts. Spirituals, hymns (new and old), with an especially moving "Ave Maria" are included. Good cover shot of artist.

FOREIGN AFFAIR (1-12")—Frankie Laine With Michel Legrand Ork. Columbia CL 1116

This is one of the singer's finest album efforts. Imaginative ork support is by Michel Legrand. The chanter's rendition of "Laura" is enough to sell the set. It's done with both French and English lyrics. The other selections comprise a listenable array of American and international standards. Good cover shot of the artist.

BROADWAY! (1-12")—The Norman Luboff Choir. Columbia CL 1110

A fine collection of show tunes gets the Luboff touch here with emphasis on the male segment of the group. Arrangements are clean and fresh on such tunes as "Another Op'nin', Another Show," "Out of My Dreams," "Come to Me, Bend to Me," etc. Cover is an interesting night photo of Broadway. Air plays are very likely here and the set can take its place on any browser or rack.

Low-Price Popular Album

THE MUSIC MAN (1-12") — Various Artists. Waldorf Music Hall MHK 33-1248

A smoothly performed, well-recorded album that captures much of the nostalgic, brash-yet-innocent quality of the season's hottest legit musical. It's \$1.98 tag and neat performances by Louis Winter and Artie Malvin, plus a cover of the principals in costumes resembling the original, should increase its appeal to budget buyers.

Jazz Album

JAZZ CORNUCOPIA (1-12") — Various Artists. Coral CRL 57149

The selections are taken from some of the

label's best previous jazz releases. It features numbers by some of the top musicians and arrangers on the jazz scene today—Gerry Mulligan, Zoot Sims, Bob Brookmeyer, Art Farmer to mention a few. Included are five different groups on seven great sets. It can appeal to any jazz fan. Strong potential.

Classical Albums

THE WONDERFUL WALTZES OF TCHAIKOVSKY & STRAUSS (1-12")—The Philadelphia Orch. (Ormandy). Columbia ML 5238

Sure fire program of perennials receives glowing treatment by the Philadelphia Ork. Recording is excellent, so the group's brilliant playing makes its full impact. Tchaikovsky contributions are taken from "Swan Lake," "Nutcracker Suite," etc. Strauss is represented by "Blue Danube," "Emperor Waltz" and "Roses From the South."

PROKOFIEV: CONCERTOS NOS. 1 & 2 FOR VIOLIN & ORCH. (1-12")—Issac Stern, Violin

(Continued on page 22)

— Album Cover of the Week —



KENYA, Roulette 52006. Color photo by Lester Krauss is a real eye-catcher. The African masks are excellently highlighted and give indication of the album contents. It should help attract sales.

• Most Played by Jockeys

FOR SURVEY WEEK ENDING MARCH 22

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

1. **COME FLY WITH ME**
Frank SinatraCapitol W 920
2. **'S MARVELOUS**
Ray ConniffColumbia CL 1047
3. **MUSIC MAN**
Original CastCapitol WAO 990
4. **LESTER LANIN AT THE TIFFANY BALL**
Lester LaninEpic LN 3010
5. **WARM**
Johnny MathisColumbia CL 1078
6. **JUST ONE OF THOSE THINGS**
Nat King ColeCapitol W 903
7. **A SWINGIN' AFFAIR**
Frank SinatraCapitol W 803
8. **THE LATE, LATE SHOW**
Dakota StatonCapitol T 876
9. **GLENN MILLER, CARNEGIE HALL CONCERT**
Glenn MillerVictor LPM 1506
10. **WE GET LETTERS**
Perry ComoVictor 1463



Best Selling Pop EP's

FOR SURVEY WEEK ENDING MARCH 22

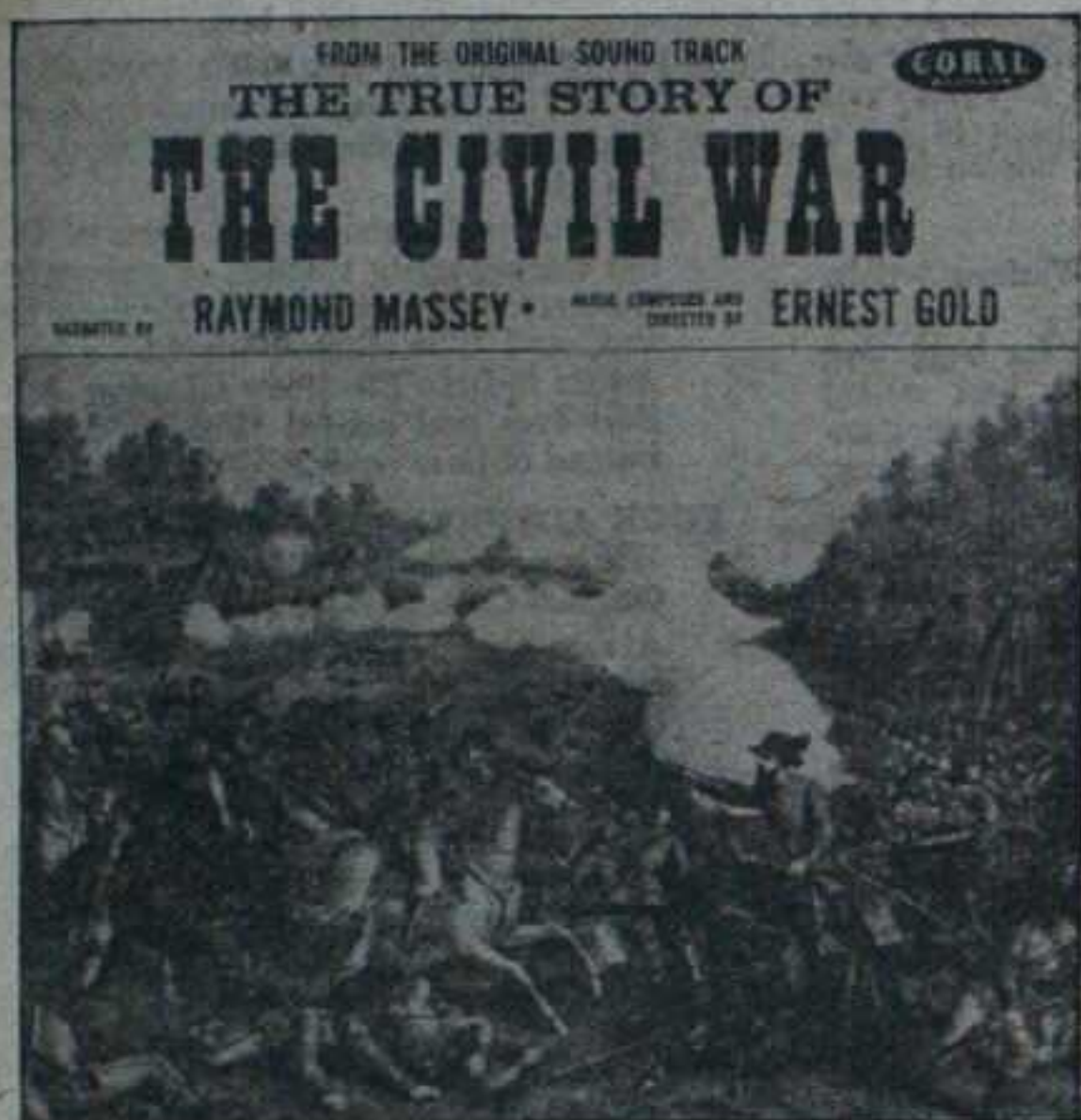
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1. **JAILHOUSE ROCK**
Elvis PresleyRCA Victor EPA 4114
2. **RICKY**
Ricky NelsonImperial EP 153
3. **HYMNS**
Tennessee Ernie FordCapitol EAP 1-758
4. **JOHNNY MATHIS**
Columbia EP B-8871
5. **COME FLY WITH ME**
Frank SinatraCapitol EAP 1-920
6. **FOUR BY PAT**
Pat BooneDot DEP 1037
7. **ELVIS**
Elvis PresleyRCA Victor EPA 932
8. **LOVING YOU**
Elvis PresleyRCA Victor EPA 1-1513
9. **THE EVERLY BROTHERS**
Cadence CEP 105
10. **SPIRITUALS**
Tennessee Ernie FordCapitol 1-514

NEW



ALBUMS



From the Original Sound Track
**THE TRUE STORY OF
THE CIVIL WAR**

Narrated by
RAYMOND MASSEY
Music composed and Directed by
ERNEST GOLD

CRL 59100

ROBERTO *presents*
A Musical Thrill in Superb Hi-Fi . . .



**I LOVE
GINA**
CRL
57152



**ANITA
MY
LOVE**
CRL
57154



**MY
LOVE
FOR JANE**
CRL
57153



**JAZZ
CORNUCOPIA**

Many Albam and
The Jazz Greats
Al Cohn Quintet
Gerry Mulligan
Joe Newman
Shelle Manna
Zoot Sims
Anthony Ortega
Bob Brookmeyer

CRL 57149

**JEROME KERN
SONGBOOK
BETTY MADIGAN**

CRL 57192

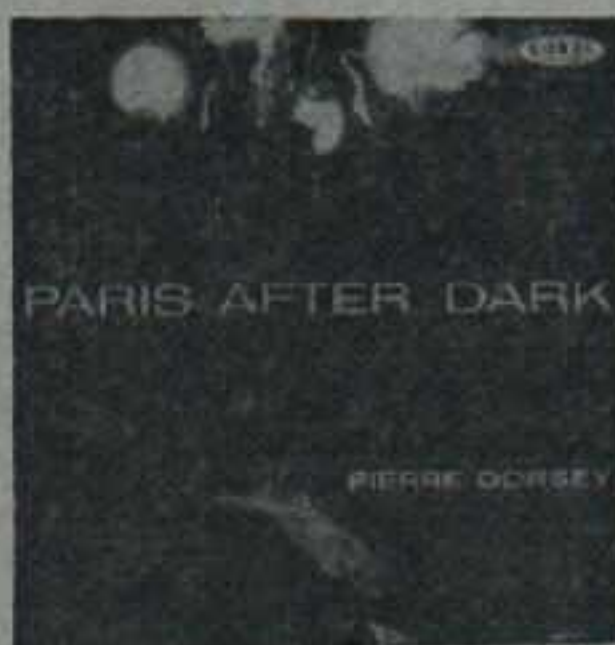


**THE FABULOUS BILL HOLMAN
BILL HOLMAN**



CRL
57188

PARIS AFTER DARK



CRL
57202

**THE KID FROM SALT LAKE CITY
DENO KANNES**



CRL
57205

Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise—Top Demand

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

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

POPULAR ★★★★★

JOHNNIE RAY IN LAS VEGAS

(1-12") Columbia CL 1093
A nicely varied set of tunes by the artist. They are part of the program presented in his night club appearances. In addition to the standards, three of his biggest record clicks are also included. Other selections include "Just Walkin' in the Rain," "Yesterdays" and a medley of "Cry" and "Little White Cloud That Cried." This can go well.

PERCY FAITH PLAYS MUSIC FROM SOUTH PACIFIC

(1-12") Columbia CL 1105
Percy Faith's previous instrumental collections of show scores ("My Fair Lady," etc.) have done well, and this package should meet with equal sales success. Keyed to current release of film version of "South Pacific," the LP spotlights Faith's usual lush orchestrations. A prime jockey item.

HAVE A WONDERFUL WEEKEND

Mitchell Ayres Ork (1-12") RCA Victor LPM 1603
Mitch Ayres, featured on Perry Como's NBC-TV show, provides a tasteful batch of easy swinging instrumental versions of such fine standards as "Lullaby in Rhythm," "You Stepped Out of a Dream," etc. It's a danceable package and liner endorsement by Como could hypo sales. Good jockey wax. A "Save on Records" special.

SUMMER LOVE

Sound Track (1-12") Decca DL 8714
The tuneful sound track score from the coming flick can go well with teens. Box office appeal of stars John Saxon and Molly Bee add potential to the group of rock and roll tunes that are presented by Jimmy Daley and the Ding-A-Lings. Molly Bee also has a few songs. Numbers include "To Know You Is to Love You," "Calypso Rock" and the title tune. Flick showings should stimulate sales.

THE ROARING 20'S

Enoch Light & The Charleston City All Stars (1-12") Grand Award G. A. 33-370
A hymn of praise to the era of rickety tick. This is a program of tunes like "Four Leaf Clover," "Ain't We Got Fun," and that Billy Rose classic, "Barney Google," etc. performed in the whispering sax type orchestrations, characteristic of the 20's era. This can be profitable.

LET'S GET AWAY FROM IT ALL

Ray Ellis Ork (1-12") Columbia CL 1097
An excellent album of background pop fare. On numbers like "Mountain Greenery," "Long Ago and Far Away," "Let's Get Away From It All," Ellis shows his constant sense of freshness

In bright ork values. Chorus is used instrumentally in some bands. Salable cover shows Ellis on a crazy tandem bike with three equally crazy chicks. Eye and ear appeal here.

WALTZES FOR DANCING

Enoch Light Ork (1-12") Grand Award G. A. 33-372
Enoch Light's ork plays 14 romantic, waltz selections—"Wonderful One," "Always," "Beautiful Ohio," etc.—in this tasteful, sentimental package. Sock nostalgia for jocks and post-teens. Solos by "name" musicians Tony Mattola, Dick Hyman, Bobby Byrne, and Charlie Margulis.

BLUE SWING

Eileen Rodgers with Ray Conniff Ork (1-12") Columbia CL 1096
In this first LP album by Eileen Rodgers, her fine, swinging voice, clear diction and keen sense of phrasing are showcased in a dozen blues-flavored standards like "Solitude," "Wabash Blues" and "Some of These Days." A top-notch performance by Miss Rodgers, solid backing by Ray Conniff and an attractive cover. She has strong potential as an album artist.

POPULAR ★★★

SAIL ALONG SILV'RY MOON

Billy Vaughn (1-12") Dot DLP 3100
The style set by Billy Vaughn on his hit recording of "Silv'ry Moon" is repeated in a brace of other standards in this package. There's a pleasant, quiet rock & roll beat on all the tracks, and it makes for good listening and dancing. The wailing saxophone sound is bound to gain in favor, while Vaughn's name value should create a good share of extra sales. Consistent, tho not spectacular sales.

PROS & CONNS

Bill Page (1-12") Dot DLP 3082
This journey into the roaring '20's is a musical joy, for its performance technically as well as the great sound reproduction. Bill Page's versatility on a variety of reed instruments is pleasing, but infinitely more so are the wild arrangements of such tunes as "Chicago," "It Had to Be You," "Ja Da" and "Sleepy Time Gal." It's a mirthful happy stomp from the opening track to the closer, and well worth all the exposure it can be given. Hi-fi addicts will whoop for joy.

HI-HO

Mary Martin (1-12") Disneyland WDL 4016
Mary Martin's spooning of the many delightful songs from numerous Walt Disney films is a sheer delight. Package is definitely adult music, with Miss Martin's perky lit on such gems as "Lavender Blue," "Some Day My Prince Will Come" and "Hi-Ho" a winsome, captivating cut of LP. Camarata's ork and chorus back beautifully. Despite the atrocious cover, the wax can entice listeners.

SOMETIMES I'M HAPPY

Jill Corey, Glenn Osser with Ork (1-12") Columbia CL 1098
Matching the clever double cover, thrush delivers six cheerful and six unhappy ballads with velvet tone and a lot of heart. "Last Night on the Back Porch," "Better Luck Next Time" and title song stand out. Inventive orchestrations. Gal's TV following should help sales.

MIDNIGHT SERENADE

Sammy Kaye Ork (1-12") Columbia CL 1107
A package in Sammy Kaye's usual style—sweet and very danceable. Nostalgic appeal is enhanced not only by the style, but by the material—all great standards, as "Did You Ever See a Dream Walking," "I'll Get By" etc. Set is getting a promotion by both Budweiser Beer and the label.

THE STROLL

Clyde Otis & His Smoothies (1-12") Kapp KXL 1085
Here's a set that could click with teens. It's a collection of standards all done in stroll tempo with vocals by the Smoothies. It's a danceable item that can move well. Back cover features diagrams for three variations of the new dance craze that started in Philadelphia.

Review Spotlight on Albums . . .

Continued from page 20

& New York Philharmonic Orch. (Bernstein), Columbia ML 5243

Isaac Stern's technical skill and musicianship are well in evidence on his performance of these two difficult and challenging concertos by Serge Prokofiev. He captures the somber feeling of the First Concerto and deftly handles the lighter, almost romantic "Concerto No. 2." The orchestra is the New York Philharmonic directed by Dimitri Mitropoulos and Leonard Bernstein. The two concertos back to back, and the Isaac Stern name make this an important addition to the catalog.

CLASSIC GOLD ALBUM (1-12")—Various Artists, Capitol PAO 8426

Here's a strong commercial item for beginning collectors. Culled from Capitol's best selling classical albums, package spotlights potent excerpts by Carmen Dragon, William Steinberg, the Hollywood Bowl Symphony Orchestra; Nathan Milstein, Leopold Stokowski, Roger Wagner Chorale and others. Selections cover ballet, opera, symphony and folk.

STRAUSS: ARABELLA (4-12")—Hilden Gueden, Soprano; George London, Baritone; Lisa della Casa, Soprano; Various Artists; Chorus of the Vienna State Opera (Rossmayer) & Vienna Philharmonic Orch. (Solti). London A 4412

Here is a powerful package, both artistically and commercially, with strong name values, in Hilden Gueden, Lisa della Casa and George London. All three artists appeared in the Metropolitan's 1956 production of "Arabella," altho the opera was sung in English at that time. The four LP's are handsomely packaged, with an elaborate booklet, containing an English translation of the original German libretto. This is the first complete recording of the opera.

Religious Album

THE HYMNAL (1-12")—The Norman Luboff Choir, Columbia CL 1106

Firm, reverent vocal treatment of a fairly

traditional sort is given to a dozen standard Protestant hymns by the mixed voices of the Norman Luboff Choir. Selections include "Jesus Loves Me," "Bringing in the Sheaves," "Sweet Hour of Prayer," among others.

Children's Albums

A FIRST EASTER RECORD FOR CHILDREN (1-12")—Rosemary Clooney, Gene Autry, Carney, Burl Ives, Mack Edward. Columbia CL 1109

A fine, tuneful roundup of some of Columbia top waxing talent singing, or story-telling, in Easter-slanted numbers as "Eggbert the Egg Egg" and "The Horse With the Easter Bonnet." Artists include Rosemary Clooney, Art Carney, Burl Ives and others. Use a "double cover" instead of liner notes.

FOUR ADVENTURES OF ZORRO (1-12")—C. Williams as Zorro With Other Members of Original Cast. Disneyland WDA 3601

A sure shot for its market. With four stories from the exciting career of Zorro adapted from the popular TV series, the disk, which features the actual TV cast, is bound to find strong acceptance. Eight page story in color pictures is bound into the album. Dueling scene makes the cover a first-rate display piece. Solid merchandise.

Sound

BONES ON THE BEAT (1-12")—Brother Bones & Various Artists. Tempo 7004

A firmly-paced, infectious, Dixie-flavored cascade of "Brother Bones" favorites, showcased in dazzling sound that catches the castanets like transients of Bones' chattering beat to perfection. A fine novelty for woofer-and-tweeter fanciers, as well as for deejays. Spotlights a new version of the artist's famous "Sweet Georgia Brown" and such two-beat favorites as "Bye, Bye Blues" and "Charleston." Cover striking, if faintly gruesome.

GEORGE LONDON ON BROADWAY With Roland Shaw Ork (1-12") London K390

The Metopera baritone gives meaning and virility to show tunes like "This Nearly Was Mine" and "Ol' Man River," with the "Carousel" Soliloquy a standout. Collectors will cherish forgotten verses and previously-ignored original lyrics. Male chorus and ork lend firm support.

CUGAT CAVALCADE Xavier Cugat Ork (1-12") Columbia CL 1094

More or less standard Latin American material gets the benefit of the Cugat tag and an attractive color cover showing the maestro with a bevy of good looking ferns. Collection includes "Brazil," "Besame Mucho," "Tico Tico" and others, performed by the Cugat crew. Appeal for legit Latin as well as pop mood markets.

TWILIGHT ON THE TRAIL Bing Crosby (1-12") DECCA DL 8365

A collection of tunes from Crosby's western type repertoire, including "Tumbling Tumbleweeds," "Empty Saddles," "The Singing Hills," etc. As old as most of these versions are, they are still classics in their own right and Crosby fans will still go for them. Worth stocking.

THE FABULOUS DORSEYS PLAY DIXIELAND JAZZ (1-12") Decca DL 8631

One for collectors. There are some great performances here, including "St. Louis Blues," "Dippermouth," "By Heck," "Basin Street Blues," etc. Notes by Burt Koral and a list of complete instrumentation—giving the various soloists on each side—aid greatly in enhancing the album. A dealer who knows his customers should demonstrate this to the right clients. They'll go for it.

MOONDREAMS The Norman Petty Trio (1-12") Columbia CL 1092

Here is Petty's first Columbia LP—a listenable collection of "dream and moon songs"—"How High the Moon," "Dream Lover," "Moonlight Sonata," etc. The trio (organ with vibrachord, piano and drums) performs attractively, while album theme lends itself nicely to mood music programming.

FANTASTICA Russ Garcia Ork (1-12") Liberty LRP 3064

A fine mood set by the orkster. The selections all have outer space titles and are nicely orchestrated with well-controlled instrumental gimmicks. Tempos are nicely varied. A good set for jocks and one that can enjoy good sales.

AIN'T WE GOT FUN The Four Grads with Spencer-Hagen Ork (1-12") Liberty LRP 3079

The Four Grads (three boys and a girl) sing out with vitality, youthful humor and inventive phrasing on a group of sure-fire standards—"Mimi," "The Trolley Song," etc. Fine for jocks with slightly hip programming tastes.

KNUCKLES O'TOOLE PLAYS HONKY TONK PIANO VOL. 4 (1-12") Grand Award G. A. 33-365

Another volume of standards given wonderful special sound by O'Toole's rickety-tick piano and combo. Everything from "Mississippi Mud" to "I Love You Truly" bounces happily for nostalgic fans.

THE GIFT OF LOVE Sound Track (1-12") Columbia CL 1113

In addition to spotlighting Cyril J. Mockridge's lushly dramatic background music, this sound-track package features Vic Damone's tender interpretation of the moving title theme by Sammy Fain and Paul Francis Webster. The movie, a tear-jerker starring Laurel Bacall, Robert Stack, promises to be a strong adult box office attraction, which makes LP an attractive item for film fans.

THE WAY YOU LOOK TONIGHT Joel Herron Piano & Ork (1-12") Westminster WF 6074

Radio-TV musical director Herron provides an imaginative, fresh instrumental approach to some of Jerome Kern's greatest standards. He utilizes four different orchestral groupings—swinging brass, society-style, etc.—most unusual which is one combining French horns, trombones, reeds, piccolo, flute, piano and five man rhythm section. Strong display value in appealing cover photo.

TRIBUTE TO HENRY BUSSE The Will Lockridge Ork (1-12") Score SLP 4005

Lockridge, who joined Busse's band in the early 50's, acquired the Busse library when the latter died. He plays trumpet in the style of Busse, and many of the sides on this album will titillate the oldsters who long for the unique trumpet and shuffle rhythm.

POPULAR ★★

MARLENE CORD (1-12") Dot DLP 3081

Young chirp has a wistful, intimate tone in her voice that spells come hither. She shows promise of being a comer. Package is essentially a solo vocal set with a slight jazz feeling. Flute carrying the melody line in the background, is especially inviting.

PARIS AFTER DARK Pierre Dorsey Ork (1-12") Coral CR 87202

Slow-paced versions of a number of neo-Parisian tunes, largely from U. S. film scores or shows, done in a Duchin-esque style and featuring Pierre Dorsey's piano against a big, lush set. Sound quality is thin and waxy. (It should not be confused with Liane's "Paris At Midnight.")

BIRDS OF A FEATHER Muzzy Marcellino with Russ Garcia Ork (1-12") Liberty LRP 3075

The expert whistling talent of veteran performer Marcellino of "High and Mighty" fame is artfully showcased against the tasteful, rich backing of Russ Garcia's Ork, thereby making package a solid item for mood moods. In addition to such standards as "The Whistler," the Marcellino-Garcia duo scores with lushly romantic versions of "Street Scene," "Will Weep for Me," etc.

THE TOO, TOO MARVELOUS BEA Bea Abbott with Hal Otis Ork (1-12") Westminster WF 6078

A dozen moody standards are pitched in throaty, seated-on-the-piano style. Chicago cafe thrush Bea Abbott, by all very Helen Morgan, right down to "My Funny Valentine," but some of it is pleasant late-night listening.

WINIFRED ATWELL PLAYS GERSHWIN Ted Heath Ork & Various Artists (1-12") London LL 1749

An entirely satisfactory performance of the Gershwin work will have difficulty with competition of a dozen standard versions plus another new one, issued just this week. Miss Atwell handles the material in a fairly positive fashion and the no-strings backings by the Ted Heath band makes for an interesting new interpretation. Unexciting cover does appeal.

IN A BLUE AND TENDER MOOD Buddy Baker Ork & Five Guest Ork (1-12") Tampa TP 38

Nostalgic arrangements of "Standard Time," "Stairway to the Stars" and other "star" songs in a slow tempo for dreaming. Flip has guest artists who more of the same.

THE LIGHT TOUCH Ben Light, Piano & Various Artists (1-12") Tempo 7005

Light fingered pianistics, with the pianist supported by a group of instrumentalists. Good sound and keyboard work. Tunes are great standards, including "Yours," "Pagan Love Song," "I Cried for You."

(Continued on page 20)

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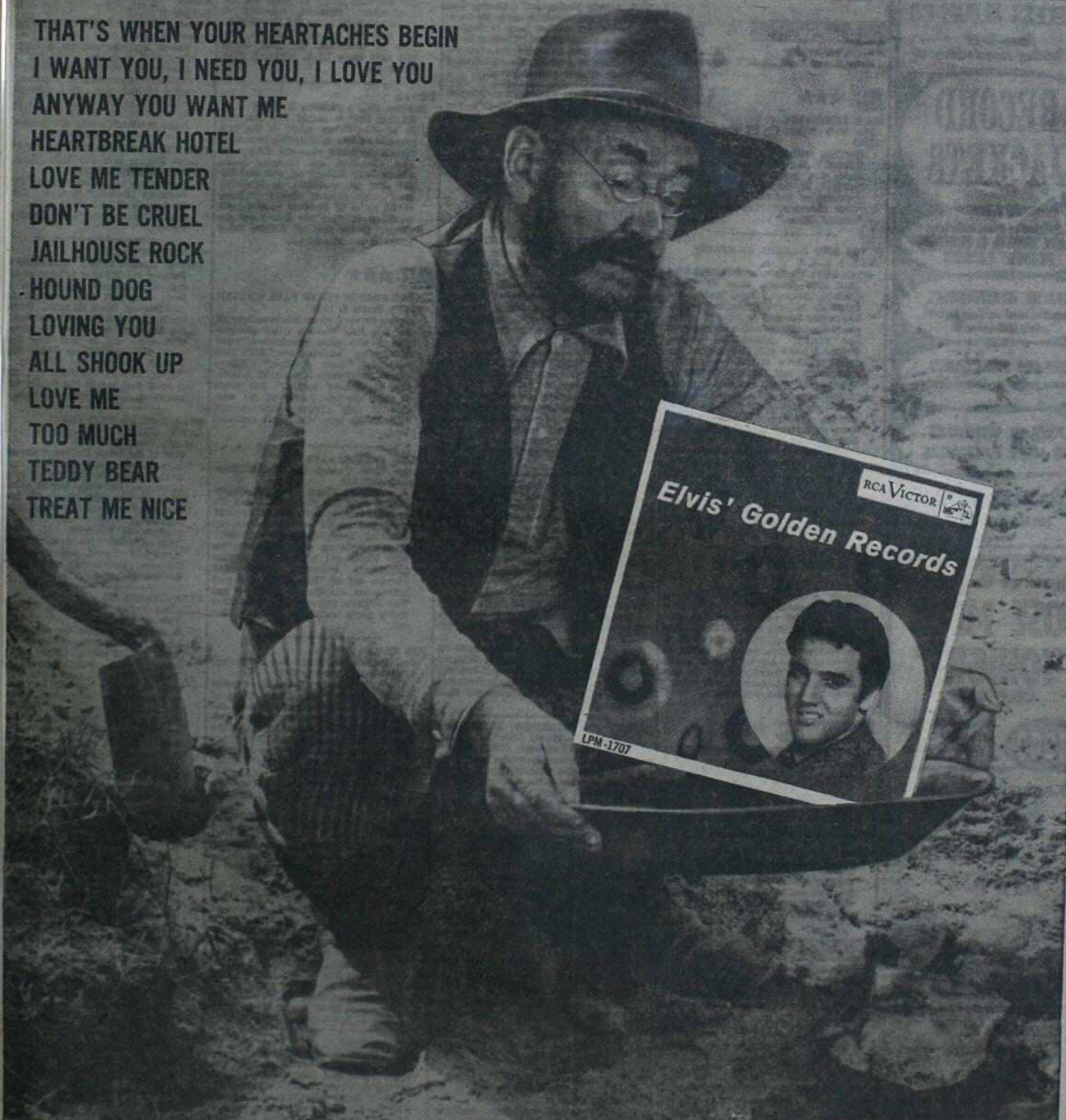
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TEDDY BEAR

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RCA VICTOR



• Reviews and Ratings of New Popular Albums

• Continued from page 22

POPULAR ★

I'M SITTING ON TOP OF THE WORLD
Norman Brooks (1-12") Verve MGV 2091

THE GERSHWIN ANNIVERSARY ALBUM
Buddy Bregman Orch. (1-12") Verve MGV 2093

LOW PRICE-POPULAR ★★★★★

GIGI
Enoch Light Ork. & Chorus & Various Artists (1-12") Waldorf Music Hall MHK 33 1249
Acceptable reading of the Lerner-Loewe "Gigi" score performed by an ork

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"BAD MOTORCYCLE"

THE STOREY SISTERS

C.A.M.F. RECORDS

largely composed of strings, with guest vocal soloists, Michael Stewart, Dottie Evans, Lois Winter and Jerry Duane. Stewart even improvises a "Chevalier" accent. There are numerous "Gigi" sets out or coming but in the low-price field, this is solid packaging, with a good color shot from the movie on the cover. Can definitely do business.

LOW PRICE-POPULAR ★★★★★

JIM BREEDLOVE SINGS ROCK 'N' ROLL HITS
(1-12") RCA Victor CAL 430
Recent rock 'n' roll hits sung with vigor by baritone and good mixed group. Best: "Hound Dog," "Jailhouse Rock" and oldie "My Prayer." Should sell well at \$1.98.

LOW PRICE-POPULAR ★

SOUTH PACIFIC
Hans Hagen Cond. (1-12") Crown 5054

FOLK ★★★

BLUE MOUNTAIN
The Easy Riders (1-12") Columbia CL 1103
Excellent package of folk and/or folk-flavored material. Performances are relaxed, and have the true American quality. Too, the tunes include a good sprinkling of fine blues. Sides include "Blue Mountain," "Lonesome Rider," "Strollin' Blues," etc.

SONGS AND DANCES OF SPAIN; VOLS. 1, 2, 3, 4

(Each 1-12") Westminster WF 12001-2-3-4
Thru such Spanish cities as Cadiz, Cordoba, Granada, Jerez, Seville, and Palma de Majorca Westminster's Alan Lomax has traveled to tape, "on location," a colorful collection of folk songs and fiery, castanet-filled dances. Volume I treats with the cities of Andalusia, Volume II shifts perspective offshore to the Balearic islands of Majorca and Ibiza. Featured is a folk festival of song and dance in Palma, as well as songs of shepherds and olive-growers. Volume III puts its aural focus on Spanish gypsy performances, then shifts to rural villages, street carnivals, and even religious picnics, with recording done at Jerez and Seville. Volume IV jumps back to Majorca for one side of "popular dances," then treats with the song-dance "joia" of Aragon on the other. Moderate potential in folk market with greatest appeal to fanciers of Spanish folk music

LATIN AMERICAN ★★★

ZARZUELA HIGHLIGHTS
Various Artists & La Gran Orquesta Sinfonica (Argenta). (1-12") London 5317
Rich, colorful collection of the most famous duets and solo highlights from the Spanish equivalent of Gilbert & Sullivan operettas, are well performed by many of the top vocal artists in this field. A fine introduction to the zarzuela form for newcomers, and a strong entry for regular aficionados.

INTERNATIONAL ★★★

PATACHOU IN "INTERNATIONAL SOIREE"
(1-12") Audio Fidelity AFLP 1881
Patachou's brash, gamine-like charm seen in TV guest shots and a Broadway revue stint is nicely captured again by the label's stunning sound work. Parisian cafe star intros such Place Pigalle favorites as "Piano du Pauvre," and "Brave Margot" with a bit of banter, then belts them out in her distinctive throaty style. Jo Basile's facile accordion sparks a neat combo backing job. Musically, some of the repertoire has been duplicated in waxings for other labels.

CHILDREN'S ★★

INTRODUCTION TO THE PIANO
Agi Jambor, Piano (1-12") Capitol SAO 8422
These are professional renditions of piano pieces that have been essayed by virtually every piano student. Works include Beethoven's "Für Elise"; Mendelssohn's "Spinning Song"; Schumann's "Träumerei" and Rachmaninoff's "Prelude in C Sharp Minor" etc. Some of disk's value will lie in use for instruction; some for nostalgic enjoyment.

SACRED ★★

VOICES SKYWARD
J. T. Adams & The Men of Texas (1-12") Word W 3036-LP
Tenor and male chorus bring sincerity and precision to hymns and sacred tunes like "In the Garden," "Ninety and Nine," "Precious Lord." Should sell in Southwest.

• Reviews and Ratings of New Classical Albums

CLASSICAL ★★★★★

STRAUSS WALTZES (1-12")—Hollywood Bowl Symphony Orch. (Stafkin). Capitol PAO 8411
The wonderful sound is as an attractive feature of the package as Slatkin's interpretations of the six waltzes. Light classics buyers will find this a listenable buy. The beautiful cover will also spark sales. "Tales of the Vienna Woods," "Empress Waltz" and "The Blue Danube" are included. Strong potential.

ENESCO: ROUMANIAN RHAPSODY NOS. 1 & 2; DVORAK: CARNIVAL OVERTURE; TCHAIKOVSKY: FRANCISCA DA RIMINI (1-12")—The Philadelphia Orch. (Omandy). Columbia ML 5242
With superb playing and recording like this, there is not too much cause for argument against yet another issue of familiar items. As a matter of fact, "Carnival Overture" has not been presented too often before. Package as a whole offers full bodied material in rousing performances.

STRAUSS: SUITE FROM DER ROSEN-KAVALLER; DON JUAN (1-12")—The Philharmonia Orch. (Steinbergh). Capitol PAO 8423
Steinbergh delivers spacious, glittering readings of both the opera excerpts and the tone poem. Opulent sound and plush packaging will help sales, with the recent U. S. tour of the highly reputed ork an aid.

CLASSICAL ★★★

BACH: THE BRANDENBURG CONCERTOS (2-12")—Pro Arte Chamber Orch. of Munich (Redel). Westminster XWN 2219
Westminster's second complete recording of work offers well-considered, scholarly reading. Sound is clear, aiding analytical presentation. There are other strong entries on the market, but this one deserves good share.

SCHUMANN: THE FOUR SYMPHONIES (2-12")—Philharmonic Promenade Orch. (Bouli). Westminster XWN 2223
Bouli's interpretations are warmly romantic, while avoiding exaggeration. He performs fine service in projecting good orchestral textures and receives nice assist from recording engineers. Cover revives, of all things, color reproduction of painting, "September Morn."

PINZA (1-12")—Columbia ML 5239
Interest should be high in this re-issue of some of the late basso's operatic diskings. Half of record is devoted to Mozart arias; balance turns to examples by Puccini, Rossini, Moussorgsky, Verdi and Halévy. Recent Camden issue of even earlier waxings by artist has been lively seller, so this sequel can be promoted in same market.

BEETHOVEN: CONCERTO NO. 5 (1-12")—Rudolph Firkušny, Piano & Pittsburgh Symphony Orch. (Steinberg). Capitol PAO 8419
One of Firkušny's best performances on disks to date. His poised, well-articulated pianism is complemented by well-balanced orchestral support. Recording is fine, too. However, tremendous competition will limit sales potential.

RIMSKY-KORSAKOFF: SCHEHERAZADE (4-12")—Vienna State Opera Orch. (Scherchen). Westminster XWN 18668
Refurbished release maintains good quality of sound that marked label's earlier entry. Conception gives due attention to exotic, colorful details and masterful orchestrations. Since this is one of most recorded works in the catalog, tho, release will have to battle it out.

(Continued on page 46)

RELIGIOUS ★★★★★

JEROME HINES SINGS GOSPEL HYMNS OF THE SALVATION ARMY
With Capt. Eva Allen, Organist (1-12") London 5391
Bass Jerome Hines sings with richness and sincere reverence in this collection of Salvation Army-gospel hymns "Onward Christian Soldiers," "Have You Been to Jesus," etc. Liner notes were provided by the Salvation Army. A strong entry in its specialized field.

RELIGIOUS ★★★

SONGS OF INSPIRATION
Fred Waring Glee Club & Ork (1-12") Decca DL 8709
A reissue of melodious, well-performed "inspirational" songs long associated with maestro Waring and the Pennsylvanians, sung by choir, soloists and vocal groups, backed by the Waring band. Selections range from "Peace in the Valley" to "In a Monastery Garden" and "You'll Never Walk Alone." Can attract Waring's fans, as well as buyers in the purely religious market.

• Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

RELAXIN' WITH THE MILES DAVIS QUINTET (1-12") Prestige 7129
A highly informal session by the Davis group, features remarks by the trumpet man to the engineer and the other cats, in addition to some mighty driving and vibrant blowing, not only by Davis but by John Coltrane on tenor, Red Garland on piano and Paul Chambers on bass. Philly Joe Jones supports the efforts on drums. It's most modern and fans of this swinging idiom will go for it. Solid jazz package.

THE FABULOUS BILL HOLMAN (1-12") Coral CRL 57188
Tenorman-arranger and a group of West Coast-based jazz greats have a good bid in this fine six-tune set. Holman's arrangements are neat and compact, tho allowing plenty of room for improvisation. Standout selection is "Come Rain or Come Shine"—a number that also shows trombonist Ray Sims to advantage. Strongest appeal will most likely be to big-band, West Coast fans.

KENYA

Machito (1-12") Roulette R 52006
Rhythm fanciers should love this one. In an Afro-Cuban salute to the new republic of Kenya, a driving percussion section showcases such top sidemen as Doc Cheatham on trumpet, Julian (Cannonball) Adderly on alto and Eddie Bent on trombone, as Machito's crew romp expertly thru a striking, varied series of numbers written (with exception of "Tin Tin Deo") for the album. Cover shot of African tribal masks is a real stopper.

JAZZ ★★★

ANDRE PREVIN PLAYS FATS WALLER (1-12") Zenith Z 1593
Andre Previn's piano interpretations of the late Fats Waller's music are performed with great imagination, verve and feeling. Included are "Ain't Misbehavin'," "Black & Blue," "Honey-suckle Rose" and a beautiful adaptation of "Stealin' Apples." The music is light, the beat strong all the way. Use of only rhythm accompaniment adds to the lure. Good sell indicated here.

SOUTH PACIFIC JAZZ

Tony Scott Quartet (1-12") ABC-Paramount ABC 235
A well-timed album. The pic version of the show has just opened and the score, oddly enough, seems to lend itself well to the relaxed but moving effect of Tony Scott's clarinet, Dick Hyman lends an admirable assist on both piano and organ, getting some particularly interesting chords and changes out of "Bali Ha'i." On bass and drums are George DuVivier and Olie Johnson respectively. Total effort makes for a worthwhile package. Can sell.

FOR BASIE

Paul Quinichette, Tenor Sax & Various Artists (1-12") Prestige 7127
This tribute to the Count by a group of top jazzmen will interest a lot of Basie fans. The combo includes ex-Basieites Paul Quinichette, Shad Collins, Freddie Green, Joe Jones and the late Walter Page, and pianist Nat Pierce who plays Basie style. The tunes include such Basie favorites as "Rock-A-Basie," "Live at Five," "Texas Shuffle" and "Out the Window." They are played with drive and feeling by the sextette. Good jazz here.

FLUTE FLIGHT

Herbie Mann & Bobby Jaspar & Various Artists (1-12") Prestige 7124
A swinging set that showcases two of today's top jazz flutists. Jaspar is backed by T. Flannagan, piano; D. Watkins, bass; B. Donaldson, drums and E. Costa, vibes. This is some of Costa's best vibie work on wax. Mann shines on both flute and alto flute with help from J. Puma, guitar and W. Marshall, bass in addition to Flannagan and Donaldson. "Flute Bass Blues" and "Tutti Flutee" are the standout sides. Mann has several relatively new LP's in circulation, but this fine set with added name power of the other principals has a good chance.

SONNY'S CRIB

Sonny Clark, Piano; Donald Byrd, Trumpet; Curtis Fuller, Trombone; John Coltrane, Tenor Sax; Paul Chambers, Bass; Art Taylor, Drums (1-12") Blue Note 1576
This is Sonny Clark's second featured LP for Blue Note and it shows growth on the part of this young pianist of the hard bop school. Around him are a group of young musicians of the same school including Don Byrd on trumpet, Curtis Fuller on trombone, John Coltrane on tenor, Paul Chambers on bass and Art Taylor on drums. It's a swinging, driving set that will appeal to aficionados of the wide open style. Tunes include three standards, best of

which is "With a Song in My Heart" and two originals that give the group a chance to blow.

THE CONGREGATION

Johnny Griffin, Tenor Sax; Sonny Clark, Piano; Paul Chambers, Bass; Kenny Dennis, Drums (1-12") Blue Note 1530
Johnny Griffin, one of the better and more solidly based tenormen of the hard bop school will add to his following with this new LP. It features the Griffin blowing both pretty and funky lines, showing off his technical skill and his powerful sound. With him on piano, Paul Chambers on bass and a young drummer from Philadelphia, Kenny Dennis. Title tune "The Congregation," a happy band clapper, and the standard "I'm Glad There Is You," standout on the set.

JAZZ ★★

LEROY WALKS
Leroy Vinnegar Sextet (1-12") Contemporary C 3542
Bassist Vinnegar presents a brand "walkin'" tunes in a set that is a good example of integrating soloist work within the framework of a group. It's mild, pleasant jazz. Take note of the vibe work by Vic Feldman. It's bound to get attention. Name value of Vinnegar is bound to lure additional sales.

THE KID FROM SALT LAKE CITY
Deno Kansas with Bob Enevoldson Ork (1-12") Coral CRL 57205

Crooner makes a Sinatra sound in jazz vocals on "Skylark," "I Wish I Knew," "Imagination" and other oldies. Two combos offer solid West Coast style support.

MEN FROM MARS

Woody Herman (1-12") Verve MGV 8214
Package consists of a melange of tracks that were recorded by Herman some years back and that were previously available on Mars Records. Some of the tracks make for good listening, and are bound to be greeted by collectors with much joy in that they feature such then sidemen as Urbie Green, Chubby Jackson, Kai Winding, Sam Taylor, etc. In the main, tho, there's a good deal lost in the fidelity of the recording. Limited sales lure here.

BUDDY DE FRANCO PLAYS ARTIE SHAW

(1-12") Verve MGV 2090
One of the better DeFranco recordings in some time, with the high register work of Shaw showing him off to good advantage. DeFranco doesn't take too many liberties with Shaw's hit recordings, tho there's no mistaking that he's injected a modern sound into such numbers as "Summit Ridge Drive," "Finnesi," etc. Mood established is warm and relaxed, and very easy on the ears. Shaw's fans might just find this one attractive.

JAZZ GIANTS '58

Various Artists (1-12") Verve MGV 8208
This compendium of jazz circa 1958 is a whale of music for all jazz fans, be they aficionados or neophytes. 50 features Stan Getz, Gerry Mulligan, Harry Edison, Oscar Peterson, Ed Brown, Herb Ellis, and Louis Bellson, with all doing a masterful job. There's a beautiful medley sparked by Mulligan's romantic baritone on "Lush Life," and a gas of blowing by Harry Edison on "Lullaby of the Leaves." It's the sort of album that makes everybody a potential fan. Proper exploration of the name value of all the artists could make this a sleeper.

LIONEL HAMPTON '58

(1-12") Verve MGV 8223
Hampt has always appeared exceptionally appealing on small unit sets such as this. Latest effort features Oscar Peterson, Ray Brown, Buddy Rich and Herb Ellis, with the excellent cohesiveness of the group very evident. "Foggy Day," "Honey-suckle Root," "Body & Soul" and the perennial "Flying Home" are the tracks, and they all are persuasively comely. There's more genuine "jazz" in this album than in many of Hampt's previous releases. Good stuff.

ANITA SINGS THE MOST

Anita O'Day (1-12") Verve MGV 8259
There's a tempting relaxed air in Anita O'Day's voice in these songs, a more casual yet meaningful performance than has been heard in some time. The evergreens are delicately handled by Anita's mellow, throaty style, with some good scat singing on "Them There Eyes." Other gems are "Bewitched," "We'll Be Together Again," and a persuasive rendition of "Stella By Starlight." Jazz buffs will love this album.

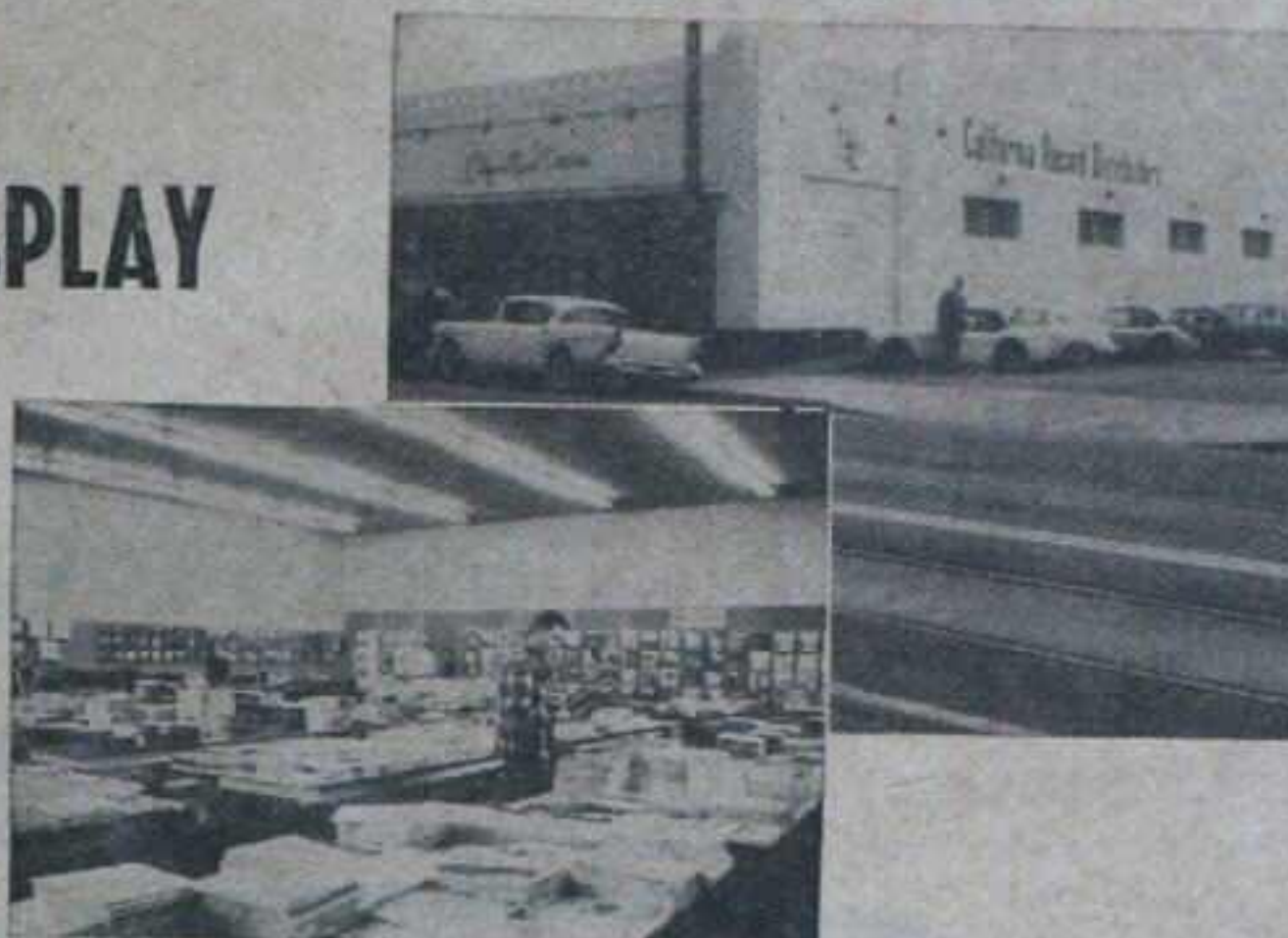
JAZZ ★

LOUIS BELLSON AT THE FLAMINGO (1-12") Verve MGV 8256

BUDDY DE FRANCO PLAYS BENNY GOODMAN (1-12") Verve MGV 2089

CALIFORNIA RECORD DISTRIBUTORS

HAVE MOVED!!
NOW, THE WORLD'S LARGEST DISPLAY
SPACE OF RECORDS AND
STEREOPHONIC TAPES, DESIGNED
FOR CONVENIENCE OF DEALERS



Congratulations to

CALIFORNIA RECORD DISTRIBUTORS

on Your Latest Expansion:

Congratulations and best of luck to Jack Lewerke and C. R. D.

ANDEX

"The label that made sound famous" congratulates C. R. D. on their plans for 1958.

AUDIOPHILE

Thanks for making the following singles best sellers in Southern California:

- My Happiness—The Mulcays
- Eternally—Dick Duane
- Around the World—Ernie Andrews
- Sweet Georgia Brown—Buckner/Darensbourg

GENE NORMAN PRESENTS/WHIPPET

Contemporary Records and its artists salute C. R. D. on its move. Thanks for helping to make Shelly Manna's My Fair Lady the nation's number one Jazz Best Seller.

CONTEMPORARY

For that tired, laidown feeling, buy a Good Time Jazz Record from Jack Lewerke.

GOOD TIME JAZZ

"The original High Fidelity Record" salutes C. R. D. for a job well done.

COOK

High Fidelity Recordings, Inc., thanks C. R. D. for making Arthur Lyman's "TABOO" (R-806) the number one best selling long-play album and stereo tape throughout California.

HI-FIRECORD/HI-FITAPE

Thank you, C. R. D., for making these stereo tapes a byword in Southern California.

- GLENN MILLER SOUND—ST 7026
- TOAST TO T. and J. DORSEY—ST 7027
- SOUTH PACIFIC—ST 2023
- AROUND THE WORLD IN 80 DAYS—ST 3012

OMEGATAPE

"The past nine years were the greatest"—Sol and Max.

FANTASY

The World's Largest Collection of Authentic Folk Music on Longplay Records is proud of its newly formed association with C. R. D.

FOLKWAYS

The most reasonably priced line for children of all ages sincerely thanks C. R. D. for its part in making it a success.

GOLDEN RECORDS

The most complete square dance catalogue in the world, now the only square dance line available in metropolitan Los Angeles, congratulates C. R. D.

MAC GREGOR RECORDS

Congratulations and best wishes to Jack Lewerke and California Record Distributors on their latest expansion.

VANGUARD

The Prestige label in swinging East Coast Jazz congratulates its Prestige Distributor on the West Coast.

PRESTIGE

Many thanks for a job well done on Riverside Records and Judson Records. Jazz, Pop, Folk Music, Specialty Series, Spoken Drama and Spoken Word, Sport Cars Recordings and Children's Records.

RIVERSIDE-JUDSON

The phenomenon of the record industry, the far-and-away best selling ten-inch album in the nation, thanks C. R. D., for consistently keeping it just that.

TOM LEHRER RECORDS

World Pacific Records and The Big Four—Chet Baker, Chico Hamilton, the Mastersounds and Gerry Mulligan—congratulate C. R. D. on their move. Keep up the good work.

WORLD PACIFIC RECORDS

CALIFORNIA RECORD DISTRIBUTORS

3009 West Pico Boulevard, Los Angeles 6, California—REpublic 1-8601

MR. DEALER:

Our Factory Is Bulging with OVERNIGHT RE-ORDERS FOR THESE FAST BREAKING HITS!!



SO PLACE YOUR ORDER NOW TO INSURE DELIVERY!

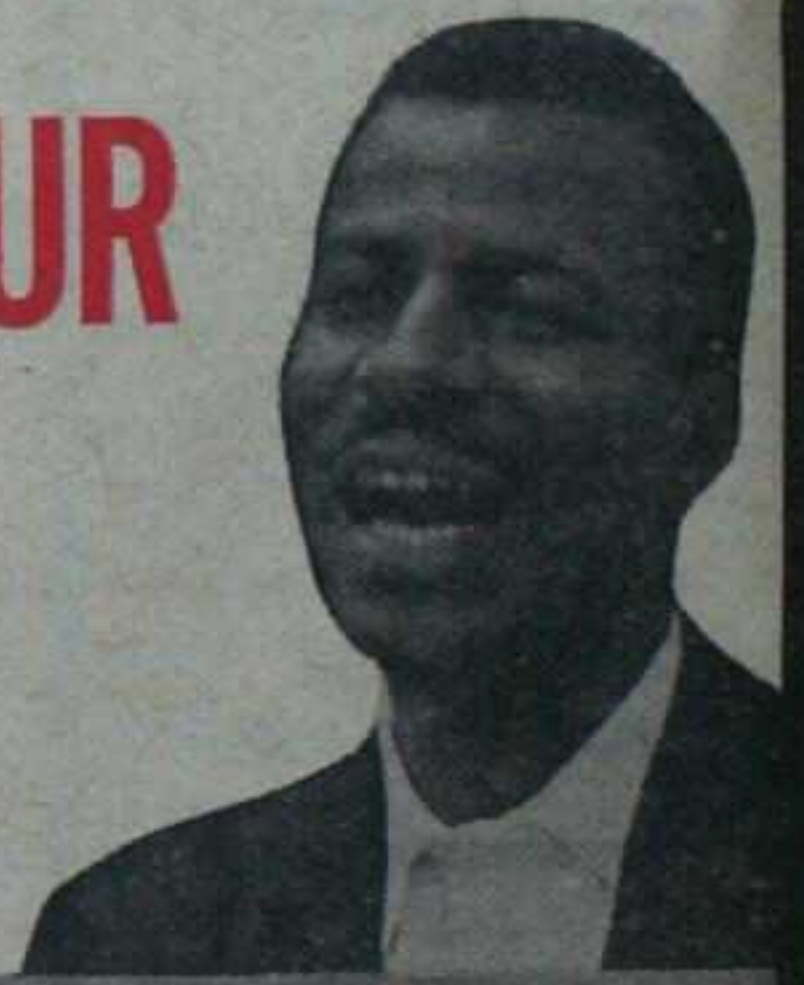
**Dean
Martin**

**Ed
Townsend**



**RETURN
TO ME**

**FOR YOUR
LOVE**



Record No. 3894

Record No. 3926

Laurie London



**HE'S GOT THE WHOLE
WORLD** (In His Hands)

Record No. 3891



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending March 22

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Tequila		1 5	6. Sweet Little Sixteen		6 5
By Chuck Rio—Published by Jai Music (BMI) BEST SELLING RECORDS: Champs, Challenge 1016; Eddie Platt, ABC-Paramount 9899. RECORD AVAILABLE: Stan Kenton, Capitol 3928.			By Chuck Berry—Published by Ark Music (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1683.		
2. Lollipop		5 3	7. Who's Sorry Now		7 5
By J. Dickson-B. Ross—Published by Marks (BMI) BEST SELLING RECORD: Chordettes, Cadence 1345. RECORD AVAILABLE: Ronald and Ruby, Vic 7174.			By Snyder-Catmar-Ruby—Published by Mills (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12588.		
3. Catch a Falling Star		2 10	8. Twenty-Six Miles		4 8
By Paul Vance-Les Pockris—Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.			By Glenn Larkin-Bruce Belland—Published by Beechwood (BMI) BEST SELLING RECORD: Four Preps, Cap 3845.		
4. Sugartime		3 12	9. Sail Along Silvery Moon		9 11
By Charis Phillips-Otis Echols—Published by Nor-Va-Jak (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charlie Phillips, Coral 61908.			By Percy Wenrich-Harry Tobias—Published by Joy Music (ASCAP) BEST SELLING RECORD: Billy Vaughn, Dot 15661 RECORD AVAILABLE: Karen Chandler and Her Jacks, Decca 30537.		
5. Are You Sincere?		8 6	10. Don't		10 9
By W. Walker—Published by Cedarwood (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1340.			By Jerry Leiber & Mike Stroller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7150.		

Second Ten

11. He's Got the Whole World in His Hands		- 1	16. Dinner With Drac		21 2
By Linden-Henry—Published by Chappell (ASCAP) BEST SELLING RECORD: Laurie London, Cap 3891. RECORDS AVAILABLE: Mahalia Jackson, Col 41150; Jo March, Kapp 215; Barbara McNair, Coral 61972.			By Sheldon-Land—Published by Mayland Music (BMI) BEST SELLING RECORD: John Zacherle, Cameo 130.		
12. A Wonderful Time Up There		13 4	17. Oh, Julie		14 10
By Abernathy—Published by Fowler (BMI) BEST SELLING RECORD: Pat Boone, Dot 15690.			By Moffett-Ball—Published by Excellenc (BMI) BEST SELLING RECORD: Crescendos, Nasco 6005. RECORDS AVAILABLE: Sammy Salvo, Vic 7097; Otis Williams and his Charms, Deluxe 6158.		
13. It's Too Soon to Know		12 6	18. Breathless		20 3
By Chessler—Published by E. H. Morris & Co. (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15690. RECORDS AVAILABLE: Duke Mitchell, Liberty 55031; Johnny Otis, Cap 3302.			By O. Blackwell—Published by Homefolks, Obie (BMI) BEST SELLING RECORD: Jerry Lee Lewis, Sun 288.		
14. Little Blue Man		- 1	19. Swinging Shepherd Blues		11 3
By Ebb-Klein—Published by Trinity (BMI) BEST SELLING RECORD: Betty Johnson, Atlantic 1169.			By Moe Koffman—Published by Benell Music (BMI) BEST SELLING RECORDS: Moe Koffman Quartet, Jubilee 5311; Johnny Pace Quintet, Federal 12312; David Rose Ork, M-G-M 12608. RECORDS AVAILABLE: Kirk Stuart, Josie 832; David Terry, Vic 7153; Ella Fitzgerald, Verve 10130.		
15. Ballad of a Teenage Queen		24 5	20. Maybe Baby		19 3
By J. Clement—Published by Knox Music (BMI) BEST SELLING RECORD: Johnny Cash, Sun 283.			By Norman Petty & Buddy Holly—Published by Nor-Va-Jak-Melody Lane (BMI) BEST SELLING RECORD: Crickets, Brunswick 55052.		

Third Ten

21. Get a Job		15 10	26. The Walk		23 4
By Silhouettes—Published by Ulysses & Bagby, Wildcat (BMI) RECORDS AVAILABLE: Mills Brothers, Dot 15695; Silhouettes, Ember 1019.			By McCracklin & Garlie—Published by Arc (BMI) RECORD AVAILABLE: Jimmy McCracklin, Checker 885.		
22. Magic Moments		16 10	27. Witchcraft		18 10
By Hal David-Bert Bacharach—Published by Famous Music (ASCAP) RECORD AVAILABLE: Perry Como, Vic 7128.			By Cy Coleman-Carolya Leigh—Published by Edwin H. Morris, Inc. (ASCAP) RECORD AVAILABLE: Frank Sinatra, Cap 3859.		
23. Short Shorts		17 9	28. Good Golly, Miss Molly		25 4
By T. Austin & B. Gaudio—Published by Admiration (BMI) RECORDS AVAILABLE: Tiny Bradshaw, King 5114; Four Winds, Decca 175; Royal Teens, ABC-Paramount 9482.			By Marascalco & Blackwell—Published by Venice Music (BMI) RECORDS AVAILABLE: Little Richard, Specialty 624; Vallants, Keen 34004.		
24. Oh-Oh, I'm Falling in Love Again		22 6	29. Maybe		- 3
By Hoffman-Manning-Mark Well—Published by Planetary Music (ASCAP) RECORD AVAILABLE: Jimmie Rodgers, Roulette 4045.			By Casey-Goldner—Published by Figure Music (BMI) RECORD AVAILABLE: Chantels, End 1005.		
25. Lazy Mary		26 2	30. The Stroll		11
By Paolo Cinrella & Lou Monte—Published by Shapiro-Bernstein (ASCAP) RECORD AVAILABLE: Lou Monte, Vic 7160.			By Clyde Otis-Nancy Lee—Published by Metrolian Music (BMI) RECORDS AVAILABLE: Diamonds, Mercury 71242; Donnie Elbert, Deluxe 6156; Lancers, Coral 61930.		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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



BEST SELLING POP SINGLES IN STORES

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

FOR
SURVEY WEEK
ENDING
MARCH 22, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TEQUILA (BMI)—The Champs Train to Nowhere (BMD)—Challenge 1016	1	5	17. THE WALK (BMI)—Jimmy McCracklin I'm to Blame (BMI)—Checker 885	14	5	34. AT THE HOP (BMI)— Danny and the Juniors Sometimes (BMI)—ABC-Paramount 9871	28	17
2. LOLLIPOP (BMI)—Chordettes Baby, Come-A Back-A (ASCAP)—Cadence 1345	3	3	18. MAYBE BABY (BMI)—Crickets Tell Me How (BMI)—Brunswick 55053	21	4	35. TEQUILA (BMI)—Eddie Platt Popcorn (BMI)—ABC-Paramount 9899	37	4
3. SWEET LITTLE SIXTEEN (BMI)— Chuck Berry Reelin' and Rocking (BMI)—Chess 1683	2	7	19. LAZY MARY (ASCAP)—Lou Monte Angelique (ASCAP)—Vic 7160	18	3	36. OH LONESOME ME (BMI)— Don Gibson I Can't Stop Loving You (BMI)—Vic-7133	45	3
4. A WONDERFUL TIME UP THERE (BMI)—Pat Boone IT'S TOO SOON TO KNOW (ASCAP)— Dot 15690	4	7	20. THE LITTLE BLUE MAN (BMI)— Betty Johnson Winter in Miami (ASCAP)—Atlantic 1169	31	5	37. STOOD UP (BMI)—Ricky Nelson WAITIN' IN SCHOOL (BMI)— Imperial 5483	30	14
5. WHO'S SORRY NOW (ASCAP)— Connie Francis You Were Only Fooling (ASCAP)—M-G-M 12588	5	5	21. GET A JOB (BMI)—Silhouettes I Am Lonely (BMI)—Ember 1029	17	11	38. DON'T LET GO (BMI)—Roy Hamilton The Right to Love (BMI)—Epic 9257	32	11
6. DON'T (BMI)—Elvis Presley I BEG OF YOU (BMI)—Victor 7150	6	10	22. SHORT SHORTS (BMI)—Royal Teens Planet Rock (BMI)—ABC-Paramount 9882	15	9	39. MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY" (ASCAP)— Mitch Miller Hey, Little Baby (BMI)—Col 41066	41	11
7. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn RAUNCHY (BMI)—Dot 15661	10	15	23. GOOD GOLLY, MISS MOLLY (BMI)— Little Richard Hey-Hey-Hey-Hey! (BMI)—Specialty 624	16	6	40. LOLLIPOP (BMI)—Ronald and Ruby Fickle Baby (BMI)—Vic 7174	40	2
8. DINNER WITH DRAC (BMI)— John Zacherle Parts 1 and 2—Cameo 130	11	3	24. THE STROLL (BMI)—Diamonds Land of Beauty (BMI)—Mercury 71242	22	13	41. NOW AND FOR ALWAYS (ASCAP)— George Hamilton IV One Heart (ASCAP)—ABC-Paramount 9898	-	1
9. CATCH A FALLING STAR (ASCAP)— Perry Como MAGIC MOMENTS (ASCAP)	7	10	25. MAYBE (BMI)—Chantels Come My Little Baby (BMI)—End 1005	25	11	42. SWINGING SHEPHERD BLUES (BMI)—Moe Koffman Quartet Hambourg Bound (BMI)—Jubilee 5311	44	7
10. SUGARTIME (BMI)—McGuire Sisters Banana Split (BMI)—Coral 61924	13	13	26. DON'T YOU JUST KNOW IT? (BMI)— Huey Smith High Blood Pressure (BMI)—Ace 545	-	1	43. CLICK CLACK (BMI)— Dickey Doo and the Don'ts Did You Cry (BMI)—Swan 4001	36	7
11. ARE YOU SINCERE (BMI)— Andy Williams Be Mine Tonight (BMI)—Cadence 1340	20	7	27. ROCK AND ROLL IS HERE TO STAY (BMI)—Danny and the Juniors School Boy Romance (BMI)—ABC-Paramount 9888	-	-	44. BELONGING TO SOMEONE (ASCAP)—Patti Page Bring Us Together (ASCAP)—Mercury 71247	39	4
12. BREATHLESS (BMI)—Jerry Lee Lewis Down the Line (BMI)—Sun 288	12	4	28. YOU WERE MADE FOR ME (BMI)— Sam Cooke LONELY ISLAND (ASCAP)—Keen 4009	35	2	45. COLLEGE MAN (BMI)—Bill Justis The Stranger (BMI)—Phillips International 3522	42	2
13. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London Handed Down (ASCAP)—Cap 3891	-	1	29. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers The Long Hot Summer (ASCAP)—Roulette 4045	24	7	46. SO TOUGH (BMI)—Casuals I Love My Darling (BMI)—Buck Beat 503	46	4
14. TWENTY-SIX MILES (BMI)— Four Preps It's You (ASCAP)—Cap 3845	8	8	30. DEDE DINAH (ASCAP)— Frankie Avalon Ooh La La (ASCAP)—Chancellor 1011	26	10	47. BOOK OF LOVE (BMI)—Monatones You Never Loved Me (BMI)—Argo 5290	-	1
15. OH, JULIE (BMI)—Crescendos My Little Girl (BMI)—Nasco 6005	9	12	31. WITCHCRAFT (ASCAP)— Frank Sinatra Tell Her You Love Her (BMI)—Capitol 3859	27	9	48. BEEN SO LONG (BMI)—Pastels My One and Only Dream (BMI)—Argo 5287	-	4
16. BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash BIG RIVER (BMI)—Sun 283	23	8	32. BILLY (ASCAP)—Kathy Linden If I Could Hold You In My Arms (ASCAP)— Felsted 8410	42	2	49. SING, BOY, SING (ASCAP)— Tommy Sands Crazy 'Cause I Love You (BMI)—Cap 3867	-	3
			33. YOU ARE MY DESTINY (BMI)— Paul Anka When I Stop Loving You (BMI)— ABC-Paramount 9880	29	10	50. DANCING WITH MY SHADOW (ASCAP)—Four Voices Bon Bon (ASCAP)—Col 41078	-	1

THIS WEEK'S BEST BUYS

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

BELIEVE WHAT YOU SAY (Reeve, BMI)

MY BUCKET'S GOT A HOLE IN IT (Pickwick, ASCAP)—Ricky Nelson — Imperial 5503 — Both sides are much in demand. The platter appears a two-sided hit. All markets report good action. A previous Billboard "Spotlight" pick.

TWILIGHT TIME (Fergie, BMI)—The Platters—Mercury 71289—This is the hottest by the group in a while. It's leaping in all markets. Flip is "Out of My Mind," (Figure, BMI).

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING MARCH 22

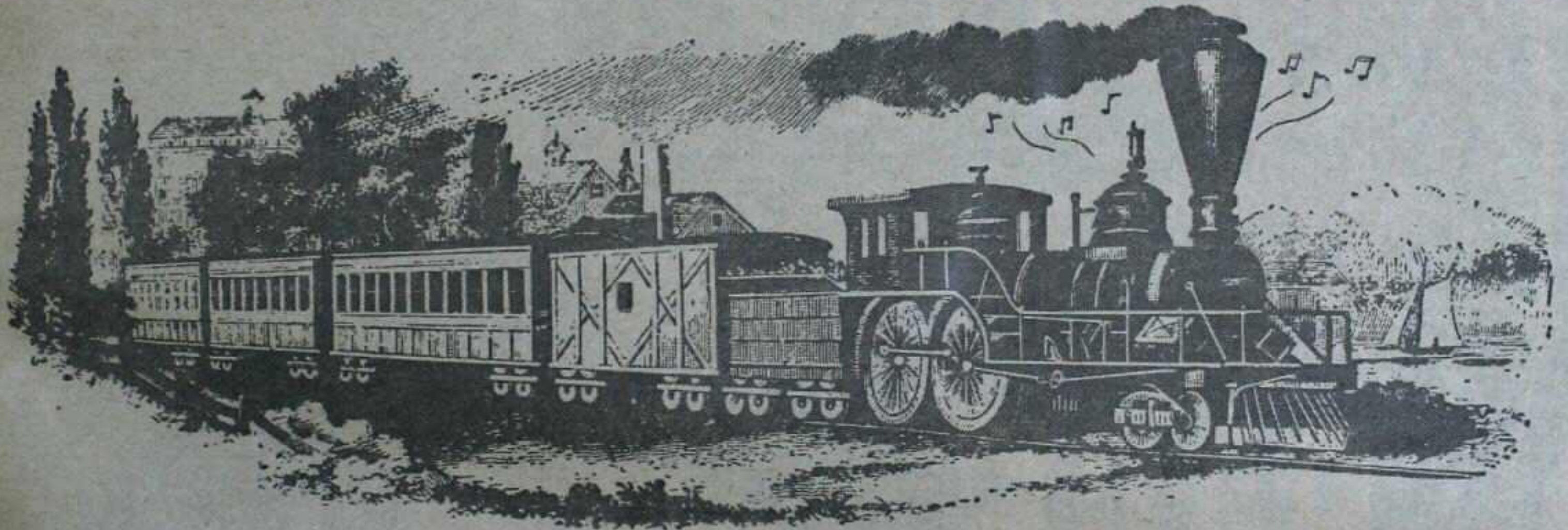
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- Believe What You Say**
- My Bucket's Got a Hole in It** *Ricky Nelson*
(BMI); (ASCAP) Imperial 5503
- Every Night** *Chantels*
(BMI) End 1015
- Return to Me** *Dean Martin*
(ASCAP) Capitol 3984
- Yes, My Darling** *Fats Domino*
(BMI) Imperial 5492

ERSTE HALTESTELLE DIE SPITZE!

Ein strahlender neuer Schlager
Saust wie ein Express und
Bringt die grössten Verkäufe.
Alle einsteigen in

Die Kleine Bimmelbahn



BEI

Marianne Vasel UND Erich Storz

MERCURY #EINUNDSIEBZIGTAUSENDZWEIHUNDERTSECHSUNDACHTZIGX45



ENGLISH TRANSLATION:

FIRST STOP THE TOP!

A bright new sleeper novelty hit
rolling like a runaway express
Ringing up big sales NOW
Get aboard...

The LITTLE TRAIN

by Marianne Vasel and Erich Storz

MERCURY #71286X45

TWO SMASH HITS...*BACK TO BACK*

Another Time, Another Place

From The Paramount Motion Picture "Another Time, Another Place"

PATTI PAGE

MERCURY 71294



PLUS...A HIT ALBUM!

THE WALTZ QUEEN

MERCURY MG 20318

TWO SMASH HITS... **BACK TO BACK**



These Worldly Wonders

PATTI PAGE

MERCURY 71294



PLUS...A HIT ALBUM!

THE WALTZ QUEEN

MERCURY MG 20318

**Fabulous Follow-up To "The Stroll"
and Another Smash Hit From Mercury!**

WALK DON'T STOP



THE DIAMONDS



MERCURY 71291

COMING UP FAST

to help you

SELL-SELL-SELL

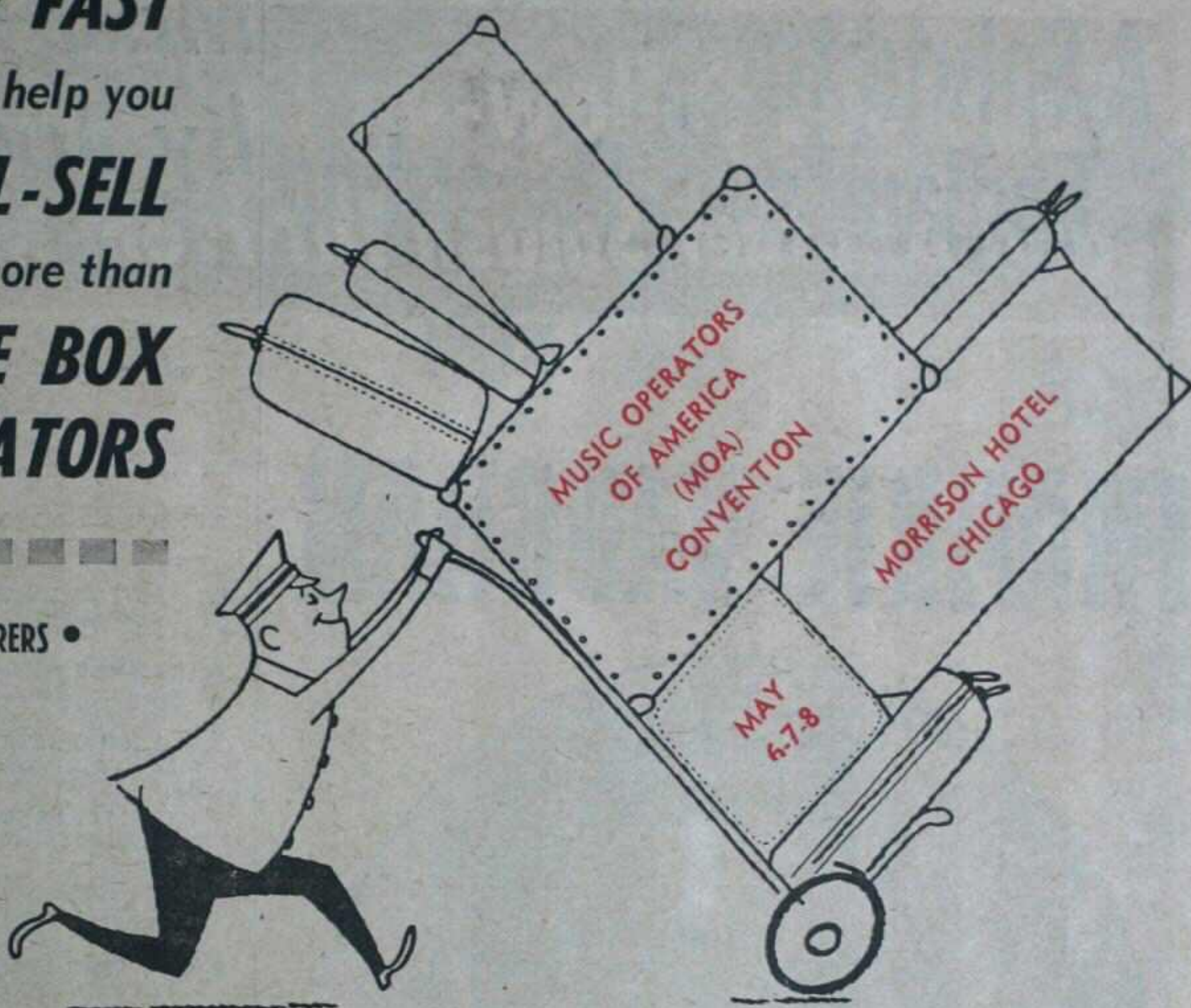
more than

7,500 JUKE BOX OPERATORS

TALENT • RECORD MANUFACTURERS •
MUSIC PUBLISHERS

Juke Box Operators all over the country are getting ready for their Music Operators of America (MOA) Convention!!!

THE BILLBOARD'S



MOA CONVENTION SPECIAL

DATED MAY 5...AD DEADLINE APRIL 29

... is your biggest opportunity of the year to sell your tunes and talent to the juke box operators who themselves buy over 60 million records a year . . . and whose juke box plays influence countless millions of record sales to consumers!

The NATION'S JUKE BOX OPERATORS bought well over 60,000,000 records for machines in some 450,000 locations in 1956 . . . will buy more this year! ALL YEAR LONG the more than 7,500 operators reached by The Billboard buy well over 90% of all the records, music machines and accessories used by the whole juke box industry!

Bonus Distribution ► SELLS THE OPERATORS AT THE CONVENTION . . . with thousands of copies hand-distributed right on the convention floor!

This Issue ► SELLS THE OPERATORS FOR MONTHS TO COME! This issue of The Billboard is so packed with vital data that operators keep it for reference . . . and for their buying guide.

Get across a Strong Sales Message
in this Convention-in-Print

Your ad in The Billboard's MOA Convention Special sells more than 7,500 Top Juke Box Operators . . . and, in addition,

YOUR AD GETS BONUS IMPACT AND EXCITEMENT . . . FOR YOU'LL REACH THE WHOLE MULTI-MILLION-DOLLAR MUSIC MARKET!

. . . the more than 8,600 leading record phono dealers who account for the bulk of the nation's record sales!

. . . the more than 3,500 disk jockeys, program directors and record librarians in the nation's radio and TV stations whose over 300,000 record spins a day constantly boost your sales!

BE SURE TO CASH IN ON THE SELLING POWER WRAPPED UP IN THE BILLBOARD'S MOA CONVENTION ISSUE . . . DEADLINE APRIL 29

Write . . . wire . . . or phone your Billboard man now!

NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800	CHICAGO 1, ILL. 188 W. Randolph Central 6-9818	HOLLYWOOD 28, CALIF. 1520 North Gower St. Hollywood 9-5831	ST. LOUIS 1, MO. 812 Olive St. CHestnut 1-0443
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A Salute to England's #1 Recording Star

FRANKIE VAUGHAN



"CAN'T GET ALONG WITHOUT YOU"

b/w

"WE'RE NOT ALONE"

EPIC 5-9265

Frankie Vaughan's first American recording, "CAN'T GET ALONG WITHOUT YOU," hit the English best-seller charts the first week of its release!

WATCH FOR HIS FORTHCOMING EPIC LP

"MAN ALIVE"

available in April

the pick of the hits are on...



EPIC-OKEH a product of CBS. "EPIC," "OKEH" Marks Reg. "CBS" T.M.

Most Played by Jockeys

FOR SURVEY WEEK ENDING MARCH 23

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

This Week		Last Week	Chart
1.	TEQUILA (BMI)—The Champs Train to Nowhere (BMI)—Challenge 1016	4	4
2.	LOLLIPOP (BMI)—Chordettes Baby, Come-A Back-A (ASCAP)—Cadence 1345	6	4
3.	CATCH A FALLING STAR (ASCAP)—Perry Como Magic Moments (ASCAP)—Vic 7128	1	12
4.	TWENTY-SIX MILES (BMI)—Four Preps It's You (ASCAP)—Cap 3845	2	10
5.	SUGARTIME (BMI)—McGuire Sisters Banana Split (BMI)—Coral 61924	7	13
6.	ARE YOU SINCERE (BMI)—Andy Williams Be Mine Tonight (BMI)—Cadence 1340	3	6
7.	SWEET LITTLE SIXTEEN (BMI)—Chuck Berry Reelin' and Rocking (BMI)—Chess 1683	5	5
8.	WHO'S SORRY NOW (ASCAP)—Connie Francis You Were Only Fooling (ASCAP)—M-G-M 12588	8	4
9.	DON'T (BMI)—Elvis Presley I Beg of You (BMI)—Vic 7150	9	9
10.	A WONDERFUL TIME UP THERE (BMI)—Pat Boone It's Too Soon to Know (ASCAP)—Dot 15690	11	5
11.	HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Laurie London Handed Down (ASCAP)—Cap 3891	15	2
12.	WITCHCRAFT (ASCAP)—Frank Sinatra Tell Her You Love Her (BMI)—Cap 3859	12	11
13.	MAGIC MOMENTS (ASCAP)—Perry Como Catch a Falling Star (ASCAP)—Vic 7128	10	11
14.	BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash Big River (BMI)—Sun 283	24	4
15.	SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn Raunchy (BMI)—Dot 15661	21	10
16.	YOU ARE MY DESTINY (BMI)—Paul Anka When I Stop Loving You (BMI)—ABC-Paramount 9880	14	8
17.	IT'S TOO SOON TO KNOW (ASCAP)—Pat Boone A Wonderful Time Up There (BMI)—Dot 15690	17	6
18.	OH, JULIE (BMI)—Crescendos My Little Girl (BMI)—Naico 6005	13	9
19.	OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers The Long Hot Summer (ASCAP)—Roulette 4045	16	6
20.	TEQUILA (BMI)—Eddie Platt Popcorn (BMI)—ABC-Paramount 9899	—	1
21.	BELONGING TO SOMEONE (ASCAP)—Patti Page Bring Us Together (ASCAP)—Mercury 71247	19	8
22.	THE LITTLE BLUE MAN (BMI)—Betty Johnson Winter in Miami (ASCAP)—Atlantic 1169	23	4
23.	A VERY PRECIOUS LOVE (ASCAP)—Ames Brothers Don't Leave Me Now (BMI)—Vic 7167	—	1
24.	SHORT SHORTS (BMI)—Royal Teens Planet Rock (BMI)—ABC-Paramount 9882	18	8
25.	SWINGING SHEPHERD BLUES (BMI)—Moe Koffman Quartet Hambourg Bound (BMI)—Jubilee 5311	25	5

Dot's PARADE of BEST SELLERS

- 15710 **TUMBLING TUMBLEWEEDS—TRYING** —Billy Vaughn
 15690 **IT'S TOO SOON TO KNOW—A WONDERFUL TIME UP THERE** —Pal Boone
 15661 **SAIL ALONG SILV'RY MOON** —Billy Vaughn
 15705 **KATHLEEN—DONNA** —Wally Lewis
 15680 **I CAN'T HELP IT** —Margaret Whiting
 15730 **SYMPATHY—DON'T GET AROUND MUCH ANYMORE** —Johnny Maddox
 15736 **CHANSON D'AMOUR—COCOANUT GROVE** —The Fontane Sisters
 15734 **YOU—ANGRY** —Gale Storm
 15721 **YOU'RE LATE MISS KATE—HERE I COME** —Jimmy Dee
 15711 **CORRIDO ROCK—PART I—CORRIDO ROCK—PART II** —"Handsome" Jim Balcom
 15712 **YOU SURE LOOK GOOD TO ME—STARRY EYES** —The Hilltoppers
 15708 **A VERY PRECIOUS LOVE—JOHNNY VAGABOND** —Bonnie Guitar
 15704 **STEP ASIDE SHALLOW WATER—WITH TEARS IN MY EYES** —Jimmy Newman
 15700 **YOUR LOVE IS DYING—HOWDY NEIGHBOR HOWDY** —Don Reno-Red Smiley

NEW RELEASES

- 15731 **PUT ME IN YOUR POCKET—WHEN THE WORK'S ALL DONE THIS FALL** —Mac Wiseman
 15732 **TURKEY TROT—POTATO CHIPS** —The Art Foxall Combo
 15733 **STROLLIN' DOWNTOWN—I CAN TELL** —Jerry Markoe
 15735 **(WON'T YOU RIDE IN) MY LITTLE RED WAGON—CIRCLE ROCK** —Lloyd Copas
 15737 **LAZY BONNIE—LET'S MAKE A SCENE** —The Four Imperials
 15738 **MODERN ROMANCE—TRAVELIN' MAN** —Sanford Clark
 15739 **HAVE I BEEN AWAY TOO LONG—SOMEBODY'S STEALING MY THUNDER** —Fran Palmer

BEST SELLING ALBUMS

- DLP-3071 **PAT'S GREAT HITS** —Pal Boone
 DLP-3100 **SAIL ALONG SILV'RY MOON** —Billy Vaughn
 DLP-3086 **MUSIC FOR THE GOLDEN HOURS** —Billy Vaughn
 DLP-3098 **GALE STORM HITS**
 DLP-3096 **SON OF WORD JAZZ** —Ken Nordine
 DLP-3075 **WORD JAZZ: JAZZ HORIZONS** —Ken Nordine

Dot

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 THE NATION'S BEST SELLING RECORDS

The ACTION is on ROULETTE



Territorial Best Sellers

FOR SURVEY WEEK ENDING MARCH 23

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Are You Sincere, Andy Williams, Cdc.
 Breathless, Jerry Lee Lewis, Sun
 It's Too Soon to Know, Pat Boone, Dot
 Lazy Mary, Lou Monte, Vic.
 Lollipop, Chordettes, Cdc.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Eddie Platt, ABC-Para.
 Who's Sorry Now? Connie Francis, M-G-M

CHICAGO

Dinner With Drac, John Zacherle, Cam.
 Don't, Elvis Presley, Vic.
 Don't You Just Know It, Huey Smith, Ace
 It's Too Soon to Know/A Wonderful Time
 Up There, Pat Boone, Dot
 Lazy Mary, Lou Monte, Vic.
 Lollipop, Chordettes, Cdc.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Champs, Chal.
 Twenty-Six Miles, Four Preps, Cap.

DETROIT

Are You Sincere? Andy Williams, Cdc.
 Catch a Falling Star, Perry Como, Vic.
 Don't/I Beg of You, Elvis Presley, Vic.
 Lollipop, Chordettes, Cdc.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Champs, Chal.
 Twenty-Six Miles, Four Preps, Cap.
 Who's Sorry Now? Connie Francis, M-G-M

EAST TEXAS

College Man, Bill Justis, Phil. Intl.
 Get a Job, Silhouettes, Emb.
 Lonely Island/You Were Made for Me
 Sam Cooke, Keen
 Sail Along Silvery Moon, Billy Vaughn, Dot
 Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Champs, Chal.
 The Walk, Jimmy McCracklin, Che.
 You Can Make It If You Try
 Gene Allison, VJ

FLORIDA

Are You Sincere? Andy Williams, Cdc.
 Don't, Elvis Presley, Vic.
 Good Golly, Miss Molly
 Little Richard, Spe.
 It's Too Soon to Know/A Wonderful Time
 Up There, Pat Boone, Dot
 Maybe, Chantels, End
 Maybe, Baby, Crickets, Brk.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Who's Sorry Now? Connie Francis, M-G-M
 You Were Made for Me/Lonely Island
 Sam Cooke, Keen

LOS ANGELES

All the Way, Frank Sinatra, Cap.
 Don't, Elvis Presley, Vic.
 Don't Let Go, Roy Hamilton, Epic
 Get a Job, Silhouettes, Emb.
 Lollipop, Chordettes, Cdc.
 Tequila, Champs, Chal.
 Witchcraft, Frank Sinatra, Cap.
 You Were Made for Me, Sam Cooke, Keen

NEW YORK AND NEWARK

Dinner With Drac, John Zacherle, Cam.
 Lazy Mary, Lou Monte, Vic.
 Lollipop, Chordettes, Cdc.
 Oh, Julie, Crescendos, Nsc.
 Rock and Roll Is Here to Stay
 Danny and the Juniors, ABC-Para.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Champs, Chal.
 Who's Sorry Now? Connie Francis, M-G-M

NORTHERN NEW YORK STATE

Breathless, Jerry Lee Lewis, Sun
 Dinner With Drac, John Zacherle, Cam.
 Lollipop, Chordettes, Cdc.
 Sail Along Silvery Moon, Billy Vaughn, Dot

Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Champs, Chal.
 The Walk, Jimmy McCracklin, Che.
 Who's Sorry Now? Connie Francis, M-G-M

NORTHERN OHIO

Ballad of a Teenage Queen
 Johnny Cash, Sun
 Billy, Kathy Linden, Fel.
 Dinner With Drac, John Zacherle, Cam.
 He's Got the Whole World in His Hands
 Laurie London, Cap.
 Lollipop, Chordettes, Cdc.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Twenty-Six Miles, Four Preps, Cap.
 A Wonderful Time Up There
 Pat Boone, Dot

NORTHWEST

Are You Sincere? Andy Williams, Cdc.
 Dinner With Drac, John Zacherle, Cam.
 He's Got the Whole World in His Hands
 Laurie London, Cap.
 Lollipop, Chordettes, Cdc.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Champs, Chal.
 The Walk, Jimmy McCracklin, Che.
 A Wonderful Time Up There
 Pat Boone, Dot

PHILADELPHIA

Dinner With Drac, John Zacherle, Cam.
 Don't/I Beg of You, Elvis Presley, Vic.
 Lollipop, Chordettes, Cdc.
 Oh, Julie, Crescendos, Nsc.
 Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Champs, Chal.
 Twenty-Six Miles, Four Preps, Cap.
 Who's Sorry Now? Connie Francis, M-G-M

ST. LOUIS AND KANSAS CITY

Are You Sincere? Andy Williams, Cdc.
 It's Too Soon to Know, Pat Boone, Dot
 Lollipop, Chordettes, Cdc.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

FLORIDA

Are You Sincere? Andy Williams, Cdc.
 Don't, Elvis Presley, Vic.
 Good Golly, Miss Molly
 Little Richard, Spe.
 It's Too Soon to Know/A Wonderful Time
 Up There, Pat Boone, Dot
 Maybe, Chantels, End
 Maybe, Baby, Crickets, Brk.
 Sweet Little Sixteen, Chuck Berry, Chs.
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 Sail Along Silvery Moon, Billy Vaughn, Dot

Sweet Little Sixteen, Chuck Berry, Chs.
 Tequila, Champs, Chal.
 Twenty-Six Miles, Four Preps, Cap.
 The Walk, Jimmy McCracklin, Che.
 You Were Made for Me/Lonely Island
 Sam Cooke, Keen

SAN FRANCISCO AND OAKLAND

April Love, Pat Boone, Dot
 Don't, Elvis Presley, Vic.
 Lollipop, Chordettes, Cdc.
 Maybe, Chantels, End
 Sail Along Silvery Moon/Raunchy
 Billy Vaughn, Dot
 Short Shorts, Royal Teens, ABC-Para.
 The Stroll, Diamonds, Mer.
 Sugartime, McGuire Sisters, Cor.
 Tequila, Champs, Chal.
 A Wonderful Time Up There/It's Too Soon
 to Know, Pat Boone, Dot
 You Were Made for Me, Sam Cooke, Keen

SOUTHERN OHIO

Don't/I Beg of You, Elvis Presley, Vic.
 Get a Job, Silhouettes, Emb.
 Maybe, Chantels, End
 Sail Along Silvery Moon/Raunchy
 Billy Vaughn, Dot
 Short Shorts, Royal Teens, ABC-Para.
 The Stroll, Diamonds, Mer.
 Sugartime, McGuire Sisters, Cor.
 Tequila, Champs, Chal.
 A Wonderful Time Up There/It's Too Soon
 to Know, Pat Boone, Dot

WASHINGTON AND BALTIMORE

Book of Love, Monatoes, Argo
 Catch a Falling Star, Perry Como, Vic.
 Click Clack
 Dickey Doo and the Don'ts, Swan
 He's Got the Whole World in His Hands
 Laurie London, Cap.
 The Little Blue Man, Betty Johnson, M-G-M
 Lollipop, Chordettes, Cdc.
 Tequila, Champs, Chal.
 Twenty-Six Miles, Four Preps, Cap.



The Playmates

"LET'S BE LOVERS"

R-4056



The Heartbeats

"DOWN ON MY KNEES"

R-4054



Jimmie Rodgers

"THE LONG HOT SUMMER"

R-4045



Chuck Reed

"LET'S PUT OUR HEARTS TOGETHER"

R-4058



Jimmy Lloyd

"YOU'RE GONE, BABY"

R-4062

Just Out—On Its Way for a Hit!

Jo Jones

"EVERY NIGHT ABOUT EIGHT"

b/w

"A-TISKET, A-TASKET"

R-4063

and

Count Basie and Ork featuring Joe Williams

"FIVE O'CLOCK in the MORNING"

R-4061

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ROULETTE

DISK OF THE WEEK "GROOVY" 47/20-7207

"RCA Victor has picked up a torrid rock and roll instrumental master that's almost too hot to handle. It's a wild and thoroughly exciting rocker introduced by Joe Dodo and the Groovers and designed to appeal to the million-plus teenage record buyers The side's got a great beat, handclapping, and a clever pause gimmick . . . The overall result is fabulous . . . This record has enough rockin' fuel to launch it into a high spot on the charts The kids'll be hoppin' to this one Don't let the top half pass you by."

* Cash Box, March 29, 1958



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IN THE NATION'S CAPITOL

1 STOP SERVICE

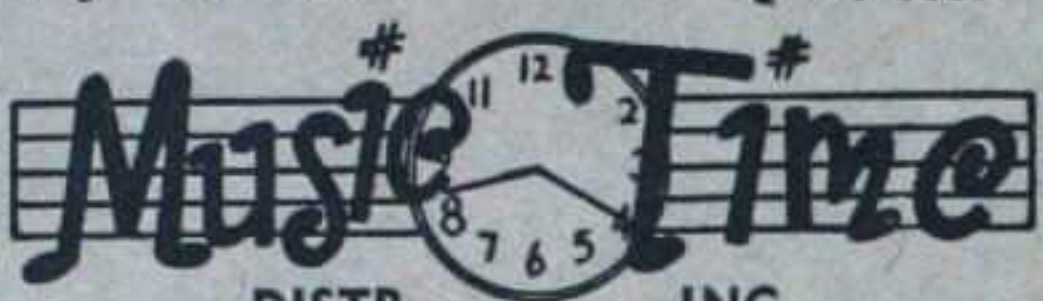
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VOICE-PIANO-
BASS-DRUMS,
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Top 100 Sides

FOR SURVEY WEEK ENDING MARCH 22

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

Pos.	Song, Artist, Label	Last Week
1.	TEQUILA, Champs, Challenge	1
2.	LOLLIPOP, Chordettes, Cadence	3
3.	SWEET LITTLE SIXTEEN, Chuck Berry, Chess	2
4.	WHO'S SORRY NOW, Connie Francis, M-G-M	4
5.	DON'T, Elvis Presley, Victor	9
6.	DINNER WITH DRAC, John Zacherle, Cameo	8
7.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	10
8.	SUGARTIME, McGuire Sisters, Coral	11
9.	CATCH A FALLING STAR, Perry Como, Victor	11
10.	ARE YOU SINCERE? Andy Williams, Cadence	20
11.	BREATHLESS, Jerry Lee Lewis, Sun	6
12.	HE'S GOT THE WHOLE WORLD IN HIS HANDS, Laurie London, Capitol	61
13.	TWENTY-SIX MILES, Four Preps, Capitol	6
14.	A WONDERFUL TIME UP THERE, Pat Boone, Dot	26
15.	OH, JULIE, Crescendos, Naaco	7
16.	THE WALK, Jimmy McCracklin, Checker	14
16.	BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun	22
18.	MAYBE BABY, Crickets, Brunswick	21
19.	IT'S TOO SOON TO KNOW, Pat Boone, Dot	13
20.	LAZY MARY, Lou Monte, Victor	18
20.	LITTLE BLUE MAN, Betty Johnson, Atlantic	31
22.	GET A JOB, Silhouettes, Ember	17
23.	SHORT SHORTS, Royal Teens, ABC-Paramount	15
24.	GOOD GOLLY, MISS MOLLY, Little Richard, Specialty	16
25.	THE STROLL, Diamonds, Mercury	22
25.	MAYBE, Chantels, End	25
27.	ROCK AND ROLL IS HERE TO STAY, Danny and the Juniors, ABC-Paramount	19
27.	DON'T YOU JUST KNOW IT, Huey Smith, Ace	76
29.	OH-OH, I'M FALLING IN LOVE AGAIN, Jimmie Rodgers, Roulette	24
29.	DEDE DINAH, Frankie Avalon, Chancellor	27
31.	WITCHCRAFT, Frank Sinatra, Capitol	27
31.	BILLY, Kathy Linden, Felsted	42
33.	YOU ARE MY DESTINY, Paul Anka, ABC-Paramount	30
34.	AT THE HOP, Danny and the Juniors, ABC-Paramount	29
35.	TEQUILA, Eddie Platt, ABC-Paramount	37
36.	OH LONESOME ME, Don Gibson, Victor	52
37.	DON'T LET GO, Roy Hamilton, Epic	32
38.	MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY," Mitch Miller, Columbia	40
39.	YOU WERE MADE FOR ME, Sam Cooke, Keen	65
39.	LOLLIPOP, Ronald and Ruby, Victor	40
41.	NOW AND FOR ALWAYS, George Hamilton IV, ABC-Paramount	—
42.	THE SWINGING SHEPHERD BLUES, Moe Koffman Quartet, Jubilee	42
43.	STOOD UP, Ricky Nelson, Imperial	33
43.	CLICK CLACK, Dickey Doo and the Don'ts, Swan	36
43.	BELONGING TO SOMEONE, Patti Page, Mercury	39
46.	COLLEGE MAN, Bill Justis, Phillips International	42
46.	SO TOUGH, Casuals, Back Beat	42
48.	BOOK OF LOVE, Monatoes, Argo	80
49.	BEEN SO LONG, Pastels, Argo	71
50.	SING, BOY, SING, Tommy Sands, Capitol	55
51.	LONELY ISLAND, Sam Cooke, Keen	55
51.	DANCING WITH MY SHADOW, Four Voices, Columbia	63
53.	APRIL LOVE, Pat Boone, Dot	38
53.	MAGIC MOMENTS, Perry Como, Victor	50
55.	ANGEL SMILE, Nat King Cole, Capitol	46
55.	YES, MY DARLING, Fats Domino, Imperial	65
57.	COME TO ME, Johnny Mathis, Columbia	51
57.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	52
59.	MY BUCKET'S GOT A HOLE IN IT, Ricky Nelson, Imperial	—
59.	BIG GUITAR, Owen Bradley Quintet, Decca	46
59.	WE BELONG TOGETHER, Robert and Johnny, Old Town	55
62.	BETTY AND DUPREE, Chuck Willis, Atlantic	33
62.	ALL THE WAY, Frank Sinatra, Capitol	46
64.	WHOLE LOTTA WOMAN, Marvin Rainwater, M-G-M	—
64.	BOP-A-LENA, Ronnie Self, Columbia	63
66.	ROCK AND ROLL RHAPSODY, Four Aces, Decca	83
67.	EVERY NIGHT, Chantels, End	—
67.	"7-11," Gone All Stars, Gone	33
69.	LA DEE DAH, Billy and Lillie, Swan	46
69.	THIS LITTLE GIRL OF MINE, Everly Brothers, Cadence	61
69.	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee Jay	83
69.	THE SHAKE, Mark IV, Cosmic	89
73.	JO-ANN, Playmates, Roulette	55
73.	YEA, YEA, Kendall Sisters, Argo	83
75.	SHE'S NEAT, Dale Wright, Fraternity	54
75.	BAD MOTORCYCLE, Storey Sisters, Cameo	65
75.	PEGGY SUE, Buddy Holly, Coral	78
78.	THAT'S ALRIGHT, Little Jr. Parker, Duke	—
78.	SO TOUGH, Kuff Link, Challenge	89
80.	I CAN'T HELP IT, Margaret Whiting, Dot	—
80.	THE SWINGING SHEPHERD BLUES, Johnny Pate, Federal	59
80.	LICHTENSTEINER POLKA, Will Glahe, London	68
80.	WAITIN' IN SCHOOL, Ricky Nelson, Imperial	68
80.	YOU SEND ME, Sam Cooke, Keen	68
80.	YOUR NAME IS BEAUTIFUL, Carl Smith, Columbia	59
86.	MOOVIN' 'N' GROOVIN', Duane Eddy, Jamie	72
86.	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	73
86.	THE SWINGING SHEPHERD BLUES, David Rose, M-G-M	73
86.	RAUNCHY, Bill Justis, Phillips International	94
90.	I BEG OF YOU, Elvis Presley, Victor	59
90.	THE STORY OF MY LIFE, Marty Robbins, Columbia	83
90.	JAILHOUSE ROCK, Elvis Presley, Victor	94
93.	WHY DON'T THEY UNDERSTAND? George Hamilton IV, ABC-Paramount	80
93.	RAUNCHY, Billy Vaughn, Dot	80
93.	REMEMBER, Velours, Onyx	83
93.	MILLION MILES FROM NOWHERE, Brook Benton, Vik	94
93.	OH, BOY! Crickets, Brunswick	100
93.	GEISHA GIRL, Hank Locklin, Victor	—
93.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	—
93.	WILD IS THE WIND, Johnny Mathis, Columbia	—

THAT SWINGIN' LABEL

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(ENARCO)

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SWEET SKINNY JENNY
b/w
ROCK-A-ROUND
by
PAUL PEEK
and the
PEEK-A-BOOS
#001

PLUS ONE THAT'S HOT IN THE RUNNER-UP SPOT

I'M SNOWED
b/w
IT'S ONLY YOU
by
JOE SOUTH
#002

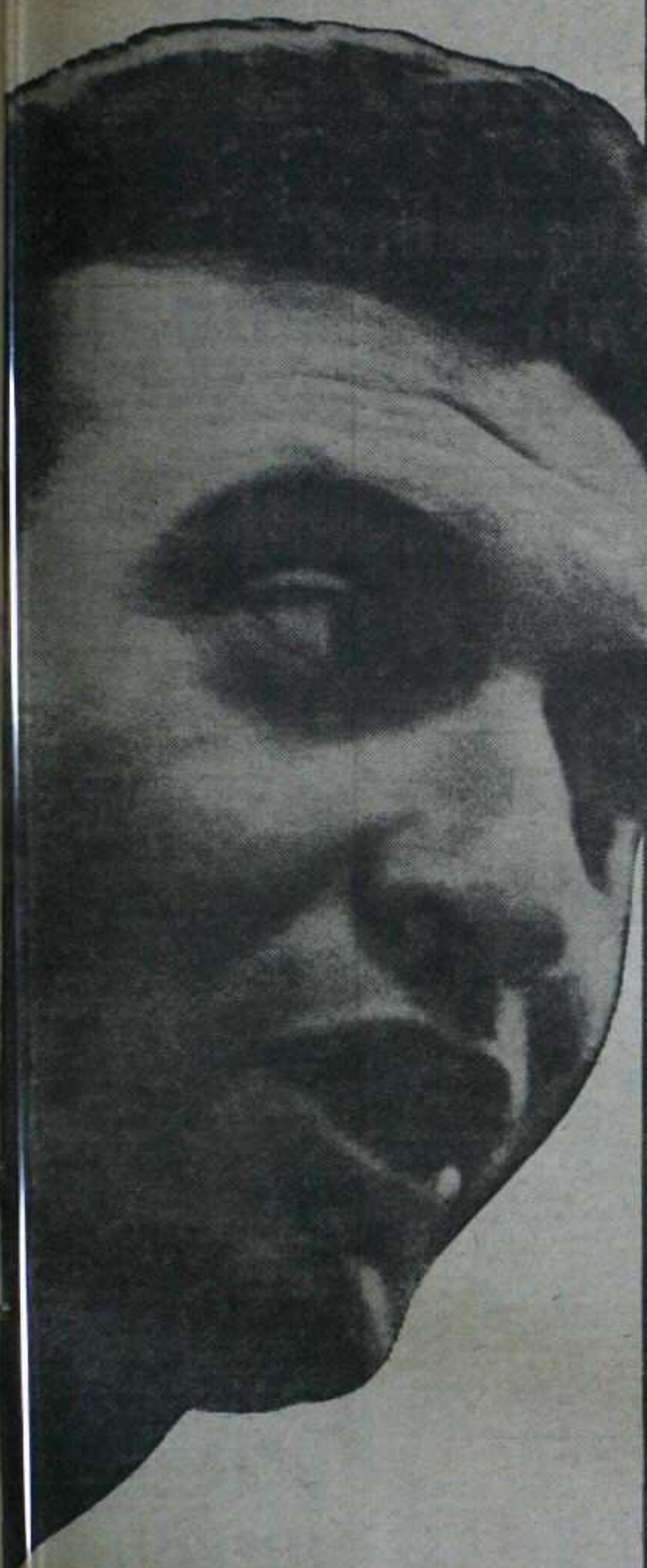
TO COMPLETE OUR OPERATION BIG 3

TEENAGE WONDERLAND
b/w
HEY! LITTLE GIRL
by
THE FOUR MINTS
#003

GO-GO-GO WITH ENARCO

NATIONAL RECORDING CORP.

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1224 Fernwood Circle, N.E.
Atlanta, Ga.



FRANKIE LAINE

MY GAL AND A PRAYER
Jimmy Carroll and his orchestra

b/w
THE LONESOME ROAD
Al Lerner and his orchestra
4-41139

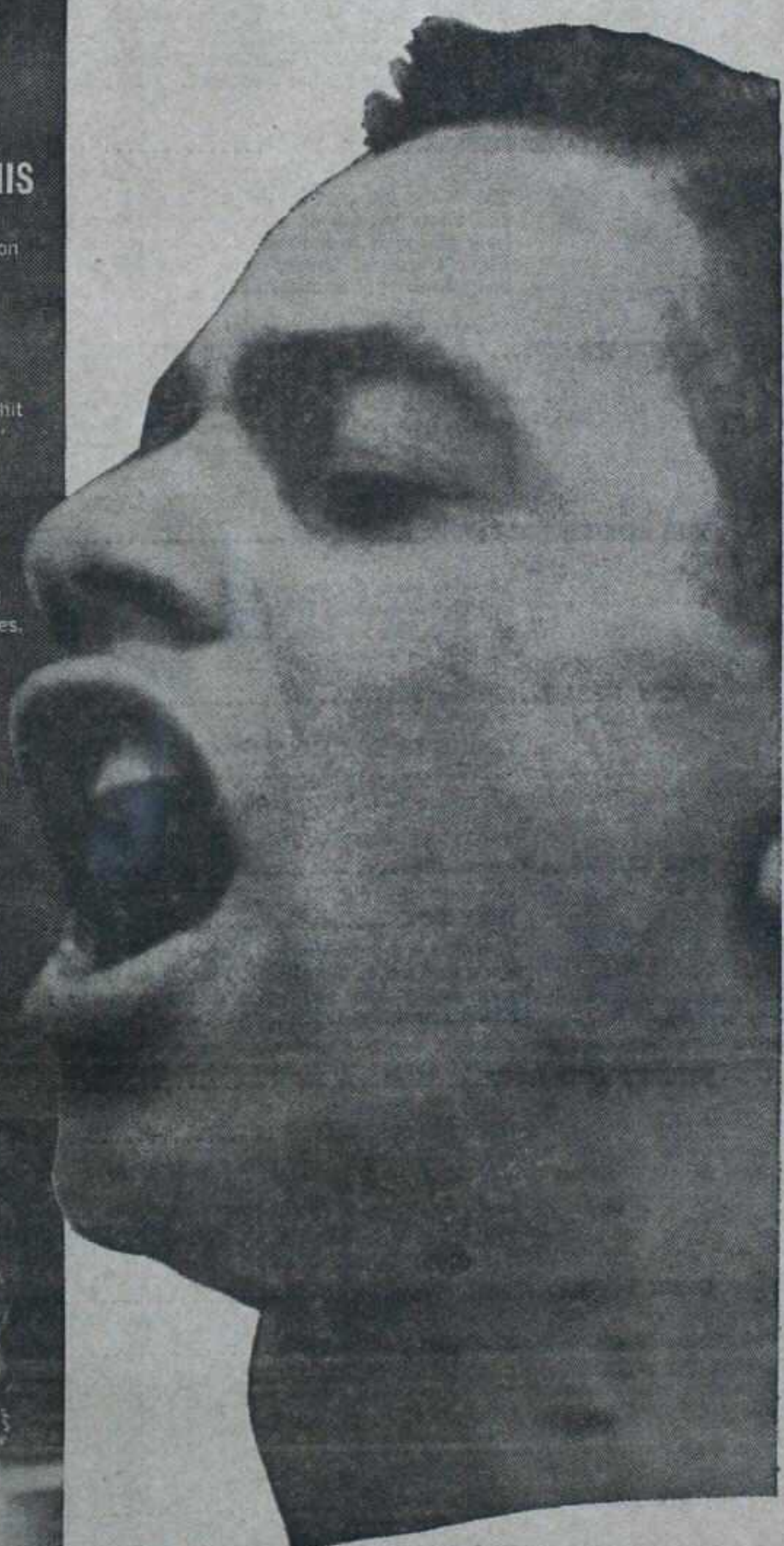
The first is a prime example of Frankie's appealing talent for diving right into his material and stirring up a wail of soulful passion. The flip is the standard 1928 hit updated with ringing effectiveness.

JOHNNY MATHIS

ALL THE TIME
From the Broadway production "Oh Captain!"

b/w
TEACHER, TEACHER
Ray Ellis and his orchestra
4-41152

"All the Time" is the hit ballad from "Oh Captain!" and Johnny's wistful style flows with the intentionally simple arrangement. The flip is a teen-flavored swinger and a sure bet for steady air play and heavy sales.



MITCH MILLER

BONNIE ELOISE

b/w
GINNY, MY JOY
Mitch and his orchestra
4-41128

Both sides should spin their way into top "pick" popularity in no time flat. The first is a folk song showcased in a lusty choral arrangement featuring rhythmic guitar. The second is a Civil War period "smash." Both feature the fabulous "Yellow Rose" singers. Can't miss!

FRANK SINATRA

IF I FORGET YOU

b/w
I'M A FOOL TO WANT YOU
Orchestra under the direction of Axel Stordahl
4-41133

With The Voice's movie and TV popularity at its peak, these two great ballad performances mean money in the bank!



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COLUMBIA

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Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

• Review Spotlight on . . .

POP RECORDS

PERRY COMO . . . RCA Victor 7202 . . . KEWPIE DOLL
(Leeds, ASCAP)

DANCE ONLY WITH ME . . . (Stratford, ASCAP)
The cute, bouncy theme is presented with Como's usual easy-going charm. Flip, "Dance," is a pretty ballad from the coming Broadway show, "Say Darling." Good chorus and ork backing on both sides makes the platter a hot contender.

THE FONTANE SISTERS . . . Dot 15736 . . . CHANSON D'AMOUR
(Medowlark, ASCAP)

This is the strongest by the trio in a while. It's a cover of the Art and Dotty version on Era. The contagious theme with a catchy lyric phrase is well handled by the chicks. This could step out. Flip, "Cocoanut Grove," is a listenable medium-beat tune with banjo backing (Famous, ASCAP).

CHUCK WILLIS . . . Atlantic 1179 . . . HANG UP MY ROCK AND ROLL SHOES
(Rush, BMI)

Willis belts the blues in high style. It's teen-slanted rocker with a novelty lyric and excellent chorus and ork backing. It can also score in r.&b. marts. Flip, "What Am I Living For," is a ballad (Progressive, BMI).

THE ADRISSI BROTHERS . . . Brad 003 . . . EVERYBODY HAPPY
(Aztec, ASCAP)

The duo gives the peppy Latin-beat ditty a highly listenable warble. Guitar backing helps on the danceable side. This could take off. Flip, "I'll Be True," is a rockaballad (Sparrow, ASCAP).

BOBBY HELMS . . . Decca 30619 . . . JACQUELINE
(Columbia Pictures, ASCAP)

LIVING IN THE SHADOW OF THE PAST . . . (Columbia Pictures, ASCAP)

See review in C.&W. Spotlight section.

THE COEDS . . . Cameo 134 . . . LA LA
(Pemora, BMI)

JUKE BOX . . . (Lowe, ASCAP)

Top side is a cute, musical lesson on doing the cha cha. The kids could find this to their liking. Flip, "Juke Box," is an up-tempo item with swifty delivered lyrics that also shows fine performances. Either can make it.

JOHNNY AND JONIE . . . Challenge 59001 . . . KEE-RO-RYIN'
(Golden West, BMI)

JUST BEFORE DAWN . . . (Danelion, BMI)

"Kee-Ro-Ryin' (Crying)" gets a vigorous rendition by the new duo. The tune is presented with a Latin flavor, spotlighting Jerry Lee Lewis-type piano. Flip, "Just Before Dawn," is a pretty rockaballad that is also nicely delivered. Strong two-sided entry.

GENE ROSS . . . Herald 517 . . . ENDLESS SLEEP
(Johnstone-Monte-Elizabeth, BMI)

THE ONLY ONE . . . (Keynote, ASCAP)

Ross's platter will be competing with the original by Jody Reynolds. The haunting tune, a rockaballad, is presented with appeal. Flip, "Only One," is an equally strong side. It's a medium-beat blues with a good vocal effort.

JODY REYNOLDS . . . Demon 1507 . . . ENDLESS SLEEP
(Johnstone-Monte-Elizabeth, BMI)

Reynolds (a cat) gives the rockaballad a winning performance. The expressive vocal stint with excellent guitar backing has a sound that could catch on. Flip, "Tight Capris," is a Latin-beat rocker (Johnstone-Monte-Elizabeth, BMI).

BOBBY FREEMAN . . . Josie 835 . . . DO YOU WANT TO DANCE?
(Clockus, BMI)

Freeman registers strongly on a very danceable item. It's a blues with a Latin flavor that appears a likely click. Flip, "Big Fat Woman," is also a blues (Clockus, BMI).

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in *The Billboard*, the communications center of the music industry.

• Reviews of New Pop Records

GALE STORM

You . . . 81

DOT 15734—Very strong cover of a tune introduced by the Aquatones on Fargo. It's a ballad that gets a warm vocal by the thrush with chorus and ork support. A potent contender. (Instant, BMI)

Angry . . . 78

Smooth chirping on a pretty rockaballad. This, too, could create interest, but flip appears more likely. (Melrose, ASCAP)

LEE ANDREWS & THE HEARTS

Try the Impossible . . . 81

UNITED ARTISTS 123—Pleaser ballad is sung with warmth by Lee Andrews over good support from the group and the combo. Strong wax here that has a real chance to make it. (Spinmill & G&H, BMI)

Nobody's Home . . . 72

Wild rocker is handed a good vocal by the chanter, and he is helped by the group. Tune is a blues. Flip side is stronger. (Spinmill & G&H, BMI)

BILL ARLEN

Please Give Me Something . . . 80

IMPERIAL 5500—Frantic warbling on wild rockabilly blues ditty. Watch it. (T. J., BMI)

Since I Have You . . . 78

Haunting rockaballad with familiar sounding melody is wrapped up in feelingful vocal. (Round, BMI)

THE VERSATONES

Tight Skirt and Sweater . . . 80

ALL STAR 501—Cute, very attractive ditty about a lad whose attention is diverted by a tight skirt and a tight sweater. Group has a sound and so does the record. Watch this one. (Flame, BMI)

Bla . . . 78

Gimmicky effort with a rocking beat gets lots of sounds and flashes of a vocal from the group. Listenable side tho, and bright enough to happen. (Flame, BMI)

THE BARKER BROTHERS

Hey Little Mama . . . 80

KENT 302—Infectious rockabilly ditty with good teen-appeal lyrics sung with breezy charm in style reminiscent of Everly Brothers. This could be a sleeper. (Gregmark, BMI)

I'm in Love With My Teacher . . . 77

Provocative lyric theme is handled with zestful feeling by the boys and celestial-styled fem chorus. (Taurus, ASCAP)

JOHNNY MADDON

Sympathy . . . 80

DOT 15730—A powerful side in style of Vaughan's "Sail Along Silvery Moon." Trumpet is featured on the medium-beat arrangement that is also a danceable item. Can move well. (Morris, ASCAP)

Don't Get Around

Much Anymore . . . 77
Good instrumental treatment of Duke Ellington's standard. The side has a very danceable beat. Good potential. (Robbins, ASCAP)

BOBBY NORRIS

I Went Rockin' . . . 78

CAPITOL 3945—Driving rocker delivered with husky sincerity by Norris and combo. Rates plays by jukes and jocks. Can move. Good talent. (Sun-Crest, BMI)

Rock-A-Bye Me Mama . . . 76

Another rocker with clapping and shouting and a lot going on in the backing, but flip seems stronger. (Sun-Crest, BMI)

LAURA LEE PERKINS

Don't Wait Up . . . 78

IMPERIAL 5507—The chick renders the rockablues in high fashion. She comes on like a fem Jerry Lee Lewis. This bears watching. (Marquis, BMI)

Oh La Baby . . . 75

This is also a rockablues and it's belted with as much savvy as the flip. Another effort with good potential. (Marquis, BMI)

LITTLE WILLIE LITTLEFIELD

Ruby-Ruby . . . 78

BULLSEYE 1005—A slow, slow rhythm job with a throbbing, compelling sound. Littlefield sings and chants the material in strong fashion. Wild high-voiced cat waits in the backing with the group. Could go.

Easy Go . . . 73

A slow and easy-going boogie blues instrumental. Satisfying stuff that could catch air plays.

BOBBY ROBERTS

Hop Skip and Jump . . . 77

HUT 4707—Rocker clefled by Roberts is given a driving performance by the chanter and combo. Fair prospects. (Pepper, BMI)

Cravin' . . . 77

Strong Roberts' original with Indian

flavor handled in strong Johnny Cash type style. Rates exposure. (Pepper, BMI)

MANTOVANI ORK

The Story of Three Loves . . . LONDON 1790—Tune adapted from Rachmaninoff's "Rhapsody on a Theme By Paganini" is handled in lovely fashion by the Mantovani ork. Should appeal to many. (Foley, ASCAP)

To My Love . . . 75

A typical big-stringed Mantovani ork reading of an attractive new tune. Flip side's a bit more potent. (Robbins, ASCAP)

MITCHELL TOROK

How Much . . . DECCA 30599—Strong c.&w. flavor on this ballad. Torok gives it a sincere reading. Can go in both pop and country markets. (Lin, BMI)

Be Kind to Me . . . 73

Uptempo entry gets a happy performance by artist with strong group support. Can do business. (Cogar, BMI)

FRANK SINATRA & KEELEY SMITH

How Are You Fixed for Love . . . CAPITOL 3952—Nice sound by the new pairing on a cute theme with good orking by Nelson Riddle. It could step out. (Tamarisk, ASCAP)

Nothing in Common . . . 72

The tune has also been waxed by Bing Crosby and Bob Hope. It's a cute swinger, but flip appears more likely. (Morris, ASCAP)

RUBY MURRAY

Remember Today . . . CAPITOL 3947—Edith Piaf folk item gets fine ballad treatment by thrush and chorus. Good jock fare. (Hollis, BMI)

Ain't That a Grand and Glorious Feeling . . . 70

Songstress sells this Dixieland rocker in okay fashion, with ork matching her bounce for bounce. Fair prospects. (Ager, Yellin & Bernstein, ASCAP)

THE FIVE KEYS

You're For Me . . . CAPITOL 3948—Smart, swinging ditty is handed a first rate reading by the fine group, over happy backing. Side has a chance with exposure. (Eden, BMI)

With All My Love . . . 75

Refined ballad is sung with feeling by the lead, while the group works behind him. Lovely side here that should pull spins. (Monteforte, BMI)

LINK WRAY

Rumble . . . CADENCE 1347—Intriguing instrumental with hypnotic beat and solid guitar work. Some jocks, tho, may object to title tie-up with teen-age gang wars. Both sides cut by Washington, D. C. jock Mill Grant. (Valand, BMI)

The Swag . . . 74

Another interesting instrumental with fine guitar solo segs and a haunting theme. (Valand, BMI)

THE TANGIERS

Don't Try . . . CLASS 224—Good swinging r.&b. tune, with the lead cat demonstrating some of the vocal style of Sam Cooke. Nice, wailing harmony bridges. Action Possible. (Records, BMI)

School Days . . . 73

This is a story of what happens when school days are over. Topical theme and sound of the chicks in the group gives the side potential. Good reading. (Records, BMI)

BOBBY LEE TRAMMELL

You Mostest Girl . . . RADIO 102—Trammell exhibits a Presleyish, frantic touch on this rhythm ballad of devotion. Good wax could get action. Worth spinning. (Dandelion, BMI)

Uh Oh . . . 73

The rockabilly has a hiccupy approach to "lo-ove" on this one. Good rhythmic fare but material has questionable appeal. Vocal group chimes in in the backing. (Dandelion, BMI)

GUY MITCHELL

Till We're Engaged . . . COLUMBIA 41146—Medium tempo rock and roll effort is handled pleasantly here by the chanter. Should get plays and has a chance for success. (Oxford, ASCAP)

Hey, Madame . . . 73

Tune from "Oh, Captain" receives a warm vocal by Mitchell. Spur of show should help tune get deejay exposure. (Livingston & Evans, ASCAP)

(Continued on page 41)

HIS NEXT MILLION-RECORD SELLER!



DANCE ONLY WITH ME

From the Broadway Production "Say, Darling."

KEWPIE DOLL

Right on the heels of Perry's golden "Catch a Falling Star," comes this double-header money-maker!

With Mitchell Ayres Orchestra and the Ray Charles Singers.

47/20-7202

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



RCA VICTOR
RADIO CORPORATION OF AMERICA



FOR
SURVEY WEEK
ENDING
MARCH 22, 1958

Weekly Juke Box Programming Guide

POPULAR

NEW HIT
THE LITTLE BLUE MAN
★ BETTY JOHNSON ★
WINTER IN MIAMI
Atlantic 1169

SHORT SHORTS
★ ROYAL TEENS ★
PLANET ROCK
ABC-Paramount 9882

TEQUILA
★ THE CHAMPS ★
TRAIN TO NOWHERE
Challenge 1016

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

DEDE DINAH
★ FRANKIE AVALON ★
OOH LA LA
Chancellor 1011

NEW HIT
DON'T YOU JUST KNOW IT!
★ HUEY SMITH ★
HIGH BLOOD PRESSURE
Ace 545

GET A JOB
★ THE SILHOUETTES ★
I AM LONELY
Ember 1029

BREATHLESS
★ JERRY LEE LEWIS ★
DOWN THE LINE
Argo 5287

SAIL ALONG SILVERY MOON
★ BILLY VAUGHN ★
RAUNCHY
Dot 15361

TWENTY-SIX MILES
★ FOUR PREPS ★
IT'S YOU
Capitol 3825

NEW HIT
HE'S GOT THE WHOLE WORLD
IN HIS HANDS
★ LAURIE LONDON ★
HANDED DOWN
Capitol 3891

THE STROLL
★ THE DIAMONDS ★
LAND OF BEAUTY
Mercury 71242

DON'T
★ ELVIS PRESLEY ★
I BEG OF YOU
RCA Victor 7150

DINNER WITH DRAC (PARTS 1 & 2)
★ JOHN ZACHERLE ★
Cameo 130

SWEET LITTLE SIXTEEN
★ CHUCK BERRY ★
REELIN' AND ROCKING
Chess 1683

ARE YOU SINCERE
★ ANDY WILLIAMS ★
BE MINE TONIGHT
Cadence 1340

MAYBE BABY
★ CRICKETS ★
TELL ME HOW
Brunswick 55053

OH-OH, I'M FALLING IN LOVE AGAIN
★ JIMMIE RODGERS ★
THE LONG HOT SUMMER
Roulette 4045

MAYBE
★ CHANTELS ★
COME, MY LITTLE BABY
End 1005

IT'S TOO SOON TO KNOW
★ PAT BOONE ★
A WONDERFUL TIME UP THERE
Dot 15600

WHO'S SORRY NOW
★ CONNIE FRANCIS ★
YOU WERE ONLY FOOLING
M-G-M 1258B

NEW HIT
YOU WERE MADE FOR ME
★ SAM COOKE ★
LONELY ISLAND
Keen 4009

LOLLIPOP
★ CHORDETTES ★
BABY, COME-A BACK-A
Cadence 1345

OH, JULIE
★ THE CRESCENDOS ★
MY LITTLE GIRL
Nasco 6005

THE WALK
★ JIMMY McCRAKLIN BAND ★
I'M TO BLAME
Checker 885

BALLAD OF A TEENAGE QUEEN
★ JOHNNY CASH ★
BIG RIVER
Sun 283

LAZY MARY
★ LOU MONTE ★
ANGELIQUE
RCA Victor 7160

GOOD GOLLY, MISS MOLLY
★ LITTLE RICHARD ★
HEY-HEY-HEY-HEY!
Specialty 624

SUGARTIME
★ THE McGUIRE SISTERS ★
BANANA SPLIT
Coral 61924

ROCK AND ROLL IS HERE TO STAY
★ DANNY AND THE JUNIORS ★
SCHOOL BOY ROMANCE
ABC-Paramount 9888

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

JUST A LITTLE LONESOME
★ BOBBY HELMS ★
LOVE MY LADY
Decca 30557

NEW HIT
WHISPERING RAIN
★ HANK SNOW ★
I WISH I WAS THE MOON
RCA Victor 7154

NEW HIT
PINK PEDAL PUSHERS
★ CARL PERKINS ★
JIVE AFTER FIVE
Columbia 41131

OH LONESOME ME
★ DON GIBSON ★
I CAN'T STOP LOVIN' YOU
RCA Victor 7123

YOUR NAME IS BEAUTIFUL
★ CARL SMITH ★
YOU'RE SO EASY TO LOVE
Columbia 41092

I CAN'T STOP LOVING YOU
★ KITTY WELLS ★
SHE'S NO ANGEL
Decca 30551

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

CLICK CLACK
★ DICKEY DOO & THE DONITS ★
DID YOU CRY
Swan 4001

BEEN SO LONG
★ PASTELS ★
MY ONE AND ONLY DREAM
Argo 5287

YES, MY DARLING
★ FATS DOMINGO ★
DON'T YOU KNOW I LOVE YOU
Imperial 5492

LA DEE DAH
★ BILLIE & LILLIE ★
DID YOU CRY
Swan 4002

NEW HIT
BOOK OF LOVE
★ THE MONOTONES ★
YOU NEVER LOVED ME
Argo 5290

OPERATORS BEST BUYS

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

BEST BUY
RICKY NELSON
Believe What You Say
My Bucket's Got a Hole in It
Imperial 5503

BEST BUY
THE FLATTERS
Twilight Time
Out of My Mind
Mercury 71289

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

OPINION
THE ADRISSI BROTHERS
Everybody Happy
I'll Be True
Brad 003

OPINION
THE COEDS
La La
Juke Box
Cameo 134

OPINION
FERRY COMO
Keepie Doll
Dance Only With Me
RCA Victor 7502

OPINION
THE PONTANE SISTERS
Chateau D'Amour
Cocoanut Grove
Dot 15777

OPINION
ROBBY FREEMAN
Do You Want to Dance?
Big Fat Woman
Jodie 835

OPINION
ROBBY HELMS
Living in the Shadow of the Past
Jacqueline
Decca 30619

OPINION
JONNIE & JONIE
Kee-Bo-Ry'n
Just Before Dawn
Challenge 59001

OPINION
FRANK LOCKLIN
It's a Little More Like Heaven
Blue Grass Skirt
RCA Victor 7203

OPINION
JODY REYNOLDS
Endless Sleep
Tight Capris
Demon 1507

OPINION
GENE BOSS
Endless Sleep
The Only One
Herald 587

OPINION
CHUCK WILLS
Hang Up My Rock and Roll Shoes
What Am I Living For?
Atlantic 1179

VOX JOX

Continued from page 11

the station, following the circulation of a petition in his half by his fellow KMNS jocks Phil Maher, Roger Vogt, Don Miller, Jim Dandy and Don Melvin Frost. The boys rounded up 51,734 signatures. . . Milton Q. Ford, WOL,

YESTERYEAR'S TOPS— The nation's top tunes on records as reported in The Billboard

MARCH 27, 1948

1. Now Is the Hour
2. I'm Looking Over a Four Leaf Clover
3. Manana
4. Beg Your Pardon
5. Ballerina
6. Serenade of the Bells
7. But Beautiful
8. The Best Things in Life Are Free
9. The Dickey-Bird Song
10. Slap 'Er Down Again, Paw

MARCH 28, 1953

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

Washington, celebrated his 15th year in broadcasting this month, 11 of which he spent in the Capitol city.

Felix Grant, Washington jock, has augmented his daily radio schedule with a Sunday night "live" TV show over WMAL-TV. The show is tagged "Nightcap." Bob Campbell, librarian and morning jock at WNC, Newton, N. C., says he needs wax to fill his airtime of 25 hours per week.

Also in need of releases is Bud Arkell, WANS, Anderson, S. C., who emcees a nightly show from the Town and Country Drive-In Restaurant and afternoon record hops (3-6 p.m.) on Friday, Saturday and Sunday afternoons. He utilizes a mobile broadcast studio, "Studio 1280," which attracts teenagers from all parts of the city.

FROM - TO DEPARTMENT:
Don Stewart—From: KTYL, Mesa, Ariz. To: KAPR, Douglas, Ariz. . . . Bill Miller—From: KGGF, Coffeyville, Kan. To: WNAX, Yankton, S. D. . . . Phil Stout—To: "Early Bird" show, WTAG, Ashland, O. . . . Don Wallace — To: KOMA, Tulsa, Okla. . . . Dan Niles (nephew of Ken and Wendel Niles) To: KUIK, Hillsboro, Ore. . . . Roger Clark — From: WNOR, Norfolk, Va. To: WGH, Norfolk. . . . Marie Peters — To: WTYM, Springfield, Mass. . . . Frank Bell, Aaron Allen, Barclay Russell, Bob Cole and Bob Collins—To: new station WOAL, San Antonio. . . . Bill Sanders — From: WDXB, Chattanooga, Tenn. To: WTOB, Winston-Salem, N. C.

'Bandstand' Hypes TV DJ Rush

Continued from page 12

WFGA-TV, Jacksonville, Fla. The South and Southwest are apparently particularly fertile areas for TV deejay shows. Programs operating in these territories include Jim Kilgo, WSBC-TV, Charlotte, N. C.; Alan Browning, WNAO-TV, Raleigh, N. C.; Jim Walton, WHAS-TV, Louisville, Ky.; Don Moyer, WQAY-TV, Oak Hill, Va.; Don Bell, WNOK-TV, Columbia, S. C.; Jill MacLean, WJHL-TV, Johnson City, Tenn.; Dewey Phillips, WHBK-TV, Memphis; Roy Lamont, WRVA-TV, Richmond, Va.; Dave Overton, WSM-TV, Nashville; Noel Ball, WSIX-TV, Nashville; Frank Bradley, WTOV-TV, Norfolk; Mack Miller, WCBI-TV, Columbus, Miss.; Betty Whitt, WMSL-TV, Decatur, Ala.; John Dixon, WALA-TV, Mobile, Ala.; Jim Dunbar, WDSU-TV, New Orleans; Steve Stephen, KTHV-TV, Little Rock; Wally Pryor, KTBC-TV, Austin, Tex.; Bob Byron, KPRC-TV, Houston; Ted Nabors, KTRK-TV, Houston; Al Bell, KTRK-TV, Houston; Johnny McKinney, KTVK-TV, Phoenix, Ariz.; Ray Curtis and Larry Burroughs, KPHO-TV, Phoenix, Ariz.; Johnny Fairchild and Bill Kelso, KELP-TV, El Paso, Tex.; Rudy Telles, KTSM-TV, El Paso, Tex.; "The Specs Show," WIS-TV, Columbia, S. C.; Don Ferguson, WSPA-TV, Spartanburg, S. C.; "Teen Platter Party," KENS-TV, San Antonio. Far West video spinners include Dick Crest, KPIX-TV, San Francisco; Bob Hower, KFMB-TV, San Diego, Calif.; Al Jarvis, KABC-TV, Los Angeles; Peter Potter, KRCA-TV, Los Angeles; Dick Whittinghill, KTTV-TV, Los Angeles; Jerry Grisham, WMSO-TV, Missoula, Mont., and "High Time," KTPV, Portland, Ore.

Eastern and Midwest video spinners number Milt Grant, WTTG-TV, Washington, D. C.; Joe Grady and Ed Hurst, WVUE-TV, Philadelphia; Jay Perri, WTOP-TV, Washington, D. C.; John Sobel, WILK-TV, Wilkes-Barre, Pa.; Buddy Deane and Jack Wells, WJZ-TV, Baltimore; Joe Franklin, WABC-TV, New York; Jim Gallant, WNCH-TV, New Haven, Conn.; Jim Holt, WHYN-TV, Springfield, Mass.; Ray Mercier, WCSH-TV, Portland, Me.; Betty Jean Brinson, WITN-TV, Washington, D. C.; Lauren Haacke, KBMB-TV, Bismark, N. D.; Ron Scott, WOI-TV, Ames, Ia.; Lee Harris, WHO-TV, Des Moines; John Fischer, KAKE-TV, Wichita, Kan.; Russ David, KSD-TV, St. Louis; Gil Newsome, KWK-TV, St. Louis; Jim Eddy, KMGM-TV, Minneapolis; Ted Moore and Ken Hoover, WFRV-TV, Green Bay, Wis.; John Anthony, WITI-TV, Milwaukee; Bernie Johnson, WICS-TV, Springfield, Ill.; Wally Phillips, WGN-TV, Chicago; Ray Raynor, WBBM-TV, Chicago; Howard Miller, WNBQ-TV, Chicago; Jess Cain, WNDU-TV, South Bend, Ind.; Ed McKenzie, WXYZ-TV, Detroit; Bob Maxwell, WWJ-TV, Detroit; Phil McLean, WJM-TV, Cleveland; Paul Dixon and Bob Braun, WLW - T, Cincinnati; "Sight and Sound," KMTV, Omaha; "Pantomime Hit Parade," WCPO-TV, Cincinnati; "Bandstand," WEWS, Cleveland; George Wilson, WSTV, Steubenville, O.

Jockeys with TV shows, although not necessarily featuring a disk format include Tom Edwards, WERE, Cleveland; Art Ford and Bill Williams, of WNEW, New York. Latter two are on WABD, New York.

HOT NEW RELEASES FROM EAST-WEST

DADDY LOLO

(Oriental Rock 'n Roll)

HALVAH

Ganim's Asia Minors 109

DO YOU WANNA JUMP CHILDREN

IT'S GOOD TO ME

The Ospreys 110

DARLENE

PENNIES FROM HEAVEN

Whispering Pigg 111

EAST WEST

Division of Atlantic Recording Corp. 157 West 57 Street, New York 19, N. Y.

The Original on ARGO

"WHO'S TO KNOW"

Wendell Tracey

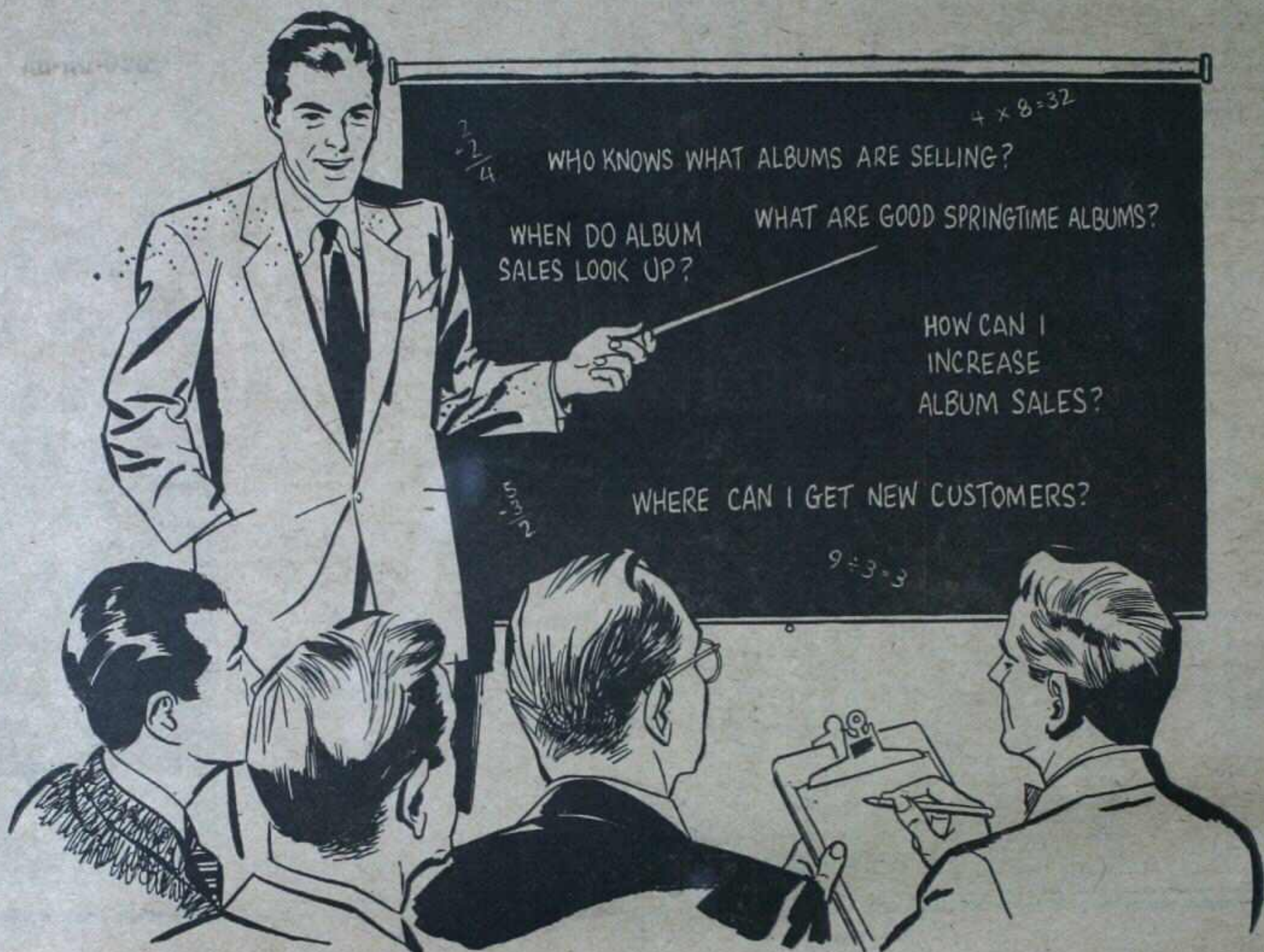
And his orchestra

ARGO 5926

CHESS PRODUCING CORP.

2120 South Michigan, Chicago, Illinois—All Phones: Calumet 5-2770

DEALERS . . .



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AUDITION

THE MONTHLY MUSICAL SHOPPING GUIDE

REVIEWS of 100 Top Record Albums of the Month

COMPLETE LISTINGS of New Album Releases—on Disk and Tape

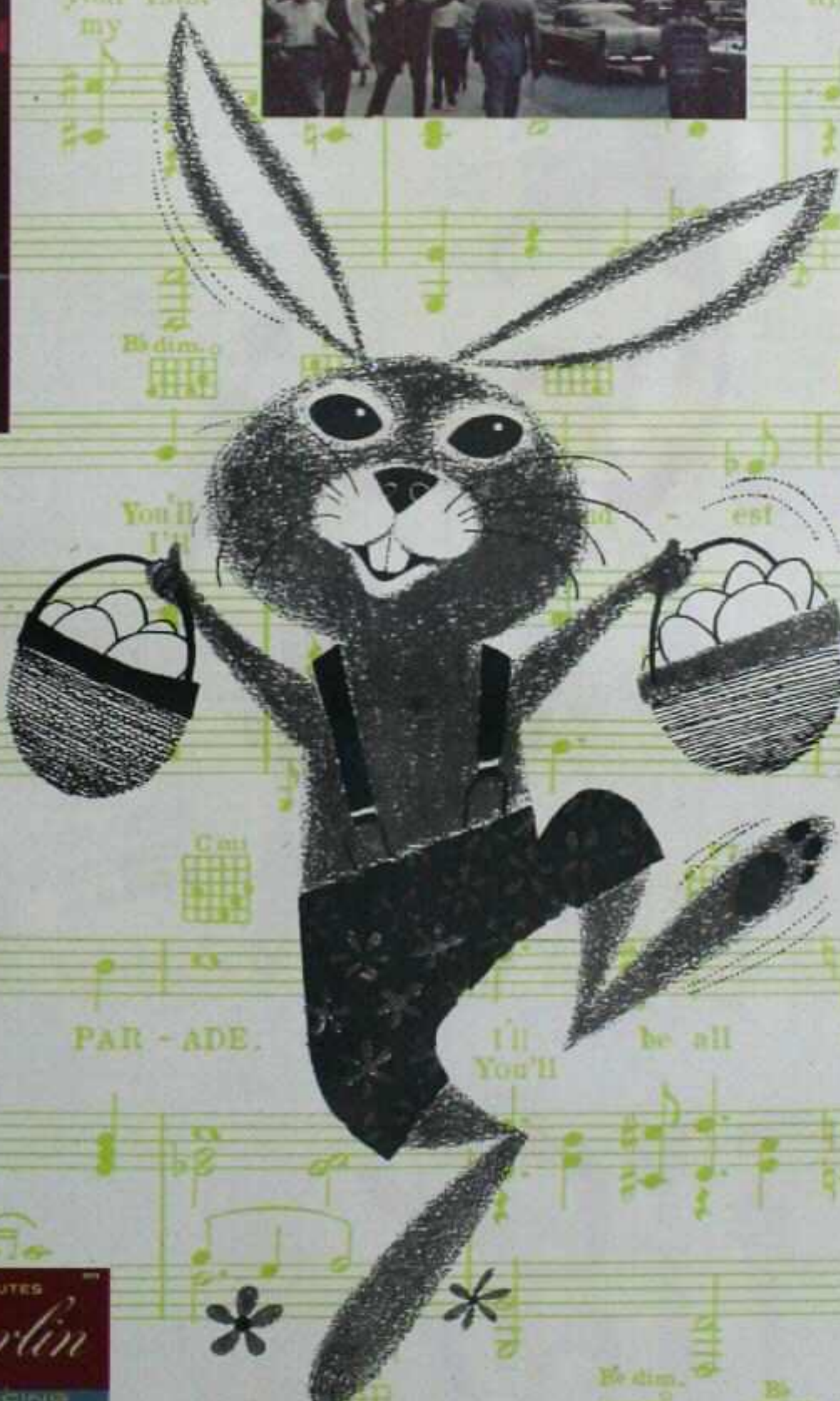
BEST SELLERS of Popular, Classical and Jazz Albums

SUPPLEMENT TO
THE BILLBOARD
MARCH 31, 1958

EASTER PARADE



By IRVING BERLIN



Fifty Years of Music-Making

IRVING BERLIN has been writing songs for 50 years. And the record industry, in recognition of this magnificent (in fact, unprecedented) achievement, has produced a number of albums to celebrate the event.

Of course, these albums do not fully represent all of Berlin's monumental output. With 12 songs to the album, a set of 75 albums would be necessary to put all of his songs in the groove. Berlin wrote about 900 songs. For all but a few, he wrote both words and music.

Coincidentally, this year marks the 25th anniversary of one of his most popular works. It's the perennially popular "Easter Parade."

(Continued on page 6)

M-G-M RECORDS

presents **3** GREAT ALBUMS

from the irresistible romantic motion picture, "Gigi"

**EXCLUSIVE
ON M-G-M!
ORIGINAL CAST
SOUND TRACK
ALBUM**

A High Fidelity Recording E 3641 ST



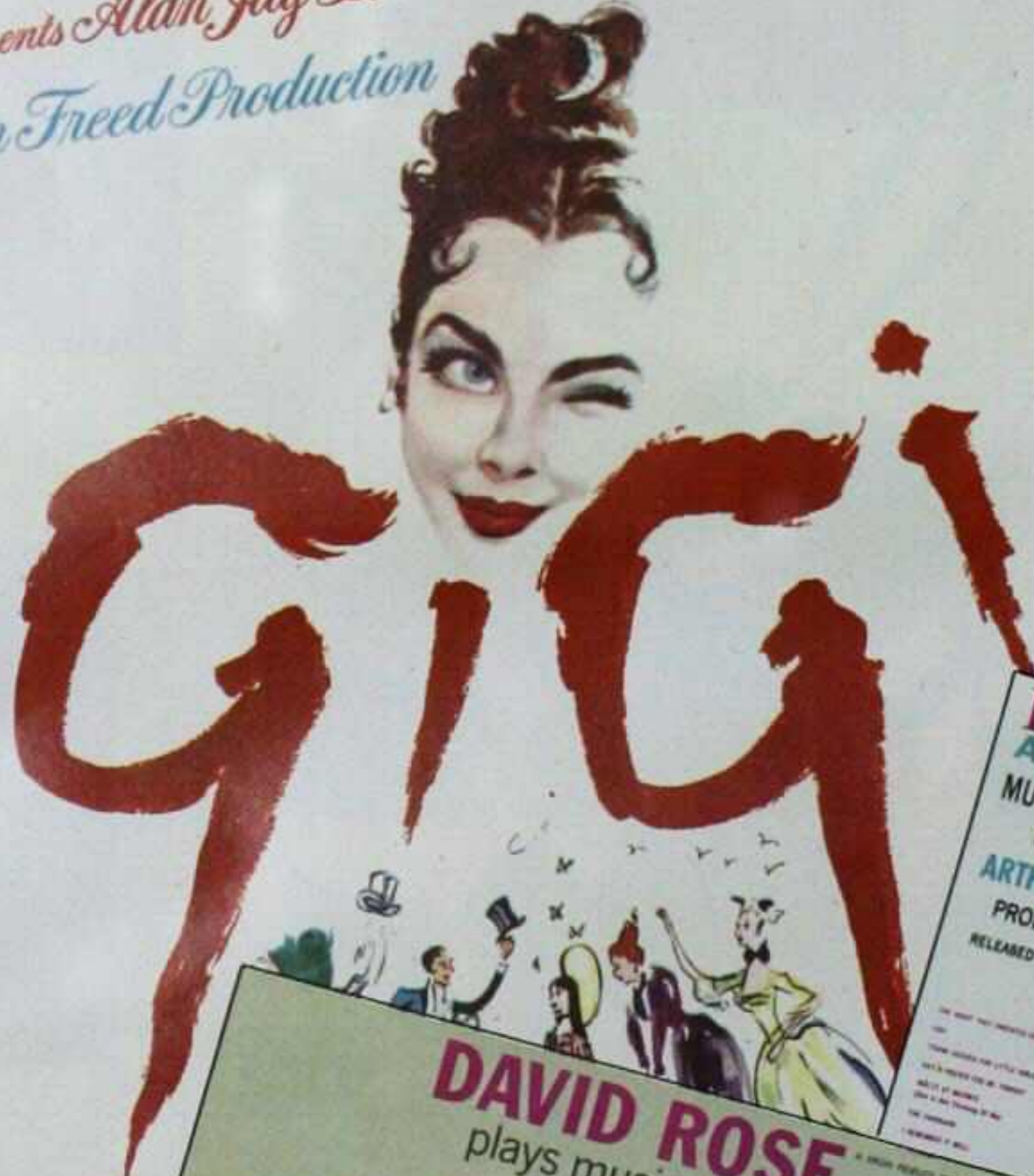
Music by **Frederick Loewe**

Lyrics by **Alan Jay Lerner**

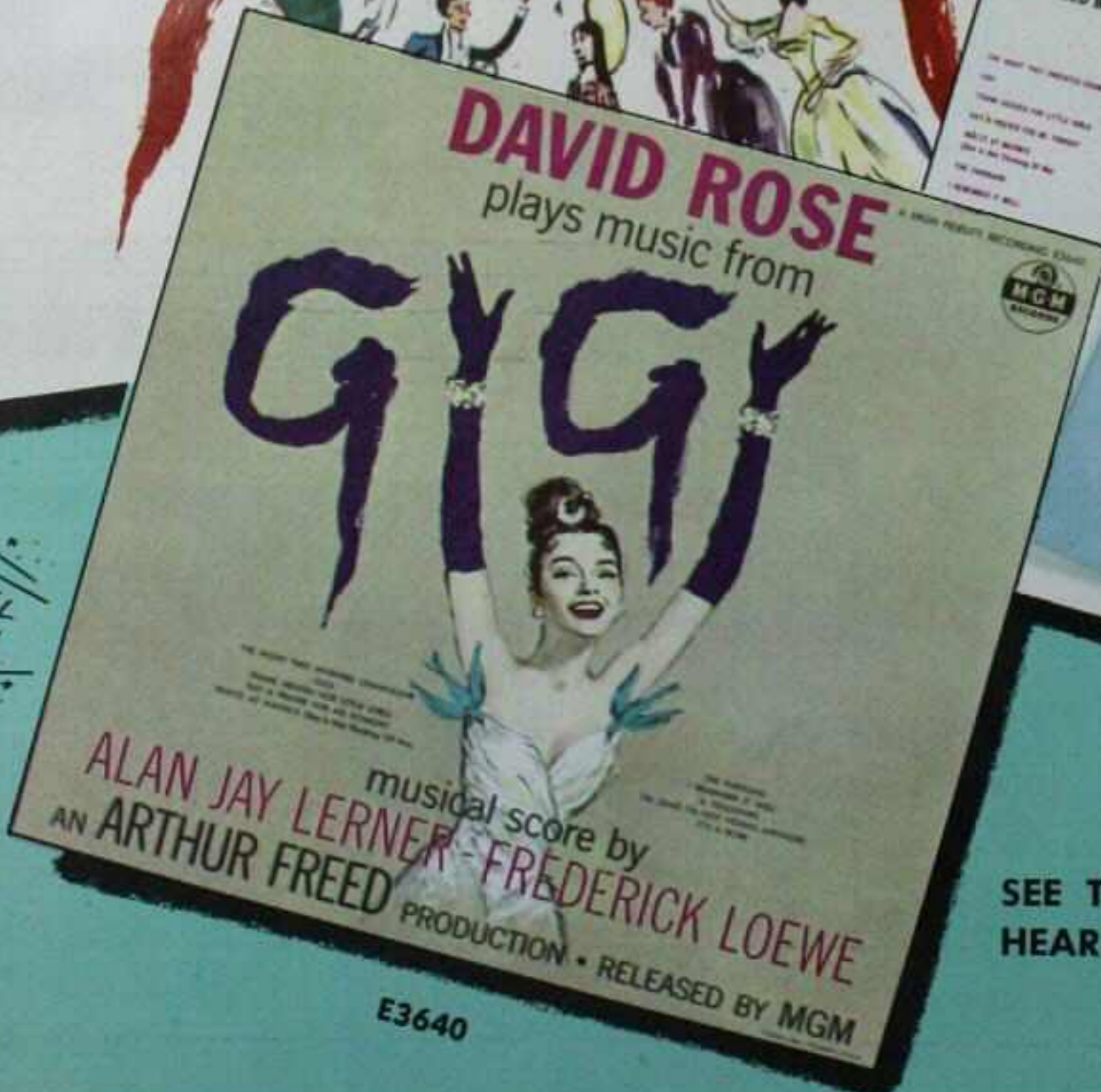
Original Cast Sound Track Album

M-G-M presents **Alan Jay Lerner - Frederick Loewe**
An Arthur Freed Production

- OVERTURE
- THANK HEAVEN FOR LITTLE GIRLS
- IT'S A BORE
- THE PARISIANS
- WALTZ AT MAXIM'S (She Is Not Thinking Of Me)
- THE NIGHT THEY INVENTED CHAMPAGNE
- I REMEMBER IT WELL
- SAY A PRAYER FOR ME TONIGHT
- I'M GLAD I'M NOT YOUNG ANYMORE
- GIGI (Gaston's Soliloquy)
- FINALE, THANK HEAVEN FOR LITTLE GIRLS



JAZZ VERSION



INSTRUMENTAL VERSION

SEE THE PICTURE . . .
HEAR THE MUSIC ON M-G-M RECORDS

ALBUM REVIEWS

Among the many long-playing albums released last month, the 100 reviewed

here are considered to be the best. They have been so chosen by the reviewing

staff of The Billboard, business newsweekly of the music industry. Reviewed

prior to their release, these albums are now in stores throuout the country.

POPULAR



WITH A LITTLE BIT OF SWING—Helen Ward & "Peanuts" Hucko Ork (1-12)—RCA Victor LPM 1464 — Tightly swinging, big band soundings heavily reminiscent of the old Goodman band, the voice of Helen Ward, evoke memories of the days of swing. Hucko's prominently featured clarinet sound reinforces the Goodmansque flavor; Al Cohn's arrangements make the association inevitable. Miss Ward sings with feeling and good time; the band is sprightly and executes cleanly, and Hucko, Cohn and Bob Brookmeyer contribute good solos. Danceable and most listenable set.

I GET IDEAS—Tony Martin (1-12)—RCA Camden CAL 412 — This set has strong attraction in the low-priced (\$1.98) album field, especially for adult buyers. LP spotlights a group of lushly backed, rich-voiced ladies—(some of them old hit singles) including "I Get Ideas," "You Were Meant for Me," "Pagan Love Song," "You Are My Lucky Star," etc.

REALLY LIVIN' — The Honeydramers & Aaron Richards' Ork (1-12)—RKO Unique LP 121—The \$1.98 price tag should be a lure for this most pleasant package. The group has a nice sound on an attractive variety of standards. Ork accompaniment is listenable. Selections include "It's a Good Day," "The Best Things in Life Are Free" and the album title tune.

THE MANY SIDES OF PAT SUZUKI—With Henri Rene Ork (1-12)—Vik LX 127—This album is well-named, for Pat Suzuki, a pint-sized thrush from Seattle discovered by Bing Crosby; can shift vocal gears effortlessly from an intimate honeyed sweetness, not unlike Rosemary Clooney, to the all-out vibrate brassiness of a Teresa Brewer. With a fine selection of standards by Cole Porter and others to work with, her fresh voice makes an exciting debut, showcased by Henri Rene's suave backings.

HI-FI DIXIELAND—Art Mooney & His All Stars (1-12)—M-G-M E 3616—Here's a solid package for Dixieland and hi-fi fans. Mooney and a group of outstanding sidemen (Nappy Lamare, Matty Matlock, Eddie Miller, Ray Bauduc, etc.) serve up bouncy, infectious two-beat versions of "Sweet Georgia Brown," "South Rampart Street Parade," "12th Street Rag," etc.

CHEVALIER'S PARIS (1-12) — Maurice Chevalier With Michel LeGrand—Columbia CL 1049—The veteran showman is in the public eye again with the release of his new movie, "Gigi." Recorded at the Alhambra Theater in Paris, the LP is a nostalgic album of old and new Chevalier favorites ("Valentine," "Ma pomme," etc.) highlighted by star's ageless verve and continental charm. Backing by LeGrand lends additional value.

I REMEMBER BUDDY (1-12) — Jerry Vale—Columbia 1114—This tribute to the late Buddy Clark by Jerry Vale adds up to a listenable LP. The tunes include many of the tunes that Clark made famous — "Linda," "I'll Get By," "I Still Get a Thrill," etc. Vale sings them with feeling and sincerity, helped greatly by the fine Glenn Miller arrangements. It is surprising how similar Vale sounds to Clark on many of these tunes.

RALPH FLANAGAN IN HI-FI (1-12)—RCA Victor LPM 1555—Good collection of tunes all styled in a very danceable manner. This could find favor with those looking for dance sets. Selections include "Hot Toddy" (which was a fair singles seller for the band a little while back), "If I Loved You" and "Where or When."

MITCH'S MARCHES (1-12) — Mitch Miller Ork—Columbia CL 1102—With the "March From the River Kwai" and the Colonel Bogey march currently going for him, this album of Mitch Miller marches should get much attention. It contains some Miller sides previously released as singles—"The Bonnie Blue Gal," and "The Yellow Rose of Texas," plus "Jubilation T. Cornpone" and "The Bowery Grenadiers." Good listening here.

THE FRANK SINATRA SHOW (2-12)—Columbia C2L16—Columbia has collected a group of old Sinatra sides (some never released) in this de luxe (\$7.98 double-pocket album. New York Times scribe Gilbert Millstein's liner notes are a big plus. Selections include "Nancy," "Castle Rock" and "I've Got a Crush on You." Sinatra fans will want this to round out their collections of disks by the master songster.

ALADDIN (1-12)—Original TV Cast—Columbia CL 1117—Sound track from the recent TV spectacular contains several Cole Porter medolies, executed appealingly by Anna Maria Albergheggi, Cyril Ritchard, Basil Rathbone, Dennis King and Sal Mineo. While this may not rank as one of the composer's strongest offerings, star-studded cast gives the disk high entertainment value.

TONIGHT (1-12)—Jose Melis, His Piano & Strings Seeco CELP 411—Melis has built a considerable following, via maximum exposure on Jack Paar's NBC-TV show. Package spotlights flashy pianistics, with lush string backing, on a group of surefire romantic standards, "White Cliffs of Dover," "Harbour Light," "Indian Summer," etc. (Until this month the Paar show was tagged "Tonight.")

MORE COLLEGE DRINKING SONGS Sung by the Blazers (1-12)—ABC-Paramount ABC 219—The first album of campus guzzling songs chalked up substantial sales and this should enjoy similar success with the halls of ivy set and sentimental alumni. The boy blend smoothly on such nostalgic items as "Silver Dollar," "Aura Lee," "Foggy Dew," etc. Lyrics of selections appear on liner.

COME DANCE WITH ME (1-12)—Ted Straeter Ork—Columbia CL 1086 — Here's another sock album for the mature set. Ted Straeter and his ork have been playing at the Persian Room of the Plaza Hotel in New York for years and this set features the ork, playing in businessman's bounce tempo, a fine group of standards. They are played in medley fashion as well as singly. There are 20 fine standards in the set.

AROUND THE WORLD WITH BING CROSBY (1-12)—Decca DL 8687 — Another repackaging of material by Crosby, accompanied by various orchestras, including John Scott Trotter, Buddy Cole Trio, Lyn Murray, Dave Barbour. Material, in keeping with the title, is musical grand tour, including "Around the World," "I Love Paris," "Beyond the Reef," etc. A lot of charm in the performance, every one of which is enjoyable.

ALL THROUGH THE NIGHT (1-12)—Fred Waring and the Pennsylvanians—Capitol T 936—An attractive and varied program. The chorus is equally listenable on their a cappella selections as on those with combo or full ork backing. Selections include "Greensleeves," "Anywhere I Wander" and "Autumn Leaves."

SEPTEMBER SONG (1-12) — Songs of Kurt Weill sung by Lotte Lenya—Columbia KL 5229—An exceptionally attractive package containing, in addition to the title selection, others of Kurt Weill's American theater songs including "It Never Was You" from "Knickerbocker Holiday," "Lonely House" from "Street Scene," "Lost in the Stars," etc. They are affectingly sung by the late composer's wife, Lotte Lenya. Art work on both front and back covers is exceptionally tasteful and striking, and the package includes a remembrance of "Kurt and Lenya" by Goddard Leiberson, and a piece on Weill by Maxwell Anderson—plus a set of interesting photos of scenes of the plays, etc.

TILL (1-12)—Roger Williams With Marty Gold and Hal Kanner Orks—Kapp KL 1081 Current hits and pop hits of the past few years are contained in this tasteful set by Roger Williams, with orchestral backing. Title tune and such fine fare as "April Love," "Tammy," "Oh My Papa," and "The High and the Mighty" are performed with warmth by the pianist helped much by the Marty Gold and Hal Kanner Orks. Another solid hit for Williams.

ALL THE WAY (1-12)—Jane Morgan and the Troubadors—Kapp KL 1050—Miss Morgan's effortless stylings make richly romantic Kapp-ital out of the album's title tune, as well as the swingingly Gallic "Melodie d'Amour," "Tammy," "Til" and "April Love" against velvety strings of the Troubadors. Lovely cover shot of the ash-blonde thrush.

MOOD TO BE WOODED—SAMMY DAVIS JR. (1-12)—With Mundell Lowe, Guitar—Decca DL 8676—This is a real change for Sammy Davis; a subdued album featuring the singer in warm, intimate presentations of a group of tender love songs. He is backed in lovely fashion by Mundell Lowe on guitar and the mood is that of candlelight and wine, almost a mood music set with vocals.

THE TOUCH OF EDDIE HEYWOOD (1-12) — RCA Victor LPM 1466 — Heywood fans will find this one of his best efforts to date. The piano work is nicely paced by Al Lucas on bass and Bobby Donaldson on drums. The distinctive approach is listenable on such fare as "On the Street Where You Live," "My Funny Valentine" and "All of You."

TORCHY & BLUE (1-12) — Al Hibbler With Jack Pleis Ork — Decca DL 8697 — Hibbler is spotted here in a program of standards primarily in the romantic ballad fold. Tho singing is for the most part very straight, the wit and charm of the Hibbler technique are still evident. Contrary to the liner notes the tunes ("My Ideal," "I'm Glad for Your Sake," etc.) are not "blues," but the chanter does inject his strong blues background into the readings. A worthwhile package made better by selection of tunes that have not been recorded to death.

HITS FROM HOLLYWOOD—THE FOUR ACES (1-12)—With Jack Pleis Ork—Decca DL 8693—Excellent package. The Four Aces are heard doing a dozen notable film songs including "Around the World," "Whatever Will Be, Will Be," "True Love" etc. The warbling has style and emotional honesty, and the arrangements contribute a fine sound.

BUDDY HOLLY (1-12)—Coral CRL 57210 Most of the selections have been released as singles. Holly's hit "Peggy Sue" and his current contender, "I'm Gonna Love You Too," are also included. Holly exercises his vocal gimmicks well on the rockabilly tunes. Strongest appeal will be to teen buyers.

THE SWEET LANGUAGE OF LOVE (1-12) — Jacqueline Francois — Columbia CL 1076—Jacqueline Francois, who has charmed audiences in swank supper clubs here and abroad for many years, will add to her following with this new set. She sings half of the songs in French and the other half in English and is good in both languages, altho a trifle more exciting in Francaise. She is backed on many tunes by top jazz names, both French and American, adding much to the impact of the set.

THE WEST COAST OF BROADWAY (1-12)—Nancie Malcomb & Her Group—RCA Camden CAL 422—Nancie Malcomb makes a big splash with her disk debut on Camden label. The thrush sings a dozen great tunes here, as "Mountain Greenery," "Bewitched" etc., handling them in a limpid jazz style. She plays a facile piano and is accompanied by a group of West Coast musicians. Packaging includes attractive cover and full set of notes.

LATIN AMERICAN



MAMBO HAPPY! — PEREZ PRADO — (1-12)—RCA Camden CAL 409—Fine product of its type, with attractive packaging. Sound and performance are in keeping with the top reputation of the King of the Mambo. Great for dancing groups, etc.

CLASSICAL



ROSSINI: PETITE MESSE SOLENELLE (2-12)—Soloists & Santa Cecilia Chorus of Rome (Fasano)—Angel 3562 B—Late Rossini work blends his operatic flair for melody with beautiful choral writing and over-all religious spirit. Performance is well conceived, in proper scale and style. Competition is negligible.

SCHUMANN: ETUDES SYMPHONIQUES; VARIOUS PIECES BY SCARLATTI, GRANADOS, MENDELSSOHN, BRAHMS & BACH (1-12)—Myra Hess, Piano—Angel 35591—Dame Myra Hess gives poised, yet poetic readings of works closely associated with her long career. The Schumann has been done more brilliantly, but present interpretation ranks with best. Granados' "Maiden and the Nightengale" and Bach's "Jesu, Joy of Man's Desiring," are other high points.

RACHMANINOFF: PIANO CONCERTO NO. 1; PROKOFIEV: PIANO CONCERTO NO. 1 (1-12)—Moura Lympny, Piano & Philharmonia Ork. (Malko & Susskind)—Angel 35568—Moura Lympny excels in these works which call for bravura playing of high order. She meets their musical and technical requirements effortlessly and adds a measure of verve. Rachmaninoff opus has been recorded often, Prokofieff seldom, but good recording here rates high among diskings of both.

(Continued on page 5)



CELP 412 Elsa Maxwell—Known to millions, Elsa Maxwell sings her own songs on her first and only record. Richard Rodgers says: "This album of Elsa Maxwell's songs proves conclusively that anything can happen."



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SCLP 9111 A Visit to Haiti—This record brings you all of the realism, excitement, adventure and pulsating dance rhythms of Haiti.

Continued from page 3

SCHOENBERG: MOSES UND ARON—Soloists, Chorus & Orch. of the Norddeutscher Rundfunk (Rosbaud)—Columbia ML 31-241—Columbia climaxes its documentation of works of the 12-tone school with this tremendous operatic conception based on the Old Testament. Large forces, including speaker, soloists, choruses and a greatly expanded orchestra, are welded into eloquently expressive musical medium. Opus will have little meaning for buyers of conventional opera, but will be richly rewarding to audience which has responded to recent Berg and Schoenberg releases on the label.

MILHAUD: LES CHOEPHORES; HONEGGER: SYMPHONY NO. 5—Various Artists & Chorale De L'Universite & Amoureux Orch. (Markevitch) (1-12)—Seco DL 9956—Superb performance and fine sound ornament this issue devoted to two outstanding modern French works well beside the standard repertoire. "Choe-phores," based on Greek tragedy, bears imprint of unconventional mind in scenes of savage violence. Honegger's "Symphony" compact, well-constructed and powerful impact.

ONCHIELLI: LA GIOCONDA—Anita Cerquetti, Soprano; Guilietta Simionato, Mezzo-Soprano; Mario Del Monaco, Tenor; Lore Bastianini, Baritone; Cesare Siepi, Bass; Orch & Chorus of the Maggio Fiorentino (Gavazzeni)—London A-4331—Anita Cerquetti, in the title role, reinforces the good impression she created in earlier offerings. Bastianini is especially fine, and balance of star-studded cast give good performances of opera with little competition on disks. General production is on high level.

VILLA-LOBOS: BACHIANAS BRASILEIRAS NO. 5; BRAZILIAN FOLK SONGS; PUCCINI: FIVE ARIAS—Bidu Sayao, Soprano, & Villa-Lobos Ensemble (1-12)—Columbia ML 5231—"Bachianas" restores to disks one of the most successful of all vocal recordings. To accompany it are some delightful Brazilian folk songs and a collection of some of the best-known Puccini arias. Miss Sayao's singing is exquisite in both sound and sense; and the availability of these examples will be hailed by vocal fans.

BEETHOVEN: LEONORE NO. 3 & EG-MONT OVERTURES; BRAHMS: TRAGIC ACADEMIC FESTIVAL OVERTURES—New York Philharmonic Orch. (Walter) (1-12)—Columbia ML 5232—Authoritative recordings by Walter, mostly available in other combinations, are assembled for strong package that makes sense for its logical programming of the conductor's specialties. Recorded sound is lively.

TCHAIKOVSKY: HIGHLIGHTS FROM SWAN LAKE—London Symphony Orch. (Fistoulari) (1-12)—London LL 1768—The virtues of Fistoulari's reading has been familiar for some time from his two-record edition of the familiar ballet. Good sound and winning interpretation find renewed success in this condensed version that preserves the best-known moments.

KHACHATURIAN: VIOLIN CONCERTO; SAINT-SAENS: HAVANAISE—Leonid Kogan, Violin & Boston Symphony Orch. (Monteux) (1-12)—RCA Victor LM 2220—First-rate playing by the young Russian virtuoso in brilliant, exotically flavored showpiece by his compatriot. Both here and in the St. Saens composition, Kogan exhibits a truly elegant flair for the instrument. Sound has been well captured by the engineers.

GLUCK: ORFEO AND EURIDICE—Rise Stevens, Mezzo-Soprano; Lisa Della Casa & Roberta Peters, Sopranos; Rome Opera House Orch. & Chorus (Monteux) (1-12)—RCA Victor LM 6136—This handsomely packaged LP has a powerful talent line-up. The opera was revived at the Met with Rise Stevens and Roberta Peters in 1955 with great success. Although this LP was made at the Rome Opera House, it is largely the Met's "Orfeo." Excellent performances (particularly by Miss Stevens).

PROKOFIEFF: LIEUTENANT KIJ; STRAVINSKY: SONG OF THE NIGHTINGALE—Chicago Symphony Orch. (Reiner) (1-12)—RCA Victor LM 2150—Two works with exceptional orchestral color. Recording does justice to Reiner's vital interpretations of Prokofieff's robustly amusing score and Stravinsky's exquisite jewel-like setting of the Anderson fairy tale.

GOLDBLUM: VIOLIN CONCERTO—Nathan Milstein, Violin, and the Philharmonic Orch. (Blech) (1-12)—Capitol PAO 414—Milstein's superb playing makes this the leading version of Goldblum's romantic opus. The violinist's performance has a delicacy and purity that seem to enhance the already attractive work beyond its actual values. Good recording and orchestral accompaniment.

SERENADE—Capitol Symphony Orch. (Carmen Dragon) (1-12)—Capitol PAO 8413—Sure-fire program of popular melodious favorites, well-arranged and performed with high finish under Dragon's baton. Contents include: Mendelssohn's "On Wings of Song," Kreisler's "The Old Refrain"; St. Saens' "The Swan"; Grieg's "Ich Liebe Dich," etc.

MUSIC FOR STRINGS—Leopold Stokowski & His Symphony Orch. (1-12)—Capitol PAO 8415—The maestro revives a type of program that he has made famous in the past, featuring beautifully played, strongly personal readings of shrewdly chosen works by masters. Selections here include two Bach examples; some Gluck pieces; Paganini's "Moto Perpetuo," and "Vocalise" by Rachmaninoff. Intense performances are very well recorded.

PROKOFIEFF: EXCERPTS FROM ROMEO AND JULIET—Boston Symphony Orch (Munch) (1-12)—RCA Victor LM 2110—This attentively shaded reading of Prokofieff's masterly ballet score would be a candidate for top honors even if competition were not relatively scarce. Recording preserves impact of fine Boston playing.

A WORLD OF MUSIC—Capitol Symphony Orch. (Carmen Dragon) (1-12)—Capitol PAO 8412—Title of album is intended to convey diverse national origins of popular contents. Fine recording lends gloss to skillful arrangements, well played. Selections include "La Cucaracha," "Londonderry Air," "Carnival of Venice" and Strauss' "Overture to Die Fledermaus."

THE ART OF GALLI-CURCI—(1-12)—RCA Camden CAL 410—This is an outstanding release on Victor's low-priced label. It contains a dozen of the most famous recordings made by the great soprano, and although most sides were recorded before 1920 the sound is acceptable. Selections, of course, include "Home Sweet Home" and "The Last Rose of Summer," plus "La Capinera," "My Old Kentucky Home" and selections from "La Traviata" and "Romeo and Juliet."

GILBERT & SULLIVAN: THE MIKADO—Pro Arte Orch & Glyndebourne Festival Chorus (Sargent) (2-12)—Angel 3573 B-L—Splendid recorded sound lends good presence to this accomplished performance that is strong in musical values. Older D'Oyly Carte version may have more of Savoyard tradition, but present release has fresh quality that sparkles, as did recent "Gondoliers."

TCHAIKOVSKY: SYMPHONY NO. 2; MOUSSORGSKY: A NIGHT ON BALD MOUNTAIN (1-12)—Philharmonic Orch. (Giulini)—Angel 35463—Vital performance of Tchaikovsky's "Little Russian" Symphony that rates as one of the best on records. Fine recorded sound here and in companion piece by Moussorgsky does justice to excellent orchestral playing.

BRAHMS: SYMPHONY NO. 2; TRAGIC OVERTURE (1-12)—Philharmonia Orch. (Klemperer)—Angel 35532—Another fine Klemperer reading of a Brahms Symphony, spacious in conception, meticulous in detail. Aided by its highly superior recording, issue earns high position among numerous versions of the opus.

HINDEMITH: CONCERT MUSIC FOR STRINGS & BRASS; SYMPHONY FOR CONCERT BAND (1-12)—Philharmonia Orch. (Hindemith)—Angel 35489—Splendid playing and recording make the most of these expertly written works which showcase brass instruments. "Concert Music" is reminiscent of composer's "Mathis der Mahler"; "Symphony" is similar, but even more tautly written. With only one prior disking of each work, present issue, under composer's able baton, has edge.

CHERUBINI: MEDEA; SPORTINI: LA VESTALE; BELLINI: I PURITANI, LA SONNAMBULA (1-12)—Maria Callas, Soprano & Orch. & Chorus of La Scala (Serafin & Votto)—Angel 35304—Interesting package of excerpts from operas especially revived at La Scala for the outstanding, often controversial, prima donna. Unhackneyed selections compose rewarding program that highlights the diva's well-known qualities, with emphasis on drama and virtuosity.

FALLA: NIGHTS IN THE GARDENS OF SPAIN (1-12)—Artur Rubinstein, Pianist & San Francisco Symphony Orch. (Jorda)—RCA Victor LM 2181—A magnificent interpretation of the Manuel de Falla work by Artur Rubinstein and the San Francisco Symphony Orchestra, under the baton of Enrique Jorda. The second side of the LP contains short piano selections by Granados, Albeniz, Falla and Mompou, all deftly performed by Rubinstein.

BRAHMS: DOUBLE CONCERTO (1-12)—Mischa Mischakoff, Violinist; Frank Miller, Cellist & NBC Symphony Orch. (Toscanini)—RCA Victor LM 2178—A new Toscanini package, of course, is a bonanza anyway you slice it, and a valuable collector's item. Exciting performance is from the late conductor's NBC broadcast of November 13, 1948. Other strong versions are available (Oistrakh, Stern, Milstein, etc.) but this one is a "must."

THE BEST OF CARUSO (2-12)—RCA Victor LM 6056—A very attractive repackaging of the work of the noted tenor is this two-record set with notes by Francis Robinson, assistant manager of the Met. The sound is surprisingly good, considering the age of the original masters. The disks are loaded with much of Caruso's great performances, such as "Celeste Aida," "La Donna E Mobile," "Una Furtiva Lagrima," etc. An excellent offering.

MOZART: CONCERTO NO. 3 FOR VIOLIN & ORCH.; HALDEN: CONCERTO NO. 1 FOR VIOLIN & ORCH.—(1-12)—Issac Stern, Violinist, Conducting the Columbia Chamber Orch. with Alexander Zakin, cembalist.—Columbia ML 5248—Enormously attractive playing of classical repertory. Stern's vigorous yet stylish efforts will be hard to surpass. Disking has no competition for Hayden work, and is certainly among the leaders in the field for Mozart concertos.

WALTON: CONCERTO FOR CELLO & ORCH.; BLOCH: SCHELOMO (1-12)—Gregor Piatigorsky, Cellist & Boston Symphony Orch. (Munch)—RCA Victor LM 2109—News value is highest for Walton's new "Cello Concerto," worthy sequel to composer's popular violin and viola concertos. Piatigorsky's performance is at once suave and vital here, as in Bloch's impassioned rhapsody that has enjoyed lasting favor.

POPS CAVIAR (1-12)—Boston Pops Orch. (Fieldler)—RCA Victor LM 2202—Four venerable musical chestnuts are toasted nicely by the Boston Pops. "Russian Easter," "Steppes of Central Asia" and the Dances and Overture from "Prince Igor" give Fieldler a field day in fine, spacious sound. A good "basic library" item.

ALEXANDER KIPNIS IN RUSSIAN OPERA (1-12)—With RCA Victor Symphony Orch. (Berezowsky)—RCA Camden CAL 415—Rich characterization, fine voice, and artistic conceptions are offered in this re-issued material by the noted bass. Dramatic selections are taken chiefly from "Boris Godounoff," with additional material from "Eugen Onegin," "Sadko," "Prince Igor" and "Roussaika." Vocal enthusiasts will welcome this.



SNOW WHITE & THE SEVEN DWARFS—(1-12)—Disneyland ST 3906—Latest storyteller package in the Disney line is a gem for tots, although the material has been on the market for some time now. Annette, of Mickey Mouse Club fame, tells the story of "Snow White," while the well-known musical score speaks for itself. Kids can follow the action by flipping pages of the storyteller. An effective addition for a child's library.

CHILDREN'S WONDERLAND OF MUSICAL STORIES (1-12)—Narrated by Victor Jory—Promenade 2072—The \$1.49 LP spotlights six sure-fire kiddie items and strong narration stints by Jory, Jack Arthur, Janice Page, Toby Deane, John Bradford and Bobby Hookey. Titles include "Peter and the Wolf," "Cinderella," "Pinocchio," "Peter Pan," "Alice in Wonderland," and "Puff 'n' Toot." Hugo Peretti cut sides about six years ago as singles for Peter Pan label, but this is first time they've been available on a low-priced LP.



ELSA MAXWELL (1-12)—Seco CELP 412—Elsa Maxwell has gained fame recently as a lovable clown on Jack Paar's NBC-TV show "Tonight." However, there's nothing funny about Miss Maxwell's talent as a songwriter. Her tunes—particularly the poignant ballads—have genuine quality. She wisely talks the material—a la Rex Harrison.

COTTON CLUB REVUE 1958 (1-12)—Featuring Cab Calloway—Gone GLP 101—The 1958 "Cotton Club Revue" spotlights a tuneful score by Benny Davis (who wrote "Margie," "Baby Face," etc.) and showmanly performances by Calloway, Mauri Leighton and the Tunedrops and Malcolm Dodds and Eddie Barefield's ork. In addition to new material, Calloway scores with the oldies, "Minnie the Moocher" and "St. James Infirmary."



SOUTH PACIFIC (1-12)—Sound Track—RCA Victor LOC 1032 and RCA Victor 2000—Victor is giving the sound track recording of Rodgers and Hammerstein's Broadway classic full coverage. In addition to the regular \$4.98 set, there is also a deluxe \$6.98 edition which features several beautiful color scenes from the film and extensive liner notes. The principals are Rossano Brazzi (Giorgio Tozzi's voice is used), Mitzi Gaynor, John Kerr, and Juanita Hall. In addition to the well-known score, "My Girl Back Home," not included in the Broadway version, has been added. A splendid disking of a score that scarcely needs description.

HOORAY FOR HOLLYWOOD (2-12)—Doris Day—Columbia C2L-5—A really beautiful album. The songs are tunes which won or were nominated for Academy Awards. Ork support from Frank DeVol is excellent, and Miss Day's thrushing is more lovely than ever. Packaging on the deluxe 2 LP \$7.98 set is highlighted by a pretty cover shot of the artist.

OH, CAPTAIN!—Original Cast (1-12)—Columbia OL 5280—The original cast album of the successful Broadway musical provides good substitute or supplement to theater going. The tuneful score by Livingston and Evans is highly attractive. Eileen Rodgers substitutes for Abbe Lane, but the other principals are the same. Sophisticated lyrics.

SONGS FROM "GIGI" (1-12)—Gogi Grant, Tony Martin With Dennis Farnon Ork—RCA Victor LPM 1716—With the great interest in the new flick, "Gigi," containing Lerner and Leow's first score since "My Fair Lady," this set with the combined talents of Gogi Grant and Tony Martin should have powerful appeal. The songs are lovely and they are performed stylishly by the duo, with Miss Grant contributing an outstanding performance. The orchestrations by Dennis Farnon are lush and listenable.

PAL JOEY—Andre Previn and His Pals (1-12)—Contemporary C 3543—Gigolo "Joey" makes his first appearance in modern jazz, with Andre Previn on piano, Shelly Manne on drums and Red Mitchell on bass playing musical Freud. The portrait they paint is top fare, toying with "I Could Write a Book," "Zip," "Bewitched" and other gems. There's a broad appeal here, especially when noting the success of "My Fair Lady" and "Li'l Abner."

JAMAICA (1-12)—Lenny Hayton Ork—Roulette R 25025—A tasteful, lively treatment (both instrumental and with chorus) of the Arlen-Harburg legit musical score. Although it follows in wake of several earlier versions, including original-cast package, LP is good enough to warrant considerable attention.

ANDY WILLIAMS SINGS RODGERS & HAMMERSTEIN (1-12)—Cadence CLP 3005—Cadence's hit-single warbler has a sock package in this collection of great Rodgers and Hammerstein standards from "South Pacific," "Oklahoma," "The King and I," and "Carousel." Most of the selections are styled along dreamy romantic lines, but Williams registers best on a bright, verveful reading of "Getting to Know You." Sure-fire wax with appeal for Williams, R. & H. fans, show tune collectors.

JAMAICA JAZZ (1-12)—The Don Elliott Octet, Featuring Candido—ABC-Paramount 228—There are other jazz versions of the score from "Jamaica," but this fine offering makes a special contribution. The arrangements by talented Gil Evans gives the versatile Elliott ample room to display his talents on mellophone and vesta. Percussive support from Candido is also effective. A good pop or jazz buy.



LA ZAMBRA—Fernando Sirvent, Guitar; Domingo Alvarado, Cantor; Goyo Reyes, Baitarin. (1-12)—Audio Fidelity AFLP 1848—A notable listening experience for lovers of the guitar. Sirvent plays it here as a solo instrument and as an accompaniment to the dance. Vocal by Domingo Alvarado and dancing by Goyo Reyes combine with Sirvent's plucking to achieve a grand effect in flamenco. Unusually fine sound.

(Continued on page 6)

Album Reviews

• Continued from page 5

JAZZ



LIONEL—Lionel Hampton Ork (1-12")—Audio Fidelity AFLP 1849—Set can appeal to both pop and jazz fans. Hampton presents an attractive variety of standards with his usual smoothness. Virtuosity is displayed to greatest effect on such fare as "Lullaby of Birdland," "The Man I Love" and "Stardust." Sound is excellent.

THE SOUND OF JAZZ—Count Basie, Billie Holiday, Henry (Red) Allen, The Jimmy Guiffre Trio, Jimmy Rushing, Mal Waldron (1-12")—Columbia CL 1098—A brace of memorable performances by an outstanding assemblage of musicians who came together for "The Sound of Jazz," an installment of "The Seven Lively Arts" series over CBS-TV network. Essentially an album that emphasizes the roots and significant "mainstream" figures of jazz, it also spots well-rooted modernists, Jim Guiffre and M. Waldron. The "Feel" and solos on Billie Holiday's "Fine and Mellow" are worth price of admission; the two tracks by Count Basie All Stars are a gass, especially "I Left My Baby," with a vocal by J. Rushing. Set is a "must" for collectors.

DIAL J. J. 5—The J. J. Johnson Quintet (1-12")—Columbia CL 1084—Modern trombonist Johnson and his unit impress with cogent solo commentary and an apt exploitation of a small band context within a basic free-blowing format. There is underlying discipline and a variety of sound coloration from selection to selection. Johnson is facile regardless of tempo or type of tune; reedist B. Jasper, most interesting on flute—"In a Little Provincial Town"—more than holds his own on tenor. Solos by pianist T. Flanagan and "cooking" rhythm add appeal. Moving, colorful, small band jazz.

SOLILOOUY—Erroll Garner (1-12")—Columbia CL 1060—Garner, one of the top jazz album sellers, in a solo piano set that allows him to stretch out. Illustrative of his ability to hold the listener and develop both standard and original material with color and intelligence. Perhaps a little more ornate than in earlier phases of his career, Garner never becomes affected, and, as always, is firmly rhythmic, has flare for lyricism, and is instantaneously identifiable.

A NIGHT IN TUNISIA—Art Blakey's Jazz Messengers (1-12")—Vik LX 1115—Ace drummer Blakey, master of polyrhythms, and his Jazz Messengers, comprise a talented group of musicians. Inventive improvisation is the group's basic concept. Except for Dizzy Gillespie's "Night in Tunisia," the tunes are originals. B. Hardman, trumpet; J. Griffen, tenor; F. Bender, alto; J. DeBrest, and S. Dockery, piano, are all given opportunity for spirited, free blowing.

PRESENTING THE BERNARD PEIFFER TRIO—(1-12")—Decca DL 862—Peiffer has an exciting, intellectual style. His fleet, concise technique shows imagination and displays his classical background without getting too far away from a jazz approach. His playing is warm and sure as well as stimulating. This can move with those who dig the imaginative, cool sound.

SAN FRANCISCO SUITE—Freddie Redd Trio (1-12")—Riverside RLP 12-250—Pianist Redd, long unheralded, shows indications of becoming a significant player and composer. His "San Francisco Suite" is a well-designed piece of impressionism; his playing, both on standard and original material, but for moments of rhetoric, is chordally styled, surging, creative and direct. The lyricism, most accessible in his ballad treatments, but infiltrating all he does, is refreshing and rare in this era of percussive jazz pianists.

WARM WOODS—The Phil Woods Quartet (1-12")—Epic LN 3436—Four standards and four originals are given attractive workouts by Woods and a rhythm section. Woods is living up to the promise expected in his selections as "New Star" alto winner in the 1956 "Down Beat Critic's Poll." Blowing is in a hard bop vein, and moods on the selections are nicely contrasted.

ELLINGTON INDIGOS (1-12")—Duke Ellington Ork—Columbia CL 1085—An Ellington dance album, attractively packaged. Sides include great standards—some of them Ellington's; "Solitude," "Where or When," "Mood Indigo," etc. Performances are full of mood and character, while providing opportunity for his fine instrumentalists to do solo features. Liner notes, by Irving Townsend, containing instrumentation and a run-down on the tunes, comments interestingly on the performances.

BLUES IN THE CLOSET—Bud Powell Trio (1-12")—Verve MG 18—Bud Powell is that enigma in contemporary jazz whose talents are enthusiastically endorsed by his own fraternity, and yet achieves only limited popular appeal. This package could turn the trick tho, for it combines all the elements of top musicianship, commercial schmaltz and top-drawer jazz listening. His interpretations of "Elogie," "I Didn't Know What Time It Was" and "Blues in the Closet" are mountains of artistic achievement; his style, imagination, and mood fire attention.

THE ART TATUM-BEN WEBSTER QUARTET—(1-12")—Verve MG 8220—In time, this package may well become the Thesaurus of modern jazz. It's one of the most rewarding musical experiences of recent vintage, and by its simple yet persuasive expression, should assuredly become a durable gem. Webster has never been more fluid, not even in the halcyon days, nor for that matter has Tatum seemed to say so many things. It's tasteful, delightful musical romanticism, e.g. "Gone With the Wind," "All the Things You Are," and superbly playful and witty as in "Have You Met Miss Jones?" A must for any library, including the Library of Congress.

JAZZ CONCERTO GROSSO BY PHIL SUNKEL (1-12")—Gerry Mulligan & Bob Brookmeyer. ABC-Paramount ABC 225—This album should move briskly with cool jazz buyers. It includes some first-rate performances by Mulligan, Brookmeyer and Sunkel on a 15-minute piece written by the latter for this disk. Tune is not really a concerto grosso or even a jazz concerto grosso, but it is bright and witty and it does give the three soloists a chance to perform well and at length. They are backed up by a large band on this side. Flip side contains two less impressive tunes by Sunkel, but here again, Mulligan and Brookmeyer get a chance to blow.

THE NEW BILLY TAYLOR TRIO (1-122")—ABC-Paramount ABC 226—Here's another sock package by Taylor, whose polished, clean-cut pianistics are strong right now sales-wise. This LP marks wax debut of drummer Ed Thigpen (with the trio), hence the cover title. With Earl May on bass the group provides listenable, inventive jazz treatments of "There Will Never Be Another You," "The More I See You," etc.

JAZZ FROM THE SAN FRANCISCO WATERFRONT (1-12")—Burt Bales, Piano & The Marty Marsala Band—ABC-Paramount ABC 181—Recorded "live" in Sunset Auditorium in Carmel, Calif., this Dixie concert, spotting notable "Bay Area" practitioners, has fire and flow and "fun" quality that is relatively rare these days. Trumpeter M. Marsala plays an Armstrong-type trumpet with much of the drive associated with the Chicago traditional wing; trombonist Skipper Morr and pianist Burt Bales are excellent in solo, and the rhythm section, spearheaded by drummer Cus Cousineau, lends solidity to this venture. Repertoire is standard for Dixieland, i.e., "Tin Roof Blues," "Hindustan," etc.

JAZZ CONFIDENTIAL (1-12")—Dave Brubeck, Cal Tjader, Jim Guiffre, Stan Getz, Shelly Manne, Shorty Rogers, Erroll Garner, Paul Desmond & Various Artists—Crown 5056—For the most part, tracks in set were recorded at jazz concerts held in California over last 10 years. In addition, studio sessions featuring the Dave Brubeck Quartet, Cal Tjader's unit, and a group led by bongoiist Sabu Martinez are included. Plethora of "names"—Erroll Garner, Stan Getz, C. Shavers, Red Norvo, B. Webster—are included in concert jam sessions. In essence, a modern package that is a real bargain at \$1.49.

ELLA FITZGERALD SINGS THE DUKE ELLINGTON SONG BOOK (4-12")—Verve MG V4010-4—There are few superlatives to describe adequately the exceptional quality of this four-disk album. As an artistic endeavor it has been flawlessly executed; it is a common denominator among all music fans; and as an example of an American art form it's jazz memorabilia at its zenith. The artist's singing of Ellington's songs from the early 1930's thru the new specially penned "E & D Blues" with excellent ork backing by the Ellington crew is a masterpiece of wedding singer and musician. Also available in two volumes of two 12-inch LP's each—Verve MG 4008-2 and 4009-2.

PRETTY FOR THE PEOPLE (1-12")—A. K. Salim, Leader & Arranger, & Various Artists—Savoy MG 12118—A session that spots fine blowing within the blues-rooted frameworks of A. K. Salim. Trumpeter K. Durham cops solo honors, but Pepper Adams, baritone; John Griffin, tenor, and newcomer Buster Cooper, trombone, have their incisive moments. On all but the title track, conga drummer Chino Pozo adds Latin flare to virile rhythmic continuity and time essayed by team of Roach, Chambers and Kelly. Generally, the disciplines established in Salim's sketches afford more of a feeling of symmetry to proceedings than is common on many dates of this kind.

THE ROARING TWENTIES (1-12")—Eddie Condon & His All-Stars (1-12")—Columbia CL 1089—Anyone who likes Dixieland will want this fine set. It's a tribute to the jazzmen who were important in the '20's, including Jelly Roll Morton, Louis Armstrong, Bix Beiderbecke, et al. Personnel includes Condon, B. Butterfield, B. Davison, V. Dickerson, G. Wetling and others as well known, and the songs run the Dixieland gamut from "Wolverine Blues" to "Saints."

A NIGHT AT THE "VILLAGE VANGUARD"—Sonny Rollins (1-12")—Blue Note 1581—Recorded "live," the boss of the "hard" school of modern tenormen, Sonny Rollins, turns in his usual high-level performances. With just bass—Wilbur Ware—and drums—Elvin Jones—for support, one hears the hard-driving tenoring associated with this artist, but, in this case, Rollins gives indication of probing for newer and better ways to express himself. Ware and Jones both show signs of becoming important voices on their instruments.

PORTRAIT OF SHORTY—Shorty Rogers & His Giants (1-12")—RCA Victor LPM 1561—Excellent big band brand of West Coast jazz. All of the themes were written by Shorty Rogers. Several of the top Coast musicians are included in the band. Fluent solos are sparked and complemented by Rogers' distinctive contrapuntal moving chords. Rogers is heard on both trumpet and flugelhorn. Choice for those who like the West Coast Sound.

BLUES FOR THE NIGHT PEOPLE (1-12")—Charlie Byrd, Spanish Guitar; Keefer Betts, Bass; C. Johnson, Drums—Savoy MG 12116—Investigating material that is either blues in form or feeling. Byrd makes an impressive showing in this album. One of the few guitarists who play an unamplified Spanish guitar, this artist amalgamates techniques stemmings from various corners of jazz idiom, and from a classical background. In doing so, his expression takes on strength and individuality. Byrd is a refreshing jazz guitar experience.

SING A SONG OF BASIE (1-12")—Sung by Dave Lambert, Jon Hendricks & Annie Ross with the Basie Rhythm Section—ABC-Paramount ABC 223—Lyricized versions of arrangements made famous by the Basie band over the years. Three voices—Annie Ross, Jon Hendricks, Dave Lambert—simulate Basie soloists and band's reed and brass section sounds, the latter with help of multiple taping. Over-all, the results are tasty; the lyrics by Hendricks most fitting. Annie Ross sums up as most persuasive voice. Current Basie rhythm section, with Nat Pierce sitting in for the Count, lends authentic rhythmic flavor.



ARMENIAN WEDDING—Mike Sarkissian & His Cafe Bagdad Ensemble (1-12")—Audio Fidelity AFLP 1865—This makes a worthy sequel to label's highly successful "Port Said" album. Ultra hi-fi recording realistically projects drums, cymbals and other native instruments in exuberant performance of dynamic near-Eastern music. Cover is bound to attract attention.

HEAVENLY SOUNDS IN HI-HI (1-12")—Ferrante & Teicher, Pianists—ABC-Paramount ABC 221—Hi-fi addicts will have a field day with this set. The piano-duo produces fascinating sounds from the piano with the aid of electronic attachments that are imaginative, well controlled and very musical. All of the songs have to do with celestial themes or thoughts, and thus the title.

DUKES OF DIXIELAND-VOL. 6—(1-12")—Audio Fidelity AFLP 1862—Hi-Fi addicts who incline to Dixie will go for this set in a big way. Sound is excellent; the muscular, vigorous sounds of Dixieland are presented here with rare reality. The "Dukes" essay a commercial brand of Dixie, but retain enough of "legit" feeling to be able to grab off majority of Dixie purists. This package should have appeal for traditional jazz buyer, and could snare any and all who are attracted by sheer excellence of sound reproduction.



BANJO SONGS OF THE BLUE RIDGE AND GREAT SMOKIES—Played and Sung by Obray Ramsay (1-12")—Riverside RLP 12-649—Obray Ramsay is a folk singer who continues the great tradition. He can sing, he can play and he has genuine feeling for his material. The songs here are in the true folk tradition; they stem from English ballads and American folk tunes and spirituals. The songs are well annotated on the liner.

THEODORE BIKEL SINGS JEWISH FOLK SONGS—(1-12")—Elektra 141—Collectors of Jewish folk songs will thoroughly enjoy this album of songs by Theodore Bikel. In it are a wide range of Jewish folk tunes, happy ones, sad ones, songs for the holidays and songs for fun. And they are interpreted with loving care by Bikel. (They are all sung in Yiddish.) Excellent liner notes and a booklet with the songs printed in English and Hebrew add to the value of the set.

RICHARD DYER-BENNET (1-12")—Dyer-Bennet 1&3—The artist turns in his usual attractive performances on a variety of folk themes. His fans will recognize them from his concert appearances. Best-known selection in Volume 1 is "Down in the Valley." The other selections are relatively obscure. Volume 3 is highlighted by an expressive reading of "Go Down Moses." Each contains a booklet with lyrics of the numbers.

JOHN McCORMACK SINGS IRISH SONGS (1-12")—RCA Camden CAL 407—The incomparable voice and style of McCormack are recaptured in this program of songs in which the tenor was at his most ingratiating. The vintage recordings, mostly acoustical, still reveal the singer's smooth beauty of voice and style. "Macushla," "When Irish Eyes Are Smiling," "Mother Machree," "The Rose of Tralee" are among the sure-fire favorites whose attraction will last long after St. Patrick's Day has gone.



THE SONS OF SAINT FRANCIS SING—(1-12")—ABC-Paramount ABC 206—Several Gregorian chants, an "Haec Dies" and an "O Quam Amabilis" are rendered with feeling by the clerics. Two new themes, written especially for the Franciscan Order, are also included. While the set may have only limited appeal, those who appreciate early liturgical music will find this an attractive buy. Sound is excellent.

Fifty Years of Music-Making

• Continued from page 1

Irving Berlin was born in Russia in 1888. His family came to this country in 1893 and settled on New York City's lower East Side. It was on the Bowery there that young Berlin had his first job in the music business as a singing waiter. And it was there that he wrote his first song.

His earliest big success came in 1911 with the writing of "Alexander's Ragtime Band." From that point on, year after year, success followed success. Considering the public's changing tastes, it is incredible that any one composer could maintain the stature that Berlin has thru the years. There is only one way to account for his

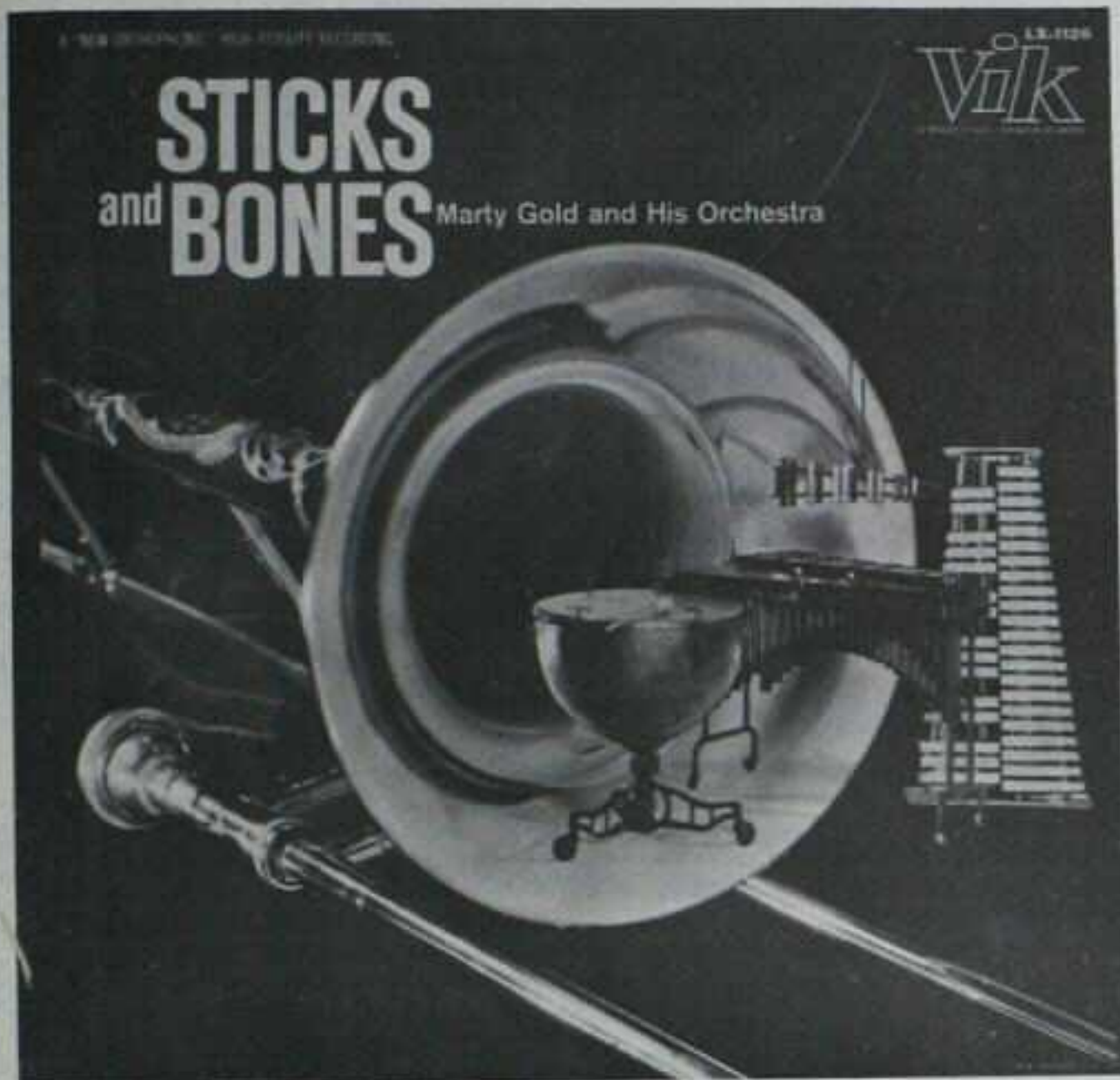
achievement and that is to acknowledge that Berlin is one of the musical geniuses of our time.



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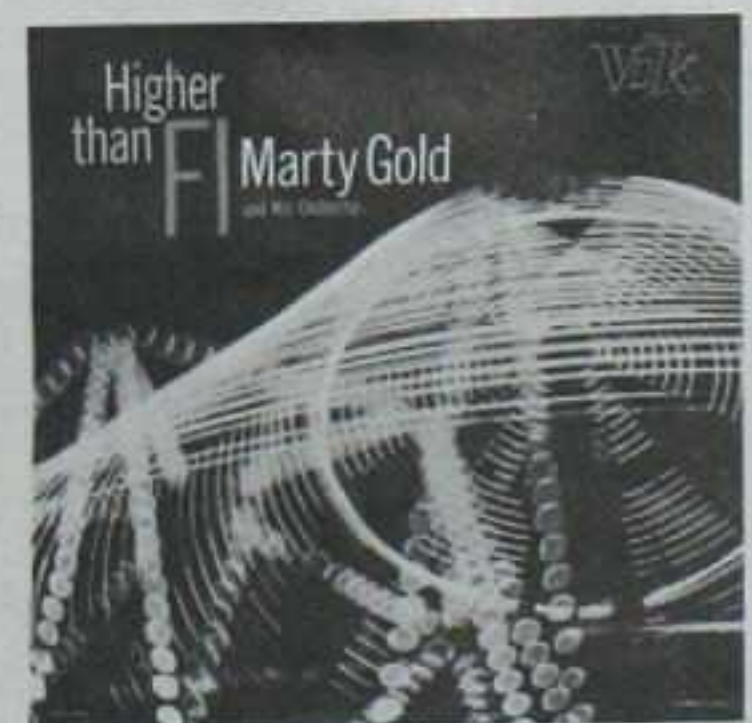
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All releases are 12-inch long play records unless otherwise indicated. Suggested list prices are shown on a special listing on page 10.

POPULAR

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Dance Break RCA Victor LPM 1612

Arlen, Harold
Blues-Opera Columbia CL 1099

Ayres & Ork, Mitchell
Have a Wonderful Weekend
RCA Victor LPM 1603

Bain, Bob
Rockin' Rollin' Strollin' Capitol T-965

Billie's Caracas Boys
Billie's Caracas Boys
RCA Victor LPM 1626

Bonfa, Luis
Brazilian Guitar Capitol T-10134

Bushkin, Joe
Night Sounds Capitol T-983

Butterfield & Ork, Billy
Thank You for a Lovely Evening
RCA Victor LPM 1590

Carmichael, Hoagy
Ole Buttermilk Sky Kapp KL-1086

Carosone, Renato
Blue Italian Skies Capitol T-10147

Carroll Trio, Barbara
Barbara Verve MGV 2095

Carste & Ork, Hans
A Touch of Berlin Epic LN 3451

Carter, Louie
Louie Writes Again
Golden Crest CR 3044

Casino De La Playa Ork.
Memories of Cuba
RCA Victor LPM 1641

Checksfield & Ork, Frank
In the Mystic East London LL 1780

Del Gado & Ork, Roberto
South of the Border Decca DL 8691

De Solla, Also Salite
Music of the Masters Kapp KCL-9010

De Val & Ork, Frank
Portraits Columbia CL 1108

Dorsey, Tommy
Having a Wonderful Time
RCA Victor LPM 1643

Dorsey & Ork, Tommy & Jimmy
The Fabulous Dorseys in Hi-Fi
Columbia C2L 8

Edwards, Webley
Hawaii Calls Capitol T-987

Ellis & Ork, Ray
Dancing with Gigi Columbia CL 1122

Evans, Dot
Beauty and the Brute
Cook No. 1 LP

Fields, Irving
The Fabulous Fingers of Irving Fields
Fiesta FLP 1228

Garber & Ork, Jan
Dance at Home Decca DL 8482

Garcia, Russell
That Warm Feeling Verve MGV 2088

Gart, John
Parade of Hits Kapp KL 1073

Gart, John
The Songs of South of the Border
Kapp KL-1074

Gilmore, Ed
Learn Square Dancing Decca DL 9051

Gilmore, Ed
Square Dance Party Decca DL 9052

Grayco, Helen
The Lady in Red Verve MGV 2099

Guerrero & Ork, Felix
Caribberia Fiesta FLP 1226

Guetary, Georges
Guetary Sings French Songs
Capitol T-10148

Haley & Comets, Bill
Rockin' Around the World
Decca DL 8692

Hall, Juanita
Bloody Mary Sings the Blues
Counterpoint CPST 556

Henderson & Ork, Skitch
On the Bandstand RCA Victor LPM 1579

Hillard
Broadway on My Mind
MMO PR 6

Holloway, Stanley
Stanley Holloways Concert Party
Riverside 12-824

Hunt, Pee Wee
Cole Porter a la Dixie
Capitol T-984

Husky, Ferlin
Sittin' on a Rainbow
Capitol T-876

James, Sonny
Honey Capitol T-988

Jeffries, Herb
Senor Flamingo
RCA Victor LPM 1608

Jones, Etta
The Jones Girl
King LP 544

Kannes, Dena
The Kid From Salt Lake City
Coral 57205

Kaye, Sammy
Midnight Serenade
Columbia CL 1107

Kendall, Doctor
Cathedral Chimes
Dot DLP 3101

Kibbee, Gordon
Pops for Pipes Judson J 3020

Kitt, Ertha
St. Louis Blues RCA Victor LPM 1661

Laine, Frankie
Foreign Affair Columbia CL 1116

Lanin & Ork, Howard
Dance Time in Hi-Fi
Decca DL 8698

Lawrence & Ork, Elliot
Prom Night Decca DL 8338

Lawrence, Gertrude
A Remembrance Decca DL 8673

Lee, Peggy
Jump for Joy Capitol T-979

Light, Enoch
The Flirty 30's—Vol. I
Grand Award G.A. 33-371

Light, Enoch
The Roaring 20's—Vol. IV
Grand Award G.A. 33-370

Light, Enoch
Waltzes for Dancing
Grand Award G.A. 33-372

Little Richard
Little Richard Specialty 2103

Loce & Ork, Joe
Anyone Can Cha Cha
Epic LN 3338

Lucas, Nick
Tip Toe Thru the Tulips
Cavalier CVLP 6007

Maciel, Antonio
Sones Mexicanos Capitol T-10135

Mac Rae, Gordon
In Concert Capitol T-980

March, Hal
Moods of March
Dot DLP 3092

Margulis & Ork, Charles
Great American Marches
Grand Award G.A. 33-369

Martin, Tony
In the Spotlight Decca DL 8366

Martinez & Ork, Willie
I Could Have Cha Cha'd All Night
Decca DL 8694

Mathis, Johnny
Johnny's Greatest Hits
Columbia CL 1133

Mauro-Cottone, Aurora
Music of the Masters
Kapp KCL-9012

Miller & Army Air Force Band, Glenn
Glenn Miller Army Air Force Band
RCA Victor LPM 6700

Mineo & Ork, Attilio
Styled for You by Attilio
Epic LN 3429

Monte, Lou
Lou Monte Sings for You
RCA Victor LPM 1651

More & Ork, Beny
The Most From Beny More
RCA Victor LPM 1614

Mozian & Ork, Roger
Just Mozian Along Decca DL 8700

Muller & Ork, Werner
Dance Party in Hi-Fi
Decca DL 8688

Otis, Clyde
Dance the Stroll Kapp KL-1085

O'Toole & Ork, Knuckles
Honky Tonk Piano
Grand Award G.A. 33-365

Presley, Elvis
Elvis Golden Hits
RCA Victor LPM 1707

Puente, Tito
Top Percussion RCA Victor LPM 1617

Ray, Johnnie
Johnny Ray in Las Vegas
Columbia CL 1093

Russell, Andy
The Magic of Andy Russell
RCA Victor LPM 1470

Ryan, Slugger
Plays Honky Tonk Piano
Judson J 3015

Sahl, Mort
The Future Lies Ahead
Verve MGV 15002

Sanders, Betty
Songs of Robert Burns
Riverside 12-823

Saperton, David
Music of the Masters
Kapp KCL-9013

Sarkissian, Mike
Grecian Holiday
Audio Fidelity AFLP 1866

Sarkissian, Mike
Turkish Delight
Audio Fidelity AFLP 1867

Savill & Ork, Bill
Shall We Dance
London LL 1783

Sinatra, Frank
This Is Sinatra, Vol. 11
Capitol W-982

Smith, Kate
The Fabulous Kate Smith
Kapp KL-1082

Stafford, Jo
Swingin' Down Broadway
Columbia CL 1124

Stefano & Ork, Al
Latin Dance Party Decca DL 8646

Taylor, Lynn
I See Your Face Before Me
Grand Award G.A. 33-367

Valdes & Ork, Bebo
Hot Cha Chas Decca DL 8660

Valdespi & Ork, Armando
Latin Magic Fiesta FLP 1227

Van Damme Quintet, Art
They're Playing Our Song
Columbia C2L 7

Vaughn, Billy
Sail Along Silvery Moon
Dot DLP 3100

Weed Trio, Buddy
The Music of Leroy Anderson
Judson J 3018

Weiss, Edward
Music of the Masters
Kapp KCL-9011

Weston, Paul
Hollywood Columbia CL 1112

White, Josh
Josh White Decca DL 8665

POP—Low-Priced

Adams & Ork, Ashley
America's Most Popular Waltzes
Waldorf MHD 33-1243

Applewaite & Ork, Stanley
All the Things You Are
Design DLP 35

Applewaite & Ork, Stanley
In the Still of the Night
Design DLP 36

Applewaite & Ork, Stanley
Prom Date Design DLP 23

Applewaite & Ork, Stanley
Tea and Trumpets Design DLP 40

Ball, Mad
Mad Ball
Tops L 1610

Brown & Ork, Les
The Greatest
Harmony HL 7100

Canova, Judy
Judy Canova
Tops L 1613

Clark, Buddy
Girl of My Dreams
Harmony HL 7081

Cole & Trio, Nat King
Nat King Cole Trio
Score SLP 4019

D'Artega
Music With a Heartbeat
Design DLP 25

D'Artega
Riviera Holiday in Hi-Fi—Mediterranean
Moods Design DLP 46

Davis & Ork, Maxwell
Blue Tango
Score SLP 4016

Dennis, Clark
Clark Dennis
Tops L 1579

Donahue & Ork, Al
Invitation to Dance
Design DLP 51

Dorsey & Ork, Tommy & Jimmy
Their Shining Hour
Design DLP 20 CA

Glenn, Lloyd
Lloyd Glenn Plays Again
Score SLP 4020

Golden & Ork, Lex
Let's Dance
Score SLP 4027

Gould Trio, Julian
Music for Togetherness
Design DLP 27

Haymes, Dick
Look at Me Now
Hollywood H 138

Haley, Bill
Rock With Bill Haley
Somerset P-4600

Hibbler, Al
I Surrender Dear
Score SLP 4013

Hines, Earl "Fatha"
Earl "Fatha" Hines
Tops L 1599

Holiday, Billie
Billie Holiday Sings the Blues
Score SLP 4014

Hope, Lynn
Tenderly
Score SLP 4015

Hopkins, Lightnin'
Lightnin' Hopkins Strums the Blues
Score SLP 4022

Horlick, Harry
Exotica
Design DLP 48

Hunt, Pee Wee
Pee Wee Hunt
Tops L 1603

Jordan, Jeri
Easy Living
Score SLP 4025

Kingsway Strings
A Symphony on Ice
Somerset P-4900

Kuter, Art
A Tribute to Eddy Duchin
Waldorf MHD 33-1245

La Delle, Jack
Hawaiian Holiday in Hi-Fi
Design DLP 53

Lamour, Dorothy
The Road to Romance—For Bing, Bob
and You
Design DLP 45

Linda, Rosa
Pop Concert at Carnegie Hall
Design DLP 21

Little Richard
Little Richard
Camden Cal 420

Lopez & Ork, Pupi
Cha Cha Cha, Merengue and Mambos
Design DLP 31

Mateka, Walley
Polkas for Parties
Design DLP 34

McCoy & Ork, Clyde
The Golden Era of the Sugar Blues
Design DLP 28 CA*

Miller, Eddie
Frat Hop
Tops L 1571

Norman & Ork, George
Silk, Satin and Sixty-Six Strings
Design DLP 39

Pilot Quartet
Let Me Call You Sweetheart
Waldorf MHD 33-1235

Pride of the '48 Band
Sousa Marches
Somerset P-4800

Rossini & Ork, Roberto
Honeymoon in Italy
Somerset P-4700

Scott, Jug
Memories of Hank Williams
Design DLP 24

Shirley & Lee
Let the Good Times Roll
Score 4023

Shirley & Lee
Rock 'n' Roll Sock Hop
Score SLP 4018

Shore, Dinah
Love Songs
Harmony HL 7099

Streak, King
Calypto Festival
Design DLP 33

Sykes & Ork, Big Luke
Rock and Roll at the Sugar Bowl
Design DLP 43

Thornhill & Ork, Claude
Sleepy Serenade
Design DLP 50

Todd & Ork, Pete
Till We Meet Again
Camden Cal 41B

Waller, Fats
Fats Waller—A Tribute
Design DLP 26 CA

Weininger & Ork, Kurt
The Splendor of Vienna
Design DLP 41

POP—Misc.—Low-Priced

Big Band Party, The
Waldorf MHD-33-1246

Hi-Fi Adventure in Exotic Lands
Somerset P5500

Music for a Sophisticated Lady
Tops L 1556

Safari
Somerset P5600

Sammy Jumps With Joy
Sammy Davis Jr. & Joya Sherrill
Design DLP 22

Serenade by Moonlight
Tops L 1555

Strictly for Lovers
Tops L 1558

Swing Flute in Hi-Fi
Score SLP 4028

Symphony for Glenn
Somerset P5400

Symphony for Tommy
Somerset P5700

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World's Most Beautiful Waltzes, The
Waldorf MHD 33-1247

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David and Igor Oistrakh play Bach
Double Concerto and David Oistrakh in
Violin Concerto No. 2 in E Major.
Bruno Hi-Fi BR 14008

BACH
Sinfonia in B Flat
Concert Hall Society DX 66

BARTOK
Rhapsody No. 2; Six Rumanian Folk
Dances; BLOCH: Baal Shem; RAVEL: Kad-
dich; MILHAUD: Saudades do Brasil—Modern
Masterpieces for the Violin. Eu-
dice Shapiro, violin; Ralph Berkowitz,
piano.
Vanguard VRS-1023

BEETHOVEN
Emile Gilels plays Beethoven Emperor
Concerto. Bruno Hi-Fi BR 14014

Lenore Overture, No. 3
Concert Hall Society DX 67

Missa Solemnis
Concert Hall Society RX 63

Sonata No. 9 in A Major, Op. 47, Sonata
No. 8 in G Major Op. 30, No. 3; Mil-
stein, violin; Balsam, piano.
Capitol PAO-8430

Trios in G, Op. 9 No. 1; Trios in C Minor,
Op. 9, No. 3.
Heifetz, violin; Primrose, viola; Platigors-
ky, cello.
Red Seal LM 2186

Variations on a Theme of Diabelli, Op. 120.
Serkin, piano
Columbia ML 5246

BLOCH
Baal Shem; BARTOK: Rhapsody No. 2; Six
Rumanian Folk Dances; RAVEL: Kaddich;
MILHAUD: Saudades do Brasil—Modern
Masterpieces for the Violin.
Eudice Shapiro, violin, Ralph Berkowitz,
piano
Vanguard VRS-1023

BOCCHERINI
Cello Concerto in B Flat Major; VIVALDI:
Cello Concerto No. 5 in A Minor, and
No. 3 in E Minor.
Baltimore Conservatory Orch. (Stewart).
Counterpoint CPT 555

BRAMMS
Concerto No. 2 in B Flat, Op. 83.
Chicago Symph. Orch. (Rainer)
Red Seal LM 2219

Emil Gilels in Scarlatti Sonatas and Brahms
Trio in E Flat Major with Leonid Kogan
violin and Yakov Shapiro, French horn.
Bruno Hi-Fi BR 14010

David Oistrakh Plays Brahms Violin Con-
certo in D Major and Hungarian Dances
Bruno Hi-Fi BR 14004

BRUCH
David Oistrakh Plays Bruch Violin Con-
certo No. 1 and Lalo Symphonie Es-
pagnole.
Bruno Hi-Fi BR 14003

CHOPIN
Nocturne in E Flat, Op. No. 2; Polonaise
in C Minor, Op. 4, No. 2; Scherzo in
B Flat Minor, Op. 31.
Firkusny
Capitol PAO-8428

David Oistrakh in Chopin Trio—Zarzycki
Mazurka—Wieniawski Legende—Glazounov
Oberek.
Bruno Hi-Fi BR 14012

CHAUSSON
David Oistrakh in Chausson Poeme—Ravel
Tzigane—Dvorak Trio in E Minor "Dumky."
Bruno Hi-Fi BR 14009

DEBUSSY
Quartet in G Minor, Op. 10; RAVEL: Quar-
tet in F Major.
Budapest String Quartet
Columbia ML 5246

Sonata for Violin and Piano RAVEL: Pies-
D'un Forme De Habanera Berceuse
FRANCK: Sonata for Piano and Violin.
Nadien, violin; Hancock, piano
Monitor MC 2017

DVORAK
David Oistrakh in Chausson Poeme—Ravel
Tzigane—Dvorak Trio in E Minor "Dumky"
Bruno Hi-Fi BR 14008

FRANCK
Sonata for Piano and Violin; DEBUSSY:
Sonata for Violin and Piano; RAVEL:
Piece D'un Forme De Habanera Berceuse
Nadien, violin; Hancock, piano
Monitor MC 2017

GLAZOUNOV
David Oistrakh in CHOPIN Trio—ZARZYCKI
Mazurka—WIENIAWSKI Legende—GLAZOU-
NOV Oberek
Bruno Hi-Fi BR 14012

GLAZOUNOV
David Oistrakh plays GLAZOUNOV Violin
Concerto and TANEIEFF Concerto Saitis
Bruno Hi-Fi BR 14013

GLIERE
Horn Concerto, Op. 91
MMO CE 6

GRIEG
Norwegian Dances, Op. 35; SIBELIUS: Raka-
stava, Op. 14, Valse Triste, Op. 44—
Vienna State Orch. (Litschauer)
Vanguard VRS-1030

HANDOSHKIN
Sonata Concerto; VIVALDI: Violin Concerto in
G Minor; RAMEAU: Concerto No. 6 in G
Minor
Kogan, Violin; Barshai, Viola; Moscow
Chamber Orch. (Barshai)
Monitor MC 2018

HINDEMITH
Concert Music for Piano, Brass and Two
Harps, Op. 49. Concerto for Orchestra,
Op. 38; WAGNER: Die Meistersinger von
Nurnberg (Concert Version)
Concert Hall Society RX 62

KABALEVSKY
Gilels plays TCHAIKOVSKY Piano Concerto
No. 1 and KABALEVSKY Concerto No. 1
under the composer
Bruno Hi-Fi BR 14005

KABALEVSKY
David Oistrakh plays KHACHATURIAN and
KABALEVSKY Violin Concerti with Na-
tional Philharmonic Orch. under the
composers.

KHACHATURIAN
The Battle for Stalingrad; SHOSTAKOVICH:
The Fall of Berlin
USSR State Radio Orch. (Khachaturian)
(Gauk)
MMO CE 9

KHACHATURIAN
Gilels in PROKOFIEV Piano Concerto No. 3—
KHACHATURIAN conducts KHACHATURIAN
Piano Concerto with Lev Oborin
Bruno Hi-Fi BR 14007

KHACHATURIAN
David Oistrakh plays KHACHATURIAN and
KABALEVSKY Violin Concerti with National
Philharmonic Orch. under the composers
Bruno Hi-Fi BR 14001

KREISLER
Francescatti plays Kreisler
Balsam, piano
Columbia ML 5253

LALO
David Oistrakh plays BRUCH: Violin Con-
certo No. 1 and LALO Symphonie Es-
pagnole
Bruno Hi-Fi BR 14003

MENDELSSOHN
Concerto for Two Pianos in A Flat Major,
Concerto for Two Pianos in E Major
Vienna Sym. Orch. (Morall)
Vox PL 10-540

David Oistrakh plays MENDELSSOHN Violin
Concerto and Leonid Kogan plays VIEUS-
TEMPS Violin Concerto No. 5 with Na-
tional Philharmonic Orch. Kiril Kondrashin
cond.
Bruno Hi-Fi BR 14011

MILHAUD
Saudades do Brasil; BARTOK: Rhapsody No.
2; 6 Rumanian Folk Dances; BLOCH:
Baal Shem; RAVEL: Kaddich—Modern
Masterpieces for the Violin
Eudice Shapiro, violin; Ralph Berkowitz,
piano
Vanguard VRS-1023

MOZART
Nine Songs; SCHUMANN: Frauenliebe und
Leben, Op. 42—Irmgard Seefried
Decca DL 9971

String Quartet in Eb, K. 428
MMO 5064

Three Divertimenti for String Quartet—E.
136-7-8
MMO 5001

Two Duos for Violin
MMO 5008

MUSSORGSKY
Highlights from Boris Bodunov; RACHMANI-
NOFF: Cavatina of Aleko from "Aleko"
Bolshoi Theater Orch. (Nebolsin)
Monitor MC 2016

PALESTRINA
Concert by Sistine Chapel Choir
Period SPL 744

Mass Assumpta Est Maria
Concert Hall Society HX 60

POULENC
Sonata for Violin and Piano
Concert Hall Society EX 64

PROKOFIEV
Symphony No. 5 in B Flat Major, Op. 100
Phila. Orch. (Ormandy)
Columbia ML 5260

PROKOFIEV
Gilels in PROKOFIEV Piano Concerto No. 3—KHACHATURIAN conducts KHACHATURIAN Piano Concerto with Lev Dborin
Bruno Hi-Fi BR 14007

PROKOFIEV
David Oistrakh with Vladimir Yampolsky plays PROKOFIEV Sonatas No. 1 and No. 2
Bruno Hi-Fi BR 14006

PROKOFIEV
Violin Concerto No. 1 in D Major played by David Oistrakh and Violin Concerto No. 2 in G Minor played by Leonid Kogan
Bruno Hi-Fi BR 14002

RACHMANINOFF
Cavatina of Aleko from "Aleko" MUSSORGSKY: Highlights From Boris Godunov
Bolshoi Theater Orch. (Nebolsin)
Monitor MC 2016

RAVEL
Isle of the Dead Op. 29; RAVEL: Rap Sodie Espagnole, Pavan for a Dead Princess
Chicago Symph. Orch. (Reiner)
Red Seal LM 2183

RAVEL
Violin Concerto No. 6 in G Minor; HANDSHKIN: Viola Concerto; VIVALDI: Violin Concerto in G Minor.
Kogan, Violin; Barshai, Viola Moscow Chamber Orch. (Barshai)
Monitor MC 2018

RAVEL
David Oistrakh in CHAUSSON Poeme—RAVEL Tzigane—DYORAK Trio in E Minor "Dumky"
Bruno Hi-Fi BR 14009

RAVEL
Ballets; BARTOK: Rhapsody No. 2; 6 Rumanian Folk Dances; BLOCH: Baal Shem; MILHAUD: Saudades do Brasil—Modern Masterpieces for the Violin
Judice Shapiro, violin; Ralph Berkowitz, piano
Vanguard VRS-1023

RAVEL
Suite D'un Forme De Habanera Berceuse FRANCK: Sonata for Piano and Violin; DEBUSSY: Sonata for Violin and Piano Kadrien, violin; Hancock, piano
Monitor MC 2017

RAVEL
Quartet in F Major; DEBUSSY: Quartet in E Minor, Op. 10
Budapest String Quartet
Columbia ML 5245

RAVEL
Rapsodie Espagnole, Pavan for a Dead Princess. RACHMANINOFF: Isle of the Dead, Op. 29
Chicago Symph. Orch. (Reiner)
Red Seal LM 2183

SCARLATTI
Gilels in SCARLATTI Sonatas and BRAHMS Trio in E Flat Major with Leonid Kogan, Violin, and Yakov Shapiro, French Horn
Bruno Hi-Fi BR 14010

SCHILLER
Wilhelm Tell Vienna's Burghther
Period FRL 1552

SCHMITT
Le Semaire Du Petit Elfe Ferme-L'oeil, Op. 58, Trois Rapsodies, Op. 52
Robert and Gaby Casadesus, piano
Columbia ML 5259

SHOSTAKOVICH
Variations for Orchestra, Op. 31; Four Pieces, Op. 27; Canon, Op. 28; No. 1, Serenade for Baritone and Septet, Op. 24. (Craft)
Columbia ML 5244

SCHUMANN
Liedchen und Leben, Op. 42—Irmgard Seefried MOZART: Nine Songs
Decca DL 9971

SCHOSTAKOVICH
The Fall of Berlin; KHACHATURIAN: The Battle for Stalingrad
USSR State Radio Orch. (Khachaturian) (Gauk)
MMO CE 9

SIBELIUS
Tantava, Op. 14; Valse Triste, Op. 44; GRIEG: Norwegian Dances, Op. 35
Vienna State Opera Orch. (Litschauer)
Vanguard VRS-1030

STRAUSS
Alpine Symphony, Op. 64
Jaxon State Orch. (Bohm)
Decca DL 9970

STRAUSS
For Strauss Lovers Only
Otto Schulhof, piano
Vanguard VRS 1005

TANEIEFF
David Oistrakh plays GLAZOUNOV Violin Concerto and TANEIEFF Concerto Suite
Bruno Hi-Fi BR 14013

TCHAIKOVSKY
Gilels plays TCHAIKOVSKY Piano Concerto No. 1 and KABALEVSKY Concerto No. 3 under the composer.
Bruno Hi-Fi BR 14005

TCHAIKOVSKY
Concert Fantasy for Piano & Orch., Op. 56; LABAJANIAN: Symphonic Variations for Piano and Orch.
MMO CE 7

TCHAIKOVSKY
Violin Concerto in B Minor
Royal Farnsworth Symph. Orch. (Vincent)
Design DLP 55

TCHAIKOVSKY
Suite No. 3 in G Major, Op. 55
Little Orch. Society (Scherman)
Columbia ML 5256

TCHAIKOVSKY
Symphony No. 2 in C Minor, Op. 17
Vienna Phil. Symph. Orch. (Swarowsky)
Urania UX 109

TCHAIKOVSKY
David Oistrakh plays MENDELSSOHN Violin Concerto and Leonid Kogan plays VIEUXTEMPS Violin Concerto No. 5 with National Philharmonic Orch., Kiril Kondrasin, Cond.
Blue Note 12" 1207

TCHAIKOVSKY
Villa-Lobos
Quartet (1921), Quartet (1928), Various Artists
Westminster XWN 18651

TCHAIKOVSKY
Violin Concerto No. 5 in A Minor, and No. 2 in E Minor; BOCCERINI: Cello Concerto in B Flat Major
Baltimore Conservatory Orch. (Stewart)
Counterpoint CPT 555

VIVALDI
Violin Concerto in G Minor; RAMEAU: Concerto No. 6 in G Minor; HANDSHKIN: Viola Concerto
Kogan, Violin; Barshai, Viola; Moscow Chamber Orch. (Barshai)
Monitor MC 2018

WAGNER
Die Meistersinger Von Nurnberg (Act III Concert Version)
Concert Hall Society LX 70

WIENIAWSKI
David Oistrakh in CHOPIN Trio—ZARZYCKI Mazurka—WIENIAWSKI Legende—GLAZOUNOV Oberek
Bruno Hi-Fi BR 14012

ZARZYCKI
David Oistrakh in CHOPIN Trio—ZARZYCKI Mazurka—WIENIAWSKI Legende—GLAZOUNOV Oberek
Bruno Hi-Fi 14012

CLASSICAL—Misc.

Art of the Harpsichord, The
Wanda Landowska, Harpsichord
Red Seal LM 2194

Carlo Bergonzi Operatic Recital
Various Arias, l'Accademia Di Santa Cecilia, Rome (Gavazzeni)
London 5346

Claudia Muzio
Operatic Recital
Period Scala 836

Eighteenth Century Recorder Music
MMO CE 1051

Flaviano Labo Operatic Recital
Various Arias, l' Accademia Di Santa Cecilia, Rome (Previtali)
London 5408

Francescatti
Various Arias, Francescatti, violin, Phila. Orch. (Ormandy)
Columbia ML 5253

French Music of the Courts of Burgundy and Versailles and Others.
MMO CE 1037

German Dances for Orchestra (including Mozart, Schubert, and Beethoven)—Orch. Radiodiffusion Francaise (Liebowitz) Counterpoint CPT 554

Gloria Davy Concert Recital
Various Arias, Favaretto, piano
London 5395

Mighty Fortress, A
Robert Shaw Chorale (Shaw)
Red Seal LM 2199

Music of Spain
David Oistrakh and Leonid Kogan

Nights in the Gardens of Spain
Various Artists
Red Seal LM 2181

Operatic Themes—Barron Smith; John Wanamaker Organ, Philadelphia
Urania UR 8019

Philadelphia Orchestra
Gala. Phila. Orch. (Ormandy)
Columbia ML 5257

Pop Piano Concerto
The Abbey Orch. of London
Capitol T-10144

Presenting Tozzi
Various Arias
Tozzi, Bass
Rome Opera House Orch. (Morel)
Red Seal LM 2188

Paul Price & Percussion Ensemble
Period SPL 743

Recorder Music of Six Centuries
MMO CE 1018

Red Shoes
St. Louis Sym. Orch. (Golschmann)
Columbia ML 5254

Roswaenge, Helge—Operatic Recital
MMO CEB

Sorrento
Richard Tucker, Tenor, Columbia Concert Orch. (Antonini)
Columbia ML 5258

Leopold Stokowski & His Symphony Orch.
Various Arias
Capitol PAO-8433

Vienna Dances
Vienna State Opera Orch. (Paulik)
Vanguard VRS 1019/22

Waltzes of Vienna
Disneyland WDL-3025

Wittgenstein, Paul, Plays Music for the Left Hand
Various Arias
Period SPL 742

CLASSICAL—Low-Priced

Tchaikovsky
1812 Overture and Capriccio Italien
Nord Deutsches Sym. Orch. (Rohr)
Somerset P-5100

CLASSICAL—Misc.—Low-Priced

Violin Favorites
Norman Carol, Violin
Camden CAL 419

JAZZ

Allen, David
A Sure Thing
World Pacific WPM 408

Armstrong, Louis
Satchmo's Collectors' Items
Decca DL 8327

Bchet, Sidney
The Fabulous
Blue Note 12" 1207

Bchet, Sidney
Young Ideas
World Pacific PJ 1236

Bostic, Earl
Bostic Rocks
King LP 571

Chambers, Paul
Quintet with Donald Byrd
Blue Note 12" 1564

BEST SELLING

CLASSICAL ALBUMS

- TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN—Minneapolis Symphony (Dorati)** Mercury MG 50054
- RACHMANINOFF: PIANO CONCERTO NO. 2; LISZT: PIANO CONCERTO NO. 1—Rubinstein, Chicago Symphony (Reiner); RCA Symphony Orch. (Wallenstein)** RCA Victor LM 2068
- OFFENBACH: GAITE PARISIENNE; MEYBEER: LES PATINEURS—Boston Pops (Fiedler)** RCA Victor LM 1817
- RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPANOL—Detroit Symphony (Paray)** Mercury MG 50020
- TCHAIKOVSKY: PIANO CONCERTO NO. 1—Gilels, Chicago Symphony (Reiner)** RCA Victor LM 1969
- PORTS OF CALL—The Philadelphia Orch. (Ormandy)** Columbia ML 4983
- GRIEG: PIANO CONCERTO IN A MINOR; RHAPSODY ON A THEME OF PAGANINI—Rubinstein, RCA Victor Symphony Orch. (Wallenstein); Chicago Symphony (Reiner)** RCA Victor LM 2087
- STRAVINSKY: LE SACRE DU PRINTEMPS (THE RITE OF SONG)—L' Orchestre de la Suisse Romande (Anserment)** . London LL 1730
- LANDMARKS OF A DISTINGUISHED CAREER—Leopold Stokowski** Capitol P 8399
- SAINT-SAENS: SYMPHONY NO. 3—Biggs, Organ; The Philadelphia Orch. (Ormandy)** Columbia ML 5212

- BEETHOVEN: PIANO CONCERTO NO. 2; RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI—Kappell, NBC Symphony Orch. (Golschmann); Robin Hood Dell Orch. of Philadelphia (Reiner)** RCA Victor LM 9026
- BEETHOVEN: SYMPHONIES NOS. 1 & 9—NBC Symphony Orch. (Toscanini)** RCA Victor LM 6009
- STRAUSS: DER ROSENKAVALIER—Soloists; Philharmonic Orch. (von Karajan)** Angel 3563
- BEETHOVEN: SYMPHONY NO. 9—Soloists; The Westminster Choir (Williamson); New York Philharmonic (Walter)** Columbia ML 5200
- BEETHOVEN: SYMPHONY NO. 7—The Pittsburgh Symphony Orch. (Steinberg)** Capitol P 8398
- SCHUBERT: SYMPHONY NO. 8 ("UNFINISHED"); MENDELSSOHN: A MID-SUMMER NIGHT'S DREAM—The Philadelphia Orch. (Ormandy)** . Columbia ML 5221
- THE SOUNDS OF WAGNER—The Concert Arts Symphony Orch. (Leinsdorf)** Capitol PAO 8411
- ROSSINI: WILLIAM TELL—The Philadelphia Orch. (Ormandy)** Columbia ML 5206
- GOLDMARK: VIOLIN CONCERTO IN A MINOR—Milstein, The Philadelphia Orch. (Blech)** Capitol PAO 8414
- WAGNER: DIE WALKURE (ACT 3 COMPLETE); (ACT 2, "TODESVERKUNDIGUNG" SCENE)—Soloists; Vienna Phil. Orch. (Solti)** London A 4225

POPULAR ALBUMS

- COME FLY WITH ME—Frank Sinatra** Capitol W 920
- THE MUSIC MAN—Original Cast** Capitol WAO 990
- MY FAIR LADY—Original Cast** Columbia OL 5090
- WARM—Johnny Mathis** Columbia CL 1078
- PAL JOEY—Sound Track** Capitol W 912

- THE LATE, LATE SHOW—Dakota Station** Capitol T 876
- HYMNS—Tennessee Ernie Ford** Capitol T 756
- DUKES OF DIXIELAND, VOL. 3** Audio Fidelity AFLP 1851
- OKLAHOMA!—Sound Track** Capitol SAO 595
- RICKY—Ricky Nelson** Imperial IMP 9048
- PAT'S GREAT HITS—Pat Boone** Dot DLP 3071

JAZZ ALBUMS

- CONCERT BY THE SEA—Erroll Garner** Columbia CL 833
- MY FAIR LADY—Shelly Manne & His Friends** Contemporary C 3527
- DUKES OF DIXIELAND, VOL. 3** Audio Fidelity AFLP 1851
- MUTED JAZZ—Jonah Jones** Capitol T 839
- ELLINGTON AT NEWPORT—Duke Ellington** Columbia CL 934

- OTHER VOICES—Erroll Garner** Columbia CL 1014
- ELLA AND LOUIE AGAIN—Ella Fitzgerald and Louis Armstrong** Verve MGV 4006-2
- BLACK SATIN—George Shearing** Capitol T 858
- JAZZ GOES TO JR. COLLEGE—Dave Brubeck** Columbia CL 1034
- MODERN JAZZ QUARTET** Atlantic 1265

SYMPHONIES

- HOROWITZ PLAYS CHOPIN—Vladimir Horowitz** RCA Victor LM 2137
- BEETHOVEN: PIANO SONATAS NOS. 14 ("MOONLIGHT"), 8 ("PATHETIQUE") & 23 ("APPASSIONATA")—Rudolph Serkin** Columbia ML 5164
- CHOPIN NOCTURNES, VOL. 1—Artur Schnabel** RCA Victor LM 2175
- FAVORITE CLASSICS FOR PIANO—Leonard Pennario** Capitol P 8312
- CELLO COLOURS—Andre Navarra** Capitol P 18023

- KEYBOARD FANTASIES—Leonard Pennario** Capitol P 8391
- DEBUSSY: 15 PIANO PIECES—Walter Gieseking** Angel 25026
- SEGOVIA AND THE GUITAR—Andres Segovia** Decca DL 9931
- BEETHOVEN: PIANO SONATAS NOS. 14 ("MOONLIGHT") & 21 ("WALDSTEIN")—Vladimir Horowitz** RCA Victor LM 2009
- CHOPIN: THE ETUDES (COMPLETE), TWO IMPROMPTUS—Ruth Slenczynska** Decca DL 9890

(Continued on page 10)

New LP Releases

Continued from page 9

Clayton, Buck Buck Meets Ruby Vanguard VRS-8517	Cobb & All Stars Strictly From Dixie Tops L 1581	Collette, Buddy Jazz Lovers Paris Specialty 5502	Coltrane, John Prestige PRLP 7123	Davis Quintet, Miles Relaxin' With the Miles Davis Quintet Prestige PRLP 7129	Dorham, Benny 2 Horns/2 Rhythm Riverside 12-255	Fielding, Jerry Hollywoodwind Jazztet Decca DL 8669	Freeman & Quartet, Stan Oh, Captain! Columbia CL 1126	Garland Quintet, Red All Mornin' Long Prestige PRL 7130	Golson, Benny The Modern Touch Riverside 12-256	Goodman & Ork, Benny The Superlative Goodman, Vol. 1 Verve MGX 4013	Goodman & Ork, Benny The Superlative Goodman, Vol. 2 Verve MGX 4014	Goodman & Ork, Benny The Superlative Goodman Complete Vol. 1 & 2 Verve MGX 4015-2	Halen, Carl Whoopee Makers Jazz Riverside 12-261	Hamilton, Chico Chico Hamilton Plays South Pacific World Pacific PJ 1238	Henderson & All Stars, Fletcher Fletcher Henderson and His All Stars Concert Hall Society 62	Hiday, Hal Barrone Piano With a Broad Appeal Specialty 2102	Jones, Hank Jones and His Swings Gigli Golden Crest CR 3042	Jones, Inez Have You Met Inez Jones? Riverside 12-819	Kime, Warren 2 of a Kime Replica L.P. 1008	Lacy, Steve Soprano Saxophone Prestige PRLP 7125	La Teef Quintet, Yusef The Sounds of Yusef Prestige PRLP 7122	Mulligan, Gerry Mulligan Songbook World Pacific PJ 1237	Norman, Gene Gene Norman Presents Just Jazz Decca DL 9055	Quinichette & All Stars, Paul For Count Basie Prestige PRLP 7127	Rogers, Shorty Portrait of Shorty RCA Victor LPM 1561	Rollins, Sunny Tour De Force Prestige PRLP 7126	Scobey & Band, Bob Between 18th and 19th On Any Street RCA Victor LPM 1567	Smith, Louis Here Comes Louis Smith Blue Note 12" 1584	Smith, Willie the Lion The Lion Roars Dot DLP 3094	Spina, Harold El Dipsy Doodle Dot DLP 3090
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JAZZ—Misc.

Dizzy Gillespie Duets With Sonny Rollins & Sonny Stitt Verve MGX 8260	Flute Flight Various Artists Prestige PRLP 7124	King Pleasure Sings, Annie Ross Sings Prestige PRLP 7128	The Legend of Willie "The Lion" Smith Grand Award G.A. 33-368
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FOLK

Alexandrov Song & Dance Ensemble An Evening With the Russian Cossacks Bruno Hi-Fi BR 50006	Bass, Kenny Dance the Polka Decca DL 8690	Bluestein, G. Buell H. Kazee Folkways FS 3810	Bulgarian National Folk Ensembles Bulgaria and Their Gypsies Bruno Hi-Fi BR 50008	Cort, Bob Ain't It a Shame London LL 1774	Cossacks, Zaporozhsky An Evening Bruno Hi-Fi BR 5002	Herman & Ork, Michael All Purpose Folk Dances RCA Victor LPM 1623	Herman & Ork, Michael Festival Folk Dances RCA Victor LPM 1621
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Herman & Ork, Michael First Folk Dances RCA Victor LPM 1625	Herman & Ork, Michael Folk Dances for All Ages RCA Victor LPM 1622	Herman & Ork, Michael Folk Dances for Fun RCA Victor LPM 1624	Holland, Lori Scottish Folk Songs for Women Folkways FG 3517	Hungarian Gypsy Ensemble An Evening in a Gypsy Tabor Bruno Hi-Fi BR 50010	Hungarian Gypsy Ensemble Our Last Night in Budapest Bruno Hi-Fi BR 50009	Hungarian National Folk Ensemble Hungary and Their Gypsies Bruno Hi-Fi BR 50001	Hungarian National Folk Ensemble Hungary and Their Gypsies Bruno Hi-Fi BR 50011	Knight, Elizabeth Songs of the Suffragettes Folkways FH 5281	Liechi & Family, Fritz Mountain Songs and Yodels from the Alps Folkways FW 8807	Moldavian National Folk Ensemble Moldavia & Their Gypsies Bruno Hi-Fi BR 50013
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MOVIE—SHOW

Gart, John Rodgers & Hammerstein Kapp KL-1075	Gift of Love, The Soundtrack Columbia CL 1113	Gigi Songs From the Motion Picture Gigi Grant & Tony Martin RCA Victor LPM 1716
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International Sairee Pafachou & Jo Basile Audio Fidelity AFLP 1881	Mary Martin Sings Richard Rodgers Mary Martin and Richard Rodgers RCA Victor LPM 1539	South Pacific Les Baxter & Ork Capitol T-1012	South Pacific Libera Columbia CL 1118	Star Is Born, A Soundtrack Columbia CL 1101
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Khachaturian— Concerto for Piano and Orch. (1936) Concert Arts Symph. Orch. (Slatkin) ZF-10	Offenbach— Gaité Parisienne—Hollywood Bowl Symph. Orch. (Slatkin) ZF-10	COLUMBIA Tchaikovsky Symphony No. 6 in B Minor, Op. 74 New York Philharmonic (Mitropoulos) LMB 10
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RECORDED TAPES

All recorded tapes are stereo-
phonic tapes, 7½-inch per
second speed, in-line (stacked)
heads unless otherwise in-
dicated.

AUDIO ARTS Mambo in Stereo Al Stefano & Ork ST-21	CAPITOL I Wish You Love Keely Smith ZC-42	Rendezvous With Kenton Stan Kenton & Ork ZC-43	All Through the Night Fred Warms & Pennsylvanians ZC-44	Space Escapade Les Baxter & Ork ZC-46	Sea of Dreams Nelson Riddle & Ork ZC-47	Stravinsky— Suite from The Firebird; Suite from Pe- trushka—Berlin Phil. Orch. (Stowkowski) ZF-49	Chopin By Starlight Juanita Hall with others (Dragon) ZF-50	Fiesta Hollywood Bowl Symph. Orch. (Dragon) ZF-51
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SUGGESTED LIST PRICES

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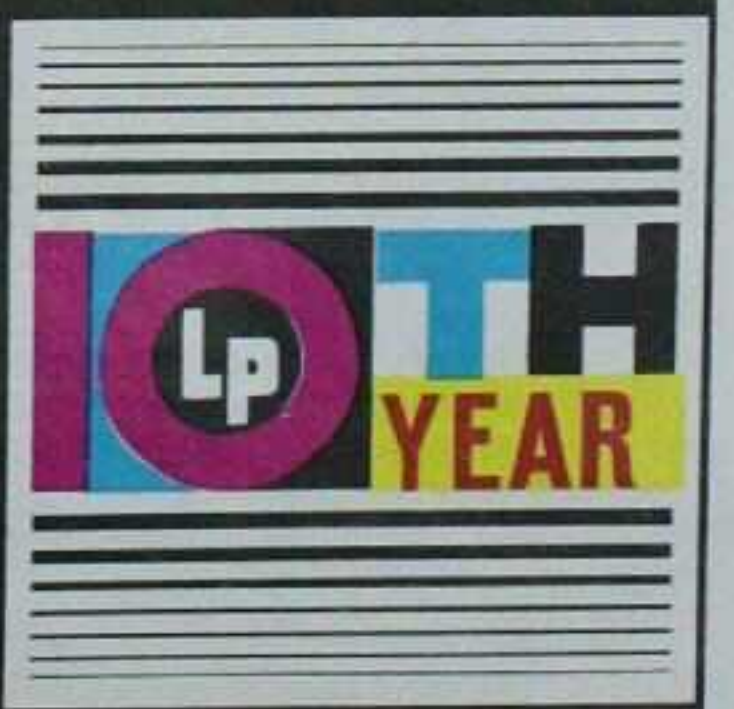


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8



9

Best Selling Sheet Music in U. S.

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

Week		Last Week	Weeks on Chart
1.	CATCH A FALLING STAR (Fisher)	2	9
2.	SUGARTIME (Nor-Va-Jak)	1	13
3.	SAIL ALONG SILVERY MOON (Joy)	3	12
4.	ARE YOU SINCERE? (Cedarwood)	6	4
5.	SWINGING SHEPHERD BLUES (Kahl-Benell)	4	7
6.	WHO'S SORRY NOW? (Mills)	9	3
7.	SEVENTY-SIX TROMBONES (Frank)	12	2
8.	LOLLIPOP (Marks)	15	2
9.	TWENTY-SIX MILES (Beechwood)	14	3
10.	A WONDERFUL TIME UP THERE (Fowler)	11	2
11.	ALL THE WAY (Barton)	8	20
12.	MAGIC MOMENTS (Famous)	5	8
13.	HE'S GOT THE WHOLE WORLD IN HIS HANDS (Chappell)	-	1
14.	TEQUILA (Jat)	-	1
15.	LITTLE BLUE MAN (Trinity)	-	1

Best Selling Sheet Music in Britain

(For week ending March 22)

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

Magic Moments—Chappell (Chappell)	Forgotten Dreams—Mills (Mills)
Catch a Falling Star—Feldman (Marvin)	Jailhouse Rock—Belinda (Presley)
The Story of My Life—Sterling (Famous)	Swinging Shepherd Blues—Sherwin (Benell)
Sugartime—Southern (Nor-Va-Jak)	You Are My Destiny—Mellin (Pamco)
April Love—Robbins (Feist)	Put a Light in the Window—Dominion (Planetary)
Love Me Forever—Kassner (Greta)	Chicago—Feldman (Fisher)
All the Way—Barton (Maraville)	My Special Angel—Bron (Blue Grass)
Mindy (the Pansy)—World Wide (Duchess)	Baby Lover—Cromwell (Wanessa)
All the Hop—Bron (Singolar)	Oh Boy—Southern (Nor-Va-Jak)
Nairobi—Leeds (Favorite)	Why Don't They Understand—Henderson (Hollis)
Launchy—Aberbach (Hi-Lo)	

Best Selling Pop Records in Britain

(For week ending March 22)

Week	Printed thru the courtesy of the "New Musical Express" Britain's Foremost Musical Publication.	Last Week
1.	MAGIC MOMENTS—Perry Como (RCA)	1
2.	DON'T—Elvis Presley (RCA)	5
3.	NAIROBI—Tommy Steele (Decca)	6
4.	THE STORY OF MY LIFE—Michael Holliday (Columbia)	2
5.	WHOLE LOTTA WOMAN—Marvin Rainwater (M-G-M)	12
6.	AT THE TOP—Danny and the Juniors (HMV)	3
7.	LA DEE DAA—Jackie Dennis (Decca)	19
8.	JAILHOUSE ROCK—Elvis Presley (RCA)	4
9.	MAYBE BABY—Crickets (Coral)	17
10.	YOU ARE MY DESTINY—Paul Anka (Columbia)	7
11.	GOOD GOLLY, MISS MOLLY—Little Richard (London)	8
12.	CATCH A FALLING STAR—Perry Como (RCA)	11
13.	BABY LOVER—Petula Clark (Pye-Nixa)	16
14.	MANDY—Eddie Calvert (Columbia)	15
15.	SWINGIN' SHEPHERD BLUES—Ted Heath (Decca)	-
16.	SUGARTIME—Alma Cogan (HMV)	-
17.	ALL THE WAY—Frank Sinatra (Capitol)	14
18.	OH BOY—Crickets (Coral)	9
19.	CAN'T GET ALONG WITHOUT YOU/WE ARE NOT ALONE—Frankie Vaughan (Philips)	18
20.	WHY DON'T THEY UNDERSTAND—George Hamilton IV (HMV)	-

Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
A Very Precious Love (R) (F) — Witmark—ASCAP	A Very Precious Love (R) (F)—Witmark—ASCAP
All the Way (R) (F)—Maraville—ASCAP	A Wonderful Time Up There (S)—Fowler—BMI
April Love (R) (F)—Feist—ASCAP	All the Way (R) (F)—Maraville—ASCAP
Are You Sincere (R)—Cedarwood—BMI	April Love (S) (F)—Feist—ASCAP
Billy (R)—Mills—ASCAP	Believe What You Say (R)—Homefolks—BMI
Catch a Falling Star (R)—Marvin—ASCAP	Catch a Falling Star (R)—Marvin—ASCAP
Chanson D'Amour (R) — Meadowlark — ASCAP	Crazy Barbara (R)—Frank—ASCAP
Gigi (R) (F)—Chappell—ASCAP	Don't You Just Know It (R)—Ace—BMI
Get Getting Sentimental Over You (R)—Mills—ASCAP	Gigi (R) (F)—Chappell—ASCAP
It's My Life (R)—GI—BMI	Happiness (R)—Conley—BMI
It's Too Soon to Know (R) — Morris — ASCAP	Happy Time (R)—Rush—BMI
I've Got Bells on My Heart (R)—Southern—ASCAP	High Sign (R)—Vivo—BMI
Long Hot Summer (R)—Feist—ASCAP	I Get That Feeling (R)—Reeve—BMI
Magic Moments (R)—Famous—ASCAP	It's Too Soon to Know (R) — Morris — ASCAP
Oh-Oh, I'm Falling in Love Again—Planetary—ASCAP	Lazy Mary (R)—Shapiro-Bernstein—ASCAP
Return to Me (R)—Southern—ASCAP	Let the Bells Keep Ringing (R)—Spanka—BMI
Sail Along Silvery Moon (R)—Joy—ASCAP	Love Theme From "A Farewell to Arms" (R)—Feist—ASCAP
Seventy-Six Trombones (R) (M) — Frank — ASCAP	Mommy Give Me a Drinka Water (R)—Frank—ASCAP
Sheepskin (R)—Livingston & Evans—ASCAP	My Bucket's Got a Hole in It (R)—Pickwick—ASCAP
Swinging Shepherd Blues (R)—Kahl-Bennell—BMI	Oh, Lonesome Me (R)—Acuff-Rose—BMI
Tango Boogie (R)—Bregman, Vocco conn — ASCAP	Pony Tail (R)—Champagne—ASCAP
Teacher's Pet (R) (F)—Daywin—BMI	Sail Along Silvery Moon (R)—Joy—ASCAP
Tequila (R)—Jat—BMI	Skinny Minnie (R) — Valley Brook — ASCAP
There Was a Time (R)—Frank—ASCAP	Steppin' Out Tonight (R)—Lowell—BMI
Twenty-Six Miles (R)—Beechwood—BMI	Sugartime (R)—Nor-Va-Jak—BMI
Who's Sorry Now (R)—Mills—ASCAP	Tequila (R)—Jat—XI
Wild Is the Wind (R) (F)—Jungnickel—ASCAP	Twenty-Six Miles (R)—Beechwood—BMI
Witch Doctor (R)—Monarch—BMI	We Belong Together (R)—Evergreen—BMI
Witchcraft (R)—Meris—ASCAP	Who's Sorry Now? (R)—Mills—ASCAP
	Wild Is the Wind (R) (F)—Jungnickel—ASCAP

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**Reviews of New
Pop Records**

Continued from page 40

SCOTT ENGEL
The Livin' End 75
ORBIT 506—Good vocal by Engel on his debut record for the M-G-M subsidiary label. Disk is a bought master. Singer, 15 years old, does well with this rocker and it has a chance. (Northern, ASCAP)
Good For Nothin'... 73
Same comment. Flip is stronger. (Sparrow, ASCAP)

THE TEEN QUEENS
Dear Tommy 75
RCA Victor 7206—The Teen Queens debut on the label with a warm reading of a new ballad somewhat in the vein of their hit "Eddie My Love" a few years ago. It's about a boy who won't write. Good wax here. (Raphael, ASCAP)
You Good Boy—You Get Cooked... 71
Novelty item receives a fair interpretation from the chicks. (Emes, ASCAP)

GENE NASH
Goodnight My Someone 75
CAPITOL 3944—Ballad from "Music Man" is performed with feeling by crooner in Johnny Mathis' style on his first disk for Capitol. Can do business. (Frank, ASCAP)
Find Your Love... 70
Slow ballad gets listenable reading by the warbler, with helpful group support. (DeVorzon, BMI)

THE KINGPINS
Ungava Parts 1 & 2 74
UNITED ARTISTS 111—Listenable instrumental blues item, with a Latin flavor is played neatly by the combo. Not too exciting but it should get some action. (Conley, BMI)

WALTER BROWN
Jelly Roll Rock 74
ZIP 4686—Lively chanting by Brown and group on cheerful blues rocker with buoyant beat. (Peeples, BMI)
Alley Cat... 74
Pungent rockabilly side with raucous delivery by Brown and a catchy beat. Dola market entry. (Peeples, BMI)

TOM SWIFT
High School Ring 73
DAWN 235—Nice debut by the artist on a rockabilly. The teens might find this to their tastes. Listenable ork and chorus assist. (Brel, BMI)
Stormy... 72
The rockabilly is a tribute to a peppery young lady. This, too, could hit the mark for teen coin. (Brel, BMI)

MINDY CARSON
I Was Born 73
COLUMBIA 41153 — Offbeat and fairly attractive slow ballad. Tune has philosophical approach, abetted by a heavenly type chorus. Pleasant wax. (Oxford, ASCAP)
Sentimental Touch... 72
A moderate-paced shuffle ballad, nicely thrashed by Miss Carson. Backing features harpsichord and vocal group. Interesting sound. Plays possible on this reading. (Oxford, ASCAP)

GENE STEWART
Oh Baby, Dance With Me... 73
KING 5124—Blues is done in conventional rockabilly style with a good vocal and a funky quality in the arrangement. (Ridgeway, BMI)
The Better to Love You... 71
Rockabilly. Stewart's lyric vocal style is backed by a chorus. Instrumentation has a conventional triplet figure. (Longview, ASCAP)

TOMMY STEELE
Nairobi 73
LONDON 1795 — England's favorite rock and roller does a good job on this Bob Merrill effort, selling it with a lot of spark. Lad has a chance for some action with this rockabilly. (Favorite-Valy, ASCAP)
Neon Sign... 71
Britisher does a pleasant job here on a neat new tune, but flip is stronger. (Maurice, ASCAP)

TRUDY RICHARDS
The Night When Love Was Born... 73
CAPITOL 3946 — Rockabilly deliv-

(Continued on page 46)

BEST SELLERS!

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

BILL DOGGETT
BOO-DA-BA
b/w
PIMENTO King
5125

JOHNNIE PATE Quintet
SWINGING
SHEPHERD
BLUES Federal
12312

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

EARL BOSTIC
LESTER LEAPS IN King
5120

THE MIDNIGHTERS
DADDY'S LITTLE BABY
Federal 12317

JOE PENNY
MERCY, MERCY, PERCY
Federal 12322

WAYNE CARROLL
CHICKEN OUT King
5123

NEW RELEASES!!

SUGAR RAY ROBINSON
I SHOULDA BEEN
ON MY MERRY WAY
b/w
KNOCK HIM DOWN
WHISKEY King
5128

EARL BOSTIC
BACK BEAT King
5127

JAMES STEWART
THE BETTER
TO LOVE YOU
b/w

OH BABY, DANCE
WITH ME King
5124

DONNIE WHITE
THAT'S MY DOLL
b/w
YOUR KIND OF LOVIN'
King 5122

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Bill Browning DARK HOLLOW

b/w Borneo With the Blues ISLAND RECORDS Cleveland 10, Ohio

• Reviews of New Pop Records

• Continued from page 45

ered with style by mellow-voiced thrush with good group support. (Felt, ASCAP)
Somebody Just Like You...70
Chirper gives this ballad a warm ride with male group backing, but flip looks stronger. (Cadenza, ASCAP)

THE TRINKETS

You Can't Be Trusted...73
IMPERIAL 57—Mixed up sound by the girl group here could spell action. Interesting rhythm pattern in the backing has nice sax spots. Something could happen here, in pop and r.&b. marts. (Travis, BMI)

Little Boy...68

Upbeat blues by a chick group with a nicely rocking lead. Fair sound. (Revere, BMI)

THE GUM DROPS

Gum Drop Shoes and Bells
In Her Hair...72
DECCA 30584—Bouncy r.&b.-style tune receives bright reading by group. Moderate spin potential. (Wanessa-Forest, BMI)

You're the One...72

Another happy rock and roll ditty with vivacious group vocal. (Wanessa-Forest, BMI)

HERB COOPER

Story Old, Story New...72
GLORY 274—Soft warble on a pretty ballad with light guitar and piano backing. Fair chances. (Bryden, BMI)

Corey, Corey...71

The folksy ditty is chanted with appeal by the artist. This also can do biz. (Bryden, BMI)

THE SABRES

Lulu...72
LIBERTY 55128—Listenable group work on a rocker with a Latin flavor. This can do biz. (Golden West, BMI)

Your Face...71

Happy sound on a ricky-tick tune with good ork backing. Fair chances. Ork is conducted by Billy Ward. (American, BMI)

LEE ROSS

Honey Bun...72
LIBERTY 55127—A cute, rhythmic ditty presented in pleasant fashion. Some coin possible. (Loring, BMI)

Candy Lips...72

Attractive novelty-type rocker is delivered with appeal by the artist. It can go as well as the flip. (Loring, BMI)

THOMAS WAYNE

You're the One That Done It...72
MERCURY 71287—Intense rockabilly with sincere chanting by Wayne. (Tree, BMI)

This Time...69

Agreeable reading on okay rockabilly with pounding backing. (Tree, BMI)

RAY FRAZIER

Live Like a King...72
PLAYBACK 1198—Frazier has a good wailer quality on this driving blues with the Sharps on the backing. Side moves well and could win coin. (Ebb, BMI)

My Son...69

The chanter has a far-off, ethereal quality here on a reflective ballad, backed by crazy, mixed-up chorus. Side has a gospelish touch. (Cholly, BMI)

THE MARINERS

The Victim...71
TIARA 6114—Lead singer scores with moving vocal on meaningful ballad. (Iris-Trojan, BMI)

Farewell, Pretty Sally Belle...70

Wistful folk theme spotlights pleasant reading by veteran group. (Taylor, ASCAP)

JACK CARROLL

My Home...71
DECCA 30582—Quality vocal on moving ballad with effective lyrics and lush backing. For romantic jock segs. (Trinity, BMI)

Moonlight...70

Dreamy ballad warbled with smooth sincerity. (Herbert, ASCAP)

FIVE SPOTS

Get With It...71
FUTURE 2201—The blues rocker is given a good belt by Don Glenn with rhythmic support. Some coin possible. (Barton, BMI)

It's You...70

This is not the tune from "Music Man." It's a vigorous rockabilly tune. Don's vocal is equally acceptable here, and the potential seems about the same. (Barton, BMI)

BONNIE GUITAR

Love Is Over, Love Is Over...71
RADIO 101—A snappy upbeater with end-of-romance theme. Bright sound for the gal, but potential seems limited. (Dandelion, BMI)

Please, My Love...68

The country-based thrush sings as fine as ever on the side, but the material is a letdown. Side appears

• Reviews and Ratings of New Classical Albums

• Continued from page 24

MAHLER: KINDERTOTENLIEDER, LIEDER IENES FAHRENDEN GESELEN (1-12")—Kirsted Flagstad, Soprano With Vienna Philharmonic Orch. (Boult). London 5330

The diva is still in top form, stressing strength rather than pathos in these song cycles usually sung by contraltos. Boult likes lingering tempi, but the soprano gives it the vigor her admirers expect. Excellent liner notes.

KETELBEY: IN A CHINESE TEMPLE GARDEN (1-12")—Vienna State Opera Orch. (Aliberti). Westminster WP 6082
This latest roundup of Ketelbey's stylized, but perennially popular, salon pieces is given a richly sentimental reading by conductor Aliberti and the Vienna State Opera Orchestra. All the Ketelbey favorites, like "Persian Market" and "Monastery Garden," are here. Ideal for the middle-of-the-road taste in romantic music, even the Aliberti treats it all with tongue slightly in cheek.

PIANO MUSIC OF DEBUSSY AND RAVEL (1-12")—Friedrich Gulda, Piano. London LL 1785

Beautifully shaded and sensitive performances of the two French composer's works effectively captures their impressionistic essence. Competition on the piano music of each is heavy, but this offering which includes selections by both can move well. "L'Isle Joyeuse" will attract Debussy fans, while "Sonatina" should lure Ravel admirers.

WALTON: FACADE; BOWLES: MUSIC FOR A FARCE (1-12")—With Dame Edith Sitwell & Chamber Orch. (Pransnitz). Columbia ML 5241

Witty collaboration of Walton and Dame Edith Sitwell is hereby restored to LP, in better condition than ever. The brilliant conversation pieces are now appropriately joined with Bowles' mocking score which, however, quite attains the same high polish. This disk has lasting appeal for both literary and musical sets.

CLASSICAL ★★

BEEHOVEN: QUARTET NO. 15 (1-12")—Hollywood String Quartet. Capitol PAO 8424

This is an individual release of one of the works from the ensemble's five-disk album of Beethoven's "Quartets." The quartet's playing is sensitive, deeply felt and highly coordinated. Recording is faithful, still the relatively limited market for the important chamber work must be apportioned among several notable versions.

HAYDN: SYMPHONIES NOS. 96 & 104 (1-12")—Vienna Philharmonic Orch. (Munchinger). London LL 1756

The two well-known Haydn Symphonies are performed expertly here by the famous European orchestra, under the direction of Karl Munchinger. The recording is first rate and the sound is excellent. Should prove a good seller to Haydn fans as well as followers of the Vienna Philharmonic.

HANDEL: ISRAEL IN EGYPT (2-12")—The Combined Chorus of the University of Utah & The Utah Symphony (Abrevanel). Westminster XWL 2224

Choral forces sustain impressive performance of Handel's oratorio. Grandeur of conception and skill in programmatic effects have been well captured. Generally good sound does much to enhance impression of vitality. This may not be the "definitive" version, but it is definitely worth while.

GERSHWIN: PIANO CONCERTO IN F (1-12")—Reid Nibley, Piano with Utah Symphony (Abrevanel). Westminster XWN 18684

A colorful reading of the oft-recorded work, with soloist and conductor accenting romantic rather than jazz elements. Fans of the team's previous Gershwin disks will love it.

MUSIC FOR THE HARP (1-12")—Marcel Grandjean, Harp. Capitol PAO 8420

Well written pieces and vividly realistic recording combine to show off the veteran

to have limited appeal for that reason. (Dandelion, BMI)

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

BUTTERBALL: Lover Come Back to Me/Tenderly—Bronjo 1000

KIMBALL COBURN: Boo-Be-Ab-Be/Cute—Rivermont 102

DANNY DAVIS: Who's Got the Blues/I Heard a Fanfare—Cabot 120

LAMARR DAVIS: A Little Red Bird Told Me/Humming the Blues Away—LU 505

VIRGINIA KO: We Need Each Other/You Are My Lucky Star—Robin 1006

KENNY PARCHMAN: Satellite Hop/Get It Off Your Mind—LU 504

JOHN PARHAM: My Pledge to You/I've Got a Million Things to Do—LU 502

BETTY PAT: Summer Love/Rockin'—By Baby—Vita 176

PAULETTE SISTERS: It Happens Every-

(Continued on page 49)

harpist's dexterity and mastery of tonal color. Three original compositions by performer cultivate the area of French Impressionism. For contrast, Prokofiev "Prelude" and Hindemith "Sonata" explore other veins. Appeal will be strong among fanciers of the instrument.

SCHOENBERG: VARIATIONS FOR ORCH; SERENADE FOR BARITONE & SEPTET; FOUR PIECES; CANON (1-12")—Robert Craft, Conductor. Columbia ML 5244

Another venturesome release from Columbia in the realm of twelve-tone music. Conductor Craft conveys grasp of difficult scores, leading able performers in assured performances. "Variations" exploits resources of large orchestra; other selections employ modest means. For the relatively small, but loyal, group of Schoenberg admirers.

MOORE: THE DEVIL AND DANIEL WEBSTER (1-12")—Lawrence Winters, Baritone; Various Artists & The Festival Choir & Orch. (Aliberti). Westminster OPW 11032

Setting by truly American theme is based on story by Stephen Vincent Benet. One-act folk opera leans on native material including country square-dance. Vocal portions are well done, dramatic sections somewhat marred by some incongruous accents. Interesting work that avoids "highbrow" approach can be sold for educational use as well as for sheer enjoyment.

KHRENNIKOV: SYMPHONY NO. 1; VASSILENKO: PIANO CONCERTO (1-12")—Yakov Zak, Piano & State Radio Orch. of the U. S. S. R. (Gank & Vassilenko). Westminster XWN 18678

Fairly conventional works are pleasant, not too important. Khrennikov work calls to mind much of the flavor of Shostakovich's music. Vassilenko opus may be likened to Rachmaninoff's style. Recording is only fair, lacking breadth and resonance.

GERSHWIN: RHAPSODY IN BLUE; AN AMERICAN IN PARIS (1-12")—Utah Symphony (Abrevanel). Westminster XWN 18687

Another addition to the wide number of versions available. It's nice coupling of two popular Gershwin works and it's performed in a workmanly fashion by the Utah Symphony, and by pianist Reid Nibley on the "Rhapsody." Tho both are well performed, lack of name power on two much recorded works will be a handicap.

ESPANA - THE MUSIC OF SPAIN: VOLS. 6, 8, 9, 10 (Each 1-12")—Gran Orquesta Sinfonica, National Orchestra of Spain, Orquesta Da Camera De Madrid, and Various Vocal Artists (Argenta). London LL 1701, 1729, 1748, 1769.

Four more handsomely covered albums in London's running series on orchestral and vocal music native to Iberia, directed with great insight by the late Ataúlfo Argenta and filled with rich orchestral textures and melodies, altho of specialized appeal. Volume 6 spotlights composers Tomas Bretón, 19th Century composer of operas and popular zarzuelas, with a seven-part program derived from his works. Lyrical and romantic in performance. Volume 8 showcases two dry, slightly austere "modern" works by Manuel de Falla, one a rarely recorded chamber work for harpsichord, strings and woodwinds, and the other the striking "Master Peter's Puppet Show." Latter is a three-voiced "pocket opera," beautifully done. Volumes 9 and 10 are a panorama of orchestral selections, preludes, interludes, etc. taken from a long list of zarzuelas and lyric theatre, and treated with love and tenderness by Argenta. For limited audience.

CLASSICAL ★

MUSIC OF THE MASTERS (1-12")—Aldo Solito De Solis, Pianist. Kapp KCL 9010

MUSIC OF THE MASTERS (1-12")—Edward Weiss, Pianist. Kapp KCL 9011

MUSIC OF THE MASTERS (1-12")—Aurora Mauro-Cottone, Pianist. Kapp KCL 9012

MUSIC OF THE MASTERS (1-12")—David Saperton, Pianist. Kapp KCL 9013

SEMI-CLASSICAL ★★★

ARLEN: BLUES-OPERA SUITE; FOUR SONGS (1-12") Columbia CL 1899

A fine piece of rather typical Arlenian gets an excellent reading by Kostelanetz. The work incorporates many blues and pseudo-blues themes, many of them similar to single songs produced by the clefter. A full and colorful performance by the big ork is tops for listening, as are the flip sides readings of such Arlen tunes as "That Old Black Magic," and "Stormy Weather." A fine set with an interesting cover.

SEMI-CLASSICAL ★

WALTZES OF VIENNA Frederick Stark cond. (1-12") Disneyland WDL 3025

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C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING MARCH 22

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Title	Weeks on Top	Last Week	Chart
1. BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash	1	10	
BIG RIVER (BMI)—Sun 283			
2. OH, LONESOME ME (BMI)—Don Gibson	3	6	
I CAN'T STOP LOVING YOU (BMI)—Vic 7133			
3. DON'T (BMI)—Elvis Presley	2	9	
I BEG OF YOU (BMI)—Vic 7150			
4. BREATHLESS (BMI)—Jerry Lee Lewis	4	3	
Down the Line (BMI)—Sun 288			
5. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)—Jimmie Rodgers	7	5	
The Long Hot Summer (ASCAP)—Roulette 4045			
6. THIS LITTLE GIRL OF MINE (BMI)—Everly Brothers	6	8	
SHOULD WE TELL HIM (BMI)—Cadence 1342			
7. THE STORY OF MY LIFE (ASCAP)—Marty Robbins	5	19	
Onces—Week Date (BMI)—Col 41013			
8. GEISHA GIRL (BMI)—Hank Locklin	8	32	
Living Alone (BMI)—Vic 6984			
9. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	9	18	
You Win Again (BMI)—Sun 281			
10. JUST A LITTLE LONESOME (BMI)—Bobby Helms	12	4	
Love My Lady (BMI)—Dec 30557			
11. STOP THE WORLD (BMI)—Johnnie and Jack	15	4	
Camel Walk Stroll (BMI)—Vic 7137			
12. YOUR NAME IS BEAUTIFUL (ASCAP)—Carl Smith	14	3	
You're So Easy to Love (BMI)—Col 41092			
13. I CAN'T STOP LOVING YOU (BMI)—Kitty Wells	18	3	
SHE'S NO ANGEL (BMI)—Dec 30551			
14. STOOD UP (BMI)—Ricky Nelson	13	11	
Walkin' in School (BMI)—Imperial 5483			
15. ANNA MARIE (BMI)—Jim Reeves	11	9	
Everywhere You Go (BMI)—Vic 7070			
16. MY SPECIAL ANGEL (BMI)—Bobby Helms	10	25	
Standin' at the End of My World (BMI)—Dec 30423			
17. IS IT WRONG? (BMI)—Warner Mack	19	33	
Baby Squeeze Me (BMI)—Dec 30101			
18. WHISPERING RAIN (BMI)—Hank Snow	1		
I Wish I Was the Moon (BMI)—Vic 7154			
19. PINK PEDDLER PUSHERS (BMI)—Carl Perkins	1		
Live After Five (BMI)—Col 41131			
20. MY SHOES KEEP WALKING BACK TO YOU—Ray Price	16	34	
Don't Do This to Me (BMI)—Col 40951			
20. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers	20	16	
Better Loved You'll Never Be (ASCAP)—Roulette 4031			

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING MARCH 22

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

This Week	Last Week	Chart
1. BALLAD OF A TEENAGE QUEEN—Johnny Cash	1	11
Sun 283—BMI		
2. OH LONESOME ME—Don Gibson	2	7
Vic 7133—BMI		
3. CURTAIN IN THE WINDOW—Ray Price	12	5
Col 41105—BMI		
4. I CAN'T STOP LOVING YOU—Kitty Wells	6	5
Dec 30551—BMI		
5. ANNA MARIE—Jim Reeves	8	17
Vic 7070—BMI		
6. BIG RIVER—Johnny Cash	4	8
Sun 283—BMI		
7. THIS LITTLE GIRL OF MINE—Everly Brothers	5	7
Cadence 1342—BMI		
8. DON'T—Elvis Presley	3	6
Vic 7150—BMI		
9. YOUR NAME IS BEAUTIFUL—Carl Smith	15	5
Col 41092—ASCAP		
10. SEND ME THE PILLOW YOU DREAM ON—Hank Locklin	1	
Vic 7124—BMI		
11. ONCE MORE—Roy Acuff	1	
Hickory 1073—BMI		
12. I CAN'T STOP LOVING YOU—Don Gibson	11	3
Vic 7133—BMI		
13. I BEG OF YOU—Elvis Presley	15	8
Vic 7150		
14. STOP THE WORLD—Johnnie and Jack	1	
Vic 7137—BMI		
15. GEISHA GIRL—Hank Locklin	25	
Vic 6984—BMI		

Reviews of New C&W Records

AL TERRY
Good Deal, Lucille.....77
 HICKORY 1075—The fine country song has been around. Terry gives it a real good go, backed by a solid picking on the strings, with plenty of beat and a chorus. This side has pop potential. (Acuff-Rose, BMI)
Because I'm Yours.....75
 Authentic country. Terry sings a strong weeper, with a sad bluesy quality. Nice wax. (Acuff-Rose, BMI)

HANK THOMPSON
How Do You Hold a Memory.....77
 CAPITOL 3950 — Poignant country weeper is sung with a lot of feeling by the chanter, on this traditional country disk. Should appeal to many. (Brazaos, BMI)
Li'l Lisa Jane.....75
 Happy folk item is performed in hoe down style here by Thompson and the combo. Listenable wax. Two good sides here. (Brazaos, BMI)

JIMMY WILLIAMS
Belong to You.....74
 DUB 2842—Good vocal by the lad on a swinging rock and roll item. Listenable side. (J&W, BMI)
You're Always Late.....73
 Another good side by the warbler that shows off a gimmicky vocal. It's a rock and roll effort, too, and cute enough for spins. (J&W, BMI)

CONNIE HALL
I'm the Girl in the USA.....73
 KING 5122—Traditional country, both in Connie Hall's vocal and in the instrumental arrangement. Tune, a sort of answer to Geisha girl etc., is a good one. (Starrite, BMI)

RUSTY YORK
Dixie Strut.....73
 Country instrumental with the true touch to the fiddles and guitars. For authentic c&w, programming. (Starrite, BMI)

DONNIE WHITE
That's My Doll.....71
 KING 5122—A swiny performance of a cute tune. Some novelty value here, plus a beat. (Ridgeway, BMI)
Your Kind of Lovin'.....70
 Country rhythm side, bluesy in quality, with funky rhythm backing the chanter. Latter is stylized, which helps in c&w. (Ridgeway, BMI)

HANK HARRAL
Hell Bound Train.....71
 CAPROCK 102—Parable on sin gets a sincere recitation by Harral with good combo backing. Should do well in its field. (Caprock)
The D. J. Blues.....69
 Novelty about a deejay's troubles. A sincere reading. (Caprock)

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

EARL AYCOCK: The Love That Thrills/ Magic Words—Allstar 7164
"CUZZIN BILL" HAMBY: Please Don't Ever Say/Heart Break Station—Way-Vee 800
CARL MILLER: Rhythm Guitar/Last Song—LU 503

Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	1		
ALLSTAR			1
ATLANTIC	1	1	
BRAD	1		
BRONJO	1		
BULLSEYE	1		
CABOT	1		
CADENCE	1		
CAPITOL	5		
CAPROCK			1
CLASS	1		
COLUMBIA	1		
CRYSTALLETTE	1		
DAWN	1		
DECCA	4		
DOT	1		
ESTA		1	
FELSTED		1	
FLIP		1	
FUTURE	1		
GLORY	1		
GOLDEN CREST	1		
HICKORY			1
HUT	1		
IMPERIAL	3	2	
KENT	1	1	
KING	1		1
LIBERTY	2		
LU	3		1
MERCURY	1	2	1
PLAYBACK	2		
RADIO	2		
RIVERMONT	1		
ROBIN	1		
TLARA	1		
VITA	1		
WAY-VEE			1
WILLOW			1
ZIP	1		
TOTALS	45	10	7

This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

C&W RECORDS

BOBBY HELMS

Jacqueline (Columbia Pictures, ASCAP)
 Living in the Shadow of the Past (Columbia Pictures, ASCAP—Decca 30619—"Jacqueline" is a pretty rockaballad that is given a salable rendition by the artist. Flip, "Living," is also a rockaballad presented in similar fashion with chorus support. Both tunes are from the forthcoming flick, "The Case Against Brooklyn." Also a strong pop bid.

HANK LOCKLIN

It's a Little More Like Heaven (E & M, BMI)—RCA Victor 7203—Locklin has a potent contender in "It's a Little More Like Heaven" It's a pretty honky-tonkish ballad with a pop flavor. Flip, "Blue Grass Skirt," is a rockahula. (Fairways, BMI)

C&W TALENT

THE McCOYS

Daddy's Geisha Girl (Fairway, BMI)
 Our Love Goes On and On (Pamper, BMI)—RCA Victor 7204—Two talented youngsters. "Daddy's Geisha Girl" is an answer version to Hank Locklin's hit "Geisha Girl." The weeper is rendered with appeal by the kids. Flip, "Our Love," is a peppy c&w. ballad that also reveals lots of talent. The disk could be a sleeper.

FOLK TALENT AND TUNES

Continued from page 11

the Prince Albert portion of "Grand Ole Opry" over the NBC radio net April 5, when Rusty and Doug will be his special guests.

Smiley Monroe is emceeing the talent and guest-artist show each Thursday night at the Green Lantern, Pasadena, Calif. . . . Slim Whitman guested on "Louisiana Hayride," Shreveport, last Saturday (29) on a bill which also highlighted Jimmy Martin and the Sunny Mountain Boys, James O'Gwynn, Carl Belew, Jerry Kennedy, Linda Brannon, Johnny Mathis, Tony Douglas, the Four B's and Mallie Ann. . . . Jeani Mack, the former Miss Country Music of Southern California, and her mother were injured in a recent head-on crash which demolished their car. . . . The Miller Bros.' Band out a new album for 4-Star in Los Angeles last week.

Little Jimmy Dickens, still on tour with the Philip Morris Country Music Show, has a new one on Columbia coupling "Family Reunion" with "Whatever You Were. . . ."

Harry Peppel and the Shenandoah Valley Rangers have joined the cast of "Grand Old Jamboree," presented each Wednesday night at the Grand Theater, Woodstown, N. J. Lanie Walker's newest on the Blue Hen label is "Why, Baby, Why. . . . Roy Crocker, who has been spinning country music the last 11 years, most recently at McMinnville, Tenn., has joined the staff of KWHK, Shreveport, La., where he's handling "Red River Round-Up" live each night.

Roy Acuff, Justin Tubbs and the Wilburn Brothers are set thru early (Continued on page 49)

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING MARCH 22

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

Birmingham

- Oh, Lonesome Me, Don Gibson, Vic.
- Breathless, Jerry Lee Lewis, Sun
- Your Name Is Beautiful, Carl Smith, Col.
- Too Soon to Know, Eddy Arnold, Vic.
- I Can't Stop Loving You, Don Gibson, Vic.
- Big River, Johnny Cash, Sun
- Ballad of a Teenage Queen, Johnny Cash, Sun

Dallas-Fort Worth

- Ballad of a Teenage Queen, Johnny Cash, Sun
- I Can't Stop Loving You, Don Gibson, Vic.
- Breathless, Jerry Lee Lewis, Sun
- Oh, Lonesome Me, Don Gibson, Vic.
- Stop the World, Johnnie & Jack, Vic.
- Whispering Rain, Hank Snow, Vic.
- Don't, Elvis Presley, Vic.
- I Can't Stop Loving You, Kitty Wells, Dec.
- Is It Wrong? Warner Mack, Dec.
- The Story of My Life, Marty Robbins, Dec.

Houston

- Breathless, Jerry Lee Lewis, Sun
- Ballad of a Teenage Queen, Johnny Cash, Sun
- Stop the World, Johnnie & Jack, Vic.
- Color of the Blues, George Jones, Mer.
- What Makes a Man Wander, Jimmie Skinner, Mer.
- Just a Little Lonesome, Bobby Helms, Dec.
- Oh, Lonesome Me, Don Gibson, Vic.
- Stood Up, Ricky Nelson, Imp.

Memphis

- This Little Girl of Mine, Everly Brothers, Cdc.
- I Can't Stop Loving You, Don Gibson, Vic.

- Ballad of a Teenage Queen, Johnny Cash, Sun
- Breathless, Jerry Lee Lewis, Sun
- You Win Again, Jerry Lee Lewis, Sun
- Curtain in the Window, Ray Price, Col.

Nashville

- Oh, Lonesome Me, Don Gibson, Vic.
- Ballad of a Teenage Queen, Johnny Cash, Sun
- Stop the World, Johnnie & Jack, Vic.
- Don't, Elvis Presley, Vic.
- Just a Little Lonesome, Bobby Helms, Dec.
- It's All Your Fault, Ray Price, Col.
- The Story of My Life, Marty Robbins, Col.
- Breathless, Jerry Lee Lewis, Sun
- Geisha Girl, Hank Locklin, Vic.
- This Little Girl of Mine, Everly Brothers, Cdc.

New Orleans

- Ballad of a Teenage Queen, Johnny Cash, Sun
- Don't, Elvis Presley, Vic.
- I Beg of You, Elvis Presley, Vic.
- The Story of My Life, Marty Robbins, Col.
- Your Name Is Beautiful, Carl Smith, Col.
- Breathless, Jerry Lee Lewis, Sun
- Oh, Lonesome Me, Don Gibson, Vic.
- My Special Angel, Bobby Helms, Dec.
- I Can't Stop Loving You, Don Gibson, Vic.
- Just a Little Lonesome, Bobby Helms, Dec.

St. Louis

- Ballad of a Teenage Queen, Johnny Cash, Sun
- Breathless, Jerry Lee Lewis, Sun
- Oh-Oh, I'm Falling in Love Again, Jimmie Rodgers, Rlt.
- Oh, Lonesome Me, Don Gibson, Vic.
- Don't, Elvis Presley, Vic.

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

GIVE TO DAMON RUNYON CANCER FUND

• This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

R&B RECORDS

CHUCK WILLIS

Hang Up My Rock and Roll Shoes (Rush, BMI)—Atlantic 1179
See review in Pop Spotlight section.

SPIRITUAL

THE GOSPEL CHORDETTES

I Can't Believe It (Planemar, BMI)
In His Arms (Crossroads, BMI)—Savoy 4096—Two fervent renditions that should click with lovers of spiritual themes. "I Can't" has an exuberant vocal by the male lead with shouting group support. The lyrics of the hymn are well-expressed. "In His Arms" is an equally powerful reading by a fem lead of a moving version of a traditional spiritual, recently revived in the pop field.

ON THE BEAT

• Continued from page 11

super - swank Fontainebleau Hotel. As the guests arrived in the lobby, there was a milling, loud crowd already queued up outside the entrance to La Ronde, the hotel's supper club.

I'm told that the fans were pushing, shoving and jostling about the entrance, grabbing at the headwaiter, frantically trying to get their reservations confirmed. So out of order was the scene that finally they gave up all pretense

of honoring reservations and let the crowd roar its way into the room. When all the tables were occupied, they closed the doors on a flock of disappointed patrons who were still waiting. In fact, the usual floor, used for dancing and the show, was filled up with extra tables.

Sinatra came in thru a side door and made his way thru the tables to the dime-sized working area. Fans leaped up from their tables trying to grab the singer's hand as he passed along. Just before he started to sing, a fist fight occurred when the headwaiter tried to eject a table full of fans who had caught the dinner show and refused to leave.

When Sinatra opened the singing bit they stomped and whistled and shouted, men and women alike. When he completed an hour on the floor, they continued the whooping and hollering, refusing to let him leave. Then as he picked up his fedora hat and his topcoat to walk back thru the crowd (a la his TV exits) women cracked up completely, letting themselves go in an orgy of emotional hysteria. They grabbed at his clothes, begging for autographs until he finally managed to get out thru the side door exit.

These super - sophisticated fans were paying a \$7.50 beverage minimum. Many were clothed in the fanciest furs. And there are those who condemn the kids for giving vent to teen-aged exuberance when their favorite rock and rollers pound their guitars!

This column extends apologies to Lee Silver and Leo Rogers for any inaccuracies concerning the part taken by one Dave Rolnick in the hit "Short Shorts" by the Royal Teens, which Silver and Rogers made. Silver has reported the sale of another master, cut by himself and Rogers, this time of 16 year old Eddie Robbins, to Dot. . . Al Hibbler is currently touring England. . . Della Reese may appear on the top British TV show, "Sunday Night at the Palladium." . . . Sid McCoy, jazz deejay of WGES, Chicago, has a.&r.'s his first jazz session for VeeJay Records. He cut trombonist Benny Green with a group consisting of Frank Wess, flute; Gene Ammons, tenor; and Nat Adderly, trumpet. . . Al Benson, Chicago r.&b. jock, is readying another all-star package show for the Regal heater in mid-April.

The Playmates appear on the American Bandstand show in April. Four days later they hit the road with Irving Feld's

(Continued on page 49)

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING MARCH 22

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Sweet Little Sixteen, Chuck Berry, Cha.
2. Tequila, Champs, Chal.
3. Good Golly, Miss Molly, Little Richard, Spe.
4. Book of Love, Monotones, Argo
5. Don't You Just Know It, Huey Smith, Ace
6. Yes, My Darling, Fats Domino, Imp.
7. He's Got the Whole World in His Hands, Laurie London, Cap.
8. To Be Loved, Jackie Wilson, Brk.
9. Been So Long, Pastels, Argo
10. Lollipop, Chordettes, Cdc.

Charlotte

- 1. Tequila, Champs, Chal.
2. Short Shorts, Royal Teens, ABC-Para.
3. Maybe, Baby, Crickets, Brk.
4. Who's Sorry Now, Connie Francis, M-G-M
5. Heelin' and Rocking, Chuck Berry, Cha.
6. Sweet Little Sixteen, Chuck Berry, Cha.
7. Tequila, Eddie Platt, ABC-Para.
8. Been So Long, Pastels, Argo
9. Breathless, Jerry Lee Lewis, Sun
10. Maybe, Chantels, End

Chicago

- 1. Tequila, Eddie Platt, ABC-Para.
2. Tequila, Champs, Chal.
3. Sweet Little Sixteen, Chuck Berry, Cha.
4. Lollipop, Chordettes, Cdc.
5. Rock and Roll Is Here to Stay, Danny and the Juniors, ABC-Para.
6. Who's Sorry Now, Connie Francis, M-G-M
7. The Walk, Jimmy McCracklin, Chr.
8. Lary Mary, Lou Monte, Vic.
9. Oh, Julie, Crescendos, Nsc.
10. He's Got the Whole World in His Hands, Laurie London, Cap.

Cincinnati

- 1. Tequila, Champs, Chal.
2. Have Faith, Gene Allison, VJ
3. Maybe, Chantels, End
4. To Be Loved, Jackie Wilson, Brk.
5. Talk to Me, Talk to Me, Little Willie John, King

Detroit

- 1. Tequila, Champs, Chal.
2. Who's Sorry Now, Connie Francis, M-G-M
3. Lollipop, Chordettes, Cdc.
4. Twenty-Six Miles, Four Preps, Cap.
5. Sweet Little Sixteen, Chuck Berry, Cha.
6. Maybe, Baby, Crickets, Brk.
7. Dinner With Drac, John Zacherle, Cam.
8. Got a Job, Miracles, End
9. Good Golly, Miss Molly, Little Richard, Spe.
10. The Walk, Jimmy McCracklin, Chr.

Los Angeles

- 1. Tequila, Champs, Chal.
2. Sweet Little Sixteen, Chuck Berry, Cha.
3. Angel Smile, Nat King Cole, Cap.
4. Lollipop, Chordettes, Cdc.
5. Oh, Julie, Crescendos, Nsc.
6. Short Shorts, Royal Teens, ABC-Para.
7. Don't, Elvis Presley, Vic.
8. The Walk, Jimmy McCracklin, Chr.
9. Don't Let Go, Roy Hamilton, Epic
10. Oh-Oh, I'm Falling in Love Again, Jimmie Rodgers, Rit.

New Orleans

- 1. Tequila, Champs, Chal.
2. The Walk, Jimmy McCracklin, Chr.
3. Sweet Little Sixteen, Chuck Berry, Cha.
4. Been So Long, Pastels, Argo
5. Maybe, Chantels, End
6. Oh, Julie, Crescendos, Nsc.
7. Talk to Me, Talk to Me, Little Willie John, King
8. Don't, Elvis Presley, Vic.
9. Twenty-Six Miles, Four Preps, Cap.
10. Don't You Just Know It, Huey Smith, Ace

New York

- 1. Tequila, Champs, Chal.
2. Who's Sorry Now, Connie Francis, M-G-M
3. Sweet Little Sixteen, Chuck Berry, Cha.
4. Lollipop, Chordettes, Cdc.
5. Rock and Roll Is Here to Stay, Danny and the Juniors, ABC-Para.
6. Twenty-Six Miles, Four Preps, Cap.
7. Short Shorts, Royal Teens, ABC-Para.
8. Breathless, Jerry Lee Lewis, Sun
9. Good Golly, Miss Molly, Little Richard, Spe.
10. The Walk, Jimmy McCracklin, Chr.

Philadelphia

- 1. Tequila, Champs, Chal.
2. Every Night, Chantels, End
3. Talk to Me, Talk to Me, Little Willie John, King
4. Don't You Just Know It, Huey Smith, Ace
5. Dede Dinah, Frankie Avalon, Clr.
6. Sweet Little Sixteen, Chuck Berry, Cha.
7. Oh, Julie, Crescendos, Nsc.
8. Dinner With Drac, John Zacherle, Cam.

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING MARCH 22

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significance is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with columns: This Week, Last Week, Chart. Lists records like TEQUILA (BMI)-The Champs, SWEET LITTLE SIXTEEN (BMI)-Chuck Berry, LLOLLOPOP (BMI)-Chordettes, etc.

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING MARCH 22

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

Table with columns: This Week, Last Week, Chart. Lists records like SWEET LITTLE SIXTEEN-Chuck Berry, TEQUILA-The Champs, MAYBE-Chantels, etc.

St. Louis

- 1. Sweet Little Sixteen, Chuck Berry, Cha.
2. Tequila, Champs, Chal.
3. Twenty-Six Miles, Four Preps, Cap.
4. Don't Let Go, Roy Hamilton, Epic
5. The Walk, Jimmy McCracklin, Chr.
6. Lollipop, Chordettes, Cdc.
7. The Stroll, Diamonds, Mer.
8. Who's Sorry Now? Connie Francis, M-G-M
9. Get a Job, Silhouettes, Emb.
10. Rock and Roll Is Here to Stay, Danny and the Juniors, ABC-Para.

Washington, D. C.

- 1. Tequila, Champs, Chal.
2. Sweet Little Sixteen, Chuck Berry, Cha.
3. Every Night, Chantels, End
4. Book of Love, Monotones, Argo
5. Been So Long, Pastels, Argo
6. Don't, Elvis Presley, Vic.
7. Twenty-Six Miles, Four Preps, Cap.
8. Who's Sorry Now? Connie Francis, M-G-M
9. Good Golly, Miss Molly, Little Richard, Spe.
10. Maybe, Chantels, End

Hottest Line in the U. S.

SPIRITUAL LP ALBUMS

- The Ward Singers
• The Roberta Martin Singers
• The Davis Singers



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Advertisement for 'BIG' in Detroit, Chicago, Cleveland, Pittsburgh.

Advertisement for 'MARSHA' PRODIGALS FALCON 1011 Vee Jay Record Corp.

Advertisement for 'THIS IS IT! #1 INSTRUMENTAL HIT! HAYWARD DAVIS BUBBLE GUM ROCK'.

Advertisement for 'BEST SELLING ALBUM!! BURLESQUE HUMOR REDD FOXX DTL 249 DOOTO RECORDS'.

Reviews of New Pop Records

Continued from page 48

Time I Dance With You/We Don't Know—Decca 30569
JOHNNY STARK—Why-Why-Why/Hopelessly In Love—Crystallite 717
BILLY WATKINS JR.: Lawdy Miss Clawdy/Peppermint Stick—Playback 1199
DANNY WINCHELL: Sugar Baby/Don't Make Small Talk Baby—Golden Crest 1301

Jazz

HARREN KIME AND HIS 5 TRUMPETS
 The Song Is You... 80
REPLICA 100—The Kern standard is asked as a samba. Also good stuff for jocks. (Harms, ASCAP)
Holiday for Trumpets... 78
 The well-orchestrated features five expertly played trumpets on a catchy theme. Spinnable wax for deejays. Good for both pop and jazz jocks. (Noel)

Spiritual

THE GOSPEL CHORDETTES
 Can't Believe It... 86
SAVOY 4096—Spirited shouting by male lead on fervid spiritual with excellent lyrics tied in with "sput-nick." Strong entry for market. (Planemar, BMI)
 In His Arms... 84
 Fervent vocalizing by fem lead singer and group on the powerful traditional spiritual, recently revived in pop field. Should pull play altho there are stronger versions around. (Crossroads, BMI)

THE FAMOUS WARD SINGERS
 Our God Is Real... 85
SAVOY 4092—The fine group in a spiritual which grows in excitement as it drives along. A solid one for the buyers and programmers. (Savoy, BMI)
 In His Arms... 83
 In contrast to the flip, this one is in slow tempo, with a tender message

full of religious quality. Outstanding performance. (Savoy, BMI)

THE ROBERTA MARTIN SINGERS
 Nobody Knows... 85
SAVOY 4093—Spirited rendition on a variation of the gospel classic, "Nobody Knows the Trouble I've Seen." An excellent entry for this market. (PD)
 One Day... 80
 Tune by the famed singers. Strong stuff for this market.

THE FAMOUS DAVIS SISTERS
 What He's Done for Me... 82
SAVOY 4095—Group gives its own uptempo anthem the works, with powerful organ-drum backing. Good prospects. (Savoy, BMI)
 Almost Home... 80
 Another group-cleffed tune, with alto lead vigorous and moving. (Savoy, BMI)

THE GOSPEL CLEFS
 Steal Away to Jesus... 80
SAVOY 4091—The spirit is on this group as they deliver this exciting spiritual. Lead singer achieves an intense quality with drums providing a fine touch. (Planemar, BMI)
 Rise Up and Walk... 80
 Another solid one. Lead singer's chanting and the exchanges with the chorus are full of quality. In tempo, this one has the quality of a stately march, in keeping with the title. (Planemar, BMI)

PROF. CHARLES TAYLOR
THE TAYLOR SINGERS
 I'll See It Through... 78
SAVOY 4094—A Taylor original gets fine, lusty treatment from baritone and group. Should do well. (Planemar, BMI)
 I'm Stumbling... 75
 Uptempo effort, cleffed by Taylor, has a blues flavor. Good reading. Can do well. (Planemar, BMI)

Reviews of New R&B Records

B. B. KING
 You Know I Go for You... 78
KENT 301—Blues shouter B. B. King is back in his old blues groove here and a fine groove it is. He sings and plays it with heartfelt feeling. For Southern markets. (Modern, BMI)

Why Do Everything Happen to Me... 75
 On this blues lament B. B. tries to find out what the fates have against him but it's tough figuring. Two good sides for down home marts. (Modern, BMI)

THE CELLOS
 What's the Matter for You... 77
APOLLO 524—The up-tempo ditty is given a spirited go by the crew. This could step out well for r.&b. coin. (Bess, BMI)
 I Beg for Your Love... 75
 The ballad gets a refined group vocal with ork support. The strong vocal effort puts the side inline for loot. (Bess, BMI)

THE FIVE FLEETS
 Oh! What a Feeling... 77
FELSTED 8513—Rocker is delivered with feeling by the lead and smooth work by the group. (Lowery, BMI)
 I Been Cryin'... 75
 Blues features tenor lead with good group work. (Lowery, BMI)

SMILEY LEWIS
 I Can't Believe It... 76
IMPERIAL 5470—A blues in slow tempo, with occasional stops. Lewis shouts the vocal, with tenorman taking over for very effective blowing. (Commodore, BMI)
 Rootin' and Tootin'... 76
 Change of pace. This side is a rocking blues, with driving rhythm. Plenty funky, with the catch-phrase of the title prominent in the lyric. (Reeve, BMI)

TEDDY REYNOLDS
 Sad and Blue... 76
MERCURY 71281—A slow blues is rendered by Reynolds. He has a Ray Charles sound on this side. Good for r.&b. marts. (Wadsworth, BMI)
 Poppy Dogs... 75
 The shouter gives the blues a real belt. Top coin here will most likely be in r.&b. markets, but it can also attract pop loot. (Norhay, BMI)

BOBBY LEWIS
 Yay, Yay, I Feel So Gay... 75
MERCURY 71288—Vociferous vocal by Lewis and group with strong backing. Good possibilities. (Figure, BMI)
 Oh Mr. Somebody... 70
 Another versatile rendition by Lewis and group on a lively rhythm-novelty. (Wonder, ASCAP)

THE COZYTONES
 Little Flirt... 74
WILLOW 1001—So-so go on a gospel-based rocker. Fair chances in pop or r.&b. marts. (Walnut, BMI)
 I'm Alone... 71
 The medium-beat rocker is given a listenable go with good ork support. It could attract. (Walnut, BMI)

DANNY BOY
 All of Me... 74
KENT 300—A slow, pounding-triplet rendition of the oldie. Danny Boy wails it in good fashion. Okay wax, worth a spin. (Bourne, ASCAP)
 Don't Go Pretty Baby... 70
 A rumba type blues in upbeat rhythm by Danny Boy. So-so material. Flip has more interest. (Modern, BMI)

THE MAHARAJAHS
 Why Don't You Answer... 73
FLIP 332—The lead renders this rocker with frantic group sounds and a pounding ork beat. If pushed, this stands a chance. (Limax, BMI)
 I Do Believe... 71
 Nice group work on a ballad with a heavy beat driving the vocal. Flip appears top side. (Limax, BMI)

THE COLUMBUS PHARAOKHS WITH TOMMY WILLS ORK
 China Girl... 73
ESTA 784—Rocker gets a listenable going-over by lead with good group support. Group cleffed both sides. (Dodds, BMI)
 Give Me Your Love... 70
 So-so celestial ballad with tenor lead and much celestic. (Dodds, BMI)

BEVERLY ANN GIBSON
 The Ways of Love... 73
IMPERIAL 5505—Throaty vocal on the ballad with rhythm backing is a listenable effort. Good potential in pop marts too. (Zodiac, BMI)
 He's the Livin' End... 70
 The bluesy, medium-beat tune is belted with gusto by the chick. Male chorus and rhythm ork assist. This too can move pop or r.&b. (Marquis, BMI)

FOLK TALENT & TUNES

Continued from page 47

April as follows: Pembroke, Ont., April 7; Cornwall, Ont., 8; Kitchener, Ont., 9; Welland, Ont., 10; Kingston, Ont., 1, and Peterborough, Ont., 12. . . . Rod Brasfield, Stonewall Jackson and Lonzo and Oscar play Kansas City, Kan., April 6; Topeka, Kan., 7; Omaha, Neb., 8; St. Joseph, Mo., 9; Salinas, Kan., 10; Wichita, Kan., 11, and Enid, Okla., 12. . . . Wilma Lee and Soney Cooper tour the Alabama territory April 7-12. . . . Flatt and Scruggs show their wares in Grayson, Ky., April 3; Sunfish, Ky., 4; Copper Hill, Tenn., 7; Culleoka, Tenn., 8; Whitley City, Tenn., 9, and Hamden, O., 10.

The Ernie Tubb "Grand Ole Opry" unit, currently on a nine-day stand in Hawaii, and Hank Thompson and His Brazos Valley Boys will play day and date at Jubilee Ballroom, Baldwin Park, Calif., early in April. Jack Tucker has returned to the Jubilee after several months' absence, replacing Wynn Stewart. Tucker brought back with him a new canary, Susie Guthrie. . . . Jody Reynolds, 19-year-old singer of Banning, Calif., recently made his recording debut on the Demon label, with his initial output embracing "Endless Sleep" and "Tight Capris."

"All-Star Barn Dance Revue," new c.&w. opus, originates each Saturday afternoon, 2:30-3, from the studios of WCAZ, Carthage, Ill. Featured are the Dude Ranchers. . . . Porter Wagoner is routed for Gainesville, Ga., April 2; Macon, Ga., 4, and Swainsboro, Ga., 5. . . . Cowboy Copas entertains Minneapolis c.&w. fans April 2-5. . . . "Grand Ole Opry's" Jody makes Memphis, Tenn., April 4; Biloxi, Miss., 9; Pensacola, Fla., 10; Anniston, Ala., and Biloxi, Miss., 12. . . . Wilma Lee and Soney Cooper have a new sacred record, "Walking My Lord Up Calvary Hill" b.w. "He Taught Them How," due out next week.

Comic Candy Candido begins his regular stint on "Country America," over KABC-TV, Los Angeles, April 5. Thrush Wanda Jackson is slated for a guest spot on the show April 12. Johnny Cash and Gene Vincent and band were last Saturday's (29) guests. Nat Nigberg is "Country America" producer. . . . Justin Tubb's new release on Decca, "Sugar Lips," was penned by Jimmy Fields, of Dallas, who is currently visiting deejays in the Lone Star State to plug the platter. . . . The V Notes, quintet of Negro teen-agers recently discovered by Charles Wright, Dallas agent, have been optioned by Fred Stryker, of Fairway Music, Hollywood, who insists they'll wind up with a record contract within a fortnight.

George Morgan guests this Saturday (5) on "Country Music Jubilee," Springfield, Mo., when Cookie McKinney, seven-and-a-half-year-old "Jubilee" singing discovery, of Johnson City, Tenn., also appears to participate in a special Easter program. Red Foley will close the show with an inspirational song, "Little Children, Hope of the World," written by Paul Mitchell, pianist with Slim Wilson's "Jubilee" band. . . . Carter

Products, makers of Carter's Little Liver Pills and Arrid Deodorant, has just renewed its sponsorship of a portion of ABC-TV's "Country Music Jubilee." The makers of Dickies Work and Casual Clothes are about to enter their second year on the show.

James O'Gwynn is on the road with Johnny Cash on an A. V. Bamford tour, with dates in Minnesota, Iowa, Nebraska, the Dakotas, Montana and Canada. . . . Houston launched a new weekly jamboree Friday night, March 21, at Cook's Hoedown, with Pleasant Ray, of KTLW, Texas City, Tex., handling the emceeing. . . . Smokey Stover, of KZEA, Shreveport, La., was in Houston recently, visiting with Pete Hunter and other friends. . . . Other c.&w. names who will join Webb Pierce in celebrating the 10th anniversary of "Louisiana Hayride" on KWKH, Shreveport, April 5, are Jimmie Davis and Johnnie Bailes.

Jim Reeves, back in Nashville from a Texas vacation, Friday (4) begins a 10-day personal-appearance and record-promotion tour. He's set for an appearance on the Dick Clark TV show April 7, and April 11 hops into Toronto for a shot on the full Canadian network via CBS-TV. Reeves winds up the tour April 13 with an appearance at Palace Pier, Toronto. He will make intermediate stops in a number of major markets to promote his new RCA Victor release, "I Love You More" b.w. "Overnight." . . . Just off the presses is "Country Music Jubilee's" new Souvenir Picture Album, loaded with numerous back-stage candid shots plus a collection of biographical stories on the show's headliners. Compiled and edited by Don Richardson, the book pitches for 50 cents.

ON THE BEAT

Continued from page 48

latest package tour for a minimum of four weeks. . . . Jimmy Rodgers does the Big Record show April 16. . . . Count Basie will shortly record for a new release in Roulette's Birdland Series. . . . Joe Penny, former deejay and TV emcee of Evansville, Ind., has made his first disk for Federal. Title is "Mercy, Mercy, Mercy."

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Teen-Agers Buy Everything

Continued from page 4

language by Will Glahe, was riding well up in the charts.

Guess What? Girls!
 Another interesting change in the composition of the current charts is the re-emergence of the staffers as hit makers. Not so long ago, you could run down to number 25 or 30, before you could find a girl's name, other than in the title. Today, there are three disks by fems in the top 10, none of which focus on the rock and roll beat.

The Chordettes have "Lollipop" in second spot; Connie Francis is fifth with "Who's Sorry Now," and the McGuire Sisters, still moving up, are tenth this week with "Sugar Time."

Other girls showing in current ratings include Betty Johnson, the Chantels, Kathi Linden, Patti Page, and Ruby (of Ronald and Ruby). It's not to say that rock and roll

isn't here to stay. Danny and the Juniors figure it is. The point is that it's not monopolizing the charts as so many would have you think. As a close look shows: The kids have wider tastes in records now than ever before, and now, as hasn't been the case for a good spell, they'll even buy records by girls.

Clothes Happy

Continued from page 4

any specific article of clothing. "Crazy Hop" by the Crescendos puts a major lyric-emphasis on fem garb. The Cardigans, of course, are eligible on the strength of their sweater-derived tag, and most tradesters feel that Sammy Salvo's "She Takes Sunbaths" fits into the category in some fashion, even if only by implication.

Actually songwriters have always been fascinated by women's apparel, altho not to extent of the current trend. Garment-centered tunes of past years include "Violets for Your Furs," "Alice Blue Gown," "Top Hat," "The New Look," "Old Gray Bonnet," "Silk Stockings," "In Your Green Hat," and "Sam, You Made the Pants Too Long."

Album Jam

Continued from page 4

and, still in the discussion stage, is a screen musical original to be penned by Alan Jay Lerner and Frederick Loewe, who are responsible for the "Gigi" score and "My Fair Lady."

A producer of musicals since the 1941 "Babes in Arms," Freed points out that the costs of screen musicals are still rising. As example, he cited "Strike Up the Band," which in 1939 cost \$800,000, "Meet Me in St. Louis," which was budgeted at \$1,500,000 in 1943, and his current "Gigi," which was brought in for "over \$3,000,000."

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TEN SOUTHERN STATES REPPED AT BB WORKSHOP

45 Executives Exchange Ideas At Three-Day Birmingham Clinic

BIRMINGHAM, Ala.—A total of 45 executives, representing 10 Southern and two Northern States, discussed timely subjects at a workshop conducted here Thursday thru Saturday (20-22) by The Billboard in co-operation with Alabama State Fair and its general manager, R. H. McIntosh.

The workshop, conducted in Alabama State Fair's spacious administration building, was of the open forum type with leading fair managers from the South serving as moderators. Participating were fair executives from Tennessee, South Carolina, Alabama, Mississippi, Arkansas, Georgia, Kentucky, Florida, North Carolina and Louisiana. In addition, two Northern States, Minnesota and Connecticut, were represented.

The workshop was opened at a Thursday noon luncheon by Herb Dotter, manager-editor of the Outdoor Department of The Billboard, who introduced McIntosh. The delegates were then welcomed by James W. Morgan, mayor of Birmingham, and W. D. Kendricks, county commission president. Joe Monsour, manager of the Louisiana State Fair, Shreveport, and president of the International Association of Fairs & Expositions, then spoke, urging the fair managers to join the "dynamic, changing world."

Leahy Pleases

The only other speech on the program was delivered at the Friday luncheon by John Leahy, owner-manager of the Danbury (Conn.) Fair. Leahy, who had been confined to his hotel room with an attack of laryngitis just the day before, kept his audience laughing with his humorous stories of how he first got into the fair

business and the many things that have happened to him since that time.

Between the humor, Leahy injected several serious comments. He advised the fair executives not to underestimate themselves, and also said not to underestimate television, which he called the "one-eyed Cyclops" of the fair business.

The International Association of Fairs and Expositions, which was represented by many of its members, officers and directors, lauded

The Billboard and the Alabama State Fair for sponsorship of the workshop.

In a resolution passed at the workshop, it said, in part: This experience has been educational, interesting and most beneficial to all parties concerned, and The Billboard has exhibited and furnished outstanding leadership for planning and conducting such workshop, and the Alabama State Fair has unselfishly made its modern and spacious

(Continued on page 58)

WORKSHOP RESULTS

Fair Execs Draw Many Conclusions

BIRMINGHAM, Ala. — A large number of conclusions were drawn on various subjects discussed at the workshop for Southern fair managers held at Alabama State Fairgrounds here Thursday thru Saturday (20-22). The three-day clinic, which drew fair executives from 12 States, was conducted by The Billboard in co-operation with Alabama State Fair.

Nine subjects were discussed during the three days, all of them being treated in an informal, round-table manner.

Joe Monsour, manager of the Louisiana State Fair, Shreveport, headed the panel on exhibits—commercial and educational.

Exhibits

Some of the conclusions were:
1. A strong incentive should be installed in dead exhibit areas to

draw people and thus increase the value of such space.

2. For fairs with limited sales manpower, an entire exhibit building can be sold to an association or civic organization which in turn handles the actual sales to the exhibitors.

3. A solution to reluctance of local exhibitors to provide manpower at exhibits is to sell to the manufacturer or suppliers at the top level, letting them supply the help.

4. The value of fairs as an advertising media should be stressed instead of letting the exhibitor look upon his participation as a service to the fair.

5. Selling of fair commercial space is a year-round job.

6. Upgrading of exhibits is one of the most important jobs fairs

(Continued on page 58)

Mid-South Fair Launches Drive for New 400-Acre Plant

Estimate Cost at \$20 to \$25 Million; Propose Stadium, Coliseum, Music Hall

MEMPHIS — A committee of the Mid-South Fair has fired its opening salvo in a drive to get a new 400-acre fairgrounds that would include a stadium, coliseum, music hall and facilities for the fair. It was estimated that the proposed plant would cost somewhere between \$20 and \$25 million.

The recommendation came in a report that asked the city and county governments to acquire a minimum of 400 acres on the outskirts of the city and suggested that the land be bought this year and the plant developed over the next five years.

The new development will cost "many millions of dollars," the report stated, and while the committee recognized financing could not be provided immediately it said "these expenditures should be made within a very few years."

The report was signed by Wallace Witmer, chairman, Perry Pipkin, Lee McCourt, Early Maxwell and Lawrence Gardiner, and was approved by the executive committee of the Mid-South Fair.

Study Financing

Mayor Edmund Orgill said the financing of such a project will require a special feasibility study, giving consideration to raising the money thru issuance of revenue bonds. A specific location also must be chosen after a site survey.

The report was critical of the present fairgrounds, covering 141 acres, as inadequate for the envisioned development even if the National Guard armory and Fairview School were absorbed. It also pointed out the present loca-

tion faces traffic congestion, there is lack of parking space, and many of the present fairgrounds buildings are in a condition that would require expensive refurnishing.

It asked that the proposed stadium should have a seating capacity of 60,000 to 80,000 to replace Crump Stadium, which is inadequate and poorly located. The

(Continued on page 58)

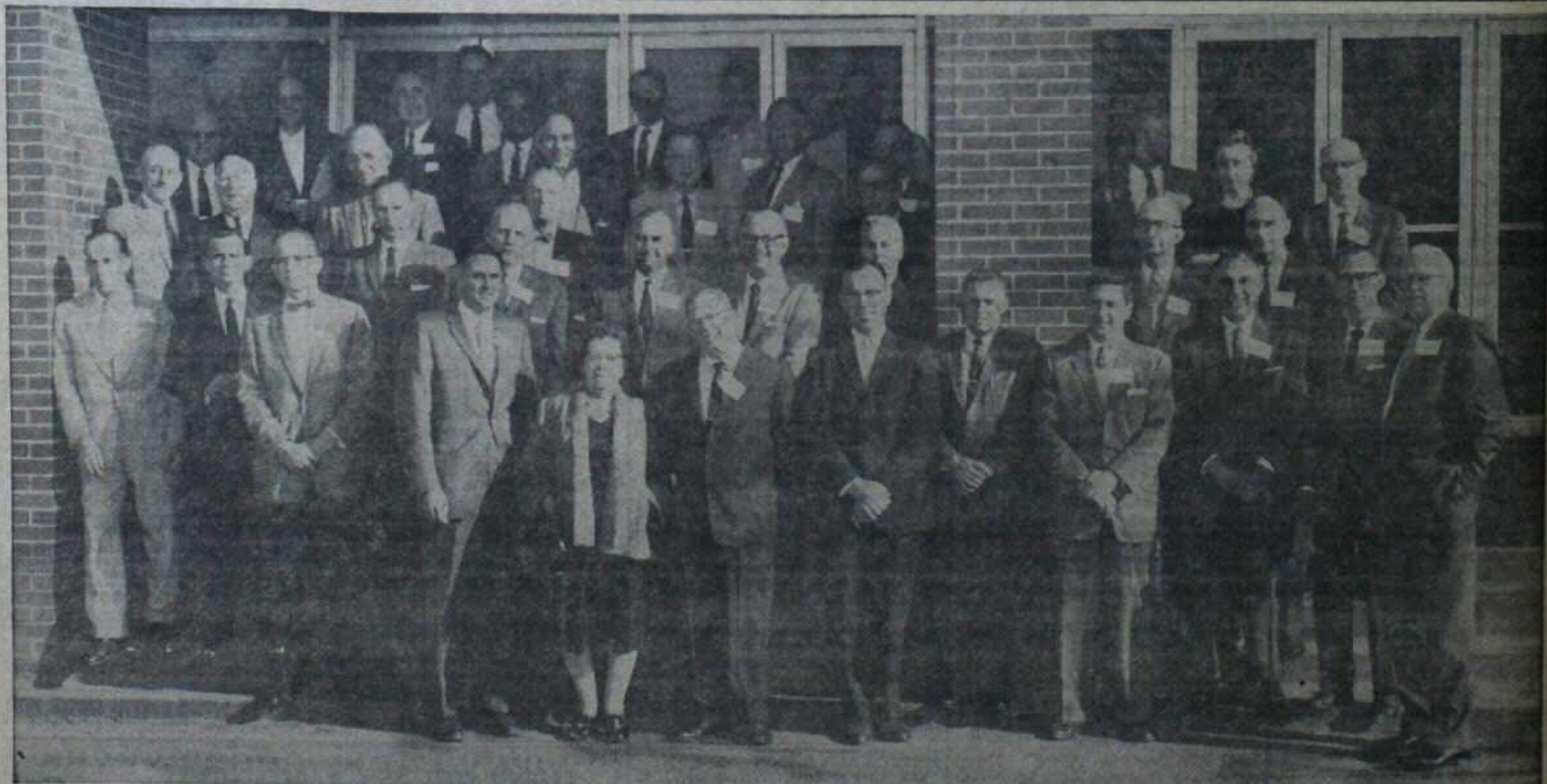
Detroit Waits Word on New Stadium Plan

DETROIT—The possible addition of a \$10 to \$15 million stadium at the Michigan State Fairgrounds here awaits action by the State Legislature in the current session.

The stadium idea stems from Detroit's plans to make a strong pitch for the 1965 Olympic Games. The current bill would authorize the establishment of an Olympic Games Authority and set up an appropriation. A stadium in which to hold the games would be a prime need.

Strong support, including that of the Detroit Board of Commerce, is back of the project.

Donald L. Swanson, fair manager, last week confirmed two free attractions for this year. Included are the U. S. Navy Band, in for 10 days, and Elsie the Cow.



FAIR MANAGERS ATTENDING THE BILLBOARD'S WORKSHOP ON SOUTHERN FAIR MANAGEMENT PROBLEMS took a breather from the busy sessions long enough to have this photograph taken. The fair executives, 45 in all, came from 10 Southern and two Northern States to exchange ideas at the three-day session which was held at the Alabama State Fairgrounds, and hosted by R. H. McIntosh, general manager of that fair, Thursday thru Saturday (20-23). States represented included Tennessee, South Carolina, Alabama, Mississippi, Arkansas, Georgia, Kentucky, Florida, North Carolina, Louisiana, Minnesota and Connecticut. Subjects discussed in an informal, round-table manner, included exhibits, attractions, promotion and advertising, special events, admission prices and passes, premium awards, youth participation, showmanship and shifting changes in economy. Background of the photo is the Alabama State Fair's spacious administration building in which the workshop was held.

ARENAS & AUDITORIUMS

Advance Planning, Sharing Make Close Bookings Fit

By TOM PARKINSON

CLOSE CO-OPERATION between producers for exhibitions and shows in auditoriums and arenas has illustrated that much time and effort can be saved to the benefit of all. Specifically, the examples demonstrate that the time saved makes possible the presentation of two shows where only one would fit under normal and fully independent operation.

Move-in and move-out time sometimes make the difference, and if it is handled in a spirit of co-operation, some wonders can be worked.

At the Pan-Pacific Auditorium in Los Angeles, for example, the Western Metal Show and the Sports show carefully planned ahead of time for their interchange of equipment and for the use of the short period between the two events.

THEY USED THE SAME decorating company and retained the same basic decorating equipment for both shows. However, this was changed enough so that persons who made both shows were not aware of the interchange. The arrangement saved valuable time that would have been lost if one decorating company had to wait until the first had cleared, or event if one company had needed to take out all of one show's decorating and then followed itself with a new set of materials for the second show.

There was similar exchange of much other equipment that both shows could share, and personnel planned ahead of time how the equipment should be moved between events. More time was saved.

OFTEN, THE TWO co-operating shows must compromise. One wanted 80-foot tents to augment the building facilities. The other wanted 100-foot tents. But this was worked out to the satisfaction of both shows, with the necessary square feet being supplied for both.

They went further. Work began during the metals show on the construction of a stage and additional seating that was required for the sports show. But advance planning made this feasible.

As the advance plan was put into operation, the metals show was out of the building on a Wednesday morning. The fire department became concerned about the sports show, believing that it couldn't be ready in time. But by Thursday noon the entirely different type of show was ready to open the doors.

In a similar case, a Boat Show closed at 11 p.m. Sunday and the last boat cleared Tuesday afternoon. By Thursday noon, 175 trailers has been readied for the Trailer Show that was to start at once. The public was not aware of the exchange of equipment that, along with timing and detailed planning, made the switch possible.

AND IN A THIRD CASE, the National Boat Show at Chicago closed on a Wednesday. The Sports Show opened on that Friday. Only the co-operation between producers, the fifty-fifty sharing of equipment made the bookings possible.

Fairview, Alta., Plans Arena

FAIRVIEW, Alta. — Decision has been made to build a new arena to replace the present one which has been designated as unsafe. Considerable damage was done this winter when part of the roof collapsed. Tenders will be called for demolition and removal and if there are no bidders the building will be torn down by volunteer labor.

Alberta Town Mulls Plans for New 250G Bldg.

WETASKIWIN, Alta. — City council has given first reading to a bylaw for the erection of a \$250,000 arena, possibly of steel and concrete construction and with artificial ice. Seating capacity would be about 3,000.

The proposed site is on the fairgrounds and plans are for the building to have year-round use. Presentations would include stock shows, poultry shows, stage shows, rodeos and exhibition displays.

Home Show OK For Daytona

DAYTONA BEACH, Fla. — The Volusia County Home Show had attendance of 50,000 during its five-day run ending March 19. Director Al Stern, working with the sponsoring Pilot Club, chose a guided missile theme for this year's showing. Some 700 donated prizes helped pack the National Guard Armory, and a "Miss Guided Missile" contest got good story and photo coverage in the local press. Exhibit space was a sellout. At a meeting of this year's exhibitors, the response was enthusiastic for renewal of the show in 1959. A replica of the Navy Vanguard satellite launcher was on display.

Preston Foster Set For Los Angeles Show

LOS ANGELES — Preston Foster, who stars in the "Waterfront" TV series as Captain John, will act as emcee, sing and play his guitar at the 13th annual Sportsmen's Vacation, Boat & Trailer Show at Pan-Pacific Auditorium here April 10-20. Foster emceed the recent Sportsmen's Show in Chicago.

San Mateo Fair Takes 'Our Heritage' Theme

SAN MATEO, Calif. — Theme for the 24th annual San Mateo County Fair and Floral Fiesta, August 1-9, will be "Our Heritage," William M. Wilson, secretary-manager, said.

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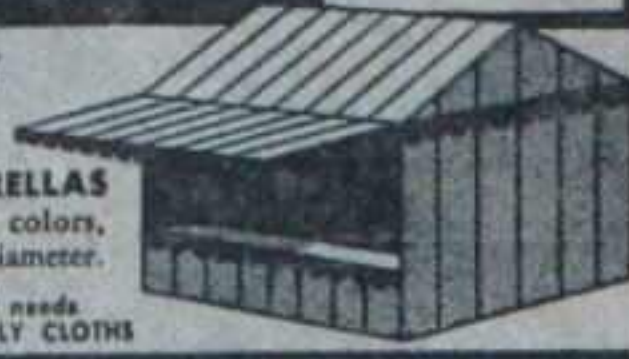
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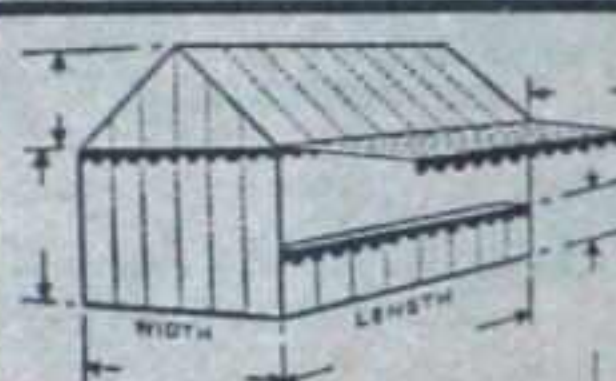
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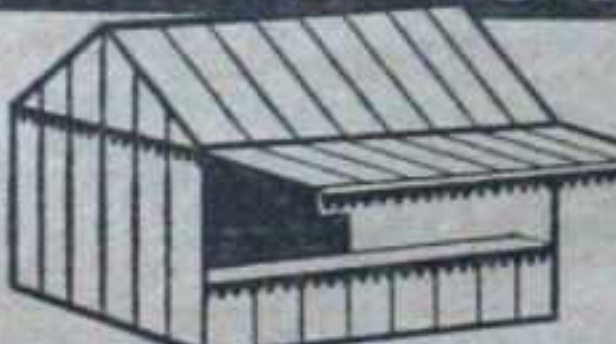
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Video Success Cues Havana Kiddie Park

• Continued from page 1

park. Like non-members, they will pay for additional admissions.

The lottery prizes are substantial, including among them complete college educations. The park will include several large rooms which will be available to members without cost for birthday parties and other celebrations. Clowns, magicians and other entertainers will perform at these parties without cost. The member need pay only for whatever refreshments are ordered.

An interesting sidelight is that the TV show is fully sponsored, with many Cuban branches of American companies among the bankrollers. Pumarejo says that the \$1 per month dues is all plowed back into the lottery prizes, and that his only take results from the sponsorship of the TV show.

"Millionaire's Club" is the second such show to be aired by Pumarejo. He started the initial such venture two years ago, called "Housewives Club." This continues to air (via Channel 2) from 1:30 to 4:30 p.m. across the board, using top live musical and variety talent. Over 180,000 women now are members, sending in \$1 per month—an untaxed gross of \$2,160,000 per year.

Prizes awarded by the program's lottery are of major calibre, with winners selected from IBM punchcards of the membership. There are eight prizes daily. Every 10 days a house is given away. Last month, a yacht was given. Prizes also have included farms and apartment houses. There were recently 25 prizes of all-expense round trips to Miami for two plus \$500 for each winner; 10 similar prizes for two to New York, 10 more to Mexico City, and five to Madrid, Paris and Rome plus \$1,500. Next June, there will be a special \$25,000 prize.

Pumarejo stages three huge "spectaculars" each year in Havana's top auditorium, seating 6,300. Top talent is used. Liberace was one of the stars this year. Each member receives two tickets, for herself and her husband. The performances are repeated a sufficient number of times for all to attend.

Perhaps the outstanding evidence of the success of this enterprise is its ability to sell the products of the TV shows' sponsors. Spots cost \$60 each if bought on a once-weekly basis, the smallest schedule. However, so great is Pumarejo's own sales ability that if he delivers the commercial personally, the cost is \$750 each, or more than 10 times as much. The same costs apply to either TV show.

Sponsors Get Proofs

Sponsors get visible proof that their products move as a result of such sponsorship. Viewers exchange labels of the sponsors' products for special stamps, which are pasted into special books. Twice a year, a representative of the show calls personally on each member, at home, and redeems a full book of stamps for \$25 cash, or an amount proportionate with the number of stamps. Sponsors include Pepsi-Cola, Camay Soap, Sherwin-Williams paints, Gleem and Tide.

Pumarejo's TV activities do not end there. Each evening, he leases the facilities of the same CMAB-TV, and stages additional programs, including local versions of top U. S. TV shows such as "864,000 Question" and "Queen for a Day." He sells spots in these as well, and there is said to be a waiting list of sponsors.

All this is the work of a man who conquered severe stuttering in 1933 and then became a radio

announcer. He later became a producer, then program director of Coar Mestre's CMQ radio operation, rising to the No. 2 spot under Mestre. In 1947 he set out on his own, without a centavo.

He set up a corporation in which he owned half the stock, with eight merchants taking the other half for a total corporate capitalization of \$1,000. The eight then loaned \$40,000 to the company. Even sponsors loaned money with Procter & Gamble putting \$110,000 on the line. Pumarejo then set up the Union Radio Network, covering Cuba. In 1951 he sold out his share of the operation for \$250,000, and expected to retire. Instead, he launched Cuba's first black and white TV station later that year, which he later sold.

In March of 1953, he began using more than nine hours daily over CMAB-TV, renting the facilities, mainly for a daily marathon amateur show. Experts predicted it would fold within 90 days, but it proved tremendously successful. The format was later changed to include professional talent, and two years ago the "Housewives Club" format took form.

With the almost incredible successes scored by Pumarejo in the TV field, nobody is betting against his turning the "Children's Paradise" project into one of the most successful, as well as unusual, amusement parks in the world.

Sales Listed By Hot Rods

NEW YORK—Delivery and order of several German-made rides is detailed by Hot Rods, Inc., John Christopher reports, as follows:

A five-car Junior Hot Rod has been delivered to Carl & Ramagosa, of Wildwood, N. J., in addition to 15 single-seat Scooter cars.

Venice Amusements, of Seaside Heights, N. J., has received a seven-car Junior Hot Rod.

Hunt's Pier, Wildwood, N. J., will get three big Hot Rod cars, raising the total on its track to 15.

Neil Krimes, of Coney Island, N. Y., will have May delivery on a 10-car Junior Hot Rod and 15 big cars.

Mickey Hughes, of New York, will receive a seven-car Junior Hot Rod to put on the Conklin Shows of Canada at the Canadian National Exhibition.

Ernst Moeberg, of Seaside Heights, has received a 40-foot, new-model Carrousel, with a variety of ride bodies.

Funland Shows (Cerbini), of Coney Island, will receive six cars for a Hot Rod track at Storyland, N. J.

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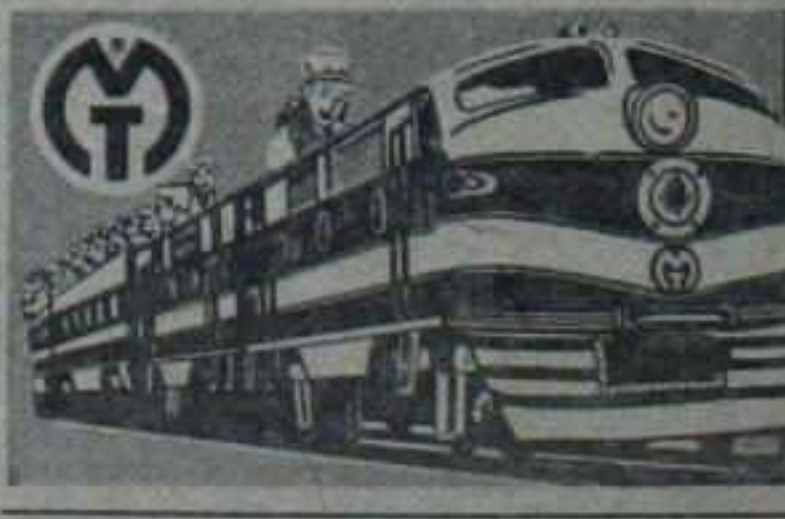
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NAME McLAUGHLIN PRES.

N. E. Meet Draws Heaviest in Years

BOSTON—Peter McLaughlin, of the Wilson Lines excursion boat operation, was named president of the New England Association of Amusement Parks and Beaches Wednesday (7) at the 32d annual session. Attendance was good at the Parker House, and more than 150 persons attended the banquet at which several door prizes of impressive value were distributed and credited with boosting the turnout.

Afternoon business session discussions were presented by Howard G. Smith, of the Federal Reserve Bank, on New England vacation business; Leonard Panaggio, of the Rhode Island Development Commission, on tourist-recreation business, and Jacque Leek, of Brighams & Dorothy Muriel's, Boston, on food merchandising.

McLaughlin succeeds Russell G. Jones, Boston, as president. Also elected were Edbury R. Energren, Lake Pearl, Wrentham, Mass., and William Patton, Globe Ticket Company, vice-presidents. Fred Markey, Dodgem Corporation, was retained as secretary, and Russell G. Jones, treasurer, succeeded his father, Wallace Jones.

Executive Committee

Named to the executive committee were Victor Shayeb, Revere, Mass.; William Pencer, Nantasket, Mass., and James Dunphy, Hampton Beach, N. H. Continuing on the board are Nicholas Xanthaky, Salem Willows, Mass. Douglas Earrington, Norumbega Park, Mass., and James J. Battersbury, Hampton Beach, N. H.

Bill Schmidt, Riverview Park, Chicago, and John Brown, president and executive secretary of the national association, also attended. They reported that more than 40 park men have shown interest in the planned visit, September 10-October 1, to the Brussels World's Fair. Since cost estimates were based on 15 persons making the jaunt, there will likely be a revision downward in the price, Bowman said.

Entertainment at the banquet was provided by Jacey Collier and Henry Coger. There was a general

air of frivolity and confidence, with operators showing enthusiasm for the prospects of the coming season. Many will open on Easter Sunday weekend.

PAPA Opposes Putting Parks Under Pay Law

HARRISBURG, Pa. — The Pennsylvania Amusement Park Association is fighting a proposed \$1-an-hour eventual minimum wage order of the State Department of Labor and Industry for women and minors.

The order would slap a minimum wage of \$1 an hour, effective May 26, on park payrolls for all employes engaged in selling merchandise at retail in Philadelphia and Pittsburgh.

In other municipalities of from 10,000 to 500,000 population the compulsory wage would be 85 cents, graduating to \$1 in 12 months. For smaller communities of less than 10,000 it would be 75 cents, going to \$1 in graduations within 18 months.

Gilbert Nurick, attorney for the association, said operation of parks is seasonal and the 6,000 employes are mostly students and teachers on vacation. The going wage ranges from 60 to 75 cents an hour.

If the proposed order is forced on the parks, he declared, the amusement parks would not close, but they would have to eliminate 10 to 15 per cent of their employes.

He asserted this order was never intended to cover amusement parks pointing out that they are not in the retail trade and that the jobs they offer summer-time employes are supplemental work for persons primarily engaged in something else.

Asbury Miniature Golf Tournament Plans Told

ASBURY PARK, N. J.—Details of the International Miniature Golf Tournament are being announced here. National competition is scheduled to be climaxed by finals here after Labor Day. It is hoped to make the promotion an annual affair.

The prospectus drawn up by George Zucherman, of the city's Convention and Visitors' Bureau spells out what the resort will give the operator, and what it expects. Participation will cost the operator \$250 (or \$200 if located more than 500 miles from Asbury Park), plus finalists' transportation to and from the resort. Detailed rules of play are being developed.

What the resort will provide, in addition to season-long publicity and promotional help, includes lodging and food for the competitors at a leading boardwalk hotel, exclusiveness for the contest in a 20-mile radius of the participating course, and a European sports car as grand prize, if at least 50 courses sign up. The champion will get a 40-inch trophy.

Zucherman's office will work toward the desired goal of participating courses, thereby increasing patronage and gross business. A half-dozen 24-by-50-inch day-glo

signs will go to each course, tying in with the contest. Also provided will be newspaper ad mats, special publicity material, tips on organizing local tourney and league play, and press coverage during the finalists' weekend trip to Asbury Park.

Stories will be sent at the outset and during the season to all information media in the course's local area, and copies will be sent to the course operator.

The contest score will comprise the low average score for a player for any 12 games over a three-month period. Each entered score must be verified by at least three other players in the same party. Players must be at least 16 years old. The finals will be held at three of the Asbury Park courses. All finalists will get at least a sweater bearing the name of his or her course, designating the wearer as Regional Miniature Golf Champion of the U. S.

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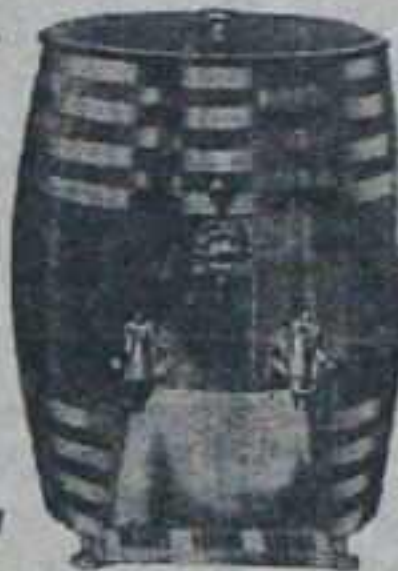
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 7-12; Sioux Falls, S. D., 15-19;
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Polack Bros.: Canton, O., April
 8-9; Albany, N. Y., 11-13; Akron,
 O., 15-19.

Ringling Bros. and Barnum &
 Bailey: New York April 2-30.

Miscellaneous

Ballet Ruse de Monte Carlo: To-
 ronto 31-April 5; Chicago 7-13;
 Washington, D. C., 15-16; Rich-
 mond, Va., 17; Baltimore 18-19.
 Meier's, Josef, Black Hills Passion
 Play: Lake Wales, Fla., 31-April
 6.

Morris, Philip, Music Show: Jones-
 boro, Ark., 31; Hot Springs April
 1; Seminole, Okla., 2; Amarillo,
 Tex., 3; Lubbock 4; Clovis, N.
 M., 5; Carlsbad 6; El Paso, Tex.,
 7-8; Tucson, Ariz., 9; Phoenix
 10; Yuma 11; San Diego, Calif.,
 12-14; Long Beach 15.

Ice Shows

Holiday on Ice of 1958: Tampa,
 Fla., 31-April 7; Lafayette, La.,
 10-14; New Orleans 15-20.

Ice Capades, 17th Edition: Wichi-
 ta, Kan., April 8-13; Fort Worth,
 Tex., 15-20; Lubbock 21-27.

Ice Capades, 18th Edition: Chica-
 go, Ill., April 5-13; Milwaukee,
 Wis., 14-20; Denver, Colo., 22-
 27.

Shipstads & Johnson's Ice Follies:
 Minneapolis, Minn., April 2-20.

Legitimate Shows

Auntie Mame, with Constance Ben-
 nett: (Shubert) Cincinnati.

Cat on a Hot Tin Roof, with Victor
 Jory: (Auditorium) Wichita,
 Kan., 31; (Auditorium) Hutch-
 inson April 1; (Convention Hall),
 Tulsa, Okla., 2-3; (Auditorium)
 Oklahoma City 4-5.

Diary of Anne Frank: (Shubert)
 New Haven, Conn.

Happiest Millionaire, with Walter
 Pigeon: (Forrest) Philadelphia
 31-April 12.

Long Day's Journey Into Night:
 (Hartman) Columbus, O., 31-
 April 2; (Auditorium) Denver
 4-5.

Love Me Little: (Walnut) Philadel-
 phia.

Most Happy Fella: (Lyceum) Min-
 neapolis 31-April 5.

No Time for Sergeants: (National)
 Washington.

The First Born, with Katharine
 Cornell: (Harris) Chicago 31-
 April 26.

Tinty Sets Race Season

NEW BRITAIN, Conn.—Plain-
 ville (Conn.) Stadium opens its
 auto racing season Sunday (13)
 and will continue on a 2:30 p.m.
 basis every Sunday thereafter.
 United Stock Car Racing Club will
 sanction all racing during the sea-
 son, Joe Tinty reports.

SACRAMENTO — Soft drink
 cup beverages will sell at 15 cents
 for eight ounces in a nine-ounce
 cup at the 1958 California State
 Fair & Exposition, Dudley T. For-
 tin, fair manager, said. Last year,
 the drinks sold for 10 cents for six
 ounces in a seven-ounce cup. Fortin
 added that the new price and size
 were adopted to give concession-
 aires a better profit break.

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 CHICAGO, ILLINOIS

Merchandise Group Plans Office in Chi

CHICAGO — The National
 Wholesale Distributors Association
 Inc., formed recently in New York
 by a group of merchandise supply
 firms, will maintain a central
 headquarters here, William Carsky
 of the Casey Concession Company,
 Inc., this city, has announced.

The organization was set with
 the avowed intent of exchanging
 credit information pertaining to
 concessionaires, carnival, circus
 and park operations, safeguarding
 against possible unfair legislation,
 and generally working toward the
 advancement of its field.

Other officers, besides Carsky,
 are Buss Greenburg, John Robbins
 Company, Pittsburgh, president;
 Fred Silber, Silber Company,
 Detroit, first vice-president; Tom
 Dawson, Acme Premium Supply
 Company, St. Louis, second vice-
 president, and Mike Brody, M.K.
 Brody Company, Chicago, treasur-
 er.

Directors are Ned Torti, Wis-
 consin DeLuxe Company, Milwau-
 kee; Max Levine, Western Novelty
 Company, Denver; Nat Gellman,
 Gellman Bros., Minneapolis; Morty
 Hertz, Gladys Supply Company,
 Allentown, Pa., and Ben Hoff, P.K.
 Novelty Company, Brooklyn, N. Y.

The membership committee is
 comprised of Wayne Brownlee,
 Tipp Novelty Company, Tip City,
 O., and Archie Rothbard, Kravitz
 and Rothbard, Baltimore.

Membership is open to jobbers
 and suppliers of all kinds serving
 the outdoor amusement field. The
 association, Carsky said, now has
 a membership of about 40.

Calif. State Maps Cut-Rate Ticket Sale

DEL MAR, Calif. — Early pur-
 chasers of adult admission tickets
 to the 19th annual Southern Cali-
 fornia Exposition & County Fair
 here, June 27-July 6, will save 25
 per cent, Manager Paul T. Mannen
 said here last week.

More than 200 units of the coun-
 ty-wide Parent-Teachers' Associa-
 tion will participate in the ad-
 vanced sale, as they have done for
 the past two years. Members will
 sell ducats for 75 cents, a saving
 of 25 cents over the normal charge.
 Children's tickets will also be sold
 at the usual 25 cents.

The San Diego Children's Dental
 Center and participating units will
 benefit from the sale. The PTA,
 Mannen said, sold approximately
 28,000 tickets last year.

Bill Asks 11G For Rocky Hill

EAST GREENWICH, R. I. —
 The State Senate had an \$11,000
 appropriations bill submitted to it
 last week for premiums and awards
 at the Rocky Hill Fair to be held
 August 19-24. The measure was
 sent to the finance committee.

The sum is the same as that ap-
 propriated last year. Submitting the
 bill was Sen. E. G. Gale, of East
 Greenwich. The State's director of
 agriculture and conservation has
 jurisdiction over spending this
 money.

THE FINAL CURTAIN

CAHN—Julius,
 veteran executive of the Luxem-
 burg, Wis., Fair, recently in
 Tampa. Services in Milwaukee.

FUDGER—Helen,
 90, well known in the carnival
 field and the mother of Samuel
 Burgdorf and Allan Fudger,
 cookhouse operator, March 20
 at the home of her daughter,
 Esther, in Ivoryton, Conn. She
 was the cousin of the late Harry,
 Eva and Larry Puck and the
 cousin of Joe Santley and the
 late Henry and Lester Santly.
 She was a member of the
 Shepherds of Bethlehem. Serv-
 ices March 25 at the Cooke Fu-
 neral Home, New York, with
 burial in Mount Hope Cemetery,
 Brooklyn.

LATHAN—William S.,
 48, veteran outdoor showman,
 in a March 17 auto crash en
 route from Miami to Immokalee,
 Fla.

MAYMAN—Gil,
 veteran operator of ice cream
 concessions, February 26 in MI-

ami. His concession was called
 Wouder Bar, ice cream stand.
 He was a member of both the
 Tampa and Miami show clubs
 and the Mahi Shrine, Miami. He
 sister, Mrs. Ann Byrnes, sur-
 vives. Burial in Hannibal, Mo.

REID—Francis,
 wife of Elmer Reid, owner of
 Reid's Golden Star Shows, re-
 cently in Phoenix, Ariz. In ad-
 dition to her husband she leaves
 one brother and two sisters,
 all of San Diego, Calif.

ROBERTS—Rush (Arkebarbrand)
 99, former trouper with the
 Buffalo Bill Wild West Show
 and chief in the Pawnee tribe
 council, at Pawnee, Okla.,
 March 10. Born in what is now
 Nebraska, he came to Oklahoma
 in a trek with his tribe when
 the government set up a reserva-
 tion. He was youngest of 100
 Pawnees selected to serve as
 scouts for the U. S. Army in
 1876. He was with Buffalo Bill
 two years, later taking up farm-
 ing. In 1922 he was named a
 chief of a band of Pawnees and
 in 1929 was elected to the tribal
 council. Surviving are his widow
 at Pawnee; and a son and
 daughter, both in Fort Worth.

RUTON—Eddie,
 for the last 12 years owner-ope-
 rator of Hillbilly Park, 16 miles
 northeast of Newark, O., of a heart
 ailment at his home in Newark,
 March 25. Funeral from the Cris
 Bros. Funeral Home, Newark,
 March 29, with interment in the
 city. (Further details in Folk Tal-
 ent & Tunes column, this issue.)

SKELTON—Marion L.,
 40, manager of the city audi-
 torium and convention facilities
 at Gatlinburg, Tenn., March 22
 at the Atlanta Veterans Hospital.
 He was with the Navy from
 1940 to 1954. Surviving are his
 widow, two sisters and six
 brothers. Interment was in
 Northview Cemetery, Hartwell,
 Ga.

TODD—Mike,
 50, producer, former midwest
 showman and concessionaire,
 March 22 in an airplane crash
 near Grants, N. M. Todd came
 into show business as a carnival
 concessionaire. Later he was a
 pitchman, and during A Century
 of Progress, Chicago, in 1933-34,
 he produced a dancing act. In
 1940 Todd opened a theater-
 cafe in Chicago and later moved
 to New York where he produced
 a long string of stage produc-
 tions. He leaves his widow,
 Elizabeth; a son, Mike Jr., and
 a six-month-old daughter.

In Loving Memory

Of My Wife

**ELSIE MURPHY
BROWN**

who passed away
 APRIL 1, 1951.

Gone but not forgotten in my heart.

W. S. BROWN

In Memory of

**JOHN
GALLAGAN**

EDDIE & COLLEEN YEAGER

Parks Facing Rate Decline In Insurance

NEW YORK—A three-year re-
 newal of the National Association
 of Amusement Parks, Pools and
 Beaches policy with Associated In-
 demnity Corporation has been
 signed, to begin in 1959 on the
 heels of the current agreement's
 expiration.

The news, and the prospect of
 a rate reduction for many partici-
 pating parks, came out of Mon-
 day's (24) meeting here of the in-
 surance committee.

Attending were John Logan
 Campbell, NAAPPB insurance con-
 sultant; Chairman Julian Norton,
 Lake Compounce, Conn.; Gerald
 Price; Bob Plarr, Dorney Park,
 Pa.; John Allen, Philadelphia To-
 boggan Company; C. D. McDon-
 ald, Ligonier Park, Pa., and repre-
 sentatives of Associated Indemnity.

The 1957 performance of busi-
 ness was termed satisfactory, it was
 reported, on the basis of which
 most of the parks will receive rate-
 reduction consideration.

Rivers Sets Route; Inks Pancho, Cisco

CAMDENTON, Mo. — Golden
 Horse Ranch Thrill Show has set
 a good part of its fair route, Jonny
 Rivers, owner-manager, announced
 here. Duncan (Cisco Kid) Renaldo
 will be featured at a number of
 dates while his erstwhile partner,
 Leo (Pancho) Carrillo, will be
 featured at a number of others.

Show is set to open its season
 here at the Dogwood Festival, May
 10-11. Season will then get under
 way in July with stands at Lyndon,
 Kan.; Brownstown, Ill., and Gayly-
 ville and DePere, Wis.

August route will include High-
 land, Ill.; Union Grove, Wis.; Man-
 chester, Ia.; Valparaiso, Ind.; Troy,
 O.; Princeton, Ind.; Terre Haute,
 Ind.; Bloomfield, Ia.; LeMars, Ia.;
 Manitowoc, Wis., and Luxemburg,
 Wis. In September the show will
 play Chilton, Wis., and Cape
 Girardeau, Mo., and also has one
 October date in Vicksburg, Miss.

PSAA Gets NAAPPB Affiliation Offer

Reaction Mixed to Chapter Status; Platt and Other Officers Re-Elected

FEASTERVILLE, Pa.—Affiliation with the national parks association was debated by the Participating Sports Association of America, which held its fifth annual convention Monday (24) at Bernton Springs here. All officers were re-elected including president Vernon D. (Bud) Platt of host installation.

Attendance was only fair in comparison with previous years. John Egan, executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), met with Platt on Sunday and extended the affiliation offer. Reaction to the plan was mixed at the business meeting. PSAA claims 200 members.

Proponents of the plan asked the right to maintain their association's identity, a three-man PSAA representation on the NAAPPB board of directors, and \$10 kickback to PSAA of dues its members would pay to the national association. Egan stressed the advantage of having his full-time secretary's office in Chicago for purposes of disseminating information and working on legislative matters.

Also retained in office are Arthur Litzenberger, of Crystal Palace Roller Rink, Philadelphia, first vice-president; Eric Armeth, of Fischer's Swimming Club, Lansdale, Pa., second vice-president; Robert Koch, of Milford, N. J., treasurer, and Frank Crumback, of Narberth, Pa., secretary.

Attendance Listed
Represented were: Old York and Skating, East Philadelphia,

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14x21 Ft.	40x100 Ft.
20x30 Ft.	60x 60 Ft.
20x40 Ft.	60x 90 Ft.
30x50 Ft.	60x120 Ft.
30x60 Ft.	60x150 Ft.
30x90 Ft.	50x180 Ft.
40x60 Ft.	60x210 Ft.
40x70 Ft.	60x240 Ft.

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Steel Roof For Rides at Va. Seaside

VIRGINIA BEACH, Va. — A 300-foot steel shed overhang, 42 feet wide, is on order for Seaside Park for this season, Owner Dudley Cooper reports. Opening date is set for May 23.

Seaside, where there was a damaging fire in 1956, is adjoined by Ocean Ranch Motel. Upon the passing of partner Jack Green-spoon, Cooper acquired sole ownership of the park thru relinquishing any interest in the motel.

The steel roof will be 22 feet high and its cost is estimated at \$45,000. It will parallel Atlantic Avenue and provide cover for seven rides. Also new is a refreshment stand in the Kiddieland. The park has one of the original Scrambler rides, some 14 years old.

Seaview Beach, the ride spot for Negro patrons, opens May 30, Cooper added. Located on Shore Drive between Virginia Beach and Ocean View Park at Norfolk, it is operated by U. S. Miller.

ROLLER RUMBLINGS

Mature Skaters Steer Course Back to Rink

CINCINNATI—A return of the mature roller skater to the rink sport in this city has been noted by C. V. (Cap) Sefferino, manager of Price Hill Roller Rink here.

This trend has been especially noticeable during the past month, said Sefferino, and while he has not yet been able to pinpoint the reason, he believes two factors to be responsible for the change:

1. The continuous pounding by the rink in its advertising on the "keep that lovely figure" theme, along with big boosts from the recent national skating queen contest and the telecast of the Macy Thanksgiving Day parade in which the roller queen was prominently featured.

2. Current economic conditions are emphasizing the fact that per dollar of expenditure, roller skating affords more pleasure than any other form of recreation.

In recent weeks Sefferino has noted that 85 per cent of attendance on Tuesday, Wednesday and Thursday and Sunday nights is made up of skaters above the age of 20. Moreover, he said, the bulk of the over-20 skaters are attending alone, knowing that they can find companionship at the rink.

Sunday nights (except the last Sunday of the month which offers a special party for members of the Mothers' Club and their families and friends) have become singularly free of the younger element, perhaps the result of a parental tightening of purse strings.

"I have always maintained that there are millions of people who have enjoyed roller skating far more than any other form of recreation," said Sefferino. "The sad part of it is that they have been allowed to forget all about the fun they got out of skating or have been weaned away by other forms of recreation, while a big majority of operators lolled back in their easy chairs content to accept the premise that roller skating is strictly for kids."

To this the Price Hill manager does not agree. In fact, he maintains that if he were fortunate enough to lure 20 or 30 attractive young women of true dating age

into the rink regularly on the aforementioned nights, his worries over the continued success of the Price Hill operation would be ended. The obvious reasoning behind this theory is that attractive girls are sure to draw a heavy male contingent. This patronage, it is pointed out, for the most part is made up of wage earners and is not dependent upon parental generosity for pocket money.

In support of the theory that the mature skater is a desirable element, Sefferino points to two men whose methods form the pattern by which the Price Hill rink operates. These men are his brother, Bill, and Victor J. Brown.

"Both of these men," said the younger Sefferino, "were in the business for nearly 50 years and both accumulated considerable fortunes from it. I know for a fact that there were many years when a youngster, unaccompanied by a parent, was not permitted to skate in their rinks on weekday nights. They were successful with a policy of catering to older skaters, and over the years I have detected no reason why a deviation from the pattern would be desirable. Both built large, beautiful rinks. Both stressed good equipment, good floors and good music. Brown was not satisfied with one organ in his rink. He installed seven in one, synchronized so that all were played at once by one organist. My brother's most successful years were the ones in which he offered

(Continued on page 66)

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BRyant 9-0576

350G Improvements For Cincy's Coney

CINCINNATI — Coney Island here has launched a \$350,000 development program, its greatest since the devastating flood of 1937, said President and General Manager Edward L. Schott last week in announcing plans for the 1958 season.

The improvement program will include the addition of a Turnpike ride, installation of a Junior Turnpike in Land of Oz, the kiddieland; a Wild Mouse along the mall, an elaborate refreshment stand beside Lake Como, installation of new rails around Sunlite Pool and new towers for lifeguards, repainting of the locker room interiors, and construction of a sewage purification plant near the Ohio River, the last named a major undertaking.

The major Turnpike, a \$100,000 project, starts at the south end of Lake Como, winds around the east side and ends with a ride across a new causeway spanning the lake. Because of the causeway, it has been necessary to reroute the motorboat ride.

This year Coney departs from its established policy of operating Moonlite Ballroom six nights week-

ly. The dancery will be open Wednesday, Thursday, Friday and Saturday nights. Sunday nights are being eliminated because of "slow business," said Schott.

Coney will again offer weekend previews, April 26-27, May 3-4 and May 10-11, the regular season bowing May 17. Nightly fireworks will be offered during the previews. Inked into the ballroom for preview Saturdays and first night of the regular season are Art Mooney, April 26; Charlie Kehrler, local ork, May 3; Johnny Long, May 10, and Buddy Morrow, May 17.

Scheduled for four-night stands later in the season are Claude Thornhill, Morrow in a return date, Ralph Flanagan, Les Elgart, Jimmy Dorsey band, Stan Kenton and Ralph Marterie.

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E. S. Starr or D. M. Schneider
Cedar Point-on-Lake Erie
Sandusky, Ohio. MAIN 6-0830

Ringling-Barnum Opens Tour; Charlotte Promotion Strong

Performance Outlined; 60G Sale; North, New Acts in for Debut

CHARLOTTE, N. C.—Ringling Bros. and Barnum & Bailey Circus opened its new season here Wednesday (26) at Charlotte Coliseum. It was the first time the circus had started a season anywhere other than New York.

The show arrived here Saturday (22) and rehearsals were Sunday thru Tuesday. Night shows were given Wednesday and Thursday (27) and two shows daily were scheduled thru Sunday (30). Then the circus moves to New York to start its Madison Square Garden run on April 2.

Paul Buck, manager of the Coli-

seum, had the promotion here and he declared the advance sale was about \$60,000, the largest of any event in the building since its first ice show. Charlotte, he said, has no recession symptoms.

Tiger Out Here

John Ringling North was here for the opening. Also on deck was Art Concello, general manager; along with Pat Valdo, and other staffers.

Performance listed here included:

Joe Horwath's Tigers, which missed the first night; Klausner's Bears; Ibarra Brothers, bars; Didi Yonge, Antoinette Bisbini and Rusty Parent, principal riding; Hugo Schmidt with three rings of baby elephants; Maryse Vegare, featured in one-arm planges in a production number that includes 32 girls; Ala Ming, wire; Manual Santosky Dely, slack wire; Tony Durkin, foot juggling.

Also Sorianis, trampoline; Six Verdus, rolling globes; Two Suns, hair suspension; Yong Brothers and Sister, Oriental act; Kaichiro Namba, head bouncing; Tiebor Seals; Y'onne's Dogs; Snyder's Boxing Dogs; Carmen del Teide, hand stand on trapeze; and Frank Doyle, aerial.

Strong Spec

Big spec number is "A Thousand and One Nights," which a Charlotte reviewer said exceeded ice shows in color and wardrobe; the Flying Alexanders, the Flying Rockets with Juan Bodry; Bratty, hair suspension; Kolanedy, juggling; menage and high school riding production with the Mroczkowskis, Marion Siefert and Lynn Brandt; Sciplini's Chimps; Del Morales, perch; Six Canovas, perch; Aguilar, Bokaras, Szabos, and Glenhills, teeterboards; Harold Alzana, high wire; and the finale, "Yankee Doodle Do," with web girls singing and revealing long three-color banners.

Clowning includes appearance of a midget, Margareto Esparza, 28 inches tall and 23 pounds, who sings and plays a guitar in a Sputnik clown production.

Menagerie is not in Charlotte but is being used in New York and Boston. Additional acts are to be in the New York show, among them a Zacchini dual cannon.

6,000 See Start

Buck said that the opening night pulled 6,000 customers, with paper at a low ebb. His promotion extended to a wider radius this year because the show is not playing nearby spots as last spring and there is no conflict. Buck used 24-sheet boards on a 50 to 100-mile radius. TV and radio was big. There were tie-ups with several local firms that put circus posters

on about 100 delivery trucks. Dr. Pepper soft drink 24-sheets carried Ringling strips. Department store tie-in involved taking an elephant to the store daily.

Effective gimmick was the use of a Volkswagen bus as a mobile advance ticket office. It was painted up and then routed to various towns in the trade area on a schedule that was publicized in local papers. Scale here was higher, \$3.50 down to 90 cents, and the top priced seats were sold out.

Clyde Beatty Outfit Leaves For Palisades

DE LAND, Fla.—Clyde Beatty Circus left winter quarters here Tuesday (25) en route to Palisades, N. J., where it opens its season April 4.

Jerry Collins, one of the show's owners, said the advertising campaign in the New York area for the Palisades engagement will cost about \$200,000. The show will be at Palisades Amusement Park while Ringling is in Madison Square Garden.

While the circus was en route from De Land, its new canvas was shipped Wednesday (26) from Chicago to Palisades. Meanwhile Clyde Beatty and his animals are returning from Honolulu in time for the new season's start.

In charge of the show is Frank McClosky, general manager, while Walter Kernan is assistant manager.

The show includes some of the animals included recently in Collins' purchase of the Texas Jim Mitchell Animal Farm, Sarasota, and Sunshine Gardens, Sarasota.

Sello Sets May Opening

BOTHELL, Wash.—Roy Bible's Sello Bros. Circus will open its season here May 3 under auspices of the American Legion. Show has been wintering at nearby Woodinville.

It works with a 90-foot round top and two 40-foot middle pieces, and side show. Gordon C. Askins, former trouper, is a member of the sponsoring outfit.

Jacobs Show Plays Austin Territory

AUSTIN, Tex.—Terrell Jacobs' Circus and Paul Miller's midway are playing shopping center dates in this area. It has been in Texas most of the winter and came here from San Antonio.

Jean Jacobs, widow of Terrell Jacobs, owns the show, and Sport Matthews, former high-act performer, operates the Jacob acts.

Program includes riding mechanic; Billy Castillo, sword swallowing; Jean Jacobs, working the baby elephant; Mario Rojas, unicycle; Larry Gspadersky, knife-throwing; Matthews, with the Jacobs' lions and tigers, and the Aerial Alcido Trio. Visitors here included Doyle Davis, Bill Bristow and Leland Antes Jr.

ORRIN DAVENPORT BIG AT ST. PAUL

Dual Shows Planned for 2 Weeks; Columbus Acts Named; West Next

DAYTON, O.—Orrin Davenport's circus came in here last week from St. Paul, where its attendance inched over last year's total by about 250 persons to reach a record, 76,715.

This makes St. Paul's Shrine show one of few on the route so far that has equalled last year. Rochester, N. Y., was off sharply, and most others have been off slightly. Saginaw, Mich., was up.

After the Columbus stand, week of April 7, the Davenport production turns west again and plays Sioux Falls, S. D., April 15-19. This will be followed by two sets of conflicting dates, necessitating formation of separate shows.

Dual Routes

Duluth, Minn., is the week of April 21, while Fort Williams, Ont., is April 23-26. And Grand Forks, N. D., is May 1-4, while Winnipeg, Man., is May 3-10.

Closing with Davenport recently were Klausner's Bear, to join Ringling; Otto Griebing, to join Ringling, and Jimmy Armstrong and Frankie Saluto, to join Clyde Beatty Circus.

Columbus Acts

Make-up of Davenport's Columbus stand, April 7-12, will include:

George Keller's Wild Animals, Miss Rietta, Franklin and Astrid, Les Blue and Yvette, Chai and Somay, Helen Haag's Chimps, Roland Tiebor's Seals, Lemke's Chimps, Johnson and Owens, the Reddis, Noble Trio, Les Geraldos, Hubert Castle, Victor Julian, the Coronas, Flying Deislars, Zoppe Family, the Roberts, Les Bons, the Wazzans, Inge Meredith, Joanne Day, Corinne Dearo, Kitty Wendt, Claudeen, Ullaine Malloy, Astrid, Madge Trebor, Grace McIntosh, Betty Pasco, Zavatta riding act, Art and Ed Widaman Elephants, and Celeste the Star in the Moon, plus clowns including the Sherman Brothers, Jimmy Davison, Karl Marx, Jeff Murphree, Ernie Burch, Dick Lewis, Francisco and Percy Rodemacher.

Staff continues with Orrin Davenport, producer; Francis Brann, assistant; Richard Slayton, equestrian director; Merle Evans, bandmaster; Charles Marine, props, and Chuck Marine, transportation.

Show's transport between Rochester and St. Paul was complicated by short time. The Geraldos and Hubert Castle shipped duplicate sets of rigging ahead and flew themselves. Merle Evans, Boom-Boom Williams and Dick Slayton left Rochester during the

Hinkle Wins With Rodeo

ST. PETERSBURG, Fla.—Milt Hinkle, veteran rodeo performer and producer, has been staging rodeos in Florida this winter.

Latest one was here March 7-9, with good attendance and a turn-away at the 4,000-seat location on the first day, followed by two sell-outs on Saturday (8), local sources reported.

Show here featured Smiley Burnette and was sponsored by a Kiwanis Club. Hinkle's associate is Bill Ross. Show was at Davis Field, and Hinkle said they used a Wild West canopy for 1,000 extra reserved seats.

Earlier, he had a show at Ocala. Three more Florida dates are scheduled, he announced, and after that he will move north with the show.

final performance, while a local band and clown Earl Shipman covered in their places. Johnson and Owens and Buster and Heli Haag came overland, and missed one performance. The prop crew was split, with some working each city several days.

APRIL 19

Mills Invites Banquet Guests For Opening

JEFFERSON, O.—Invitation by Mills Bros. Circus for its annual Press and Fans Dinner have gone out. The event, coinciding with opening of the show's 19th annual tour, will be April 19 at the fairgrounds here, where the show winters.

Jack, Jake and Harry Mills are inviting newspaper and broadcasting personnel in Ohio and elsewhere plus numerous Ohio officials and many circus fans.

There will be a banquet at the high school cafeteria following the afternoon performance of the circus. Chairman of the event is John Creamer, of Ashtabula, O., with assistance of 15 committee members. Reservations are to be made by April 12.

Storey Books Atlanta Acts, St. Pete Show

ST. PETERSBURG, Fla.—The Shrine club here has scheduled a circus for April 5-6 at Al Lang baseball field. Promotion is handled by Red Larkin and performance is to be produced by Storey Enterprises of Sarasota.

Meanwhile, Wilson Storey, of the production office, announced the line-up for his Shrine show at Atlanta, May 5-1.

Dick Clemens Lions, the Earls, the Montons, Ninon Sisters, Five Bumps, the Sailors, Joe and Josephine Gasca, St. Leons, the Hoffmans, Two Willys, Simrus, Aldo Cristiani's Doberman pinschers, Williams Pony Drill, Three Palustris flying act, Dorchester Troupe, Symphonettes, Stebbings Risely act, Will Hill Elephants, The Hanks, Oscar Konyot Chimps, Fasset slack rope; Great Beckett, Mickey Sullivan band, Dick Ware, equestrian director, six clowns and Storey and Charley Borza, producers.

Zoo Will Experiment With Stew for Lions

DALLAS—Shortage of horse-meat has forced the Dallas zoo to seek out a new diet for cats and it plans to experiment with a meat and vegetable stew recommended by Dr. James J. Hamiter.

Dr. Hamiter, father of Noble and Jimmy Hamiter Jr., circus men, is a veteran veterinarian with circus experience. Zoo director Pierre Fontaine said he would isolate a lion for testing the suggested diet.

K-M Advance Department At 8-Year High

HUGO, Okla.—Advance department of the Al G. Kelly & Miller Bros. Circus opens its season April 17, with the show to follow by about two weeks.

Art Miller, general representative, said the department will be the strongest the show has had since 1950. Francis Kitzman will be car manager, with 16 lithographers and billposters.

In addition, the department is expected to include two contracting agents; Elsie Kitzman, director of publicity; J. Eddie Holmes, story man and school agent; Bobbie Kobacker, banner brigade manager, with three men, and an opposition bridge of four men headed by Jack Lewis.

Miller said the show's advance will operate with a 45-foot semi-trailer bill car, five pick-up trucks, and personal cars of four agents.

New paper to be used this year includes new 6, 8 and 12-sheet cloth and fiber banners.

Carson-Barnes Readies Start

CASA GRANDE, Ariz.—A contingent of Carson & Barnes Circus folk have been preparing for the season's opener here. First debut will be Saturday (5).

Co-owner Jack Moore arrived here from Hugo, Okla., with W. D. Parker, assistant general manager; Charles Mason, booking agent; Danny Ferguson, legal adjuster; Herb Dunn, ad salesman; John M. Hicks, advance promotion; Morris Horn, elephant trainer; Mrs. Esther Mason, public relations; Paul Pyle, superintendent, and Mrs. Helen Parker, purchasing agent. Wintering here were the Ted Wilsons, press relations and ticket promotion.

Ten workmen also turned up and the crew has been growing. On Saturday (29) the show's animals, including three elephants, three bears, llama, kangaroo, zebu, two wrestling bears, bison, lions and puma, were on display.

H. N. (Doc) Capell, of Capell Bros. Carnival and Circus, wintered here. Both Capell and Moore said they were looking for lots to use as permanent quarters in Casa Grande.

Clyde Readies Productions

OKLAHOMA CITY—Howard Suesz's Clyde Bros. Circus, opening in April, will have a production number for a finale. Billy Barton, until now an aerialist, is producer. Jenny Wallenda is choreographer, and wardrobe is coming from Leroy Carpenter.

The show also will have Carl Wallenda's aerial production, "Carousel," as well as the Wallenda high wire act and others.

Cristianis Add Final Touches for April Bow

SARASOTA—Final plans are being formulated at the winter base of Cristiani Bros. Circus for its April 14 opening in Valdosta, Ga. Show will then play Valdosta, Americus, Macon and Atlanta on the four succeeding days. Much preparation is being directed towards the parade, which will be re-introduced this season.

Gainesville Show Elects Officers

GAINESVILLE, Tex. — Officers were elected recently for the Gainesville Community Circus. They include Jack Criswell, president; Ernie Baker, K. J. Westbrook and Mrs. Clyde Brown, vice-presidents; George C. Morris, secretary, and J. O. Thompson, treasurer.

Directors include Tom P. Marlin, Tony Marlin, Albert Biffle, William Bonner, Jerry Winters, Mrs. Eula West, J. B. Saylor, Eul McGehee, Cecil Ward, Leroy Kemp, Jack Kennedy, Ernie Baker, C. B. Potter, Dr. A. A. Davenport, Mrs. J. K. Westbrook, and Bennie Young.

Advance sale on the show's Memorial Day appearance in Philadelphia is reported good. The tie-in with Nazareth Hospital there is being exploited and the hospital claims a total sale of 13,000 with daily figures as high as 2,500.

The possibility that Ringling would day-and-date the Cristiani show at Shibe Park, was unforesawable, as the Philadelphia Phillies will be in town for that date. George Harrison, baseball executive, reportedly has discussed a date with R-B sometime during the summer.

Press staff, under the direction of General Agent Paul Cristiani, will include Charles T. Underwood, Charles Blaum and Walter Nealand.

Cold Delays Opening in Scandinavia

COPENHAGEN—Weather has been unusually rigorous this year since the official arrival of spring, and Scandinavian circuses have announced opening dates. Circus Schumann is playing its usual pre-season stands, but will probably open its all-summer run in Copenhagen during the first week of May. The Schumanns played the month of March in the Lorensberg Circus arena in Gothenburg, Sweden. They will play the month of April in Oslo, Norway, making use of a 6,000-capacity big top, which will be heated.

In Gothenburg, Schumann featured its Liberty and high-school horses, presented by Albert, Paulina, Max and Vivi Schumann, assisted by Wenzel and Douglas Kossmayer; the Stephenson Family (English), hareback riding; a dog act (Louise and Company) and a wire act (Del Cortina). Ring and aerial acts were Dior Sisters, rolling globes; Berosini Family, antipodists; Gogia Pasha, illusionist, and Three Contis, flying trapeze. Gogia Pasha played only the Gothenburg stand. Clowns were Pipo, Dario and Mimile, and Kiki and Antonio. Poul London fronted the band.

First tent circuses to open in Denmark will be Circus Benneweiss, on the Bellahoj (fairgrounds) lot in Copenhagen, and Circus Louis (Schmidt) both set for Monday (7), a holiday. Circus Miehle opens May 1 at Nykobing. Circus Belli (owned by Benneweiss) will open in Horsens, date not announced. Circus Moreno usually opens early in April in the Copenhagen suburb of Soborg, probably on Easter Monday (7).

Three of the Swedish circuses which habitually open early in April along the southern coast will probably open Easter weekend in order to attract trade from nearby Danish cities, where no amusements operate that day. Circus Scott and Trolle Rhodin's Zoo Circus usually open in Malmo, and Circus Altenburg opens near Helsingborg.

Both Finland and Norway start their outdoor season around the first of June as their winters are long and few tourists start visiting until the end of May. Transportation is the big problem of Norwegian circuses, as most jumps between large cities must be made by boat. Circus Berny usually plays a fairly early and long stand in Oslo, but hardly risks competing with Schumann.

GIVE TO DAMON RUNYON CANCER FUND

UNDER THE MARQUEE

By TOM PARKINSON

Charles (Jonesy) Jones, former boss property man with Orrin Davenport, will handle props for Frank Wirth at Hemstead, L. I., N. Y., the week of April 5.

Dave Murphy spent two weeks with Cristiani, was on the front of the Claxton show recently and will return to Palisades Park for the season.

While in Sarasota recently, Claire Conaway visited with Bess Dhotre, Kay and Jack Burslem, and Agnes and Curly Stewart.

During their Hamid-Morton appearance in Kansas City recently, Shirley and Otto Gretona were invited by Harry Truman to visit the Truman Library. Shirley is mascot of the Shrine temple to which Truman belongs.

Twin girls were born to Mr. and Mrs. Charles Bentley, daughter of Mr. and Mrs. Orval Lindemann, in Sheboygan, Wis. Pete Lindemann is the great-grandfather.

Roger Towne and Barbara Gardner, CFA, Buffalo, N. Y., caught the Davenport show in Rochester, N. Y., and talked to Merle Evans, Roland Tiebor, Dick Slayton and others.

Doe Guilford, circus drummer, will again be with the Mills Bros. Circus band this season.

Don Rey recently played the food show in Kansas, opens with Monarch Circus in Phoenix for a month starting March 29 and will be with Rudy Bros. in California in April. Added to his outfit is Kenny Richards on trumpet and Jimmy Goff on drums.

Frank Cain has signed to produce the clown number for Rink Wright at Omaha Shrine Circus in April. Immediately after that he will leave for the West Coast and clown with Harry Ross on Rudy Bros. Circus for the season.

The Wallendas and Pat Anthony have been signed for the Houston Shrine Circus next November.

Harold Ramage, friend and benefactor of flying acts, is in Menmonite Hospital and will be moved to Brokaw Hospital, Bloomington-Normal, Ill., for treatment of a serious illness that was discovered after he had fallen and fractured an arm. Leo Hamilton, who now is in Bloomington, writes that Ramage would enjoy mail.

Don Marcks recently clowned a hospital date at the Hotel Claremont, Berkeley, Calif.

Irv Romig reports that Ricky the Clown's and Carl Romig's animals will be on Easter exhibit, in a quonset hut, at Eastland Shopping Center, Detroit, March 27-April 6. Ricky will also show with Patterson Bros. Circus, Port Huron on April 5.

Glen James has been named the secretary-manager of the Choctaw County Chamber of Commerce in Hugo, Okla., and has taken a year's leave of absence from the Kelly-Miller show to accept the job but intends to return to the show again.

The Nashville Tennessean magazine gave Charlie Andrews a four-page write-up along with color photos playing up his clowning with Ringling at their four-day stand in Nashville.

Clowns who played the Minneapolis Shrine Circus were: Joe Coyle, Rollo, Bozo Cary, Leo Francis, Don Adams, Joy Thomas, Roy Thomas, Jim Snell, Ruby Landrus, Jack Landrus, Bill Alcott and Jerry Bangs, producer.

Charles (Kid) Koster, veteran circus and road show agent and billposter, who has been with most of the big ones in the past, is battling a severe attack of arthritis of the spine at Cathedral City, Calif. Mail will reach him at P. O. Box 1565, that city.

Circus Medrano's bill in Paris during March featured three generations of the Fratellini family. Albert Fratellini, sole survivor of the popular Fratellini clown trio, was top house clown, but a shared billing with the Craddockes, sons of the late Francois Fratellini, who presented their rough-house comedy act and their new clown number, Kiko, Papol and Baba, and two members of the roller-skating Beverly Trio, granddaughters of Francois. The Three Zavatta Juniors, music and dance, are the children of the clown, Zavatta. Other acts were high-school rider Sabine Rancy and acro rider Dany Renz; Marchisios, dog act; Miss Cooky, aerial novelty; Nino Frediani, juggler; Brix Brothers, acro; Felixio, equilibrist; the Craggs, rotating perch, and Three Albertos, ladder-tilting gags. Cirque d'Hiver had the triple-somersaulting auto of Raluy; the flying trapeze act of the Condoras; Andre Vasserot, with Cirque Bureau's Liberty horses; Firmin Bouglione, mixed cats; J. Henry, with Bouglione's elephants; Americano Troupe, letterboard; Four Ballans, comedy bike; Five Tovaritches, hand-to-hand; Eve Trio, aerial bar act, and the Hudsons, rolling globes. Clown alley had Alex, Loyal and Pauwels and the Two Francinis.

Mills Rolls Out Carpet For Newcomers

JEFFERSON, O.—Mills Bros. Circus rolled out the red carpet, publicity-wise, when the first contingent of new personnel arrived recently from Europe.

Twenty-one adults and three children, who embarked from the liner United States, arrived in nearby Ashtabula, Tuesday (25) where they were greeted with a group from the show who brought five elephants. The bulls sat down in the streets and "staged" a sit-down strike which garnered plenty of local space.

On hand, in addition to the showfolk, to welcome the group was County Commissioner E. P. Hodely and John Creamer, circus fan.

Another contingent of European acts are scheduled to arrive here soon.

Jon Friday is now with TV Station WTTV in Indianapolis where they are planning a weekly show with a circus format for Saturday afternoons featuring two former Cole Bros. Circus clowns, Jack Watson and Ernie Banks. Friday will continue to play occasional dates.

The Riverside, Calif., newspaper ran a series of articles on the stampede of the Sells-Floto elephants there in 1908.

2-PHONEMEN-2

EXP. AD MEN for the MOST POWERFUL RENEWAL, CLEARLY ENDORSED and IDENTIFIED LABOR DEALS starting for UTAH STATE AFL-CIO. This YEAR BOOK and OFFICIAL BUYERS' GUIDE has potential \$40,000 (3 mos.). Started Ogden (where we show 60% incr.). Full coded cards assure Grinder, needing no gimmicks. \$150 better per week. No p.o.p.—fast. All immediate collections. Booked SOLID for 1958 into COLORADO and NEBRASKA. All tops and renewals. We can PROVE and SHOW you how. For placement phone ppd. or write J. BANKENDORF, GENERAL MGR., LABOR TEMPLE, 151 SO. 2nd, EAST SALT LAKE CITY. EMPIRE 4-7554 Last week De Loach earned \$295.00 and Everett \$301.25. Earn \$500 and transportation repaid, insurance and vacation plan. Bill Wallace, Pat Cronin, Frank Franz, contact us. A Consolidated Enterprise operation—in business 15 years.

Several Competent TELEPHONE SALESMEN

(POSITIVELY NO DRUNKS!) 8 WEEKS' WORK. UPC & ADULT TICKETS. CRISTIANI BROS. CIRCUS Sponsored By Prominent Catholic Hospital for Building Fund. Pleasant Working Conditions & Best of Calls to Best Men. Wire or Write—Hotel Majestic, Philadelphia, Pa., Room 1004. — NO COLLECTS — From 9 to 5—Phone MAfair 4-8785 CLIFF DARLING (My Own Name)

4-PHONEMEN-4

Clyde Beatty Circus. Work all season under top sponsors. Call K. of C., Pittsfield, Mass., or JE 4-3725, Holyoke, Mass.

PHONEMEN

FIRE DEPARTMENT SPONSOR. Programs and Tickets. Opened March 31. Call Belmont 5-7101, Columbus, O. JOE WRIGHT or ERNIE MALONE Bill Gordon, Bill Cooper, Jim Cross, Jim Costello, call.

WANT

Outstanding Telephone Promotion Director. Ed Haverstick, call me. K. GORDON MURRAY 210 Pacific Bldg. Miami, Fla. Phone: FR 1-5304

1-STOP RECORD INVENTORY

We have closed our One Stop Record Shop. We have approximately 26,000 BRAND NEW records (45rpm and 78rpm) of all labels, titles and categories as bought by Juke Box operators. We prefer selling in entirety, but will consider offers for part if desired. Can be inspected—located within 200 miles of New York City. Address inquiries and offers to Box 142, Billboard, 1564 Broadway, NYC.

CALLIOPE WANTED

Preferably steam. Would accept air. Give full particulars, selling price and general condition. HARRY LLOYD 2347 East Van Buren Phoenix, Ariz.

PHONEMEN

Official labor, here is a repeat. Seventh annual tickets and advertising. A good opportunity in sunny Los Angeles.

DU 86085 ROY BELL

4 PHONEMEN

STATE CONVENTION BOOK Labor. Frank Moore, call.

TOMMY THOMPSON Phone 4-3734 — St. Joseph, Mo. 9:00 a.m. to 5:00 p.m.

TWO HIGH-TYPE PHONEMEN FOR ADVERTISING PUBLICATION.

Pat Lay, have private office and strong deal for you. Contact:

CHAS. JACOBSEN 208-209 Korbach Bldg., Omaha, Nebraska.

PHONEMEN

Illinois, Iowa and Chicago area towns. Steady work. Sober, reliable Men. No collects.

ASSOCIATED PRODUCTIONS Cherry 3-0141 after 7 p.m., Room 209, or write Box 22, E.D.M. Sta., Des Moines, Ia.

PHONEMEN

TOP DEAL FOR TOP MEN

CLYDE BEATTY CIRCUS Money is here. Top towns to follow. Steve Selamons, Jonesy, Nelson, call in. CHET Schenectady, New York, Express 3-2830 No Collects.

CIRCUS ACTS WANTED

3rd Annual Shrine Circus — Saturday, April 28th. Indoor date. Salary must be reasonable. Can use Elephant Ride, Side Show, Pony or Kiddle Rides. No wires or phone calls.

TAYLOR TROUT

Chairman, Trout's Orange Mill, Box 21, Grant, Fla. (near Melbourne, Fla.)

PHONEMEN

EXPERIENCED—SOBER—RELIABLE Official Central Labor Temples, Signs, Southern Illinois. All towns carded. Phones ready. Each deal officially endorsed. All four big special editions Catholic and Labor.

BILL HEWITT Phone Aurora, Ill., 2-8028, daytime only (No collect) 23 Downer Place, Suite 516, Aurora, Ill.

8-PHONEMEN-8

STRONG JAY-CEE DEAL (10 to follow)

C. D. Pich, all solid. Following men call or come in: Jim & Exa, Bob Pearlman, Barney Ross, Camy Jones, Eddy Littenfeist, Call

ROGER ANDERSON

Phone: Davis 3-4324, Stamford Conn. P.S.: Get well, boys!

TEN SOUTHERN STATES REPPED AT BB WORKSHOP

45 Executives Exchange Ideas At Three-Day Birmingham Clinic

• Continued from page 50

facilities available for such workshop and the two organizations have jointly borne the entire cost of the event.

The resolution went on to say: We, the managers, secretaries and other officials of State, district and county fairs and livestock shows wish to express our sincere thanks and profound gratitude to The Billboard and the Alabama State Fair and its general manager, R. H. McIntosh, for the splendid manner in which the workshop has been conducted, and for the wonderful hospitality shown to each person in attendance.

The Alabama State Fair, in addition to providing its facilities, served luncheon each day, provided two coffee breaks during the day and a private bus to transport the delegates to and from their downtown hotels. In addition, the entire attendance was the guest of Mr. and Mrs. McIntosh at a supper party on Friday evening.

Those who attended the three-day clinic included Kay Armstrong,

Greater Jacksonville (Fla.) Fair; Mr. and Mrs. A. T. Atwood, Chattanooga Inter-State Fair; Arthur Baker, Coastal Carolina Fair, Charleston, S. C.; Doc Baldauf, Alabama State Fair; Douglas K. Baldwin, Minnesota State Fair, St. Paul; Theo Braude, Mississippi-Alabama Fair, Meridian, Miss.; William Brown, Neshoba County Fair, Philadelphia, Miss.; Clyde E. Byrd, Arkansas Livestock Exposition, Little Rock; Charlie Brynes, The Billboard, Chicago; Lee E. Carteron, Southeastern Fair, Atlanta.

Also Doc Cassidy, Kentucky State Fair, Louisville; Hugh J. Childress, Putnam County Fair, Cookeville, Tenn.; Alfred R. Cox, State Department of Education, Tallahassee, Fla.; J. M. Dean, Mississippi Fair Commission, Jackson; J. S. (Doc) Dorton, North Carolina State Fair, Raleigh; Herb Dotten, The Billboard, Chicago; Barney Chio, Louisiana State Fair, Shreveport; Jack Gilchrist, Southeastern Fair, Atlanta; Jack Gunnells, Florida Citrus Commission; Jim Hamrac, Greater Gulf State Fair, Mobile, Ala.

N. S. Hand, Mississippi State Fair, Jackson; F. W. Hays, Neshoba County Fair, Philadelphia, Miss.; Lyle Hinks, South Alabama Fair, Montgomery; J. C. Huskisson, Florida State Fair, Tampa; Henry Kennedy, Peanut Festival, Dothan, Ala.; Frank Kingman, IAFE, Winston-Salem, N. C.; Dillard Johnson, Cullman County Fair, Cullman, Ala.; John Leahy, Danbury (Conn.)

Fair; William H. Lynn, South Alabama Fair, Montgomery; R. H. McIntosh, Alabama State Fair; Joe Monsour, Louisiana State Fair, Shreveport; Winfred Nunnelley, Cullman County Fair, Cullman, Ala.

Also Eldred Perry, Alabama State Fair; Virgil E. Pierson, Alabama State Fair; Glenn Pinkston, Mid-South Fair, Memphis; W. J. Platt, University of Florida, Gainesville; Lloyd Rhoden, North Florida Fair, Tallahassee; Leonard Rogers, Tennessee Valley A.&L. Fair, Knoxville; Robert Scarbrough, Coastal Carolina Fair, Charleston, S. C.; Ed Soucy, Alabama State Fair; M. E. Twedell, Florida State Fair, Tampa; George E. Von Gal Jr., South Alabama State Fair, Montgomery; Jim Watson, Greater Jacksonville Fair, Jacksonville, Fla.; and G. W. Wynne, Mid-South Fair, Memphis.

Six Additions Make Total 34 For Ga. Assn.

MACON, Ga.—Six more member fairs have joined the Georgia Association of Agricultural Fairs, bringing the total to 34. Joe F. Pruett, secretary, who has been canvassing the States to drum up interest in the association, signed the following:

Brooks County Fair, Quitman (Jerry Wilson); DeKalb Harvest Festival, Decatur (Dr. C. C. Von Grempe); North Georgia Fair, Dalton (H. Burl Scoggins); Gwinnett County Fair, Lawrenceville (Umland Freeman); Hart County Fair, Hartwell (C. W. Campbell), and Northeast Georgia Fair, Gainesville (Glenn Gilreath).

So far there are 18 associate members for 1958, namely GAC-Hamid, L. J. Heath Shows, Fair Publishing House, Mehaffey Bros. Tent & Awning, Regalia Manufacturing Company, Lee Amusements, Hoard & Mullis Amusements, Kochman Thrill Shows, Southern Poster, Wilson Story Entertainment Bureau, Cetlin & Wilson Shows, Johnny's United Shows, Gooding Amusements, Fireworks Corporation of America, James H. Drew Shows, Barnes-Carruthers Agency and Georgia Amusement Company.

Ottawa Gets USAF Band For Return

OTTAWA—The Central Canada Exhibition will present the U. S. Air Force Band again this year as one of its leading attractions. With the band will appear the Singing Sergeants group.

J. K. Clarke, general manager, said confirmation was received last week. Reception to the military group was overwhelmingly favorable last season and the directors voted to invite it back. Fair dates are August 22-30.

WORKSHOP RESULTS

Fair Execs Draw Many Conclusions

• Continued from page 50

face; unattractive exhibits should be weeded out.

7. An educational process is needed to teach exhibitors to use their space effectively and to follow up leads obtained at the fair.

8. Sell ideas, not space; play up the salient features of the fair that are related to the prospective buyer of exhibit space.

Publicity

Virgil Pierson, press chief of Alabama State Fair, conducted the round table on promotion, publicity and advertising, assisted by Barney Chio, Louisiana State Fair, and Jack Gilchrist, Southeastern Fair, Atlanta.

Some of the conclusions coming out of this discussion were:

1. Educational activities at the fair should be stressed.

2. Newspapers, radio and television reporters and editors, by suggestions, should be steered into stories that they can prepare themselves.

3. Promotion of agricultural exhibits should be aimed at the consumer, pointing out where his food, etc., comes from.

4. The trend at many fairs is to concentrate its advertising within a smaller radius due to the results of surveys which indicate more patrons are from closer-in areas.

5. The high cost of producing TV spots that can compete with the professional types is causing some fairs to think of dropping or cutting its television advertising budgets.

6. Aim pitch at kids and teens.

7. Persuade commercial exhibitors to advertise that they'll exhibit at the fair.

Passes, Gates

The discussion on prices, passes and gate admissions was conducted by G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis.

Conclusions included:

1. Gate admission prices are generally lagging behind competitive amusement enterprises.

2. Increased gate charges can be used as a hedge toward any recession or drop-off in attendance.

3. The 50-cent price is disappearing, with 75 cents becoming more the standard.

4. Over 50 per cent of Southern fairs have a kids' day with a free gate until 6 p.m.

5. There can be no general

policy on passes. Each fair must treat this problem individually.

6. Parking of automobiles should be called "auto admissions," the freeing the fair of any responsibility to provide a space for the car.

7. Auto admission prices in the South are generally pegged at 5 cents.

Youth Participation

Youth participation was treated by a group under the moderation of J. C. Huskisson, Florida State Fair, Tampa. One of the important points stressed was that fairs are probably putting too much effort and money in its rural youth programs while the urban youth—which is probably more important at this time—is not included to any great extent.

It was brought out that the rural youth, thru the many organizations such as 4-H, FFA and others, is better represented. Several fairs, including Minnesota State Fair, reported they have turned this problem over to groups of educators and civic leaders who are expected to come up with some type of urban youth program which the fairs can promote.

The desire of some fairs to play up the competitive aspects of its youth program is running into objections from school leaders.

Shifting Times

Lee Carteron, manager of Southeastern Fair, Atlanta, headed up the panel on "Shifting With the Changes in Economy," and brought out some very revealing facts important to fairs.

In a detailed report, Carteron pointed out:

1. Some 53 per cent of farms had television in 1956.

2. Only 13.3 per cent of the nation's population lived on farms in 1956. Southeastern States lost 186,936 farms during the past five years.

3. According to the 1955 census, the average farm contained 242 acres, reflecting consolidations rather than abandonment.

4. Some 55,000 share croppers have disappeared from the farm scene since 1950.

5. Some 46 per cent of Georgia population today is urban against one-third in 1940, and 21 per cent of Georgia population today is farm against 44 per cent in 1940.

6. Farm population is down 40 per cent. Rural non-farm popula-

(Continued on page 68)

INDOOR Events
NEED OUR POSTERS!

OUTDOOR Attractions
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★ WINDOW CARDS
★ BUMPERETTES
★ BILLBOARDS...

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835 CHERRY ST. PHILA. 7, PA.

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I WANNA SEE THE SWENSON

THRILLCADE

JUMBO OF ALL THRILL SHOWS

P.O. BOX 1553 - SOUTH SIDE STATION
SPRINGFIELD, MISSOURI

WANT CARNIVAL

FOR 1958 FAIR

First or second week in October preferred.

CARTER FAIR, INC.

Beaufort, N. C.

Specializing in Insurance for . . .

OUR COVERAGE INCLUDES:

- Grounds Liability
- Products and Food
- Handlers' Liability
- Rain Insurance

Write or Phone today for Complete Information on Rates and Coverage N. PERRY LUSTER

NATIONAL RACING AFFILIATES, INC.

5555 South Everett Ave., Jackson Towers,
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STATE & COUNTY FAIRS

AMUSEMENT PARKS AND KIDDLANDS

AUTO RACES

THRILL SHOWS

RODEOS (Grounds Liability only)

DRIVING RANGES

BATTING RANGES

FAIR . . . MANAGERS AND SECRETARIES

Concessionaires COMMITTEE CHAIRMEN

and others interested in the Fair and Celebration Fields . . .

NEED AND READ THE BILLBOARD EVERY WEEK!

HOW ABOUT YOU?

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

Yes Please send me The Billboard for one year at \$15.

(Foreign rate, one year, \$15) 791

Name

Address

City Zone State

Occupation

Vivona AFB Week Pre-Dates Opener

SUMTER, S. C.—Winter quarters work on Amusements of America is nearing completion, painting and rebuilding having been going on since early February. A unit got into action Monday (31) for the Shaw Air Force Base pay-day.

Babe Vivona will have the banner unit working New Jersey, starting April 12 in Newark. The big show will leave quarters in mid-April, it is reported.

On paper this shapes up as the best season the rapidly growing

truck show has known. Newcomers to the fair scene several years ago, the Vivonas have become equipment-rich, in fielding one of the East's heaviest truck midways. Thirteen fairs are set for this year and reasonable breaks in weather and customer spending power should yield good grosses.

Running order of fairs shows Hughesville, Pa.; Hagerstown, Md.; Huntington and Leighton, Pa.; Fredericksburg, Va.; Statesville and Sanford, N. C.; Petersburg, Va.; Burlington, N. C., and Sumter, Lancaster and Charleston, all in South Carolina. For the last-named, the show has both the white and colored fairs, on succeeding weeks. A 14th fair is pending for July and agent Morris Vivona indicated it

(Continued on page 61)

Waldron Show To Again Play Pomona Fair

SANTA ANA, Calif. — Olivia Waldron's Fair Times Shows, Inc., have been booked to play both the Los Angeles County Fair, Pomona, and the San Bernardino County Fair, Victorville, for the second straight year.

Mrs. Waldron and Harry A. Illions, operator of the World's Fair Midway at the Los Angeles County Fair, completed negotiations for six to eight of the shows' portable major rides to be in the main fun zone and nine kid rides to be used in the area designated as No. 2 kiddieland near the fair's Mexican Village.

The contract for Fair Time to play the Victorville was signed with Oren Robertson, secretary-manager, representing the fair, and Mrs. Waldron acting in behalf of her organization.

A second Merry-Go-Round has been added to the show's ride section. Fair Time maintains winter quarters at the Orange County Fairgrounds near here in Costa Mesa.

Marianna, Fla., Set as M&M's Closing Fair

GOLDSBORO, N. C.—A 14th fair date was signed last week by Ross Manning for the Manning & Marks Combined Shows with the acquisition of Jackson County Fair, Marianna, Fla.

The date, running from October 27-November 1, comes on the heels of the fair in Selma, Ala., announced two weeks ago. Where the show will winter after closing at Marianna is undecided.

Manning said Marianna had been played for the last six years by the Shan Bros.' Shows of Shan Wilcox, who recommended the Marks-Manning midway upon deciding to relinquish fair dates this season in favor of a park operation.

Rain for two days had the opening lot here in tough shape, but there were several days remaining before the March 31 debut. Office-owned back-end units and their managers include Side Show, Leola; two German Shows, Clyde Davis and Mrs. Reynolds; Motordrome, Mr. Reynolds, and Funhouse, Ted Brown. A 14-person troupe is signed for the Cotton Club minstrel show.

Gentsch Opens Strong at Fat Stock Show

PORT GIBSON, Miss.—J. A. Gentsch Shows kicked off its season with a big winner at the Port Gibson Fat Stock Show here, which drew strong crowds.

The organization came out of winter quarters with two new diesel power plants which now gives the show a total capacity of 140,000 watts. Rides and shows underwent much work before leaving quarters.

George (Doc) Butler is back with his four kid rides. Gus and Pete Mitchell and families are back with five concessions. Others include Mrs. J. A. Gentsch with five joints; Mrs. Rose Houghton, stick dogs; Blackie and Mon Cotrell mug joint.

Staffers include Ross Houghton, electrician, ride superintendent and office assistant; Curly Newton, Tilt-a-Whirl; Lindsey McDonald, Merry-Go-Round, and Bill Parr, Ferris Wheel. Roy Hawkin operates the office-owned cookhouse.

King Reid Adds Five Rides; Opens May 19

MANCHESTER, Vt. — King Reid Shows will go out with at least five new rides this season, Owner-Manager King Reid announced here this week.

New to the line-up will be a Dark Ride now being built by the Pretzel Company, Bridgeton, N. J. The ride will have a 75-foot front being built here in winter quarters. The new Super Comet, delivered to the show late last

C&W Sets Opener, Buys Food Units

Sets Route Thru Western N. Y., Pa.; Roto-Jet Added to Slover Line-Up

PETERSBURG, Va.—Cetlin & Wilson Shows will run its own cookhouses and grab joints for the first half of the coming season, it is reported. Jack Wilson said Rip Weinkle's three trucks and other equipment, including his own cookhouse, have been acquired.

The main back-yard cookhouse will be managed by Al Dorso. Two or three grab stands will be used.

The show opens Decoration Day in Petersburg and heads north thereafter on its still dates. En route to its first fair week, the Ionia (Mich.) Free Fair, still dates will be played in Western Pennsylvania and New York State, where C & W did not venture last season.

Wilson got back last week from a Northern booking tour, and will return to Miami for the rest of the off-season. In quarters, which open in mid-April, is Bill Hartsman, treasurer. Whitey Walker will return to the office again for the 12th year, Wilson said.

Main job in quarters will be the rebuilding of the Raynell Golden revue front. Word is expected from Sally Rand, who has been the feature. Also returning are Earl and Ethel Purtle and their kiddie rides and lion Motordrome.

Bert Slover has taken delivery of a new Roto-Jet ride, it was announced. He also has the Roller Coaster, Scrambler, Octopus and Rock-o-Plane.

Open House On April 2, NSA Wind-Up

NEW YORK — Final meeting of the National Showmen's Association, an open house for members and friends, was changed this week from April 9 to this Wednesday (2) to avoid conflicts with metropolitan amusements which will be doing business.

At Wednesday's (26) meeting, presided over by President Jeff Harris, it was reported that six saving bonds and three merchandising prizes had been donated toward the award book fund-raising this season. A committee to oversee the project has Joe McKee and Victor Link as co-chairmen, Morris Brown, Nate Cutler, James E. Strates, Joe Sherman, Max Tubis and Joe Weissman.

On the sick list are Treasurer Harry Rosen, Brooklyn Doctors' Hospital; Felix Zucchi, Englewood, N. J., Hospital; Dave Solti, Mercy Hospital, Miami, and Frank Bergen, Memorial Hospital, Richmond, Va.

Va. Greater Preems at WQ In Mid-April

SUFFOLK, Va. — Virginia Greater Shows will kick off its season here in Suffolk in mid-April with nine rides, four back-end shows and upwards of 35 concessions. Route, according to W. C. (Bill) Murray, agent, will include dates in Virginia, Maryland, Delaware and both Carolinas.

Work here has hit high gear altho the weather has been not too good for outdoor chores. Final touches have been put on the Merry-Go-Round, Ferris Wheel and Chairplane with the four kiddie rides now getting attention along with the Octopus. Rolling stock has been overhauled with new motors in four of the tractors.

Recent arrivals here included Buddy and Betty Monroe with their Roller Coaster and popcorn joint; Pat and George Rector with two concessions, plus Calvin and Evelyn Nelson and their two children. Mr. and Mrs. Hap Nelson will be back after a year's absence with Hap set to take over the mail, The Billboard and front gate tickets.

Visitors included Morris Vivona, Harry Heller, Joe Prell, Harry P. Taylor, Sam Stallings, Larry Briggs and J. C. Causey.

5 Units Show For Meeting At Allentown

ALLENTOWN, Pa. — Midway decision for the Allentown Fair will be made in several days. Five shows responded Tuesday (25) to invitations from the grounds and concession committee, and were told the fair's desires and attitudes toward this fall's midway operation.

Represented were the James E. Strates, W. G. Wade, Reithoffer, World of Mirth and Penn Premier shows.

It was reported the fair said it will not divide its ground space as it did in 1957, with the bulk going to one carnival and key concession space to another. Shows were given until Monday (31) to submit bids based on the information they got at the meeting.

Beam Sets Late-April Debut at Amelia, Va.

WINDBER, Pa. — Beam's Attractions will open its season April 25 in Amelia, Va., under management of Steve Decker, Owner Merle A. Beam reports. Advance sale

ride tickets are being offered around the country and a good week ought to be in store, he adds.

First sponsor will be the area's Boy Scouts and Girl Scouts, and the following week will see the show playing near-by Kenbridge under the American Legion. An even dozen fairs are booked, beginning the first week in August, Beam noted.

Roscoe Wiggins will have charge of the mechanical department this season, and John Yowns returns as electrician.

Elsewhere on the unit, Larry Reynolds has the Motordrome. Juanita Pate will provide the girl revue, and Walter Bixler, formerly with Hunt Bros.' Circus, will add another show. Capt. Leonard Engerer and his lion act, last year's feature attraction, will join after playing circus dates in Florida.

On the concession side Arthur and Kay Ducas return with popcorn, candy apples and floss; Mr. and Mrs. Dwight Bazinet will have three concessions, Lee Hos will have five, and Frank Silverman has booked his short-range gallery. Ted Brown will manage the cookhouse. A trailer is being built to house the French fry concession.

Portemont Bows Early in June

GANTT, Ala.—Johnny's United Shows will cut down its still date season this year, with opening set for the first week in June, Johnny Portemont Jr., owner-manager, announced. Stills to be played will total four, he said.

Beginning early in July the show will start its route of fairs that will last until the third week in October. New this year are fairs at Columbus, Ind., and Princeton, Ind., and the show will not play Illinois annuals this season. Others on the list include one in Tennessee, six in Alabama, two in Georgia, with Marietta, Ga., a new addition.

Show has leased a Scrambler. Work in quarters is centered on re-vamping of the Funhouse, repainting

(Continued on page 61)

Ruback Preps Show for Battle Of Flowers Bow

SAN ANTONIO — Jack Ruback's Alamo Exposition Shows are getting ready for its season opener at the annual Battle of Flowers, April 21-26, and a crew is keeping busy here at the winter base.

Larry Nolan, general agent, has the route all set and the show will play Colorado, New Mexico, Wyoming, Nebraska, Iowa, Kansas, Oklahoma, Texas and Louisiana.

Trucks are being worked over by Herman Reynolds while Bill Williams is in charge of the carpenter work. Jake Arnott is putting the finishing touches on the Scooter. Jack and Irene Oliver will be back to operate the cookhouse.

Recent visitors here included Ben Block, Mot Friedman, Ben Hyman and Don Franklin.

HUGO'S NOVELTY EXPOSITION SHOWS

A SOLID SHOW A SOLID ROUTE IN SOLID TOWNS
 Opening April 22 (small unit) Tonganoxie, Kans. Complete Shows open April 28, Leavenworth, Kans. Catch all pay days—Army, etc.

<p>WANTED CONCESSIONS Have Exceptional Route for Photos, Long and Short Range. HANKY PANKS — We carry only one of a kind. Want Fish Pond, Add-Up Darts, String Game, Basketball, Bumper, Bird, Bear and Glass Pitch, Novelty, Age and Scales, Pin Ball, High Striker and others. Some percentage open if you have Hanky Panks. Can use One Ball, Buckets, Picture Frame.</p>	<p>WANTED RIDE HELP Second Men on all Rides, one or two Foremen. All must drive semis. We carry nine rides. Top pay, pay day every week, bonus if you stay.</p>	<p>WANTED SHOWS Fun House, any Grind Show with own equipment. Low percentage.</p>
---	--	--

Have a Strong Route of Fairs, starting last week in June, fifteen of them, including 10,000 Crestons July 4 Celebration, Creston, Iowa, 5 days—5 nights. Fireworks, Free Acts, Boat Races, Twenty Bands, Big Parades. Address:
CAPT. E. H. HUGO, Owner-Mgr. **JESS WRIGLEY, Gen. Agt.**
 P. O. Box 8301—Kansas City 5, Mo. P. O. Box 192—Tonganoxie, Kans.
 Winterquarters, Fairgrounds, Tonganoxie, Kansas

WANTED IMMEDIATELY MOUSE RIDE WANTED IMMEDIATELY

JUNIOR COASTER ROCK-O-PLANE HOT RODS

Excellent Sea-Front Location Southern California
 BOX A 206—The Billboard Publishing Co., 1520 N. Coward St., Hollywood 28, Calif.

SIDE SHOW, SNAKE SHOW PEOPLE WANTED FOR
JAMES E. STRATES SHOWS
 TO OPEN WASHINGTON, D. C., APRIL 17.
 Annex Freak that can work to entire family. GOOD BALLY RUNT. Contact
SLIM KELLEY or WHITEY SUTTON
 BOX 812, GIBSONTON, UNTIL APRIL 18.

DUMONT SHOWS
 OPENING APRIL 7, SOUTH GEORGIA; THEN ALABAMA.
 WANT CONCESSIONS—Popcorn, Apples, Cotton Candy, Snow, Ice, Ball Games, Jewelry, Penny Pitch, Clothes Pin or any Hanky Pank, Bucket, Six Cats, Swingers—stock only. WANT Ride Help who drive; Foremen for Tilt, Rolloplane, Swings; also Second Men on all Rides. WANT Girl Show with own equipment. John Ryan, answer. FOR SALE—One Caterpillar Light Plant, first-class condition, 900 RPM, 60 cycle, 90 KVA-AC 2 phase. All address:
 LOU RILEY, GENERAL DELIVERY, ADEL, GA.

SUNSET AMUSEMENT COMPANY
 OPENING APRIL 24, EXCELSIOR SPRINGS, MO.
WANT ROCK-O-PLANE AND OCTOPUS FOREMEN
 Must be sober, no car, semi driver and a foreman. Can use Hanky Panks, Ball Games and Pool Longs.
WINTER QUARTERS OPEN
 701 N. MAIN ST. EXCELSIOR SPRINGS, MO.

<p>STOCK TICKETS 1 Roll \$ 1.50 5 Rolls 4.50 10 Rolls 8.25 25 Rolls 18.75 50 Rolls 24.00 100 Rolls 44.00 Rolls 2,000 EACH Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2</p>	<p>TICKETS of every description. Wheel tickets carried in Stock for immediate shipment. THE TOLEDO TICKET CO. Toledo 12, Ohio "Allied Trades Union Label used"</p>	<p>Cash With Order Price SPECIAL PRINTED</p> <table border="0"> <tr><td>2,000</td><td>6.90</td></tr> <tr><td>4,000</td><td>7.80</td></tr> <tr><td>6,000</td><td>8.70</td></tr> <tr><td>8,000</td><td>9.60</td></tr> <tr><td>10,000</td><td>10.50</td></tr> <tr><td>30,000</td><td>15.20</td></tr> <tr><td>100,000</td><td>33.50</td></tr> <tr><td>300,000</td><td>121.00</td></tr> <tr><td>1,000,000</td><td>335.44</td></tr> </table>	2,000	6.90	4,000	7.80	6,000	8.70	8,000	9.60	10,000	10.50	30,000	15.20	100,000	33.50	300,000	121.00	1,000,000	335.44
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1,000,000	335.44																			

GRAND AMERICAN SHOWS
 Want Ride Help, Foreman for Ferris Wheel, Merry-Go-Round, Roller Coaster, Second Ride Men for all Rides who drive trucks. Frank Allegretti and Glen G. Larson, contact me. We open Ottumwa, Iowa, April 25, with 10 Rides.
L. O. Weaver, Mgr., Fairbank, Iowa

LAWRENCE GREATER SHOWS
 WILL OPEN AIR FORCE PAYDAY MIDDLE OF APRIL.
CONCESSIONS—Want Cookhouse, French Fries, Candy Floss, Popcorn, Candy Apples, Palmistry, Glass Pitch (all pitches open), Ball Games, Alibi and P. C. SHOWS—Colored & Girl Show, Side Show or any Grind Show. Man to take over Funhouse. **RIDES**—Show-own, Ride Manager for Kiddie Rides. **HELP**—Place capable Ride Superintendent, Couple for Kiddie Rides, Foremen and Second Men on all Rides, Truck Mechanic, Art Ludwig, get in touch with Ralph Decker. Want Man in charge of office-owned Hanky Panks and Useful Concession Help. All address 1700 N. Main St., Dothan, Ala. Phone: 2-1888. Winter Quarters now open.

WONDERLAND EXPOSITION SHOWS
 Opening Apr. 5-13 in Alamogordo, New Mex., Holloman Air Force payday. Followed by strong route of paydays. Shopping Centers, Church Fiestas, Celebrations and Fairs. **HELP**—Ride Help for 12 Rides, Foremen for Wheel, Rolloplane and Octopus. Top salaries, bonus and good treatment. Rides in top shape. Wires for Concessions and Tickets. **SHOWS**: Like to hear from new Shows, large or small. **CONCESSIONS**: Good deal for party with Popcorn, Snow, Fries and Apples, Book Bingo, Dice, Galleries, Grab or small Cookhouse, Alibi Stores, Photo and Hanky Panks of all kinds. A few choice Concessions open. Will book 1 Wheel. (John Scott, answer.) Replies to
 E. J. McDANIEL, Laughlin Hotel, El Paso, Tex.
 Phone KEystone 3-4671 until April 3, then per route.

UNITED EXPOSITION SHOWS
 WANT FOR SOME SHOPPING CENTERS, AGENTS.
 Hanky Pank Agents for office-owned Concessions. Also Skills, Clothes Pin, Ramie, Nail Agents who can obey orders. Call JAMMIE WRIGHT, Phone Prospect 7-8018. No collect. Earl Carpenter, call. Want Ride Help who drive, Dark Ride Foreman. Must know how. Opening here April 5. Address:
C. A. VERNON, Hope, Ark.

PARADA SHOWS
 Want to book Concessions for Carthage, Mo., April 14 and balance of season. Any legit joint, open midway; Photos, Grab, Novalties, Fish Pond, Dart Balloon, Coke, Bumper. No flats or Mitt Camps. General Delivery, Joplin, Mo.

FOR SALE
 Rensselaer G-16 1956 Model Miniature Train with 750 ft. of track.
 1 Herschell-Spillman Merry-Go-Round, 40 ft., 24 Horses. Complete Pony Ride, including 6 Ponies, Saddles, Bridges and bus transportation. Contact
CLIFF DE GAYNOR
 3208 S. 27th., La Crosse, Wis.
 Phone 4-5340.

WANTED
 Large Carnival for the 4TH OF JULY COUNTY CELEBRATION at Alva, Oklahoma, county population 15,000. Write, call or wire:
Alva Chamber of Commerce.

\$100.00 REWARD
 For the location of **RAY O. (JEMMY) FARMER**
 Information confidential. Call collect — Andrew 3-2414. Grand Prairie, Texas.
TOMMIE ALFORD
BONNIE JAY

FOR SALE
 First \$350.00 takes Pop Corn Trailer, 16 ft., complete with the following: Butane Popper, Snow Machine, Hunt Floss Machine. Also first \$750.00 takes Roll-a-Whirl Ride, in good shape; can be pulled behind car. Also real nice Mug Joint, \$125.00. This stuff must go. Equipment is at Fair Grounds, Boise City, Okla. All replies:
BOX 583, Boise City, Oklahoma.

\$100.00 REWARD
 For the location of **STEPHAN L. VIERS**
 Information confidential. Call collect — Andrew 3-2414. Grand Prairie, Texas.
TOMMIE ALFORD
BONNIE JAY

Art S. THOMAS SHOWS

"THE NORTHWEST'S GREATEST SHOW"

NOW BOOKING—'58 BIG PROFIT ROUTE

<p>RIDES Special proposition to Dark Ride for entire season.</p>	<p>SHOWS Want capable Girl Show Operator with own equipment; must have panel front, Sit-Down Show with at least three girls. Can also place good Grind Shows with their own equipment.</p>	<p>CONCESSIONS Can place Hanky Panks, all Pitches, Long Range, Short Range and Ball Games.</p>
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Contact: **BERNARD THOMAS, Manager**
 Box 438 Phone: Midway 7-2407 Lennox, South Dakota

JAMES H. DREW SHOWS
 Opening Richlands, Va., April 10. Choice Spring route to follow with big 4th of July Celebration and twenty Fairs.
 Will place legitimate Stock Concessions of all kinds. Will give X on Arcade, Photo, Long & Short Range. Will place family type Shows. Wire what you have. Will place Ride Help with license to drive. Report now to winterquarters.
 NOTICE—All people booked with this show acknowledge this advertisement. Time is short, all wire or phone.
JAMES H. DREW SHOWS
 P. O. Box 899, Augusta, Ga. Phone 33-190

WANT CONCESSIONS
 Cincinnati Garden Lot during 6th Annual Shrine Circus, Cincinnati, Ohio, April 4 thru 13. Jewelry, Photo, Basketball, Age & Scales, Bird or Lamp Pitch, Cork Gallery.
Write H. REED
 P. O. Box 83, Newport, Ky.

CARNIVAL WANTED
ROODHOUSE AMERICAN LEGION ANNUAL HOMECOMING
 One week in July or August. Contact: **JOHN HARMS or CHAS. BROOKS**
 Roodhouse, Illinois

Wooden Baffles for One Ball—\$4.25 each; Pitch-Tilt-U-Win Blocks—\$2.00 each.
 USED EQUIPMENT
 30 Cats, \$1.50 each; Devil's Bowling Alley with Rubber Balls, price \$85.00; 1 Pea Pool Table, \$30.00.
ERNEST J. SILVA
 164 Rockland St., New Bedford, Mass.

WANT to BOOK or BUY MERRY-GO-ROUND
 Concessions—will book Hanky Panks of all kinds. Have good route of Celebrations.
WHIRLWIND AMUSEMENT
HAROLD ZIRBES
 Box 733 BISMARCK, N. DAK.

Thank You
BILL ORMOND KETCHUM
 of the Dancing Ormonds for the new CHEVROLET SPORTCOUPE purchase for your wife Marigold.
"Save Money With Johnny"
JOHNNY CANOLE
 8341 N.W. 18th Ave. Miami, Fla.
 Phone: Plaza 1-0204

WANTED
 FOR ANNUAL STREET CARNIVAL. High Pole, Trapes, Trampoline, all kinds Platform Acts. Anything sensational. July 17, 18 & 19, Stockton, Illinois on Route 20—18 miles East of Freeport. All Acts write at once.
P. JAMES CREAGAN
STOCKTON LIONS CLUB
 Stockton, Illinois

WANTED
 Experienced Ferris Wheel Man and experienced Coaster Man. Also Second Man for Tilt. Must drive semi. No drunks. Good wages and treatment.
SAM MECHIN
 Lake Shore Amusements
 11 W. Division St. Chicago, Ill.
 Day Phone, Stewart 3-0271
 Night Phone, Superior 7-7243

NOLAN AMUSEMENT CO.
WANTS—OPENING APRIL 16—WANTS
CONCESSIONS—Cookhouse, Bingo, Mitt Camp, Arcade, Six Cats, Buckets, Pill Pool, French Fries, Apples, Long and Short Range, Glass Pitch, Photos, Novelty, Hi-Striker, Penny Pitch, Fish Pond, Pitch-Tilt-You-Win, Age and Scale, Ball Games, Hoopla, Coke and Hanky Panks.
SHOWS—Grind Shows of all kinds. Liberal proposition, real good Ohio fair route.
HELP—PROMOTER FOR KIDDIE MATINEES. All strong beg's. **MECHANIC, ELECTRICIAN, MANAGER FOR #2 UNIT.** First and Second Men for Wheel, Merry-Go-Round, Roundup, Flying Scooter, Tilt, Octopus, Coaster and Kid Rides.
FRED NOLAN, Route 2, South Zanesville, Ohio

CAN PLACE
 A limited number of high class beach type Concessions, including Bingo, Custard, Jewelry, Popcorn, Apples, Floss. What have you? Also have 45 foot Soda Fountain. Most everything of the right type can be placed inside the new pavilion that is being added to the amusement area at Myrtle Beach, S. C. We also have space adjacent to the new pavilion that is being ready in the heart of the multi-million-dollar fun zone area. We can place in the space some flashy Rides. We will book set of Rides as a unit or Kiddyland or single attractions to be assured of the correct earning power. It's hard to believe the attendance Myrtle Beach has in a season, until you see it. Come look it over. Time of opening is just around the corner, with newly added attractions. We will be ready to open before May 1, so if you are tired of the road or your present location is not up to par, then we've got the right place here. All letters to **FUN FAIR, Inc., P. O. Box 739, Conway S. C.**, and all telegrams to **SHERMAN HUSTED**
 Myrtle Beach, S. C. General representative of the Fun Fair, Inc. No phone calls, please
 P. S.: Can place Motor Dreams.

DICKSON UNITED SHOWS
 Want for long season. Show opens April 21.
 Can place Ball Games, Photos, Bear Pitch, Glass Pitch, or any legitimate Game of Skill. Will book Fun House or any good Grind Shows that cater to families. Want Bingo for three weeks in Dayton, Ohio.
HELP—Foremen for Merry-Go-Round and Octopus, must drive and have chauffeur's license. All replies to
F. Dickson, Quaker City, O.

DAVIS AMUSEMENT CO.
 Opening April 23, Camas, Washington
 Can use Ferris Wheel Foreman and other Ride Help; truck driving ability desirable. Opening for Long and Short Range Galleries, Glass Pitch, Hi-Striker, Photos, Hoopla, Watcha, Guess Your Age or anything not conflicting. Would like good Grind Shows or suitable Side Show. Apply:
P. O. BOX 5214, or 4438 S.E. Clatsop St., Portland, Oregon.

GIRL SHOW FRONT FOR SALE

Built on 24-foot semi, opens to 50 feet. Includes bally, five-foot blow-ups, lighting, 12-foot revolving stage plus stage for dancing. A steal at \$1,000.00 cash. Reason for selling, am converting my Girl Show front into Girl Show.

JOE SCIORTINO

1102 W. Waters Ave. Tampa, Fla.
Phone: Webster 4-7472

GEORGIA AMUSEMENT COMPANY

OPENING APRIL 19 IN TOCCOA, GA.
Will book legitimate Concessions of all kind for the best spring route in the south. My fairs start August 11 at Lawrence, Ga. I tolerate no drunks, smokers, chasers or flaties. Will sell ex. Bongo, Scale and Age, Glass Pitch, Ring Range Gallery, Pea Pool, Rat Game, Ring Fitch, Plan Game, Under & Over, Snake, Book Snake, Working Monkeys, He-In-One or any moral show. No Girl Show. All those holding ex. get in touch. Luther M. Sinclair and C. T. Simpson, let me hear from you. Will pay cash for late model Tilt within 500 Miles of Toccoa, Ga. H. M. SCOTT, 214 Toccoa, Ga. Phone: Tucker 6-5748.

JAN AMUSEMENTS

Far Route—New York Vicinity

Opening April

WANT Cookhouse, Custard, Photo Gallery, Novelty, Scale and Age. Contact H. Jan, Gedney 4-5182.

HELP—Agents for Concessions. Contact Moe Vivona, Bigelow 5-4244.

HELP—Grind Store Agents, Billy Bloom, Tie, Buddy Taylor, Seymour Klein, Johnny Russell, please contact Benny Vivona, Bigelow 8-4244.

FOR SALE

Trailer and Tractor, 15 Concessions, ready to operate: 16x10 ft.; 14x10 ft., and one 20x14, including Buckets, Cats, Wheel, 3 Grind Stores, one Bird Pitch, balance Hanky Panks. 1951 International 150 Sleeper Cab, brand new Motor, 837 miles, not rebuilt; 28 ft. Truck with possum bellies all across, 15 ft. mg. in perfect shape. Or will take active partner who can and will work. Call

"RED"

Crover 1-2592, Poughkeepsie, N. Y.

HEART OF AMERICA SHOWS

WANT TO BOOK

Set of 3 Kid Rides, will give exclusive CONCESSIONS: Jewelry, Popcorn, Photo, other Hanky Panks.

HELP: Second Men who drive. Fayetteville, Mo., until Apr. 5; then Kansas City, Kansas. Wire or call:

TED CORY, MGR.

(Phone: 287, Waynesville, Mo.)

G. & B. SHOWS

Opening April 11, Mason, W. Va. On the lot April 5.

Want Cookhouse, Photos, Scales, Bear Pitch, Coke Bottles, Six Cats, Basketball, Hi-Striker. Help on all Rides; must be able to drive. Winter quarters now open, come on in. Place Shows with own outfits. All replies to

GEO. BROAS

427 30th St. Parkersburg, W. Va. Phone: Garfield 2-1254. No collect calls.

WANTED

Rides capable of getting money for well-established beach. Will sell or trade Hi-Ball Ride; need space for modern rides. Manufacturers, let us hear from you. Concession Spaces for rent, '49 Dodge Tractor, ready to go, cheap.

LE GRAND AMUSEMENTS, INC.
Jacksonville Beach, Fla.

STRANGEST ATTRACTIONS

On earth, Devil's Child, Wolf Boy, Jungle Pygmies; many others. Free Folder.

Tate's Curiosity Shop
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AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1958 DATE BOOK

CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

GIVE TO DAMON RUNYON CANCER FUND

Club Activities

National Showmen's Association Ladies' Auxiliary

Joe McKee was honored on St. Patrick's Day with a gala affair for members, families and friends, and a large turnout responded. Mollie Spitz and her husband presented many of the women with green-tinted carnations, and the band played the "Anniversary Waltz" three times for the celebrating George Hamids, Moe Elks and Hy Maleks.

Minette Dobson was active all night on the dance floor. She coached members a couple of years ago in the can-can, and will teach another number for the Christmas party this year. Beatrice Kahn was signed as a new member.

On March 19 the annual kiddie party was held, sponsored by all past presidents and Frances Simmons, Molly Rosenthal and Lydia

(Continued on page 63)

MIDWAY CONFAB

Bill Dyer, owner of Dyer's Greater and Lotta Hoovey shows, reports much activity at his Searcy, Ark., winter base. Rain and cold weather has hindered outside operations but indoor work is progressing. Arnold Gear is head mechanic, Bill Parker is doing the carpenter chores and Slick McDonald is head painter. B. E. Miller is directing operations. . . . Thomas M. Barry and Mrs. William R. Barry middle-aided it recently in Tampa.

Joe the Grinder and Lillie Loiler have the cigar counter in a night spot in Milwaukee but plan to hit the road once the warm weather comes back. . . . Albert and Marion Petka are back in Dallas after spending three months in the De-

(Continued on page 63)

Vivona Week

Continued from page 59

should be ready for announcement shortly.

Fre Injuries Better

Dominic Vivona is still hospitalized from burns suffered in a winter quarters fire. One leg has healed and the other should improve enough within a week to allow him to be discharged. John Vivona is overseeing work in quarters, with the following being especially active: Scenic artist Don Crown, painting the kiddie and adult Merry-Go-Rounds and other units; Eddie Knapp, doing the building; Tarzan Banks, spray painting; Tony Mason on the mechanical end, and Pete Hendrix, who is repairing a Diesel that had overturned.

Recent additions include a Diesel and trailer. The pair of Diesels will be mounted together. A Spitfire has also been acquired.

Portemont Bows

Continued from page 58

ing and upholstering the Ferris Wheel seats, repainting the Merry-Go-Round and other odd jobs.

Portemont located rides in a Tampa shopping center for six weeks but, due to the weather, the grosses were small. The Scrambler and Rockplane played the Mobile mardi gras for Tom Hickey, however, and did satisfactory business.

Portemont said the staff this year will be the same as it has for the past 11 years.

Page Bros.' Shows

Opening First of May. Want Ride Help. Winterquarters now open. Sium Joints—Operator for Girl Show, must have girls and wardrobe. Will book Grind Shows with or without equipment.
BOX 244, Springfield, Tenn. Phone: 921.

AMERICAN CANADIAN ROUTE

KING REID SHOWS

OPENING MAY Nineteenth

20 SENSATIONAL DATES IN THE UNITED STATES AND CANADA

★ ★ ★ MAMMOTH DISPLAY OF FIREWORKS EVERY WEDNESDAY NIGHT ★ ★ ★

Join the Show that is lavishly heralded by Press Agents, extensively advertised by Television, Radio and Press, and billed for weeks in advance by a fast-stepping brigade of Billposters.

Two weeks after we open we cross the border into Canada for 10 sensational dates, including three Canadian Agricultural Fairs, and two mammoth Celebrations. There is no finer carnival territory in America. We are interested in contracting only Show Folks with high grade equipment—the ability to make real money, and to pay the King Reid Office accordingly. This is not a bargain tour of low-priced dates, but a real opportunity for a highly profitable season if you can produce. And of course, starting August 1, our regular star-studded route of State and County Fairs on this side of the border.

3 Giant Wheels
Merry-Go-Round
Caterpillar
16-Car Skooter
Octopus
Comet
Ridee-O
Tilt-a-Whirl
Chairplane
Pretzel

King Reid's KIDDIE-LAND

Hot Rod Track
Live Pony Ride
Water Boat Ride
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Kiddy Ferris Wheel
Kiddy Train

★ ★ FOUR ★ ★ GIANT TOWERS

Chalkias Circus Side Show
Club 17 Minstrels
Monkey Circus
Irene Burton's Wild Life
Broadway Brevities
Fun House
Miniature Circus
LILA, Posing Show
Rollo-Whirl
Hall of Fame

WANT! • WANT • WANT!

CONCESSIONS: Bingo, Diggers, Arcade, all Food Concessions already booked. ALL OTHER CONCESSIONS OPEN!!! WANT Hanky Panks, Novelty, Jewelry, Photos, Scales & Age, Custard, Derby, Ball Games, Six Cats, Lead Galleries, Duck & Fish Ponds, Skee Ball, Hi-Striker, Basketball, Dart Stores.

RIDES: Scrambler, Round-Up, Roll-a-Plane, Spitfire, Coaster, Looper.

SHOWS: Crime, Snake, Midget Show, Grind Shows. Wonderful territory for Motor Drama. None in this territory for six years.

SHOW FOLKS: Can place real capable experienced Manager-Operators for following magnificent brand-new office-owned units: Monkey Drama, Monkey Speedway (one or the other), 90-foot Snake Show.

HELP: Tommy Austin, Melvin Fairbrother, will you please contact me. Hope you both can join me. WANT one or two combination Billposters; Doc Miller, Johnny Fulghum. A-1 Truck Mechanic. Ride Help on all Rides, drivers preferred. Also need Chef for winter Quarters.

KING REID WINTER QUARTERS—MANCHESTER, VERMONT

Telephone 432

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OFFICIAL OPENING

10 BIG DAYS, OPENING APRIL 16, LYNCHBURG, VA.

Everyone contracted, report to quarters

SHOWS

Can place Manager for Motor Drama. Can also place Manager for Monkey Motor Drama who understands the small cars. Can also place any good Grind Shows that can get money. Harry Fink, contact me. Want for MUNROE RIDES: BIG CIRCUS SIDE SHOW—all kinds of good Acts and useful Side Show People. Contact us at Winter Quarters. Col. Jefferies, contact.

RIDES

Can place for the season, Fly-O-Plane, Round-Up, or any ride not conflicting. Will BOOK OR BUY SCRAMBLER.

CONCESSIONS

Can place all kinds of Hanky Panks. Want Custard, French Fries, Photo, Derby Racor and all type legitimate Concessions. Charlie Allen can place One Six Cat Agent and Agents for Hanky Panks. Write c/o Winter Quarters.

ARTIST

CAN PLACE AT ONCE, RELIABLE SCENIC ARTIST WHO CAN PRODUCE.

HELP

Can always use good sober, reliable Ride Help who drive semis. Report to Winter Quarters about April 5.

Address all mail and wires to

Lloyd D. Serfass, Owner, or Harry Westbrook, Bus. Mgr., care Penn Premier Shows Henderson, N. C. Phone 4327. (No collect calls)

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P. O. Box 637
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FOR GAME CONCESSION SPACE

43d ANNUAL

NATIONAL ORANGE SHOW

SAN BERNARDINO, CALIF.—APR. 10-20, inclusive.

Only Clean, Legitimate Concessions Need Apply

ALSO NEED—Agents for National Orange Show and the season.

Contact us at once. Write or wire:

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Phone: CHase 7-6301

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LAST CALL

Opening April 11, De Soto, Mo. Two Saturdays—Railroad Payday

WANT few more Concessions, especially Ball Games, Photo Machine.

SHOWS—Girl Show, Mechanical and Fun House.

No Ride Help needed.

Walter Marco, contact.

All replies to

H. W. BARTHOLOMEW or JOE H. SHARP

Box 29, Perryville, Mo.

Phone: 2110 (Old Appleton, Mo.) until April 9.

DRAGO AMUSEMENTS

OPENING IN KOKOMO, INDIANA, APRIL 25.

WANT FOR 1958 SEASON—Concessions: Hanky Panks working for stock only, Short Range, Bear Pitch, Penny Pitch, Age & Weight, Ballgame, Balloon Dart, String Game, Hi-Striker, African Dip, Hoopla and Novelty. Absolutely no gypsies or flats—do not waste your time and mine contacting me. Will book any Show except Girl Show with own outfit for small per cent. This show is booked solid from April 25 to October 1. This includes a lot of new territory with the best Fairs and Celebrations in Indiana and Illinois. All persons already booked arrive in Kokomo no later than April 22 if possible. Bill Manstein (Billposter), contact me at once. Frank Hunt, write me—important. Ralph Goldsmith, write or call me. Want to buy for cash or will book for season one short-arm Octopus; also interested in buying Scrambler, Round-Up or Rock-o-Plane. The cash is waiting if you have the ride. Have a new Funhouse—want to hear from a reliable person to take charge on per cent. Want reliable person to take charge of four new Kid Rides on salary or per cent; also must drive. All replies: PAUL DRAGO, 1711 E. Merkleand, Kokomo, Ind.

this week's

BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

YOU CAN'T MAKE REAL MONEY UNLESS YOU TRY LOOK AT THESE HOT SELLING ITEMS AND THEN ORDER

- Ladies' French Type Wallet in genuine cowhide embossed in gold. Outside change purse, inside picture index and bill compartment. (\$1.00) seller. 75¢ ea. lot of 12; sample, \$1.00.
- Full size Stuffed Throw Pillow in assorted colors and patterns. Fine fabric gives unlimited decorating possibilities. Sell @ (\$1.00). 75¢ ea. lot of 12; sample, \$1.00.
- Hobbytime set of 4 Model Planes, easy-to-assemble plastic replicas of famous World War II fighters. Worth twice your selling price (\$1.00). 75¢ set lot of 12; sample, \$1.00.
- Men's aviator-style Sunglasses. These rugged and durable beauties are in leather case. Expensive screwed hinges. Sell @ (\$1.00). Worth \$4.95. 75¢ ea. lot of 12; sample, \$1.00.
- 22-piece Picnic Set, plastic section dishes, cups with handles, forks, spoons, in plastic bag. \$3.00 value. Sell hundreds @ (\$1.00). 75¢ set lot of 12; sample, \$1.00.
- 3-Strand Pearl Set: Necklace, earrings and bracelet in brilliant display of iridescent imported synthetic pearls. Wonderful @ (\$1.00). 75¢ set of 12; sample, \$1.00.
- Large-sized Pronged Stone Brooch: elegant sunburst brooch, each stone individually set. Crystal, Ice Blue, Aurora Borealis. Buy @ (\$1.50). \$1.00 ea. lots of 6; sample, \$1.50.
- Aurora Borealis: Miracle Cross and Necklaces. Beautiful, wanted religious symbol with Lord's Prayer encased in viewer. Sell for (\$1.50). \$1.00 ea. lot of 6; sample, \$1.50.
- 50-foot Trouble Light and Extension Cord. Heavy gauge wire, bird-cage type guard. Must for every home. Worth \$3.00—sell for (\$2.00). \$1.50 ea. lot of 6; sample, \$2.00.
- Fine Gift Item: "Early American Trio"—two quaint ashtrays and useful table lighter in authentic pattern. Consistent seller @ (\$2.00). \$1.50 ea. lot of 6; sample, \$2.00.
- 8-pc. Kitchen Tool Set in attractive box. Strainer, spatula, spoons, forks, turners and rack. \$12.95 value, fast (\$3.00) sellers. \$1.00 ea. lot of 6; sample, \$2.50.
- Top quality Camping Knife, incorporating every tool you can imagine. Finest steel. Leather sheath included. Sell plenty @ (\$3.00). \$1.00 ea. lot of 6; sample, \$2.25.
- 7 pairs of Panties—one for each day of the week, different color and embroidered, 3-4-7. Hot novelty that is terrific seller @ (\$3.00). \$2.25 box lot of 6; sample, \$3.00.
- ATC Travel Iron for use anywhere. Heavy duty cord included. Chrome finish; folding handle, plastic case. Value seller @ (\$3.00). \$2.25 ea. lot of 6; sample, \$3.00.
- Ladies' 2-piece TV Lounging Palama Set, \$12.95 value, in quick-drying, soft acetate. Machine washable, 32-40. Red hot @ (\$3.50). \$2.50 ea. lot of 6; sample, \$3.00.
- Fantastic buy! Famous Waterman Pen, Cuff Link, Tie Bar and Money Clip Set. 24K gold plate. You'll sell this \$25 value for (\$3.50). \$2.50 ea. lot of 3; sample, \$2.00.
- Battery Booster Cables—a must for starting cars, tractors, etc. \$10 value—you'll sell plenty @ (\$3.00). \$2.00 ea. lot of 3; sample, \$3.50.
- Pocket-size Folding Binoculars, 3X adjustable, for sport, opera, etc. Fast-moving when sold for (\$5.00). \$3.00 ea. lot of 3; sample, \$3.50.
- Imported heavy Stainless Steel Everyday Silverware, 24-piece service for 6. Unbelievable value! Sell @ (\$5.00). \$3.50 ea. lot of 3; sample, \$4.50.
- 10-piece complete Camera Set, with flash attachment. 3620 film, 4 bulbs, batteries, case. A wow seller @ (\$5.00). \$3.75 ea. lot of 3; sample, \$4.50.

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Suitable for Vending in this "V-1" Capsule, Size 1 1/4" X 1 3/8".

We will purchase up to **100,000 OR MORE**

of each item presented to us, provided merchandise is properly sized and priced right for 25¢ vending.

Send at least 6 samples and prices based on this quantity. We will send you capsules for proper sizing to be contained in this capsule.

World's Largest Manufacturer of Bulk and Capsule Vendors

VICTOR VENDING CORP.

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PRICED TO SELL at Terrific Profits! While supply lasts!



Men's New Style WATCHES
Handsome, jeweled 1958 styles complete with expansion bands... Guaranteed Movements... priced to sell on sight! (Sample \$1.00 extra.)

GET ON OUR MAILING LIST... Get in on the Cel-Max 1958 "Parade of Hills" Sensational bargains! All merchandise shipped 25% cash with order—Bal. C.O.D. 581 So. Main St. MEMPHIS, TENN.

Ladies' Smart 1958 WATCHES
Brand new styles... complete with expansion bands! Fast sellers priced for BIG profits! (Sample \$1.00 extra.)



HEP HATTERS

Trade Watches Horizon For Hot Personalities

By IRWIN KIRBY

Of all the businesses taking their cues from the show world, none is more closely aligned to it than the low-price merchandise trade. Let some personality become prominent and the merchandise people are first aboard the bandwagon with any number of items. And the hat people, it must be noted, are often first among the firstest even tho a large percentage of their products are imported from Mexico and Japan.

Evidence of this alertness is the kiddie craze for Zorro, the TV character. The old Latin straw cowboy hat was given new life thru this popularization. Straw hats come mostly from below the border and appear in a number of shapes. Most popular of all has always been the cowboy hat, which sells big in stores and on park and fair midways. Many cowboy hats are made of American felt, however, but the basic cowboy hat, whether embroidered, painted or 10-gallon felt, is the retail leader in this field. The bodies of the straw ones are molded in Mexico and painted in this country.

Returning to the way in which hat men latch onto public favorites, the old Mexican harvester hat with its frayed edges was originally known as the bird nest. But the emergence of Harry Bellafonte into prominence produced a natural change of label for this number, and now it is offered to the public as the calypso.

Cycle Hats Score

When films depicting teen-agers as motorcycle maniacs with leather jackets were popular, this was a boon to the hat fellows. They brought out their cyclist's hat with white plastic straps, and the number took hold quickly among the younger set.

Broadway? There is a lagging popularity now for the big, floppy, multicolored cap with pompon. But the reason is understandable when one recalls that this hat attained its peak of popularity several years ago when Phil Silvers was starring in the stage and screen version of "Top Banana." The hat was his personal trade-mark in the show world.

It would be stretching the truth to say that any of these items are brand new, for it is rare that a new hat idea comes forward. But the stork, most loyal ally of show business, is also a pal to the merchandise field, for each succeeding generation gravitates anew to the colorful wares that tempted its parents.

The Japanese leader is the faithful toyo hat, the billed sunhat made of a woven paper of surprisingly durable quality. Also a big seller is a coolie number popular among women. Last year the Japanese sent this country hundreds of thousands of twill sailor hats, which sold extremely well.

Standbys in the hat field include the cowboy, toyo, coolie, plastic fireman's hat, rebel, derby, pork pie and Eton, with white being the preferred color ahead of all others. Prices on the wholesale level range all the way from the fuzzy-wuzzy calypso's dime apiece to the Confederate officer's number which goes for nearly 75 cents apiece. The biggest market for these is the names-on-hats concessionaire.

Sew 'Em On

All the hats can be sewed on with names and slogans, and major operators stock a wide variety of numbers, since the hats stock well on shelves, nesting together. At one time it was a problem for the machine operator to find a suitable sewing surface on some hats, but this no longer complicates matters. A head was developed which leaves a large gap between counter and foot into which can be inserted either felt or molded plastic. As to the retail price, it nearly always depends on location and the rent charged to the stand. A hat offered to the public for 79 cents on Coney Island will likely be priced at \$1 or \$1.25 on the fairgrounds, and \$1.50 for an indoor date, such as a circus.

The hats have always been popular and there is no reason to believe they will cease being so. As long as the stork keeps working for them and as long as new favorites catch the public's fancy, the hat men and others in the merchandise business have it made. There's no limit to the number of things you can call a hat.

PIPES FOR PITCHMEN

By BILL BAKER

DOROTHY THOMPSON... was a recent visitor at the Green Bench Auction House, St. Petersburg, Fla., where Mabel Thomas and Clarice Wilson have a booth of imported pictures. The gals are reportedly doing well there and would like to hear from friends working the area.

SEEN... doing lucrative business at a recent Indianapolis basketball tournament was Ray Alred, the Midwestern badge king. Working with him were Red Nose Magee, Big Foot Murphy, Red Snodgrass, Bob Maddox, John Curtis and Joe Marks.

ACCORDING... to Wayne Starkey, writing from Indianapolis, Alonzo Shallow, Red McCoy, Dan Lewis and Heavy

Wahn have formed the Ozark Novelty Company in St. Louis. They have acquired all stock and equipment of the late Jake Sidenberg and hope to get some of his dates. Shallow would like to hear from Joe Joblots, Mother Wicker, Chuck Fester, Frank Lazar, Nellie Regan and Red Lux. Starkey would like to read pipes from One-Eyed Stein, Rubbenrose Shapiro and Jack Seydel.

DON SEYDEL... has bought a tavern in Louisville and has installed Slim Moffet and Whitay Durham as bartenders, the latter recently retired from the novelty business.

DURING... the Chicago stand of Polack Bros. Circus pitchman Fanny Brice

WEINMAN WATCH Values!

BULOVA ELGIN!

BRAND NEW STYLES

Choice Lot! 6 for \$49

Men's and Ladies! All famous makes! Complete with expansion bands! Reconditioned—Guaranteed like NEW!

Standard Brand WATERPROOF WATCHES

Bulova, Elgin, Benrus—with expansion bands! New style cases—rebuilt and guaranteed like new. In lots of 3 or more. (Sample, \$10.95)

\$9.95

GET A BETTER DEAL AT

WEINMAN'S

127 S. MAIN ST., MEMPHIS, TENN.

We Have 111 Mechanical Drinking Bear

Pours and Drinks continuously. Battery Operated. In Bright Colors. Individually Boxed.

ORDER NOW—SUPPLY LIMITED

\$36.00 Per Doz. Sample Postpaid \$4.00

Place your orders now for DRINKING RABBIT.

NEW BUBBLE BLOWING MONKEY

Delivery about June 1.

F.O.B. Milwaukee, 25% deposit, balance C.O.D. to non-rated firms.

Wisconsin Deluxe Co.

1902 N. Third St. Milwaukee 12, Wis.

15" DANGLE MONKEY... \$7.50

24" TAFFETA CLOWN & DOLL... \$6.50

22" TAFFETA DOLL... \$9.60

27" CLOTH BEAR... \$15.50

26" TAF-FETA CLOWN... \$12.00

7" CHE-NILLE ANIMALS... \$9.00

No Extra Charge for Samples (1 doz. 24" Clown & Che-nille Animals & 3 each of others.)

36 pcs. \$18.50

DRINKING BEARS \$36.00

Spot Shipment... Full Line of Low End & Slum. F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. FREE: NEW colorful brochure—400 plush & carn. items.

ACE TOY MFG. COMPANY

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HERE IT IS!!!

HORSESHOE RING

IT'S NEW—IT'S TERRIFIC!!

No. 800 \$3.00 Doz. \$33.00

PROVIDENCE RING COMPANY

49 Westminister St., Providence, R. I.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hats, Socks, Piester Slum, Flying Birds, Whips, Balleons, Hats, Canes, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.

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BEST Merchandise BUYS

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

MARCH 31, 1958

THE BILLBOARD

MERCHANDISE

63

Hawaiian TI PLANT LOGS

Tagged in polyethylene... **KEEP LONGER, SELL FASTER!**
Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing plant. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS
Tightly woven bleached rayon baskets with plastic stoppers. \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

LOWEST PRICES ANYWHERE

Sherfy's

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ALY THE GATOR

Aly is a Genuine Alligator Stuffed and Preserved. Aly is so unusual he attracts attention everywhere. Over 10,000 sold to date. A natural for Carnival or Fair.

100 lots:
1 inch \$.75 each
2 inch90 each
3 inch 1.25 each
4 inch 2.00 each

ORDER TODAY!
Write for Catalog Sheets on other Alligator Novelties.

PAN-COAST BAGS, INC.

22 N.E. 17th St. Miami, Florida

WHALE OF A BUY

75¢ EACH

ONE PIECE PLASTIC HANDLE
Glass Rod Shaft • Approx. 5 ft. • Multi-color space wrap • Authentic fish guides • Regulation tip • Packed 50 to master carton • No less sold. 25% deposit money order or bank check with order. balance C.O.D., F.O.B. Chicago.

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JAR DEALS and MATCH PAK DEALS

SALESBOARDS
PREMIUMS
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Make BIGGER PROFITS WITH Galentine!

WRITE FOR CIRCULAR

GALENTINE NOVELTY CO.

516 E. JEFFERSON BLVD. SOUTH BEND 17, INDIANA

CLUB ACTIVITIES

• *Continued from page 61*

Nall. Entertainment committee served chow mein, coffee and cake and cocktails. There were plenty of prizes. Elizabeth O'Keefe won the five bottles of cordial donated by Anna Cook. A telegram expressing regrets at being unable to attend was received from Bess Hamid.

The testimonial dinner for past President Ann Brown has been postponed until October, as has the revealment party for the secret pals, since chairman Irma Bernard was hospitalized until recently.

Showmen's League of America

CHICAGO — President Jack Duffield called the Thursday (27) meeting to order assisted by Bill Carsky and Ed Sopenar, vice-presidents; Bernie Mendelson, treasurer; Hank Shelby, secretary, and three past-presidents, Sam J. Levy Sr., Fred H. Kressmann, Ned Torti and Frank Duffield.

Drawing of names for 25 more building debentures was held, making a total of \$45,000 that has been paid back.

The membership was saddened by the death of Raymond Anderson, 25-year member, and former fireworks man, who passed away in Spooner, Wis.

Out-of-town members in for the meeting included Bob Beaudry, Joe Santafelo and Sam Sapson. Max Brantman arrived back from California.

Following the meeting, Harry Heftman served a hot lunch.

Heart of America Showmen's Club

KANSAS CITY, Mo. — The final meeting of the fall and winter season was held Friday (21).

President George T. Gordon announced that the opening of the fall and winter season would be October 17. A week prior to the closing the annual "pot luck" dinner was prepared and served by the Ladies' Auxiliary with an overflow attendance.

Club rooms will remain open during the month of April while a number of shows will be playing in this immediate area. The Hale Shows of Tomorrow will open their season on the lot at Independence and White Avenues on April 17 and will play several locations in and about the city. Ted Cory will

IMPOSSIBLE PRICES FOR ANYONE BUT "MILLS"

6-PEN POCKET SECRETARY SET. 6 top-action colorful ball pens of fine quality in secy. pouch. \$ 6.00
Gross sets \$66.00. DOZEN SETS \$ 6.00

FULLY AUTOMATIC CHROME CIGARETTE LIGHTERS. Fine looking engine turned 3-beer lighters. \$ 3.60
Gross \$39.00. DOZEN 3.60

RAIN BONNETS. Plastic first quality rain-hats, each in its own colored case. A terrific buy. 3 gross \$18.75
GROSS 7.20

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open his shows the latter part of April and will also play spots in and around the city. Capt. E. H. Hugo will open the Novelty Exposition Shows about May 1. Officers of the club will seek new and more suitable quarters and hope to move about January 1, 1959.

MIDWAY CONFAB

• *Continued from page 61*

troit and Port Huron, Mich., area visiting relatives.

Tom and Al Zellers are back in Jeannette, Pa., after picking up Whitie Earl, who will work on their concessions. . . . Blackie Boynton writes from Redwood City, Calif., that he'll be back with it this season with five shows after a season's layoff. . . . John and Hazel Schouse, who have been at Nupike, Long Beach, Calif., for five years, will terminate their engagement in April due to reasons of health. After a long rest, they plan to get back with it sometime in 1959.

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METRO DERBY, 20 SEAT, ALL ELECTRIC Requires only 15 by 20 ft. space. Perfect condition, many extras, \$1,500. Box 128 Wildwood, N. J. Phone 2-3002.

PARKER MERRY-GO-ROUND - 28 FT Good shape, \$3,000. Verma Avery, Houghton Lake, Mich. 2 1/2 miles West of Fruittownville.

PHOTOS IN FACTORY-BUILT TRAILER Living quarters in front. Ready to operate. J. Frederick, 2263 Newton, Detroit 11, Mich. mh31

TRAINS - ALL SIZES, GAUGES, TYPES new, used, custom built. Photograph details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. ap7

TRANSFORMER, 100 KVA, VOLT RATING 2160 to 4320, 120/240; mounted in complete with Tower, etc., \$650. Level and International Ride Motors A/L, \$250 each. Arcade Machines, other show property. Joe Frederick, 2263 Newton, Detroit 11, Mich.

2 EVANS SET SPINDLES, \$50 EACH, PERfect; 1 Skillo, \$35 new; Camel Back, \$35. Larry R. Burns, Westside Hotel, Lebanon, Tennessee.

25 ELI WHEEL, OCTOPUS AND KIDNEY Swing. Write: Box 331, c/o Billboard, Pub. Co., 390 Arcade Bldg., St. Louis, Mo. ap7

14x10 JOINT TOP, NEW, \$125. 8x6 JOINT Canvas, like new, \$60. H. H. Hanson, 108 33rd Ave., Tampa 4, Fla.

14 SEAT MINIATURE TRAIN, TRAILER. Ticket Box, Lights, complete, \$1,300. Show Range Guns, etc., on 1950 Chev. truck, \$900. Steklenburg, Park Rapids, Minn. ap7

Help Wanted

ANIMAL ACT WANTED - MUST BE TOP! Stock neat and clean. Open end of Mar. close October. No moves. Good accommodations. Pleasant place to work. Also couple, either experienced training routine animal acts. Bill Green's Rare Bird and Animal Farm, Fairlee, Vt. ap7

PIANO AND DRUMMER IMMEDIATELY Commercial traveling band; salary steady. Call: Sammy Stevens, National Orchestra Service, Jackson 7455, Omaha, Nebraska.

WALKATHON CONTESTANTS - EMCEES, Judges. Will teach. Wanted: Piano, Drummer, Trumpet, Sax. Free info. Ed. Zuckerman, 2629 Franklin, St. Louis, Mo. mh31

Magical Apparatus

NEW 152-PAGE ILLUSTRATED CATALOG - Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-Miniature transistorized Radiophones for mentalists. Brochure, prices on request. Catalog 50c. Nelson Enterprises, 234 South High, Columbus, Ohio.

Miscellaneous

BINGO SUPPLIES OF ALL KINDS - BLOW-ers, Cages, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, Ohio.

IDENTIFY YOUR CLOTHING WITH CLOTH labels. Your name on 50, in plastic box. Write Eugene Gibson, 412 Adrian St., Toledo 11, Ohio.

PICTURE POST CARDS MADE FROM YOUR photograph, 1,000 for \$12. Ream's, 4124 North Fifth St., Philadelphia 49, Pa.

READ LYING DOWN - NEW "BED'N CHAIR Reader," holds books, magazines overhead. Easy page turning. Adjustable height. 18½ angle. Relaxed body speeds learning. 75¢ ppd. Money-back satisfaction guaranteed. Lykes Company, 302 Route 2, Scottsdale, Ariz. (Descriptive literature sent on request.)

Motion Picture Films and Accessories

SAVE 50% GUARANTEED FRESH COLOR B&W movie film! 8mm., 16mm. Free catalog! Eco-E, 47th Hollis, Kansas City 13, Missouri.

Musical Instruments, Accessories

PHONOGRAPH RECORDS - NEW, M.C.M. Decca, Mercury, Columbia, etc. Late recordings 45 rpm, \$15 per 100. f.o.b. Universal, 1181 Factory, Lansing, Mich. ap7

Personals

ANYONE HAVING ANY KNOWLEDGE OF the whereabouts of Evie Reid McDonald, best also known as Edward McDonald, born in Harboursville, Kentucky, on September 25, 1915, active in program books, safety labels and radio TV shows, please write at once. Extremely urgent. Confidential matter. Box C-300, c/o The Billboard, 2160 Patterson Street, Cincinnati 22, O. ap7

DONALD STEVEN HOFFMAN, PHONE OR write collect. Neil E. Wood, Pierce Bldg., St. Louis, Mo. Main 1-0070 or Yorktown 5-6607.

HAVE BEEN TRYING TO LOCATE Edward Cunningham for two years. My friends yet, write Dupea, 4712 North Ave., Chicago.

QUIT SMOKING - NEW METHOD, \$8.50. Suits or money back. Send \$1 to Graham House, 624 Main Bldg., San Antonio, Texas.

COMING EVENTS

Alabama Birmingham - Birmingham Home Show, April 29-May 4. Arthur Gilbert, c/o Town House Hotel.
Arizona Phoenix - Spring Horse Show, April 11-13.
Arkansas Fort Smith - Arkansas-Oklahoma Rodeo (Harper Stadium), May 26-31. Paul Latture.
California Bakersfield - Bakersfield Rodeo, May 24-25.
Colorado Denver - Sports, Boat & Travel Show (Denver U. Arena), May 7-11.
Florida Pompano Beach - Golden Jubilee, April 12-19. Tom L. Bate, 2732 N.E. Third St.
Illinois Kankakee - Kankakee Home Show, April 24-29. Bob Boyd, 946 Hawthorne Lane.
Indiana Elkhart - Elkhart Home Show, April 17-20.
Iowa Sioux City - Siouxland Expo & Sports Show (Auditorium), April 18-20. Marc Cox.
Kansas Mayetta - Mayetta Rodeo, May 16-18.
Louisiana Jonesboro - Jonesboro Fair, April 7-12.
Maryland Towson - Pimlico Yearling Show (Pimlico Race Course), May 11. Stewart Sear.
Massachusetts Boston - New England Electrical Show (Mechanics Hall), April 23-25.
Michigan Alma - Alma Better Homes Show, April 18-20. Jack Davis, Box 12, Bay City.
Minnesota Minneapolis - Northwest Boat, Sports & Travel Show (Aud.), April 4-13. F. W. Kahler.
Mississippi Jackson - Jackson Home Show, May 14-18.
Missouri Anderson - Jesse Parish Show, May 24-27.
New Jersey Atlantic City - Garden State Home Show (Convention Hall), April 9-12.
New Mexico Espanola - Espanola Rodeo, May 17-18.
New York Monroe - Legion Celebration, June 25-July 6.
North Carolina Greensboro - Sesquicentennial, May 2-10.
Ohio Cincinnati - Home Show and Better Living Expo (Garden), April 19-27.
Oklahoma Guyton - Guyton Rodeo, May 1-2.

Oklahoma City - Greater Okla. Home Show (Municipal Aud.), March 23-30. Sidney H. Davidoff.
Oregon Gresham - Multnomah Co. Spring Garden Show (Fairgrounds), April 23-27. Duane Heunessy, Mgr.
Tennessee Humboldt - Strawberry Festival, May 5-10. Knoxville - Tennessee Valley Sports Show (Chilhowee Park Expo Bldg.), April 5-12. Claude Fox.
Texas Baird - Baird Rodeo, May 1-3. Corpus Christi - Buccaneer Days, April 9-13. Bob Finks. Dallas - Southwest Sports, Boat & Vacation Show, April 17-20. Dallas Morning News. El Paso - El Paso Flower Show (Coliseum), April 26-27. Council of Garden Clubs. El Paso - Home Show (Coliseum), May 7-11. Fort Worth - Fort Worth Home Show (Commercial Exhibit Bldg.), April 8-12. San Antonio - Fiesta San Jacinto, April 20-24. San Antonio - San Antonio Home Show (Bexar Co. Coliseum), May 4-11. Irving Wayne. Waller - FFA Fat Stock Show & Rodeo, April 11-12.

Virginia Winchester - Shenandoah Apple Blossom Festival, May 1-2. F. L. Targent Jr., Box 69.
Washington Wenatchee - Apple Blossom Festival, April 26-May 1.
Wisconsin Madison - Wisconsin Sports and Home Show (Fairgrounds Arena), April 9-12. Bergor Enterprises, 1528 Morrison. Oconto Falls - Jaycee Celebration, May 28-June 1. L. J. Sagie.
CANADA Alberta Edmonton - Edmonton Rodeo, April 28-May 1. A. J. Anderson.
British Columbia Vancouver - Centurama, Home Show & Sportsmen's Show (Fairgrounds), May 23-31.
Ontario Toronto - National Home Show, April 4-12.
Saskatchewan Regina - Regina Sportsfest & Vacation Show (Exhibit Stadium), April 21-24. Saskatoon - Interprovincial Bull Show & Sale, April 16-17. Saskatoon - Light Horse Show, April 8-12. Saskatoon - Bred Sow Show and Sale, April 18. Saskatoon - Shorthorn Futurity Show, April 18. Saskatoon - Fat Stock Show & Sale, May 30-31.
Manitoba Brandon - Manitoba Winter Fair, March 31-April 5. P. A. McPhail.

ROLLER RUMBLINGS

Continued from page 55

a combination of musicians and electric organ. I learned a lot from them and have done well with their methods."

Milford, Conn., Operator Loses Sun. Blue Law Case . . .

MILFORD, Conn.—A Milford roller rink and dance hall operator has been convicted in town court on the charge of violation of Sunday blue laws.

Judge Ronald M. Stark fined Wentworth D. Smith \$10 on a charge of operating a dance hall on Sunday. Judge Stark told Smith that altho he did not think he knowingly violated the law, he was technically guilty of the charge.

Lt. John O'Connell testified that Smith operated the roller rink from 7 to 9 p.m., and permitted dancing after this period to those who purchased skating tickets.

Smith said he permitted anyone who entered the hall to dance after the skating session, whether they purchased skating tickets are not. The dancing, he added, was free to all.

Lieutenant O'Connell reported a hall sign indicated dancing was free to those who purchase roller skating tickets.

Judge Stark said that altho the dancing was free, it was an inducement to sell tickets for roller skating and, therefore, a part of the business. He termed this a violation of the Sunday blue law, despite the fact that operation of a roller rink is permitted on Sunday under a blue law exemption.

Pierrello Launches Motorized Skate Firm . . .

DETROIT—An invention that may add a new thrill to roller skating and offer a new field of exploitation by rink operators has been developed here by Antonio Pierrello—motorized skating. Pierrello has registered the Motorized Roller Skate Company, with headquarters at 1871 Mill Street in the suburb of Lincoln Park, and is now seeking capital to launch operations.

The Pierrello motorized skate system utilizes a lightweight gasoline-driven motor carried on the skater's back and connected with the skate. The motor is one horse power and is said to give about 335 miles to a gallon, with speeds up to 35 miles per hour. The invention is adaptable to any standard make of skate, and may be used for all types of skating, including figures, speed and skate dancing, it is said.

The Pierrello device was the subject of a feature article in Life about two years ago and has been demonstrated before various groups here and on TV, including the Garry Moore show on October 4 and an appearance before an estimated 60,000 persons at the Motor City Speedway. Demonstrations are usually given by the inventor's nephew, Leonard Pierrello.

Limberg Seeks Permit At Dunedin, Fla. . . .

DUNEDIN, Fla.—Neal Limberg appeared before the city commission March 18 with a request for a permit for establishment of a skating rink here.

Allentown's Auto Show In Fair Bldg.

ALLENTOWN, Pa.—The Allentown Fair used its new agricultural building last week for the city's first automobile show in 20 years.

Mayor Donald V. Hook cut the ribbon Tuesday (25) to open the event, which saw about 50 new model cars on the floor.

Limberg presented recommendations from city officials in Palm Bay, Fla., where he has operated for the past year. He has a 100 by 40-foot portable rink.

Council left the decision up to the Little League Association, agreeing that the Little League parking lot would be suitable for the rink and suggesting that rental could be turned over to the league if it wished to have the operation in that site.

Groton's Melody Presents Skating Show Benefit . . .

GROTON, Conn.—Upwards of 150 skaters participated in a roller skating spectacular, "Melody on Wheels for '58," at Melody Skating Rink, March 17-19, as an Easter Seal benefit presentation.

Mpls. Club Party Pulls Big Turnout

MINNEAPOLIS — The Midwest Showmen's Association drew a big turnout at its Frontier Day party held recently in its clubrooms here.

Following a chicken dinner, games, dancing and contests were presented. Winners included Bill Hoff, Verna Winkley and Preston Lambert. For the square dancing, Jake Bozony played the fiddle while Bill Hoff and Ted O'Neil strummed their electric guitars.

Also present were Bob Hill, Gladys Erickson, Lyndon Erickson, Leslie Hinson, Mary Dean, Betty Carroll, Frank Winkley, Mickey Collins, Bill Collins, Fred O'Neil, Charles Carroll, Kathy O'Neil, Blake Lambert, Louise O'Neil, Loy Telsmeyer, Russ Phipps, Jerry Ramsey, Barbara Hoff, Evelyn Spence, Hazel Erickson and Gloria Hockman.

Festivities lasted until 5:30 a.m.

Reading Snow NG for USAC

READING, Pa.—Published report of the opening Eastern race for United States Auto Club (USAC) here Sunday (23) was evidence of somewhat wishful thinking, it turns out.

Russ Mayer, promoter of the events at the fairgrounds, said everything was fine except for three-foot snow drifts completely blanketing the field, and downed poles which deprived the fairgrounds of power for five days. The racing card has been set back to April 20.

CONCORD STILL A JUMP AHEAD OF CHARLOTTE

RALEIGH, N. C.—Friendly badgering between J. S. (Doc) Dorton and Clyde Propst is almost a part of the regular program at annual North Carolina fair meetings. This year's laugh-provoker come during the roll-call when fairs gave their dates. Charlotte will move ahead to the third week in September to run "B. G." Dorton said, "Before the Billy Graham crusade." When dates were asked for Concord, 40 miles away from Charlotte, Propst piped: "Put us down for B. D., before Dorton, as usual."

Mid-South Fair Starts Drive

Continued from page 50

development should include a music hall for large crowds and exhibition buildings and facilities for future fairs.

Survey Made

As a basis for the report, the committee made a survey of 13 other large fairs in cities comparable to Memphis. The study found that the average size of the fairgrounds exceeded the Mid-South plant area by 139 acres.

Accompanying the report was a recommendation by Maxwell, who heads a promotion and publicity agency here. He urged that Memphis should support a long-range program to make the city a gathering place for large crowds which now go to Dallas, New Orleans and Atlanta for cultural, sports and entertainment events.

Walter Chandler, former Memphis mayor, came out in favor of the new fairgrounds several days after it was first proposed. "Mem-

phis needs and must have a new fairgrounds. A way must and will be found to build it," Chandler said.

"Our fair's contribution to the progress of this section is beyond measure and its sphere of influence continues to grow," he said. "But now its plant facilities are becoming inadequate and we must all work together toward building for Memphis the finest fairgrounds in the nation," he urged.

Sports editors and writers on Memphis papers came out strong for the proposal, pointing out that with an adequate stadium and coliseum, the city would be in a position to attract major sports attractions of many kinds.

The Commercial Appeal came out with a strong editorial the day following the proposal's introduction, placing their support directly behind the program.

Fairmen Draw Conclusions

Continued from page 58

tion is up 50 per cent. Urban population up 66 per cent.

Attractions

The discussion on attractions for grandstands, buildings and grounds was conducted by Doug Baldwin, Minnesota State Fair. The major conclusion that came out of this meeting was: No attraction has a universal appeal with the few exceptions of Roy Rogers, Pat Boone, Tennessee Ernie Ford, Gene Autry and others of that caliber. Fairs that can't afford to pay the prices asked by these top names, should buy attractions that will suit their budgets and their areas.

Premiums

Clyde E. Byrd, manager of the Arkansas Livestock Show, Little Rock, moderated a controversial discussion on premiums and methods of awarding them.

Some of the conclusions: 1. Altho the Danish system of judging youth entries is not desirable to most fairs, they are going along with it rather than lose the co-operation of the extension services.

2. Premium money is not a lure to the professional raiser of open-class livestock. Instead, he is interested in other benefits accruing from his participation such as selling of breeding stock and advertising of his herd or herds.

3. Some payments of livestock premiums should be studied, as they are too high in some instances.

Showmanship

J. S. (Doc) Dorton, manager of North Carolina State Fair, Raleigh, led a humorous, altho educational panel on "Showmanship on the Grounds."

Brought out in this was:

1. A fairgrounds must have life,

color, glamour and anything static should be avoided.

2. With ingenuity, the grounds can be dressed up at comparatively little cost.

3. Any body of water on a grounds should be utilized to its utmost.

4. Old buildings, with little work and cost, can be camouflaged with false fronts.

5. Lighting ideas can be gained from the carnival midways.

Special Events

Of utmost importance to all who participated was the discussion on "Special Events," conducted by Doc Cassidy, Kentucky State Fair, Louisville.

In this panel it was brought out that special events, properly promoted, can become one of the most economical methods of publicizing a fair. In addition, thru their very nature, they tend to embrace a large number of people.

Their value, altho intangible, was rated very high, not only as promotional ideas but as solid entertainment on the fairgrounds.

Bill Russell Rejoins Smiley Burnette Act

STUDIO CITY, Calif. — Bill Russell, harmonica virtuoso, has rejoined the Smiley Burnette act soon opening in Florida with dates following at rodeos and fairs, the latter including the Ohio State Fair. Russell tramped with Burnette for 14 years and until he suffered a heart attack three years ago. The tour, booked by MCA, also includes a recording session for Burnette in New York.

News in Brief

NIRA Texas Convention To Again Feature Vending . . .

Once again vending will be a feature of annual National Industrial Recreation Association's convention, to be held this year, May 18-21, in Texas Hotel in Fort Worth. NIRA, an association of industrial recreation management executives, looks favorably upon vending as way of providing plant recreation and employee benefits via vending commissions. Vending will definitely be taken up during business sessions May 21, and probably figure in panel discussion May 19. Firms exhibiting vending equipment at convention include

Automatic Canteen Company, Coca-Cola, Dr. Pepper, Pepsi-Cola, Seven-Up, and E. W. Tume Company.

Disposable Razor Featured In Product List Circular . . .

Small Business Administration's Products List Circular currently featuring disposable razor said to be suitable for dispensing thru vending machines. Simplicity of construction and cheapness of materials make it possible to sell quite cheaply, is claim. Product could be vended in public wash rooms and terminals. Razor patent privately owned. Information available thru SBA's Production Assistance Division, Washington 25, citing reference number 30-IV-298.

State-wide Operator Assn. Formed in Washington . . .

State-wide operators' association formed in Washington last month in protest against alleged unfair tax (Continued on page 70)

Du Grenier to Show Line at Miami Confab

NEW YORK — Arthur H. Du Grenier, Inc., will display its full line of vending machines, April 16-21, at the annual convention of the National Association of Tobacco Distributors at Miami Beach.

The firm will bow its 10-column Candymart, which offers 14 items with the mint and gum unit. Capacity ranges from 368 to 470 units, depending on the size of items stocked.

Also to be displayed are 20, 14 and 10-column cigarette machines. (Continued on page 69)

Stacy Honored At Brotherhood Banquet in N. Y.

NEW YORK — Stanley Stacy, president of the Cavalla Tobacco Company, Milwaukee, was guest of honor at the annual Brotherhood dinner of the Tobacco, Candy & Allied Industries held Tuesday (25) at the Waldorf-Astoria here.

Some 400 persons, many of them prominent cigarette machine operators, attended the affair. Lewis Gruber, president of the P. Lorillard Company, was scheduled to preside, but could not attend because of illness. Herbert A. Kent, former Lorillard board chairman, presided in his stead.

Cited were Mathew Forbes, Julius Strauss, Ira Katz, Bruce McConnell, Henry Gunst, Adolph Toigo, Leonard Dalsemer and Sidney Voice.

Police Yank Capsule Units In Milwaukee

MILWAUKEE—Strict enforcement of local regulations against capsule machines judged to violate anti-gambling laws resulted in confiscation of a number of machines on location here last week. Deputy Police Inspector Bruno Muller, in charge of the anti-gambling enforcement, claimed that the crackdown was "not a campaign—this is just a part of our consistent observation, and a check on the type of equipment being put out in business places."

According to Muller, machines which were confiscated were vending trinkets and novelties in capsules for a nickel. "If a person gets what they are paying for," he said, "that's not considered gambling. But, when they put money in a slot and don't get what they see, or what they want, that is (Continued on page 81)

BULK BANTER

Send Bulk Banter items to the Bulk Banter editor, The Billboard, 188 W. Randolph Street, Chicago.

By FRANK SHIRAS

Operators like supermarkets because of the high traffic and because their products usually don't compete directly with goods offered in the markets. Denver ops are pleased with the opening of a new chain of Automarts—miniature supermarkets—in their area. The marts will be open from 7 in the morning until 11 each evening.

George Wilson, Detroit op reported on in this column last week, says that all five of his children have come down with the measles.

Gordon L. March, Illinois op, makes an interesting point in regard to locations with a small, steady clientele. He reports that it pays off to switch the fill every few months, especially in restaurants. . . . Eric W. Lind, 198 Holden Street, Holden, Mass., is looking around for replacement parts for the discontinued Challenger hot-nut machine, which has three (Continued on page 69)

PROFILE OF THE WEEK

From One Ring to Another

Eighteen years ago a youngster named Paul Price was beginning to make a name for himself in rings. He had four professional fights and won all of them—two by knockouts, one by a TKO and the fourth on a decision.

Today Paul Price has made a name for himself in rings—only the kind that youngsters wear around their fingers. Price heads one of the nation's largest charm manufacturing firms, and a large percentage of the production is devoted to ring series.

PAUL PRICE



. . . won all four fights

working out with a professional. After he had floored his opponent a couple of times, puglist who had been watching the fray suggested that Price was good enough to enter the ring as a pro.

At that time a professional boxing career was something that Price had never even contemplated. More out of curiosity than anything else, he got on the card of a local fight club and promptly KO'd his opponent. Three more fights resulted in another KO, a TKO and a decision, all in favor of Price.

Price's boxing career ended just a few months after it began. The strenuous objections of his parents and his own disinclination to earn his keep in the ring made the decision an easy one. He sold the gym and got a job as a salesman.

The job didn't last too long. Pearl Harbor came and Price joined the U. S. Army, serving from 1942-1945. He spent most of this time in Burma and China, serving as a master sergeant with Army headquarters. In his spare time he was the unit's boxing coach.

During his military service, Price was impressed by the fact (Continued on page 68)

NVA MIAMI CONVENTION

Assn. Makes Recreation Planning Simple Matter

CHICAGO—Philosophy of National Vendors Association entertainment planning for the Miami Beach convention, May 1-4, is simply to make it as easy as possible for convention-goers to enjoy the multitude of diversions that the famous resort city offers. This will be done thru a complete reservation service.

The only sponsored entertainment definitely scheduled is the traditional Leaf Brands, Inc., buffet supper and dance, which will fall on Saturday night, May 3. Tentative is either a diving exhibition or a fashion show of summer and beach apparel, either of which would be put on by the Deauville Hotel, where the convention is to be held.

Otherwise, NVA will restrict itself to making reservations for the variety of entertainment and diversion offered at Miami Beach, said Milton T. Raynor, general counsel. Deep-sea fishing, golf, horse racing, dog racing, and the famous Jai-lai games are some of the many things offered, he said. There is also a tour by boat of the famous Miami Beach beauty spots, including a visit to the Deering Estate.

The Deauville Hotel itself has a swimming pool, indoor ice skating rink and a roof-top miniature golf course to distinguish itself from typical hotel attractions, said Raynor. Those in attendance accompanied by children will be able to take advantage of baby-sitting service and wading pool offered at the hotel as well.

Entertainment reservations generally include transportation as well as admission to those places not

within walking distance, said Raynor. Reservations may be made at Convention Headquarters at Miami Beach or in advance by contacting the NVA office, 33 N. LaSalle Street, Chicago, in care of Milton T. Raynor.

Double rooms at the Deauville range in price from \$12 to \$22. Suites and single rooms are at (Continued on page 69)

Chambers, 54, Coin Pioneer, Dies in N. Y.

GARDEN CITY, L. I., N. Y.—Funeral services for Leverett D. Chambers, 54, president of the Peerless Weighing and Vending Machine Corporation, were held Wednesday (12) at the Fairchild Funeral Home here. He died March 8 at his home at 162 Wellington Road.

An automatic merchandising pioneer, Chambers joined the Consolidated Automatic Merchandising Corporation in 1928, shortly after his graduation from Colgate University.

His first job with CAMCO was as field supervisor with Peerless, a CAMCO subsidiary. At that time, CAMCO consisted of 14 different vending companies, the oldest of which was Peerless, incorporated in 1907.

1929 Crash
The parent company, organized in 1921, was the nation's largest (Continued on page 70)

New Series of TV Western Star Buttons

CHICAGO — A new line of Western TV Star photo buttons for penny bulk machines was announced last week by Ed Jordan, of the Green Duck Company.

The line of buttons is 13 in number, and its introduction is timed by Green Duck to coincide with what it believes will be a big year on the television screens for the Wild West.

The choice of TV stars is based on child idols. They are: Annie Oakley, Champion (the horse), Beyenne, Jingles (side-kick of Wild Bill Hickok), Lone Ranger, Range Rider, Sugar Foot, Colt 5, Brave Eagle, Gene Autry. (Continued on page 70)

Inflationary Spiral Met With Route Uniformity

By BOB LATIMER

MONTGOMERY, Ala. — Complete standardization of all operating phases is used by A. M. McCrory on his small bulk route to keep the penny profitable in the face of inflation.

A diversified operator, with

Dues Boosted At WYMOA

LOS ANGELES—Annual dues for members of the Western Vending Machine Operators Association were increased from \$11 to \$15 last week (25). The assessment including a year's subscription to The Billboard and part of the cost of dinner at the regular monthly meeting held at the Unique Restaurant here.

Dorothy Brinkman of 4-B Sales, Long Beach, accepted the post as a committee-of-one to help keep members advised of upcoming meetings and other events. She volunteered to serve when President Leo W. Weiner asked for a volunteer. She has been an operator since last August.

The meeting was brief. Tax matters were held over until the next meeting April 29. Dan Lally, treasurer, said that he had been informed that El Segundo had passed an ordinance which eliminates the \$1 per penny machine per year if the unit is owned and operated by a store-owner who pays a gross sales tax.

amusement and music machines besides bulk venders, McCrory decided two years ago that he had to make radical changes in order to keep his bulk route on a paying basis.

He first pared the route down to the 100 best spots. He then eliminated peanuts and confections, substituting ball gum and charms in all machines. Finally, over the two-year period McCrory has gradually been replacing all the older machines with ones made by a single manufacturer.

These measures, says McCrory, have all helped keep penny vending on a profitable basis thru cost-cutting rather than thru hiking gross takes. Using hired help to service his machines, McCrory found that machines dispensing peanuts and confections were simply too costly to clean. Peanuts going stale was another factor which cut into profits. In the study (Continued on page 68)

Schoenbach Opens New Headquarters

BROOKLYN — Jack Schoenbach, local bulk vending distributor, last week moved into new quarters at 715 Lincoln Place here. He had been in business at his previous address for 25 years.

The new two-story headquarters occupies 4,000 square feet of floor space, and houses showrooms, offices and a shop. It is equipped with an electric elevator.

Parking facilities for customers are adjacent to the building.



VICTOR
Standard
TOPPER
1c
BALL GUM
VENDOR
\$13.25

Each
\$12.75 each
100 or more

Available for 1c and 5c
peanuts and bulk candies.

TIME PAYMENTS AVAILABLE

Write us for lowest prices on Capsules,
Charms, Ball Gum and all Vending
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40 Page Catalog
Write for your
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GUMS

Direct **LOW Factory**
Prices

BUBBLE • CHICLE
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 &
210 ct. 37¢ 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 & 520 ct. 34¢ lb
Bubble Chicks, 320 & 520 ct. 27¢ lb
Tab (short stick), 100 ct. 38¢ box
5-Stick Gum, 100 packs \$1.95

F.O.B. Factory 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
34 YEARS OF MANUFACTURING
EXPERIENCE
4th & Mt. Pleasant • Newark 4, N. J.

When answering ads . . .

**SAY YOU SAW IT IN
THE BILLBOARD!**

KIDS SEE THEM ON
TV EVERY DAY!

NOW SEE THEM IN YOUR
MACHINES THE SAME WAY!

**WESTERN TV STARS
PHOTO BUTTONS**

Cheyenne
Brave Eagle
Jingles
Jim Bowie
Gene Autry
Rin Tin Tin
Buffalo Bill Jr.

Wild Bill
Hickok
Annie Oakley
Lane Ranger
Sugarfoot
Champion
Range Rider
Colt '45

1,000 Buttons \$12.00
5,000 or more 10.00

Contact your distributor or

GREEN DUCK CO., 1520 W. Montana, Chicago, Ill.

From One Ring to Another

Continued from page 67

that electricity was virtually unknown in many parts of the Far East, and that kerosene lamps were the most common source of illumination. So immediately after his discharge he designed a plastic base kerosene lamp and began manufacturing the unit for the export market. By the end of 1946 he had a thriving business. The following year the demand for lamps had tapered off somewhat, so Price put the plant to work making plastic letters on a frame. The item was sold as a toy in chain stores.

About that time a friend showed Price a copy of The Billboard, and Price discovered that these plastic alphabet letters could be dispensed as charms by bulk vending machines. He placed an advertisement for distributors and entered the charm business. He's been in it ever since. Price's first charm was a ring series and was an immediate success. His latest item is also a ring series, based on characters from Robin Hood.

The Prices and their three sons live in Roslyn in suburban Long Island. The oldest boy, 8 years old, is an unofficial consultant for the firm. Price asks him his opinion of various items, and his judgments are usually accurate. In fact, it was young Price who suggested that the pre-teen set would be that way about a Muttnick charm. His father took a flier, and the Muttnick is one of the most successful items the company has ever produced.

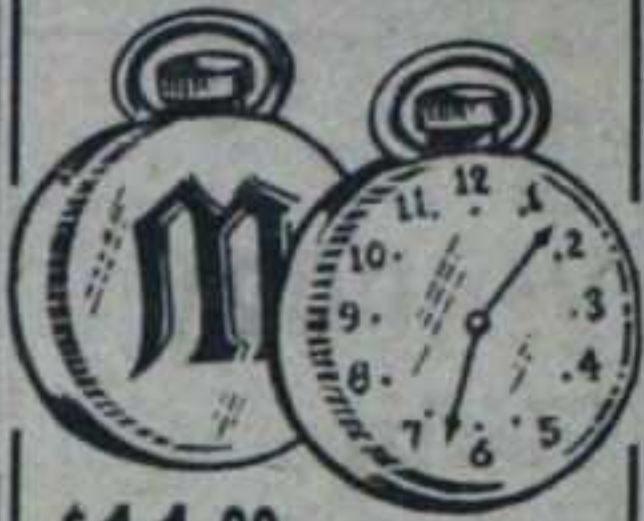
Price feels that the penny charm is still the base of the industry, and that it will probably continue to be so for a good many years. "Youngsters always have pennies in their pockets," he explained, "and parents never object to their spending these pennies, providing they receive something of value. It's up to the manufacturers and operators to see that they get something of value." According to Price, distribution costs in retailing are so

high that the vending machine is about the only dispensing device that can keep the penny sale alive.

One of the biggest problems facing the charm manufacturer is coming up with new ideas. Price favors action charms. One of his biggest sellers has been Tic-Tac-Too, an item which provides the buyer with an opportunity to put his skills against those of his opponent.

Between the plant and the house, Price doesn't have much time for hobbies. He's fairly handy around the house and he's pretty popular with the kids in the neighborhood. In his free time he instructs the youngsters in the manly art of self-defense.

MONOGRAM WATCHES



\$11.00 Inlaid Hamilton
Gold or Silver

at your distributor or
Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

ROBIN HOOD RING SERIES!



BRILLIANTLY VACUUM-PLATED with assorted colored base stone and vacuum-plated head of Robin Hood, King's Men in Armor, etc.
PLASTIC Ring in bright yellow with colored base stone and different colored emblem. All three colors on one ring (13-tone). Has terrific repeat appeal! Kids will want entire series for their collection. Get your machines in the habit of emptying faster. Vends all types machines.
Plastic, \$13.50 Vacuum Plated \$17.50
Labels available at your distributor or:

paul a. PRICE co. inc.
15 Leonard St., N. Y. 13, N. Y. Callgram 7-5137

MARBLES

AGATE-GLASS ASSORTED COLORS
Barrel of 50,000, size 9/16 \$45.00
Barrel of 40,000, size 5/8 .. 35.00
Keg of 21,000, size 9/16 ... 21.00
Keg of 17,000, size 5/8 ... 19.00

Shipment made at once F.O.B. factory. Freight or truck.
FULL CASH WITH ORDER.

ZORRO RINGS

Vacuum Plated—Free Labels.
\$23.50 per 1,000 Postpaid
Cash in on Walt Disney's T. V. Program

ROY TORR
Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

Inflation Spiral

Continued from page 67

of his peanut operation McCrory came to the conclusion that almost a dozen machines could be cleaned during the length of time it took to clean a single peanut machine.

McCrory switched to ball gum and charms exclusively because he felt they were the most economical type of bulk merchandise to use. Servicing requirements are cut to a minimum, while ball gum stays fresh an indefinite period of time. In some of the locations the switch to ball gum and charms was unsuccessful in that the machines received little play. In these instances, McCrory simply took the machines out, believing that the economies of standardization of all procedures more than offset the loss of some locations.

McCrory has also been able to reduce the frequency of servicing by a half since switching from peanuts to ball gum and charms. For an operator who uses routemen, this is a considerable saving. A self-employed operator often puts little value on his own labor, and thus is inclined to mute the expense.

Using only one type of machine brings about other economies of standardization. In the first place, maintenance men have only to learn one type of machine. In the second, using machines of a single make eliminates the necessity of taking a number of different kinds of machines along while servicing the route, where one always runs the risk of running out of a particular type. In the third place, back at the shop, standardization of machines provides for many economies in refilling and maintenance.

Victor's TV Vendor

FEATURING THE SENSATIONAL

"WHEEL of FORTUNE"

TV Counter Model \$42.50
200 Assorted V-1 Capsules for
25¢ Vending (with purchase of
TV Vendor) 20.00

TV Console Model \$49.50

(Same Capsule Deal as Above)
Terms: 25% Deposit; Balance C.O.D.

CHAMPION NUT & CHOCOLATE CO.

1194 Tremont St. Boston 20, Mass.

the new **OAK'S "PREMIERE"**

vends
Ball Gum
and Picture Card
both for 1c

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



oak

oak's "GOLD MINE"
tab gum selector

Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.



contact your
DISTRIBUTOR or

West Coast Factory Sales Office
OPERATORS VENDING MACHINE SUPPLY
1023 So. Grand Avenue, Los Angeles, California
OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, California

East & Midwest Factory Sales Office
M. J. ABELSON, Phone AT 1-6478
2033 Fifth Ave., Pittsburgh, Pa.

Get IMMEDIATE delivery of these KEENEY Venders:

- 300-cup combination Hot Coffee/Chocolate
 - 300-cup combination Hot Coffee/Chocolate
 - Snack Vender
 - "Xiviera" Deluxe Electric Cigarette Vender
- Write for New Circulars and Easy Payment Plans

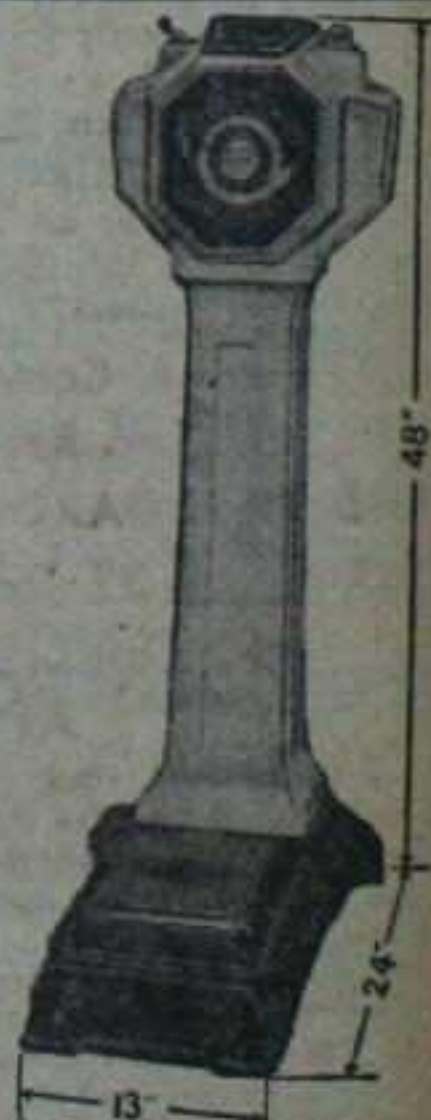
J. H. KEENEY & CO., INC.
2600 W. 50th St. Chicago 22, Ill.

FINEST RECONDITIONED VENDORS

- Silver King, 1c or 5c \$ 8.50
- Model "V", B.G. 8.50
- N.W. "49", 1c or 5c 12.50
- N.W. Capsule Machine 9.95
- Atlas Capsule Machine 9.95
- Acorn, 5c Machine 10.00
- N.W. 10-col. Tab Gum 22.50
- Mills 6-col. Tab Gum 14.50
- DuGrenier 6-col. Tab Gum 14.50
- Victor Toppers 10.00
- Atlas, 1c & 5c Machines 10.00
- Atlas 5c Machines 7.50
- Stamp Machines, 2 col. 12.50
- Shipman, 3-col. Stamp Mach. 22.50
- Victor's Jumbo B.G. Mach. 8.50
- Hol Nut 3-col. Mach. 19.50
- "Popcorn Sez" Mach. 65.00
- ABT Challenger 22.50
- Card Machine, 5c 10.00
- Multoscope "Old Mill" B.G. & C. 20.00
- 1/3 Deposit, Bal. C.O.D.

SEND FOR 1958 CATALOG, FREE!
"Rake's Automatic Merchandiser"
A Guide to Efficient and Economical Operation of Coin-Operated Machines.

Rake Coin Machine Exchange
609-A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676



\$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
WATLING
Manufacturing Company
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Est. 1889—Telephone: Columbus 1-2772
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Ringmaster Charms

Rocket Rings
5 different styles

IN SIMPLEST PRICES
IN NEAREST DISTRIBUTOR - Write

RINGMASTER CHARMS
BRILLION 3, WISCONSIN

WRITE TO DAMON RUNYON
CANCER FUND

Du Grenier Line

• *Continued from page 67*

the regular Candymart, Pastrymart, Sandwichmart, Cigar Multi-Pack and nine-column Canadian Smoke-mart.

Heading the company delegation will be Francis C. Du Grenier, president, and Richard E. Gibbs, sales manager. Other company representatives will be Lenore Kaplan, administrative assistant, and Francis G. Du Grenier, plant manager.

Regional sales managers present will be Robert Kline, Midwest; Julius Levy, New and Northern New Jersey; James Martin, Midwest; Arthur Du Grenier, South; Richard Parina, West; Coe Stone, Midsouth; Charles Suesens, New England; Danny Thomas, New York Metropolitan; Winford McDonlad, Southwest; Jake Friedman, South, and Sam Taran and Gene Lane, Southeast.

BULK BANTER

• *Continued from page 67*

units mounted together. Anyone having parts may contact him at his address.

Bernard K. Bitterman, Kansas City, Mo., distrib. will be spending a busy weekend in Chicago, where he is planning to attend a convention. . . . Tony Patrick, Detroit op, has sold his route of 150 machines to Charles Bernstein of the same city. Patrick has plans to re-enter the field within another year, however. He is a supervisor with a large Detroit company and has had to put in so much overtime his machines have stood unserviced for too long a time.

Patrick has always been a part-time operator. He entered the field in 1946, when his eyes were giving him trouble, wanting a business with relative security in case of more serious difficulty with his eyes. When they improved after an operation, however, he went on to build up his route to 250 machines. Patrick is 43 years old, married and the father of three children.

J. C. LeMay, part-time Dallas op, has been in the bulk business four and a half years and plans to stay on, inflation or not. He operates only 1 and 5-cent ball gum and capsule machines. He has around 200 in some 87 locations in Dallas and nearby Irving and Grand Prairie. Operating his route takes up about four hours a day. Most of his machines are located in "7-11" stores, a chain operation for which he works.

In spite of inflation, LeMay is determined not to cut down on the quantity of merchandise vended by his machines. He feels that the most important thing is to keep the location owner happy. In his estimation, net profit of his operation has dropped 17 per cent over the past three years. He claims an average net profit of \$2 a month on his penny machines and \$2.50

on the nickel venders. Another thing that has cut into profit, he says, has been a 5 per cent increase in commissions—to 25 per cent—over the past three years.

CIGARETTE AND CANDY MACHINES

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

- ROWE PRESIDENT CIGARETTE, 10-col., 25c & 30c comb. . . . \$110.00
- ROWE CRUSADER CIGARETTE, 10-col., 25c & 30c comb. . . . 125.00
- STONER 8-COLUMN CANDY, 160 cap., postwar changemaker. 175.00
- STONER 8-COLUMN CANDY, postwar 5-10-20 165.00
- NATIONAL CANDY, 9-column 90.00
- ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. . . . 85.00
- EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c . . 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
TRiangle 5-1857

VENDING MACHINES — Parts, Supplies: Ball Gum, all sizes; 14 Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cassews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Fanned Candies; 1 Hershey's, 330 or 620 ct. Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. KING & CO., North-western Distributors, 2706 West Lake St., Chicago 12, Ill.

INSIST ON STAR BRITE BALL GUM

Save Money!

IF YOU DEMAND TOP QUALITY at a BOTTOM PRICE

"STARBRITE" is made for YOU 210-170-140 BALL GUM

ALSO CRAMER'S 7/8" "KING" SOLID BALL

Ask your distributor to stock Cramer's "Star-Brite" for you!

CRAMER GUM CO. INC.
150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

IMPORTANT MEMO TO MEMBERS OF THE NATIONAL VENDORS ASSOCIATION AND ALL OTHER FIRMS IN THE BULK VENDING INDUSTRY

Your Annual Convention is supported wholeheartedly by The Billboard . . . the only trade publication bringing you complete weekly editorial coverage of your industry. Weekly coverage which includes:

- NEW TRENDS • TRADE NEWS • BULK BANTER • SUCCESS STORIES OF OPERATORS & DISTRIBUTORS • SERVICING PROCEDURES PENDING LEGISLATION • FINANCING AND TAXES • LATEST N.V.A. NEWS

PLUS! . . . all the other things you must know to properly conduct your own business. Advertise your product/(s) in the media which will bring you the greatest return for your advertiser dollar. . . . THE BILLBOARD! Weekly The Billboard carries the advertisements of manufacturers, distributors, jobbers and suppliers of vending machines, scales and supplies of every description . . . these advertisements are in turn read by Bulk Vending Operators who buy the lions share of your products.

COIN MACHINE DISTRIBUTORS during 1957 spent 78.2% of their trade paper advertising dollars in THE BILLBOARD. Doesn't this seem to prove that THE BILLBOARD does bring results for advertisers?

The NVA Convention will be held in Miami Beach—May 1-2-3-4. THE BILLBOARD'S N.V.A. CONVENTION ISSUE WILL BE DATED APRIL 28!!! ADVERTISING DEADLINE APRIL 23!!!

You Can Promote YOUR Convention by using hard-selling advertising copy on your products in The Billboard's N.V.A. Convention Issue . . . which will be distributed free to all who attend the Convention at Miami Beach.

You Can Promote YOUR Convention by using advertising in The Billboard's issue prior to the Convention . . . by having your ad copy offer complete information about your National Convention . . . and encourage your operators' attendance at the Convention!

In 1958 the members of the N.V.A. have the best opportunity they have ever had to promote their Association and increase their membership. The increase will come . . . only by each and every member becoming Convention conscious . . . and by advertising in The Billboard . . . cause your operator customers in turn to become Convention Conscious!

WHY WAIT? . . . PLAN NOW to have your products and services displayed in the magazine that reaches both your potential and old customers . . . THE BILLBOARD. Advertise in our special N.V.A. Convention Issue as well as preceding issues! Tell the Operator "that the N.V.A. Convention of '58 promises to be the greatest and most important in its history."

Complete information and advertising rates can be obtained from The Billboard office nearest you. Place your reservation for advertising space today!

THE BILLBOARD PUBLISHING CO.

CHICAGO 1, ILL.
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Jack Sloan Dick Wilson
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HOLLYWOOD 9-5831
George Kelley

NEW YORK 36, N. Y.
1536 Broadway
PLaza 7-2800
Murray Dorf

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443
Frank Joerling

NVA Convention

• *Continued from page 67*

portionately higher prices. Those taking children to the convention may include them in a double room at an extra charge of \$4 for one child, stated the hotel.

Altho not strictly entertainment, a feature of this year's convention is three sponsored breakfasts, one by NVA and the other two by manufacturers, said Raynor. The Leaf party will begin at 7:30 p.m. and will be complete with orchestra and bar.

SPECIALS!

- 5 Col. U-Need-A-Pak Cigarette Machine . . . \$25.00
- 7 Col. Du Grenier 35.00
- 8 Col. Rowe 40.00
- 930 Nationals, 25c or 30c, Kings or Regulars 90.00
- Model 9M Nationals, Kings or Regulars, 25c, 30c, or both . . . 150.00

Every machine reconditioned, refinished and guaranteed good as new.

T. O. THOMAS CO.
1572 JEFFERSON
PADUCAM, KENTUCKY
Vending Machines Since 1937

MAN... IT'S OUT OF THIS WORLD!



The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most . . . for profits.

Write, Wire, Phone Immediately

STANDARD SPECIALTY CO.
1028 44th Avenue Oakland, California

WANTED!

T R I P L E V I E W E R



VICTOR GREATEST NAME IN BULK VENDING SENSATIONAL TV VENDOR "TRIPLE VIEWER" YOUR WHEEL OF FORTUNE WANTED!

JOBBERs for some desirable territories still available. Must be qualified to stock mds. & handle sales. Write us fully in first letter giving us your qualifications & references.

Contact Our Factory Representative

VICTOR VENDING CORPORATION
5701-13 W. Grand Avenue
Chicago 39, Illinois
Manufacturers of the World Famous Line of TOPPER Vendors

News in Brief

• Continued from page 67

legislation. Group comprised of 20 operating firms and named Washington Automatic Vendors Association. Meetings planned four times a year, to be alternated among principal cities in State. Elected

officers of association are: F. M. (Pete) Higgins, Higgins Automatic Vending, Inc., Seattle, president; Robert Hudson, Automat Vendors, Seattle, vice-president; Paul Meroy, Automat Company, Yakima, secretary, and Richard Nechanicky, Canteen Company of Spokane, treasurer.

Depreciation Rates: May Be Announced By IRS in June . . .

In June the Internal Revenue Service may announce depreciation rates on vending machines. IRS spokesmen say revision of depreciation guide book—Bulletin F—includes venders. Revision is now being studied by Treasury Department officials. Rates on venders were set in spite of objections of

National Automatic Merchandising Association, which felt depreciation should be worked out on local level. For sake of "completeness of Bulletin F," vending rates were established, said IRS.

Condiment Portion Control Thru Unit Packaging . . .

Unit-Packet Corporation making more accurate control of condiment portions possible thru individual serving packaging of ketchup, mustard, and grated Parmesan cheese. Similar packaging also used for grape jelly, apple jelly and sugar. Items sealed in airtight, moisture-proof packets designed for convenient opening, said company officials. Packets may be vended or used on tables in plant cafeterias. Ketchup and jelly come in half-ounce packets, mustard in quarter-ounce packets. All packed 1,000 packets per case, four boxes of 250 packets per case.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. 23 1c Porc.	7.95
N.W. Model 23 1c Porc. Converted for 100 ct. S.G.	6.50
Silver King 1c B.C. or Mds.	8.00
AST Guns	30.00

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	85
Pistachio Nuts, Jumbo Queen	47
Pistachio Nuts, Large Tullio	44
Pistachio Nuts, Vendor's Mix	35
Pistachio Nuts, Shell	41
Cashew Whole	46
Cashew Butts	58
Peanuts, Jumbo	43
Spanish	32
Mixed Nuts	57
Tabby-Lets, 520 ct.	30
Rainbow Peanuts	32
Boston Baked Beans	32
Jelly Beans	38
Licorice Gems	38
Leaflets, 532 ct.	40
M & M, 532 ct.	50
Hershey-ets	47

Rain-Bio Gum, 40 ct.	38
Rain Bio Ball Gum, 148 ct., 170 ct., 310 ct.	30
Rain Bio Ball Gum, 100 ct., 200 lb. minimum, prepaid on all Rain Bio Ball Gum.	32
Adams Gum, all flavors, 100 ct.	45
Wrigley's Gum, all flavors, 100 ct.	45
Beach-Nut, 100 ct.	40
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

THERE ARE BIG PROFITS IN

GUM

GET YOUR SHARE WITH

Northwestern

TAB

You'll hit the jackpot with this selective tab vander. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
445 W. 30th St. New York 18, N. Y.
(Long 6-4367)

Cleveland Coin Machine Exchange, Inc.

Northwestern Corp. Distributors
2029 Prospect Ave. Cleveland, Ohio
Ta. 1-6715
Write for prices.

TRIPLE YOUR PROFIT

with **Northwestern**

2 PENNY VENDER



Don't take our word about tripling profits.

Prove it yourself. Put a few of these machines on location. You'll quickly order more.

See your Northwestern Distributor or wire, write or phone for complete details.

THE NORTHWESTERN CORPORATION
3285 E. Armstrong St., Morris, Illinois

Chambers Dies

• Continued from page 67

vending company by the late 1920's. However, the concern was a victim of the great crash of 1929 and it went into voluntary bankruptcy the following year.

Peerless was the only one of the 14 CAMCO divisions to survive. It was reorganized, under federal court approval, in 1934. Ten years later, Chambers was named president of the firm.

At that time, Rock-Ola Manufacturing Corporation bought controlling interest in the company and a program of diversification was launched.

Other Equipment

While scales still provide the bulk of the operating revenue, the firm has cigarette and gum machines on location, and at one time operated coin washing machines.

Chambers was one of the founders of the National Automatic Merchandising Association in 1936 and served as treasurer and director of that organization. He was also a director of the New Haven Board and Carton Corporation.

He was also a director of the Canadian Rhoades Manufacturing Company, Peerless' Canadian subsidiary. Chambers was active in the Community Church and in the Beta Theta Pi fraternity.

He leaves a widow, Mrs. Helene Chambers, and a son, Ray Cameron.

Star Buttons

• Continued from page 67

Rin-Tin-Tin, Buffalo Bill Jr. and Jim Bowie.

All buttons are to be sold thru distributors. Price is \$12 per thousand, or \$10 per five thousand or more. Buttons are seven-eighth inch in diameter, have a lock pin and are photo printed in two colors, said Jordan. Five labels suitable for affixing to machine globes are furnished per every thousand buttons.

JOBBER WANTED

With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS 3 SIZES.

None finer quality—none lower in cost! We also manufacture vendors for candy, cookies, pens, stamps, perfumes.

OUR 26th YEAR!

SHIPMAN MFG. CO.
LOS ANGELES 23, CALIF.



To Repeal Cig Vend Law
SASKATOON, Sask. — The city licensing bylaw will be repealed to allow cigarette vending machines in business places other than beer parlors, city council has decided.

THE NEW CAPSULE

PERFECT CAPSULE VENDING

Bounce it—Bump it—Throw it—Nothing happens

\$4.50 per M
In 100,000 lots.

IT STAYS CLOSED!

5,000 and up \$5.50 per M

No waste, no breakage, no losses, no open capsules

EPHY

91-15 144th PL., JAMAICA, N. Y.

Great Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.
HEAVY SHEET METAL BASE.
TIN SCOOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINT-ER WHEN IN USE.
SKILLED HAND-Workmanship is employed in building this scale to assure reliability and accuracy.
There is sturdiness of construction more durable than is generally found in scales. Finish is black enamel. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.



\$19.00

ORDER TODAY
1/3 Dep. Bal. C.O.D., P.O.B. N. Y. Distributors. Write for Prices.

J. SCHOENBACH

Distributors of Advance Vending Machines
715 Lincoln Place, Brooklyn 14, N. Y.
P. Resident 3-2900

GO TO N. V. A.'S

VENDOCADE of '58

MAY 1-2-3-4

DEAUVILLE HOTEL
MIAMI BEACH, FLORIDA

ATTENTION!

OPERATORS!

DISTRIBUTORS!

MANUFACTURERS!

For complete information on exhibit space and Hotel reservations contact:

N. V. A.

NATIONAL VENDORS ASSOCIATION

33 North La Salle Street

Chicago, Illinois

SKULLS!

FIT ON TOP OF PENCILS AND Glow in the Dark!

If it's spooky if sells That's what SKULLS do. They're a sensation in classrooms as soon as the first skull is introduced. Just the thing that every kid just HAS to have! Sell the entire neighborhood, everywhere!

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Send 35c for Sample Kit of Charms

NEW! ATLAS MASTER MACHINE

CAN BE FINANCED!



NATIONAL SALES HEADQUARTERS FOR ATLAS MASTER MACHINES

PENNY KING COMPANY

2538 MISSION ST. PITTSBURGH 3, PA.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a . . . not a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for Vend for

1 year \$5 3 years at \$10. (Foreign rate, one year, \$5)

Name

Address

City Zone State

Occupation



MONTHLY FEATURES
Candy, Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

Publicity Firm Sets Plans for Record Vender

WESTWOOD, N. J.—A local publicity and industrial designing firm has announced plans for the manufacture of a record vending machine which would be attached to juke boxes.

However, Gerry Lang, director of client relations for Ken White Associates, the firm promoting the machine, said that the machine exists only on the drawing board and that patents have been granted or applied for. He added that production is about a year off.

According to Lang, the unit is designed for a juke box manufacturer. He would not say which manufacturer.

The envisioned record vender would have 10 selections—based on the 10 top tunes—with 24 45 r.p.m. disks to each column. The coin mechanism would take any combination of nickels, dimes and quarters.

L. A. Group Votes Dues, New Officers

LOS ANGELES — Monthly dues of \$5 were voted by the Los Angeles Music and Games Operators' Association at the semi-monthly meeting Tuesday (18) at which a secretary and treasurer were named, and Vince Passaro, union business representative, presented a plan to reduce label charges.

The dues were deemed necessary to continue the organization's membership drive. The proposal made by Phil Shatz, president, was unanimously accepted. In the past, the groups' expenses, which have been small, were covered by contributions.

Frank Lopez, of Acme Music, was named secretary, and Kenneth Albrecht, vice-president of Calstate Escrow Service, Inc., an associate member, treasurer. Albrecht will assume office April 1 when the dues program goes into effect.

Passaro, who attended as a speaker, (Continued on page 73)

FORE!

Ops Invited to Participate in Golf Tourney

NEW YORK—Juke box operators will be encouraged to participate in the second annual National Golf Tournament sponsored by the Disk Industry Scholarship Committee. Organizing the tourney are The Billboard and Fred Waring.

While the dates for the eliminations have not been set, the finals will be played at Fred Waring's Shawnee-on-Delaware resort. Finals will be in late summer or early fall.

In charge of the local recruitment for juke box operators is Bernie Boorstein, an amateur golfer of sorts and a functionary at Leslie Distributors, local one-stop.

Entry Blanks

Boorstein, who lost 28 pounds as a result of a crash diet, will be an entrant in the tournament. Any golf-inclined operator, who wishes (Continued on page 73)

Chi Ops Sit Tight Pending Outcome of Senate Hearings

E & E Takes 2 More to Bring Total to 16; All Buy Disks Again at Lormar

CHICAGO—Chicago juke box operators will take no action to counter the threat posed by racketeer elements in the city, pending the outcome of the federal and State investigations, and the Senate Rackets Committee hearings.

Meanwhile, virtually all operators in the city once again are buying at least some—if not most—of their records from Lormar Distributing Company, the local one-stop that figures in the disk bootlegging investigation.

State's Attorney probes last week continued to check locations taken over by E & E Amusement Company from operators who originally refused to buy from Lormar.

Following the arrest of Charles (Chuck) English, owner of Lormar, charged with possessing counterfeit records, some operators began to

reduce their record purchases from Lormar. Others urged that operators stop buying there.

One operation which cut their purchases was ABC, after which they lost five locations all within ten days. (The Billboard, March 24). Last week, The Billboard learned ABC had lost two more and that ABC was now buying all its records from Lormar.

The two most recent locations taken brings to 16 the number lost by operators who resisted—or after the Lormar probe started—stopped buying records from Lormar. In all, four known operations were "hit."

All locations were taken by E & E, a newly-formed operation which on public records identifies Anthony Erice as operator.

March County Grand Jury hearings have concentrated on evi-

dence on the damaging of amusement games by two ex-convicts and by union racketeering (See amusement games section). Further hearings on the juke box investigation are expected before the April grand jury next month.

Meanwhile, Anthony V. Champagne, one of the two lawyers who appeared with English the night he was arrested (The Billboard, February 24), repeatedly invoked the Fifth Amendment in a hearing before the Senate Rackets Committee Friday (21).

(Continued on page 80)

George Miller Starts 27th Year CMMA Prexy

OAKLAND — A new slate of officers, again headed by President George A. Miller, was named last week by the California Music Merchants' Association for a four-year term.

Miller thus starts his 27th year in office, having served the group as State president and managing director since 1932.

Three other veterans, with the association since its inception, were also named on the slate. They are Joe Silla, vice-president, and Frank Morgan and Sam Tessler, directors.

Other officers named are: Ralph Love, recording secretary, and directors, Larry Marvin, Sacramento; Bud Patton, Stockton; Wes Elster, Fresno; William Black, Bakersfield; Fritz Althaus, Alex Ferrero, Ben Murillo and Henry J. Leyser, Oakland, and Ben Stetson, director at large.

CMMA, one of the oldest associations in the country, has also been recognized as one of the leading professional groups in the trade. It has been active representing the operators to legislative (Continued on page 73)

Calm Before Storm Prevails In Gotham Assn.-Union Scene

Court Case, Labor Board Hearing Set Thursday (3); Bitter Struggle Seen

Continued from page 1

taken place. But both associations share the same office at the Great Northern Hotel, with UCMONY still existing, but not currently active.

Compromise Slate

Terms of the peace between the two groups were that the officers and board of AAMONY have representatives of both groups. AAMONY and UCMONY representatives agreed on a compromise slate to be nominated and elected.

Nominations were held February 13, and the slate was recommended. However, what took place at the nomination meeting is a matter which will be settled in court.

Four operators — Ray Knoss, Charles Morrell, Irv Fenichel and Jack Gavarin—claim that the nominations were illegal and have filed

an action to show cause against AAMONY.

Complaint

Crux of the complaint is the charge that ineligible voters participated in the nominations, and that after the nominating committee's slate was presented, the floor was closed for further nominations.

AAMONY officials counter that the membership voted 37-2 to close nominations, that no ineligible voters participated in the nominations, and that additional nomi-

ations may be made at the election meeting.

The plaintiffs seek another nomination, to take place at least 30 days before the election of officers. The case was originally scheduled to be heard March 10 in Part III of New York Supreme Court. It has been postponed until Thursday (3).

Union Charges

Also scheduled to be heard that day are the charges made against AAMONY by Local 1690. The union charges the association with unfair labor practices. The issue is being taken before the State Labor Board.

Specifically, the complaint al- (Continued on page 75)

Giant Milwaukee Route Splits

MILWAUKEE—After five years, veteran coinmen Doug Opitz and Ken Kulow have dissolved their partnership. The split took effect March 1. Both men operated their partnership under the firm names of Hilltop Coin Machine Company; Kendou, Inc., and Wisconsin Novelty Company. Their music and games routes, while the partnership functioned, were rated among the largest in the State.

The two merged five years ago when they combined to purchase the holdings of the Wisconsin Novelty Company.

Veterans

Both men have long, successful backgrounds in the coin machine business. Ken Kulow will soon mark his 25th year as a coinman, and Doug Opitz recently racked up his 16th year.

Opitz will remain at the 1211 N. 4th Street headquarters, and will retain both the Hilltop Coin Machine Company and Wisconsin Novelty Company labels for his routes.

Ken Kulow's plans call for moving to new headquarters now undergoing extensive remodeling at 1322 W. State Street. He will call his firm Kendou, Inc.

three of whom spoke at last year's conclave; and Chuck Hanna, featured professional speaker.

Other Speakers

Other speakers scheduled for rostrum duty include a representative from Hollywood, speaking on the record industry; the honorable mayor of Charleston, West Virginia guest of the West Virginia operator association; and coin trade representatives from Hamburg, Germany; China, Japan, Argentina and France.

Forum topics, not yet completed, will include discussion of taxes, licenses, copyright legislation, public relations, human relations, diversified operations, and juke box programming.

Life Insurance

Miller said that representatives of the California Life Insurance Company will appear at the MOA (Continued on page 73)

46 Exhibitors Sign For MOA Conclave

OAKLAND — A total of 46 exhibitors to occupy 77 booths have confirmed their space to date for the forthcoming Music Operators of America convention to be held at Chicago's Morrison Hotel, May 6-8.

According to MOA president George A. Miller, only 11 booths remain on the main exhibit floor, with a sellout by convention time virtually certain. Last year's convention had 54 exhibitors. It is expected that that figure will be exceeded this year.

Altho program plans have not been completed, a number of speakers have been lined up for the conclave. They include: G. Norman Ditchburn, London juke box manufacturer; John Haddock, AMI, Inc., president and newly elected head of the Phonograph Manufacturers' Association; and Congressman George P. Miller, all

Senate Hits Hoffa Underworld Ties

Rackets Committee Calls Teamster Chief's Alliances 'Threat to Country's Welfare'

WASHINGTON—The alliance formed by Teamster president James Hoffa, with the "kingpins of the nation's underworld"—including those racketeers who have infiltrated the coin machine industry—was labeled a "threat to the welfare of this country" by the Senate Rackets Committee last week.

In a 462-page report on its first year's activities, the committee points out that the list of "Hoffa associates and friends who have criminal records and criminal backgrounds is of impressive length." Among the "associates" the committee noted Joseph Glimco "twice arrested for murder" and "crony of the Capone gang." Glimco has been subpoenaed to appear before the committee in the future, and has been given much attention by probes in Chicago recently

(The Billboard, March 24). Glimco, formerly a trustee of Chicago's taxicab union, Local 777, was recently named its president. He is top man in the Automatic Phonograph Distributing Company, a Chicago juke box distributorship.

Also named as a Hoffa associate was William Presser, head of the Ohio Conference of Teamsters, "who shook down juke box operators in Toledo."

Pin Ball Operations

The report dwelt at length on the Portland, Ore., probe, where attempts by the Teamsters' West Coast union to control pinball operations in that State were brought to light. During that phase of the probe, James B. Elkins, former pinball operator in Portland, told investigators that the Acme Amusement Company had (Continued on page 75)

COLLECTIONS: MEMPHIS & MIAMI

Southern Cities Rally From 10-25% Juke Revenue Slump

By ELTON WHISENHUNT

MEMPHIS—Altho still feeling the effects of a national business recession, operators and distributors in the Mid-South are optimistic. Collections, which were off as much as 25 per cent in January, the area's poorest business month in years, have now rallied, and operators are looking forward to a substantial recovery by summer.

According to a Billboard survey last week, collections still trail the previous year by about 15 per cent, but operators point to definite recovery signs. Tavern and restaurant business has picked up, tho moderately.

Plant lay-offs, which reached a high several months back, are now stemmed, and the tavern customer is again spending his money, if not in a flamboyant manner.

Crop Failure

Another Mid-South crippler—the area crop failure which had its full effects felt in January—is over, and signs of both an agricultural and industry comeback are encouraging.

And for all intents and purposes, the slump had a few effects that will not be erased with a few good months of collections. Distributors, while noting a drop in juke box sales at a comparable percentage to collections, nevertheless contin-

BB SURVEY SCANS SOUTH

The nation's business slump has been felt by many operators thruout the country. But while some areas are still feeling anywhere from a 10 to 40 per cent drop in collections, other locales are beginning to feel a recovery. Admittedly the pick-up is spotty at best—but still reassuring.

This is the second in a series of reports on collections from major cities thruout the country. Last week's article dealt with New York, where collections are down as much as 40 per cent from last year, with no immediate prospect for relief. This week's survey deals with two major Southern cities—Memphis and Miami. Juke box revenues here, down at the beginning of the year, are showing significant signs of a recovery. This article deals with the current level of juke box collections, why they are at this level, and most important, what operators are doing about it.

ued to sell machines. If anything, the used machine market showed a slight increase, as operators turned to new-used models instead of investing in brand-new lines. However, even now, the new machine market has picked up, and distributors predict operator buying at least reach that of the previous year's level.

Among operators, the story is very much the same. Most feel that the summer, with vacation trade and the public's excess leisure time will offset any slump felt to date. Generally their reaction to busi-

(Continued on page 74)

By PAUL DANIEL

MIAMI — Operators in this vacation capital are recoiling from the twin blow of a national business recession and poor winter weather which dropped collections anywhere from 10 to 20 per cent from the previous year.

However a recovery is underway, and the juke box trade is optimistic for summer business to continue to show an improvement.

The tourist trade, traditional lifeblood of the area, has been at a mere trickle, compared to peak traffic in previous years. But signs now point to at least a partial resumption by summer, with prospects good for full normality in the area by fall.

Not Serious

Few operators interviewed by The Billboard last week, admitted to being seriously hit. General consensus noted a business lag, which operators countered by more or less routine "belt-tightening" tactics.

Dime play didn't appear to suffer. A few locations voiced murmurs about returning to the nickel, but generally operators were able to stem such moves. In some instances operators turned to five tunes for a quarter pricing as a compromise measure.

Commissions likewise held the line, despite some location requests to the contrary.

Customer Shortage

Generally the locations appeared reluctantly willing to go along with the operators—recognizing lack of customers as their main source of trouble rather than any weakness in juke box pricing, programming or commissions.

In at least several instances, the business lag served to inject new incentive into the music industry, with operators beating the bushes for new locations and

(Continued on page 74)

COINMEN YOU KNOW

Miami

By PAUL DANIEL

The Bert Lanes are in New York looking after the Kiddie Rides while brother Eddie is in the hospital. . . . The Cigarette Association held its meeting with Berlin Saunders, A. Amato, Lewis Spratlan, Joe Issenberg, Alexander Kahn, L. F. Feldon and M. H. Kaufman being early and saving a fine of one dollar for late comers. Willie Blatt was presiding officer. . . . The Goldenbergs of Cleveland are in Miami for two purposes: vacation and searching for a route for the brother-in-law.

PAL association received \$200 from the AMOA the past week. . . . Getting into community affairs is the Cigarette Association, working on plans for alleviating hardship among teen-agers—this falls in line with backing a project such as PAL. . . . Miami looks forward to the convention — from all reports special planes and trains will have to transport the members.

The Irving Kayes, Kaye Manufacturing Company, making the Roney Plaza their headquarters during their vacation, with business visit to Bush Distributors and social call at the Gulfstream Race Track. . . . Charles Aronson and wife getting ready to make Miami their home, have a co-op on Bay Harbor Island. . . . Bert Lane and his better half returned from their trip to New York. . . . Jim Hunter, Bush Distributors, and Eli Ross, Ross Distributors, agree that business looks good for the area. . . . Morris Marder always looking for new locations and new equipment. . . . Willie Blatt doing his best to have Miami well represented at the Convention.

Milwaukee

By BENN OLLMAN

Click Candy & Distributing Company, La Crosse, has changed its name to Click Distributing Company, Inc. The firm's address is 202 South Front Street, La Crosse, Wis. . . . Florian Nowak, routeman for the Automatic Coffee Service vending firm, is back at his post following a stay in Los Angeles. His boss, John Cocking, reports that vending takes have been adversely affected in recent weeks by shorter factory working hours.

Frank Bartnik, Banaco Music, just returned from a flight to Florida, via his own Cessna, is planning a trip to Cleveland. He plans to visit fellow music operator Al Witalis, Western Music, Cleveland. . . . New routeman for the Matt Schaefer music and games locations is Woody Hoeffner. . . . Stanley Stacy, Cavalla Tobacco Company, is being honored by the Tobacco and Allied Trades Division of the National Conference of Christians and Jews at a testimonial dinner in New York March 25.

The Badegr Candy Club has set the date for the ninth annual Fall Candy Carnival. It will be held August 15-16, but the location has not yet been selected, according to Candy Club Prexy John C. Gray, Hershey Chocolate Corp. . . . George Card, blind former vending machine operator from Madison, Wis., was in town visiting his brother-in-law, Erwin H. Samp, also a sightless vendor. Herbert Pitz, according to George Card, is proving to be a highly successful blind vending machine operator.

Recession effects have been felt

on the Canteen routes, according to Erich Rakow. "But we have been minimizing its effects by making up for losses in receipts thru the addition of new locations." . . . A long list of visitors was at the United, Inc., headquarters last week, headed by Robert Bear, Wurlitzer general sales manager and regional sales boss. . . . Davidson, here for their annual confab with distributor Harry Jacobs Jr. and his staff. Milwaukee Phono Operators are holding the monthly meeting Tuesday, March 25, at the Mayfair Lounge, according to Doug Opitz, president.

Turnout of operators for the showing of the new AMI models was highly gratifying, according to Sam Cooper, Paster Distributing Company. Factory visitors included Ted Parker and Hank Haavenar. . . . In a move to diversification the Southern Novelty Company last week began to add cigarette vending equipment to its inventory. According to Harold Summerfield, the machines will all be placed in locations they are already servicing with music and games units.

Ralph Strosina, routeman for the George Schroeder Company, notes that route receipts are spotty at present. Opening up of a number of the firm's better nearby lake resort spots in the next month or so should lead to improvement, he feels. Harry Jacobs Jr., United, Inc., informs that the firm's Vliet street headquarters will no longer be open three evenings per week. "We'll close at 5 p.m. from now on," he says, "but we will always stay open a little later for any customer who needs help."

Strong turnout of Milwaukee vendmen is expected at the regional NAMA meeting in Chicago. The list includes Asher Rabin and Carl Millman, Automatic Merchandising Corporation. . . . Income taxes, Lent and layoffs have cut into route receipts, says Mrs. Ray Lax, Ray's Amusement Company.

Music equipment sales have taken a nice climb in recent weeks, according to Sam Cooper, Paster Distributing Company. Trade visitors included Val Andreas, Oshkosh; Joe Volk, Madison, and Reggie Tetting, Oconomowoc. Sales of premium merchandise to up State operators has also brightened, Cooper notes. . . . Reid Whipple, Wurlitzer phono engineer, keeps in touch with his family while on the road via radio messages by contacting fellow ham operator Ed Gornowski, Red's Novelty.

Taking advantage of the fine spring driving weather, Woody Johnson, sales manager United, Inc., is planning some trips thru Northern Wisconsin calling on music operators. Disk customers at the Music Mart one-stop this week included Tompkins Coin, Manitowoc, and Mel's Coin Machine, Green Bay.

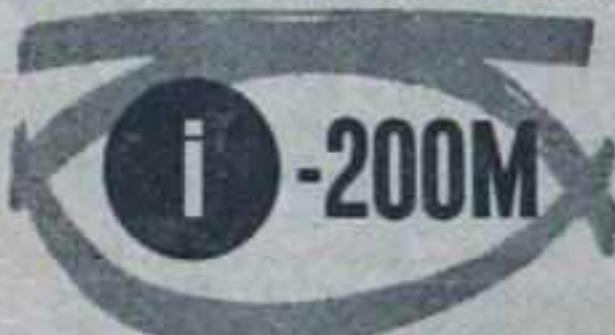
Surprise visitors on coin row this week were Jerry Lawler and Howard Schlecht, L. & L. Amusement, Hurley, Wis. The partners stopped at local distributors to check new items for their big tourist rush expected to begin within the next six weeks. Next stop, they said, was Chicago and the Robinson-Bastille bout. . . . Kim Carhart has been put on the Russell Candy Company payroll as a location solicitor, reports owner Copeland Russell.

Detroit

By HAL REVES

Sheldon B. Dulberg and Herbert C. Gorman, both newcomers to the

Now at your AMI distributor's!



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GO MODERN BUY WURLITZER

George Miller

Continued from page 71

groups, obtaining more favorable tax and licensing legislation. The group was one of the first to inaugurate a comprehensive hospital and health plan three years ago. A revised program was adopted this month, underwritten by the California Life Insurance Company whereby members are protected for hospital bills, sickness, accidents, accompanied by a \$2,000 life insurance policy.

Other projects undertaken by the group include adoption of a location lease for all members, publication of an annual yearbook and the association's traditional yearly banquet and floorshow—a feature for the past 26 years.

Collins Vending, who operates one of the most diversified vending businesses in the city, is discontinuing his juice bar operations, except for a single location, chiefly because of the high cost of merchandise. He plans to concentrate on full line industrial vending.

Eddie Clemons, Music Service Company, has decided the weather here is so good he will stay right at home this year instead of making his usual long trip. He says the operator's best way to meet present business conditions is the difficult one of cutting overhead. Clemons is operating his retail record and appliance store in addition to his juke box route, as well as a real estate and loan business on the side.

Chet Kajeski, who has been with the record department of Music Systems, Inc., operating one of the major one-stop services here, has been promoted to manager of the department, succeeding Thomas

(Continued on page 77)

L. A. Group Votes

Continued from page 71

cial guest, was called upon by Shatz to give his views on the union's operation. He told the group the union would maintain a grievance board to settle disputes between union operators and locations. In discussing the label charge, Passaro said that the union planned to charge \$5.50 per month and 5 cents per label for each machine. Originally, the dues were \$2 per month and 25 cents per label.

The matter of an association grievance committee was briefly discussed and tabled for a future meeting.

Plans for an association-sponsored "Record Fest" were postponed until a later date.

The association will hold its next meeting April 1 at 5560 Santa Monica Boulevard, Shatz announced.

Golf Tourney

Continued from page 71

to enter the tournament, can receive an entry blank from Boorstein.

Purpose of the tournament is to encourage young men and women in the musical arts by awarding college and university scholarships from the entrant fee receipts.

The tourney also has as a goal the encouragement of friendly relations between members of the juke box industry and the record-music business.

Tournament officers are Fred Waring, president; Martin Block, ABC, first vice-president; Hirsch de La Viez, Music Operators of America, second vice-president; Norm Weinstroer, Coral Records, third vice-president; Dan Collins, The Billboard, secretary, and Murray Luth, treasurer.

46 Exhibitors at MOA Meet

Continued from page 71

convention to present a life insurance plan to the group. Basic details of the plan will allow members, employees and associates under the age of 61, to purchase a \$10,000 policy for \$10.50 a month. Those over 61 will be able to purchase a \$5,000 policy for \$5.50 a month. Medical examination is being waived by the company.

The traditional banquet and floorshow will be held in the Terrace Casino Room of the Morrison Hotel, Thursday evening (May 8). A trio of George Jay, Paul Wittenmyer and Buddy Basch will aid in making arrangements. Jay will also act as emcee. This year, each record company that has purchased exhibit space at the convention will be asked to present one artist for the program.

Exhibitors

Exhibitors signed to date include: The Wurlitzer Company; J. P. Seeburg; AMI, Inc.; Rock-Ola Manufacturing Corporation; United Music Corporation; National Rejectors; Dot Records; RCA Victor; Decca; Coral; Mercury; M-G-M Records; Capitol; Roulette; Epic; Columbia; Big Records; Broadcast Music, Inc.; Rex Productions; Paul Bennett Needle Company; Paul Barrett Music Company; Pan-A-Vend Corporation; Capitol Projectors; Wico Corporation; California Insurance Company; National Shuffleboard Company; Logan Distributing Company; Chicago Coin Manufacturing Company; National Sanitary Sales Company; and The Billboard Publishing Company.

Eastern Electric Company; American Shuffleboard Company; Tusko Corporation; Irving Kaye; Bally Manufacturing Company;

Edolite Products; Bally Vending Company; United Manufacturing Company; Paul W. Hawkins Company; Valley Sales Company; Auto-Photo Company; National Vendors; Williams Manufacturing Company and Star Title Strip Company.

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with machine business, are teaming up to form the Vix Vending Company in the Northwest section. They are operating a small route of coffee and cigarette machines, starting as a fulltime operation with plans for expansion, Gorman said.

Constantine D. Stavropoulos, who recently retired from active juke box operation with the sale of the Stavros Music Company, is considering plans to become active again in some field of business, but has made no decision. His former partner, Tom Frangos, has been in Cleveland on vacation since selling the business.

George Wilson, Wilson Vending Company, has been virtually running a children's hospital at his home—four of his five youngsters have been victims of the measles in sequence—and he's hoping the one-year-old doesn't come down with it now. . . . The Interstate Detroit Coffee Company, specializing exclusively in the vending of hot brewed coffee, is placing strong emphasis upon rigid control of sanitation procedures, under the operating management of Richard M. Kopel, vice-president and general manager.

Kwik-Kafe of Detroit, headed by George B. Thompson, has specialized in coffee vending, but is expanding its activities into general food vending. . . . The Aristocrat Popcorn Company, headed by Charles W. Norris, formerly in suburban Highland Park, has moved to the West Side of Detroit on Robson Avenue. . . . Coffee-Time, operated by Roy Glidden in the suburb of Ferndale, has added soup vending equipment to the coffee service in which it specializes.

Coca-Cola is now operating coffee vending equipment, in addition to its soft drink operation. Vending operations are in charge of Floyd Walton. . . . F. Stanley Collins,

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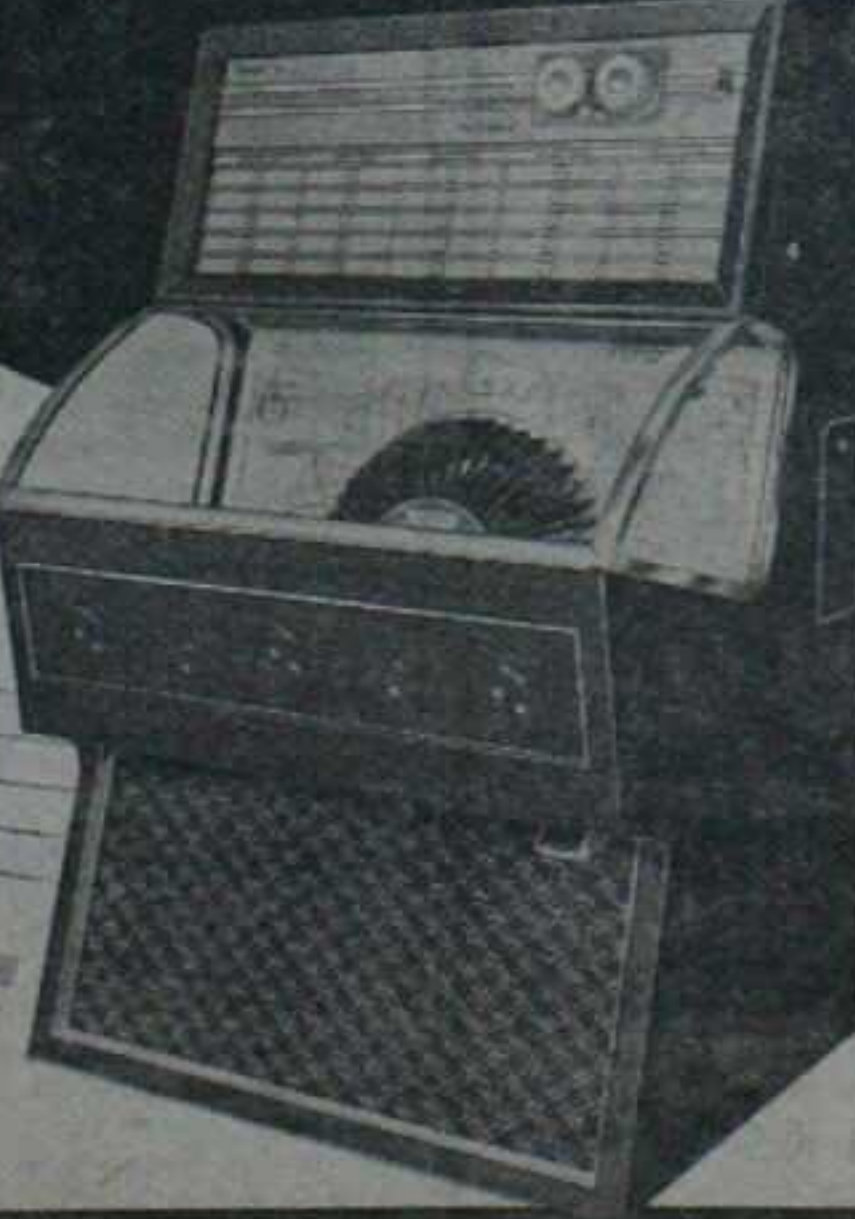
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DEBUT AT MOA

New Background Tape Cartridge

DETROIT — An innovation in the background music field—an on-location playback unit fed from a tape cartridge—is now in shipment by Isador Edelman, Edolite Products.

The unit is slated for national distribution and will be handled in the Illinois-Michigan area by Empire Coin Machine Exchange, Chicago. Other distributors have been named, and more will be named at the Music Operators of America convention in Chicago, May 6-8.

Called the Cine-Sonic Sound unit, the machine will list at under \$250. It has a single internal speaker, but is designed to be used with external speakers and amplifiers, both of which are also available from Edolite.

The machine is expected to pioneer stereophonic tapes on background music locales. The stereo tapes in cartridge form, not yet readily available on the market, will be demonstrated from the Cine-Sonic Sound unit at the MOA

50 120 200
SELECTION MODELS

A

ROCK-OLA

FOR

EVERY LOCATION

conclave, according to Edelman.

Stress Price, Simplicity

Sales planning for the new playback unit will stress two important points:

1. Price.
2. Simplicity of installation.

The Cine-Sonic Sound unit plays quarter-inch Mylar tapes at either 3 3/4 or 7 1/2 speed, from a manually inserted cartridge 6 by 7 inches. The playback unit itself is a compact 14 by 12 by 9 inches of metal and maplewood design.

The unit can be combined with up to eight external speakers and is attachable to an external amplifier.

Edolite has a 120-hour library of taped music available now and hopes to boost this to 1,000 hours, according to Edelman.

Operators will be offered individual tapes at \$20 per tape, and, according to Edelman, will be able to exchange these for fresh tapes thru the first year of operation. Then operators will be charged for additional tapes, which they can build up into a library of their own. Edelman said the individual tapes are guaranteed to play 5,000 hours.

Tapes have a standard volume level from selection to selection, and can be increased or decreased in volume by adjusting a volume control on the unit.

Edelman said he has worked on the tape cartridge playback idea for 18 months. The playback units are assembled at his Detroit plant.

The unit will be demonstrated by Edolite at convention booths on the MOA exhibit floor, with both regular and stereo tapes in play.

Memphis: Rallies 10 to 25%

• Continued from page 72

ness slowing down was one of tightening their belts with a wait and see attitude.

Few resorted to any point of sales campaigns or play hypo techniques—feeling that the customer just wasn't in the location to begin with, and anything they did would be wasted.

Most common method of combating the slump was to cut expenses to the bone by internal means, substitute new-used machines where many times a new model would be called for.

Record purchases were cut in some instances, but seldom enough to be noticeable. If anything, operators became more judicious in their programming selections, trying to make more of what they had, than haphazardly filling their machines with new disks.

Op Reaction

Typical reaction comes from Parker Henderson, general manager of Southern Amusement Company, large Memphis operation.

"Collections were off 25 per cent in January. They are off 10 to 15 per cent now, indicating a comeback. However, business is not stable yet," Henderson cautioned.

"There are two main reasons which brought on the slump. The main thing was our big crop failure last fall. It was felt in January in our business.

"The general recession about the country also had its effect here, with lay-offs in plants. The effect has been felt on all locations, not just certain ones.

"Operators I have talked to have not tried any promotional point-of-sales campaigns or anything of the promotional nature. Most tried to tighten up, cut expenses and try to get better record programming on their machines. They have often used new machines when before a new one was called for.

"The location owners are not pressing for anything now. They always ask for different or better records, but requests for these are not more now than before.

"I feel that the lesser collections was because fewer people were in locations than before, as a result of the slump in business conditions generally.

Allen Dixon, general manager of S & M Sales Company, reports: "Our collections are down now 15 per cent compared to this time last year. We felt the slump worse in January than any other month, when gross income was down about 20 per cent from what it was in January of 1957. But I feel that conditions are improving some now and the situation could be back to normal in a few months.

"We're not doing anything in the way of promotion to combat the slump." Cutting expenses and improving music programming is our best bet. The location owners are not pressing for anything. They tell us their business is off along with the music business.

"There just aren't as many people in locations these days as before. But we expect a pick-up as weather improves this spring."

A slightly more optimistic note came from Joe Coughi, partner in Poplar Tunes Music Service.

"Collections are down a fraction from what they were a year ago. I'd say 10 per cent at the most. February was our worst month when they were off 20 per cent. There is a gradual comeback now. Things are about back to normal.

"There are about the same amount of people in the locations, I'd say. They are not playing the phonographs quite as much as before. But we are buying new equipment all the time. We bought three new juke boxes in the past two months, the same number we bought in the same period last year."

Coughi also manages a one-stop, Poplar Tunes Record Shop, and had this to say about record buying by operators:

"The operators have been buying fewer records in the past two weeks than previously. I guess the bad weather we've had has caused the slack-off. It's down about 25 per cent from what it was last month. But I think things will get better soon—in a few weeks."

Miami

• Continued from page 72

changing machines around in the existing spots to hypo what play was available.

As typical operator, Morris Marder, M & M Service Company, noted, "... sure we suffered, but now our business is on a par level with last Christmas. We have to keep plugging when we feel a slump in business due to any reason getting out and finding new locations pays off," he noted. Marder also credited installation of new equipment as helpful in keeping his collections stable.

Step-Down Jukes

Another Miami operator, M. Lebow noted he'd been changing machines around, and stepping down equipment to fight the slump. Some of his locations asked for nickel play, but by offering five for a quarter, he'd been able to hold the line. Commissions likewise were coming under fire from Lebow, but generally he wasn't too hard hit from this area.

Another operator pressured for better commissions, was Willie Blatt. "Business has been down about 15 per cent, and many spots are asking for a better cut," he noted. He had, however, generally been able to hold the line with his locations, Blatt added.

Among distributors, the story is pretty much the same. All report business picking up, with equipment sales substantially increasing. James Hunter, sales manager of Bush Distributing Company noted, "After three months, business is picking up, the collections are better and the sales of equipment are on the upgrade." Hunter added that many of the new lower priced games were helping operators stimulate play in locations.

Eli Ross, Ross Distributing, likewise noted a revival in the area. He pointed to juke manufacturers' introduction of new equipment as helpful in not only spurring operator buying, but in getting location interest revived in the music machines.

Overall voicing by the trade indicated that while business has suffered, the area has not been as hard hit as the rest of the country—with recovery expected more easily.

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MARCH 31, 1958

FLIPS COINS

Bally Ships Skill-Roll Novelty

CHICAGO—Skill-Roll, an unusual novelty game that features flipping a coin along track tracks, was shipped to distributors last week by Bally Manufacturing Company.

Skill-Roll is highly compact, taking up only 26 by 15-inch floor space. It is available in either nickel or nickel operation, stressing play.

After player deposits a coin, the coin rolls along overlapping tracks, which is manipulated along as the player operates a series of eight levers, four on either side of the cabinet front.

Object of the game is to avoid low-score coin traps and to drop the coin into high-score traps.

Simple wiring and a minimum of moving parts simplify maintenance and servicing, according to the firm.

Coin Trade Names UJA Committees

NEW YORK—Committees for Coin Machine Division's annual Jewish Appeal drive were announced this week by Lou Boorstein, Leslie Distributors, general chairman. The New York coinmen honor Al Simon, local coin machine distributor and jobber, 14 at the Hotel Astor.

Ed Blatt, counsel for the Associated Amusement Machine Operators of New York, is associate chairman. Honorary chairmen are Al

(Continued on page 83)

YES, WE HAVE NO SUBMARINES

LONDON—British operators sighted a new submarine kiddie ride here last month, but their hopes of adding a new attraction to their routes sank.

The novel machine is not for sale.

Robinson Partners, Ltd., here, produced the unit which consists of a natty miniature one-seater submarine on a pedestal. It's made of metal and chrome plated, providing a rock and roll motion, which according to The World's Fair, British trade publication, "should satisfy most children without upsetting their tummies."

But all of the machines are to be operated by the firm which manufactures them.

Genco Preems Driving Game, Space Age

CHICAGO—Space Age, a new driving game, was introduced by Genco Manufacturing last week. Sample shipments to distributors are being made.

Designed somewhat along the lines of Motorama, its predecessor, the new game has an "outer space" theme, with the playfield and backglass representing a rocket testing grounds and a flight chart.

The player manipulates a toy model of a crash truck around the testing grounds by turning a wheel to steer the truck, and pushing and pulling on a lever to shift the truck into forward or reverse.

The truck is attached to a flexible, unbreakable stranded wire, operating from an electrical motor.

Seven pucks, which fit the front bumper of the truck, are scattered about the playfield. The player

(Continued on page 84)

Uneasy Truce Marks Gotham Association-Union Battleline

Continued from page 71

leges that AAMONY has refused to bargain with Local 1690, which the union claims represents a majority of local servicemen in the coin machine industry.

The complaint also claims that AAMONY has interfered with the rights of service employees by entering into negotiations with another union without permission of the employees involved.

Local 266

The other union involved is Local 266, International Brotherhood of Teamsters. The association and Local 266 were negotiating a collective bargaining agreement when the charges were made.

This action may be a matter of union jurisdiction, with each local attempting to get a ruling from its parent body. Informed sources feel that if the Teamsters agree to stick with games, and if the RCIA union agrees to limit its activities to juke boxes, a union jurisdictional squabble may be avoided.

The union picture appears to have stabilized in the last few months. Previously, two unions—one each in games and music—were

knocked out by injunctive action. Plaintiffs in these cases were the Music Operators of New York and the RCIA. In one case, Al Cohen, an organizer, was indicted on a conspiracy count.

Local 19

Another union, Local 19, Cigarette and Coin Vending Machine Employees, affiliated with the Federated Service Workers' Union, was enjoined early this month from interfering with juke boxes serviced by Local 1690. MONY and several operators were plaintiffs.

This leaves Local 1690 and Local 266 as the only unions active to any great degree in the coin machine field, with the former a party to a collective bargaining agreement with MONY and the latter negotiating with AAMONY.

Whether or not these negotiations will be concluded may depend, in part, on the decision of the State Labor Board.

Merger Remote

The possibility of the two associations—the AAMONY-UCMONY on one hand and MONY on the

other—joining are remote at this juncture. To say the least, relations between the two groups are strained.

One possibility is that an agreement between the two groups might be reached whereby one association confines its activities to games and the other to juke boxes, with the same division holding true for the two unions.

But this is only a possibility. A probability is that one or both of the two groups will attempt to represent both games and music. If that happens, a long and bitter struggle could be in the offing.

Launch New Kid Ride Firm In Tennessee

NASHVILLE—Rock City Amusement Company here has begun distribution of a new line of coin-operated kiddie horse rides manufactured by Merri-Go-Ferris Corporation, Tullahoma, Tenn.

Electrical mechanism of the horse ride is contained within the body of the unit, eliminating a separate coin box installation. Movement of the ride is a gallop, rather than the customary rocking motion.

The fiberglass horse body is made by H. D. Willcutts Company, Inc., Nashville; the mechanical portion by the Tullahoma firm, and the machine is completed in Nashville. The patented ride was designed by George Lyles, a Tullahoma railroad engineer.

In the new enterprise with Lyles are Kenneth Brake, president of Rock City Amusement; Thomas Watts, and Maurice Jones, a former Tullahoma operator.

Find Missing CIAA-Local 134 Contract

State's Attorney Investigators Also Grab Some of Chi Game Op Group's Records

CHICAGO — Investigators for the Illinois State's Attorney's office last week (25) turned up the long-sought, missing contract signed between the Chicago Independent Amusement Association and Local 134 of the Electrical Workers Union, inked in December, 1956.

The contract, in one instance reported picked up earlier by Senate Rackets Committee probers, has been "wanted" by local, State and federal authorities.

Officials entered the union headquarters last Tuesday (25) to serve Fred Tom (Juke Box Smitty) Smith, Local 134 business agent, with a subpoena for a reappearance before the Cook County Grand Jury. Asked to produce the contract, Smith denied having it.

However, Harry J. Hughes, union secretary, turned over the contract, stating he'd just received it from Smith. Smith appeared before the grand jury the same day and reportedly took the Fifth Amendment, refusing to testify on

the grounds that he might incriminate himself.

The contract is now under study by the State's Attorney's office.

CIAA Offices Hit

State's Attorney probers also entered CIAA offices, found a female clerk busy sending out "association bills" to operators, and subpoenaed the clerk and the

(Continued on page 79)

1958 Output: 22 New Game Models

CHICAGO — Twenty-two new coin game models have been debuted to date in 1958, with bowling games and five-ball pin games setting the pace.

Just 17 new models were introduced in the same period last year;

33 were shipped out in the first three months of 1956.

But the 1958 first-quarter output puts the other two years to shame in terms of the number of really new ideas introduced.

The new 1958 bowling games alone, for instance, represent four distinct types, all with different play features; of these, a total of eight models have been bowed.

In addition to the bowlers, the

(Continued on page 79)

Bally Preps Baseball Unit

CHICAGO—Bally Manufacturing Company is readying a new coin-operated baseball game for shipment in the near future.

Coin baseball games, always a popular item at this time of the year, are expected to be in greater abundance this year than last. Last spring Williams introduced one, 1957 Baseball, and Exhibit Supply introduced one of the throw-the-ball type at last winter's Park Show here. Three were bowed in 1956.

Details on the new Bally game were not available.

Senate Blasts Hoffa Racketeering Ties

Continued from page 71

formed with Teamster backing and was to be Portland's only baseball operation (The Billboard, March 9, 1957). He said Teamsters were ready to picket any tavern that used the machines of other operators. The committee's report said practices such as this have seriously abused the right of organizational picketing, using it as a weapon of extortion and terror.

Also strongly denounced by the McClellan probers was the way in which juke box locals were established in Detroit.

Hoffa, according to the report, paid either \$2,000 or \$2,500 to Eugene (Jimmy) James to start the local in Detroit. The loan was repaid by putting Mrs. Hoffa and a Mr. Brennan (the wife of a friend of Hoffa) on the payroll, even though they did no work.

James, a convicted labor racketeer, refused to testify before the committee. Background material gathered by the probers showed that after founding Local 985 in Detroit, James began having trouble with gangsters in that city. William Bufalino was brought in to "assist and advise" James in his problems, the report said.

The report further states that "James would not explain why he turned over the Detroit local to William Bufalino, at that time a Detroit juke box operator. He

(Continued on page 79)



LOUIS BOORSTEIN, LESLIE DISTRIBUTORS, was named chairman of the coin machine industry's annual drive for the United Jewish Appeal at a recent meeting of the campaign steering committee. This marks the third consecutive year that Boorstein is leading the division. Members of the division's executive committee present at the meeting were: Seated, left to right: Jack Semel, Michael Munves, Morris Rood, Aaron Sternfeld, Bernard Boorstein, Al Bodkin, Theodore Blatt, Louis Boorstein and Albert Simon. Standing, left to right: Albert Kerner, Robert L. Krause, Sanford J. Moore, David Lowy; Dr. Sam Klausner, UJA speaker; Meyer C. Parkoff, Seymour Pollak, Harry Koeppel, Bernard Levine, Carl Pavesi, Alfred Miniacci, Herbert Sternberg, George Lewis, Barney Sugarman, Sam Bushnell and Irving Kaye.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of March 31, 1958)

MUSIC MACHINES

Table with columns: Model, High, Low, Mean Avg. Includes models like AMI Model C-40, Model D-80, Model E-40, Model E-80, Model E-120, Model F-80, Model F-120.

Table with columns: Model, High, Low, Mean Avg. Includes models like ROCK-OLA 120 Comet, 1428 (48) 20 sel., 1432 (50-51) 50 sel., 1434 (50-51) 50 sel., 1434 Fireball, 1434 Rocket, 1436 A (53) 120 sel., 1438 (54) 120 sel., 1442 (54) 50 sel., 1446 Hi-Fi, 120 sel., Hi-Fi (55).

Table with columns: Model, High, Low, Mean Avg. Includes models like SEEBURG HM-100-Hideaway, M-100-A, M-100-B, M-100-C, HF-100G, HF-100-R, 100-W, M-100-G.

Table with columns: Model, High, Low, Mean Avg. Includes models like WURLITZER 1015 (46) 24 sel., 1017 (46) 24 sel., 1100 (47) 24 sel., 1217 Hideaway, 1250 (50) 48 sel., 1400 (51) 48 sel., 1450 (51) 48 sel., 1500 (52) 104 sel., 1550-A (53) 104 sel., 1600 (53) 48 sel., 1600-A (54) 48 sel., 1650 (53) 48 sel., 1650A (54) 48 sel., 1700 (54) 104 sel., 1800 (2/55) (W).

PINBALL GAMES

Table with columns: Model, High, Low, Mean Avg. Includes models like BALLY Atlantic City, Beach Beauty, Beach Club, Beauty, Big Time, Bright Lights, Bright Spot, Broadway, Coney Island, Dude Ranch, Frolic, Gayety, Gaytime, Hi-Fi, Ice Frolics.

Table with columns: Model, High, Low, Mean Avg. Includes models like Miami Beach, Nite Club, Palm Beach, Palm Springs, Spot Lite, Surf Club, Variety, Yacht Club.

Table with columns: Model, High, Low, Mean Avg. Includes models like CHICAGO COIN Basketball Champ, Home Run, Tahiti.

Table with columns: Model, High, Low, Mean Avg. Includes model like EVANS Saddle & Turf Club Model.

Table with columns: Model, High, Low, Mean Avg. Includes models like GENCO Golden Nugget, Invader.

Table with columns: Model, High, Low, Mean Avg. Includes models like GOTTLIB Arabian Knights, Auto Race, Bowlette, Chinatown, Cinderella, Classy Bowler, College Daze, Coronation, Crossroads, Cyclone, Daisy Mae, Derby Day, Diamond Lill, Dragonette, Duette, Flying High, Four Belles, Four Stars, Frontiersman, Gold Star, Grand Slam, Green Pastures, Guys & Dolls, Gypsy Queen, Happy Days, Harbor Lites, Hawaiian Beauty, Hit 'n' Run, Jockey Club, Jubilee, Jumbo, Marathon, Lady Luck, Lovely Lucy, Marble Queen, Mystic Marvel, Niagara, Pin Wheel, Poker Face, Quartette, Queen of Hearts, Quintette, Rose Bowl, Scoreboard, Sea Belles, Shindig, Skill Pool, Sluggin' Champ, Sluggin' Champ Deluxe, Southern Belle, Spot Bowler, Stage Coach, Sweet Add-A-Line, Toreador, Tournament, Twin Bill, Wild West, Wishing Well.

Table with columns: Model, High, Low, Mean Avg. Includes models like UNITED Cabana, Caravan, Circus, Hawaii, Manhattan, Mexico, Nevada, Pixie, Rio, Singapore, Stardust, Starlet, Tahiti.

Table with columns: Model, High, Low, Mean Avg. Includes models like Triple Play, Tropicana, Tropics.

Table with columns: Model, High, Low, Mean Avg. Includes models like WILLIAMS Army & Navy, Big Ben, C. O. D., Colors, Dealer '21', Deluxe Baseball, Disk Jockey, Eight Ball, Four Corners, Fairway, Grand Champion, Gun Club, Hayburner, Hong Kong, Jalopy, King of Swat, Lazy Q, Lu Lu, Nifty, Nine Sisters, Peter Pan, Quarterback, Race the Clock, Rag Mop, Rainbow 5 Ball, Regatta, Screamo, Sea Jockeys, Silver Skates, Singapore, Sky Way, Spark Plug, Spitfire, Star Pool, Struggle Buggie, Slugfest, Twenty Grand, Times Square, Thunderbird, Three Deuces, Super World Series, Wonderland.

SHUFFLE GAMES

Table with columns: Model, High, Low, Mean Avg. Includes models like Ace Bowler, Advance Bowler, American Bank, Arrow, Banner, Bikini, Bonus Bowler, Bowlette, Broadway Alley, Capital Deluxe Shuffle, Capitol, Carnival, Cascade, Century, Champion, Chief, Classic, Clipper, Clipper Deluxe, Clover Shuffle, Club, Comet Targette, Comet Deluxe, Criss-Cross, Criss-Cross Targette, Criss-Cross Targette Regular, Crown, Diamond, Domino, Double Score, Feature, Fifth Inning Deluxe, 5 Player, Fireball, Flash, 8 Player, Gold Cup, Gold Medal.

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1446 Hi-Fi Rock-Ola, 120 Sel. . .	450.00
Seeburg "C"	395.00
1434 Rock-Ola 50 Sel., 45 R.P.M. . .	145.00
ChiCoin Ski Bowl	195.00
Like New A.B.C. Bally Bowling Lanes, 11 ft.	495.00
14 ft.	545.00

All machines have been checked, cleaned and ready for location.

5 BALLS

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Blondie	145.00
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Bally Circus	Write
Bally Double Header	225.00
United Pixie	125.00
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BINGO GAMES

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Key West	325.00
Big Show	275.00
Beauty	65.00
Gayety	75.00
Gaytime	115.00
Palm Beach	30.00
Variety	75.00
Miami Beach	115.00
Dude Ranch	35.00
Big Time	115.00
Surf Club	55.00
Night Club	225.00
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ARCADE

Bally Bull's Eye Kiddie Gun	\$225.00
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Midget Racer	250.00
Thunderbolt	250.00
Bally Boat	275.00
Locomotive, Just Like New	275.00

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GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Continued from page 77

year. . . . Robert Goad, president of Game Sales Company, reports the new bowling game in which a little figure of a man throws the balls and knocks down pins is selling well to local and Mid-South operators.

George Sammons, president of Sammons-Pennington Company, usually travels Arkansas or Mississippi calling on music operators. But last week he made a trek around West Tennessee calling on operators. Sammons say the West Tennessee men usually get in to Memphis often, some of the Mississippi and Arkansas men don't.

With most operators fighting a general recession believed caused from national conditions, Elgie Foster, Foster Music Company, Bolivar, believes it is the excessive rain in his area which caused collections to fall off. . . . Bill Uttz, Dixie Novelty Company, Covington, reports on the other hand that he is keeping his income up by putting new games out on his route. He hasn't felt a drop yet.

Robert Smith, Smith Music Company, Dyersburg, reports, however, that his business is way off. Dyersburg area was flooded last fall, resulting in crop failure and it being declared a disaster area by the Federal Government.

J. A. Butcher, Butcher Amusement Company, Dyersburg, is putting some new music machines out on his route. . . . Pete Smith, Smith Music Company, Halls, Tenn., reports business off. . . . Ford Caldwell, Caldwell Music Company, Humboldt, is recovering from a heart attack he suffered last fall. He's back on the route now but must take it easy. . . . S. E. Scott, Scotty Amusement Company, Jackson, recently paid \$500 for a bird dog pointer.

Earl McDaniel, McDaniel Music Company, Jackson, recently bought a bulldozer to clear trees from 1,500 acres of land he and his father own near Jackson. They will farm it. . . . Charles Eaker, P & N Music Company, Paris, has been on dime play four months now, is pleased with results.

Jourd White, Jourd White Sales Company, Paris, is also farming this year—has 440 acres in cotton. He's also raising black angus cattle. . . . White's son, Jourd White Jr., recently discharged as a lieutenant (j.g.) from the Navy, has taken over most operations of the music route. . . . W. E. Foote, Foote Amusement Company, Selmer, recently suffered pneumonia and his son, James, 21, handled the route for him.

Charles Keene, Keene Amusement Company, Union City, went on dime play four months ago, but the bad business conditions forced him back to 5-cent play. Also a factor was a Kentucky operator giving competition, offering location owners 5-cent music.

James White, Henderson, Tenn., bought his father's music route, Alamo Music Company, and is now operating it. The father, Luther White, has a night club and is devoting his time to that. . . . Roy Morris, Morris Amusement Company, Somerville, reports his sideline of sporting goods and motorboat repair business is doing well with good spring weather here and fishermen flocking to the lakes in the area.

Aubrey Webb, Webb Music Company, Reipley, reports his diversification into the furniture business has helped him

back well from a slump in music collections. . . . J. B. Bridgewater, Bridgewater Music Company, Brownsville, also has a sideline now—partner in the Pontiac auto agency.

Teno Hankins, manager of Bond Amusement Company, Jackson, reports he is pleased with his sideline of buying the Jackson Venetian Blind Company, will still stay on in the music business. . . . Paul Essary, Essary Music Company, also is using a sideline, reports his sporting goods and fishing supply business doing well. . . . And A. J. Waller, Ideal Music Company, Jackson, is distributor there for an oil company.

Los Angeles

By SAM ABBOTT

Al Weymouth, who handles sales for the Smokeshop cigarette machine, is back in town following several business trips. One of these was to the Midwest. . . . Frank J. Meneuri, AMI factory sales representative, will remain around Los Angeles for the next couple of weeks. He just returned from business trips to Seattle and Denver. While in the city, he makes his headquarters at Badger Sales Company, AMI distributors in this area. . . . Bob Dunn, who has been operating juke boxes and games for the past 15 years, dropped in to see Bill Leuenhagen recently. They were cutting up jackpots about the good old days.

Mel Wolzinger, of Las Vegas, in town for a couple of days on business. . . . Jim Pritchett was a buyer from Santa Ana. . . . Larry Hanford made one of his infrequent business trips from Lompoc. . . . Carl Weber made a close race for the job of honorary mayor of Kernville, where he lives. . . . Partners Al Cicero and Norman Hayes, of Santa Maria, stopped off at Paul A. Laymon, Inc., during a recent visit. . . . Don Swalm, of San Diego, in town.

The Mel Texieras of Santa Monica in the city on a buying

trip. Mrs. Texiera, however, not confine her shopping to Pico. . . . Carl Cline, who is dept manager in Indio for Cooper Music in Riverside, stopped off during a recent here to see the distributor West Pico. . . . Fred Shuey big wedding reception at his in Huntington Park last week. Lloyd Barrett, Pomona operator reports that the sports car that he sponsors are pulling at the Los Angeles County grounds in that city. . . . DeVilbiss, of Big Bear, says is plenty of snow in the which means plenty of water summer in the lake. . . . Bowen, who operates on the Base at Edwards, Calif., to chat with Hank Tronick. C. A. Robinson at the Robinson firm. . . . Another Robinson was A. L. Miller, Blythe.

Hartford, Conn.

By ALLEN M. WIDEN

MOC (Music Operators Connecticut) membership now at the 80 figure, should hit 100 within the next year, predicts Abe Fish, General Amusement Game Company of Hartford, and houses

Vending Industry Represented at Brotherhood Fete

NEW YORK—The vending industry will be represented at annual Brotherhood Dinner of Tobacco, Candy and Allied Industries to be held in the Room of the Waldorf-Astoria March 25.

The dinner will be held in half of the National Conference Christians and Jews. Lewis Ber, president of the P. L. O. Company, is chairman. Stacy, head of the Cavalla Tobacco Company, Milwaukee, is guest honor.

Plans for the \$100 a planner, at which women guests attend without charge, were completed at a committee luncheon meeting Tuesday (25).

Among the 25 industry leaders of the committee are Melville Rapp, executive vice-president of Harrough Corporation and Central Industries.

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25
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President of the Statewide Association. The group, discernibly pleased over the February 27 dinner-dance at the Statler Hilton Hotel, is anticipating some activity in the picnic phase this summer.

MOC President James F. Tolisano reports passage of a resolution praising efforts by industry to aid and coin machine men thruout state during the 1955 floods. In particular are Atlantic York Corporation, Connecticut, Seeburg distributor; Sales Company of New Connecticut branch, AMI distributor, and Redd Distributing Company, Allston, Mass., Wur distributor.

A local visitor was John Colucci, of the Mattatuck Music Company, Waterbury, brother of Ralph Colucci, of Seaboard Distributors' Corporation, East Hartford. . . . A sizable area delegation is planning to attend the MOA (Music Operators of America) 1958 convention at the Chicago Morrison Hotel, May 6-8, according to MOC president, James F. Tolisano. He is an MOA director.

Ralph Colucci, Seaboard Distributors' Corporation, is thinking of another trip, this time southward to Texas and a rest in the Southwestern sun!

Ball Bowler Strong On L. A. Coin Routes

Covers From 25 to 50% of Area Stops; Pins Illegal, So Alley Games Top Fare

This is the fourth in a series of articles on bowling game operations thruout the country.

LOS ANGELES — Bowling games have the rule of the roost here and thruout Los Angeles County, where pinballs are illegal. Operators and distributors report the long ball bowlers are holding down from 25 to 50 per cent of total games on location; the remainder are largely bowling games of other types, with the shuffle bowlers holding the runner-up position.

Shuffleboards are showing a slight spurt in popularity, with the interest greater than it was at the end of 1957.

Ed Wilkes, of Paul A. Laymon, Inc., distributors, estimated that about 50 per cent of machines in operation are long bowlers, about 35 per cent shuffles, and about 20 per cent the newer compact "gun" type bowlers.

Hank Tronick, C. A. Robinson Company distributors, said placements of both ball bowlers and shuffle bowlers were limited because of space restrictions in this area, but estimated each of these types carries about 25 per cent of total games on locations.

Tronick expects operators to add more ball bowlers and other new

bowling games to their routes. Since pins are banned, bowlers are almost a necessity here, he said.

Valley Vendors, Glendale, has about 50 per cent of its route in shuffle alleys, with the long ball bowlers accounting for roughly the other 50 per cent, according to Jimmy Holmes.

The firm was waiting to see how the newer compact "manikin" bowlers move before buying them. The firm reported initially having little success with the new "gun" type bowlers. Buying plans of the firm in 1958 will depend on relative popularity of the different types of games, but will concentrate on bowling games of one type or another.

Witsen Offers Hotel Service For Coinmen

PHILADELPHIA — Members of the coin machine industry visiting the Brussels Fair which opens in the Belgian capital next month will be able to get rooms thru Abe Witsen, International Scott Crosse president.

The Philadelphia coin machine distributor and exporter will operate two Arcades at the fair in conjunction with L'Automatique of Brussels. While hotel reservations will be difficult after the fair opening April 17, Witsen's local representative has been instructed to get accommodations for all coin machine industry representatives. Four weeks' notice is required.

At the fair, Witsen will operate new American equipment as well as machines of European manufacture.

Senate Blasts

would not tell whether or not he had received any financial consideration for giving the local to Bufalino, nor would he comment on the fact that he remained on the payroll of the local for 2 years after he had left his position. James' reason for not testifying was that he felt he might tend to incriminate himself.

Robert Kennedy, counsel for the Senate investigators, said earlier that the manner in which Bufalino entered the juke box business was a "source of great concern and interest" to the committee. Kennedy labeled Bufalino a "front man" for his business associates. The "associates have a total of more than 40 arrests on counts ranging from robbery to murder (The Billboard, October 7, 1957).

To curb the abuses uncovered in the probe, the committee recommended legislation that would (1) regulate and control pension, health and welfare funds; (2) regulate and control union funds; (3) insure union democracy; (4) curb activities of middlemen in labor-management disputes; and (5) clarify the "no man's land" in labor-management relations.

Only member of the committee who dissented from the findings of the report was Senator Pat McNamara who feared the overall effect of the report "is to frame a blanket indictment against the labor movement."

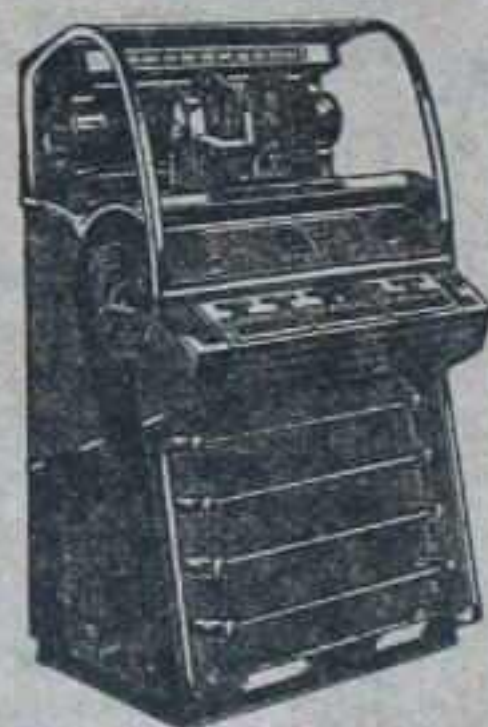
Committee sources give "May or June" as target dates for resuming hearings on racketeering in the coin industry.

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Missing Pact

Continued from page 75

bills. In the process of being mailed out with the bills was an accompanying letter which apologized for "postponement in billing due to a confounded investigation."

The clerk was unidentified at press time.

Unfinished business from the previous week's grand jury efforts includes the awaited trial of Alex Ross and James Rini, ex-convicts indicted last week on counts of damaging coin games on city locations, and charged with 1956 hi-jackings of games.

The pair will stand trial shortly for the hi-jacking charges, which were brought against them in May, 1957, for allegedly frisking games from two Des Plaines, Ill., restaurants. Trial date is not yet set.

The tenure of the current grand jury is virtually at an end, and probers are not expected to offer further evidence to the body. Additional evidence on the coin-union probe will probably be presented to the April grand jury.

1958 Output

Continued from page 75

1958 output includes five pin games of the five-ball type, one in-line pin, three pool games, one gun game, several novelty games and two kiddie rides.

Among the bowlers are two long ball bowlers, three "gun" type bowlers and two "manikin" type bowlers. One of the novelty games, Chicago Coin's Rocket Shuffle, also has some characteristics of a bowler.

The other novelty games include two Bally games, Target-Roll, a pin-type, ball-in-hole scoring game, and Skill-Roll, a compact rolling coin game. (See separate story, this section.)

In contrast to the varied output of 1958, the new game models of the first quarters in 1956 and 1957 offered little in new play ideas. The 1956 output consisted of a heavy batch of pool games of similar design, and few other new models of different types. The 1957 output, while more varied, offered no really original amusement ideas.

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Ops Sit Tight

Continued from page 71

Champagne refused to tell whether he knows Tony Accardo, named by the Kefauver Committee as one of the leading members of the Capone syndicate; Vincent (The Saint) Inslerro, and Sam (Mooney) Giancanna.

Robert F. Kennedy, rackets committee counsel, said Champagne had been attorney for the Chicago Restaurant Association from September, 1953, to July, 1954. He was called, Kennedy explained, because of the committee's investigation into the relationship of attorneys, hoodlums and employers in the improper settlement of labor disputes.

Champagne also refused to tell the committee whether he had hired Sam English, brother of Charles. Champagne succeeded Abraham Teitelbaum, former lawyer for the Capone family, as attorney for the restaurant association.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

March 24—Central States Music Guild, 805 Main Street, Peoria, Ill.

March 25—Music Operators of New York, Inc., quarterly meeting, 250 W. 57th St., New York City.

March 25—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

March 29—California Automatic Vendors Association, Venetian Room, Ambassador Hotel, Los Angeles. Cocktails, 6-7;

March 31—Central States Phonograph Operators' Association, monthly meeting, 805 Main St., Peoria, Ill.

April 1—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

April 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

April 1—Washington Music Merchants' Association, monthly meeting, Seattle, Wash.

April 2—Music Operators' Association of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

April 2—Summit County Music Operators' Association, monthly meeting, Akron, O.

April 3—California Music Merchants' Association, Sacramento division, monthly meeting, association headquarters.

April 3—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland.

April 7—United Music Operators of Michigan, monthly meeting, Ft. Wayne Hotel, Detroit.

April 8—California Music Merchants' Association, Los Angeles Division, monthly meeting, association headquarters, Los Angeles.

April 8—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati.

April 9—Retail Amusement Association of Canton, O., monthly meeting, office of Elum Music Company, Massillon, O.

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Perky 235
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Cue Ball 225
Fun House 195
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Tim-Buc-Tu 165
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Regatta 145
Thunderbird 110

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Variety 125
Miami Beach 145
Caravan 245
Big Show 285
Broadway 185
Big Time 125
Key West 225

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Genco Sky Rocket 210
2-Player Basketball 185
Quarterback 175
Genco Rifle Gallery 150
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SPOT SURVEY

Close-to-Bar Bowler Best, Op Reports

DENVER—The operator who makes sure that his bowling game is located as close to the bar as possible at tavern spots will get better results, reports Tom Bean, owner of Tom Bean's Music Company here.

Bean has made a concentrated study of bowling game grosses in relation to various installations thru the years. He's been operating games in Denver since 1934, and now bowlers get his prime attention as the best grossers in the Colorado capital since the demise of bingo games here.

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Bean is sold on this psychology to the point that he will cheerfully foot the bill for remodeling, relocating of booths, and other steps to provide additional location space for one of his games near the bar.

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PROTEST PAYS

Census to Give Trade Better Export Statistics

WASHINGTON—Strong protest from industry and trade press against a proposed cutback in coin machine export statistics has paid off.

Spokesmen for the Census Bureau told The Billboard that because industry and the trade press have convinced the bureau that such statistics are necessary for business, statistical reports will not be cut back but will, in fact, be somewhat enlarged.

The Census Bureau announced nearly two years ago that it would "lump" many categories because commodities were not exported in sufficient quantities to merit complete breakdowns. The three categories in the coin machine field—jukes, games, venders—were to be made into only two categories: jukes, and "coin-operated machines."

Under a set-up of that type, there would be no way of determining what per cent of "coin-operated machines" exported each month were vending machines and what per cent were amusement machines.

The system was used on an experimental basis during the first six months of 1956, but came under heavy fire from industry for its "lack of detail."

In July of 1956, Census went back to the three category system. At that time, Robert W. Burgess, census bureau director, said the "many evidences of the importance of the export statistics will be taken into account in planning future programs."

Beginning with export figures for January of this year (to be available early in April) coin machine export statistics will be enlarged into four categories. The new set-up will include games, vending machines, new jukes, and "used or rebuilt jukes."

Set \$60 Fee on Ind. City Rides

ELKHART, Ind. — Robert E. Long, city controller, has announced that all coin-operated kiddie rides in Elkhart must be licensed at an annual \$60-per-machine fee.

He said licensing and inspection of these rides has begun. The city electrical department is to make periodical inspections as a safety precaution.

Long said the rides come under definition as "mechanical amusement devices" in an existing city ordinance.

Police Yank

gambling and is contrary to the law." Warnings were issued to operators and location owners that capsule machines using miniature playing card trinkets used to make up winning poker hands were considered particularly unlawful.

One way that location owners are able to keep within the confines of the law is to have a supply of the capsules on hand behind the counter. Complaints by patrons that they had not received the trinket for which they paid their money can then be directly satisfied by exchanging it for those they want.

Washington

By DELORES NEWCOMB

The C. B. Macke Corporation has installed drink and candy vending machines in the new National Historical Wax Museum. Machines are almost certain to pull in good collections—especially when the expected 250,000 school children visit town on their annual school trips. Museums are high on the "must" list for kids. . . . Michael Bushdid, operator of National Airport's Game Room, has returned from a vacation in California. "Had a great time," he says. . . . Phil Mason, vice-president of Hirsh Machines, says business is holding up "wonderfully" well. "If there's a recession around, we certainly haven't felt it," he adds.

Peanut Stocks Down

Supply of peanuts held in off-farm positions at the end of January amounted to 952 million pounds of equivalent farmers' stock, according to Agriculture Department. Supply was 15 per cent below that held a year earlier. Shelled raw peanuts reported used in making candy, salted peanuts and miscellaneous edible products amounted to nearly 63 million pounds during January.

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DOUBLE HEADER	195	GAYETY	45	STARDUST	125
PARADE	195	BIG TIME	110	STARLET	95
NITE CLUB	175	VARIETY	75	PIXIES	75
BROADWAY	155	SURF CLUB	55	RIO	55

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MACHINE EXCHANGE
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All Phones: Tower 1-6715

MONTHLY SPECIAL

AMI G200's

BRAND NEW — IN ORIGINAL CRATES

\$695 each

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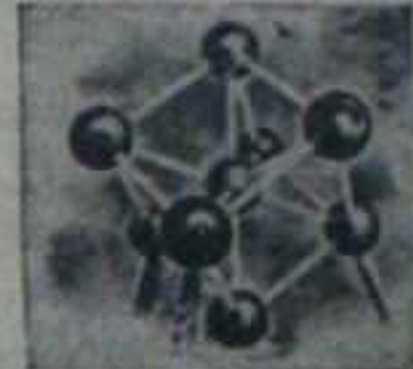
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We will be happy to have our agent handle hotel accommodations for you and your party! (Four-week notice, please.) Room reservations are scarce in Brussels. However, we are in a position to offer you the facilities of our personal agent in that city at no charge, of course! Call us.



DURING YOUR STAY...
Visit Our Arcades at the
1958 Brussels World's Fair!
Opening Date: April 17, 1958.



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NEW AS TOMORROW!

SPACE AGE

by GENCO

NEWEST THRILL-PACKED ADULT SKILL GAME!

A tricky, timely, terrific ideal Miniature army truck with MAGNETIC BUMPER PUSHES AND PULLS DISCS, BULLDOZING THEM OVER ROLLOVER TARGETS AND INTO SLOTS for varying scores! Player actually drives truck by remote control. No tracks... no rods or wires... it's amazing!

REALISTIC BACKGROUND
Scene of Missile Testing Base

In-line bonus-style scoring from 5 rocket loading slots. Plus regular playfield score. (All scores are in hundreds and thousands of MILES.)



FULL-VIEW "SHOWCASE" CABINET

with Clear Plexiglas Juke-Box Type Front
Only 44" Wide, 26" Deep, 60" High



Authentic Scale-Model PICK UP TRUCK CONTROLLED BY Realistic Steering Wheel

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Adjustable Replay Feature

SEE IT AT YOUR GENCO DISTRIBUTOR NOW!

OTHER GENCO FAVORITES STILL SCORING HIGH IN ALL LOCATIONS!

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5-BALL GAME

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GENCO

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Division of Chicago Dynamic Industries, Inc.
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COINMEN YOU KNOW

Denver

By BOB LATIMER

Leo Negri, partner in the Sales Company, Wurlitzer distributor here, is off for an extended sales trip thru the high mountain towns of Glenwood Springs, Aspen, Salida and remote areas. Volume in these of-the-way locations is far less than in many metropolitan areas, Negri reports. . . . Two Wyoming visitors during late February, Paul Scott, of Lander, and Herb Wompler, of Riverton, Wyo., report healthy population increases have meant better phonograph pieces of equipment to his

Since Elton Deines, Deines Music Company, came out with an extremely clever gimmick calendar, he has been besieged with telephone calls from people both in and out of the coin machine industry asking for a copy. Deines doubled his original order and still has more requests than he has been able to handle.

Herb Roggow, phonograph erator from Las Vegas, toured Denver during February, studying efficient route operation methods with a possible view toward cutting down operating expense on his own Central New Mexico routes.

A. D. McMichael, owner of Denver Amusement Company, who recently purchased Bell Music Company from Pat Ryan, has announced a new company title: Denver-Bel Music Company. . . . Western Vending Company, soups, coffee and hot-drink vending organization in Denver, has purchased a new Edsel station wagon for route service.

Williams

Now Delivering

SOCCER

KICK-OFF

TEN STRIKE

Replay

TEN PINS

Novelty

Williams Mfg. Co., Inc.

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CHICAGO 24, ILLINOIS

WANTED

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Mechanics!

STEADY WORK! GOOD PAY! NO DRIFTERS! GIVE QUALIFICATIONS AND REFERENCE IN YOUR FIRST LETTER.

Write to Box

920

THE BILLBOARD
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JOE ASH says:

When you consider *Quality*
ACTIVE'S Prices are *Lowest!*

IF **Gottlieb Pin Game** WE
IT'S **OR A** HAVE
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CABLE: COMAC
FOR PRICE LIST!

Active Distributors for Wurlitzer, D. Gottlieb and Exhibit in So. Jersey, Del. and E. Penna.
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CHICAGO COIN ROCKET SHUFFLE
and GENCO FUN FAIR!!**

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WRITE-WIRE-CALL

WURLITZER MUSIC

2100 — 2150 — 2000
1900 — 1800 — 1700
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SEEBURG MUSIC

KD-200 (Like New) Write-Call
V-200 \$595
R 595
C 445
B 350

AMI MUSIC

H-200 (New) Write-Call
C-200 \$595
C-120 545
F-120 495

ROCK-OLA MUSIC

1448 \$550
1446 450
1428 325

KIDDIE RIDES

Reconditioned Like New

BALLY CHAMPION HORSE \$400
BALLY SPACE SHIP 275
DECO SPACE RANGER 275
LANE-LEE MERRY-GO-ROUND 300
STEAM SHOVELS 110

WANTED

BASEBALL WILLIAMS DELUXE — 4 Beggars — King of Swat. **BALLY ABC BOWLERS, Deluxe & Super PUCK MACHINES** and all other **SHUFFLE ALLEYS. WE WILL PRE-PAY NEW CARTONS.**

**Rose Sugerman,
Mother of Runyon
Sales Head, Dies**

NEWARK, N. J.—Mrs. Rose Sugerman, mother of Barney Sugerman, Runyon Sales, died at her home here Wednesday (26) after a brief illness. She was 92 years old.

Funeral services were held Thursday (27) at the Apters Funeral Home, with burial at the Achava Zion cemetery in Newark.

Coin Trade

Continued from page 75

(Senator) Bodkin, Forest Hills Music; Al Denver, Music Operators of New York; Jack Mitnick, United Manufacturing; Mike Munves, Mike Munves Corporation; Meyer Park-off, Atlantic-New York; Harry Rosen, Atlantic-Pennsylvania; Barney Sugerman, Runyon Sales; Joe Young, Sandy Moore Distributing.

Bodkin also heads the executive committee, while Arthur F. Silbert, Standard Financial Corporation, is cash and collection chairman.

Executive Committee

Members of the executive committee are Jerry Basile, Harry Berger, Charles Bernoff, Bernie Boorstein, Frank Brehenny, Russ Carpenter, Ben Chikofsky, Joe Connors, Abe Fish, Gabe Fortman, Joe Friedman, Joe Goodman, Jack Gordon, Tom Greco, Abe Green, Milty Green, Ben Haskell, Art Herman, Lou Hirsch, George Holtzman, Morris Kahn, Murray Kaye, Irv Kempner, Marcus Klein, Max Klein, Harry Koepfel, Lou Levy and Abe Litvsky.

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On the banks and finance committee are Joe Beiss, Sam Bushnell, Martin Herbstman, Bob Krause, Edwin Meredith, Joe Rogers, Dave Rosen, Jack Schulder, Ted Schwarz, Art Silbert, Dr. Samuel Silverman and Herb Sternberg.

Trade publications are represented by W. D. Littleford, Aaron Sternfield, D. M. Steinberg, Irving Tropp, Joe Orleck and Bob Austin.

Seeburg W-100 \$525.00
Seeburg V-200 525.00
Seeburg C-100 450.00
Seeburg BL 350.00
Wurlitzer 2000 795.00
Wurlitzer 1900 650.00
Wurlitzer 1700 475.00
Wurlitzer 1600, 45 RPM 200.00

Better Tone at Less Cost!
CoMco HI-FI SPEAKERS

The Only True Low-Priced High Fidelity Speaker!
Hi Fi Wall Model \$19.95 • Hi Fi Corner Model \$22.95

CoMco Extended Range SPEAKERS
Wall \$11.95 • Corner \$15.95 • Ceiling \$11.95

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The NEW
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SPECIAL
6-POCKET
POOL TABLE

- "Cadillac Quality" Design and Construction!
- Beautiful Plastic Speckletone Lacquer Finish — Cold-color anodized aluminum rail protectors.
- Exclusive "Easy-Count" Scorer.
- Exclusive Valley Viewer—gives quick check on balls played—speeds play.
- Cheat-proof—Burglar-proof.
- Composition or Slate Top. Choice of "Double-Dime" or 25¢ Chute. 74"x42"x33" size.

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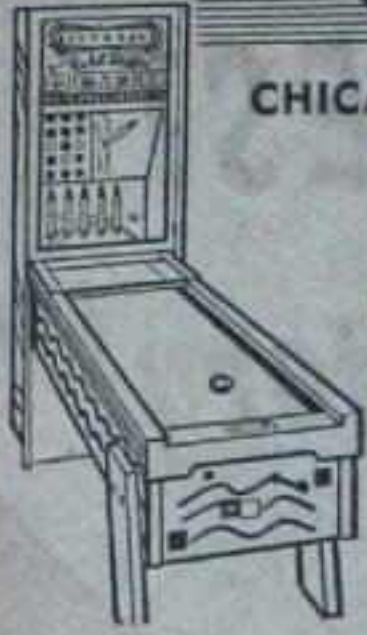
Sensational New

BASEBALL GAME

by Bally

it's REAL BASEBALL!

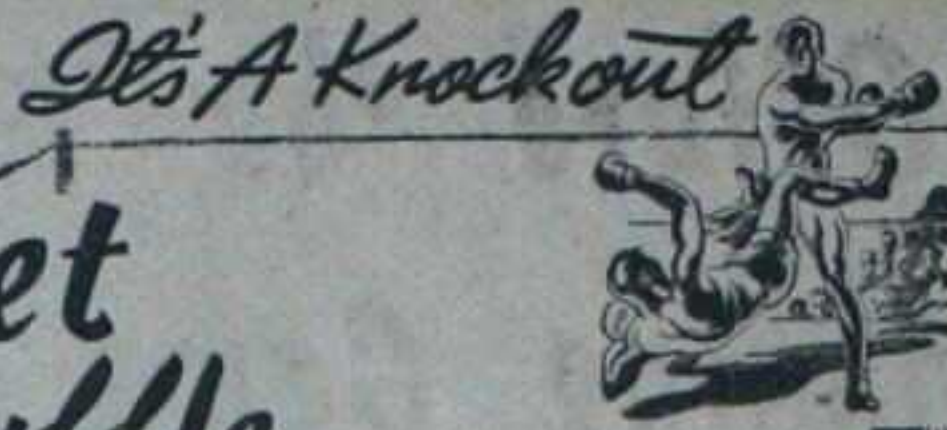




CHICAGO COIN'S

Rocket Shuffle

Amazing, Dynamic Action!



Genco Preems

Continued from page 75

steers the truck at these pucks, one at a time, and attempts to push them into any of five rocket loading platforms. Pucks have metal center and stick to magnetic bumper of the truck when contact is made.

Load in Order

Top scores can be made by "loading" the five numbered rocket platforms in numerical order. Points are added whenever the truck passes over any of numerous contact points scattered about the playfield.

As scores are made, the flight chart indicates progress of a rocket thru space, with points transferred into mileage along a flight path ranging from 100 to 5,000 miles. Sections of a large rocket pictured on the backglass light up one at a time to show that the rocket is in successive rating stages of "blast off," "stratosphere," "outer space," and "space expert." Mileage chart is divided into "stratosphere" and "outer space."

The Space Age game begins with a bang, in the form of an unusual "kickout" feature. As the player steers the truck over the first of the contacts on the playfield, all of the pucks which have been lodged in the rocket platforms from the previous game shoot out over the playfield. This serves as a fast-starter feature, and tends to build replay.

Cabinet, same size as Motorama, is 44 by 26 by 60 inches. It is "joke box" type, with large show window in front of unbreakable plexiglass. Space Age is adjustable to offer replay, and scoring is adjustable. Miniature truck is improvement over the auto used on Motorama, according to the firm. The game is set for dime play.

Space Age, according to Genco, is designed as a game for all types of locations, for kiddies and adults.

NEW VALLEY
1958 MODEL
6-POCKET POOL
Best Ever Made!
Write for Price

NATIONAL RECONDITIONED SPECIALS!

- Multiple Player 5-BALLS
- CONTINENTAL CAFE
 - FLAGSHIP
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Single Player 5-BALLS

- SILVER
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- SLUGGIN' CHAMP
- GYPSY QUEEN
- MYSTIC MARVEL

NOW DELIVERING
NEW GOTTLIEB
CRISS CROSS

NATIONAL COIN MACHINE EXCHANGE

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BUckingham 1-8211

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SUPER FRAME	125
MIAMI SHUFFLE	85
BALLY	
CONGRESS	\$375
MYSTIC	150
ROCKET BOWLER	115
UNITED	
VOGUE (Targette)	\$195
CLIPPER	210
DEL. VL 5TH INNING	130
TARGETTE	125
IMPERIAL	105

5-BALLS

GOTTLIEB	
SEA BELLES, 3 Pl.	\$275
SCOREBOARD, 4 Pl.	225
DERBY DAY	185
EASY ACES	185
WISHING WELL	165
SLUGGING CHAMP	165
LOVELY LUCY	115
POKER FACE	105
SHINDIG	110
QUEEN OF HEARTS	95
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WILLIAMS	
BAND WAGON, 4 Pl.	\$295
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RACE THE CLOCK	165
SMOKE SIGNAL	145
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BIG BEN	115
GUN CLUB	90

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VALLEY'S NEW 1958 MODEL 6-POCKET POOL TABLES

FINEST EVER MADE!
Priced Right!

A Brand New Model!

KAYE'S "COMPETITOR" 6-POCKET POOL

Also Big Selection of "FIRST"-Conditioned POOL GAMES

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United 14' BOWLING ALLEY... \$475
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C. C. 16' CLASSIC BOWLER... Write

SPECIAL!

Chicago Coin 6-Player
SKI BOWL, \$175

ARCADE

Genco MOTORAMA	Write
Ex. POP GUN CIRCUS	Write
Genco CIRCUS GUN	Write
Genco STATE FAIR	\$250
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Genco DAVY CROCKETT	225
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Genco BASKETBALL	175
Un. CARNIVAL GUN	165
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NEW All Steel
Life-Box
Door!

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Attracts More Play! Top Profits!

Location tests prove Criss Cross attracts more play because it appeals to more players. An array of new scoring features offers player appeal that results in continued High Profit for the Operator.

- Making Matching Colored Rollovers or Roto-Targets Lights 5 Corresponding Pop Bumpers
- Lighting 3 Bumpers in a Diagonal Line Scores Special
- Lighting 4 Corner Bumpers Makes Holes Score Specials
- Lighting All 5 Bumpers allows All Roto-Targets and Bottom Rollovers to Score Specials
- 4 Places to Spin Roto-Targets
- 2 Cyclonic Kickers and Super-Powered Flippers
- High Score to 7 Million
- Match Feature

See your distributor today!

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Amusement Pinballs
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

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PROFIT-Making Game In History!"

Rocket Shuffle



*This Is It!
The Game That's
The Talk of
the Country!*

With Features Never Before In A Shuffle Type Game!

- ✓ Featuring The World's Newest Action Packed Satellite Rocket Theme!
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- ✓ The Newest Shuffle Type High Score Game . . . Top Score 9,900,000.

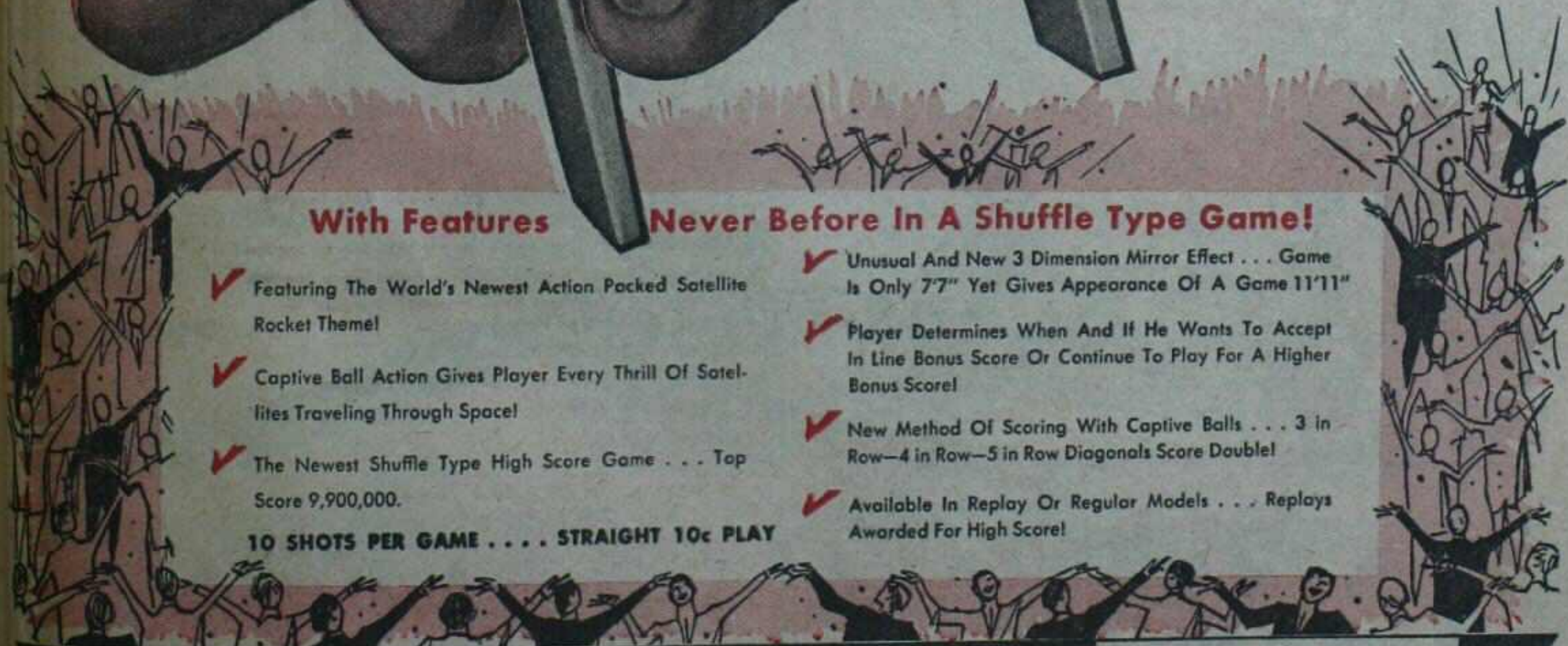
- ✓ Unusual And New 3 Dimension Mirror Effect . . . Game Is Only 7"7" Yet Gives Appearance Of A Game 11"11"
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10 SHOTS PER GAME . . . STRAIGHT 10c PLAY

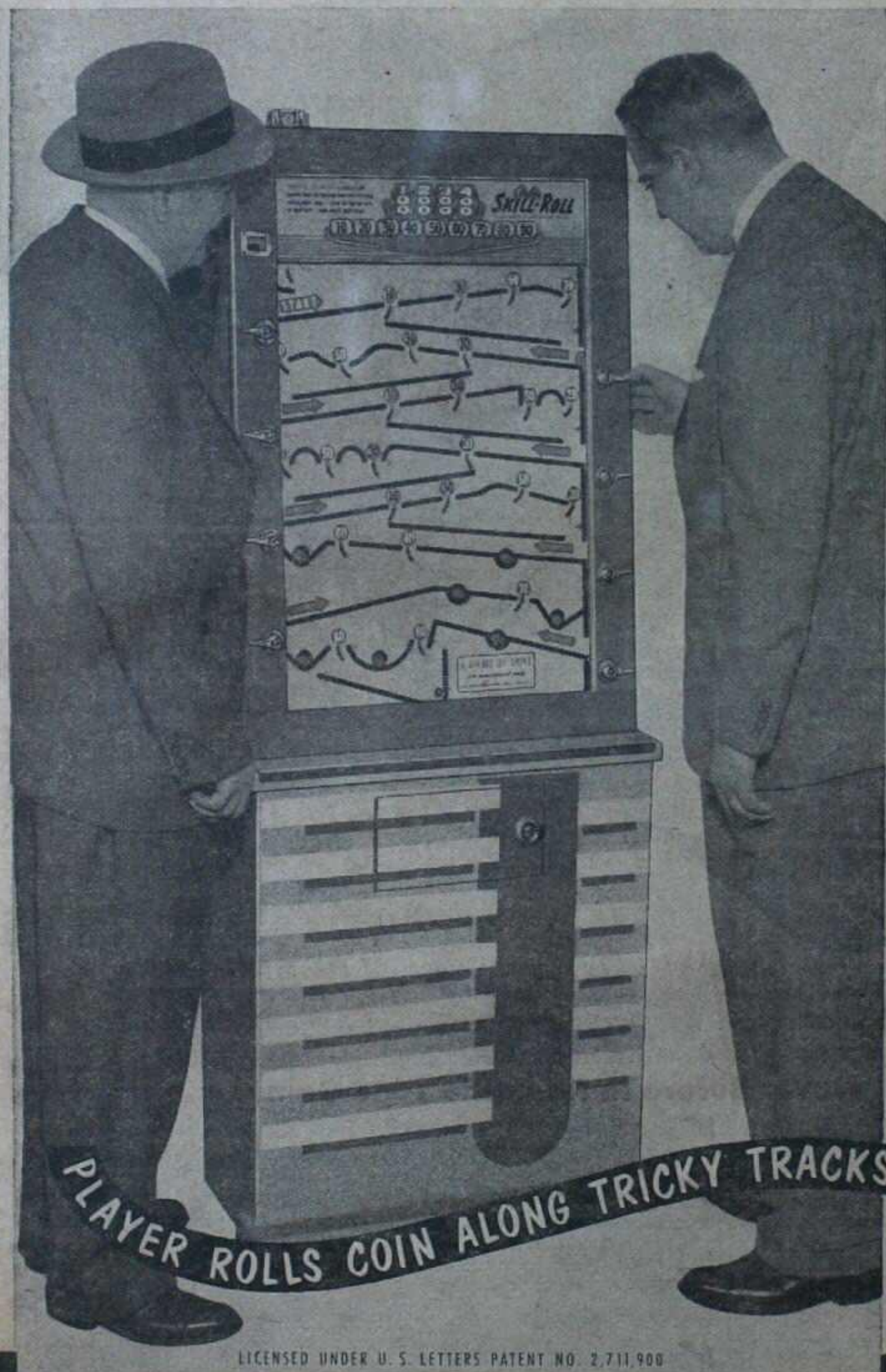
chicago coin machine

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Get well quick with new type skill game



LICENSED UNDER U. S. LETTERS PATENT NO. 2,711,900

Big earning-power

Players get their money's worth in suspense-packed fun and "show" skill-thrills . . . and operator gets fast flow of coins into the cash-tray.

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Simple wiring, minimum moving parts in SKILL-ROLL take you 20 years as far as maintenance and service is concerned . . . earning-power is equal to or ahead of other present-day equipment.

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SKILL-ROLL wins a welcome in all territory, earns top money with free plays or awards. Ideal for competitive skill-play.

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Every location, down to the smallest spot, has room for the high earning-power of SKILL-ROLL . . . a gold-mine in only 26 in. by 15 in. of floor-space. New look gets immediate attention on location.

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Load a dozen SKILL-ROLL games in your pick-up truck . . . place all in a morning . . . start fat collections next day.

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Priced to permit blanket coverage of territory with minimum investment. SKILL-ROLL is the greatest "get-well-quick" equipment in 20 years.

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THAT GATHERS**

GIANT PROFITS

United's Sensational New Two-Player

MIDGET ALLEY

with Tantalizing Ball-Action

Completely New Ball Ejector

**MUST BE RE-AIMED AFTER EACH SHOT
MAKES EVERY PLAY REAL SKILL**

**6-INCH
FLY-AWAY PINS
2-INCH
COMPOSITION BALL**

**6 FT. LONG
2 FT. WIDE
6 FT. HIGH
TO TOP OF BACK-BOX**

**SCORES EXACTLY LIKE
OFFICIAL BOWLING**

**IDEAL FOR
COMPETITIVE PLAY**

**DROP-CHUTE
COIN MECHANISM
WITH
NATIONAL REJECTOR¹
ON PULL-OUT DRAWER
FOR EASY SERVICING**



**MECHANISM IN
BACK-BOX
FOR
EASY SERVICING**
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NEW STYLE
CABINET**

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great new
Seeburg
music systems



The **Seeburg** '201'



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...both have
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and
DUAL pricing



to provide the opportunity
for maximum earnings
in every location

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DEPENDABLE MUSIC SYSTEMS SINCE 1902
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