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MARCH 14, 1960 (AP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

## Marek Warns on Lost DJ Status

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

By PAUL ACKERMAN

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

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

Warming to the subject, the RCA Victor exec added that it was a fine thing to stifle paid-for enthusiasm, but it would prove damaging if the present climate continued to stifle honest enthusiasm.

### Necessary Function

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

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

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

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

## Some Fear For Future

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

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

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

### Favors Indies

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

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

"Rock and roll," he points out, "is not a creation of payola... No form of entertainment can be artificially created... Rock and roll had something that made a fundamental appeal to its generation, just as 'Tea for Two' in its day."

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

Waxing philosophical, Marek noted that the history of music is

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## MAJORS AGAIN SING HAPPY SINGLES SONG

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

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

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

## Battle for B'way Original-Cast LP Rights Intensified

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

By BOB ROLONTZ

NEW YORK — The battle for original cast Broadway show albums, which over recent seasons has become more and more intensified, is reaching a new peak in 1960, with the struggle settling down to a three-way battle between RCA Victor, Columbia and Capitol Records with occasional forays into the struggle by Decca. These three firms are bidding now for shows that will not be presented on Broadway until next November, and some of the inducements that one or the other of the firms are offering producers of Broadway musicals for cast rights are properly described as "fantastic." The fight for Broadway cast albums, of course, is due to the fact that these cast sets — when the show and music is a hit — can turn into phenomenal album sellers, such as the over 2,000,000 sales of the "My Fair Lady" cast set on Columbia, the over 1,500,000 sales of "South Pacific" on Columbia, and the better than 500,000 sales of "Music Man" on Capitol.

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

urally feels it is in the number one spot to get the next Willson musical. Columbia Records meanwhile has been making a pitch for the album, and CBS has offered backing for the show that is reported to be between \$200,000 and \$400,000, backing similar to that given to "My Fair Lady" by CBS for a 40 per cent interest.

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

### Name Inducements

But even more important than

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## NEWS OF THE WEEK

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

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

### British Yen for Stateside

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

### Ampex Exec Predicts

1960 as Hot Tape Year . . . Herb Brown, veepee of Ampex and head of its United Stereo Tapes subsidiary, as well as

prexy of the Magnetic Industry Recording Industry Association, stated this week that the pre-recorded tape market will increase 1,000 per cent in 1960. The prediction was made in an address before the seventh annual West Coast Audio Engineering Society Convention. Brown also said that within five years the pre-recorded tape market would hit the \$150,000,000 mark. . . . Page 16

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## New Invasion By Producers

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

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



# Albums Spawn Hit Singles; New Radio Formats Help

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

By JUNE BUNDY  
NEW YORK — More and more best-selling pop singles are coming out of albums, whereas in previous years hit singles were included in albums only after they clicked in the singles market.

Among the big singles — originally released in albums — on the "Hot 100" this week are Bobby Darin's "Beyond the Sea," the Four Preps' "Down by the Station," Marty Robbins' "El Paso," and his new one "Big Iron," the Connie Francis' "Mama," the Brothers Four's "Greenfields," Freddy Cannon's "Chattanooga Shoe Shine Boy," "Down by the Riverside," by the Les Compagnons de la Chanson, and Santo and Johnny's "Caravan" (backed by another side from the LP "Summertime").

### Roulette on Beam

Convinced that the trend is here to stay, Roulette executive veepee Joe Kolsky is currently going all out on releasing singles out of the label's strongest selling albums. Both sides of the new Jimmie Rodgers' single, "Just a Closer Walk With Thee," and "Joshua Fit the Battle O' Jericho," are from his latest album "When the Spirit Moves You."

Other current Roulette singles culled from albums include Ronnie Hawkins' "Clara" and "Lonely Hours," from his "Mr. Dynamo" LP; Joe Williams' "I Was Telling Her About You" and "Here's to My Lady," from his LP "That Kind of Woman"; Count Basie's "It Had to Be You" and "How Am I to Know," from his LP "Dance Along With Basie"; Johnny Smith's "My Dear Little Sweetheart" from his Roost LP of the same title. The flip side, "Once in Awhile," is also from the album.

Roulette's next Billy Eckstine single will be taken from his album "Once More With Feeling," and Kolsky reports that "a heavy majority of (Roulette's) forthcoming single releases will all be tapped from albums."

### New Formats Help

The increased number of stations programming albums and recent trend toward dropping "Top 40" formats in favor of "pretty music," has undoubtedly played a major role in creating more and more single hits out of LP's.

Most labels look upon the trend

favorably since LP sales now top single sales (unit-wise), for the first time in the history of the record business. (See page 1 story, The Billboard, February 15, 1960.) Under the new trend, companies may now concentrate on building strong LP lines. If single hits result from the packages, it's merely an added sales plus.

Contrary to a one-time distributor belief, firms report that when a side is taken out of an LP and becomes a hit single, sales on the album increase substantially, rather than drop.

For example, all three of Bobby Darin's last releases were taken from Atco albums. His smash hit, "Mack the Knife," and his current click, "Beyond the Sea," were pulled from his first LP "That's All," and his new single "Clementine," is from his latest album "This Is Darin."

It's interesting to note that most of the albums from which current or recent singles hits were taken are still solid on the best-selling album charts. Riding high on the LP listings are Darin's "That's All"

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## LOS ANGELES NARAS ELECTS NEW BOARD

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

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

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

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

## Blyth Named New Tops Head

HOLLYWOOD — Bob Blyth last week became prexy of Tops Records (Precision Radiation Instruments, Inc.), taking over the post held for the past 13½ years by Carl Doshay, the company's founder. As exclusively reported by The Billboard (March 7), Doshay sold his 80 per cent interest in Precision Radiation (Tops' parent firm) to a group headed by the two top execs of Diners' Club, Inc.

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

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

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

## Weinstroer Exits Rank

NEW YORK — Norman Weinstroer has left his post as general manager of Rank Records of America. The announcement came in a joint statement by Weinstroer and Bernard T. Ness, general manager of the Record Division of the Rank Organization. The termination of the association was by mutual agreement and was described as amicable, by both parties. For the time being, Ness will act in the slot, formerly occupied by Weinstroer. At week's end Weinstroer said he expected to announce his plans shortly.

## Shapiro on South, American Trek

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

## Harris Committee Queries Distributors

NEW YORK — Distributors in major markets throught the United States received a questionnaire from the Congressional Committee on Legislative Oversight recently, signed by the committee chairman, Oren Harris. The letter asked distributors to fill in the questionnaire listing all payments made to radio or TV disk jockeys, librarians, or other radio or TV station personnel in 1958 and 1959, for consultant or advisor fees. The letter further asked that distributors tell to what accounts such disbursements were charged.

This was but one new development on the part of the Harris Committee in its continuing investigation into payola practices in the industry. In a somewhat corollary action, some record manufacturers appeared to be casually examining their own freebie practices — but there was also little doubt that the "swingers" were still swinging with one-for-one deals as of the days b.h. (before Harris).

Freebies do not appear to be passing out of the picture, but the method of giving them out has undergone some changes on the part

of the more conservative record firms. One hot firm has returned to the old practice of an 8 per cent promotional allowance each month. A few other firms have gone back to the old practice of 1,000 records a month at no charge, which distributors estimate allows them about 10 per cent discount and enables them to take care of the rack discount. It has been reported that three firms have started to charge 25 cents for freebies, enabling the manufacturer to take care of his pressing cost, artist and publisher royalty, excise tax and Music Performance Trust Fund payments.

Many distributors, faced by the

(Continued on page 112)

## Decca Net Off In '59 Report

NEW YORK — Consolidated net income of \$2,321,923 equal to \$1.81 per share, was realized by Decca Records during the calendar year 1959 according to a stockholders' report, issued by prexy Milton R. Rackmil. The figure includes the results of operations of Universal Pictures Company. This compared to a figure of \$2,76,7382 in 1958, which included a non-recurring capital gain on the sale of Universal Studio facilities.

Rackmil said the disk division's earnings were not as satisfactory as in the previous year due to intense competition and upward cost trends. However, there has been some improvement since the start of 1960, including greater representation of the division's product on the lists of best-selling records, according to Rackmil.

## Classicals' \$ Volume Up 31% for '59

NEW YORK — Classical records garnered a higher percentage of the stereo record business than they did of the monophonic business in record shops during 1959. Classical stereo records sold 14.2

per cent of all stereo records sold in 1959, whereas classical monophonic records sold only 9.5 per cent of all mono records sold last year. 1959 was also the biggest year in total dollar volume for classical LP's in the history of the record business. The increase in dollar volume of classical record sales in retail stores, 1959 over 1958, came to 31.1 per cent. In dollar volume, at manufacturers' list price, classical LP sales to-

taled \$17,676,750 in retail shops in 1959, while in 1958 total classical LP sales were \$13,480,900.

These statistics are taken from the reports analyzing national trends of record sales in retail stores as prepared by The Billboard 13 times per year (every four weeks) under the supervision of the New York University School of Retailing. The complete confidential reports, issued only to subscribers to this service, also provide competitive figures by label, broken down by speed, price, mono vs. stereo, etc. The reports are compiled from diaries of actual cash-register sales, scientifically selected rotating samples, of record dealers across the nation.

The percentage of LP classical sales to total LP sales in dollar volume came to 10.5 per cent in

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## Merc Branch Distribbs Test Bus Delivery

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

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

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

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

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## AES MEET COOL TO COMPATIBLE

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

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

## DOWN UNDER VIEWPOINT

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

NEW YORK—Recent provocative stories in The Billboard relative to the fact that the trend in Great Britain is toward British artists and British material, has drawn an interesting comment from Harry Sutcliffe, general manager of Pye Records, Ltd., of Australia. Sutcliffe feels that the policies of some Indies in America have contributed to the situation.

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

## VICTOR RACKS A TOP WEEK FOR SINGLE SALES

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

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

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

## Fox Settlements Annoy AGAC

NEW YORK — The American Guild of Authors and Composers has taken a verbal swipe at certain recent settlements reached by the office of Harry Fox, publishers' agent and trustee with at least three recording companies, on behalf of publishers. The settlements it was understood, have to do with

*(Continued on page 11)*

## Camden Plans Big Dealer Promotion

NEW YORK — Camden Records, which has gone well beyond the sales quotas set for the initial months of 1960, is planning an ambitious promotional and merchandising drive for the remainder of the year. Much of the planning is centered at the dealer level, according to Ray Clark, Camden planning and merchandising chief.

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

## YANKEE DOODLE DANDIES

# British Yen for Stateside Disk Names at Top Peak

By REN GREVATT

NEW YORK — Demand for American artists in Great Britain has reached a crescendo as the spring of 1960 approaches. Seldom in the past, it is noted here, has there been such concentration of American pop and jazz personalities making or about to make the British scene and seldom have advance ticket sales there been so rewarding.

This is seen as especially interesting in light of the fact that British artists in recent months have tended to "take back" their own disk pop charts from the Americans. British acts, as has

been noted by indie disk man, Joe Carlton, are getting the hits there.

Despite this success on the strictly record front by the English performers, the public there apparently is in a greater clamor than ever to see and hear the Yankee acts. It may be as the British rocker, Cliff Richard, remarked during a recent interview here, "It's no good for Britain to try to copy the Americans. Somehow, we've got to be different to get exciting records. It's unfortunate to have to say it, but most of the British singers and instrumentalists just don't get that excitement and drive into their work."

## New ARDCO Wing For Album Product

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

HOLLYWOOD — Allied Record Distributing Company (ARDCO), which in the past year has had marked success with the distribution of such big singles as "Donna," "There's Something on Your Mind" and "The Big Hurt," has organized a wing to handle album product by well-known personalities.

Titled CONART (Consolidated Artists), the program enables an artist to record what he wants to record, at any time. It also enables the artist to have his own record company. In structure, such a company would be set up as a corporation, designed to save the artist tax money — in other

words, the artist would pay corporate tax of 52 per cent rather than personal income tax which is often as high as 90 per cent.

Ned Herzstam, ARDCO vice-president, states that under the CONART plan, an artist with a single album release will be able to utilize exchange privileges and his single album can be merchandised as a catalog.

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

1. Artist forms his own corporation, with Allied owning as much as 50 per cent or as little as 1 per cent of the stock.
  2. Money for a.&r. and merchandising will be spent proportionately to the ownership of stock in the artist's corporation. Thus, if an artist and Allied each owned 50 per cent, the artist would put up the money for a.&r. and Allied would put up the funds for albums and records. This would all be balanced out in the amortization of costs.
  3. The name CONART would appear across the top of the record label, and the name of the artist production company would appear underneath.
  4. The CONART label would be distributed by ARDCO.
- It is known that ARDCO is already blueprinting record ideas for such showbusiness names as Burt Lancaster, George Gobel, Shirley Temple and others.

## 70 New Tape Pkgs. in UST Issue

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

New offering embraces the pop, jazz and classical fields. Highlight of the pop fare will be a four-track tape version of Verve's five-LP "Ella Fitzgerald Sings the Gershwin Song Book," recorded by Ella Fitzgerald with Nelson Riddle. It will be issued in five tape packages and will include repro-

*(Continued on page 11)*

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

### Little Net Loss

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

*(Continued on page 11)*

## Col. N. J. Deal Angers Dealers

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

Salesmen, operating in the door-to-door canvas, offer a deluxe piece of Columbia stereo equipment plus 50 classical stereo LP's at a price in excess of \$400. The buyer can purchase the deal on the installment plan. When he signs up he is given a coupon which is redeemable at any local dealer for a free Columbia stereo LP of his choice. The dealer is then reimbursed the full list price of the disk, when he returns the coupon to Columbia.

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

*(Continued on page 11)*

## SHOLES REMAINS ELVIS A.&R. Man

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



# Doerfer First Payola Political Casualty

By MILDRED HALL

WASHINGTON — Last week's resignation of FCC Chairman John Doerfer was the first major political casualty of the Harris Subcommittee's two weeks of hearings on payola. Ironically, Doerfer's damaging admission of plane and yacht hospitality from multiple broadcast owner George Storer came during the Federal Communications Commission Chairman's report on broadcast payola, including "junkets" for deejays which were paid for by the record industry. (Billboard, March 7, 1960.)

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

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

## R.&R. Sidelight

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

(Continued on page 14)

## PAYOLA PROBE LIKELY DELAYED

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

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

## DGG Imports to Be Strictly German-Made

NEW YORK — All future packaged product emanating from the Deutsche Grammophon label in Germany will henceforth hit the American market via recordings pressed and packaged in Germany, it was announced this week by Sydney N. Goldberg, Decca Distributing's veepee in charge of sales.

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

On the domestic side, Decca Gold Label will continue to issue its own line of product, with such top flight artists as Andres Segovia, the New York Pro Musica, Ruth Slenczynska and the Don Cossack Choir.

Is Horowitz, Decca's classical a.&r. chief, said that 20 new sets would feature the initial release of the new imported DGG product. Regular releases are expected from this time forward.

A highlight of the initial group, according to Horowitz, will be two sets by the noted Russian pianist,

## Warren Dies On Met Stage

NEW YORK — Leonard Warren, 48, leading baritone, died here March 4 during a performance of "La Forza del Destino" on the stage of the Metropolitan Opera House. He suffered a massive brain hemorrhage immediately after finishing an aria at the end of Act II.

Acclaimed as the greatest baritone of the Met roster, he won the Metropolitan Auditions of the Air 22 years ago. He had sung 631 performances of 22 roles at the Met, over one-fifth in the role of Rigoletto. Warren is survived by his wife, Agathe Leiffelin.

RCA Victor is releasing a special memorial recording, featuring nine arias by Warren from works of Verdi, Leoncavallo, Giordano, and Ponchielli operas which he sang at the Met. They include the Act II aria from "La Forza del Destino," the heretofore unreleased "Andrea Chénier" aria and "Il Balen" from "Il Trovatore," the last record he made — cut in July, 1959.

Sviatoslav Richter. First of these contains a performance of the Schumann "Piano Concerto," while the second contains Prokofiev's "Fifth Concerto," and Mozart's "Piano Concerto in D Minor." These feature the National Philharmonic Symphony of Warsaw.

Other highlights are a two-disk set of Dvorak's "Requiem," featuring Maria Stader, Kim Brog, Ernst Haefliger and Karel Ancerl; Berlioz' "Damnation of Faust," with Igor Markevitch and the Lamoureux Ork of Paris; and Haydn's "Missa Sancta Caeciliae," with Euro-Radio Symphony, with Maria Stader.

## Merc Plans Step-Up On Foreign Promotion

CHICAGO — Mercury Records top brass needed their foreign licensees at a Paris meeting last week, producing charts to show that too much of the label's catalog is being neglected. By concentrating too heavily on the hot, obvious merchandise, the brass argued, licensees are losing the benefits of exposing the catalog in depth.

They proposed a plan for extending artist exposure and supported it by offering funds for cooperative radio advertising.

Irwin Steinberg, vice-president, declined to elaborate on these plans. He said that he, Prexy Irving Green and Art Talmadge, v.-p., agreed at a private meeting in Paris to withhold details from The Billboard because "we don't want to tell the competition what we're doing."

Green, who left for a vacation upon his return to the States, was unavailable for comment. Talmadge stayed on in Europe to look into a.&r. opportunities in capitals there.

In a prepared press release, Steinberg said that EP's are on the downgrade in Europe, a trend that is more than offset by rising sales in LP's. Any sales trend in the United States, he commented, tends to be repeated in Europe.

The seminar, attended by 40 delegates from 16 countries, was held in the Hotel Scribe in Paris. It was co-ordinated by Brice Somers, supervisor of Mercury's international division, who headquarters in Geneva.

PARIS — Mercury Record held its Fourth International Convention here March 2-5, for its European and Middle Eastern dis-

## Elements of Cleffer-BMI Suit Trimmed

Performance Rights Issue Excluded; Action Limited

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

Judge Ryan's exclusion of the issue of performance rights — based upon a recent decision by Federal Judge Weinfeld — and his further restriction that the suit is not a class action but merely limited to claims of the 33 defendants, is regarded by many as simplifying the case and taking it out of the category of a massive antitrust suit. Adherents of this view hold that the original claim of \$150,000,000 in triple damages was pegged primarily on the performance rights angle. The action was started in November, 1953.

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

Judge Rosenman, for BMI, asked Judge Ryan: "May I ask your Honor to rule as a part of this ruling that the plaintiffs may not introduce any evidence of discrimination by the defendants against anybody except these plaintiffs?"

(Continued on page 112)

## A CORRECTION

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

## Impresarios Team on Jazz Promotion

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

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

In joining together the three promoters take in prime jazz territory from Chicago to Boston. They will handle a lot of talent, and will stage a number of national jazz tours. Trio are throwing an open house in New York on Wednesday (16) to celebrate the association.

## Burton Talent Gets Contracts

NEW YORK — Burton Management, Inc. (Ed Burton), has lined up recording contracts for five of its young artist-clients.

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

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

## Col. 10%-Off Tape Deal

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

## Puerto Rico Song Fiesta Set for May

NEW YORK — Songwriters of Puerto Rico, Venezuela and Cuba will participate in a tune competition, tagged The First Festival of Song of the Caribbean, May 6, 7, and 8 at the Theater of the University of Puerto Rico.

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

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

## Cardenas New UST Exec

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

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

## Carnegie San Remo Overflow

NEW YORK—The San Remo Festival in New York, which wound up last Sunday (6) at Carnegie Hall in New York, has so many turnaways that extra cops had to be called to control the crowds. The Festival, produced by impresario Alberti Landi, was completely sold out on its last night, and played to 300 standees. It was estimated that the turnaways numbered close to 3,000.

## SINGERS AID KIT

## Specialty Albums Gated To Young Professionals

NEW YORK—Phil Moore, the arranger-conductor-composer, is entering the diskery business with a series of specialty albums with arrangements and orchestrations for singers that will be called "For Singers Only." The sets, which consist of an LP record and six manuscript-size orchestrations, will be sold via mail order and thru key record-music shops, for \$12.95 each. The first four sets will be issued early in April.

Moore, who has worked with name singers including Lena Horne, Julie Wilson, Diahann Car-

roll and others, and has arranged and conducted many a record set, came up with the idea to create a package for new young singers about a year ago. He has been working on the first four sets ever since. The idea of the package is to give a young singer a routine, the backing to rehearse it, and orchestrations to use at a club date.

Here is the way the packages are set up. The 12-inch LP record contains six songs. Moore sings the song on the first track over backing by a rhythm combo, illustrating

(Continued on page 112)





TASTE THE  
**SWEET SUCCESS**  
 OF  
**APPLE  
 GREEN**  
 BY  
**JUNE  
 VALLI**  
 71588

MORE GREAT NEW SUCCESSES OF



IT COULD HAPPEN TO YOU Dinah Washington 71560

PROMISE ME THOMAS and 2223 MILES Patti Page 71597

CRADLE OF LOVE Johnny Preston 71598

TOKEN OF LOVE Benny Barnes 71600

GO ON, GO ON Jivin' Gene 71561





# B'WAY ORIGINAL-CAST ALBUM BATTLE BUILDS

• Continued from page 1

financing to the producers of a Broadway musical, it seems, is the name value and the number of single records and instrumental or jazz albums that a diskery is willing to issue of tunes from the musical. Producers are rougher than ever on record companies with their demands for single records by name artists to be issued prior to the Broadway opening of tunes from the show. One of the reasons that Frank Loesser's "Greenwillow" went to RCA Victor, it is understood, was due to the lineup of name artists, such as Perry Como, Della Reese, Bing Crosby, Rosie Clooney and others, that Victor offered to do tunes from the show. (Crosby and Clooney, not being Victor contract artists, necessitated special pacts.) In addition Victor proffered a gigantic sales campaign on the album.

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

is known that in some recent cast album contracts, diskeries made specific arrangements on when the cast set would go into the club, what type of promotion it would receive in club advertising, etc. Since club sales can amount to 100,000 or better on a hit album, they are an important consideration.

So far this season, 1959-1960, Columbia has come up with the hottest of the new original casters, "The Sound of Music," which is reportedly close to the 500,000 mark. Capitol probably has the next hottest set in "Fiorello" and is doing well with the off-Broadway score of "Little Mary Sunshine." Victor is doing well with "Take Me Along" and hopes to have a hot one with "Greenwillow," which was waxed last Sunday (13) and is due out next week. Columbia Records, which also spreads out in the direction of straight plays on wax now and then (such as "Ages of Man" last spring), has also just about packed the record rights to "A Thurbur Carnival," which contains incidental music by Don Elliott.

## Fremd Gets New Col. Post

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

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

## ITALIAN DISK LABELS BURGEON

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

## UA Schedules 8 March Sets

NEW YORK — United Artists Records is kicking off its March album releases with an offbeat double-record package titled the "Original Amateur Hour's 25th Anniversary Album." The two-record set will retail for \$6.98 and contains performances by current stars who made their break-thru to show business stardom via the aegis of either Major Bowes or Ted Mack. The album which is only available in monophonic includes performances by Pat Boone, Teresa Brewer, Art Lund, Jerry Vale and other stars.

Teamed with the Amateur Hour set are seven other new UA LP's for March distribution: "Tito Rodriguez at the Palladium"; "March Along-Sing Along," a sing along album by Glenn Osser's Marching Band and Chorus; "Dream Concerto," pop versions of piano classics by Ferrante and Teicher with Orchestra and Chorus; music from Turkey, Armenia and Greece by Gus Vali and his Casbah Ensemble, entitled "All Points East"; two sound track sets and one classical disk.

The two sound track versions are from "The Fugitive Kind," and "The Unforgiven." The one classical selection is "Beethoven: Symphony No. 7" in which Leopold Stokowski conducts the Symphony of the Air.

## Mexican Music Fiesta Lures Tunesmiths

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

More than 1,000 tunesmiths are expected to file songs for presentation before an organizing committee headed by Sevro Miron, noted reporter and composer himself; Mariano Rivera Conde, vice-president of RCA Victor of Mexico; director of artists at Peerless of Mexico, Francisco Mendez, and Andre Toffel, a.&r. director for Columbia Records in Mexico.

The festival is open to all songwriters, foreign or native, who may choose their own performing artist, and may submit as many songs for consideration as they wish. The only specific requirement is that all composers must have been residents of Mexico for the past 10 years.

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

## FTC Cites Ace Label

WASHINGTON — A payola complaint was issued by Federal Trade Commission last week (11), against Ace Record Company, Inc., and Record Sales, Inc., Jackson, Miss.

Also named in the complaint are John V. Imbraglio, president of both companies, and Joseph Caronna, treasurer of Record Sales.

FTC charges that the companies have made payoffs to radio and television disk jockeys and other employees of broadcasting stations for the purpose of increasing sales of their records thru exposure. Since the deejays conceal the fact that payments have been made for airing the songs, the public is misled into believing the records are selected strictly on their merits, FTC contends.

Such "deception" misleads purchasers into buying the records, and is capable of diverting trade unfairly from competitors. FTC labeled the practice an "unfair method of competition" in violation of the FTC Act.

Parties are granted 30 days to file an answer.

## HOT 100 ADDS 10

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

- 65. Don't Throw Away All Those Teardrops (Rambled, BMI) — Frankie Avalon, Chancellor
- 76. At My Front Door (Conrad, BMI) — Dee Clark, Abner
- 84. Straight A's in Love (Knox, BMI) — Johnny Cash, Sun
- 88. Big Iron (Marty's Music, BMI) — Marty Robbins, Columbia
- 89. Caravan (American Academy of Music, ASCAP) — Santo & Johnny, Canadian-American
- 96. The Old Lampighter (Shapiro-Bernstein, ASCAP) — The Browns, RCA Victor
- 97. Ruby (Miller, ASCAP) — Adam Wade, Coed
- 98. Don't Deceive Me (Rush, BMI) — Ruth Brown, Atlantic
- 99. Lonely Weekend (Knox, BMI) — Charlie Rich, Phillips International
- 100. Teenage Sonata (Marks, BMI) — Sam Cooke, RCA Victor

## MAREK WARNS AGAINST LOSS OF DJ FUNCTIONS

• Continued from page 1

full of vituperative attacks against anything new — such as the cakewalk in its day, the waltz, etc. These attacks in time softened to

acceptance — which in turn gave way to the realization that these forms had made a contribution to music generally.

## Roulette to Extend Album Sales Push

NEW YORK — Roulette Records has extended its "Operation Clean-Up" sales plan for dealers to March 31. The plan, which went into effect February 15, permits dealers to return \$1 worth of "dead" merchandise on any label for every \$5 worth of Roulette albums he purchases.

The plan includes both the new Roulette releases for February and March as well as the catalog, and takes in Tico, Roost, Forum and Gee Records. As a direct result of the new plan, Roulette's executive veepee Joe Kolsky reports the label is "experiencing the heaviest volume of sales in albums since first going into the album business."

At the same time Roulette's artist and repertoire chief Joe Reisman has signed and recorded more artists during the last few weeks than any other time since he joined the label. New pacts include the Chapparals, Connie and the Cones, Lionel Thorpe, Jack Ross and the Dick Lane Quartet, Lucien Farrar, and Eddie Williams. He is also making plans for recording Sarah Vaughan's first single session for Roulette when she joins the label the first of next month.

## Ashley Joins MDS Firm

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

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

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

Ashley moved into the MDS operation when the firm was recently undergoing proceedings under (Continued on page 11)

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

With regard to the charge that The Big Beat contributes to juvenile delinquency, Marek said: "This I doubt. Music has not the power to make a man better or worse. Homes, happy or unhappy, are responsible for this."

## UA Appoints New Distributors

NEW YORK — United Artists Records has appointed three new key-city distributors to handle the company's line. Andy Meile, national sales manager for the label, announced that Ideal Record Products operated by Al Levine had taken over New York distribution; Eric Distributors, headed by Irv Piansky was the new representative in San Francisco, and that the Southland Distributing Company under the aegis of Jacke Friedman was the new outlet in Atlanta.

## RANK SETS UP HOSIERY TIE-IN ON PLASTIC DISK

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

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

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

Another  
SPECIAL-VALUE  
FEATURE OF

THE BILLBOARD  
RECORD INDUSTRY  
SOURCE BOOK  
& DIRECTORY ISSUE



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

April 18 Issue



Two of the greatest  
**ROCK·N·ROLL BALLADS**

**EARTH  
ANGEL**

and

**PLEDGING  
MY LOVE**

as sung by

**JOHNNY  
TILLOTSON**

with a lush orchestral backing by

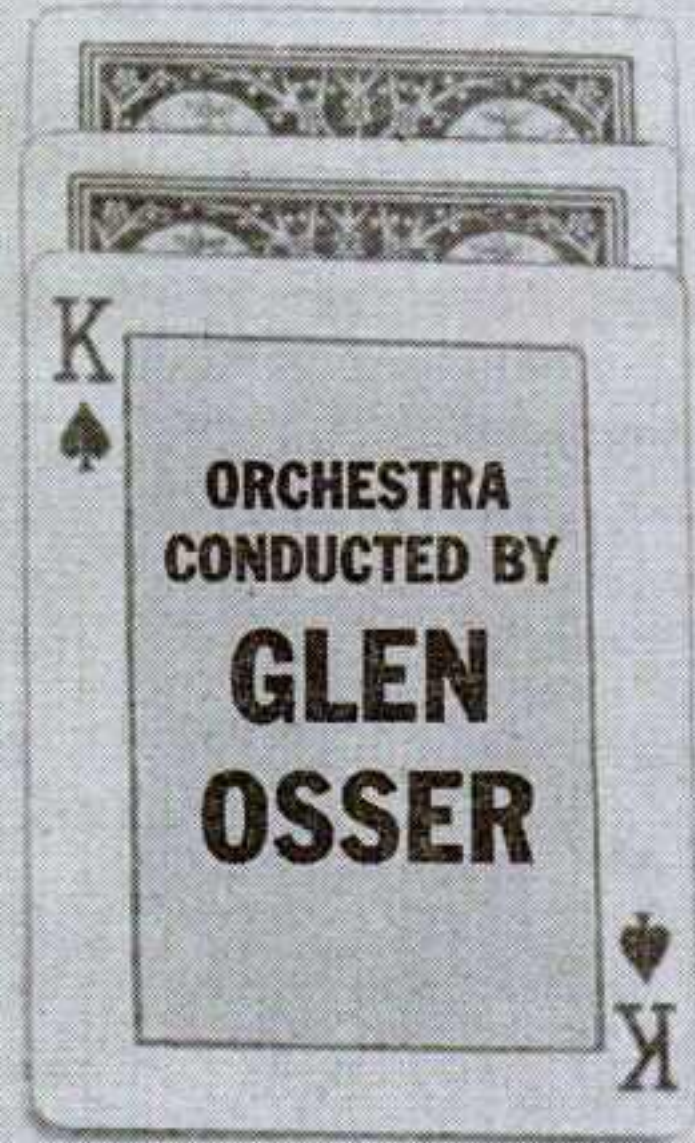
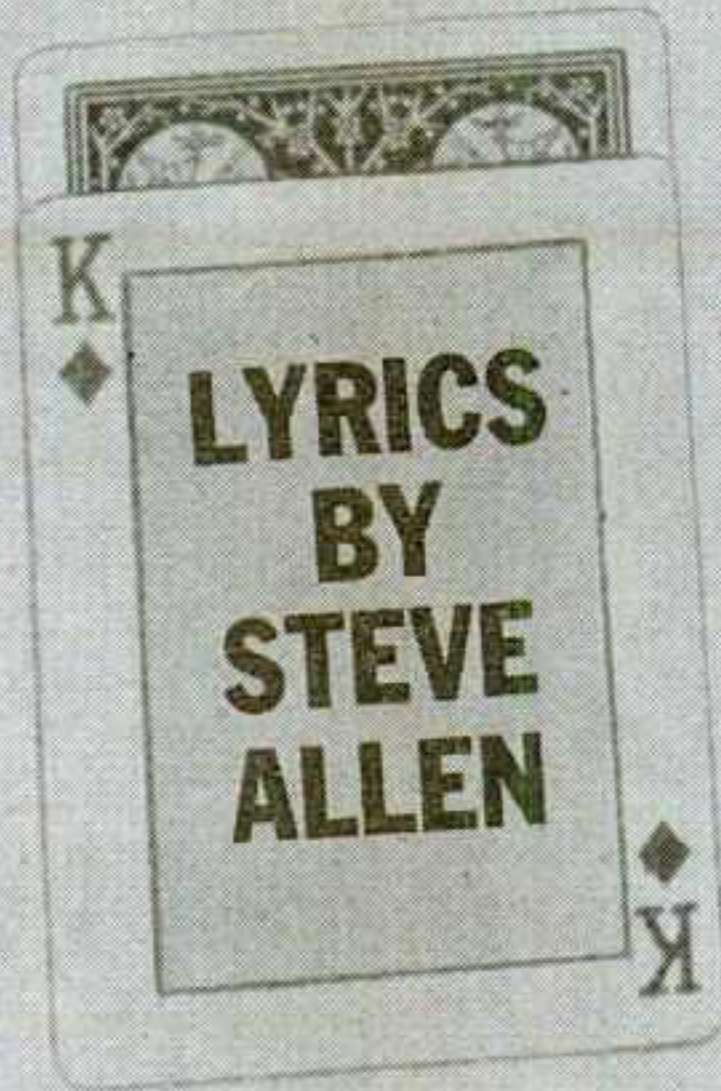
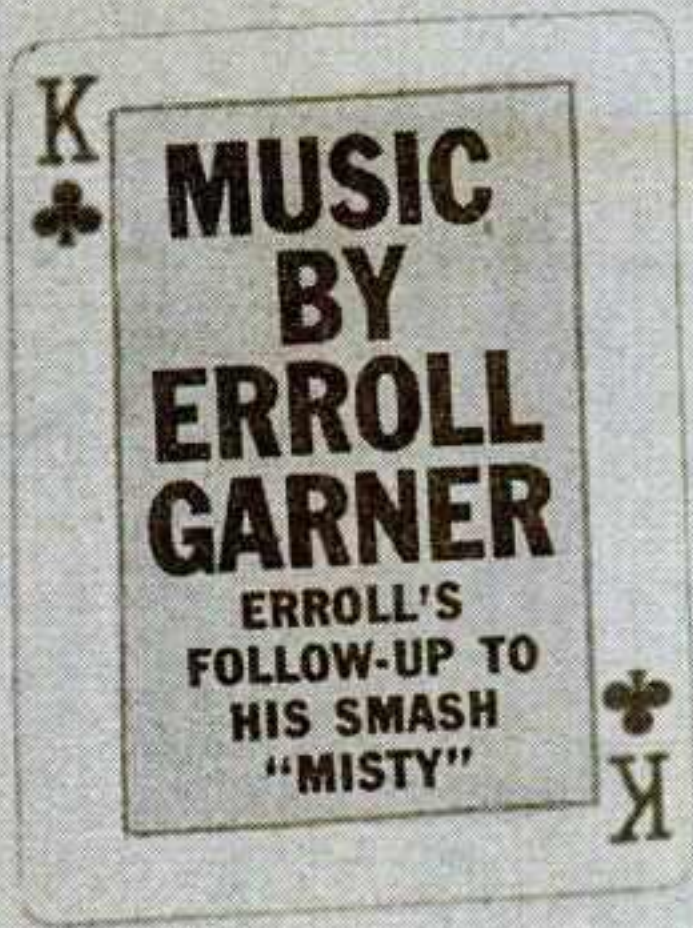
**ARCHIE BLEYER**

**CADENCE 1377**



# JERRY VALE *sings* 'SOLITAIRE'

ANOTHER WINNING HAND FROM COLUMBIA #1 IN CONSUMER SALES



4-41594

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



# Chi Dealers' Suit Becomes Obstacle Race

## Cap, Victor Toss Fancy Blocking in Antitrust Hassle

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

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

The farblungitness of the case became deeper by a more recent move by lawyers for RCA Victor. They have asked the plaintiff-retailers to produce their income tax records as well as any papers relating to their activity in trade associations. The dealers' lawyers interpret the latter move as an attempt to involve the Society of

# PAYOLA BY THE PINT PAYS OFF

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

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

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

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

Record Dealers (SORD) in the case. SORD has admitted it has financed the suit, but is not named as a plaintiff. Now a detailed hearing must be held to determine whether the income tax records and trade association papers are relevant to the suit—that is, this hearing will begin after the Capitol Records issue is settled.

After both matters are resolved, there will be clear sailing ahead for weighing the antitrust charges—maybe.

# Bill to Ban Imported Pic TV Tracks

WASHINGTON — A bill to make it a crime to use imported foreign sound track as background music for American TV and movies has been introduced by Rep. Thomas Pelly (R., Wash). Specifically, the Pelly bill would ban tape music originally performed outside the U. S. and reproduced by persons who at the time of the original performance were not eligible under the Immigration and Nationality Act to themselves enter and perform in person in the USA. Pelly told Congressmen last week (10).

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

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

## Kanner Joins Dwain

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

# NEW AM-FM STATION GUIDE

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

# Action to Distrib Dot In New York

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

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

**The Cash Box PICK OF THE WEEK**

**JOHNNY MCKAY**

**After You**  
B/W  
**I Whisper Your Name**  
UA 211  
**ON UNITED ARTISTS**



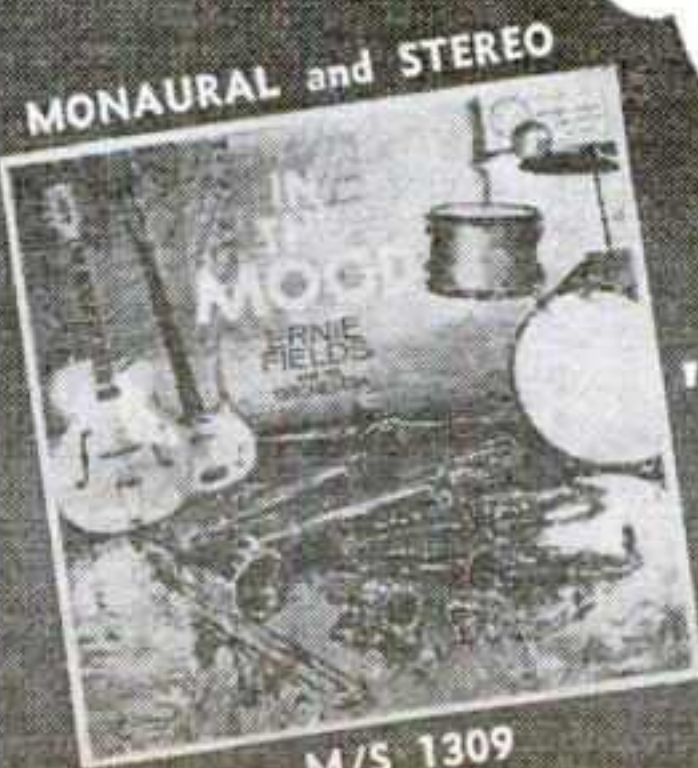
**HE'S BACK**  
**In The CHARTS!**

**ERNIE (In The Mood) FIELDS**

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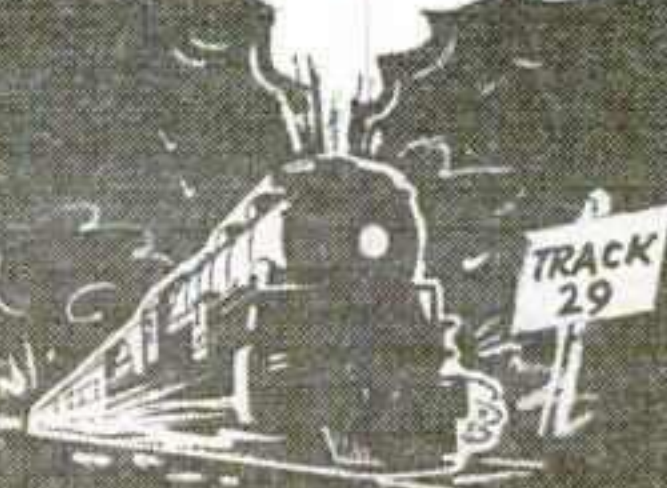
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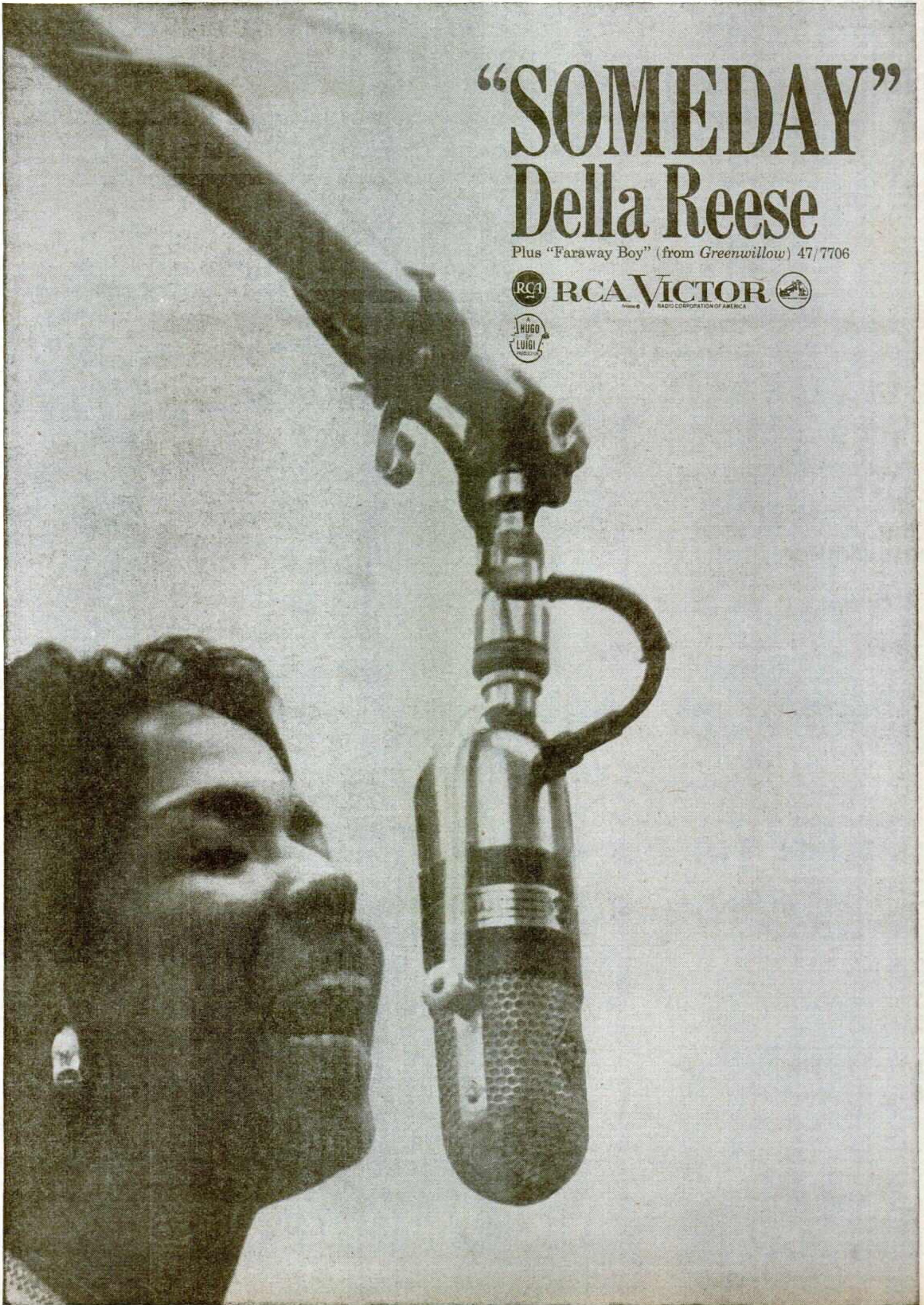




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## Pye Mgr. Scores Disk Greed

• Continued from page 3

some of the independent companies in the States have contributed in part toward this situation. The method of their contribution centers on their dollar hunger when

## Hub Symph, Munch to Far East

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

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

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

## Fox Settlements

• Continued from page 3

overdue mechanical royalty payments of a relatively long-standing nature.

In a letter to the Harry Fox office with copies to all publishers, AGAC prexy, Burton Lane, has called attention to the fact that "the consents of individual writers concerned were not obtained in connection with these settlements."

"If you feel that the detail work in obtaining individual consents is too difficult," the letter continues, "we would suggest that you submit such settlements to AGAC for approval before completing negotiations. Would you be good enough to let us hear from you on this matter at your earliest convenience?"

Lane, speaking from Philadelphia, told The Billboard that the writers were particularly irked at the fact that the Fox settlements on behalf of publishers were based on "x" number of dollars for "x" number of unspecified copyrights. "In other words," Lane said, "these are blanket or bulk settlements with no breakdown by song title. Hence, there is no way of determining now what part of the total monies are due each individual writer. That's fine for a publisher who holds copyrights on the works of many different writers but how does the individual writer know where he stands?"

## LIBERTY'S \$100 BOOMERANG BITE

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

discussing deals with overseas manufacturers. You can take it from me that more and more international companies are in revolt against some of the ridiculous advances and guarantees asked by some of the companies in the American industry when discussing possible deals for affiliation.

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

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

"When overseas companies are consistently faced with repeated requests for astronomical advances they give up the ghost and start to build their own material—for some of the amounts asked they could record a healthy catalog of their own—and then they in turn could begin to lease it overseas. A company only needs to drink from the cup of success once or twice in this regard before gaining sufficient incentive to get behind their own material; they then begin to lose interest in overseas catalogs. In a nutshell there will be an awful lot of other countries taking the same steps as those currently witnessed in Great Britain, and I reaffirm the cry, some of the American manufacturers will only have themselves to blame.

"In tennis parlance — a game in which both our countries excel—I now say 'It's your service, Sir.' My advice, for what it's worth, is that when serving you will be well advised to place your shot carefully and strategically instead of aiming too high and hitting the ball out of court... when this happens the ball very often gets lost."

## Camden Plans

• Continued from page 3

of concentrating on better product, Clark stated that Camden would cut down on the amount of new recording in 1960. More time would be spent on planning album releases and more promotional push would be given each item. Money saved via fewer new releases would be used for point of sale material and other dealer aids, such as local promotions, purchase of radio time, special racks, etc.

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

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

## Col. Deal Irks N. J. Dealers

• Continued from page 3

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

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

## Merc Distrib Shuffle in Buffalo Area

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

The Cleveland branch takes over the eight western-most counties of New York, including the cities of Buffalo and Niagara Falls. The central portion of the State, including the cities of Rochester, Utica and Binghamton will be serviced by the New York branch.

Last week, Merc gave its line to a newly formed distributery in the Washington-Oregon territory, Music Distributors, owned by Stan Shulman and Lou Leventhal. Shulman and Leventhal also handle the Merc line in San Francisco thru another company, C&C Distributors. For the past year, the North-west States were handled by B-G Record Service.

Other recent changes were in Des Moines and Minneapolis, both formerly covered by Heilcher Bros., veterans with the Merc label. In Minneapolis, the label was given to Coda Distributors and in Des Moines to Mid-America.

## NAB Names Interim Head

WASHINGTON — Everett E. Revercomb has been selected acting administrator to the National Association of Broadcasters, pending naming of a successor to Harold E. Fellows, president of NAB, who died Tuesday (8). Revercomb has been secretary-treasurer of the NAB, and has been associated with the group since 1935. Action was announced by NAB TV Board Chairman G. Richard Shafro of WIS-TV, Columbia, S. C., and F. C. Sowell, NAB radio board chairman of WLAC, Nashville.

## RIDDLE CAN CAN DISK BEATS GUN

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

## British Yen for Disk Names

• Continued from page 3

even tho they grow cold in their home territory."

One of the most talked-of attractions on the current London scene is the triple threat package of Bobby Darin, Clyde McPhatter and Duane Eddy, which opens there next Friday (18). This GAC unit is the first package to be sent to Britain and the jubilant bookers and promoters are reporting "the biggest rush for tickets since Bill Haley's tour just three years ago."

Last week the 1960 Jazz-at-the-Philharmonic package arrived in London for its tour, with reports indicating it will be "the most popular American package ever to hit Britain." Jack Higgins of Harold Davison's booking office stated: "It looks like the most stupendous tour any American jazzmen have ever had in Britain. We have never known such a demand for tickets. The fans seem to have gone wild." The package includes Ella Fitzgerald, Roy Eldridge, Shelly Manne, the Paul Smith Quartet and the Jimmy Guiffre Trio.

Also on the jazz front, Count Baise and company are due to open their fourth British concert tour in three years on April 15 at the London Palladium. Miles Davis, long rumored for a British tour, will finally make it for 10 days, starting in London, May 7.

### Impressive Talent

On the pop front, the talent line-up is equally impressive. Upcoming April 3 will be the start of the Everly Brothers' first visit to England, a trip that has been in the works for two years. The boys, Ivy suits and all, will do a 21-day one-nighter tour.

Johnny Preston, whose Mercury slicing of "Running Bear," catapulted him into the spotlight, opens a long tour on April 10. The great Sister Rosetta Tharpe also arrives in London in April for a tour with the Chris Barber Band. RCA Victor's Neil Sedaka arrives later in the spring for his one-nighter tour. Meanwhile Gene Vincent and Eddie Cochran have been in Britain for several months on a joint tour of one-nighters. It was Cochran in fact, curiously enough, who deflected British artists against the blasts from America of Cliff Richard.

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

One of the most important visitors for Britain will be Nat King Cole, who will be making his first appearance there since 1954. Cole does a concert at London's Victoria Theater May 14, followed by the TV show, Sunday at the Palladium, the next evening.

Perry Como has never been to England in his life but on April 15, he arrives with key personnel of his American TV troupe to tape a full-hour show from a number of British locations for showing in America April 27. British bookers hope to persuade Como to appear locally on TV during the visit.

On a related kick, Pat Boone, who flew to London for St. Valentine's weekend for TV, will move his whole troupe to the Continent next month where five separate shows will be taped for his regular American ABC-TV slot. It's believed possible that Boone, too, will tape a show from Britain following the work on the Continent. The controversial Jack Paar will also do five shows from London with his American troupe, plus British guests from March 25-30.

Night club impresario Al Burnett, who operates the Pigalle in London, has already booked Sammy Davis Jr. for four weeks starting May 7. Burnett arrived in the States last week bent on shooting for the moon — Frank Sinatra. Burnett would like the singer to come in for three weeks in July. He is also going after Tony Martin.

## UST Tape Issue

• Continued from page 3

ductions of the original full color art work featured in Verve's albums.

Release also marks the debut of United Artists product in tape form. UST will issue eight UA tapes. According to UST Marketing Manager Bill Muster, the new release will be backed up by a strong point of sale merchandising program and a solid ad campaign.

## Ashley Joins

• Continued from page 6

Chapter 11 of the Bankruptcy Laws. On February 26, court confirmation was obtained here on a settlement plan offering publishers 12½ per cent of their outstanding claims. The settlement was made possible in part by the fresh money represented by Ashley's moving into the picture.

## Mercury Bus

• Continued from page 3

Klein's Mobile One-Stop operating in New York, Cleveland and Pittsburgh.

Mercury's distributor in New Orleans was first to try the plan for the label but it flopped there. No, not because it didn't pay—but because the salesman assigned to the bus quit his job.

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**GIVE TO DAMON RUNYON  
CANCER FUND****MOTION PICTURE REVIEW****'Can-Can' a Draw Despite Defects**

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

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

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

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

Sam Chase.

\* \* \*

**CONCERT REVIEW****Roselyn Tureck Interprets Bach**

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

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

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

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

Sam Chase.

\* \* \*

**LEGIT REVIEW****Some Good Songs But No Magic**

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

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

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

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

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

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

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

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

Sam Chase.

\* \* \*

**NIGHT CLUB REVIEW****Sultry Eartha at the Latin Quarter**

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

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

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

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

Howard Cook.

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## Doerfer Is First Casualty

• Continued from page 4

Eisenhower demanding Doerfer dismissal (9). Miss Parker told the President that she had made many attempts to get Doerfer to admit her testimony (accusing broadcasters and broadcast music of a gigantic promotion of rock and roll) into the recent FCC hearings on programming standards. Her final demand to know when Doerfer could speak to her was answered with a single word "never" from the then-chairman's secretary, said Gloria.

Another ironic outgrowth of the way payola investigations backfire came in a report that the ABC network, which required deejay Dick Clark divestiture of all music interests, was itself getting a 7-cent royalty on every Dick Clark "Record Carrier" sold. Story was given to the press by Rep. John Bennett (R., Mich.), ranking GOP member of the Harris Subcommittee, who has recently scored the delay in bringing Clark down for questioning before the payola prob-

The Record-Carrier items were reportedly a product of a Clark-Mammarella enterprise. Anthony Mammarella, former producer of the Clark shows on ABC, chose to drop out of the network connection and keep his music interests.

Backgrounding the Doerfer resignation is the turbulent history of head-rolling under the ax of House Legislative Oversight Subcommittee. Hearings in 1958 resulted in resignation of FCC Cmr. Richard Mack in the wake of testimony on gifts and loans from Miami attorney Thurmon Whiteside. Also part of the payola picture among the administration's bigwigs was 1958 resignation of Presidential Assistant Sherman Adams, resulting from too much gifting by Bernard Goldfine, New England industrialist.

### Turbulent History

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

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## WADO Sets 4-Way Music Programming

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

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

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

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

## Riverside in Esquire Tie

NEW YORK — Riverside Records and Esquire magazine are co-operating in the exploitation of an article to appear in the April issue of the magazine, written by Nat Hentoff and titled "The Private World of Thelonious Monk." Riverside, for whom the pianist records exclusively, is supplying its distributors with display cards featuring the Esquire trademark and handbills and flyers about the story for their retail stores. The magazine is doing an extensive mailing to disk jockeys and reviewers utilizing the special Thelonious Monk postage stamps recently issued by the record company.

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## TV REVIEW

### Nostalgia With Let-Down Trimming

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

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

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

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

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

## Daily News to Sponsor Jazz

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

As is true in other Daily News sponsored events, like the Golden Gloves and Silver Skates competitions, the proceeds from the Festival will go to charities, in this case one from each of the three major religious groups, the Red Cross and the United Hospital Fund.

Already signed for the jazz extravaganza are the Count Basie band, Sarah Vaughan, the Hi-Los and Ahmad Jamal, who will appear the evening of June 2; the Dukes of Dixieland, Louis Armstrong, and the bands of Woody Herman and Dizzy Gillespie, who are slated to be presented June 3. Two more artists have yet to be signed, one for each night.

## Newspaper Points Payola Finger at Indianapolis DJ's

INDIANAPOLIS—In a dispatch from its Washington, D. C., Bureau, The Indianapolis Times, a Scripps-Howard newspaper, asserted Tuesday (8) that a number of Indianapolis disk jockeys accepted money and gifts from the Indiana State Record Distributors, Inc., as payola for playing certain records. The information was attributed to "a reliable source."

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

The company, Indiana's largest record distributor, was one of 10 firms charged by FTC in recent days with making the illegal payments. The firm also owns the Whirling Disc Record Distributors, Inc., also named by the FTC. Company officials, who maintain offices here in Indianapolis, were unavailable for comment.

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

The Times said further that it had "contacted several Indianapo-

## BASIE TO HEAD 2D JAZZ JUBILEE

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

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

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

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

## Cosse-Landau In 'Jubilee' Talent Tie

LOS ANGELES—Artists Management Bureau, formed here recently by X. Cosse, former Nashville c.&w. impresario, and Marty Landau, veteran West Coast booker, has just inked an agreement with Jim McConnell, head of Top Talent, Inc., Springfield, Mo., to represent exclusively "Jubilee U.S.A." talent on the West Coast, Hawaii and Australia. McConnell is chief booker for "Jubilee," network c.&w. TV show.

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

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

lis disk jockeys and each denied ever receiving payola from the record distributing firm."

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**HOT 100**

**38** "Baby, What You Want Me to Do"  
JIMMY REED veejay #333

"Just a Little Bit" **67**  
veejay #332 ROSCOE GORDON

**BUBBLING UNDER THE HOT 100**  
"At My Front Door"  
DEE CLARK abner #1037

keep an eye on  
"Will You Ever Be Mine?"  
DONNIE ELBERT veejay #336



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ANOTHER MILLION SELLER FOR  
SONNYY JAMES**

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**JENNY  
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# UST Exec Predicts Spiraling Tape Mkt.

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

By LEE ZHITO

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

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

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

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

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

1. Engineers will have to improve master recording at short wave lengths (i.e. slower speeds);
2. Mass duplication of tapes will be solved, predicting that within three years it will be possible to duplicate tape from five to ten times the present quantity;
3. Improvement of the tape itself by 15 d.b.;
4. Improvement of the mechanical handling of tape (i.e. tape transport) within playback equipment.

Tape, Brown said, will enjoy a mass market acceptance via the tape magazine concept. However, in his opinion, there will be co-existence between reel-to-reel tape and the tape magazine since both will appeal to separate facets of the over-all market. He likened the magazine to the record changer while reel to reel, he said, was comparable to the fine turntable. The more discriminating and quality-conscious buyers, he said, will prefer reel to reel while the convenience-minded member of the mass market will be willing to sacrifice quality for price and simplicity and prefer the magazine versions.

## IHFM Cancels Fall Show at N. Y. Coliseum

HOLLYWOOD — Institute of High Fidelity Manufacturers gained a release from its \$20,000 contract for the New York Coliseum to move the Gotham hi-fi show to the Trade Show Building. Ray Pepe, IHFM prexy, negotiated the contract release after inspection of the Coliseum revealed that exhibitors would face difficulties in achieving sound separation from one booth to another.

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

New York hi-fi show will run September 6-11. Care was taken, Pepe said, to avoid a conflict with

(Continued on page 112)

## MRIA Again To Sponsor S. F. Show

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

Annual meeting for the MRIA members will be held May 18 in Chicago which coincides with the May Parts Show (May 16).

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

## PEPE NOMINATED IHFM PREXY

HOLLYWOOD — Ray Pepe, James B. Lansing Sound, Inc., vicepres, last week was nominated prexy of the Institute of High Fidelity Manufacturers. Since he is the sole candidate, nomination is tantamount to being elected to the Institute's highest office. Nomination, however, is subject to membership approval with balloting scheduled for March 22.

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

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

## Heavy Agenda For EIA Meet

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

Guest speaker at the seminar will be Rep. Gerald R. Ford (R., Mich.), who is a member of the House Appropriations Committee. His subject: "Congressional Responsibility in Defense Planning."

Of immediate importance to dealers and distributors is the EIA's Consumer Products Division meeting which will determine the advisability of launching a proposed promotion program for hi-fi and stereophonic phonos and TV receivers. The program revolves around a broad and heavy institutional advertising campaign which will kick-off the fall sales season.

## CU Report Scores One-Piece Stereo

By JACK MAHER

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

In the 35 sets tested by CU engineers, the average separation between speakers was 32 inches, which means that to properly hear the music with stereo effect, the listener would have to sit three feet or less from the front of the cabinet. This practically places said listener on the floor in front of his set, his head snuggled precariously close to the works of the machine. The engineers feel that three feet or less is considered too close for normal listening. They feel that, in an average living room, speakers must be placed six

to 10 feet apart to produce true separated stereo sound.

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

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

As a natural follow-up to its March report, CU engineers are now testing and preparing the facts on outrigger and multi-piece consoles for future publication.

## Audio Feedback

### AUDIO AD FENCE-CROSSERS

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

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

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

### HOW MANY CHANNELS IS STEREO?

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

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

### THE BERLITZ BIT: A NEW MARKET?

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

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

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

### MORE AIDS FOR DEALERS, DISTRIBUTORS

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

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



# Look! a V-M TRIO for top volume selling!

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

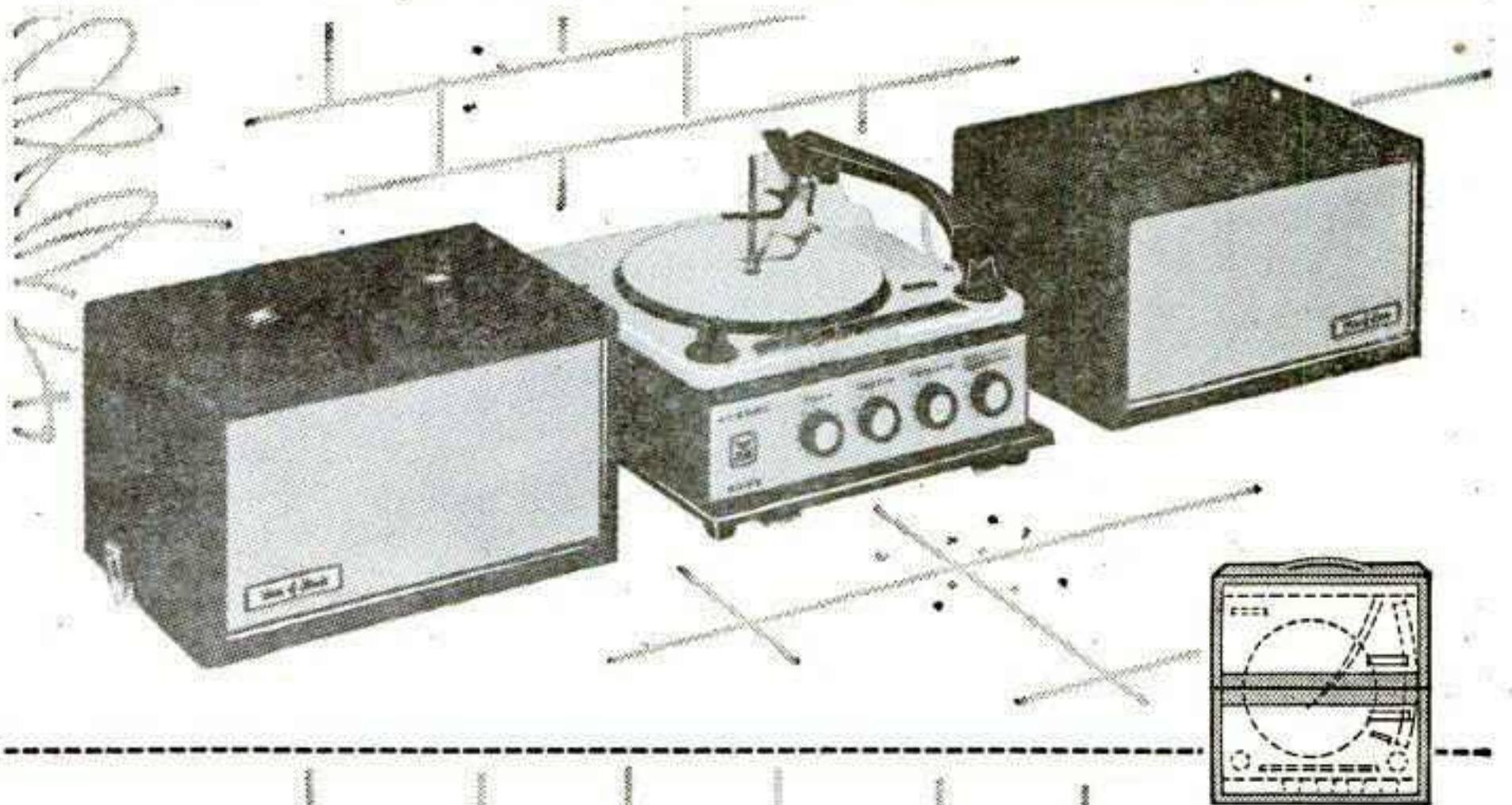
Typical of V-M value leadership is this sales-inciting trio of *completely portable, self-contained Stereo Systems!* With incomparable versatility and performance, there's a V-M model for your every prospect! Nail the sale with any one of these unique portables!

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

1

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

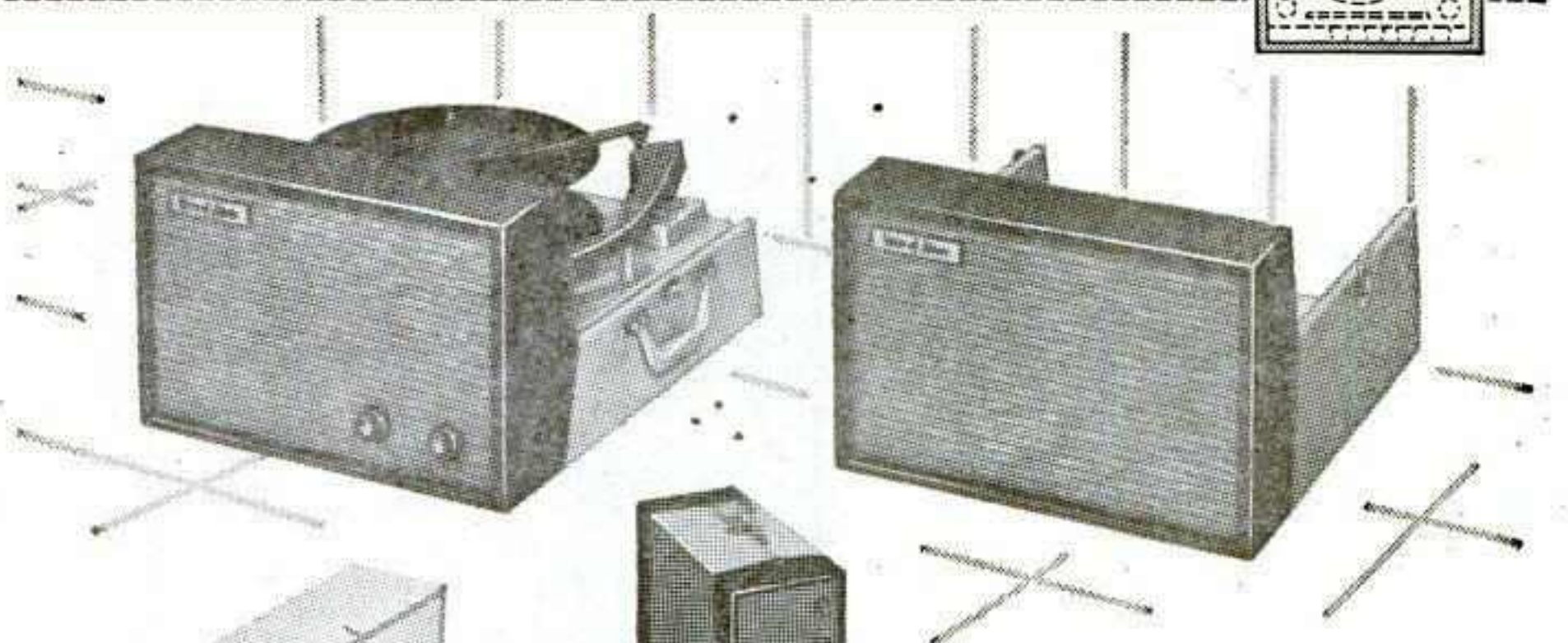
- FULL COMPLEMENT OF CONTROLS IN A PROFESSIONAL CONTROL PANEL
  - V-M'S EXCLUSIVE 'stere-o-matic'® AUTOMATIC 4-SPEED RECORD CHANGER PLAYS ALL STEREO RECORDS AND ALL MONOPHONIC RECORDS—ALL SPEEDS, SIZES!
  - FOUR POWERFUL SPEAKERS
  - DURABLE GRAY PYROXYLIN CASE WITH QUALITY, PROFESSIONAL LOOK!
- ..... \$129.95 List\*  
AS A 4-SPEED MANUAL-PLAY PHONO IT'S V-M MODEL 207..... \$119.95 List\*



2

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

- PLAYS ALL STEREO RECORDS!
  - ALL 33 AND 45 RPM MONOPHONIC RECORDS
  - COMPLETE CONTROLS
  - BIG 5 1/4" SPEAKERS
  - DELIGHTFUL V-M STYLING IN BROWN AND WHITE LEATHERETTE.
- ..... \$79.95 List\*

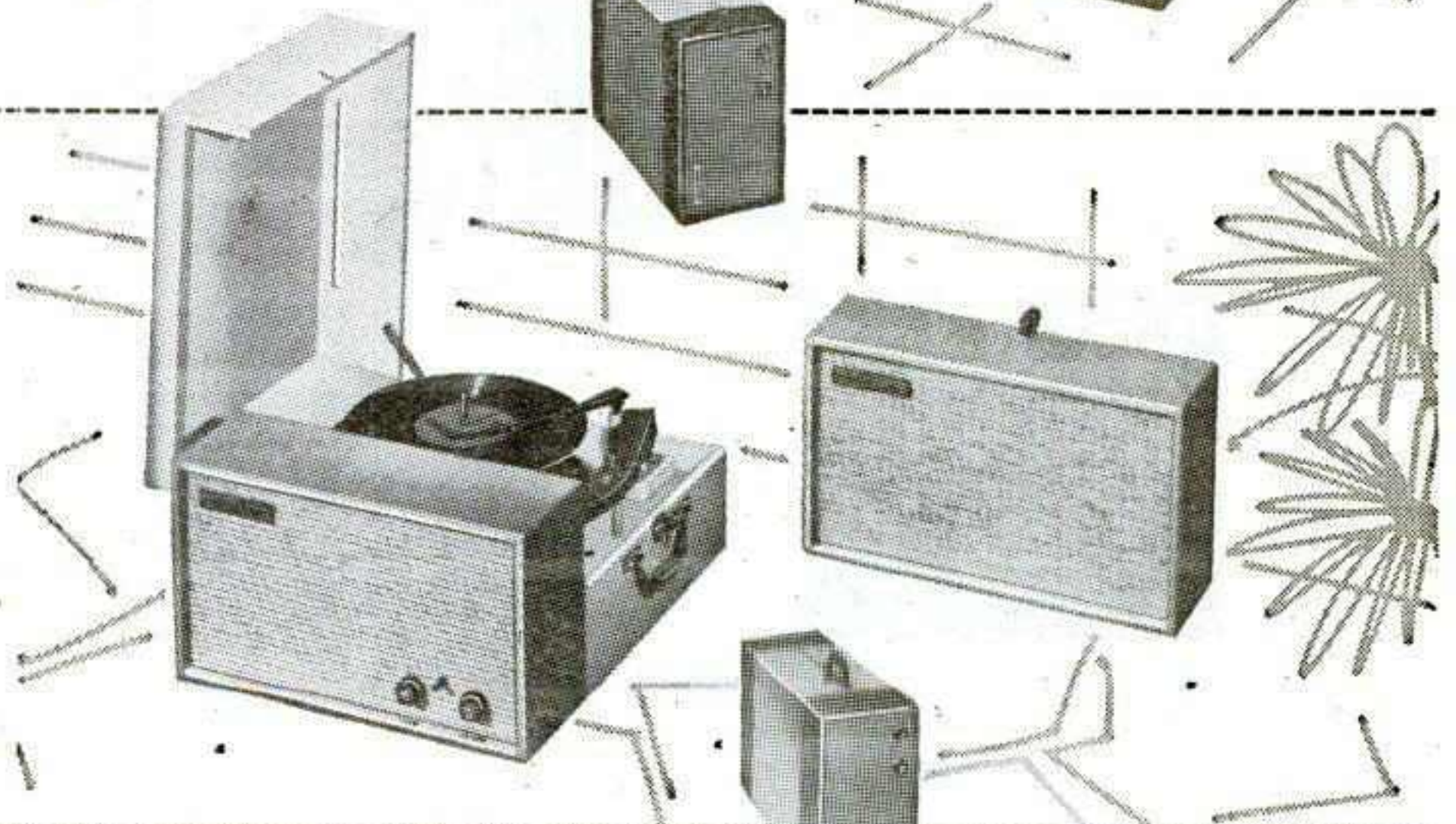


3

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

- V-M EXCLUSIVE 'stere-o-matic' AUTOMATIC 4-SPEED RECORD CHANGER
  - COMPLETE CONTROLS
  - FOUR 5 1/4" SPEAKERS—TWO IN EACH SECTION
  - PLAYS ALL STEREO AND MONOPHONIC RECORDS—ALL SIZES, SPEEDS
  - CARIBBEAN BLUE AND WHITE LEATHERETTE CASE.
- ..... \$109.95 List\*

\*Slightly Higher West



**ALL RECORDS SOUND BETTER THAN EVER BEFORE WHEN PLAYED ON V-M PORTABLE STEREO SYSTEMS!**

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

Let Your V-M Distributor Tell You How!

**the Voice  of Music®**

V-M CORPORATION, BENTON HARBOR, MICHIGAN

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



## SELF-SELLING, RENTALS CULL STEREO DIVIDENDS

COLORADO SPRINGS, Colo. — Getting away from some of the traditional aspects of stereo and high-fidelity merchandising has



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

paid impressive dividends for Al Massaro, retail dealer here.

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

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

## Balloons Build Store Traffic

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

In introducing the 1960 line of stereo phonographs and tape recorders which the downtown dealership carries, Potts set out to create just as much traffic as possible with a clever give-away. Instead of the usual drawing, he bought 300 ordinary penny balloons, each of which was filled with helium gas, and released, after tying, to press against the store ceiling.

Long, eight-foot strings were used on each balloon, and were wrapped around a tiny numbered

*(Continued on page 112)*

ter what price bracket he is interested in, benefits by the colorful, sound-proof room.

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

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

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

*(Continued on page 112)*

## Phono Sales Dip in Jan.

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

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

Total radio unit sales at the factory for January, 1960, stood at 1,355,788, compared to the 1,553,308 total for December of 1959. TV set figures at factory were 593,170 for December of 1959 and 526,494 for the month of January this year. Monaural phono factory sales were 154,574 and 118,400 for 1959 and 1960 respectively. Stereo figures stand at 407,744 for the last month of last year and 341,329 for January of 1960.

## NEW AUDIO PRODUCTS

### Hi-Fi Accessory Display Rack

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

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



### Simplified Needle Replacement Catalog

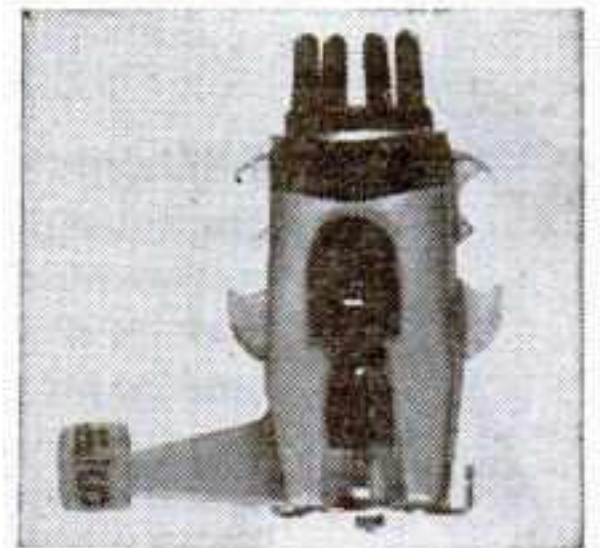
A catalog just published by the Clevite "Walco" phonograph needle company simplifies the ordering of replacement needles of all types. The new book, slated to lighten the ordering burden of distributors, dealers and phono service people, is divided into sections keyed to the name and number of cartridge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

### Tiny Speaker Unveiled

A low-priced miniature speaker is being marketed by the Trade Manufacturing Company of Chicago which claims to be half the size of a pack of cigarettes. The "Mini-Speaker" is designed to be a companion product for car and/or home radio, and can be clipped onto, or screwed into ledge, shelf or wall. It comes equipped with a three-way control switch for single or dual operation, measures 2 1/4 inches and retails at \$7.95.

### Jensen Stereo Cartridge

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



90 per cent of all stereo cartridges.

### Japanese Tape Recorder

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

## AUDIO NEWS BRIEFS

Matthew-Stuart & Company has formed a new selling division which is to be known as the Division of Industrial Development and will specialize in design, promotion and sales. Heading the new division is William Arnold, who has already created a new tape recording package designed for the educational market... A new catalog has been issued by the Fort Orange Radio Distributing Company of Albany, containing product listings of over 140 manufacturers... Donald W. Burns has been made technical assistant to Arthur Hatch, vice-president and general manager of Commercial Products Division of Stromberg-Carlson... Ed Claffey has been appointed merchandise manager of the Consumer Products Division of Glaser-Steers.

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

*(Continued on page 112)*

on 20th FOX

ALL YOU  
HEAR IS  
BEAUTY



**Capitol**  
REG. U.S. PAT. OFF.

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Announces... opening of  
New manufacturing plant  
on the West Coast...

The finest recording and  
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high fidelity  
THE MAGAZINE FOR MUSIC LISTENERS

**ADVANCE**

... new, unique, exclusive  
... trade tips, news and  
previews, promotion and  
display ideas... sales  
helps... for component  
and record dealers. Seen  
it? Write on your dealer  
letterhead to (Mrs.) Claire  
N. Eddings, High Fidelity,  
Great Barrington, Mass.

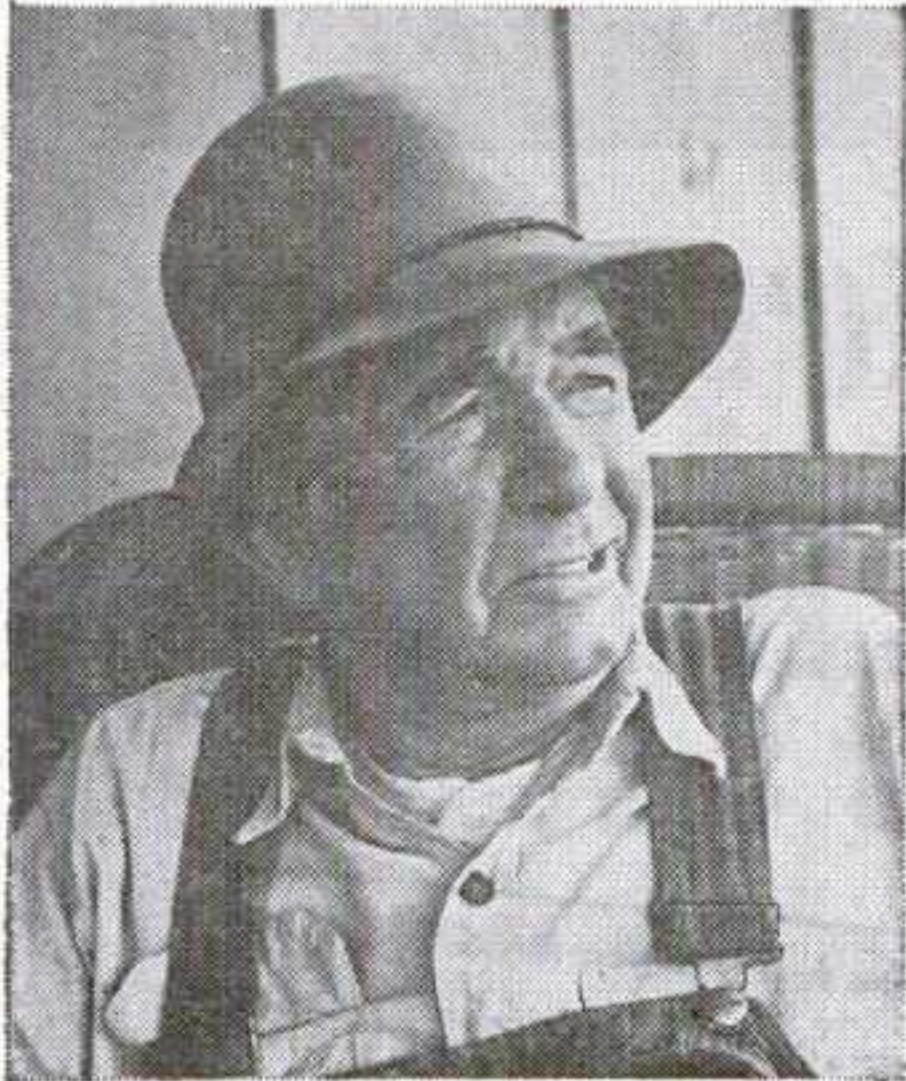
**TRADE**

**EDITION**



# NEW HIT SINGLES

ON "THE NATION'S BEST SELLING RECORDS!"



## WALTER BRENNAN

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

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



## DODIE STEVENS

does it again!

"AMIGOS GUITAR" #16067  
"CANDY STORE BLUES"

# Dot RECORDS BEST SELLERS

REGULAR AND STEREO

## ALBUMS

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

## SINGLES

- |       |  |         |  |
|-------|--|---------|--|
| 15985 | AM I THAT EASY TO FORGET—Debbie Reynolds                             | 16057   | ON TREASURE ISLAND<br>I NEED YOU SO—Gale Storm       |
| 16048 | (WELCOME) NEW LOVERS—Pat Boone                                       | 16056   | LOVE ME<br>WHISPER YOUR LOVE—The Phantom             |
| 16060 | WHEN MY BABY SMILES AT ME—<br>Louis Prima and Keely Smith            | 16058   | ALL THE WAY—Mort Lindsey                             |
| 16063 | SUMMER SET<br>HOUR OF PARTING—Lawrence Welk                          | 16061   | ROSEMARY—Kimm Charney                                |
| 16059 | DARLING, IT'S WONDERFUL<br>THEME FROM A SUMMER PLACE—Fontane Sisters | 16045   | ONE MINT JULEP<br>DRIFTWOOD ON THE RIVER—Mac Wiseman |
| 16040 | BAD BOY—Robin Luke   | 16047   | WAS THERE ONCE<br>YOU WON'T BE SATISFIED—Mike Minor  |
| 16054 | P.S. I LOVE YOU<br>TO BE ALONE—Hilltoppers                           | 16049   | I MISS YOU SO—Mills Brothers                         |
| 16055 | OL' MAN MOSE<br>ON THE CORNER—Connie Haines                          | FF-1704 | YOUNG MAGGIE—The Strangers<br>Titan                  |



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# TONI ("Big Hurt") FISHER

Comes thru with . . .

The pick of the new releases: MARCH 7, 1960

**SPOTLIGHT WINNERS OF THE WEEK**

**TONI FISHER**  
**HOW DEEP IS THE OCEAN** (Berlin, ASCAP)—**BLUE, BLUE, BLUE** (Music Productions, ASCAP)—Miss Fisher, who is still on the charts with "The Big Hurt," could have hit follow-ups with either of her latest entries: She applies a sultry belt to "How Deep Is the Ocean," the pretty evergreen. "Blue," a bluesy ballad, is also delivered to strong effect. **Signet 276**

**The Cash Box Pick of the Week**

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

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

Irving Berlin's Classic

# "HOW DEEP IS THE OCEAN"

b/w

# "BLUE, BLUE, BLUE"

#276

Miss Fisher's New Album

"THE BIG HURT" Sig. WP 509

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WATCH FOR MISS TRUDY TODD'S "BANDIDO" Sig. #3-277

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# DISTRIBUTOR NEWS

By HOWARD COOK

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

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

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

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

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

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

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

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

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

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

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

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

## ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Monty Kelly's 'Summer Set' Gets the Spins

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

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

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

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



### Welch Scores on First Cadence Disk

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

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

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

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

### YESTERYEAR'S TOPS—

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

- MARCH 19, 1955
1. Melody of Love
  2. Sincerely
  3. Ballad of Davy Crockett
  4. Tweedle Dee
  5. Ko Ko Mo
  6. Earth Angel
  7. Hearts of Stone
  8. How Important Can It Be
  9. That's All I Want From You
  10. Open Up Your Heart

- MARCH 18, 1950
1. Chattanooga Shoe Shine Boy
  2. Music, Music, Music!
  3. Rag Mop
  4. I Said My Pajamas
  5. There's No Tomorrow
  6. Cry of the Wild Goose
  7. Dear Hearts and Gentle People
  8. If I Knew You Were Comin' I'd've Baked a Cake
  9. It Isn't Fair
  10. Dearie (You're Much Older Than I)

# VOX JOX

By JUNE BUNDY

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

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

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

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

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

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

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

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

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

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

(Continued on page 34)

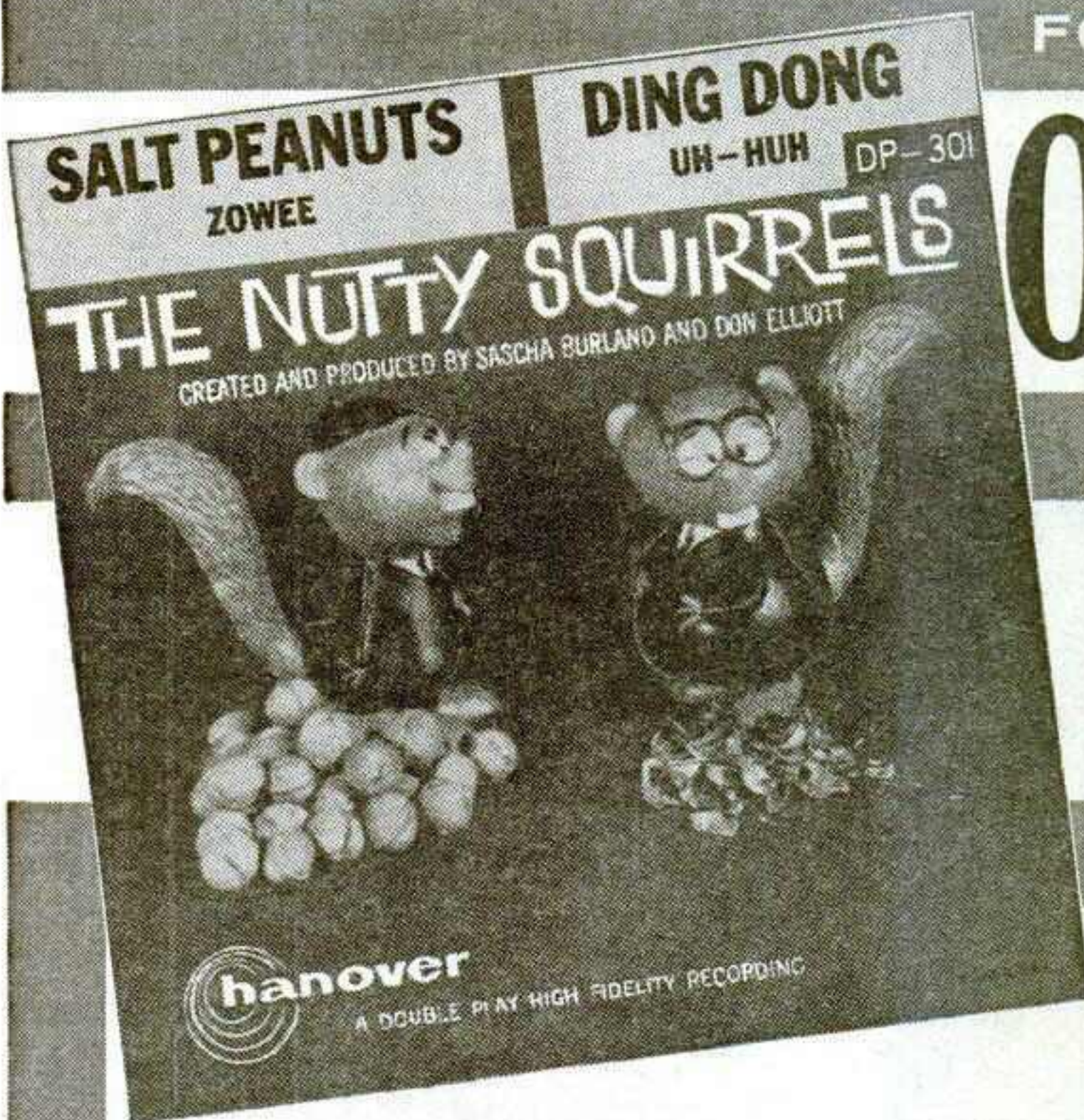


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# MUSIC AS WRITTEN

## New York

### FREY PARTY FOR ARTHUR TRACY

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

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

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

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

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

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

## Cincinnati

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

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

(Continued on page 24)

# DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

See you in the Spring. TOM ROLLO.

THIS WEEK'S NEW

# Money Records

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

**SINGLES**

APPLE GREEN—June Valli .....Mercury  
 DING DONG—Nuttie Squirrels .....Hanover  
 EARTH ANGEL—Johnny Tillotson .....Cadence  
 HOW DEEP IS THE OCEAN—Toni Fisher .....Signet  
 JENNY LOU—Sonny James .....National  
 PLEDGING MY LOVE—Johnny Tillotson .....Cadence  
 SALT PEANUTS—Nuttie Squirrels .....Hanover  
 SOLITAIRE—Jerry Vale .....Columbia  
 SOMEDAY—Della Reese .....RCA Victor  
 THE MADISON TIME—Ray Bryant .....Columbia  
 UH-HUH—Nuttie Squirrels .....Hanover

**ALBUMS**

A TOUCH OF TABASCO—  
 Rosemary Clooney and Perez Prado .....RCA Victor  
 SING A HYMN WITH ME—Tennessee Ernie Ford .....Capitol

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

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



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



**A** The record manufacturers themselves!

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

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

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

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

## MUSIC AS WRITTEN

• Continued from page 23

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

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

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

### Chicago

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

Bernie Asbell.

### Nashville

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

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

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

Pat Twitty

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recordings imported directly from  
Germany—manufactured, packaged,  
and factory-sealed in Germany by the  
Deutsche Grammophon Gesellschaft.



ENTIRE FIRST RELEASE AVAILABLE NOW  
AT YOUR DECCA DISTRIBUTOR!

SUGGESTED LIST PRICE

MONO \$ 5<sup>98</sup>

STEREO \$ 6<sup>98</sup>

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**DECCA DISTRIBUTING CORPORATION**

*Deutsche  
Grammophon  
Gesellschaft*

A SELECTION FROM  
THE FIRST RELEASE

SCHUMANN: **Piano Concerto in A Minor, Op. 54—Introduction and Allegro, Op. 92—Novelette, Op. 21, No. 1—Toccata, Op. 7**—Svjatoslav Richter, piano; National Philharmonic Symphony Orchestra of Warsaw; Witold Rowicki and Stanislaw Wislocki, conductors LPM 18597, SLPM 138077\*

MOZART: **Piano Concerto in D Minor, K. 466**

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

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

DVORAK: **Requiem, Op. 89 (Complete)**—Maria Stader, soprano; Sieglinde Wagner, alto; Ernst Haefliger, tenor; Kim Borg, bass; Czech Choir; Philharmonic Orchestra of Prague; Karel Ancerl, conductor LPM 18547/48, SLPM 138026/27\*

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

HANDEL: **Organ Concerto in F Major**—Michael Schneider, organ; Symphony Orchestra of the Bavarian Radio; Eugen Jochum, conductor LPM 18545/46, SLPM 138028/29\*

TCHAIKOVSKY: **Swan Lake Suite—Sleeping Beauty Suite—Polonaise from "Eugen Onegin"**—National Philharmonic Symphony Orchestra of Warsaw; Witold Rowicki, conductor LPEM 19201, SLPEM 136036\*

LISZT: **Piano Concerto No. 1 in E Flat Major—Piano Concerto No. 2 in A Major—2nd Legend of St. Francis—Paganini Etude in E Flat Major**—Tamás Vásáry, piano; Bamberg Symphony Orchestra; Felix Prohaska, conductor LPM 18589, SLPM 138055\*

BRAHMS: **8 Hungarian Dances**  
DVORAK: **5 Slavonic Dances**—Berlin Philharmonic Orchestra; Herbert von Karajan, conductor LPM 18610, SLPM 138080\*

BARTOK: **Bluebeard's Castle (Opera in One Act)**—Dietrich Fischer-Dieskau, baritone; Hertha Toepper, contralto; Berlin Radio Symphony Orchestra; Ferenc Fricsay, conductor LPM 18565, SLPM 138030\*

\* Stereophonic



FOR THE WEEK ENDING MARCH 18, 1960

# The Billboard TOP LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC Original Cast . . . . . Columbia KOL 5450	13
2	3	FAITHFULLY Johnny Mathis . . . . . Columbia CL 1422	9
3	2	SIXTY YEARS OF MUSIC AMERICA LOVES BEST Assorted Artists . . . . . RCA Victor LM 6074	16
4		4. HERE WE GO AGAIN Kingston Trio . . . . . Capitol T 1258	19
5		5. HEAVENLY Johnny Mathis . . . . . Columbia CL 1351	26
6	12	ITALIAN FAVORITES Connie Francis . . . . . M-G-M E 3791	6
7	7	OUTSIDE SHELLEY BERMAN . . . . . Verve MGV 15007	16
8	6	GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins . . . . . Columbia CL 1349	12
9	9	THAT'S ALL Bobby Darin . . . . . Atco LP 33-104	24
10	10	BELAFONTE AT CARNEGIE HALL Harry Belafonte . . . . . RCA Victor LOC 6006	19
11	8	FABULOUS FABIAN . . . . . Chancellor CHL 5005	12
12	28	THIS IS DARIN Bobby Darin . . . . . Atco LP 33-115	2
13	13	KINGSTON TRIO AT LARGE . . . . . Capitol T 1199	39
14	16	OLDIES BUT GOODIES Assorted Artists . . . . . Original Sound 5-001	26
15	11	LET'S ALL SING WITH THE CHIPMUNKS . . . . . Liberty LRP 3132	16
16	24	TEENSVILLE Chet Atkins . . . . . RCA Victor LPM 2161	4
17	17	MORE JOHNNY'S GREATEST HITS Johnny Mathis . . . . . Columbia CL 1344	34
18	14	KINGSTON TRIO . . . . . Capitol T 996	39
19	19	PARTY SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CL 1331	27
20	20	SANTO AND JOHNNY . . . . . Canadian-American CA 1001	9

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		18. STUDENT PRINCE AND OTHER GREAT MUSICAL COMEDY HITS Mario Lanza . . . . . RCA Victor LM 1837	24
22	26	THE WONDERFUL WORLD OF JONATHAN WINTERS . . . . . Verve MGV 15009	7
23	15	SWINGIN' ON A RAINBOW Frankie Avalon . . . . . Chancellor CHL 5004	12
24	27	BLUE HAWAII Billy Vaughn . . . . . Dot DLP 3165	35
25	22	PORGY AND BESS Sound Track . . . . . Columbia CL 5410	35
26	34	FIRESIDE SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CL 1389	12
27	21	CONCERT IN RHYTHM, VOL. II Ray Conniff . . . . . Columbia CL 1415	2
28	25	"TWANGS" THE "THANG" Duane Eddy . . . . . Jamie JLP 3009	8
29	23	NO ONE CARES Frank Sinatra . . . . . Capitol W 1221	30
30	29	FOR THE FIRST TIME Mario Lanza . . . . . RCA Victor LM 2338	19
31	30	THE LORD'S PRAYER Mormon Tabernacle Choir . . . . . Columbia ML 5386	22
32		GENIUS OF RAY CHARLES . . . . . Atlantic LP 1312	4
33	37	COME FLY WITH ME Frank Sinatra . . . . . Capitol W 920	11
34	38	WOODY WOODBURY LOOKS AT LOVE AND LIFE . . . . . Stereodiscs MW 1	2
35		BUDDY HOLLY STORY Buddy Holly . . . . . Coral CRL 57279	15
36		ENCORES OF GOLDEN HITS Platters . . . . . Mercury MG 20472	1
37	31	FIORILLO! Original Cast . . . . . Capitol WAO 1321	10
38	32	JAMAL AT THE PENTHOUSE Ahmad Jamal . . . . . Argo LP 646	7
39	39	GYPSY Original Cast . . . . . Columbia OL 5420	35
40	33	SONGS BY RICKY Ricky Nelson . . . . . Imperial IMP 9082	25

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. INSIDE SHELLEY BERMAN . . . Verve MGV 15003 . . . . .	47
2		2. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032 . . . . .	103
3		5. MY FAIR LADY, Original Cast, Columbia OL 5090 . . . . .	206
4		3. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107 . . . . .	57
5		6. GIGI, Sound Track, M-G-M E 3641 ST . . . . .	89
6		4. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133 . . . . .	98
7		9. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160 . . . . .	88
8		10. PETER GUNN, Henry Mancini, RCA Victor LPM 1956 . . . . .	56
9		7. THE MUSIC MAN, Original Cast, Capitol WAO 990 . . . . .	107
10		8. ONLY THE LONELY, Frank Sinatra, Capitol W 1053 . . . . .	61
11		11. COME DANCE WITH ME, Frank Sinatra, Capitol W 1069 . . . . .	54
12		20. STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283 . . . . .	48
13		12. HYMNS, Tennessee Ernie Ford, Capitol T 756 . . . . .	140
14		13. SOUTH PACIFIC, Original Cast, Columbia OL 4180 . . . . .	302
15		14. RODGERS: VICTORY AT SEA, VOL. II, RCA Symphony Orch. (Bennett), RCA Victor LM 2226 . . . . .	44
16		17. THE KING AND I, Sound Track, Capitol W 740 . . . . .	177
17		15. OKLAHOMA! Sound Track, Capitol SAO 595 . . . . .	210
18		16. HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000 . . . . .	54
19		21. FLOWER DRUM SONG, Original Cast, Columbia OL 5350 . . . . .	51
20		18. OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270 . . . . .	56
21		19. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243 . . . . .	68
22		23. WARM, Johnny Mathis, Columbia CL 1078 . . . . .	62
23		24. GEMS FOREVER, Mantovani, London LL 3032 . . . . .	56
24		22. BUT NOT FOR ME, Ahmad Jamal, Argo LP 628 . . . . .	61
25		25. EXOTICA, VOL. I, Marlin Denny, Liberty LRP 3034 . . . . .	43

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. THE SOUND OF MUSIC Original Cast . . . . . Columbia KOS 2020	10
2		2. PERSUASIVE PERCUSSION Various Artists . . . . . Command S 800	8
3		3. HERE WE GO AGAIN Kingston Trio . . . . . Capitol ST 1258	19
4	9	BELAFONTE AT CARNEGIE HALL Harry Belafonte . . . . . RCA Victor LSO 6006	17
5	4	FAITHFULLY Johnny Mathis . . . . . Columbia CS 8219	6
6		5. PROVOCATIVE PERCUSSION Various Artists . . . . . Command S 806	8
7		6. THE LORD'S PRAYER Mormon Tabernacle Choir . . . . . Columbia MS 6068	18
8		7. LET'S DANCE AGAIN David Carroll . . . . . Mercury SR 60152	10
9		TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO Morton Gould . . . . . RCA Victor LSC 2345	18
10	15	STILL MORE SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CS 8009	11
11	24	SAIL ALONG SILVERY MOON Billy Vaughn . . . . . Dot DLP 25100	9
12	14	FIORILLO! Original Cast . . . . . Capitol SWAO 1321	10
13	13	QUIET VILLAGE Martin Denny . . . . . Liberty LST 7122	18
14	10	CONNIFF MEETS BUTTERFIELD Ray Conniff . . . . . Columbia CS 8155	11
15	12	GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins . . . . . Columbia CS 8158	5

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		17. NEARER THE CROSS Tennessee Ernie Ford . . . . . Capitol ST 1005	11
17		18. OPEN FIRE, TWO GUITARS Johnny Mathis . . . . . Columbia CS 8056	6
18		27. NEW ORLEANS Pete Fountain . . . . . Coral CRL 7-57282	3
19	11	RACHMANINOFF: Piano Concerto No. 3 . . . . .	6
20	16	CONCERT IN RHYTHM, VOL. I Ray Conniff . . . . . Columbia CS 8022	18
21	19	MORE SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CS 8043	8
22	21	'S AWFUL NICE Ray Conniff . . . . . Columbia CS 8001	4
23	26	WITH THESE HANDS Roger Williams . . . . . Kapp KS 3030	17
24	20	AMERICAN SHOWCASE Mantovani . . . . . London PSA 3202	8
25	22	TILL Roger Williams . . . . . Kapp KX 1081	17
26	25	IT'S THE TALK OF THE TOWN Ray Conniff . . . . . Columbia CS 8143	5
27	28	FIRESIDE SING ALONG WITH MITCH Mitch Miller . . . . . Columbia CS 8184	11
28	23	LET'S ALL SING WITH THE CHIPMUNKS . . . . . Liberty LST 7132	9
29		FLOWER DRUM SONG Original Cast . . . . . Columbia OS 2009	10
30		THE EDDY DUCHIN STORY Sound Track . . . . . Decca DL 7-8289	3

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032 . . . . .	43
2		3. MY FAIR LADY, Original Cast, Columbia OS 2015 . . . . .	43
3		2. HEAVENLY, Johnny Mathis, Columbia CS 8152 . . . . .	25
4		6. GEMS FOREVER, Mantovani, London PS 106 . . . . .	32
5		4. GIGI, Sound Track, M-G-M SE 3461 ST . . . . .	43
6		10. ONLY THE LONELY, Frank Sinatra, Capitol SW 1053 . . . . .	23
7		17. STRAUSS WALTZES, Mantovani, London PS 118 . . . . .	27
8		5. OKLAHOMA! Sound Track, Capitol SWAO 595 . . . . .	41
9		19. PETER GUNN THEME, Henry Mancini, RCA Victor LSP 1956 . . . . .	41
10		9. KING AND I, Sound Track, Capitol SW 740 . . . . .	31
11		8. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069 . . . . .	43
12		13. FILM ENCORES, VOL. I, Mantovani, London PS 124 . . . . .	41
13		FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338 . . . . .	20
14		7. MUSIC MAN, Original Cast, Capitol SWAO 990 . . . . .	39
15		14. TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LSC 2252 . . . . .	38
16		18. GYPSY, Original Cast, Columbia OS 2017 . . . . .	22
17		12. RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226 . . . . .	41
18		NO ONE CARES, Frank Sinatra, Capitol SW 1224 . . . . .	28
19		11. KINGSTON TRIO AT LARGE . . . . . Capitol ST 1199 . . . . .	37
20		'S MARVELOUS, Ray Conniff, Columbia CS 8037 . . . . .	21

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREOPHONIC LP'S



BASED ON SALES

# IN STORES & RACKS

BEST SELLING CLASSICAL ALBUMS

## MONOPHONIC CLASSICAL ALBUMS

1. SIXTY YEARS OF MUSIC AMERICA LOVES BEST... Assorted Artists, RCA Victor LM 6074
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
3. THE LORD'S PRAYER.....The Mormon Tabernacle Choir (Condie), Columbia ML 5386
4. RODGERS: VICTOR AT SEA, VOL. 2  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226
5. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN  
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
6. RACHMANINOFF: PIANO CONCERTO NO. 3  
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355
7. GROFE: GRAND CANYON SUITE  
The Philadelphia Orchestra (Ormandy), Columbia ML 5286
8. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO  
Morton Gould Orchestra, RCA Victor LM 2345
9. OFFENBACH: GAITE PARISIENNE; KHACHATURIAN: GAYNE BALLET SUITE  
Boston Pops (Fiedler), RCA Victor LM 2267
10. SONG OF INDIA .....Boston Pops (Fiedler), RCA Victor LM 2320

## STEREOPHONIC CLASSICAL ALBUMS

1. RODGERS: VICTORY AT SEA, VOL. 2  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226
2. TCHAIKOVSKY: PIANO CONCERTO NO. 1  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
3. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO  
Morton Gould Orchestra, RCA Victor LSC 2345
4. THE LORD'S PRAYER.....Mormon Tabernacle Choir (Condie), Columbia MS 6068
5. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN  
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
6. GROFE: GRAND CANYON SUITE  
The Philadelphia Orchestra (Ormandy), Columbia MS 6003
7. BEETHOVEN: SYMPHONIES NOS. 4 & 5  
The Columbia Symphony Orchestra (Walter), Columbia MS 6055
8. OFFENBACH: GAITE PARISIENNE; KHACHATURIAN: GAYNE BALLET SUITE  
Boston Pops (Fiedler), RCA Victor LSC 2267
9. RACHMANINOFF: PIANO CONCERTO NO. 3  
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
10. HANDEL: THE MESSIAH.....Soloists; The Mormon Tabernacle Choir (Condie);  
The Philadelphia Orchestra (Ormandy), Columbia M2S 607

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

#### STEREOPHONIC

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

#### MONOPHONIC

1. Soul of Spain  
101 Strings... Somerset P 6600
2. Good Housekeeping's Plan for Reducing Off the Record  
Harmony HL 7143
3. Perry Como  
Camden CAL 511
4. You Do Something to Me  
Mario Lanza... RCA Camden CAL 450
5. Huckleberry Hound  
Daws Butler and Don Messick... Colpix CP 202
6. 101 Strings Play the Blues  
Somerset P 5800
7. Backbeat Symphony  
101 Strings... Somerset P 11500
8. Sound of Music  
Norman Paris Quartet... Harmony HL 7235
9. Around the World in 80 Days  
Music From the Film. Somerset P 2800
10. The World's Greatest Standards  
101 Strings... Somerset P 4300

### BEST SELLING POP EP'S

1. Gunfighter Ballads and Trail Songs  
Marty Robbins... Columbia EPB 13491
2. Heavenly  
Johnny Mathis... Columbia EPB 13511
3. Genius of Ray Charles  
Atlantic EP 619
4. Fireside Sing Along With Mitch  
Mitch Miller... Columbia EPB 13891
5. Hymns  
Tennessee Ernie Ford... Capitol EAP 1-756
6. Kingston Trio at Large  
Capitol EAP 1199
7. Ricky Slings Again  
Ricky Nelson... Imperial EP 159
8. Songs by Ricky  
Ricky Nelson... Imperial EP 162
9. Peter Gunn  
Henry Mancini... RCA Victor EPA 4333
10. That's All  
Bobby Darin... Atco EP 4504

## Reviews of THIS WEEK'S LP'S

The pick of the new releases:



Strongest sales potential of all albums reviewed this week.

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

#### Pop

### THE VILLAGE OF ST. BERNADETTE

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

### GOLDEN HITS

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

### I LOVED YOU IN SO MANY WAYS

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

### HAPPY MOODS

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

### LEROY ANDERSON CONDUCTS HIS MUSIC

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

#### SING A HYMN WITH ME



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

#### SATIN BRASS



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

#### MUSIC OF SIGMUND ROMBERG



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

#### Pop Low Price

#### ROCKING THE STANDARDS



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

#### Pop Disk Jockey Programming

#### YAKETY SAX



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

#### Jazz

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



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

(Continued on page 29)



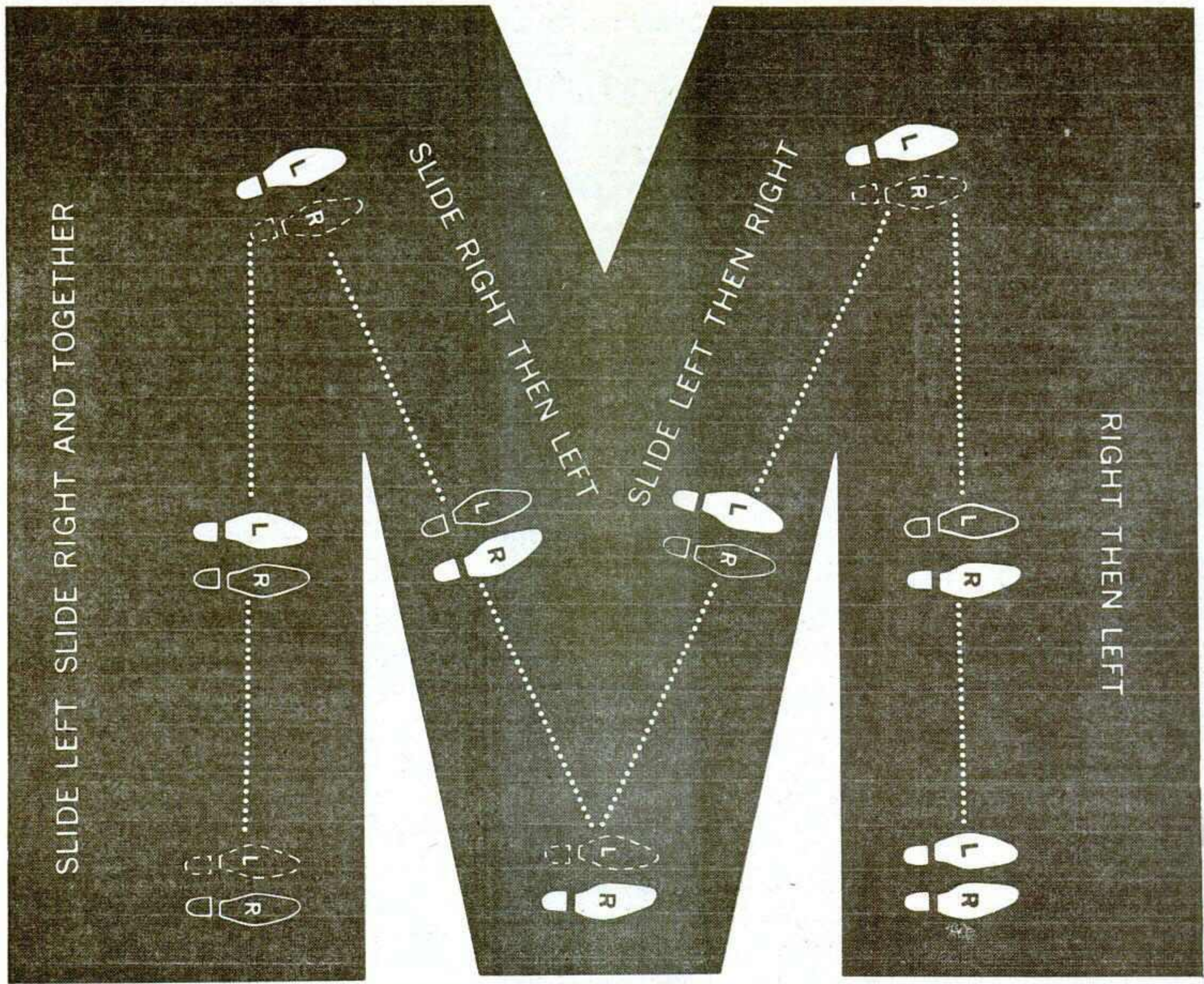
# IT'S 'MADISON TIME' ON COLUMBIA!

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

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

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

Publisher: Cromwell Music, Inc.



**THE BIG M—'THE MADISON TIME' RAY BRYANT  
ON COLUMBIA  #1 IN CONSUMER SALES**



The pick of the new releases:

# SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 27

## Jazz

### GERRY MULLIGAN MEETS BEN WEBSTER



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

### PETE FOUNTAIN DAY



Coral CRL 57313—Recorded at the Municipal Auditorium during "Pete Fountain Day" in New Orleans last October 29, this handsomely packaged double-fold (with bound-photo-text) album spotlights exuberant, tasteful Dixieland performances by the ace clarinetist and a group of solid sidemen, including Jack Sperling and Don Bagley. Results are relaxed, listenable and solidly commercial. The ex-Welk star has a strong personal following among pop and jazz fans.

### A GASSER



Annie Ross-Zoot Sims. World Pacific S 1285—Annie Ross of the Lambert-Henricks-Ross trio is featured alone in this swingin' set. A quintet with Zoot Sims featured provides fine backgrounds. The chick wails to strong effect on such fare as "I Didn't Know About You," "You're Nearer" and "Lucky Day." Her fans will find it a gasser, indeed.

## Classical

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



Chicago Symphony (Reiner) RCA Victor LM 2374—Reiner has been associated personally with Bartok and his music since 1905, but this is his first recording of these works. His incisive readings are certain to rank high, despite heavy competition on the "Music for Strings," "Percussion and Celesta." The "Hungarian Sketches" have a folk-like charm that contrast with the tense, febrile quality of the other works. The Chicago Symphony is in fine form.

### BEETHOVEN: KREUTZER & SPRING SONATAS NOS. 9 AND 5



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

### SAINT SAENS: SYMPHONY NO. 3



Boston Symphony (Munch). RCA Victor LM 2341—Here's another strong commercial package by the popular Boston Symphony and Charles Munch. Utilizing an unusual stage seating pattern, this LP spotlights expert performances and excellent sound techniques, highlighted by standout solo work by organist Berj Zamkochian and pianists Leo Litwin and Bernard Zighera.

### TCHAIKOVSKY: SYMPHONY NO. 4



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

(Continued on page 31)

★★★★  
VERY STRONG SALES POTENTIAL

### POPULAR ★★★★★

#### ★★★★ LAVENDER BLUE MOODS

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

#### ★★★★ I'VE GOT THE WORLD ON A STRING

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

#### ★★★★ AN EVENING AT GOLDIE'S

Mercury MG 20544 — This disk should sell heavily to the crowds who have visited Goldie's bistro on Gotham's East Side or his summer place on Fire Island. It features Goldie Hawkins and Wayne Sanders in their well-known duo-piano renditions of popular show tunes. They're in good form here. Ideal accompaniment for a party.

#### ★★★★ MY BUDDY

Buddy Greco. Epic LN 3660 — Backed by drums, string bass and his own piano playing, Buddy Greco does an appealing job of vocalizing in a session cut at Chicago's Le Bistro. Greco has quite an individual approach to the standards, with swinging phrasing that shows fundamental musicianship. The result is highly listenable and fine for jockey programming. Good bands include "Just in Time," "The Lady Is a Tramp," and "Cheek to Cheek."

#### ★★★★ EMBERS OF LOVE

Janice Harper. Capitol ST 1337. (Stereo & Monaural) — Consistently effective thrashing by Miss Harper on a group of evergreens. Some of the tunes were formerly done as singles. She has a current release, "Cry Me a River" (included in this set), that is getting some attention. Other tunes include "All the Things You Are," "For All We Know," and "I Believe." Ork settings by Stan Applebaum are complementary. A displayable cover and good sound are assets.

#### ★★★★ TWILIGHT MEMORIES

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

#### ★★★★ HALLELUJAH!

Jim Timmens. RCA Victor LSP 2029. (Stereo & Monaural) — Two complete brass sections, sometimes playing as one and sometimes blowing against each other, do a dozen spirituals. The sounds are exciting and illustrate a jazz dimension well worth hearing more often. "Joshua," and "Swing Low, Sweet Chariot," are typical of the material. Package is a credit to the label, to the arranger and the musicians.

### POPULAR EP ★★★★★

#### ★★★★ HE'LL HAVE TO GO

Jim Reeves. (1-EP). RCA Victor EPA 4357 — The fine Nashville-based chanter delivers his current hit single, plus three

(Continued on page 31)



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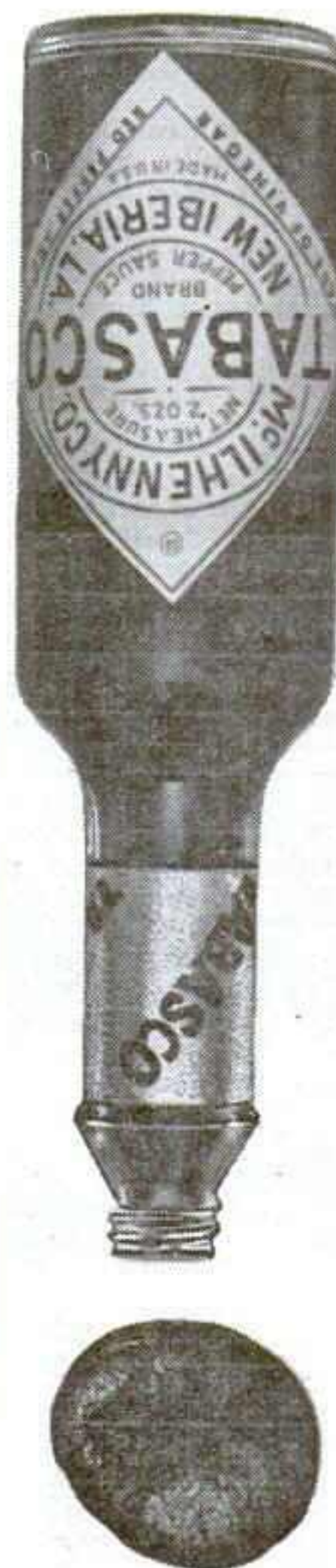


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The pick of the new releases:

# SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 29

## Country & Western

### PICK OF THE COUNTRY



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

### SONGS OF THE HILLS



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

## Folk

### FLAMENCO VARIATIONS ON THREE GUITARS



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

### ENCORE ROBESON



**Monitor MP 581**—The legendary Robeson should do as well with this follow-up package as he did with the successful Volume 1 of this series. A must for collectors, it offers richly expressive readings of emotion-packed folk items—"Mount Zion," "On My Journey," "Dans Le Printemps," "O Mistress Mine," etc. Solid backing by pianist Alan Booth.

## Religious

### BLACKWOOD BROTHERS CONCERT



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

## Spiritual

### THE FAMOUS WARD SINGERS AT THE APOLLO THEATER



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

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Say You Saw It in The Billboard

# SPECIAL MERIT SPOTLIGHTS

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

## JAZZ

### SIDNEY BECHET

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

## CLASSICAL TALENT

### CHOPIN: CONCERTO NO. 1 IN E MINOR

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

## CLASSICAL

### FRENCH IMPRESSIONS

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

★★★★

## VERY STRONG SALES POTENTIAL

Continued from page 29

other classy efforts. "Wishful Thinking" is a bright little upbeater, "Please Come Home," a pleader and "After Awhile," is a slow ballad of heartbreak. The latter could qualify as a future single. The artist gives that familiar warm feeling thruout. This can sell a quantity of copies.

attraction, inasmuch as the competition consists of more than a dozen current versions, many of them in stereo.

### SACRED ★★★★★

★★★★ ALL NITE SINGING GOSPEL CONCERT  
Speer Family, Oak Ridge Quartet, Le Favres, Johnson Sisters and Florida Boys  
(Continued on page 32)

### LOW-PRICED POPULAR ★★★★★

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

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

### JAZZ ★★★★★

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

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

### CLASSICAL ★★★★★

★★★★ BERLIOZ: SYMPHONIE FANTASTIQUE  
Vienna Philharmonic (Monteux). RCA Victor LM 2362—Recorded in Vienna, this reading of the symphony with the wide variation of moods and the sometimes bizarre sound passages, is well-handled by veteran conductor. The name of the maestro in this case would figure as the main

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## Reviews and Ratings of New Albums

Continued from page 31

★★★★  
VERY STRONG  
SALES POTENTIAL

**Quartet. Starday SLP 112**—A typical gospel singing show is presented in this package which was recorded during Wally Fowler's 11th anniversary performance at Ryman Auditorium in Nashville, last November 6. Performances are fervid, feelingful and sincere on a group of reverent sacred items—"I See Jesus," "God Made a Way," "Closer Walk With Thee," etc.

★★★★ SACRED SONGS FROM THE HILLS

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

★★★  
GOOD SALES  
POTENTIAL

POPULAR ★★★

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

★★★ BALLROOM DATE  
**Sammy Kaye Ork. Columbia CL 1387**—A "location" album by the maestro of Swing and Sway. "Baby Face," "Blue Prelude" and "Come Dance With Me," are typical material. Good for dancing; and packaged with that in mind.

★★★ JIMMY RICKS  
**Signature SM 1032**—The deep-voiced chanter nicely styles a group of standards. Tempos and types are nicely varied. Fine ork settings help all the way. Pop jocks will be surprised at the artist's jazz-tinged approach. Set could sell with plugs. Tunes include "Summertime," "Our Love" and "You'll Never Know."

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

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

LOW-PRICED POPULAR ★★★

★★★ JACK KANE SALUTES THE WOMEN OF SHOW BUSINESS  
**Hamilton HLP 105**—The talented Canadian arranger salutes a flock of the great ladies of show business with the tunes they are most closely identified with. The fine instrumental grouping includes "Over the Rainbow," (Judy Garland); "Good Ship Lollipop," (Shirley Temple); "My Heart Belongs to Daddy," (Mary Martin, etc. Also included are two originals by Kane "Two Minutes Girls" and "Take a Bow." The man does a fine job with the interesting selections. Not for dancing particularly, but splendid listening.

★★★ BANJO MAGIC  
**Eddie Peabody. Hamilton HLP 107**—Eddie Peabody, who has been demonstrating his banjo skill over many years, again displays his virtuosity on this bright new set. The tunes include "What'll I Do," "Valencia," "Strike Up the Band" and "Bye Bye Blackbird." A salable item.

★★★ HAL MARCH CONDUCTS  
**Hamilton HLP 101**—Good mood album,

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

★★★ AMERICAN WALTZES  
**Fred Astaire Dance Studio Ork. Camden CAS 557 (Stereo & Monaural)**—A light and frothy collection of waltzes, well arranged for listening or dancing. Carrying out the Fred Astaire theme, the album contains a "do-it-yourself" instruction book for the waltz. This is a successor to an earlier pair of albums, having to do with cha chas, and merengue and mambos. A well-conceived package idea, nicely carried out. Price is an appealing factor, too.

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

★★★ GREAT MOVIE MUSIC  
**Elmer Bernstein. Hamilton HLP 108**—Composer-arranger-maestro Emer Bernstein, well known for his "Man With the Golden Arm," background score, leads a big, lush Hollywood type ork on a selection of memorable screen themes. These include material from "Viva Zapata," "A Place in Sun," "Raintree County" and "The View From Pompey's Head," among other less familiar themes. Highly listenable background set.

★★★ STEVE ALLEN PLAYS THE PIANO GREATS  
**Hamilton HLP 106**—Allen provides competent piano impressions of 14 keyboard greats, including Eddy Duchin, Roger Williams, Jess Stacy, Eddie Heywood, Frankie Carle, etc. Backing is pleasantly unobtrusive. Selections include "Sunrise Serenade" and other standards, plus a few Allen originals. Good nostalgic chatter angles for jocks.

★★★ AN EVENING WITH JEROME KERN  
**Velvet Voices. Camden CAS 569 (Stereo & Monaural)**—Melodic, softly muted choral treatments of some great old Kern tunes are spotlighted in this attractive low-priced package. Selections include "They Didn't Believe Me," "I Dream Too Much," "I Won't Dance" and "Smoke Gets in My Eyes."

JAZZ ★★★

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

★★★ SONNY STITT SITS IN WITH THE OSCAR PETERSON TRIO  
**Verve MGVS 6108. (Stereo & Monaural)**—A fine idea here and it's transmitted to wax with favorable results. The idea of Stitt's was to salute some of the idols—"Bird, Pres, Sweets, Ben (Webster) and Louis," as the liner puts it. Side one finds the wonderful alto sound devoted to things reminiscent of Parker while side two is the tenor side, devoted pretty much to Webster and Young and the Basie influence. Thru-out Stitt offers proud, exciting solos with Peterson essaying the role of accompanist in admirable form. There's a lot on this set!

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

★★★ RED ALLEN MEETS KID ORY  
**Verve MGVS 6076. (Stereo & Monaural)**—Red Allen and Kid Ory are heard together on this interesting new album to the advantage of both. They handle their solos in their usual bright style, and the backing,

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

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

★★★ SIDE BY SIDE  
**Duke Ellington-Johnny Hodges. Verve MGVS 6109. (Stereo & Monaural)**—Like its predecessor "Back to Back," this album contains small combo units featuring Duke Ellington and Johnny Hodges, performing in relaxed style. The jazz performed here will not make any great impact historically but it certainly makes for happy listening. The tunes include "Just a Memory," "Let's Fall in Love," "Raintree," "Bend One," and "You Need to Rock." The sides were waxed in 1958 and 1959.

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

★★★ PHIL NAPOLEON AND HIS MEMPHIS FIVE  
**Capitol ST 1344. (Stereo & Monaural)**—Napoleon and his modern little Dixie sound are captured to good advantage on this, their first Capitol outing. The numbers are familiar—"Limehouse Blues," "South," "Millenberg Joys," "Wolverine Blues," plus an unexpected "Sorrento," and the small ensemble adheres strictly to traditional values yet manages a remarkably updated touch. A lot of good, clean, down to earth listening here.

(Continued on page 34)

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EVEREST

101 Strings

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Stereo-Scored  
Orchestra

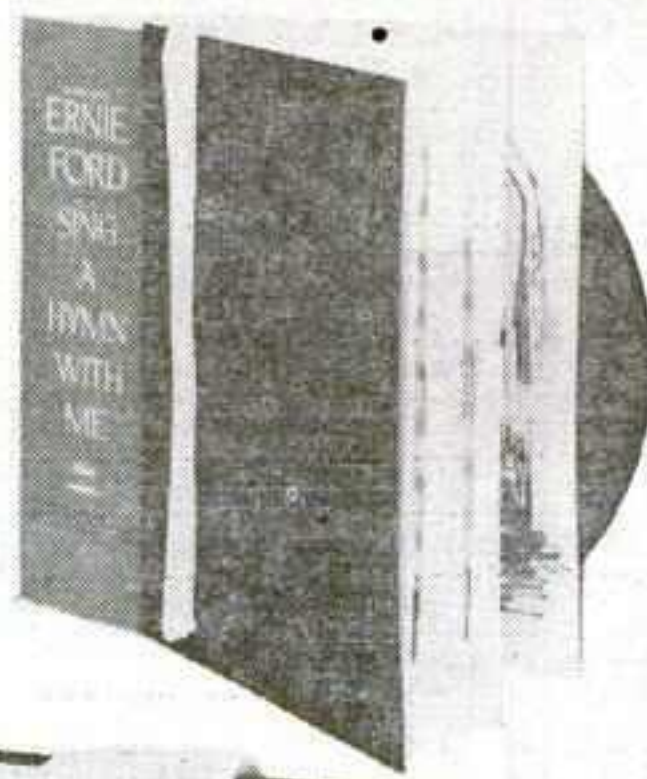
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 THE CHURCH IN THE WILDWOOD ■ I LOVE TO TELL THE STORY ■ BRIGHTEN THE CORNER WHERE YOU ARE  
 THE HOME OVER THERE ■ COUNT YOUR BLESSINGS ■ ALL HAIL THE POWER ■ BRINGING IN THE SHEAVES  
 THERE IS POWER IN THE BLOOD ■ WHAT A FRIEND ■ SHALL WE GATHER AT THE RIVER ■ JESUS LOVES ME

**(S)TAO • 1332**



# THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR SURVEY WEEK ENDING MARCH 5

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	THEME FROM A SUMMER PLACE	By Steiner—Published by Witmark (ASCAP)	8
2	2	HE'LL HAVE TO GO	By J. Allison-A. Allison—Published by Central Songs (BMI)	9
3	6	WILD ONE	By F. Tobias—Published by Lova (ASCAP)	5
4	4	HANDY MAN	By Blackwell-Jones—Published by Sheldon Music (BMI)	9
5	3	TEEN ANGEL	By JNR-Surrey—Published by Acuff-Rose (BMI)	10
6	5	WHAT IN THE WORLD'S COME OVER YOU	By Jack Scott—Published by Peer Int'l & Star Fire (BMI)	8
7	8	BEYOND THE SEA	By Trenet-Lawrence—Published by Harms (ASCAP)	7
8	10	BABY	By Clyde Otis-Murray Stein—Published by Meridian-Play (MBI)	5
9	7	RUNNING BEAR	By J. P. Richardson—Published by Big Bopper Music (BMI)	13
10	9	LET IT BE ME	By M. Curtis-P. DeAnce-G. Beaud—Published by Leeds (ASCAP)	8
11	21	PUPPY LOVE	By Paul Anka—Published by Spanka (BMI)	2
12	16	HARBOR LIGHTS	By Hugh Williams & Jimmy Kennedy—Published by Chappell (ASCAP)	5
13	14	SWEET NOTHIN'S	By Ronnie Self—Published by Champion (BMI)	4
14	13	FOREVER	By Buddy Killen—Published by Tree (BMI)	5
15	12	WHERE OR WHEN	By Rodgers & Hart—Published by Chappell (ASCAP)	9
16	22	BEATNIK FLY	By T. King & I. Mack—Published by Duchess (BMI)	2
17	19	MIDNIGHT SPECIAL	By Milton Schnapf—Published by Jones-Milbern (BMI)	4
18	17	LADY LUCK	By Price-Logan—Published by Pri-Gan (BMI)	4
19	20	DELAWARE	By Irving Gordon—Published by Gunston (ASCAP)	3
20	26	TRACY'S THEME	By Archer—Published by Devon (BMI)	8
21	—	O, DIO MIO	By Hoffman-Manning—Published by Topper (ASCAP)	1
22	15	EL PASO	By Marty Robbins—Published by Marty's Music (BMI)	16
23	23	DOWN BY THE STATION	By Bruce Belland-Glenn Larson—Published by Lar-Bell (BMI)	9
24	24	PRETTY BLUE EYES	By Randazzo-Weinstein—Published by Almino (BMI)	14
25	—	(WELCOME) NEW LOVERS	By Charles Singleton—Published by Roosevelt (BMI)	1
26	11	LONELY BLUE BOY	By Weisman-Wyse—Published by May (ASCAP)	8
27	—	MAMA	By Barlow-Brito—Published by Southern (ASCAP)	1
28	25	ROCKIN' LITTLE ANGEL	By Rogers—Published by Stairway & Singing River (BMI)	5
29	27	TALL OAK TREE	By Dorsey Burnette—Published by Bamboo (BMI)	2
30	29	LITTLE BITTY GIRL	By C. Ballard-S. Tobias—Published by Sequence (ASCAP)	4

## RECORDINGS AVAILABLE

(Best Selling Record Listed Bold Face)

- THEME FROM A SUMMER PLACE**—Percy Faith, Col 41490; Leroy Holmes, M-G-M 12833; Don Ralke, Warner Bros. 5108; Hugo Winterhalter, Vic 7599.
- HE'LL HAVE TO GO**—Billy Brown, Col 41380; Jim Lowe, Dot 16046; Jim Reeves, Vic 7643.
- WILD ONE**—Bobby Rydell, Cameo 171.
- HANDY MAN**—Jimmy Jones, Cub 9049.
- TEEN ANGEL**—Mark Dinning, M-G-M 12845.
- WHAT IN THE WORLD'S COME OVER YOU**—Jack Scott, Top Rank 2028.
- BEYOND THE SEA**—Bobby Darin, Ato 6158; Trade Martin, Gee 1053; Cyril Stapleton, London 1864; Roger Williams/G. Osler Ork, Kapp 138; Victor Young Ork, Dec 27027.
- BABY**—Dinah Washington & Brook Benton, Mer 71565.
- RUNNING BEAR**—Johnny Preston, Mer 71474; Smiley Wilson, Freedom 44025.
- LET IT BE ME**—Everly Brothers, Cadence 1376.
- PUPPY LOVE**—Paul Anka, ABC-Paramount 10082; Jess Duboy, Colonial 7002; King Bees, Flip 323; Terry Noland, Brunswick 55054.
- HARBOR LIGHTS**—LaVern Baker, Atlantic 1189; Jerry Byrd, Mer 30043; Bing Crosby, Dec 27219; Guy Lombardo, Dec 27208; Platters, Mer 71563; Lu Ann Simms, Jubilee 5335; Dinah Washington, Mer 30022.
- SWEET NOTHIN'S**—Brenda Lee, Dec 30967.
- FOREVER**—Little Dippers, University 210; Martin Denny, Liberty 55230; Googie Rene, Class 264; Billy Walker, Col 41548.
- WHERE OR WHEN**—Jan August, Mer 30001; Dion & the Belmonts, Laurie 3044; Lionel Hampton, Dec 27198; Dick Haymes, Dec 23751; Leroy Holmes Ork, M-G-M 12253; Guy Lombardo Ork, Dec 27502.
- BEATNIK FLY**—Johnny and the Hurricanes, Warwick 520.
- MIDNIGHT SPECIAL**—Paul Evans, Guaranteed 205; Gateway Singers, Dec 29972; Tiny Grimes, Atlantic 865; Gordon Jenkins/Weavers, Dec 28272.
- LADY LUCK**—Lloyd Price, ABC-Paramount 10075.
- DELAWARE**—Perry Como, Vic 7670.
- TRACY'S THEME**—Spencer Ross, Col 41532.
- O, DIO MIO**—Annette, Vista 354.
- EL PASO**—Marty Robbins, Col 41511.
- DOWN BY THE STATION**—Four Preps, Cap 4312; Rita & Robin, Unical 1.
- PRETTY BLUE EYES**—Steve Lawrence, ABC-Paramount 10058.
- (WELCOME) NEW LOVERS**—Pat Boone, Dot 16048.
- LONELY BLUE BOY**—Conway Twitty, M-G-M 12857.
- MAMA**—Connie Francis, M-G-M 12878; Phil Brito, M-G-M 10591.
- ROCKIN' LITTLE ANGEL**—Ray Smith, Judd 1016.
- TALL OAK TREE**—Dorsey Burnette, Era 3012.
- LITTLE BITTY GIRL**—Bobby Rydell, Cameo 171.

# VOX JOX

Continued from page 21

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

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

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

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

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

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

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

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

## Reviews and Ratings of New Albums

Continued from page 32

### ★ ★ ★ GOOD SALES POTENTIAL

#### JAZZ ★ ★ ★

★★★ COLEMAN HAWKINS AND CONFÈRES  
Verve MGVS 6110. (Stereo & Monaural)  
—The Hawks' confères are the Oscar Peterson Trio, trumpeter Roy Eldridge and Ben Webster on tenor sax. Hawkins shows that he is still a master, displaying imagination and thoughtfulness and his usually fine tone. Both the up tunes and the slower items are well done. Set can have wide appeal among buffs, if given a chance. Tunes are mostly Hawkins originals.

#### ★★★ TED McNABB & CO.

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

#### LOW-PRICED JAZZ ★ ★ ★

★★★ THAT HAPPY DIXIELAND JAZZ  
Jimmy McPartland, Camden CAS 549. (Stereo & Monaural) — Dixieland jazz as played by a group of experts in the Chicago-styled Dixieland field. They include leader McPartland, George Wettling, Bob Wilber, Ernie Caceres, Cutty Cutshall, George Barnes, and others. They handle the standard Dixieland repertoire with élan, including "High Society," "That's A Plenty," "Muskrat Ramble," and, of course, "When the Saints Go Marching In."

#### CLASSICAL ★ ★ ★

★★★ BEETHOVEN: SYMPHONY NOS. 1 & 9  
Soloists; Leipzig Gewandhaus Orch. (Konwitschny). Epic BSC 107. (Stereo & Monaural)

(Continued on page 111)

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.



# from Coast to Coast

the **SOUND** is

from

Rodgers & Hammerstein's

## "THE SOUND OF MUSIC"

recordings from the score:

### THE SOUND OF MUSIC

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

### DO-RE-MI

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

### MARIA

Johnny Desmond—*Col.*

### CLIMB EV'RY

### MOUNTAIN

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

### SIXTEEN GOING

### ON SEVENTEEN

Leslie Uggams—*Col.*

### MY FAVORITE THINGS

Leslie Uggams—*Col.*  
 Pete King Chorale—*Kapp*

### AN ORDINARY COUPLE

Johnnie Ray—*Col.*  
 Mike Preston—*London*

## THE SOUND OF MUSIC . . . ALBUMS

### COLUMBIA

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

### CAPITOL

Alfred Newman Orchestra

### CROWN

Robert Kent

### DECCA

Stratford Strings

### DESIGN

Bill Heyer & June Johnston

### IMPERIAL

Mannie Klein

### KAPP

Pete King Chorale

### MERCURY

Richard Hayman

### MGM

Benny Goodman

### OMEGA TAPE

Al Goodman

### RECORD CORP.

Broadway Singers & Orch.

### RONDO

Gigi Durston

### ROULETTE

Mitchell

### SYNTHETIC PLASTICS

Patrice Roselle  
 Ana Green-Rose  
 Blocks-Babs Colen

### VERVE

Paul Smith  
 Oscar Peterson

### WARNER BROS.

Trapp Family

**WILLIAMSON MUSIC, INC.**

New York 20, N. Y.



FOR WEEK  
ENDING MARCH 20

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	1	1	THEME FROM A SUMMER PLACE	Percy Faith, Columbia	41490	△	10
2	2	3	4	HE'LL HAVE TO GO	Jim Reeves, RCA Victor	7643	S	12
3	4	10	11	WILD ONE	Bobby Rydell, Cameo	171		7
4	3	2	3	HANDY MAN	Jimmy Jones, Cub	9049		12
5	5	5	5	WHAT IN THE WORLD'S COME OVER YOU	Jack Scott, Top Rank	2028	S	10
6	8	9	12	BABY	Brook Benton and Dinah Washington, Mercury	71565	B	8
7	6	4	2	TEEN ANGEL	Mark Dinning, M-G-M	12845		13
8	7	6	8	BEYOND THE SEA	Bobby Darin, Atco	6158		9
9	17	41	62	PUPPY LOVE	Paul Anka, ABC-Paramount	10082	S	4
10	12	15	21	HARBOR LIGHTS	The Platters, Mercury	71563	S	8
11	13	16	26	SWEET NOTHIN'S	Brenda Lee, Decca	30967		13
12	11	13	17	FOREVER	Little Dippers, University	210		8
13	9	8	7	LET IT BE ME	The Everly Brothers, Cadence	1376		10
14	10	7	6	RUNNING BEAR	Johnny Preston, Mercury	71474		22
15	16	19	20	LADY LUCK	Lloyd Price, ABC-Paramount	10075	S	7
16	19	27	36	BEATNIK FLY	Johnny and the Hurricanes, Warwick	520		5
17	15	11	10	WHERE OR WHEN	Dion and the Belmonts, Laurie	3044		12
18	21	18	19	MIDNIGHT SPECIAL	Paul Evans, Guaranteed	205		8
19	29	61	68	O, DIO MIO	Annette, Vista	354		4
20	20	17	13	TRACY'S THEME	Spencer Ross, Columbia	41532	△	11
21	47	47	67	THIS MAGIC MOMENT	Drifters, Atlantic	2050		4
22	27	28	27	LITTLE BITTY GIRL	Bobby Rydell, Cameo	171		7
23	26	22	22	ROCKIN' LITTLE ANGEL	Ray Smith, Judd	1016		11
24	34	50	60	(WELCOME) NEW LOVERS	Pat Boone, Dot	16048	S	3
25	22	23	34	DELAWARE	Perry Como, RCA Victor	7670	S	6
26	18	14	14	DOWN BY THE STATION	Four Preps, Capitol	4312		12
27	14	12	9	LONELY BLUE BOY	Conway Twitty, M-G-M	12857		12
28	30	40	48	OUTSIDE MY WINDOW	Fleetwoods, Dolton	15		5
29	46	62	63	MAMA	Connie Francis, M-G-M	12878	S	4
30	69	—	—	SINK THE BISMARCK	Johnny Horton, Columbia	41568		2
31	23	34	35	TALL OAK TREE	Dorsey Burnette, Era	3012		7
32	50	55	58	SIXTEEN REASONS	Connie Stevens, Warner Bros.	3137		7
33	33	71	98	ALVIN'S ORCHESTRA	David Seville and the Chipmunks, Liberty	55233		4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	35	52	70	CHATTANOOGA SHOE SHINE BOY	Freddy Cannon, Swan	4050		4
35	41	53	—	ABOUT THIS THING CALLED LOVE	Fabian, Chancellor	1047	S	3
36	39	39	39	AM I THAT EASY TO FORGET	Debbie Reynolds, Dot	15985		9
37	25	25	29	COUNTRY BOY	Fats Domino, Imperial	5645		7
38	31	29	16	EL PASO	Marty Robbins, Columbia	41511	△	19
39	66	60	—	STRING ALONG	Fabian, Chancellor	1047	S	4
40	49	70	99	EL MATADOR	Kingston Trio, Capitol	4338		4
41	38	37	50	BABY, WHAT DO YOU WANT ME TO DO	Jimmy Reed, Vee Jay	333		5
42	70	—	—	WHITE SILVER SANDS	Bill Black's Combo, HI	2021		2
43	28	21	18	PRETTY BLUE EYES	Steve Lawrence, ABC-Paramount	10058	S	17
44	64	80	95	GREENFIELDS	Brothers Four, Columbia	41571	△	4
45	57	51	52	FANNIE MAE	Buster Brown, Fire	1008		7
46	32	31	31	LUCKY DEVIL	Carl Dobkins Jr., Decca	31020		15
47	56	63	88	LAWDY MISS CLAWDY	Gary Stites, Carlton	525		4
48	37	30	32	TOO MUCH TEQUILA	Champs, Challenge	59063		9
49	36	24	25	BULLDOG	The Fireballs, Top Rank	2026	S	10
50	74	75	86	DON'T FENCE ME IN	Tommy Edwards, M-G-M	12871	S	4
51	55	72	91	ANYWAY THE WIND BLOWS	Doris Day, Columbia	41569		4
52	45	43	49	MONEY	Barrett Strong, Anna	1111		7
53	79	—	—	I LOVE THE WAY YOU LOVE	Marv Johnson, United Artists	208		2
54	62	77	—	TEDDY	Connie Francis, M-G-M	12878	S	3
55	24	20	15	YOU GOT WHAT IT TAKES	Marv Johnson, United Artists	185		20
56	58	54	42	WHY DO I LOVE YOU SO	Johnny Tillotson, Cadence	1372		9
57	61	68	92	ANGELA JONES	Johnny Ferguson, M-G-M	12855		4
58	48	49	45	BAD BOY	Marty Wilde, Epic	9356		6
59	44	42	51	TOO POOPED TO POP	Chuck Berry, Chess	1747		5
60	71	84	—	STARBRIGHT	Johnny Mathis, Columbia	41583	△	3
61	63	89	—	THE SAME OLD ME	Guy Mitchell, Columbia	41576		3
62	42	36	43	CRAZY ARMS	Bob Beckham, Decca	31029		11
63	54	46	41	ETERNALLY	Sarah Vaughan, Mercury	71562	S	6
64	80	—	—	JUST ONE TIME	Don Gibson, RCA Victor	7690	S	2
65	—	—	—	DON'T THROW AWAY ALL THOSE TEARDROPS	Frankie Avalon, Chancellor	1048		1
66	72	82	—	SUMMER SET	Monty Kelly, Carlton	527	S	3
67	75	85	—	CHATTANOOGA CHOO CHOO	Ernie Fields, Rendezvous	117		3

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	84	—	—	FOOTSTEPS	Steve Lawrence, ABC-Paramount	10085		2
69	53	38	40	CHINA DOLL	Ames Brothers, RCA Victor	7655	B	7
70	40	33	33	SHIMMY, SHIMMY, KO-KO BOP	Little Anthony & the Imperials, End	1060		15
71	91	96	—	MOUNTAIN OF LOVE	Harold Dorman, Rita	1003		3
72	76	65	93	SLEEPY LAGOON	Platters, Mercury	71563	S	4
73	67	64	81	JUST A LITTLE BIT	Roscoe Gordon, Vee Jay	332		5
74	68	56	56	HARLEM NOCTURNE	Viscounts, Madison	123		12
75	89	—	—	APPLE GREEN	June Valli, Mercury	71588		2
76	—	—	—	AT MY FRONT DOOR	Dee Clark, Abner	1037		1
77	60	66	84	PARADISE	Sammy Turner, Big Top	3032		5
78	43	32	23	GO, JIMMY, GO	Jimmy Clanton, Ace	575		15
79	85	90	—	STEP BY STEP	The Crests, Coed	525		3
80	90	93	69	LET THE LITTLE GIRL DANCE	Billy Bland, Old Town	1076		5
81	81	97	—	ROAD RUNNER	Bo Diddley, Checker	942		3
82	88	95	—	YOU DON'T KNOW ME	Lennie Welch, Cadence	1373		3
83	59	48	47	ON THE BEACH	Frank Chacksfield, London	1901		8
84	—	—	—	STRAIGHT "A's" IN LOVE	Johnny Cash, Sun	334		1
85	52	35	30	TIME AND THE RIVER	Nat King Cole, Capitol	4325		7
86	100	—	—	DOWN BY THE RIVERSIDE	Les Compagnons de la Chanson, Capitol	4342		2
87	65	67	83	CLEMENTINE	Jan and Dean, Dore	539		6
88	—	—	—	BIG IRON	Marty Robbins, Columbia	41589	△	1
89	—	—	—	CARAVAN	Santo & Johnny, Canadian-American	1111		1
90	95	—	—	SUDDENLY	Nick Dematteo, Guyden	2024		2
91	51	26	24	TENDER LOVE AND CARE	Jimmie Rodgers, Roulette	4218		10
92	94	—	—	WHAT'CHA GONNA DO	Nat King Cole, Capitol	4325		2
93	93	—	—	CLOSER WALK	Pete Fountain, Coral	62154		3
94	78	76	64	LET IT ROCK	Chuck Berry, Chess	1747		7
95	99	—	—	JAMBALAYA (On the Bayou)	Bobby Comstock & the Counts, Atlantic	2051		2
96	—	—	—	THE OLD LAMPLIGHTER	The Browns, RCA Victor	7700		1
97	—	—	—	RUBY	Adam Wade, Coed	526		1
98	—	—	—	DON'T DECEIVE ME	Ruth Brown, Atlantic	2052		1
99	—	—	—	LONELY WEEKENDS	Charlie Rich, Phillips	3552		1
100	—	—	—	TEENAGE SONATA	Sam Cooke, RCA Victor	7701	S	1



# & TOMORROW'S TOPS

## BEST BUYS

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

### POP

- \*DON'T FENCE ME IN . . . . . Tommy Edwards  
(Harms, ASCAP) M-G-M 12871
- \*FOOTSTEPS . . . . . Steve Lawrence  
(Aldon, BMI) ABC-Paramount 10085
- LET THE LITTLE GIRL DANCE . . . . . Billy Bland  
(Glover, BMI) Old Town 1076
- MOUNTAIN OF LOVE . . . . . Harold Dorman  
(Vaughn, BMI) Rita 1003

\*AT MY FRONT DOOR . . . . . Dee Clark  
(Conrad, BMI) Abner 1037

\*DON'T THROW AWAY ALL THOSE TEARDROPS  
 . . . . . Frankie Avalon  
(Rambled, BMI) Chancellor 1048

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

### C&W—

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

R&B —No selections this week.

## BUBBLING UNDER THE HOT 100

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

1. TAMiami . . . . . Bill Haley & His Comets, Warner Bros.
2. GOODBYE, KANSAS CITY . . . . . Wilbert Harrison, Fury
3. SOMEBODY . . . . . Della Reese, RCA Victor
4. WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR!  
 . . . . . Ray Peterson, RCA Victor
5. SCANDINAVIAN SHUFFLE . . . . . The Swe-Danes, Warner Bros.
6. MR. LUCKY . . . . . Henry Mancini, RCA Victor
7. CINDY . . . . . Teddy Vann, Triple-X
8. IF I KNEW . . . . . The Cruisers, V-Tone
9. WAKE ME UP WHEN IT'S OVER . . . . . Andy Williams, Cadence
10. IT COULD HAPPEN TO YOU . . . . . Dinah Washington, Mercury
11. CRADLE OF LOVE . . . . . Johnny Preston, Mercury
12. OOH POO PAH DOO . . . . . Jessi Hall, Minif
13. I ONLY WANT YOU . . . . . The Passions, Audicon
14. SHAZAM . . . . . Duane Eddy, Jamie
15. TWO THOUSAND, TWO HUNDRED, TWENTY-THREE MILES  
 . . . . . Patti Page, Mercury

### HOT 100: A TO Z

About This Thing Called Love . . .	35
Alvin's Orchestra . . . . .	32
Am I That Easy to Forget . . . .	26
Angela Jones . . . . .	57
Anyway the Wind Blows . . . . .	51
Apple Green . . . . .	75
At My Front Door . . . . .	76
Baby . . . . .	6
Baby, What Do You Want Me to Do . . . . .	41
Bad Boy . . . . .	58
Beatnik Fly . . . . .	17
Beyond the Sea . . . . .	8
Big Iron . . . . .	88
Bulldog . . . . .	49
Caravan . . . . .	89
Chattanooga Choo Choo . . . . .	67
Chattanooga Shoe Shine Boy . . .	34
China Doll . . . . .	69
Clementine . . . . .	87
Closer Walk . . . . .	93
Country Boy . . . . .	37
Crazy Arms . . . . .	62
Delaware . . . . .	25
Don't Deceive Me . . . . .	98
Don't Fence Me In . . . . .	50
Don't Throw Away All Those Teardrops . . . . .	65
Down by the Riverside . . . . .	86
Down by the Station . . . . .	26
El Matador . . . . .	40
El Paso . . . . .	38
Eternally . . . . .	63
Fannie Mae . . . . .	45
Footsteps . . . . .	68
Forever . . . . .	12
Go, Jimmy, Go . . . . .	78
Greenfields . . . . .	44
Handy Man . . . . .	4
Harbor Lights . . . . .	10
Harlem Nocturne . . . . .	74
He'll Have to Go . . . . .	2
I Love the Way You Love . . . . .	53
Jambalaya (On the Bayou) . . . . .	95
Just a Little Bit . . . . .	73
Just One Time . . . . .	64
Lady Luck . . . . .	15
Lawdy Miss Clawdy . . . . .	47
Let It Be Me . . . . .	13
Let It Rock . . . . .	94
Let the Little Girl Dance . . . . .	80
Little Bitty Girl . . . . .	22
Lonely Blue Boy . . . . .	27
Lonely Weekends . . . . .	99
Lucky Devil . . . . .	46
Mama . . . . .	29
Midnight Special . . . . .	18
Money . . . . .	52
Mountain of Love . . . . .	71
O, Dio Mio . . . . .	19
Old Lamplighter, The . . . . .	96
On the Beach . . . . .	83
Outside My Window . . . . .	28
Paradise . . . . .	77
Pretty Blue Eyes . . . . .	43
Puppy Love . . . . .	9
Road Runner . . . . .	81
Rockin' Little Angel . . . . .	23
Ruby . . . . .	97
Running Bear . . . . .	14
Same Old Me, The . . . . .	61
Shimmy, Shimmy, Ko-Ko Bop . . . .	70
Sink the Bismarck . . . . .	30
Sixteen Reasons . . . . .	32
Sleepy Lagoon . . . . .	72
Starbright . . . . .	60
Step by Step . . . . .	79
Straight A's in Love . . . . .	84
String Along . . . . .	39
Suddenly . . . . .	90
Summer Set . . . . .	66
Sweet Nothin's . . . . .	11
Tall Oak Tree . . . . .	31
Teddy . . . . .	54
Teen Angel . . . . .	7
Teenage Sonata . . . . .	100
Tender Love and Care . . . . .	91
Theme From a Summer Place . . . .	1
This Magic Moment . . . . .	21
Time and the River . . . . .	85
Too Much Tequila . . . . .	48
Too Pooped to Pop . . . . .	59
Tracy's Theme . . . . .	20
(Welcome) New Lovers . . . . .	24
What in the World's Come Over You . . . . .	5
What's Gonna Do . . . . .	9
Where or When . . . . .	16
White Silver Sands . . . . .	42
Why Do I Love You So . . . . .	42
Wild One . . . . .	3
You Don't Know Me . . . . .	82
You Got What It Takes . . . . .	55

## REVIEWS OF THIS WEEK'S SINGLES

### SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

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

#### BOBBY DARIN

**CLEMENTINE** (Tweed, ASCAP) — Darin swings thru another fine rendition of an oldie that should mean another click. He shows a fine performance, and the side should take off quickly. Flip is "Tall Story" (Mansfield, ASCAP). **Atco 6161**

#### CONWAY TWITTY

**WHAT AM I LIVING FOR?** (Progressive-Rush, BMI) — **THE HURT IN MY HEART** (Moorpark, ASCAP) — Twitty delivers the late Chuck Willis' "What Am I Living For?" with strong appeal. Flip, "The Hurt," is a strong blues that is also effectively wailed. Both should score. **M-G-M 12886**

#### JIMMIE RODGERS

**JOSHUA FIT THE BATTLE O' JERICHO** (Planetary, ASCAP) — **JUST A CLOSER WALK WITH THEE** (Hill & Range, BMI) — Rodgers has two potent sides. "Joshua" is delivered in a spirited vein with outstanding organ and fem chorus support. "Closer Walk" is done at as lower pace, but this, too, gets a moving rendition. **Roulette 4234**

#### THE FOUR PREPS

**HEAR IT FROM ME** (Lar-Bell, BMI) — **GOT A GIRL** (Lar-Bell, BMI) — "Hear It From Me" is a gentle rockaballad that is smoothly paced by the foursome. "Got a Girl" is a rhythm side that is sold in exuberant fashion. Both have the sound, and either could step out. **Capitol 4362**

#### JOHNNY TILLOTSON

**PLEDGING MY LOVE** (Wemar-Lion, BMI) — **EARTH ANGEL** (Dooms, BMI) — Tillotson presents the old r.&b. classics in a smart and tasteful up-dated style. He's effectively backed on both by fine arrangements, and both sides are strong contenders. **Cadence 1377**

#### THE FLAMINGOS

**BESAME MUCHO** (Southern, ASCAP) — **NOBODY LOVES ME LIKE YOU** (Kags, BMI) — The group gives "Besame Mucho" an infectious, stylized reading that should catch on quickly. "Nobody" is a ballad, clefted by Sam Cooke, and this also gets a sock delivery. **End 1068**

#### ROD LAUREN

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

#### LITTLE ANTHONY & THE IMPERIALS

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

#### DOROTHY COLLINS

**TINTARELLA DI LUNA** (Southern, ASCAP) — The lark has a strong side to follow her hit, "Bacaire, Baciare." It's a catchy European ditty that is chanted with sparkling charm. Flip is "Ski Ride Polka," (Southern, ASCAP). **Top Rank 2040**

#### WADE FLEMONS

**EASY LIVIN'** (Conrad, BMI) — **WHOOPS NOW** (Conrad, BMI) — Flemons has two dual-market sides. "Easy Livin'" is a persuasive side with a gospel quality. "Whoops Now" is a medium-beat, shuffle-paced effort. Chorus backs him nicely on this side. **Vee Jay 344**

#### ERNIE FREEMAN

**ROCKIN' RED WING** (Shawnee, ASCAP) — **DARK EYES** (Post, ASCAP) — Freeman has two rockin' sides that can move strongly for pop and r.&b. loot. Top side is a bright revival of the oldie that is shouted to good effect. "Dark Eyes" has a wordless chorus over fine instrumental backing. **Imperial 5656**

#### JOE TURNER

**CHAINS OF LOVE** (Progressive, BMI) — Turner is in great form on this turn of a tune that he has made a hit several times before. He gets an exciting sound over strong ork and chorus support. Flip is "My Little Honey Dropper" (Modern, BMI). **Atlantic 2054**

#### LANCE FORTUNE

**BE MINE** (Peer Int'l, BMI) — Fortune currently has a big hit with this side in England. The tune is a catchy rocker sort, and it's presented brightly. The song could easily catch on in the U. S. also. Flip is "Action," (Southern, ASCAP). **Signature 12030**

(Continued on page 39)



**RAW TURKEY**  
b/w  
**BACKWOODS**  
BILL DOGGETT  
King 5319

---

**THE COFFEE GRIND**  
HANK BALLARD  
King 5312

---

**JAMBALAYA**  
b/w  
**NEW JOLE BLON**  
MOON MULLICAN  
King 5328

---

**I KNOW IT'S TRUE**  
b/w  
**I'LL GO CRAZY**  
JAMES BROWN  
Federal 12369

---

**HOW FAR TO LITTLE ROCK**  
STANLEY BROTHERS  
King 5306

---


**MY LOVE IS**  
b/w  
**LOVING CARE**  
LITTLE WILLIE JOHN  
King 5318

---

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



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# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

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

Biff Collie, deejay-entertainer, typewrites from Hollywood that he is presently working on a couple of things which, if they pan out, will put him back in the big middle of country music. "This," writes Biff, "I've looked forward to for some time; in fact, since I left the Phillip Morris Country Music Show." His wife, Shirley Caddell, is cutting a session soon for Challenge Records for both a single and album release. Collie says that he'd like to hear from Bob Strack, Dwight Gordon, Smokey Stover, Bill Stanley and Charlie Stokely, adding that he has a good deal, radiowise, in Southern California for one of them. Collie's address is P. O. Box 1991, Hollywood 28. . . . The veteran Pappy Anderson, now on the advance of the Bailey Bros.' Circus, phones in from Colorado Springs, Colo., to say that he is taking over the personal management on George Jones (Mercury) and that he will hop into St. Louis soon to launch a booking enterprise to handle c.&w. talent. Pappy still has another four weeks to go with the circus.

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

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

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

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

## With the Jockeys

Al Urban has launched a new daily two-hour platter show on Station WCGI, Gonzales, Tex., titled "Country and Western Bandstand." He invites artists and diskeries to send him records and tapes. . . . Just out is Ray Price's new one on the Columbia label, "Who'll Be the First?" Deejays may obtain a copy by writing to Pamper Music, Inc., P. O. Box 96, 119 Two-Mile Pike, Goodlettsville, Tenn. Price returned to Nashville last week after concluding a California trek for the Hal Smith office. . . . Brian L. Morrissey has started a new label, Empire Records, with headquarters at 6100 San Amaro Drive, Coral Gables 46, Fla. Firm's talent brigade comprises the Royal Tones, Jerry Markhoe, Harry Friese and the Slicks and Carlos Diez. Copies of Empire's initial release, "Creepin' Thunder" b/w "Lazy Walker," are available by dropping 'em a card.

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

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

# The Billboard HOT C & W SIDES

				FOR WEEK ENDING MARCH 13		WEEKS ON CHART
THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.		
1	1	1	1	HE'LL HAVE TO GO, Jim Reeves, RCA Victor 7643	15	
2	2	2	2	EL PASO, Marty Robbins, Columbia 41511	19	
3	3	3	3	THE SAME OLD ME, Ray Price, Columbia 41477	23	
4	4	5	7	ANOTHER, Roy Drusky, Decca 31024	9	
5	5	4	4	NO LOVE HAVE I, Webb Pierce, Decca 31021	13	
6	6	6	8	YOU'RE THE ONLY GOOD THING, George Morgan, Columbia 41523	10	
7	7	7	6	WISHFUL THINKING, Wynn Stewart, Challenge 59061	12	
8	8	8	5	RIVERBOAT, Faron Young, Capitol 4291	18	
9	16	—	—	JUST ONE TIME, Don Gibson, RCA Victor 7690	2	
10	9	9	9	AMIGO'S GUITAR, Kitty Wells, Decca 30987	19	
11	11	10	10	THERE'S A BIG WHEEL, Wilma Lee & Stony Cooper, Hickory 1107	22	
12	15	17	22	EYES OF LOVE, Margie Singleton, Starday 472	7	
13	10	11	13	TIMBROOK, Lewis Pruitt, Decca 31038	14	
14	30	—	—	PLEASE HELP ME, I'M FALLING, Hank Locklin, RCA Victor 7692	2	
15	28	—	—	AM I THAT EASY TO FORGET, Skeeter Davis, RCA Victor 7671	2	
16	13	20	24	NOBODY'S DARLING BUT MINE, Johnny Sea, NRC 049	6	
17	17	—	—	ABOVE AND BEYOND, Buck Owens, Capitol 4337	2	
18	—	—	—	PINBALL MACHINE, Lonnie Irving, Starday 486	1	
19	12	18	26	DEAR MAMA, Merle Kilgore, Starday 469	6	
20	18	15	11	FACE TO THE WALL, Faron Young, Capitol 4291	18	
21	22	13	14	THE ONE YOU SLIP AROUND WITH, Jan Howard, Challenge 59059	10	
22	14	12	12	MARY DON'T YOU WEEP, Stonewall Jackson, Columbia 41533	9	
23	21	—	29	I'M CRYING MY HEART OUT OVER YOU, Lester Flatt & Earl Scruggs, Columbia 41518	5	
24	24	16	18	STRAIGHT A'S IN LOVE, Johnny Cash, Sun 334	5	
25	20	—	—	I LOVE YOU BECAUSE, Johnny Cash, Sun 334	2	
26	—	—	—	TROUBLE IN THE AMEN CORNER, Archie Campbell, RCA Victor 7660	1	
27	29	24	—	GEORGIA TOWN BLUES, Mel Tillis & Bill Phillips, Columbia 41530	4	
28	26	—	—	I MISS YOU ALREADY, Jimmy Newman, M-G-M 12864	2	
29	25	—	—	UNTIL TODAY, Elmer Snodgrass & the Musical Pioneers, Decca 31048	5	
30	23	14	17	RIVERBOAT GAMBLER, Jimmie Skinner, Mercury 71539	9	

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# Reviews of THIS WEEK'S SINGLES (continued)

The pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 37

### HUEY (PIANO) SMITH



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

### Country & Western

### KITTY WELLS



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

## SPECIAL MERIT SPOTLIGHTS

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

### POP

### PAUL CLAYTON

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

### JOHNNY RUSSEL

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

### POP DISK JOCKEY PROGRAMMING

### RICI'ARD TUCKER

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

### PIERRE CAVALLI ORK

**LITTLE SERENADE** (Chappell, ASCAP) — **SMOKE GETS IN YOUR EYES** (Chappell, ASCAP) — The French orkster applies sparkling instrumental settings to both themes. The catchy sides should go well with audiences in all segs. **Jamie 1152**

### SIR CHAUNCEY

**BEAUTIFUL OBSESSION** (Aut, ASCAP) — The pretty tune gets a mild rock treatment with lush strings featured over rhythm support. It's a tasteful and quality side that allows for excellent programming. Flip is "Tenderfoot," (Aut, ASCAP). **Warner Bros. 5150**

### TANIA VELIA

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

### COUNTRY & WESTERN

### JEAN SACKETT

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

★ ★ ★ ★

## VERY STRONG SALES POTENTIAL

### JIMMY BREEDLOVE

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

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

### SANFORD CLARK

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

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

### FRANKIE LAINE

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

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

### MITCH MILLER & GANG

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

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

### FOUR ESQUIRES

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

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

### AL BROWN'S TUNETOPPERS

★ ★ ★ ★ **THE MADISON** — AMY 804 — The dance that is getting action in Washington and Baltimore is done up in song with shouts and a vocal by Al Brown. If the dance happens, so could this record. (Aim, BMI)

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

### SINGING REINDEER

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

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

### HUELYN DUVALL

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

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

### GABRIEL & ANGELS

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

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

### DANNY VALENTINO

★ ★ ★ ★ **BIOLOGY** — M-G-M 12881 — Cute novelty receives an action packed reading by Valentino with help from a vocal group and a catchy arrangement. A strong hunk of wax. (Empress, ASCAP)

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

### SONNY JAMES

★ ★ ★ ★ **JENNIE LOU** — NRC 50 — A fine-sounding record with James heard in dual-track style. It's got a good message, not in the usual girl's name groove lyric. It's James' first for the label. (Mappa, ASCAP)

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

### JERRY LEE LEWIS

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

## ★ ★ ★ GOOD SALES POTENTIAL

### JESSIE BELVIN

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

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

### DON ANGELO

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

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

### JACK CASDEN

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

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

### ROD BERNARD

★ ★ ★ **One of These Days** — MERCURY 71592 — Interesting effort is performed with feeling here by Bernard, while the orchestra supports him well. A strong side by Bernard. (Big Bopper, BMI)

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

### MUSIKANTEN QUARTET & CHORUS-ADALBERT LUCZKOWSKI ORK

★ ★ ★ **Rosa, Rosa, Nina** — DECCA 31035 — Recorded by the German Deutsche Grammophon company, this is a happy Tyrolean air sung by a chorus in the native tongue. A very infectious side with good juke potential. Side has sleeper qualities. (Mills, ASCAP)

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

### JOHNNY RAPHAEL

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

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

### MORT LINDSEY

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

★ ★ ★ **Oh Mein Papa (Oh My Papa)** — The well-remembered Eddie Fisher hit is recreated instrumentally here to a rock and roll triplet rhythm. Nice big band sound by the Lindsey crew, again in the Miller tradition. (Shapiro-Bernstein, ASCAP)

### BO RHAMBO

★ ★ ★ **Two for the Blues** — IMPERIAL 5657 — The bluesy theme is given an instrumental approach with piano, tenor sax and organ featured. Spinnable wax for pop and r.&b. jocks. (Travis, BMI)

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

### JERRY FRAISER

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

★ ★ ★ **A Million Tears Ago** — Feelingful reading by Fraiser on pretty lament. (Bayou State, BMI)

(Continued on page 40)

(Continued on page 40)



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## Reviews of New Pop Records

Continued from page 39

### ★ ★ ★ ★ VERY STRONG SALES POTENTIAL

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

#### FRANKIE DARCEL

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

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

#### MARC TANNO

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

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

#### STRANGERS

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

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

#### LAWRENCE WELK

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

★★★ **Hour of Parting**—Pleasant instrumental treatment of the sultry oldie (Harms, ASCAP)

### ★ ★ ★ GOOD SALES POTENTIAL

Continued from page 39

**RICHARD BARRETT & SEVILLES**  
★★★ **Dream On** — SEVILLE 104 — A rocker with the chanter displaying a church-styled vocal technique. Interesting backing. (Rush, BMI)

★★★ **I Am Yours** — A rockballad. Lead chanter sings out well. Chorus helps give a big sound. (Rush, BMI)

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

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

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

talks in fine style here to a good band backing. Good for jukes and jocks. (Famous, ASCAP)

★★★ **Elegie** — Another old tune, this time from the classical world, gets the Bostic rock treatment. Another danceable side. (PD)

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

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

**DOMENICO MODUGNO**  
★★★ **O Solo Mio** — DECCA 31071 —  
(Continued on page 109)

## Best Selling Sheet Music in U. S.

This Week	Tunes are ranked in order of their current national selling importance at the sheet music jobber level.	Last Week	Weeks on Chart
1.	THEME FROM A SUMMER PLACE (Witmark).....	2	5
2.	DO-RI-MI (Williamson).....	3	12
3.	RUNNING BEAR (Big Bopper Music).....	1	8
4.	CLIMB EV'RY MOUNTAIN (Williamson).....	5	10
5.	TEEN ANGEL (Acuff-Rose).....	8	7
6.	THE SOUND OF MUSIC (Williamson).....	7	6
7.	EL PASO (Marty's Music).....	6	10
8.	BEYOND THE SEA (Harms).....	9	3
9.	AMONG MY SOUVENIRS (De Sylva, Brown & Henderson).....	4	10
10.	LET IT BE ME (Leeds).....	12	4
11.	PRETTY BLUE EYES (Almimo).....	10	4
12.	WHAT IN THE WORLD'S COME OVER YOU (Peer International & Star Fire).....	—	1
13.	DELAWARE (Gunston).....	15	3
14.	HE'LL HAVE TO GO (Central Songs).....	14	3
15.	HARBOR LIGHTS (Chappell).....	—	1

## Best Selling Sheet Music in Britain

(For week ending March 5)

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.

Why—Debmar (Debmar)	What Do You Want to Make Those Eyes at Me For?—F. Day (Feist)
Looking High, High, High—Robbins (Robbins)	Way Down Yonder in New Orleans — L. Wright (Shapiro-Bernstein)
Voice in the Wilderness—Chappell (Chappell)	Little White Bull—P. Maurice (—)
Delaware—Leeds (Gunston)	Poor Me—Mills (Mills)
On a Slow Boat to China—Morris (Frank)	Harbour Lights—P. Maurice (Chappell)
Royal Event—Noel Gay (—)	Running Bear—Southern (Big Bopper)
Pretty Blue Eyes—Maxana (Almimo)	Summer Set—Cromwell (Hollis)
Beyond the Sea—Chappell (Harms)	Oh So Wonderful—Kassner (—)
Starry Eyed—L. Wright (Manson)	Raw Hide—Leeds (Erosa)
Heartaches by the Number—Joy (Pamper)	Misty—Bregman, Vocco & Conn (Octave)

## Best Selling Pop Records in Britain

(For week ending March 5)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1.	RUNNING BEAR—Johnny Preston (Mercury).....	4
2.	POOR ME—Adam Faith (Parlophone).....	2
3.	DELAWARE—Perry Como (RCA).....	8
4.	ON A SLOW BOAT TO CHINA—Emile Ford (Pyg).....	5
5.	WHY—Anthony Newley (Decca).....	1
6.	THEME FROM A SUMMER PLACE—Percy Faith (Philips).....	16
7.	WAY DOWN YONDER IN NEW ORLEANS—Freddie Cannon (Top Rank) ...	6
8.	A VOICE IN THE WILDERNESS—Cliff Richard (Columbia).....	3
9.	YOU GOT WHAT IT TAKES—Marv Johnson (London).....	12
10.	SUMMER SET—Acker Bilk (Columbia).....	9
11.	PRETTY BLUE EYES—Craig Douglas (Top Rank).....	7
12.	BE MINE—Lance Fortune (Pye).....	11
13.	BEYOND THE SEA—Bobby Darin (London).....	9
14.	WHAT IN THE WORLD'S COME OVER YOU—Jack Scott (Top Rank) ...	—
15.	LOOKING HIGH, HIGH, HIGH—Bryan Johnson (Decca).....	—
16.	WHO COULD BE BLUER?—Jerry Jordan (Parlophone).....	17
17.	ROYAL EVENT—Russ Conway (Columbia).....	18
18.	BONNIE CAME BACK—Duane Eddy (London).....	13
19.	HARBOR LIGHTS—Platters (Mercury).....	15
19.	MISTY—Johnny Mathis (Fontana).....	20

# Another

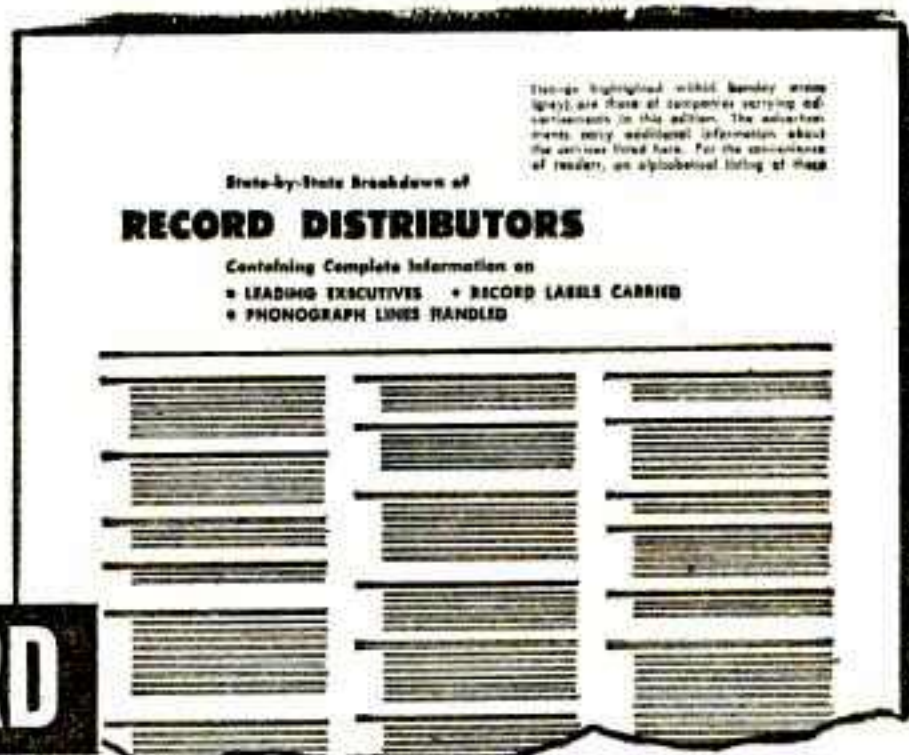
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# The Billboard HOT R & B SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING MARCH 13	
				TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	BABY, Brook Benton & Dinah Washington, Mercury 71565	8
2	2	2	6	MONEY, Barrett Strong, Anna 1111	8
3	4	5	4	HANDY MAN, Jimmy Jones, Cub 9049	7
4	3	3	12	LADY LUCK, Lloyd Price, ABC-Paramount 10075	5
5	5	12	—	THIS MAGIC MOMENT, Drifters, Atlantic 2050	3
6	11	9	11	FANNIE MAE, Buster Brown, Fire 1008	15
7	6	8	8	THEME FROM A SUMMER PLACE, Percy Faith, Columbia 41490	5
8	8	7	3	JUST A LITTLE BIT, Roscoe Gordon, Vee Jay 332	7
9	7	16	9	WHAT IN THE WORLD'S COME OVER YOU, Jack Scott, Top Rank 2028	5
10	14	21	16	WILD ONE, Bobby Rydell, Cameo 171	5
11	30	—	—	I LOVE THE WAY YOU LOVE, Marv Johnson, United Artists 208	2
12	10	15	19	(DO THE) MASHED POTATOES, Nat Kendrick, Dade 1804	5
13	20	—	—	SHAKE A HAND, LaVern Baker, Atlantic 2048	2
14	29	—	—	BABY, WHAT DO YOU WANT ME TO DO, Jimmy Reed, Vee Jay 333	2
15	12	20	10	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185	19
16	9	4	2	SWEET SIXTEEN, B. B. King, Kent 330	9
17	—	—	—	HARLEM NOCTURNE, Viscounts, Madison	1
18	27	—	—	WHATCHA GONNA DO, Nat King Cole, Capitol 4325	2
19	19	—	—	WHERE OR WHEN, Dion & the Belmonts, Laurie 3044	2
20	18	19	14	TALK THAT TALK, Jackie Wilson, Brunswick 55165	16
21	22	6	7	RUNNING BEAR, Johnny Preston, Mercury 71474	11
22	13	10	13	I'LL TAKE CARE OF YOU, Bobby (Blue) Bland, Duke 314	20
23	15	18	22	I'LL GO CRAZY, James Brown & the Flames, Federal 12369	4
24	—	—	—	LITTLE SUSIE (Part 4), Ray Bryant, Signature 12026	1
25	21	27	26	DON'T LET THE SUN CATCH YOU CRYIN', Ray Charles, Atlantic 2047	6
26	24	29	—	HARBOR LIGHTS, The Platters, Mercury 71563	3
27	—	—	—	LONELY BLUE BOY, Conway Twitty, M-G-M 12857	1
28	16	14	23	SHIMMY, SHIMMY, KO-KO BOP, Little Anthony and the Imperials, End 1060	9
29	—	26	24	GO, JIMMY, GO, Jimmy Clanton, Ace 575	8
30	23	22	21	THE BIG HURT, Toni Fisher, Signet 275	7

## Reviews of New Pop Records

Continued from page 40

### ★★★ GOOD SALES POTENTIAL

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

★★★ Olympia — New tune by Modugno is sung by the chanter with emotional impact here. Will interest his fans. (Robbins, ASCAP)

#### IVORY JOE HUNTER

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

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

#### ETTA JAMES

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

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

#### ARTHUR LYMAN GROUP

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

★★★ Legend of the Rain — This starts with a clap of thunder and the sound of pouring rain. It's a spinnable side. (Longridge, ASCAP)

#### DAVID GATES

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

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

#### PAUL WESTON

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

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

#### MARTY VALENTINE

★★★ Dream Book — MALA 415 — Ballad with beat is handsomely presented by Valentine. Ork and chorus backing are complementary. Side can move. (Aim, BMI)

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

#### FELIX SLATKIN

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

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

#### RAY ELLIS

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

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

#### FOUR HOLIDAYS

★★★ I Don't Wanna Go to School — VERVE 10204 — Driving rocker is nicely

(Continued on page 110)

# 2 SELLING SINGLES

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(I GUESS)

I'M SORRY

b/w

DOWN THE AISLE

ACE #583

HUEY SMITH

BEATNIK BLUES

b/w

FOR CRYIN' OUT LOUD

ACE #584

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### "STOCKADE ROLL" by ANDY DOLL

OELWEIN—The trade paper reviews of Andy Doll's version of Columbus Stockade Blues were correct! Sales "slips are showing" in Des Moines, Minneapolis and Milwaukee, and it looks very good for "Stockade Rock." Write Ad Records, Box 635, Oelwein, Iowa, for #989 and "Big Gertie" will be tickled pink!!!

### A Two-Sided Smash! Bobby Rydell

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## Reviews of New Pop Records

Continued from page 109

handled by the foursome over an interesting rhythm pattern. Unusual side could create interest. (Neel, ASCAP)

★★★ Love Ya' Baby — Latin-tinged rocker is chanted to good effect by the lead with a fine group assist. This, too, could step out. (Neel, ASCAP)

#### SONNY SINBAD

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

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

#### FIVE ROYALES

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

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

#### EMPALA SIX

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

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

#### BOB HALLEY

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

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

#### JOE DAMIANO

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

★★ Kiss Me — Another nice, relaxed effort by Damiano with a nod going to the flip. (Editorial Ariton, ASCAP)

#### BILL CARTER

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

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

#### ELOISE TRIO

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

★★ Calypso Island — Eloise takes the vocal lead here with support from her two male partners. It's a slower rhythm than the flip. (Planetary, ASCAP)

#### CURTIS CARRINGTON

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

★★ Timber — A novelty song. The gal makes him feel like a lumberjack when she looks at him and he shouts "timber!" (Patricia, BMI)

#### GLEN PACE

★★★ Tell Me — ABC-PARAMOUNT 10091 — Rocker is vigorously chanted by

the artist. It should get spins. (Dundee, BMI)

★★ Next Year — So-so outing on a rock-ballad. Flip appears the more potent side. (Dundee, BMI)

#### JACK LARSON

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

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

★★ MODERATE SALES POTENTIAL

#### THREE G'S

★★★ Eeny Meeny Miny Mos — COLUMBIA 41584 — A simple bit of tune material in medium beat rhythm. The boys hand it an okay reading. (Camarillo, BMI)

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

#### JACK HASKELL

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

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

#### TOMMY NELSON

★★ Hobo Hop — DIXIE 814 — A routine rocker is sung with spirit by Nelson. (Starday, BMI)

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

#### LENI BARTERI

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

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

#### SHORTY BACON

★★ Speakin' of Angels — OZARK 1237 — Honky-tonk styled piano backing on jaunty country ditty with bouncy vocalizing by Bacon and group. (Mississippi Valley, BMI)

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

### Jazz

★★

#### NICK DI CRISTO-JOE BUMIN'S JAZZ BAND

★★ I Get the Blues When It Rains — CONTINENTAL 5921 — Okay approach on the oldie. Style is on the Dixie order. (Forster, ASCAP)

★★ Razzlin' Dazzlin' Dream — Same comment. (Forster, ASCAP)

### Folk

★★★

#### JIMMY WITHERSPOON

★★★ Oh Mary, Don't You Weep — HI-FI 594 — Witherspoon hands the old spiritual an up-dated reading that has jazz overtones. Fine chorus backs the singer. Side can collect pop and r.&b. loot. Worth spins. (PD)

★★★ Everytime I Feel the Spirit — Another spiritual is delivered in a jazz vein by Witherspoon. Again, the combo and chorus back him nicely. (PD)

#### CY COLEMAN

★★★ Playboy's Theme — PLAYBOY 1001 — A pleasant instrumental side with Coleman's piano backed by a nice string sound. Has the quality of the David Rose-Andre Previn "Like Young" click. Good jockey fodder here. (Morris, ASCAP)

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

★★

#### HOLLYWOOD SAXOPHONE QUARTET

★★ La Fille Aux Cheveux De Lin —

VERVE 10201 — Some pretty harmonies by the saxes are featured here in what might be called a medieval approach. A listenable side with a different sound. (Durand et Cie, BIEM)

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

### Country & Western

★★★★

#### PORTER WAGONER

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

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

#### WANDA JACKSON

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

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

★★★

#### LEX THOMAS

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

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

#### GEORGE HEFFINGTON

★★★ Ghost of Love—IOPPA 1007—Heffington sells a country novelty smartly over a rhythmic backing. There's a bright piano in the backing. (Mixer, BMI)

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

#### REX BINGHAM

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

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

#### BILL BROCK

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

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

#### ROY HENDERSON

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

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

#### THE COUNTRY GENTLEMEN

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

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

#### BILLY GUITAR

★★★ Things That Might Have Been—DEL 104—A typical country weeper. Billy Guitar sings it in the traditional style. Good programming. (Sully, BMI)

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

#### CAL SMITH

★★★ Eleven Long Years—PLAID 103—A folk-styled opus, telling the story of a convicted man who avoids execution thru legal battling. Reminiscent of the Caryll

Chessman disks, it poses moral problems (B-Flat, BMI)

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

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**DALE STEVENS**  
 ★★ Those Friends—OZARK 1235—Okay country-flavored ballad is wrapped up in nice vocal stint. (Mississippi Valley, BMI)  
 ★★ Has She Said Anything—Stevens wails effectively on plaintive country weeper. Dual market side. (Mississippi Valley, BMI)

**WILLIE PHELPS**  
 ★★ Yes Siree, Yess Siree—FERNWOOD 2—A rhythmic side, with an infectious beat, and a gospel flavor. Good vocal. (Bluff City, BMI)  
 ★★ Living in the Past (From Now On)—A fair weeper in the traditional style. (Cedarwood, BMI)

**CARMOL TAYLOR**  
 ★★ Aching, Breaking Heart—SHERBA 1502—A weeper. Taylor sings in the traditional style and he delivers a very creditable performance. (Tune, BMI)  
 ★★ A Life Time Loving You—Another weeper. Performance is okay; but material is not as good as flip. (Tune, BMI)

★★  
**MODERATE SALES POTENTIAL**

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

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

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

★ You Take More Than I Can Give—Same comment. (Glad, BMI)

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

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

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

★ Cherokee Stomp—A folk-flavored rocker, with a lyric about the Cherokees. A country-styled performance by the chanter. (S&M, BMI)

**BILL CARTER**  
 ★★ Secret Date—OZARK 1234—Carter

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and group warble with emotional impact on pleasant item with country flavor. (Four Star Sales, BMI)

★ Cool Tom Cat—Bouncy rhythm ditty is handed okay reading. Flip is better side. (Mississippi Valley, BMI)

**FRED LEWIS**  
 ★★ Justice Shall Be Done—Weak tale of a man scheduled to hang, who breaks out of jail and then is trapped by quicksand, is sung with feeling by Lewis.

★ Hangover Heart—Lewis sings this weeper pleasantly. (Sage Brush, BMI)

**LEON BEAVERS**  
 ★★ Darling I Will—YONAH 2001—Leon Beavers bows on the new label with a routine reading of a new country ballad. (Yonah, BMI)

★ Georgia Waltz—New waltz item is handled in fair fashion by Leon Beavers. (Yonah, BMI)

**CHARLES DRAKE**  
 ★★ Lost Out Love Affair—D 1123—A rhythm side in the country vein. Style is traditional, with good string accompaniment. (Glad-Big Bopper, BMI)

★ Wheel of Love—Traditional country-styled side. Material is of the weeper class. (Glad, Big Bopper, BMI)

**BILLY MONTANA**  
 ★★ You're More at Home in a Honky Tonk—RURAL RHYTHM 531—An okay rhythm side, with a lyric expressing a familiar country theme. (Sage Brush, BMI)

★ I'm Grateful to You—A weeper in the traditional style, but doesn't meet competition. (Venice, BMI)

**SMILEY ROBERTS**  
 ★★ Internal Revenue Blues—This is a recounting of the blues facing most anyone when he faces up to his income tax. It's done in recitative form. (Rand, BMI)

★ If at First You Don't Succeed (Try, Try Again)—Lyric advises to keep trying for a kiss. Adequate. (Crane, ASCAP)

**Spiritual**

★★★★

**KINDY SHEPHERDS**  
 ★★ Take the Lord With You—NASHBORO 662—Slow and stately is the mood here. Lead singer has a fine church style, and he's enhanced by the chorus and guitars. (Excellorec, BMI)

★ Every Year Carries a Number—From a slow tempo, this one picks up to a rousing climax. Fine performance. (Excellorec, BMI)

**ANGELIC GOSPEL SINGERS**  
 ★★ Touch Me Lord Jesus—NASHBORO 644—Fine programming. Chord changes are typically gospel, and the vocal by the group is full of sincerity. (PD)

★ Yes! Nobody Knows My Troubles—Performance of this touching spiritual is full of heart, with organ contributing satisfying chord changes. (Excellorec, BMI)

★★★

**CONSOLERS**  
 ★★ Another Day's Journey—NASHBORO 661—Sincere reading with plenty of beat and a quickened tempo, as the side goes along. (Excellorec, BMI)

★ Some Sweet Day Afterwhile—In contrast with flip, this side is more restrained. Group sings with soul. (Excellorec, BMI)

**Latin American**

★★

**MEL MORAN-JOSE CARLOS GUERRA ORK**  
 ★★ Colorin Colorado (Bolero)—PEG-ASO 505—Moran offers a romantic croon type vocal on this slow and sensuous bolero rhythm. The band gives him a good backing.

★ Maria Ernestine (Ranchero)—Here's a side with a strong Tex-Mex, Rio Grande flavor. Moran again offers the vocal chorus in Spanish.

**Polka**

★★★

★ Forsaken Love Waltz—DOMINO 135—Fetching waltz instrumental by a polka-style band. Authentic oompah sound. (PD)

★ Last Chance Polka—A good one for the Midwest and other polka areas. It's an instrumental with authentic styling.

**Reviews and Ratings of New Albums**

Continued from page 34

**CLASSICAL ★★★**

**aural)**—Franz Konwitschny paces the soloists, chorus and orchestra thru a stirring performance of the monumental ninth symphony. In stereo, the treatment is especially effective. The work has, however, been heavily recorded (in stereo also), and other fine versions are available. The first symphony also receives a more than acceptable reading.

**★★★ THE INCREDIBLE GUITAR OF JORGE SEVILLA**

**Verve MGVS 6103. (Stereo & Monaural)**—A beautiful example of the classical guitar. In this case the instrument is used to express a number of familiar and appealing Chopin melodies which more normally would appear as piano music. The selections include Preludes 1, 2 and 3; a "Waltz in A Minor," an "Etude in E Flat Minor" and the "C Sharp Minor Waltz," a work which really is a stern test for a guitarist's fingers. This is a handsome production indeed for enthusiasts of the genre.

**COUNTRY & WESTERN ★★★**

**★★★ JIMMIE OSBORNE SINGING SONGS HE WROTE**

**Audio Lab AL 1527**—A package for collectors and programmers of c.&w. material. These are in the traditional style. Included are such weepers as "Give Back My Ring and Picture," "You Get the Roses, I Get the Thorns," and "The Death of Little Kathy Fiscus." All the material is Osborne's.

**INTERNATIONAL ★★★**

**★★★ VIRTUOSI OF THE ACCORDION, BALALAIKA, DOMRA & ZHALAIKA**

**Platnitsky-Andreyev Orks of Folk Instruments. Monitor MP 515**—The domra (a three stringed instrument) and the zhalkika (a small reed instrument), along with the balalaika and accordion, get a unique chance to shine in concerto-like works with full orchestra here. The music, of Russian folk origin, is lively and tuneful, and the solo work is remarkable. The unusual result combines the best qualities of folk music, and extraordinary musicianship. Attractive cover.

**★★★ YUGOSLAV FOLK SONGS**

**Joza Vlahovic Society Ork & Chorus. Monitor MF 327**—Folk music fans will enjoy this exciting new set which features Yugoslav folk songs as sung by the chorus and orchestra of the Joza Vlahovic Cultural Artistic Society of Zagreb. The music is at times wild, and at times pretty. There is an explanation in English on the liner about each of the songs.

**LATIN AMERICAN ★★★**

**★★★ SALUDOS FROM FAJARDO**  
**Jose Fajardo. Panart 3058**—Cha chas, boleros, mambos, and variations on these are performed well here by Jose Fajardo and his Cuban All-Stars. The music is bright and danceable. Much of the material is unfamiliar, but they are all interesting.

**POLKA ★★★**

**★★★ POLKA PARTY**  
**Walt Jaworski Band. Hanover HM 8004**—Walt Jaworski's Polka Dance Band cheerfully presents a flock of polkas and

obereks. The sides are brightly done, and the set could prove a good item in this material. Sound is good. Selections include "Birdie Polka," "Easy Does It Oberek," and "Hop and Jump Polka."

**★★★ WESOLO DO TANCA**  
**Malego Wladzia Ork. Jay Jay LP 1018**—The Jay Jay label specializes in polka albums and this is a fair specimen. Although not as boisterous and good humored as some of the product, the music has a good danceable beat. Some of the selections are obviously originals, and all invite active participation on the dance floor.

**★★★ REMEMBER ME AND ELEVEN OTHER GREAT POLKAS AND WALTZES**  
**Lee Morgan and Midwesterners. Jay Jay LP 1019**—Another of the Chicagoland favorites and star groups of WLS becomes a disk companion to Li' Wally and other specialists of the art. The band plays the tunes with lots of gusto and many of them feature chorus rather than the usual solo vocals. For dancers it's fair enough material and it should do particularly well in the areas where the group's broadcasts are heard.

**RELIGIOUS ★★★**

**★★★ STANDIN' IN THE NEED OF PRAYER**

**Jerome Hines. RCA Victor LSP 2047. (Stereo & Monaural)**—Hines delivers a group of Negro spirituals with complimentary ork assistance from Skitch Henderson. Included are "Go Down Moses," "Steal Away to Jesus," "Swing Low, Sweet Chariot," etc. His presentations are devout and sincere.

**★★★ BEYOND THE SUNSET**

**Ted & Gloria Roe. RCA Victor LSP 2183. (Stereo & Monaural)**—A group of hymns and inspirational themes are given lovely and sincere settings by the pair, who are nicely assisted by the Billy Liebert ork. The set has been effectively recorded in stereo. Lovers of this sort will find the album attractive fare. Selections include "Beyond the Sunset," "Abiding Love" and "Abide With Me."

**RHYTHM & BLUES ★★★**

**★★★ TWO SHADES OF BLUES**  
**Jimmy Rushing-Champion Jack DuPree. Audio Lab AL 1512**—A good buy. One side contains performances by the great blues chanter, Jimmy Rushing, while the other side has a selection of philosophic, and often comic "walking" blues by DuPree. Collectors will recall singles on such tunes as "Overhead Blues," etc.

(Continued on page 112)

**GOING BIG IN WASH.!**  
**LOUIS VALENTI'S "ONE RAINY DAY"**  
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NBC's BUD FORD says: "Tops the Original," and VARIETY, the showbiz bible, says: "Great."  
 Cash Box and Billboard say: "A Nothing." Who's right? Judge for yourself.  
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**April 18 Issue**



## • Reviews and Ratings of New Albums

• Continued from page 111

### SPECIALTY ★★★

#### ★★★ MUSIC TO MAKE HOUSEWORK EASIER

**Sinfonietta di Milano. Request RLP 10039**—Tunes in this set have title that suggest some of the things the housewife might encounter during her day. Most are original, and all are given sparkling ork settings. It's a fine, easy-listening set, and it's been effectively recorded in stereo. It can move with exposure. Tunes include "Mother's Little Helper," "Blue Monday" and "Tears in E Minor."

### POPULAR ★★

#### ★★ AIN'T WHAT YOU DO

**Dodo Greene. Time T 70001**—Dodo Greene comes thru pleasantly here on a fairly well-known group of standards and blues. The title song, and "Baby Won't You Please Come Home," "Black Coffee," and "Into Each Life Some Rain Must Fall," are some of the tunes contained herein.

### LOW-PRICED POPULAR ★★

#### ★★ OH WHAT A BEAUTIFUL MORNIN'

**Eddie Albert. Hamilton HLP 103**—Eddie Albert shows off a pleasant, if not impressive singing voice on this new album. (Early in his career, Albert was a singer.) The tunes include the title song and "Without a Song," "Look for the Silver Lining" and "I Believe."

#### ★★ DANCE

**Bessley Smith Ork. Hamilton HLP 110**—Its title expresses succinctly the prime purpose and value of this release. The Bessley Smith ork plays with an easy-going flowing style and uncomplicated beat. The tunes are pop favorites of many years standing, including "Sleepy Time Gal," "Tea for Two," "Moonglow" and "In the Mood." Valid rack merchandise.

### CLASSICAL ★★

#### ★★ CLAUDETTE SOREL PIANO RECITAL

**Monitor MC 2044**—Young Mmie. Sorel made her New York debut just after the war, when she was but 11, and has concertized frequently since. Here she features a poetic reading of Chopin's "B Minor Sonata," plus four Rachmaninoff preludes and short selections by Liszt, Moszkowski and Raff. An attractive disk, altho up against severe competition in the Chopin.

#### ★★ MIASKOVSKY: SYMPHONY FOR BAND

**Moscow State Band (Petrov). Monitor MC 2038**—The 19th symphony written by the late Soviet composer Nikolai Miaskovsky, the major work on this release, is not notably memorable either in content or form other than being written for brass band. Four other short Russian works for full symphony are more interesting, including two that are well-known, Balakirev's "Islamey," and the "Introduction and Gopak" from Mussorgsky's "Fair at Sorochintsky." Some curiosity value in the work for band.

### COUNTRY & WESTERN ★★

#### ★★ SONGS OF THE TRAIL

**Denver Darling. Audio Lab AL 1507**—This collection of melodies by Denver includes not only country & western material; but considerable that is categorized as western—such as "Cool Water," etc. The style is reminiscent sometimes of the original Jimmie Rodgers.

#### ★★ REDD STEWART SINGS

**Audio Lab AL 1528**—A pleasant collection of sides in the traditional country style—weepers, rhythm pieces, and some reminiscent of the early vaudeville days. Much of the material is by Stewart and Pee Wee King. Included are "Gotta Get Back to Dixie," "My Little Wild Rose of the Hills," "Alone," etc.

#### ★★ THE GENIAL GENTLEMAN OF COUNTRY SONGS

**Clyde Moody. Audio Lab AL 1529**—Sides hark back to the traditional country school. Typical guitar backings to such sides as "Shenandoah," "The Blues Came Pouring Down," etc. Weepers, country waltzes, country blues are in the repertoire chanted by Moody.

### LATIN AMERICAN ★★

#### ★★ CONGAS Y COMPARSAS DEL CARNAVAL HABANERO

**Band Kubavana & Grupo Afro-Cubano. Panart ST 3057**—Wild, and at times, frantic, but fairly exciting readings of traditional music of the Cuban Carnival, are contained on this new recording. The bands featured are the Banda Kubavana, and the Grupo Afro-Cubano. Most of the music features original tunes.

### RHYTHM & BLUES ★★

#### ★★ HIGHWAY OF BLUES

**John Lee Hooker & Sticks McGee. Audio Lab AL 1520**—Good buy for the money. One side is made up of deep Southern-styled blues by Hooker; the other is more urbanized blues by McGee. Some titles are "Whiskey, Women and Loaded Dice" and "Don't Go Baby."

#### ★★ BULL MOOSE JACKSON SINGS HIS ALL-TIME HITS

**Audio Lab AL 1524**—A collection of ballads, blues and novelties by Bull Moose. Some are in a soulful style; some are shouted; some a bit risque.

### SPOKEN WORD ★★

#### ★★ PLATO: THE TRIAL OF Socrates

**Steve Allen. Hanover HM 5009**—Steve Allen throws off his funnyman clothes and dons his serious mein to narrate the "Trial of Socrates," and written by Plato. Allen handles the narration pleasantly, tho his style of oratory has a tendency to become monotonous before the record is finished. May interest students and teachers.

### SPIRITUAL ★

\* SPIRITUAL . . . \* SPIRITUAL . . . \*  
\* GOSPEL CARAVAN  
Various Gospel Artists. Revelation RLP 5001.

### NOVELTY ★

\* CABARET  
Eva Nelson. Panorama PLP 2004. (Stereo & Monaural).

## IHFM Cancels

• Continued from page 16

the religious holidays during the fall season. Last year's show, he said, suffered an attendance drop because it happened to coincide with the holidays.

A small sampling of IHFM members reached in New York showed that they were in complete agreement with the cancellation of the show to be staged at the Coliseum. One such member, Avery Fisher, of Fisher Radio, said that he, personally, was "greatly relieved," because the arena type of show, which this Coliseum exhibition promised to be, left potential customers "hard put to listen to our equipment."

## Audio Briefs

• Continued from page 18

of the U. S. Steel Corporation. . . Leonard S. Hermelin has been given the position of vice-president of engineering and manufacturing for the Government Electronics Division of the Emerson Radio & Phonograph Corporation. Hermelin was the manager of weapons systems for the Missiles Systems Division of Republic Aviation before his new appointment. He replaces Dr. Werner F. Auerbacher, who assumes the post of consultant on operations to Dorman D. Israel, executive vice-president.

## Cleffer-BMI Suit

• Continued from page 4

Judge Ryan answered: "I think that naturally follows."

The court also noted that John Schulman had an exception to this. "I have made my ruling and your exception is on the record."

While limiting the scope of the plaintiffs' claims, Judge Ryan refused to grant BMI the right to have access to ASCAP records. Herman Finkelstein, for ASCAP, argued that it was oppressive to allow BMI such access, and Judge Ryan held that such access was unnecessary and would make the case unwieldy.

In the BMI camp, the outcome of the conference was regarded with much favor, the feeling being that the case had now simmered down to "narrow and manageable" proportions. "How much can plaintiffs recover when claims must be based on publishing and recording, and claims must be limited to specific songs of plaintiffs?" one asked.

On the other hand, a spokesman for the plaintiff stated that the recent developments would result in "merely shortening the litigation. . . and did not affect the basic case." He added: "Even if there weren't a dime involved, the principle is one which we wish to see thru. I think we are in a swell spot to get a prompt and expeditious case." He added that other writers might initiate suits.

## Albums Spawn

• Continued from page 2

and "This Is Darin," Connie Francis' "Italian Favorites," "Santo and Johnny," "The Lord's Prayer," by the Mormon Tabernacle Choir, "Twangs the Thang," by Duane Eddy and Marty Robbins' "Gun-fighter Ballads and Trail Songs."

Capitol last week brought a new Peggy Lee single, "Heart" and "C'est Magnifique," two sides which have pulled the most play as part of her new LP "Latin a la Lee." The label also released two Paul Weston sides, "I Love You" and "The Thrill Is Gone," both from his new album, "The Sweet and the Swinging." The new Ray Ellis single, "Fallout," is from his LP "The Best of Peter Gunn."

Other new singles-out-of-albums releases include Mitch Miller's "Sing Along" from "Saturday Night Sing Along" LP; Joni James' "I Need You Now" and "You Belong to Me" from her "Carnegie Hall" LP, and Pierre Cavalli's "Little Serenade" and "Smoke Gets in Your Eyes" from the European artist's new Jamie album.

## Singles Aid Kit

• Continued from page 4

ing the style of the arrangement, the pauses, rests, big endings, etc. Than the second band contains the track without Moore's vocal so that the singer can rehearse the song to a rhythm backing, etc. With the record are the six orchestrations, professional jobs all arranged by Moore, that singer can use in his or her night club act. There is also a booklet with the set, which explains how to use the "For Singers Only" kit, explaining musical terms, style, arrangements, etc.

The four sets all contain different songs, altho all of the songs are standards. One set is ballads, with such tunes as "It Had to Be You." Set No. 2 contains torch and blue songs, including "Birth of the Blues." Set 3 is the cool jazz and rhythm set, with such items as "Jeepers Creepers." And set No. 4 has sophisticated material including "Let's Do It." Actually there are eight packages rather than four, since all sets are available two ways—for high voice or low voice. Moore has set a \$45 price tag for the four set unit.

## Rentals Cull Stereo Profits

• Continued from page 18

The rental is a flat \$5 per day, and the customer furnishes his own records, unless he wants to buy a choice from Massaro's big record department. Rentals have become definitely "big business" in Colorado Springs, inasmuch as there are literally thousands of tourists, all better-income people, thronging into Colorado resort center each summer, and anxious to enjoy the benefits of such luxuries as stereo music, color TV, etc., during their stay.

### Rentals to Sales

The rental charge applies to the purchase price of the stereo set, of course, and this factor has converted many rentals into actual sales. Massaro has never advertised the rental service, (altho he does advertise TV rentals) and has found that strictly word-of-mouth has made it known that he will offer such rental service. "We have sold a lot of better-priced, luxury stereo to people who learned of the rental service, and then decided to experiment with it, before going ahead with the actual purchase."

Whereas many dealers don't like to mention repairs, maintenance, or service in general, the Colorado Springs dealer is proud of the fact that he has a six-man repair department, with some of the finest equipment anywhere in the State. He automatically takes all people who are dubious about the repair needs which complex electronics may bring about "on tour" of the service department, where a good look at the size of the crew, and the excellent facilities will always remove such doubts from the picture. Massaro has consistently sold expensive stereo to customers who were "on the fence" until they saw the service department, and then were encouraged to go ahead and buy.

Finally, Massaro scatters stereo equipment thruout his entire showroom, which is one of the largest in the Colorado Springs area. Stereo phonographs appearing between color TV's, in the service department, perched atop a "white goods" display, all focus more attention on the stereo than if each

## Balloons Build

• Continued from page 18

slip of paper at the neck of each balloon. Each of the numbers corresponded directly with one of 300 attendance prizes offered by the store during the "preview" of new attractions.

Customers responding to a half-page newspaper ad were invited to choose from the 300 strings dangling down from the ceiling, in return for listening to a presentation on stereo, hi-fi, or television. "Other than the string attached there were no strings attached," quipped Potts, "the customer simply chose any balloon by color or location, and was then entitled to a prize which ranged all the way from an expensive complete set of sterling flatware to lamps, cigarette lighters, ball point pens, flashlights, cufflink sets, women's jewelry, small appliances, and the like."

The "Pull the Balloon" stunt proved a tremendous success, popular enough to break all existing records for traffic into the Chattanooga store. Many of the customers were obviously egged on into visiting the store by enthusiastic children.

Many of the prizes were slow movers from the store's own stock, some were furnished by co-operating distributors, and others purchased on the open market. The net results were the sale of more than 25 pieces of stereo or high fidelity equipment over a three-day period.

model was simply shown among many of its fellows. Getting individual attention in this way has often been the opening wedge to a conversation which resulted in a profitable sale.

Of considerable aid is the fact that all display fixtures thruout the big Massaro showroom are mounted on wheels, so that he can regularly rotate his stereo displays from any one section of the floor to another, simply by releasing a brake, and pushing the largest, most cumbersome platforms from one place to another.

It isn't any wonder that Massaro sells so large a stereo volume, and more important, that much of it is at full list price. "The most important thing of all is to let the customer stay in the sound-proof studio just as long as he wants to, play just as many records as he wants to, and turn the volume up to ear-splitting level when he desires," Massaro said. "If the prospect finds that he gets the same sort of demonstration privileges whether he is buying the cheapest or the most expensive model, and that nobody will interfere with him in the process, results are always bound to be better."

## Harris Committee

• Continued from page 2

incursions of unauthorized distributors selling records in their markets at a lower price than they themselves usually sell records to dealers, are convinced that it is time to eliminate freebies. Their feeling is that if all records were sold at a specific price, with nothing except the old 6 to 8 per cent return, this would help snuff out the "walking or Volkswagen" traveling one-stop or distributor type of operation, and enable authorized distributors to make a decent profit, they claim.

That the swingers are still swinging was noted this week via the deals available to distributors on a number of hot singles from various labels. Two-for-one, free boxes to one-stops and dealers who report sales to radio stations, etc., were still being offered—and, of course, still being accepted.

On the payola front, record manufacturers report that payola is now much less than it used to be, with an almost complete cessation on the part of the big-time jocks. But the small-time jocks, many of them spinners in specialty fields such as rhythm and blues, appear not to have ceased asking according to many manufacturers and distributors—altho they do not appear to be getting what they used to.

## Classicals' \$\$

• Continued from page 2

1959. This was a shade below the 1958 percentage, when classical LP's sold 11.3 per cent of all LP sales in dollar volume. This is not as serious as it seems, since in 1959 the jump in LP sales, especially pop LP's, was the greatest ever, with total dollar volume of LP sales up 40 per cent in 1959 as against 1958. Actually, total classical LP record sales in 1959 were the biggest ever racked up in the history of the record business.

In the year 1959, classical LP's jumped into The Billboard's pop charts in increased number. Albums by Van Cliburn, The Boston Pops, versions of "the 1812 Overture" on Mercury and RCA Victor, LP's by Mario Lanza, and many others, all hit the pop as well as the classical charts. Van Cliburn's first LP is understood to have set an all-time record for classical LP sales (Tchaikovsky Piano Concerto).



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## CEREAL CO. HYPOS ROGERS, CALGARY

General Mills to Spend \$60,000 On Stampede-Contest Campaign

CALGARY, Alta.—One of the most extensive publicity and promotional campaigns in support of a Canadian exhibition is planned for this year's Calgary Exhibition and Stampede.

It will center around a contest in which purchasers of Betty Crocker cereals thruout Canada will be asked to guess the weight of Roy Rogers' horse Trigger, complete with saddle and bridle.

The tie-in has been made with General Mills, Inc., of Weston, Ont.

The winners will be 18 families of three who will be flown to Cal-

gary for the Stampede, housed at a dude ranch and given reserved seats for four afternoon and evening performances.

General Mills will promote the project with a \$60,000 campaign in support of the six-week contest.

Every cereal box will feature a large "flag" outlining a bucking horse and the dates of the Calgary Exhibition and Stampede, at which Rogers will be starred. Added publicity for the Calgary event will come from contest commercials on the Roy Rogers and Lassie TV shows seen by an estimated 8,000,000 Canadians each week.

### \$24,000 POSITION

## Ben Moore to Manage Baltimore Civic Center

BALTIMORE — Benjamin Moore of Spokane has been named executive director of the \$12,000,000 Baltimore Civic Center Auditorium to be built here. The appointment was announced here by Judge Stanley Sherr of the Baltimore Civic Center Commission.

Moore has resigned his position as manager of the Spokane Coliseum and Spokane Stadium to take the \$24,000-a-year position here. Earlier he had managed arenas at Syracuse, Denver and St. Louis.

Judge Sherr said that 42 persons had applied for the post. They are from all sections of the U. S. and parts of Canada. About 25 of these were asked to come to Baltimore for interviews.

Judge Sherr said that the site of the new auditorium is being cleared now and that construction is to start in June. It is expected to take about 18 months. The project is located in downtown Baltimore and the site was selected partly to provide a "shot in the arm" for the city's central area.

## Harold Registers Best Lansing Run

LANSING, Mich.—Harold Bros. Circus, operated by Harold Voise, played the most successful run in the 24-year history of the local auspices. Circus was March 3-6.

First day, Thursday brought two three-quarter houses at the big Lansing Civic Center. Friday afternoon was near-full and at night about 800 persons were turned away. Three shows on Saturday were turnaways. This was the first year for a Sunday performance and a matinee was scheduled. It was a turnaway, and an extra unscheduled show was given at 5 p.m. to about 1,500 people. Total attendance was about 7,000 more than last year's total.

Acts included the Cuneo animals,

the Hildalys, Miss Mara, the Rhodins, the Freddis, the Hildalys' new Meteorites act, Hawthorn Bears, Royal Inca Llamas, Tonito, Cuneo's African elephant, Cresso's Rocket Car, the Therons, and clowns that included Bob (Moppets) McNea, Rollo, Jim Snell, Eddie Yurick, Ir Romig and Larry Benner.

Staff included Walter Stebbins, publicity; Dick Ware, ring master; Bob Eberhart, band; Rex Ronstrom, drums, and Kitty Ronstrom, organ.

Publicity was exceptionally strong, with press and TV both heavy. Clowns made TV appearances before the run as well as during.

Harold Bros. plays Bangor, Me., April 22-23 and Lewiston, Me., April 29-30.

## Iowa State Fair Plans 3 Sets Of Name Acts

B-C Provides Basic Night Attractions; Ink Sweeney Races

DES MOINES—The Iowa State Fair here this year will feature three different sets of personalities in its night grandstand show.

Meeting here Monday and Tuesday (7-8), the fair board contracted to buy the base for the night show (a line of girls, supporting acts, and music) from Barnes-Carruthers Enterprises, Chicago, repped by Sam J. Levy Sr., and at the same time the board acted to book name personalities to head the show.

The plan is to divide the seven-night run into three segments, two of two nights each and the other of three nights, and to offer a different brace of names or semi-names during each of the segments. Approval of some names was made, but no contracts for them were closed inasmuch as confirmation of the dates by the names must first be obtained.

In other attraction action, the board signed for seven programs of auto racing (three big cars, two stocks and one each of jalopy and modified stocks, with Al Sweeney (National Speedways); nightly fireworks from Thearle-Duffield Fireworks Company, and two performances by the Tournament of Thrills and one by Aut Swenson's Thrillcade.

The board also scheduled two days of harness horse racing.

## St. Louis Police Sign Bromfield As Show Name

ST. LOUIS—Television star John Bromfield has been signed as headliner for the St. Louis Police Circus, April 21-May 1, it was announced last week by Al Dobritch, producer of the show. It was learned that the show had negotiated with several persons before finalizing. Bromfield recently appeared at the Sportsmen's Show in Chicago.

Dobritch also announced he had signed Capt. Eddie Kuhn's Wild Animals for a series of his dates. Kuhn will be at St. Louis, where other acts will include the Marquis Chimps, the George Hanneford Family and Princess Tajana, Jack Joyce's Camels, Happy Kellems, the Geraldos, Cosmos, and the Gutis. Dobritch said his efforts to import an act of trained Siberian tigers had fallen thru for this year.

## GERDA PEDROLA HURT IN FALL

SARASOTA, Fla.—Gerda Pedrola sustained a broken back in a fall during the act she and her husband were performing at the "Circus Hall of Fame" here Wednesday (9). The couple was with Mills Bros. Circus last year and expected to return there this season.

## SLA Special Meet To Set Convention

President Paul Olson to Preside At Huddle of Board, Past-Presies

CHICAGO—The dates and hotel for the Showmen's League of America's annual Chicago outdoor convention activities will be decided at a special meeting of the League's board of governors and of its past presidents here Thursday night (17).

The special meeting was called by League President Paul Olson following a vote early in February at Tampa by the board of directors of the International Association of Fairs and Expositions to hold that group's annual convention the first Thursday, Friday and Saturday after Thanksgiving Day at the Morrison Hotel here.

Earlier, in keeping with long-standing policy, the Showmen's League had scheduled its activities for the first Sunday, Monday, Tuesday and Wednesday following

Thanksgiving Day at the Hotel Sherman.

For many years the Showmen's League and the IAFE have held their convention activities concurrently in the Hotel Sherman. The action by the IAFE board was made without consultation with the League.

Since the IAFE board decision to switch dates and hotel, opposition has been voiced by some fair executives.

### Voice Objections

First to go on record opposed to the change was the Michigan Association of Fairs and Exhibitions.

Next, the International Motor Contest Association, governing body of auto racing at a number of Midwest and Southern fairs, (Continued on page 122)

## Magic Mountain Asks Withdrawal of Liens

DENVER—Allen J. Lefferdink, Boulder, Colo., financier, asked creditors of Magic Mountain to withdraw liens totaling \$284,865 against the amusement park he says will go into operation this spring.

In a meeting of the creditors at the park site, Lefferdink asked them to join him in a first mortgage of \$1,200,000 on the partially completed enterprise. They were told that if they will agree to the proposal, Lefferdink will buy up the existing first mortgage of \$238,000.

The new mortgage, under his plan, would be for a two-year period written against \$3,800,000 worth of completed construction. Lefferdink said the park was 77 per cent completed.

Lefferdink said that he would put money in escrow for work any of the creditors does in the future and that they would be paid from this fund as the work is completed. Lefferdink, thru the companies he controls, is the chief creditor of Magic Mountain in the amount of \$528,159.

Public records in Golden, Colo., show that the 33 companies have filed the mechanics liens against Magic Mountain, Inc., and another

Lefferdink-controlled firm, Mid-Continent Development Company. Legal action to collect some of the bills has been started in District Court in Golden. The court records show that a number of the claimants are in the process of consolidating suits to collect money claimed due them.

"We've paid, to date, a total of \$3.8 million on the park in addition to the amount involved in the current lien," Lefferdink said, adding that he and several staff members "have been working diligently in an effort to arrange a final financing for Magic Mountain and efforts are continuing toward a satisfactory conclusion."

Lefferdink said he had advanced more than \$500,000 to help assure completion of the park, and pointed out that when he was asked to aid in its completion 18 months ago, more than 8,000 persons had purchased stock in the company and the project was only 25 per cent complete.

Lefferdink described Magic Mountain now as 77 per cent complete and said it will open as soon as possible this spring and would have both a summer and winter program for a year around operation.

## Allan Herschell Firm Adds Trackless Train

NORTH TONAWANDA, N. Y.—A trackless train has been added to the line of riding devices offered by Allan Herschell Company, Inc. Lyndon Wilson, president of the firm, announced last week an exclusive sales agreement with the Niagara Frontier Transit System, Inc., of Buffalo. This company will manufacture the new train for Allan Herschell.

Wilson said that the decision to add the trackless train was prompted by "the entirely new concept of trackless train design." The model is a result of more than a

year of research, engineering and development by Niagara Frontier to create a transportation unit for use at its concession at Niagara Falls, N. Y., for the State parks system. Five of these trains will be placed in operation May 15 to carry sightseers at Niagara Falls. The concession there is held by a Niagara Frontier subsidiary.

Herschell company said it expected the new product to "fill a long felt need" for a product it could provide to zoos, governmental parks, recreation and tourist areas, shopping centers, and fairs or expositions.

## WHAT'S WITH CIRCUS BIZ?

CHICAGO—This and many other questions will be answered in the big Spring Special issue of The Billboard, to be dated April 11.

Other answers will include: How to sponsor a circus, book it, publicize it, build attendance, make a profit. In short, what and what not to expect from a circus.

Other subjects that'll be treated in typical Billboard style will be show business insurance, fireworks, trailers, arenas and auditoriums, food and drink concession information, latest on amusement parks. All these and the long awaited annual highlights of 1960 fair dates, rodeos and the yearly survey of the ride manufacturing field.



# Houston Fat Stock Show Pulls 260,000

Weather Cuts Down Early Days;  
TV Names, RCA Rodeo Aids Turnouts

HOUSTON—The 28th Houston Fat Stock Show and Rodeo wound up its 12-day run here Sunday (6) with total attendance slightly under last year. Estimated count was 260,000 compared with 270,000 last year. Bad weather was given as one reason for the drop, which was early in the run.

Final rodeo on Sunday evening was further hyped by the appearance of Roy Rogers and Dale Evans and their troupe in a TV network show that originated during the performance before a full house.

The entire run of the rodeo, which marked a return of Rodeo Cowboys of America competition after several years, was heightened

by television and record names. Included were Michael Ansara, featured in "Law of the Plainsman" and in "Cochise," who racked up a one-night attendance mark of more than 9,500. Also on the program were Robert ("Wagon Train") Horton, Brenda Lee, Eddy Arnold and Dee (Fast Draw) Woolem.

Jim Shoulders, Henryetta, Okla., champion RCA all-round cowboy of 1959, wound up in a hospital here following a tussle with a Brahma bull. He was in the operating room for over two hours while the medics repaired broken facial bones.

Bill Hames Shows again provided the midway attractions outside Sam Houston Coliseum.

# Mills Bros. Assembling New Equipm't; Acts Due

CLEVELAND—Jack Mills, general manager of Mills Bros. Circus, announced that finishing touches are being put on equipment in winter quarters at Jefferson, O., for the opening on Saturday, April 16. While in Florida Mills inspected the show's new tents at the U. S. Tent & Awning Company. The tents are now on the way to winter quarters.

Harry Mills has left for New Jersey to pick up the five floats constructed for this year's spec, "Fairyland." When he delivers these to quarters he will leave for Memphis to pick up the new Side

Show truck. The 1960 wardrobe has already arrived from Jack's of Hollywood.

The winter quarters crew, under the direction of Felix (Fats) Brazon and Capt. Virgil Sagraves, has almost completed the task of remodeling and renovating show trucks and trailers, including the seat wagons, as well as other show property. John (Shorty) Walker is in charge of the mechanical department.

George Hodgdon, director of public relations and special assistant to Jack Mills, has arrived from Massachusetts and set up headquarters in Cleveland. Jake Mills returns from Florida in a few days and will head for South Whitley, Ind., to pick up his new house trailer and the new rest room trailer.

As usual, the new edition of Mills Bros. will feature imported acts, many making their first tour of the United States. Performers from Germany, France and England will arrive in New York on the S.S. America on March 16 and are expected at winter quarters the next day. Rehearsals will get under way for two aerial ballets.

The opening performance on Saturday, April 16, will be followed by the annual press and fans banquet.

## Eastern Rail Show Rates Upped 6%

CHICAGO — Railroads operating east of Chicago have announced a 6 per cent increase in rates for railroad show trains. Included are the New York Central, Pennsylvania, Baltimore & Ohio, Chesapeake & Ohio and Grand Trunk.

# Martin Agency Builds List Of N. E. Fairs

BOSTON — Booker Al Martin got off to a strong early start in acquiring talent contracts for fairs. By the time the Eastern association meetings were half finished he counted off a long list of events at which he will be providing attractions ranging from individual acts to complete revues.

Martin claimed the following fairs under contract: Blue Hill, Me.; Tunbridge, Vt.; Windsor, Machias, Union, Springfield, Bangor and South Paris, all in Maine; Lancaster and Kenne, N. J.; Northampton, Littleville, Covington and Spencer, Mass.; Chatham, N. Y.; Fredrickton, N. B., and 10 days of attractions in St. Johns, N. B.

# STUNTER STRONG IN MEX.; SOME SHOWS SNOWED OUT

MEXICO CITY — The list of "firsts" experienced by Jack Kochman's auto stunt shows continues to grow, on the basis of business in Latin America. Kochman last fall put on a show with French Simca cars in the State Fair Coliseum at Raleigh, after mud ruined the track surface. The latest condition faced is snow.

This is the longest venture into Latin America by a stunt unit. In addition to planting a unit in Cuba, Kochman has one in Mexico which will tour thru Central America and into South America. The first 14 shows here played to about 300,000 people under heavy tie-in sponsorship of automotive products. Every Mexico City show was a sellout, the report states. Another first was the cancellation of a few performances in Mexico because of being snowed out.

# Nevins Sets Mrs. America Plans, Prizes

FORT LAUDERDALE, Fla.—The 22d annual Mrs. America Pageant, highlighting the National Grand Finals of the "Mrs. America" homemaking contest, will be staged here June 2-14, Bert Nevins, managing director, reports.

This will make the fourth consecutive year that the city and its hotel association will be host to the nation's 51 top homemakers and their husbands. Various homemaking events will be staged in War Memorial Auditorium which will be converted into the "world's largest kitchen."

Department stores, shopping center, home shows, radio and TV stations and daily newspapers in co-operation with gas utility companies, are conducting the State contests thruout America. More than \$50,000 in prizes will be awarded including 51 trips to Fort Lauderdale for the State winners and their husbands. Each State winner also will receive a gas refrigerator, automatic water softener, enough asbestos floor tile to cover an area of 225 square feet, a year's supply of products from the Toni Company, and a complete set of Crane Star-Lite accessories for her home, plus other merchandise prizes and trophies.

The homemaker who wins the title "Mrs. America" will receive the newly designed "Huber-Mrs. America" home, valued at \$30,000, which will be fully landscaped, furnished and equipped for year-round luxury living; plus other prizes.

# Park Operator Has Auto Show

SUNNYVALE, Calif.—A theme park operator, Frank Dean, promoted the South Peninsula Auto Show at the Cherry Chase Shopping Center's parking lot for three days ending Sunday (28). A large tent housed exhibits from 13 auto dealers.

Dean scheduled afternoon and evening performances. In the afternoon he had a quick-draw contest and in the evenings he had the Dick Stewart Show from KPIX-TV and the KGO-TV band. Judges for the gun-drawing contest were Al Dalton, descendent of the Dalton family of Missouri frontier days, and Billy Clanton, related to the Clantons of early-day Tombstone, Ariz.

Dean also operates the Old Town, funspot. Shopping center merchants said the auto show was expected to be an annual.

# S. C. Requires Withholding

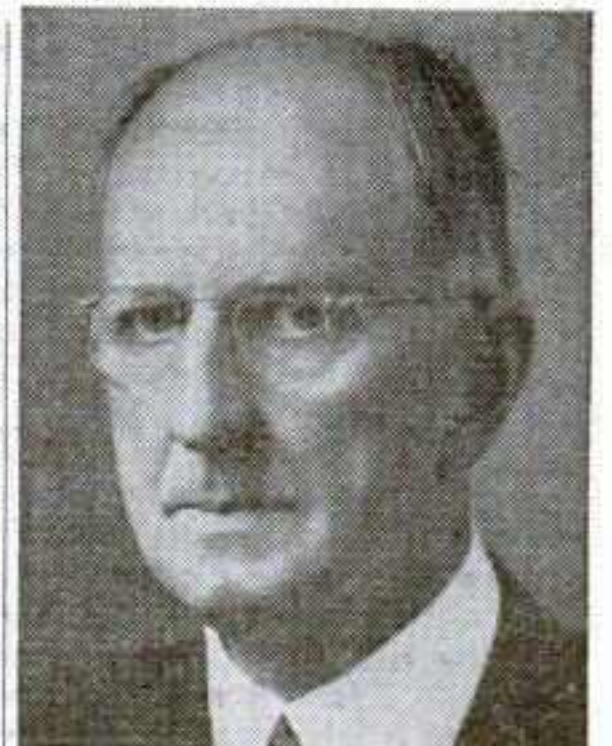
COLUMBIA, S. C. — The State of South Carolina this year requires the withholding of South Carolina income taxes from non-residents for services performed in the State. The law, affecting transients of the carnival and circus industries among others, applies to two categories of taxpayers. The first includes non-residents receiving "salaries, wages or other personal service compensation, rentals, royalties, commissions, prizes and winnings"; the second concerns "a non-resident taxpayer conducting a business of a temporary nature carried on within the State, where the contract exceeds \$10,000 or can be expected to exceed that amount."

# AFTER 32 YEARS

# Paul Moore Retires As S. C. Fair Manager



F. B. RUFF



PAUL V. MOORE

COLUMBIA, S. C. — More than 60 years in the fair business have been terminated in the active sense, with the retirement of Paul V. Moore, secretary-manager of the South Carolina Agricultural and Mechanical Society, which produces the State Fair. He had held the position for 32 years and this accomplishment, together with his age of more than 90 years, placed him in the forefront of America's fairmen.

Moore, now secretary emeritus, is succeeded by F. B. (Buck) Ruff, who has been associated with the event since 1930. For the past 10 years he was treasurer. The new

secretary-manager is a native of Fairfield County, South Carolina, whose family moved to Columbia in 1919. He was assistant State auditor for several years before entering the construction business with Fox Construction Company, Lexington.

Paul V. Moore graduated from South Carolina College in 1894 and in 1902 started framing cotton and other exhibits at fairs and expositions. He took over the management of the Spartanburg (S. C.) Fair in 1907 and ran it for 20 years. In 1924 he became an advisory director of the State Fair and, in 1927, was named secretary when the incumbent died.

# Indoor, Outdoor Dates Outlined for 'Waters'

NEW YORK—Dates are shaping up nicely for Dancing Waters units, with one of the primary contracts being for off-midway locations for the entire Canadian A Circuit—Winnipeg, Brandon, Calgary, Edmonton, Saskatoon and Regina.

Fair bookings are managed by Alfred G. Osborn, who will supervise under-canvas appearances of the water attraction at the Greater Allentown (Pa.) Fair in conjunction with Osborn's Sky Wheel. Dancing Waters will also play the Louisiana State Fair, and repeat its engagement at the Minnesota State Fair, Sam Shayon reports.

Among other dates are the following: Two weeks over the Easter period at the Manhattan Savings Bank on East 49th Street here; three weeks over Easter featuring two units on the King Cole Shopping Center rooftop, Bridgeport, Conn.; Montreal Sportsmen's Show, March 18-27; Fredericton (N. B.) Boat Show, April 6-9; Lakeland Festival, March 14-19, and Easter program at Shoppers World Center, Framingham, Mass. The junior unit, Syncopated

Waters, played the Winnipeg Automobile Show, March 1-5, and is and bars; Banta Family, riding; also set for the Waukesha (Wis.) Home Show, March 21-24; Green Bay (Wis.) Home Show, May 5-8; and a special showing for Prudential Life Insurance Company, Salt Lake City, May 31 thru June 4.

Two Syncopated Waters units will be featured together for the Indianapolis Shrine Circus, March 31 to April 3, Sheyon reported.

# Claresholm, Alta., Cancels '60 Fair

CLARESHOLM, Alta.—Financial difficulties have forced cancellation of the Claresholm Stampede and Fair, scheduled for July 1.

"We just don't have the money to carry on this year," said Fred Seymore, president of the Claresholm Stampede and Fair Association. "We have been rained out the last five times."

# Hagen Circus Starts 30-Day Tour of Florida

PENSACOLA, Fla. — Hagen Bros. Circus, with a four-week winter tour of Texas behind it, has begun a 30-day tour of Florida. Manager-Agent Joe McMahon announced the show has a new 100-foot big top coming from U. S. Tent. James M. Cole is to be show treasurer and Mrs. Cole will be concessions checker. Joe Lewis joins with his pit show.

Performers include Bob Grubb, horses; Jackson Duo, trampoline; Ortiz Duo, hand balancing; Rafel

Marquez Troupe, aerialists; Tex Maynard, equestrian director and concert, and Buck Leahy, Pete Shuck, Mike Minello and Studley Foster, clowns. Henry Thompson will have the Side Show.

In Texas, the show had four weeks of bad weather and lost the final stand, Edna, because of a seven-inch snowfall. Show opens in Milton, Fla., with Valparaiso, Fort Walton and Marianna to follow. After two days in Georgia, routing.



## TALENT ON THE ROAD

### Ron Urban Doffs Khaki; Kingstons to Boone Show

Ron Urban, combination ice skater, magician and bird trainer, doffed his U. S. Army uniform last week at Fort Sheridan, Ill., and, like Elvis, will be back with it from now on. Urban, who carries 15 pigeons in his act, traveled more than 12,000 miles during his two-year term of duty with special services. He recently added a French poodle and a parrot to the troupe and will open June 2 in the Hilton Hotel's Boulevard ice show in Chicago. . . . Following their close at Mr. Kelly's in Chicago, the Kingstons Trio will head for the Pat Boone television show in New York and then to California for several weeks to make another album. . . . The Sons are doing pretty good these days. Sons of the Golden West are at the Golden Nugget, Las Vegas, and the Sons of the Pioneers are at the Holiday in Reno. Gaylords are also on the latter bill. . . . Seven Ashtons also in Reno at the Riverside, and Elsa and Waldo, well known to fair patrons, are at the Carillon, Miami. . . . Jack Russell, veteran Chicago booker and artists rep, was re-elected president of that city's Artists Representatives' Association.

**TV SHOWCASE:** Kay Starr and Four Aces set for the Academy Award show March 15. . . . Robert ("Wagon Train") Horton guests with Tennessee Ernie Ford March 17. . . . La Compagnie des Marottes will have their puppets on the March 18 Victor Borge show along with Janie Powell. . . . Perry Como hosts Bing and three of the Crosby boys on March 16. . . . Jack Carson becomes an actor on the March 24 "Zane Grey Theater." . . . NBC recently conducted the first in a series of auditions by closed circuit—New York to Hollywood—of young variety performers selected as outstanding by the net's talent discovery program. West Coasters watched monitors to determine whether any of the youngsters fit into upcoming shows. . . . Tony Martin and Mort Sahl join Steve Allen March 14.

Charlie Byrnes, Chicago

### Mills Brothers, Betty Johnson In Trade & Sport Show Dates

A raft of General Artists Corporation dates are contracted, such as: . . . Paul Anka's turn at the Sahara, Las Vegas, Nev., is being continued. The Barry Sisters at the International, New York, are also continued, thru April 3. . . . Lenny Bruce, comic, has a March 10-30 date at the Blue Angel, New York. . . . Rising vocalist Frank D'Rone appears March 21-27 at Blinstrub's in Boston. . . . Nat King Cole will be at Harrah's, Lake Tahoe, Nev., March 14-27. . . . Bobby Darin's on a tour of British appearances, but is set for the Deauville, Miami Beach, after his return, opening April 13. . . . Betty Johnson's set for the Oklahoma Home Builders Association show in Oklahoma City, April 3-10.

Mills Brothers are at the Seattle Sports Show March 25-27, then scoot to the Royal Hawaiian Hotel, Honolulu, March 28 thru April 9. . . . Chad Mitchell Trio, vocal-instrumental, will be doubling April 1-3, both at the Walla-Walla (Wash.) Auto Show and for the Elks Club. . . . Tony Bennett's at the New Arena, Pittsburgh, thru Saturday (19). On Tuesday (15) he's on the Arthur Murray TV'er; Dorothy Collins makes the same TV show, March 22. . . . Four Lads guest on the March 30 Perry Como Show, with comics Marty Allen and Steve Rossi visiting on April 6. They'll be at the Roosevelt Hotel, New Orleans, March 17-30.

Irwin Kirby, New York.

### Ice Follies' Boston Run Tops '59, Draws 189,717

BOSTON—Shipstad & Johnson's Ice Follies chalked up a near-record at the Boston Garden in a 13-day stand which ended Sunday, February 28. In 22 performances the show drew 189,717 customers, which was some 7,000 better than last year.

Excellent weather and school holidays contributed to the good gate at this spot which depends on patrons from a 75-mile radius. Without a great advance and only a fair start, the Follies picked up

strongly and finished with a couple of sell-out performances.

Treasurer Edward Powers reported novelty business at a high level and noted that more tickets were sold this year than usual in the \$3.50 to \$4 range which meant that more adults than before were in attendance. Promotions paid off well also with the Army Base, several insurance firms, Boy and Girl Scouts and religious organizations swelling the total. Two Sunday windup shows did sellout business.

### CALIF. MID-WINTER FAIR PULLS 94,929 IN 10 DAYS

IMPERIAL, Calif. — Total attendance at the California Mid-Winter Fair was 94,929 for its 10-day run which ended here Sunday (6). Mark was 564 more than in '59 when the event ran nine days.

Kenneth Hoffman, secretary-manager, said that no breakdown was available on the various attractions. He added, however, that

attendance at the automobile races, featured on the afternoons of the final two days, were believed to have set new records. The second segment of the grandstand show, produced by George Hunt & Associates of Hollywood, also pulled well, the manager said. Shows were presented for three days starting Saturday (27) and another three starting Friday (4). A rodeo was

### Snyder Readies 25th 'Follies'; Plans Recording

BOSTON—Sam Snyder's Water Follies will mark its 25th season as it readies for a tour of the United States due to start next month. This will be followed in November with an Oriental itinerary which will cover the Philippines and Japan. Unique this season is a new music gimmick which will be added to the wet and dry presentation.

Snyder is hiring a new girl singer and will record the numbers she does in the stage segment under his own label to be called "Water Follies." He says the idea came to him at the Oregon Centennial, Pacific National Exhibition and the Brussels Fair dates where patrons asked if they could buy recordings of the show's singing feature.

Snyder who is casting with a view to rehearsals in early April points out that the Water Follies tour of Japan and Manila will be the first for any water show. A company of 40, ballet of 16, two portable pools, as well as lighting and special effects equipment will be involved.

Newly signed is the new synchronization swim champion, Jill Hall, of Hollywood, Fla. The show will carry five stage acts. Among its six diving champs are Emile Hotte, Canada; Clive Dyson, Australia, and Roger Nadeau, champion Canadian swimmer and water comic. Others are in the process of being signed. Buster Keim again will do the production numbers and Mary Dwight will handle choreography.

A new gimmick in water shows will be used on this tour with the introduction of surf boards and small canoes in production numbers.

### Fem Contest Linked to N. C. Track

CHARLOTTE, N. C. — Plans for selecting the first national public relations emissary to represent the automotive industry are announced by the Automotive World Pageant Committee, headed by Charlotte's Jerry Ball as executive vice-president.

The "Miss Automotive World" pageant will be held in conjunction with the first annual "World 600" automobile race at Charlotte Motor Speedway May 29. The competition will be held Thursday night, May 26, at Park Center.

### City Condemns Stadium

MICHIGAN CITY, Ind.—This city's stadium has been condemned at least temporarily. That action was taken by City Building Inspector John Lutz after a huge piece of cement fell and broke three bleacher seats near the baseball press box. Mayor Fedder said that the stadium would be restored to safety by early spring.

featured during the first weekend of the run.

Weather for the final days of the event was "ideal" following a rain the first Sunday (28). Top temperature for the final Sunday was 88 degrees.

Midway contract was held by Olivia Waldron's Fair Time Shows, Inc. This marked the first time the show had played the date.

### Hawaiian Circus Wins Huge Crowds

#### 25 Honolulu Turnaways Followed By Big Business in Other Towns

HONOLULU—E. K. Fernandez Circus played to a tremendous business here for 11 days and continued good business in Waituku and Hilo.

At Honolulu the tented circus played 27 performances and all but two were full houses. Lines began forming at 4:30 p.m. for the 7 p.m. shows. Extra shows were announced a day ahead. About 4,000 people caught the opening performance, to set the stage for the continued big business.

Show played Honolulu 19-29, then went to Waituku for three days ending March 8, and wound up at Hilo, March 10-13.

Highlights of the show were the Wallendas, high wire; Prince El Kilgordo, lions; Betty Gorham and Lottie Brunn, jugglers; Jordon Brothers, hand balancers; Albert Rix, bears; Flying Viennas with David Nelson; Melitta and Wicons, perch act, and La Sikorskas, aerial

suspension; Escalante Brothers, comedy bars; Great Herberto, foot slide, and Latinos, wire act, and Loran Edwards and Dale Petross, manage horses. Jerry Eagle was ringmaster. Free act was Ricetta, sway pole.

Members of the clown alley were Mr. Anthony, Ray Barrett, Po Po, Chuckles Facer and Abe Goldstein. Guest clowns were Ken Girard and Jim Parker, CFA members here.

Raymond Aguilar's band had George Famera, Irvin Stumph, Gerald Anderson and Bill DeArment.

Sam Alexander's Side Show included Schutzie, pinhead; Christine, alligator girl; Leonards, knife throwers; Albert Short, rubber skin; Henry Burns, sword swallower; Ward Hall, magician; Marvellos, punch, and Mary Waite, fat girl. Christine Doto handled the inside and Red Friend the front.

### 'SERVANT OF 2 MASTERS'

### Piccolo Tour Spreads Classic Fun Doctrine

NEW YORK—The recently arrived Piccolo Teatro di Milano group has left New York on a tour of the U. S. and Canada with its revival of the old Italian art-comedy form, Comedia dell'Arte. Their two-week stand at the City Center here won them countless friends.

Fielding an adept corps of slapstick artists, they offer a lively interpretation of Carlo Goldoni's farce, "The Servant of Two Masters." This work was chosen from among the 350 comedies, tragedies and melodramas of Goldoni, which sustained the novel theatrical mechanism during the 16th and 17th Centuries. And it is certainly a wise choice, offering a broad invitation to buffoonery.

The company performs purely in Italian but with such gusto and gesticulating that the language barrier is brushed off early in the performance. Some viewers remain puzzled, however, so midway thru the opening week Jerry Hoffman, who imported them, was searching for a bilingual actress to make the minimum introductions and commentaries.

#### Open Stage Traffic

A platform at center stage, backed by courtyard draperies, holds the performance, traffic in the wings thereby being exposed and intertwined with the plot. As a result the performers are holding interest even while adjusting costumes and casually viewing the "onstage" acting. This is in the tradition of days when Comedia dell'Arte was popular in marketplaces and royal courts.

"A Servant of Two Masters" is a simple lovers' tale in which mistaken identities and bumbling subordinates add to the confusion. And the master Harlequin of our time, Marcello Moretti, captures the admiration of audiences in the role of Arlecchino. He and several traditional leather masks which obscure much of their faces. But there is no denying the extraordinary skill of his actions and the superb humor of his manner.

The play is heavily laden with Keystone comedy pratfalls and other visual devices, but Arlecchino the clown servant, dominates thru-out. Highlights are a sequence of incredible speed during which he manages to serve dinner to both

masters at once, and another in which he airs out their garments and hopelessly confuses everything. The dinner is dealt at breakneck pace with the aid of tavern servants, on fingertips, hands and knees, and on Arlecchino's neck and back as he tears from one side of the stage to the other.

In keeping with the rich tradition of this unhibited art form, offstage motions are continuous and significant. Idle actors crowd the sidelines to cheer their favorites who are arguing bitterly onstage, become caught unawares when the curtain rises, pass props to the main characters.

#### 'Great Diversion'

All in all this is great diversion for theatergoers appreciative of a change of pace. It is unalloyed theater in the classic vein. Critics, despite the language barrier, clasped it to their hearts. Italians in the audience were beside themselves with laughter, and even those without a knowledge of the language saw plenty to chuckle at. It is expected and predicted that viewers at smaller waystops along the Piccolo Teatro di Milano will also find their theatrical backgrounds enriched by visiting it. Moretti's Arlecchino has been played 219 times in countries outside of Italy since the group was organized in 1947.

As for Hoffman, who has burst on the international entertainment scene this winter, it marks an auspicious debut. The Italian group had more than \$30,000 in its advance and the first week's auditorium gross approached \$40,000, making the tour a success before it started.

Irwin Kirby

### POMONA FAIR ADDS SKI JUMP

POMONA, Calif. — What is billed as the world's largest ski jump using artificial ice will be a feature at this year's Los Angeles County Fair. C. B. (Jack) Aflerbaugh, president-general manager, said the jump will be on hand for the 17-day run which opens September 2.



# Clearfield, Pa., Aims For Smash Centennial

CLEARFIELD, Pa. — The Clearfield County Fair, annually the first major fair in Pennsylvania, will mark its 100th anniversary this season. William F. Anderson, manager, lists the dates as August 1-6.

A GAC-Hamid production will be presented on the stage along with two special attractions scheduled for Wednesday and Saturday nights. The annual firemen's parade and a fireworks display will open the fair Monday night.

Continuing improvements at the Clearfield Driving Park, which was taken over last year by the borough park authority, new storm and sanitary sewer lines are being laid thruout the 32-acre grounds and other additions and improvements

are planned before fair week. Last year the Clearfield Volunteer Firemen, sponsors of the fair, erected a new 60-by-200-foot livestock exhibition building.

Edward McCoy is again serving as president of the board while Anderson will be in his second year as manager. James E. Strates Shows continue on the midway.

## Lowry Copters To Again Operate At Calif. Fairs

IMPERIAL, Calif. — National Helicopter Service this year will offer rides over fairgrounds for its third season, Jack Lowry, pilot and operator, said here at the California Mid-Winter Fair.

Business at the Riverside County Fair & National Date Festival, which closed February 22 in Indio, was "most satisfactory," Lowry said. During weekends and holidays the company used three ships.

Fares for riders here at the fair, which closed a 10-day run Sunday (6), was \$4 for adults and \$3 for children. National appeared at the Orange County Fair, Costa Mesa, and the Los Angeles County Fair, Pomona, among other dates last year.

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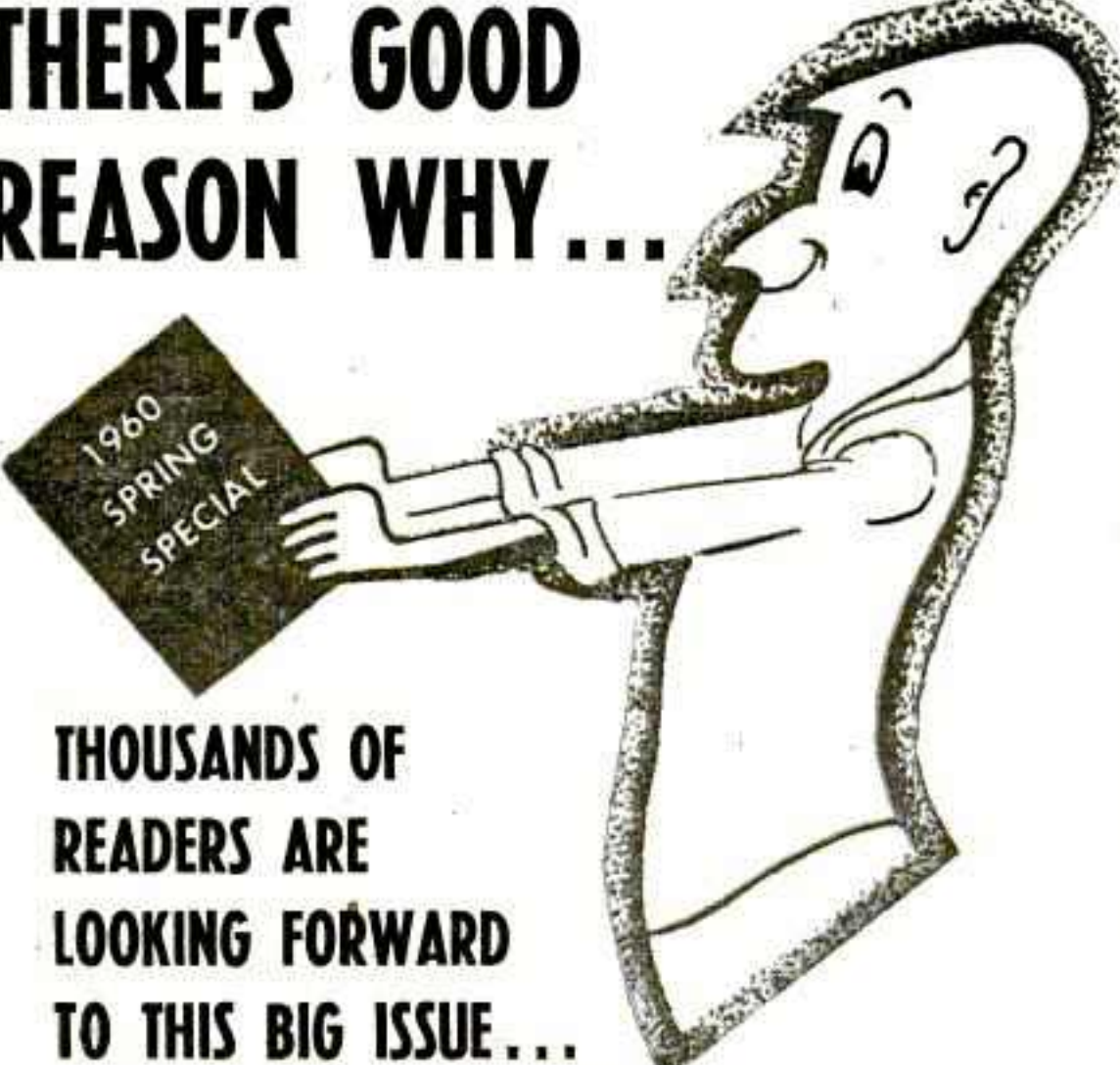
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# Two Indiana Fairgrounds May Be Sold

INDIANAPOLIS—The sale of two Indiana county fairgrounds, at LaPorte and Goshen, are pending in deals that would total over \$300,000.

Negotiations for the sale of the LaPorte County Fairgrounds for \$275,000 is said to be near completion. The buyer is the LaPorte school board which plans to build a new high school on the site. The expected deal calls for use of the plant this year with a new 60-acre grounds to be ready in time for the 1961 run.

At Goshen, negotiations are being carried on to transfer ownership of the fairgrounds from the city to the Elkhart County Fair Board. The city expects to get \$60,000 for the 50-acre tract, according to Mayor Ray B. Messick. It paid \$39,000 for the site five years ago.

Financing may force a delay in the deal because the fair board plans to acquire the grounds thru a 10-year, lease-purchase arrangement. If the sale goes thru, the fair expects to spend \$250,000 on a long-range improvement program, according to L. Orville Miller, fair president.

# Tyler, Tex., Picks Later Fair Dates

TYLER, Tex.—District Judge Connally McKay was elected president and Bob Murdoch was re-elected secretary-manager of the East Texas Fair Association at a recent stockholder's meeting here.

The 45th annual East Texas Fair will be held September 24-October 1; two weeks later than usual. The new date was set, Murdoch said, to avoid conflicting with fairs at Texarkana and Abilene. Livestock exhibitors requested the later date, expecting cooler weather to benefit fat show cattle. School band directors and vocational agriculture teachers also preferred the later date to prevent fair conflicts with school openings in earlier September.

Don Franklin Shows will again provide the midway attractions for the fair.

Other new officers of the fair are Vice-Presidents Tom W. Jackson, Rodney Pool, Harold Stringer, Frank Tooke and Frank Kitchens. New facilities planned for 1960 include a livestock barn and extensive remodeling of the Mayfair Auditorium where name talent performs during the fair, Murdoch said.

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# FAIR-EXHIBITION MANAGEMENT

## Seattle Hires Designer For 1962 World's Fair

SEATTLE—Herbert Rosenthal, Los Angeles designer, has been appointed chief designer for the Century 21 World's Fair Exposition to be held here in 1962.

In addition to laying out the general grounds, Rosenthal will also design interiors of many pavilions. Chief among these will be the 160,000-square-foot coliseum, its exterior designed by Paul Thiry, of this city. The building will be used to represent the life of many in the next century and will later be converted to a sports arena.

Rosenthal's plans for the coliseum's interior feature international exhibits displaying technological advances in urban life, transportation, suburban and home life, food, weather, farming power, industry and communications. The exhibit will be linked with ramps and moving walks, permitting multi-level viewing.

Budgeted at more than \$50 million, the exposition will be located on a 74-acre site one mile from downtown Seattle.

Rosenthal designed the interiors of the Eisenhower Museum in Abilene, Kan.; the American pavilion at the Tokyo International Trade Fair and a number of exhibits on industrial materials and processes for display in universities.

## Bedford, Pa., Profits From Compact Car Biz

BEDFORD, Pa.—Competition in the compact car business is doing wonders for the Bedford Fair, and also for this community. What has happened is that the fair's huge midway lot is being used for a marshaling yard by a new-car carrier. In addition to producing added revenue for the fair, the activity has resulted in a 21-person local payroll, bringing another \$2,000 weekly in salaries to Bedford.

Last December the fair entered into a contract with Nu-Car Carriers of Chester, Pa., leasing the lot as a terminal point for distribution of Ford Falcons, Mercuries, Thunderbirds and Comets. One company hauls the cars from the plant in Lorraine, O., and Nu-Car sorts them on the fairgrounds, then delivers them to States in the East and along the seaboard.

As many as 2200 cars (\$2,000,000 worth) have been stored on the grounds at one time, fair Manager Dick Eichelberger reports, altho the turnover (cars are gone within two days) has seen nearly countless thousands passing thru, since December. In addition to the carrier's payroll, the town motels have benefited from the driver stopovers.

The original contract has since expired, but 30-day renewals will carry the arrangement thru to July, then a resumption is slated after the 1960 fair. Prior to this activity, main off-season income was from rental of buildings for equipment storage.

## Paris, Tex., Names McCoy; Youth Run Set at Ennis

PARIS, Tex.—Dr. J. W. McCoy, veterinarian, has been elected president of the Red River Valley Exposition to be held here August 22-27. McCoy, former vice-president, succeeds the late Harry Wilson. Robert Glass was elected acting vice-president, and Robert Pierson replaces Glass as secretary. Don Wair was re-elected treasurer. Renamed as vice-presidents were Lee Caviness, Tom Jeffus, Frank Stone and R. V. Free. New directors are Thomas Steely, Gerald Kennedy, M. D. Emerson, Ernest Randel and Mrs. Marion Neisler. . . . The Ennis (Tex.) Chamber of Commerce will hold its 20th annual Youth Fair and Livestock Show on April 18 at the Ennis Livestock Commission barn and arena. W. B. Rider Jr. is chairman of arrangements. . . . Richardson (Tex.) Community Fair, to be held August 10-12, has nixed bingo and all games this year. Last year's run came up with receipts of \$5,000, Roger Pond, assistant fair manager, disclosed.

## Pony Trots Growing in N. E.; Fair Circuit Taking Shape

NEW YORK — Broad expansion of pony harness racing is seen for Eastern fairs as a result of deliberations originating at the January State meeting in Albany. Frank Clark of Exford, Mass., and Phil Caird of the fair in Schaghticoke, N. Y., detailed the development of this activity in New England and New York, to the level where a regular fair circuit is being established.

Clark, president of the American Pony Trotting Association, notes that whereas only one track operated in 1956, there were five in 1958, 10 last year, and strong indications of even more participating tracks in 1960. Rules are a modified version of U. S. Trotting Association rules. Horses limited to 48 inches in height. Activities of the pony group have spread to fairs as far as Keene, N. H., and Cumberland, Md., and efforts to form a circuit are succeeding.

For 1960 a starting gate installed on a small car is available. It is stressed that a popular phase of pony racing is the interest it stimulates in junior drivers in such things as horsemanship and track etiquette, and toward this end a summer clinic will be held at a central track with stable facilities. Whereas adults race for money, the youths (both boys and girls) win ribbons and trophies, and plans are to set up scholarship prizes. Schaghticoke has thus far put up the maximum in purse money, \$300 in the afternoon and \$300 at night, using the same officials that served for the regular harness horse events. One starter and one judge got \$25 each.



# AMUSEMENT PARK OPERATION

## Oaks Orders Sky Wheel; Plan May Revive Saltair

OAKS AMUSEMENT PARK, Portland, Ore., has placed an order for an Allan Herschell Sky Wheel. Robert Bollinger, operator of the park, got a Mad House last season. . . . H. F. Baney, of Lexington, N. C., is building a funspot at a site near DeBary and Sanford, Fla., and not far from the proposed Circusland theme park. Baney's spot will be Old West Town, which is scheduled to have a Western town, stagecoach, train and other theme features. . . . A public park at Indio, Calif., is to get a scrapped Navy jet plane for kids to play on. . . . Possibility of a project at Salt Lake to bring water back to the Saltair resort is being studied by Army engineers and Utah Park Commission. In the past 10 years the shore line has moved away from the resort facilities and left it with no business.

## Brill Adds Rabbit; Boosts Novelty Animals on M-G-R's

MERRY-GO-ROUND HORSES are all right, but in the opinion of A. K. Brill, it is the unusual animals that set a jenny apart and draw the first kid customers. The Peoria equipment maker now has added a giant rabbit to his line of figures for M-G-R's. He photographed the rabbit on a Merry-Go-Round at Woodside Park, Philadelphia, then blew the picture up to full size, three by four feet. A sculptor used the blowup to make a concrete original, and plaster molds were made of that. Finally, Brill uses his plastic pattern process to turn out the finished rabbits. Brill cites owners of old Herschell and Spillman machines that came with a pair of giant St. Bernard dogs, saying they don't want to part with the dogs because "novelty animals on Merry-Go-Rounds are always filled."

FRED PEARCE OF WALLED Lake Park, Detroit, chairman of the NAAPPB shooting gallery ammunition committee, writes that he has another deal pending with one of the major ammunition companies with regard to furnishing NAAPPB members with a special type of shell that cannot be purchased in open market. He expects to have details ready for notifying NAAPPB members before the season opens. . . . Harry Hall-Kenney, NAAPPB member at Victoria, Australia, who paid some of the American funspots a visit last summer, writes that as a result of his American tour, he is planning to establish the first American-style kiddieland in Australia this summer. He says one big obstacle is the excessive cost importing American rides to the "down under country." Taxes, duty and transportation make the total cost of the U. S. products staggering. Says Harry in commenting on the United States kiddielands, "the children are certainly catered for in the amusement field in your country."

John S. Bowman, NAAPPB Executive Secretary.

# ROLLER RUMBLINGS

By AL SCHNEIDER

THE PROPER handling of Girl Scout classes was a major topic of discussion at the first of a series of regional meetings sponsored by the United Rink Operators recently at Eddie and Marian Smith's new E & M Skating Rink, which opened last fall in Baroda, Mich. The meeting was for the Michigan-Indiana group of URO. In the discussion it was brought out that there has been some tendency toward laxness in conducting such classes. Certain standards should be met in order that each girl becomes eligible for the proficiency badge in skating, it was pointed out. Rules covering the classes were carefully studied and various suggestions designed to improve instructions were made. To aid in establishing uniform methods and standards, invitations were extended to operators to visit rinks at which such classes are conducted. These rinks, and the time of classes, are Blue Plaza, Sturgis, Mich.; Chieftain Rink, Big Rapids, Mich., and Big Wheel, Lowell, Mich., Fridays, 4 p.m.; Palomar, Lansing, Mich., Saturdays, 10 a.m., and Eby's Pines, Bristol, Ind., Wednesdays, 4 p.m. Members were urged to cooperate with the Roller Skating Foundation of America in its effort to obtain rink liability insurance at rates which would not be prohibitive. Following luncheon served by the local American Legion Auxiliary, promotional ideas were discussed.

Next meeting of the group has been tentatively set for mid-April at Coldwater, Mich., with Mr. and Mrs. Robert Kryder, of Dee-Roller-Bob Rink, as hosts. It was also announced that on April 4 Mr. and Mrs. Paul Klatka will host a meeting at their Moon-Glo Rink, Kent, O., for operators in that area.

Attending the Baroda meeting were Mr. and Mrs. E. M. Wise, Mansfield, O.; Mr. and Mrs. Harry Eby, Bristol, Ind.; Dan and Julius Homoki, Dave King and Wayne

Bogue, Kalamazoo, Mich.; Mr. and Mrs. Robert Baker, Lansing, Mich.; Mr. and Mrs. Mel Adams, Charlotte, Mich.; Joseph Wolak, Hammond, Ind.; Mr. and Mrs. Rex Weller, Niles, Mich.; Mr. and Mrs. Fred Bock, South Bend, Ind.; Mr. and Mrs. Rex Sheeley, Benton Harbor, Mich.; Mr. and Mrs. Buster Barron, Battle Creek, Mich.; Mr. and Mrs. Neal Johnston, Lowell, Mich.; Howard Engel, Grand Rapids, Mich.; Mr. and Mrs. Perry Giles, Muskegon, Mich.; Mr. Calhoun, Kalamazoo, and Mr. and Mrs. Eddie Smith, Henry Morris and Bob Rody, Baroda.

Recently welcomed into the URO membership fold were these rinks: Hollywood Roller Bowl, Los Angeles; Just for Fun, McHenry, Ill.; State 8, Cuyahoga Falls, O.; Guys & Gals Skateland, Versailles, O.; Neville Roller Drome, Neville Island, Pa.; Dee-Roller Bob, Coldwater, Mich.; South Amboy (N. J.) Arena; Big Wheel, Lowell, Mich.; Reit's, Paw Paw, Mich.; J. & D Rink, Kalamazoo; Bock's, Mishawaka, Ind.; E. & M, Baroda; Roller Dome Club, Hammond, Ind.; Savoy (Ill.) Rink, Max Lubin's Rink Supply and Skate-A-Rama, Niles, Mich.

# Jersey Games Controlled by Liquor Chief

## ABC Man Confers With Leaders to Set Regulations

TRENTON, N. J. — High commissioner of amusement games in New Jersey is the State's Alcoholic Beverage Commission chief, Howe Davis, appointed by Governor Meyner with the aim of combining games control and the ABC in the same department. His salary has not been decided.

Legalized concession games in New Jersey thereby move forward toward profitable operation this summer. Last year's referendum paved the way for the first such legal recognition in the State's history, after several years of State-wide crackdowns.

Davis is setting up the rules and regulations necessary before anyone can apply for licenses to operate games. He is conferring with the industry spokesmen, the New Jersey Amusement Men Board of Trade, whose officers are: Mayor Stanley J. Tunney of Seaside Heights, president; Max Tubis of Atlantic City, vice-president; Fletcher Creamer of Palisades Amusement Park, treasurer, and George Zuckerman of Asbury Park, secretary.

### Cite Economy Reasons

Meyner cited economy reasons in naming Davis, and said the commissioner could handle two jobs for little more than the salary of one, require less added personnel, and avoid the complexity of organizing a new department. Amusement men opposed being identified in the same category as liquor establishments but went along with the appointment rather than have the governor delay his decision past the start of the season, or perhaps later.

CINCINNATI — Jerome W. Greager has joined the picnic promotion department of Coney Island here, it was announced by Edward L. Schott, Coney president and general manager. In his new position, Greager, a former oil firm salesman, will help arrange industrial and school outings at Coney.

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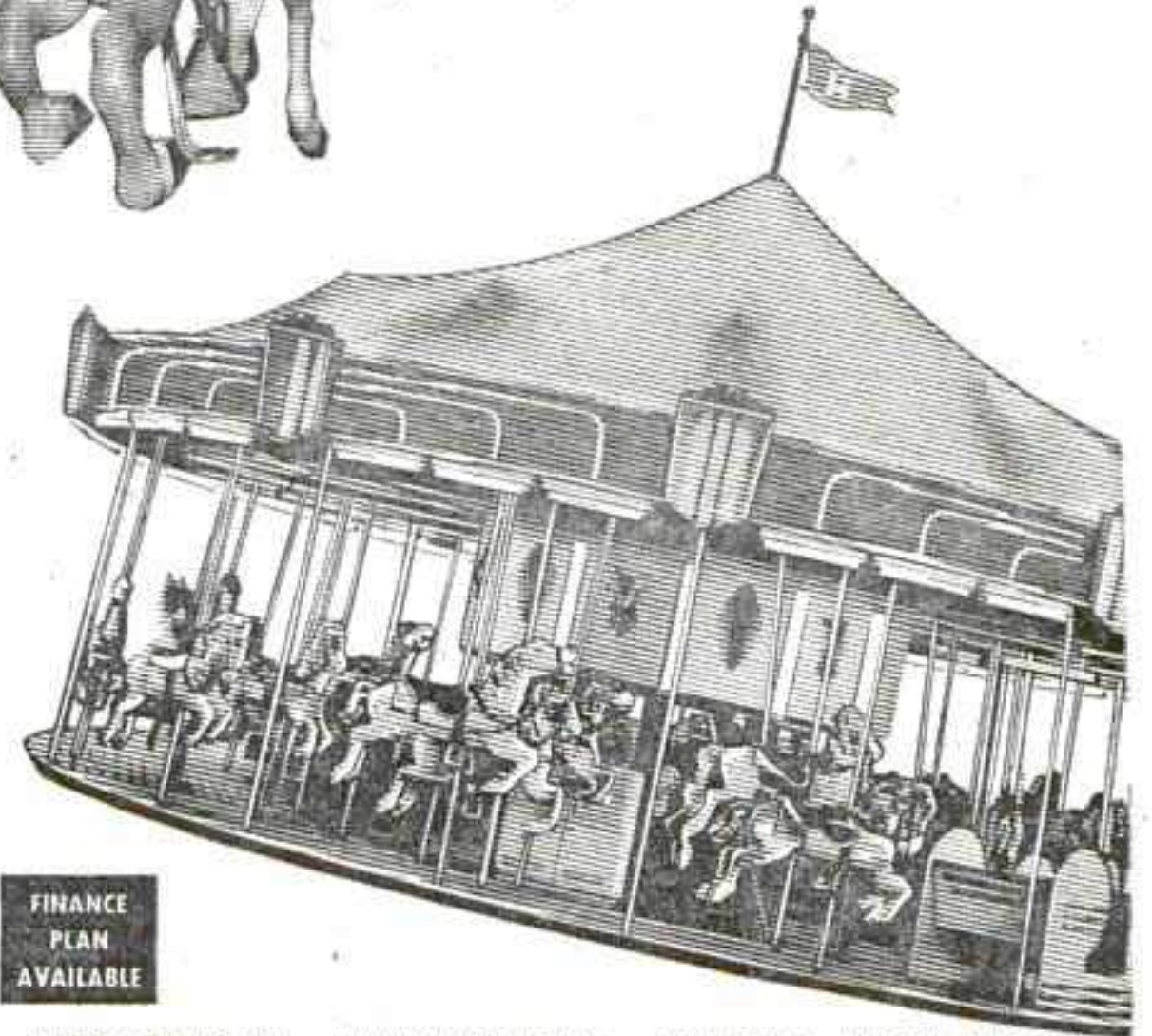
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# Capades Far Ahead On Detroit Stand

DETROIT — John H. Harris' "Ice Capades" went into its second week here at the Olympia with attendance far above previous years and setting a record for rink shows here, according to Nick Londres, general manager at the Olympia.

Advance sales were 40.6 per cent above last year when the show opened Thursday (25) with a record-breaking first night turnout despite a heavy snowstorm.

Since its opening, with two matinees on Saturdays and one on Sundays, "Ice Capades" has performed for more than 160,000 during its first week here. Londres estimated the total attendance by the end of its run here Friday (11) would be more than 250,000.

Due to the exceptionally good early attendances; attributed to the

strong press coverage, "Ice Capades" scheduled an additional 5 p.m. show for each Saturday.

## Rodeo Queen Dons Real Mink Jeans

SAN JOSE, Calif.—The queen of the San Jose Firemen's Rodeo here this year will wear a pair of mink jeans when she reigns over the three-day event. The jeans were made by the Blue Bell Company of 242 matched pairs of mink skins and are valued at more than \$5,000.

The rodeo, held at the Santa Clara County Fairgrounds, will be held May 28-30.

# Ohio Sports Show Battles Snow; Draws 63,000

CINCINNATI — Battling heavy snows and frigid weather thruout its February 27-March 6 run in the Cincinnati Gardens, the Ohio Valley All-Sports Show drew a creditable 63,000 paid admissions in its initial run under the management of Bob Hart, outdoor writer, and his uncle, Hobart Hart, show producer. Cosponsoring with the Harts was the Cincinnati Enquirer. The show started strong, drawing close to 30,000 the first two days, but continued cold cut into the gate the remainder of the run.

However, sponsors were genuinely enthusiastic over results, and immediately announced plans for a repetition of the show on March 4-12, 1961, in the Gardens. Their enthusiasm was shared by exhibitors, 85 per cent of whom are already signed for the repeater.

Exhibitors numbered 135, with heavy emphasis on boat exhibits. The entire Gardens exhibit hall of 40,000 square feet was used for boat displays.

The show advertised heavily in both daily papers and, in turn, received a good press. Spearhead was a 24-page program-publicity insert in the February 26 Enquirer. Admissions were \$1.25 for adults and 50 cents for children, a daily coupon in the Enquirer being good for a 25-cent reduction in price. Prizes valued at \$7,500 were awarded during the run, closing night award being a \$3,000 prefab furnished log cabin erected on a nearby Kentucky lake.

Entertainment bill, emceed by TV's Tommy Bartlett, offered Swede Fuller's golden retrievers; Paul LaCross, fast-draw, marksmanship shooting and knife and tomahawk throwing; the Kelroys, trampoline; Leon and Eleana's great danes and chimp, Morris' seals and Billy Outten, high diver.

# ARENA, AUDITORIUM NEWSLETTER

## 'Lady' to Russia

By TOM PARKINSON

"MY FAIR LADY," with a string of highly successful auditorium dates to its credit, now is preparing for a trip to Russia. It plays a three-week engagement at the Nixon Theater in Pittsburgh thru April 9, goes to New York on the next day to load onto passenger and cargo planes that will wing it to Moscow. The national company will be gone 10 weeks, during which it will play three weeks in Moscow, two in Leningrad and one each in Kiev, Odessa and Tiflis. Upon its return to this country, the show will open at the National Theater, Washington, D. C., and then continue its road tour. The show has been doing well in auditoriums, setting new records often. A recent stand was at Ovens Auditorium, Charlotte, N. C., where the show got \$72,000 net in seven performances.

New Civic Auditorium at Panama City, Fla., is in business and busy. National Symphony Orchestra was the first attraction, followed by a marionette show. Joan Blondell in "The Dark at the Top of the Stairs" plays there Wednesday (16), and several days later will be the Jimmy Dorsey Orchestra. . . . International Amphitheater in Chicago was the scene of twin meetings at which the city's new police superintendent met with all the men on the force, part of his launching a new regime in the department. . . . The O'Keefe Center at Toronto is scheduled now to open in October. First attraction is to be a musical, "Camelot." . . . At Muskegon, Mich., George Dellinger, formerly with a chain of theaters, has been named manager of the new arena. . . . A. E. Tovey, who was manager of the same building as a theater, now is manager of the Morris Civic Auditorium, South Bend, Ind.

## Columbus, Ga., Auditorium Scores Powerful February

FEBRUARY WAS ONE OF the most successful months in the history of the Municipal Auditorium at Columbus, Ga., reports Hubert F. Stubbs, manager since the building opened in September, 1957. Twelve local automobile dealers combined to stage an Auto Carnival for three days, and it attracted an estimated 52,000 people. Other events included Ringling Bros. and Barnum & Bailey Circus, basketball, science fair, dances, symphony, and a major banquet. Now Stubbs is in the midst of an equally busy March. The month will see the building with a boat show, cooking school, dog show, horse show, banquets, boxing, piano recital, "Grand Ole Opry," gospel concerts, and Jack Kramer's World Tennis Tour. Bookings in general at 10 per cent above last year for the Columbus building, Stubbs advises.

## Cincinnati Music Hall Sees Benefits From Refurbishing

CINCINNATI MUSIC HALL is finding that its recently completed refurbishing program is paying dividends. Manager Charles W. Bauer Jr. reports that the newly decorated ballroom is "rapidly being accepted by the top social and business organizations for social activities, sales meetings and product displays."

Lincoln-Mercury division of Ford Motor Company was a recent user of the hall. There was a luncheon in the ballroom, then introduction of the new Comet automobile in the South Hall. Bauer states he is booking other automobile shows for the future. The Kingston Trio appeared recently on a night marred by bad weather and competition by the University of Cincinnati. Yet there was a near-capacity audience of 3,700 and promoter Ed Serkasian did well. Max-Rudolph is attracting more season subscriptions and single admissions for the Cincinnati Symphony Orchestra. And in the Music Hall arena the Quality Athletic Club has resumed wrestling events after a two-year hiatus. Earle DeLaitre brought four top bowlers in for a two-day tournament, for which two alleys were installed in the arena. Attendance was hampered by a blizzard.

POLITICAL CONVENTION ACTIVITY is starting for the big arenas that will house them. NBC-TV announces that its commentators, Chet Huntley and David Brinkley have made a visit to the Los Angeles Sports Arena. They termed it "well suited to TV coverage." . . . All-Wisconsin Resort and Travel Show will be April 13-17 at the Sherman Hotel, Chicago, with director Art Huebner reporting a near-sellout at this time. Three times the previous exhibition space is being used this time. Exhibitors include many of the resort and tourist attractions in Wisconsin. For the first time there will be a gate charge on the show, 75 cents for adults. . . . Booking of the Ringling-Barnum circus at the Philadelphia Convention Hall created a conflict with the Philadelphia Warriors pro basketball team and its playoffs for the Eastern division. Solution was to grant the cagers use of the hall immediately before and after the circus stand. . . . At the Spokane Sports Show, director Ed Costello is adding a Sportman's Theater to the Indian village, indoor archery range, trout pond and other attractions. Show is March 22-27. . . . Philadelphia Motorboat and Sportmen's Show at Convention Hall (February 26-March 5) had 99 exhibitors and entertainment included Frosty Follies Ice Revue and a string of sports show acts. . . . Holiday on Ice has a unit at the new Palais des Sports, Paris, thru March 20 and another in Gothenburg, Sweden. . . . University of Georgia, Athens, has proposed a \$3,000,000 Agricultural-Athletic Coliseum that would combine the functions of a fieldhouse and livestock coliseum. . . . At Des Moines Veterans Memorial Auditorium basketball is at a peak season. The Drake-Cincinnati game March 5 drew 12,000 persons to set a new home-game record for Drake. And the Iowa Girls High School State Basketball Tournament was March 8-12 at the Des Moines building. It was this event last year which was in the building when a blizzard blocked State roads and the building manager, Horace Strong, acted to accommodate basketball crowds overnight. . . . Go-cart racing will be staged at the Minneapolis Armory March 18.

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# CIRCUS TROUPE

By TOM PARKINSON

DAVID NELSON, son of Ozzie and Harriet Nelson, and a TV figure himself, appeared as a flier at the Honolulu circus of E. K. Fernandez. He is with the Flying Viennas, of Del and Babs Graham, and the three next appear at a non-circus date in Rochester, N.Y. Nelson has worked out with other circus acts, and the Nelson family were constant visitors in the Cristiani lot in Los Angeles last fall. . . . Henry Ringling North's new book, "The Circus Kings," is due in April. Late May is to bring "I Love You Honey, But the Season's Over," circus book by Connie Clausen, who used to be with Ringling. And June is publication time for C. P. Fox's "A Pictorial History of Performing Horses."

Clyde Beatty had a 15-minute battle between a lion and a tiger at his Jungland Saturday (5). The roll-over tiger put the lion out of action. At Jungland now are Rex Rossi, Wild West; Lindermann's perch act; Tommy Hudon working birds; clowns Harry Dann, Eddie Dullum and Dodo; Joe Cozzo, monks; Beatty and his cats; the Beatty elephants, and David Hoover's Animals. Hoover works on slow days. Later he joins Howard Suesz's indoor show. Charles G. Cox Jr. recently joined the Jungland staff.

Albert and Eleanor Hodgini celebrated their 50th wedding anniversary March 10 with a party at the Palmer House in Chicago. They have been retired about 15 years and formerly were leading bareback riders, having worked with Ringling, Sells-Floto, 101 Ranch and others. A number of other members of the family continue in circus business; however, their son, Albert Jr., now has skating and dance schools in Indiana, and their daughter, Mrs. Harriet Mazel, is the wife of a Chicago doctor.

\* \* \*

Dr. and Mrs. Otto Schlack are completing a new home in Sarasota. . . . Circus Bennewies, touring Hungary, had a crowd panic when the cats in an animal act got into a fight. . . . Red Sonnenberg is with the touring New York Opera Company. . . . Richard Reynolds, Atlanta fan, visiting in Chicago recently. . . . TV's "U. S. Steel Hour" will have a circus story on March 23. . . . Leon de Rousseau, dive act who was with Ringling several seasons ago, now is touring North Africa with Cirque Amar. . . . Harriett Beatty recaptured a lioness that slipped its collar at a Los Angeles theater while posing for publicity pictures. . . . The Goetichs and Lola Dobritch have gone to Europe for the season. They will be on TV in Paris and Germany before opening with Circus Scott in Sweden. . . . Gene Mendez, who will be with the Clyde Beatty-Cole Bros. Circus this year, is signed by Al Dobritch to go with Circus Scott in Sweden in 1961. . . . Tige Hale caught Hagen Bros.' Circus at Fort Walton, Fla.

Matt L. Saunders, Bridgeport theater man who once was with the Buffalo Bill Wild West, has retired from his post as manager of Loew's Poli Theater. . . . Milt Hinkle is planning to be with the Old West Town, funspot near Sanford, Fla. H. F. Barney is owner. . . . Teresa Adkins, widow of Jess Adkins, has been ill at Augustana Hospital, Chicago. . . . Al House, of Glen Rock, N. J., caught the Don Francisco Circus and reports many visitors. Performers were guests of the Felix Adler Tent of CFA at a dinner.

From the Orrin Davenport Circus, Dick Lewis writes that Tommy Hanneford has been elected grand exalted ruler and monarch of the Free Roll Club, while Lewis is walking delegate and Eddie Zachini is publicity man. . . . Visitors in Cleveland included Rose Miller, Jonesy, Buddy Richards, Charlie Lewis, Carl Romig, Myron Gandee, Art and Cuddles Underhill, Mrs. Harry Thomas and children and several sports figures. . . . Parties were given by the Orrin Davenport-Jake Mills Tent of CFA. . . . Emmett Kelly gave a party for the clowns on his birthday.

From Cristiani Bros. Glenn (Sea Cow) Hart writes that for the Sara de Soto Pageant, the show's big top was put up at the fairgrounds and four shows were given. Elephants and personnel made the pageant parade despite freezing weather. . . . Clown Jimmy Daniels is back in Sarasota after an accident in Kentucky. . . . Clowns Max

Levy, Alex Menter and Phil Miranda have been signed for the 1960 season. . . . Gregg Petterson and Sea Cow had an open house recently and entertained a number of performers now in Sarasota. . . . Bud Fisher, Cristiani legal adjuster, is preparing for the new season.

The Bruno high swaypole act has been signed for amusement park dates in Sweden and Finland this summer. . . . Ben Wekar, New Jersey fan, caught Ringling-Barnum in Miami and Montgomery, Ala. He and other fans, Ethel Schmitt, Agnes W. Maier and Mike Quinn, visited Barbara Morris and Frank Cook, who had acts at the recent New York sports show. . . . Polack Bros.' publicity in Chicago has included a spread of three full-color pictures of clown Chester Sherman in The Chicago Tribune.

Two acts which have been working at the "Hall of Fame" in Sarasota this winter have been signed to go with Mills Bros.' Circus this season: They are the Pedrollas, double traps, and Mauricio, juggling.

Arnold Maley, now with the Cristiani show, will be in the wagon along with Robert Brown and Gregg Petterson, but will not be in charge. . . . Jean Warner and her TV chimp, Mike, are with the Byron Gosh All-American Circus. Charles Roark has his puppets there. Also on the show are Cimse's Scotch Collies, the Sills Sisters, Senorita Marsha, the Patines and the Rudolph Duo. Show is playing Mississippi. . . . Beverly and Bill Harnett are back at their Piedmont, Mo., quarters after a trip to Florida, where they bought a pickout pony, riding dogs, somersault dogs, ring curb and other circus equipment. She is breaking an act with seven black poodles. She was featured at the Benton, Ark., rodeo this winter with her Cindy mule act.

The Great Wallendas opened February 19 in Honolulu for three weeks with a one-week option, followed by the Frank Wirth dates that start with a 23-day stand at Hempstead, L. I., in April. Wallendas go from there to the Tom Packs dates. . . . Rosemarie Wallenda's engagement to Guillermo Magnus, of Mexico City, was announced January 29. He is production manager of three Mexico City newspapers and is on the board of the organization which sponsored the Tom Packs Circus in Mexico City. . . . Margarita Caudillo de Wallenda is still in the Central Quirurgica, Mexico City, but is showing much improvement.

## DOBRITCH MAY FOLLOW RUSS IN PARIS RUN

PARIS — A Russian circus is to play the new Palais des Sport in Paris October 25-December 4. American producer Al Dobritch reportedly has made preliminary arrangements for opening an American circus in the same building, starting December 14.

## St. Paul Opens To Good Crowds

ST. PAUL—Shrine Circus here, produced by the Orrin Davenport Circus, opened to fair business in its first four performances. Circus was playing St. Paul Municipal Auditorium March 7-13.

Matinee-only on first day (7) drew 4,372, including about 1,400 kids and the remainder paid admissions. Second day had 7,481 in the afternoon and 2,837 at night. Only about 650 were promotion tickets in the afternoon. On Wednesday (9) the afternoon had 5,467 admissions, all but 900 of them at full price. Scale was 60 cents for kids; \$1.20 for general admission, and \$1.80 or \$2.40 for reserves.

## Signs Bridgeport

BRIDGEPORT, Conn. — The city's Board of Park Commissioners has granted a permit for the Clyde Beatty Circus to appear June 1 at Barnum Field, Seaside Park.

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# Hamid-Morton Wins Despite Blizzards

Topeka, Kansas City Start With Snow, Close With Turnaways; Cat Escapes

WICHITA, Kan.—Hamid-Morton Circus opened here Monday (7) with publicity of an escaped animal to help locally and successful business in the two previous stands to set the pace.

Stands at both Topeka and Kansas City were damaged on early days by snow and saved on late days by turnaway crowds. The Kansas City run pulled a total of 74,012 people, which the police auspices said was a record.

In Topeka, the show played to 17,602 persons in seven performances at Municipal Auditorium, February 25-28, under Shrine auspices. The Auditorium seats 3,500. Attendance limped along with 1,400 who braved the snow on opening night. An extra show Friday, for school kids who missed another performance because of snow, got only 900. But when the weather cleared, crowds zoomed up to capacity on four occasions, one of them a straw house with 4,043 persons. Date came out okay.

At Kansas City, the circus began with another snowstorm. Tuesday (1), Wednesday and Thursday, performances drew from 1,100 to 4,600. Friday afternoon (4) had 5,093 persons.

Then came the big crowds—11,000, 12,000 and 13,000 over the weekend (4-6). The Municipal

Auditorium normally seats about 10,000 for the circus, and extra seating was brought in. Sunday night wind-up had 5,870, it was reported.

Major E. E. Kellerstrass said the gross reached \$105,000 and that the police association had signed Hamid-Morton for March 7-12 next year. Producer George A. Hamid was brought to city hall on a pretext and at a session of the city council he was made an honorary citizen.

As the show began its Wichita run, local papers and national wire services were carrying pictures and stories of the cat that escaped trainer Evelyn Currie. It was a tiglon, which she had taken out of its cage for publicity pictures. About 50 persons looked on as she and Senior Roberto tackled the animal and recaged it.

## WANT SEVERAL PHONEMEN

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## PHONEMEN

Wanted for K. of C., Madison, Wis.; Kenosha, Wis., K. of C. to follow. Book and tickets, 25%.  
**BOB FOSTER**  
15 E. Wilson St. Madison, Wis.  
Phone: ALpine 5-9247. No collects.

## PHONEMEN

UPC's and program; pay daily. For placement contact Robert Wiesner, care Kiwanis Club, 155 Elm St., Holyoke, Mass., phone JE 4-0651, or Mr. Eber, care Exchange Club, 184 North St., Miller Bldg., Room 210, Pittsfield, Mass., phone HI 3-9157. No collects, please.

## PHONEMEN

Shrine show. 929 Baum Ave., St. Petersburg, Fla. Phone 57491, no collect.

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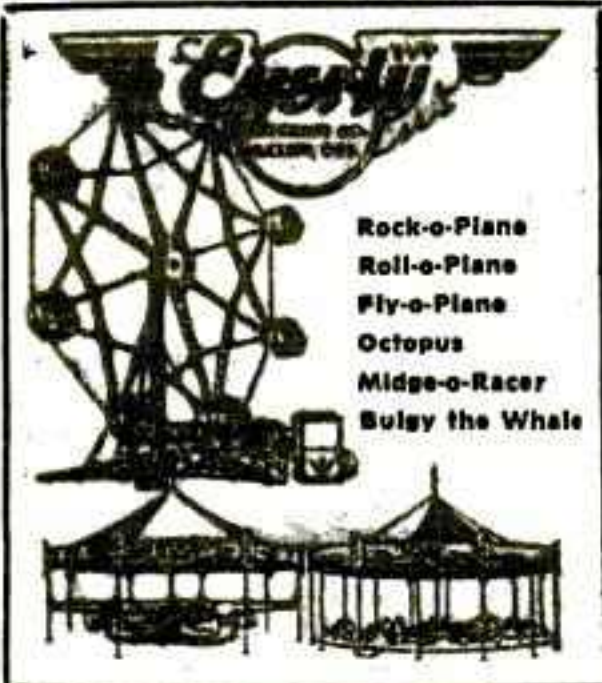
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## THE FINAL CURTAIN

**BAROWIEC**—Theodore, retired motordrome operator who formerly toured with Prell's Broadway Shows, February 29 at his home in Lodi, N. J. Survived by his widow, Elizabeth; two brothers, Frank, of Lodi, and John, Kissimmee, Fla., and a sister, Mrs. Mary Sheetz, Garfield, N. J.

**BROWN**—William, 74, for 50 years owner-manager

of the Excel Show, performing animal and variety attraction, recently in Belgrade, Me.

**BRUMLEVE**—Leah M., past-president of the Ladies' Auxiliary of the Showmen's League of America, recently in Chicago. Her late husband, Robert, was a longtime member of the Showmen's League. Funeral was held Saturday (12) with burial in St. Mary's Cemetery, Chicago.

**DISCH**—Jake J., 86, known as Clown Cop Corrigan, former clown, theater manager, UTC owner, and alderman, at Milwaukee after an extended illness. Survivors include a daughter, Ellen, of Cudahy, Wis.; a son, William, Wheeling, Ill.; and a sister, Mary, of Kenosha, Wis.

**MITCHELL**—Alex A., 77, a director of the Lloydminster Agricultural Society, March 4 at his home near Lloydminster, Sask. A prominent Hereford breeder, his stock had won many championships at fairs and shows in Western Canada. His wife died within two hours after his death. A son and a daughter survive.

**PARR**—James C., showman, in Lubbock, Tex., March 1. He was a member of the Lone Star Showman's Club, Dallas. Services in Dallas March 3, with interment in Showman's Rest, Grove Hill Memorial Park, Dallas. Elks Lodge No. 71 held graveside services. Survived by his widow, Daisy.

**PIERCY**—George, 67, veteran concessionaire who was formerly with Royal American Shows, among others, recently in Chicago after a long illness. He was a member of the Royal American Shrine Club. Survived by his widow, Marie, Chicago; his mother, Margaret, Milwaukee, and a brother, Howard, Tampa. Burial in Milwaukee.

**ROBERTS**—Voy D., 51, concessionaire with Raines Amusements the past five years, January 18 in Little Rock. Survived by his widow, Iva; a stepson, Milos Mladan; three daughters, Martha Mladan, Mrs. E. C. West and Mrs. Ann Montova; a brother, Varney, and a sister, Vera Roberts.

**SOLT**—Katherine (Babe), former circus aerialist, Wednesday (March 2), at Peru, Ind. She and her husband, Carl, worked as the Aerial Solts, playing for Shrine shows, fairs, and, earlier, the Ringling-Barnum and Sells Floto circuses. Survivors include her husband, two brothers and a sister. Burial at Denver.

**WALDRON**—Scott, 51, former head of the publicity department of the Indiana State Fair in 1946 and 1947, March 7 near Rochester, Ind. Death came following a heart attack suffered while driving his car on the highway. Since 1954, he had been public relations director of the Indiana Motor Truck Association. Waldron was a former staffer of the Indianapolis News and the then United Press. His widow, Mary, survives.

## Carnival Routes

Amusements of America: Greenville, S. C.  
Big State: Falfurrias, Tex., 14-27.  
Blue Grass: (Fair) Sarasota, Fla.  
Deggeller Show of Shows: Lakeland, Fla.  
Deggeller Show of Shows: St. Petersburg, Fla., 14-26.  
Deggeller Funland: (Fair) Stuart, Fla.  
Hunt Am. Co.: (Delaware Hills Shopping Plaza) Smyrna, Ga.  
Moore's Modern: Del Rio, Tex., 14-20.  
Page Combined: Fort Pierce, Fla.  
Peter Paul Ams.: Sanford, Fla.  
Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 14-April 12.  
Victory Rides: Abilene, Tex., 17-27.

## Miscellaneous

Lavelli, Tony, Show: Ashland, Ky., 21-22; Portsmouth, O., 23; Lexington, Ky., 25-26; Bowling Green 28.  
Matchstick Cities: Orlando, Fla., 13-16; Daytona Beach 19-23.  
O'Day, Marie, Palace Car: Elgin, Tex., 14; Eastland 15; Paducah 16; Shamrock 17; Childress 18-19; Quanah 21; Vernon 22; Wichita Falls 23-26; Gaiensville 28.  
Piccola Teatro di Milano: (Shubert) Detroit, Mich., 15-20; (Her Majesty's) Montreal, Que., 22-27.  
Sun Players: Maryville, Mo., 14-19.

## Circus Routes

Davenport, Orrin: Dayton, O., 24-April 2.  
Hagen Bros.: Oldsmar, Fla., 14; Lake Wales 15; Okeechobee 16; Pahokee 17; Belle Glade 18; West Hollywood 19; Davie 20; Pompano Beach 21; Fort Lauderdale 22; Boca Raton 23; Homestead 24; Key West 25; Marathon 26; Sweetwater 27.  
*(Continued on page 124)*

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## MARRIAGES

**PRATT-LOTER**—  
Connie Pratt, concessionaire, and Darlene Loter, performer, both of the Carson & Barnes Circus, recently in Hugo, Okla.



# Plainfield Debut Retained for WOM

RICHMOND — Winter quarters work of the World of Mirth Shows is scheduled to start in April, with the grand opening again set for the Memorial Day period. Equipment will be upped and ready in Plainfield, N. J. on Thursday, May 26. The 10-day firemen's spot is a traditional one, giving the railroad unit a good sendoff every year. The State Fairgrounds here are used for storage.

Routing plans are virtually complete, owner Frank Bergen reports. New Brunswick, N. J., will follow the opening date, then the show moves into Connecticut for two weeks, including East Hartford. World of Mirth will provide its array of rides and back-end units for the big July Fourth celebration in Lowell, Mass.

With only one week pending, the list of fairs again holds the promise of a good season. Bangor and Presque Isle, Me., are booked, as is the big Central Canada Exhibition in Ottawa. Rutland, Vt., a major Labor Day fair in New England, follows.

In the South, the show is booked into repeat engagements at fairs in Greensboro and Winston-Salem, N. C., Anderson, S. C., and the South Carolina State Fair, Columbia. Closing date, replacing the Augusta (Ga.) Exchange Club Fair, will be the new Mecklenberg County Fair, Charlotte, for which advance work has been going on since last fall.

It was announced that Mike Roman will operate the back-yard cafeteria previously run by Nora Reinhardt, and will also have the cookhouse and a grab operation. Mrs. Reinhardt is framing a grab stand of her own.

### Roman Takes Over Food

The Motordrome is being rebuilt and Flash White is rounding up some new equipment for it. The small Girl Show is also getting a complete face-lifting, for Joe Boston and Tirza's operation. Dave Wiles will return with his Minstrel

Revue, and the Chambers Torture Show, Illusion and Monkey Speedway are expected in for the opening. The show office said Walter Wanous, veteran Side Show standby on World of Mirth, is returning after a one-year absence.

Arrival of a Jailhouse unit from the Midwest and addition of a second Dark Ride will give the show one of its most potent back end assortments, Bergen noted. Mrs. H. William Jones will again have the bingo. Richmond Cox will handle publicity for fairs.

# Manning Show Quarters Open

SANFORD, N. C. — Winter quarters of the Ross Manning Shows opened here last week with the arrival of owner Manning. Some work was done prior to storing equipment last fall and no serious projects remain undone, it is stated.

# Nine Fairs Projected For G. C. Smith Shows

CUMBERLAND, Md. — Preparation by George Clyde Smith Shows is of a minor nature this winter because of work done late last fall. Winter quarters will probably not open until mid-April, but Frank A. Norton will have the cable and power truck ready to go before then.

Smith is looking forward to a promising list of fairs, including the Labor Day spot at Front Royal, Pa. The fair at Culpeper, Va.,

# Mike Doolan Leaves 27G To Four Clubs

CHICAGO — Four show clubs have benefitted from the will of the late M. J. (Mike) Doolan, Chicago Kiddieland owner and longtime operator of church picnic midways in the Windy City area.

Final disposition of his will was recently made by the Chicago City Bank & Trust Company and checks for \$6,764.26 were sent to four show clubs. Recipients were the Showmen's League of America, Chicago; Pacific Coast Showmen's Association, Los Angeles; Hot Springs Showmen's Association, and the Lone Star Showmen's Club, Dallas. In addition, the balance on two notes from the Hot Springs club were marked paid up.

In all cases the money was earmarked in the will to go to each club's hospital or cemetery funds.

Doolan, who was active in all four clubs, founded and operated Green Oaks Kiddieland on the far South Side of Chicago. He passed away June 7, 1957.

leads off, followed by Front Royal, Framville, Va.; Madison, Enfield, Edonton, Ahsokie and Littleton, N. C., and Emporia, Va.

Still dates will follow the usual pattern, preceded by two or three spots for a ride unit in the Cumberland neighborhood. A new shop truck, stock truck and two concession trailers will be built to replace two semis, eliminating the search for responsible semi drivers. Norton is in charge of quarters.

# CARNIVAL CONFAB

ROSS SINDERSON, owner-manager of Ross Amusements, info from Indianola, Ia., that they'll hit the road on May 20 for a route that is practically all fairs and celebrations. Says he'll carry 6 rides, 2 shows and 20 concessions on a tour of Missouri and Iowa. Cold and snow have hampered winter work down there, but everything will be painted and new lights installed in time for the bow. Staff, in addition to Sinderson, includes Mrs. Sinderson as secretary-treasurer; D. B. (Bob) Hill, general superintendent, and Mrs. D. B. (Evelyn) Hill, publicity. . . . Jake and Carolyn Merriman, owners of Marvel Shows, recently purchased a new home and tract of land in Middletown, Ill., and will establish a permanent winter base in that town. Merriman also notes that five new spots are on the '60 route.

Mr. and Mrs. George Warren, for many years with the old Snapp Greater Shows, have retired and are living in Brownsville, Tex., where they operate the Central News Agency in the Pan American Building. Quite a bit of news is tossed around in the agency, which has become a mecca for midway folk who pass thru that Texas metropolis. . . . W. A. (Bill) Stacy, who has been confined in the Mississippi State Sanatorium, Sanatorium, Miss., for several months, reports he's on the mend and expects to be released some time in the spring. Plans are to take out bingos. Stacy's in Ward 6 at the establishment and would appreciate mail.

★ ★ ★

There was a good turnout of showfolk at funeral services in Mobile for the late Hattie Wagner. Rites were held before the body was shipped to Chicago for burial in the cemetery plot of the Showmen's League of America. Among those at the services were George Harr, Oscar Bloom, Mrs. C. M. Lovell, Mrs. Tommy Scott, George Duzak, Frank W. Peppers, Mrs. Flonnie Barfield, Bernie Smuckler, Johnnie Adams and Walter B. Fox. Floral tributes included those from the Miami Showmen's Association, Greater Tampa Showmen's Association, Lee Amusement Company, Heth Shows, Peppers All-State Shows, Shan Wilcox, Joe Burns, Mobile Elks and Shrine clubs and the Jewish Emblem Club.

Frank Joerling

IMPERIAL (CALIF.) NOTES: Olivia Waldron, owner of Fair Time Shows, received an orchid corsage when the show opened at the California Mid-Winter Fair, Imperial. Gift was from the Indio (Calif.) Women's Club, who served as ticket sellers when the show played the Indio Fair. . . . Ed Lang, operator of Mom's Aid strollers and wheel chairs, wasn't able to use his short-wave radio at Imperial. . . . Red Larkin had the bugs at his usual spot on the independent midway for Pat Treanor and son. . . . Jerry Cirincione was one of the new agents there for Treanor. . . . Manuel (Graveyard) Rezzente, who has been with Alex Freedman for 15 years, made his top sale in Indio to Jayne Mansfield, who purchased a balloon for her son. Rezzente operated a hoopla, marking time before going to the stock show in Tucson. . . . Al (Red) Cohn on hand, handling a stand for Cecchini & Levaggi. . . . Lee Garland was again on hand with his snow cone and popcorn stand. . . . Johnnie Walker joined Fair Time Shows for the run, helping out J. B. (Red) Dauer and Jim Fay. . . . Newt and Dorothy Stone were back at their old stand on the grandstand passway with monogrammed hats. . . . Fred and Mickey Pyman also had their usual location with jewelry. . . . Lester Howell made the date before moving off to Parker, Ariz., to visit with Jimmy Lynch, food concessionaire who is wintering there. Sam Abbott

Louis Leonard is back in Chicago after a prolonged vacation in

Miami where he made many of the social events. . . . Mr. and Mrs. Al Kaufman (he's the concession op on World's Greatest Shows) are also back home in the Windy City after a California vacation. . . . Pat Purcell, NASCAR general manager, spent part of a day in Chicago en route from Daytona Beach, Fla., to the West Coast. . . . Louis (Stretch) Rice and Al Kunz have reported they'll be in Chicago for the Wednesday (16) meeting of the nominating committee of the Showmen's League.

R. J. Kolva writes that he's currently confined in the Hotel Campbell, Harrisonburg, Va., following a heart attack and would appreciate mail. Kolva reports he's been with many shows including Ken Penn, Penn Premier, Strates and the John Francis organizations. Charlie Byrnes

World of Mirth notes: Frank Bergen in better health this winter than he's enjoyed in years. . . . Bucky Allen, veteran concession boss, is becoming a Florida home-owner. He'll be with it again this year, as will Clyde Warbritten and Johnny Miller. . . . Frankie Schillizzi making occasional visits to the New York clubrooms. . . . Bud Sollenberger back in Richmond from a Miami stay, to be joined later by his family. . . . Joe Boston returning to World of Mirth to handle the Girl Shows and Revue. . . . Evelyn Currie, the lion trainer who rassed one of her cats back into its cage in Wichita, as shown in a nationally printed photo, is the well-known concessionaire who's been on shows and fairs coast to coast, with hubby Harry Currie.

Paul Goldfarb back from a four-week tour of the South and Havana, in connection with his novelty business. . . . Mrs. Catherine Vivona, of Amusements of America and 20 of her lodge pals attended the "Concentration" and "Play Your Hunch" TV shows last week and had a whale of a time. . . . Miami Showmen's Association nominating committee has Harry Modele as chairman. Members chosen from the directors are Jim Stabile, Jack Essner and John Miller Sr., with Stretch Rice as alternate, and from the body, Johnny Hoffman, Burnam (Whitey) Pelley and Barney Tassell, with John Applebaum as alternate. Irwin Kirby

★ ★ ★

FLASHBACKS: 10 Years Ago—Al Wagner, owner of Cavalcade of Amusements, announced signing Sally Rand to head a 20-person show that would bow at Montgomery, Ala. . . . J. C. McCafferty disclosed the name of Dodson's Imperial Shows would be changed to ACA Imperial Exposition Shows. Staff was set as Mrs. Art Riley, secretary, and Henry Ward, Kiddieland superintendent. Back end was to include Zeke Shumway, monkeys, wild life and snakes; Harry Clark, minstrels; Jess McCormick, Funhouse; Bill Hof, Girl Show; Clint Nogla, Arcade, and Robert Perry, Motordrome. . . . Greater Tampa Showmen's Association made the final payment on its clubhouse. . . . O. C. Buck added two light towers, monkey show and a Little Dipper for his Troy, N. Y., season's opener.

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 Renfrew, Sept. 14-Sept. 17  
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 Kingston, Aug. 27-Oct. 1  
 London, Sept. 12-Sept. 17

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Want Cookhouse, Short Range, Buckets, Cat Rack, some P. C. open, Age and Scales. Nelson Wilkins wants Help for Popcorn, French Fries, Floss and Ball Games. RIDES: Can place Paratrooper for season. Also Rockplanes and Helicopter. RIDE HELP: Men who drive. Want Wheel Foreman. SHOWS: Linda, contact John Ryan. Can place Grind Shows. Contact ROSS MANNING, General Delivery, Sanford, N. C. Phone: Spring 2-3311 from 9 A.M. to 5 P.M. No collect calls. Winter Quarters located at Castleberry Warehouse, Route 87. P.S.: Heavy McClain, come on. Bernie Feldman wants Up-and-Down Help (no cars). All Agents contact Bernie after March 20 at above address.

### GOLD MEDAL SHOWS

FIRST CALL! LAST CALL!

Both shows open April 1

Show #1 opening Columbus, Ga., Big Soldiers' Payday. Can place CONCESSIONS: All Hanky Panks open. SHOWS: Girl Show, Wildlife, Jig Show and Sideshow. HELP: Ride Help wanted, also Scenic Artist, Ride Superintendent. Winter Quarters now open. Wire or call

JOHNNY DENTON, Pike County Fairgrounds, Troy, Ala.

Show #2 opening downtown Harriman, Tenn.

Can place CONCESSIONS: All Hanky Panks open. Good opening for Bingo. SHOWS: Girl Show, Glass House, Funhouse. Ride Help, come on. Wire AL WALLACE, Harriman, Tenn.

### HEART OF AMERICA SHOWS

15 RIDES—OPENING APRIL 5—6 SHOWS

SPRING ROUTE INCLUDES 5 ARMY PAY DAYS, 6 WEEKS IN KANSAS CITY AND OMAHA, FOLLOWED BY 17 OF THE BEST CELEBRATIONS AND FAIRS IN OUR TERRITORY. SEASON CLOSING OCTOBER 10. RIDE MEN: Have openings for Foremen. Top pay, good treatment, must drive. Second Men with drivers' licenses. No cars. Winter quarters open. RIDES: Will book Pony Ride, Coaster, Scrambler, other Rides not conflicting. SHOWS: Big route for Girl Show with own equipment, need only one. Will book Side Show and Grind Shows. Need Man for Fun House and Front Gate. CONCESSIONS: Derby, Age and Scales, Short Range, Long Range, Photos, Nickel Pitches, some Hanky Panks. Good route for Penny Arcade, Direct Sales of all kinds. Contact

TED CORY, MGR., Roland Hotel, Bristow, Okla.

ALL PEOPLE CONTRACTED ACKNOWLEDGE THIS AD.

Phone calls 6:00 to 7:00 p.m. only (no collect). Show leaves winter quarters April 1.

### MAJOR RIDE WANTED—100% LOCATION

CONEY ISLAND, N. Y.—Heart of Amusement Zone

50,000,000 visitors every season. Place on percentage.

MAJOR RIDE OR RIDES CAPABLE OF GOOD GROSSES.

DAVID ROSEN, 4016 Atlantic Ave., Seagate, Brooklyn 24, N. Y.

Tel.: ESplanade 2-2178

### Ride Help—First and Last Call

Foremen for Wheel, Tilt-a-Whirl, Octopus, Round-Up, Coaster, Frolic and Kid Rides. Must drive and have licenses, sober, single. No cars. We furnish you sleeping quarters. You must have bed roll and keep clean at all times. Rides and trucks, the finest in the business and kept that way. I want Ride Men who want to work ten months out of the year. This is work, as we play shopping centers and cater to the better class. Playing large centers only. I am interested in men that have nice manners and know how to handle children. Both units of rides move out March 28; we open April 1. If you can qualify for the above, come to Greensburg, Indiana (2nd & Carver St.), March 25 or 26.

W. R. GEREN

THERE'S GOOD REASON WHY...



THOUSANDS OF READERS ARE LOOKING FORWARD TO THIS BIG ISSUE...

Be sure to see next week's Billboard for complete details

# SLA Special Meet To Set Convention

President Paul Olson to Preside At Huddle of Board, Past-Presides

Continued from page 113

voiced objection. The IMCA board, made up of fair officials, termed the IAFE board action arbitrary. In a resolution, the IMCA pointed out the IMCA was not consulted and the change of dates by the IAFE set up a conflict with the IMCA's annual driver's banquet in Des Moines.

Members of the Midwest Fair Association at that group's meeting also voiced objections, and IAFE officers were urged to weigh such objections with the view of having the IAFE reconsider its decision.

Bill Masterson, IAFE president, Thursday (10) said that he was canvassing board members to determine what reactions they have obtained from other fairs.

Meanwhile J. C. Huskisson, IAFE vice-president and manager of the Florida State Fair, Tampa, dispatched questionnaires to all IAFE members to determine what effect the date switches would have

on their attendance at the fair convention.

As chairman of the program committee, Huskisson, in the questionnaire, asked how many members would remain thru a Saturday session and also how many members planned to attend the International Livestock Show before or during the IAFE convention under the now scheduled Thursday opening of the convention.

Masterson plans to be here Thursday (17) to confer with Showmen's League officials.

Huskisson and Frank H. Kingman, IAFE secretary, also are due in that day to work on convention planning.

A heavy attendance is expected at the League's special meeting. Olson will fly in from his Florida home. J. W. (Patty) Conklin and Floyd E. Gooding, both league past presidents, are among others who will come in from considerable distances.

## North Jersey Set for How-Reit Still Dates

NEW YORK—One and possibly both of the How-Reit Shows units will play the major part of the still-date season in metropolitan New Jersey, it is reported. Partners Al Howard and Pat Reithoffer Jr. have been booking dates in the area and prospects are termed excellent.

The show, successor to the former I. T. Shows, will repeat its

visits to the Orange County Fair, Middletown, August 6-13, to open the fair season. Arrangements have also been completed for the Morris County Fair, Troy Hills, N. J., August 20-27.

The Troy Hills dates represent a substantial change from tradition. The fair has been a Monday-thru-Saturday event, and now is running Saturday to Saturday.

How-Reit is being augmented with several new units. A Frolic Ride has been delivered from the King factory, and three kiddie rides have been bought also. At winter quarters in Pennsylvania a Fun-house and Girl Show have been constructed.

### CLUB ACTIVITIES

CHICAGO—Ed Sopenar opened the regular Thursday (10) meeting. Also on the platform were Bernie Mendelson, treasurer; Hank Shelby, secretary, Fred H. Kressmann and Elmer Byrnes.

Sick list included Russell Dean, in a Tampa hospital; Charles McDougall, Santa Rosa Hospital, San Antonio; Nat Green, Passavant Hospital, Chicago; Sid Jessup at home in Sarasota. Roy Crandall is out of the hospital and resting at his Brooksville, Fla., home.

J. L. Clayton, president of the Showmen's Guild of Australia, visited and will spend the week in Chicago. Al Kaufman back from California; Bernie Mendelson back from Florida. Foxy Goldfen visited the clubrooms. Secretary plans on leaving about March 20 for a Florida vacation.

John (Muscles) Dundee treated the membership with chicken a la king following the meeting.—HANK SHELBY.

### MERRY-GO-ROUNDS

1960 Jumping Carousels. Kiddie size, 20 ft.; teen age, 30 ft.; adult, 32 & 36 ft. sizes; Kiddie Rides. The Ferris Wheel, Auto, Airplane, Pony Cart, Boat Rides. Music Boxes, Ticket Booths. We also custom build

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### LARGE ROLLER RINK

Right on busy midway. Available for any inside attraction. Write your best offer. Also need Midway Games and Attractions.

JOHN J. CARLIN

BUCKEYE LAKE PARK

Buckeye Lake, Ohio

### The New Roman Target

Manufactured under U. S. Pat. No. 2619348. The greatest stock concession ever built. Write for literature and Prices.

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Joplin, Mo.

Phone: MAYfair 4-5214

### WANTED CAGE WAGONS—SMALL PONY TYPE

Address:

MONTANA CHARLIE

7300 Randolph St. Forest Park, Ill.

### Bargains—Rides for Sale

Herschell MGR, complete factory rebuilt, new horses, \$5,000; 2-Car Octopus, long arm, in good condition, \$3,500; Roll-o-Plane, in good condition, \$1,750; KIDDIE RIDES, all in good condition; Water Boat Ride, Choo-Choo Locomotive Train, Elephant Ride. All rides can be purchased individually.

R & B KIDDELAND

403 Lafayette Blvd., Long Beach, N. Y.

### COMPLETE KIDDELAND RIDES AVAILABLE

Well maintained, in excellent condition. Includes one Miniature Train, G-16, with 1,000 ft. of track, signals and operating equipment. One Merry-Go-Round, 36 ft., new top. One Kiddie Roller Coaster, Allan Herschell, 36x102. One San Antonio Roller Works Kiddie Ferris Wheel. One Kiddie Boat Ride, five boats with new covers. One Kiddie Airplane Ride. One Kiddie Coaster, King, 30 ft. Four Pony Tractors. All Concession Stand equipment and all Allied equipment, such as towers, lights, signs, etc. Must sell complete unit. Make offer.

Call or Write

A. G. HEBERT

8841 W. Southview Ave., Brookfield, Ill.

Phone: Hunter 5-6648

### WANTED TO BUY

40 x 80 and 50 x 100 and 20 x 40

### TENTS

Must be flame resistant and in good condition.

F. W. Miller

6061 Chef Mentur Hwy.

Phone: WH 4-4969 New Orleans, La.

### WHITIE CALER HAS FOR SALE

16x36 Bingo, complete, in very good condition, \$300; 14x28 like-new Top, \$150; 12x24 Top and Frame, good condition, \$150; African Dip, \$150. Want Agents for Hoop-Las and Hanky Panks of all kinds. Contact now. Excellent proposition for sober, reliable people.

WHITIE CALER

Box 93, St. Mark, Fla. Phone 961.

### FOR SALE

2-Abreast Merry-Go-Round. 1957 Spinaroo. Both in exceptionally good condition.

(HARRY CRIMMINS, CALL)

ROD LINK

7931 S. W. 16th St.,

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### GOLD BOND SHOWS

Contracting Now for 1960

Want Rides, Shows and Concessions. Also Ride Help. Address:

P. O. Box 229, Mt. Sterling, Ill.

Winter quarters—Fairgrounds

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WRITE FOR 1960 DATE BOOK

CENTRAL Show Printing Co., Inc.

MASON CITY, IOWA

### FOR SALE

Allan Herschell Jeep Ride, Auto Ride, \$4,200 for both. Transportation if desired. Rides in A-1 condition. Can be seen at Martin Co. Fair, Stuart, Fla., March 14-19.

DEGELLER AMUSEMENT COMPANY

Thank You

JOHNNY MAJOR

Concessionaire, Prell's Broadway Shows, For your DeSoto purchase.

"Save Money With Johnny"

JOHNNY CANOLE

8861 N.W. 18th Ave. Miami, Fla.

Phone: PLaza 1-0206

### CARNIVAL WANTED

Good, clean Carnival with 10 or 12 Rides. 5 or 8 must be major Rides. Also want 15 to 20 Concessions for New London Homecoming, New London, Wis. Prefer July 1 to 4. Also interested in any opening dates. Write

MELVIN BORCHARDT

1401 Wyman St., New London, Wisconsin

### RIDE MEN WANTED

SOL'S GREATER SHOWS Foreman jobs open for 1960 season, top pay, good treatment. Winter quarters now open. Show opens early April. NOTE: Carl Richie and father, contact; also Miller Stevenson and family.

SOL ROSENFELD

908 South Auburn St., Indianapolis, Ind.

Phone: CHapel 1-0839

NO COLLECTS ACCEPTED.

### \$25.00 REWARD

For information or address of Peggy LaDuke or Peggy Jackson

Gilbert LaDuke

Box 3026, Hollywood 28, Calif.

### SHOW TENTS

HARRY SOMMERVILLE

516-518 East 18th St.

Kansas City 6, Missouri

Phone: Harrison 3026

CENTRAL Canvas Company



# Timonium Midway Decision Pending

TIMONIUM, Md. — Announcements on dates and midway occupant for the 1960 Maryland State Fair are pending. John Heil, general manager, reports the delay as unavoidable and hinging on approval of flat racing dates by the Maryland Racing Commission. The situation should be resolved and announcements made around the end of the month.

Timonium offers pari-mutuel racing as an integral part of its fair program every year, altho, by a unique arrangement there are separate outside gates for the fairgrounds and the racing enclosure, with a pass-thru gate.

The fair has projected its dates at August 29 to September 10. If the Racing Commission approves, then the dates will become official.

# Bloomsburg's Midway Award To Reithoffer

Retain Key Date To End Season; Show Units Built

DALLAS, Pa.—Signing of the midway contract for this fall's Bloomsburg Fair was announced this week by Pat Reithoffer Jr., manager of the Reithoffer Shows. In retaining the valuable date the show thereby continues to end its season with a bonanza stand.

Bloomsburg will run the last six days in September after which the show will head into the barn. In recent years the show has stored some of its equipment on the grounds.

Reithoffer said improvements to the midway this season call for the last section to be paved, finishing the job which has been progressing steadily over the years. The layout will be revamped.

A new dark ride featuring large cutout figures in front is finished in quarters. Called "Trip to the Lost Dutchman," it uses a gold mine theme. Also finished is a Mirror House. Each has a 70-foot front.

On the winter quarters schedule is the annual pre-opening buffet and entertainment, sometime in April.

and the directors will then meet to dispose of the many midway submissions. Heil confirmed that bidding is intense as usual, with several organizations represented.

Dave Endy has been the midway manager, succeeding Jake Shapiro a couple of seasons ago. One contract renewed is that for the Ben Weiss bingo, retaining its key independent location.

## Gooding Adds Two Shows to Back End

COLUMBUS, O.—Two more shows have signed to go out with the Gooding Amusement Company major unit over the Southern fair route, Floyd E. Gooding announced. They are Glen Porter's Monkey Speedway and the Globe of Death, owned and operated by Marcella and Nancy Rocco.

COSHOCTON, O. — Powelson Amusement Company has been awarded the contract for the 86th annual Northwestern Volunteer Firemen's Association convention in Defiance, O., Dick Griley, amusement firm's general agent, announced.

Dates for the event, which drew bids from several other shows, are June 13-18.

## YOUR BEST BUY IN RUBBER NEO-PRENE POWER CABLE



Low Bargain Price New Portable Electric Power Cables

Extra flexible weather-resistant Jacket

1, 2, 3 and 4 Conductor Cables carried in stock. Call us or come out to Universal. Our warehouse is only 20 minutes from the Loop.

### BUYS IN HEAVY-DUTY PORTABLE CABLES

	2/C Per Foot	3/C Per Foot	4/C Per Foot
#14	8¢	11¢	14¢
#12	11¢	15¢	20¢
#10	13¢	16¢	25¢
#8	25¢	28¢	57¢
#6	31¢	41¢	71¢
#4	38¢	X	1.05
#1	X	1.00	X

In addition, many other constructions and sizes are in stock at equally attractive prices. We cut cables and ship anywhere.

UNIVERSAL WIRE AND CABLE CO.  
2933 No. Paulina Chicago 13, Ill.  
Phone: EAstgate 7-4777

### FOR SALE "C" CRUISER \$2,000 ALWAYS PARK RIDE

P. O. Box 244 Manchester, N. H.  
Phone: NATIONAL 3-7712, Manchester.

### WANTED

RIDES FOR COLORED BEACH Season from Decoration Day through Labor Day. Large attendance. Beach in 13th season.

STEVE M. ROSE  
8001 Virginia Beach Blvd., Norfolk, Va. Lot No. 1-A

### LARGE AUTO SPEEDWAY (NEW YORK AREA)

EXCELLENT FACILITIES — STOCKS, MIDGETS, SPORTS MODIFIED. Opportunity for promoter or investor — for part or full interest. For details write: BOX 369, Billboard 1564 Broadway New York 34, N. Y.

MICHIGAN'S NEWEST AND CLEANEST MIDWAY

# SKERBECK AMUSEMENT CO.

(Great Northern Shows)

## OPENING MAY 9 AT ESCANABA, MICH., FAIR AND CELEBRATION

We Play Lake Linden Firemen's Frolic; Marquette, K. C., Festival; Sault Sainte Marie International Celebration, Whitehall Centennial, Port Huron Blue Water Festival (Downtown), Crosswell Fair, Otsego County Fair, Clare County Fair, Bay County Fair, Isabella County Fair, Tuscola County Fair, Berlin County Fair (Marne), Then South to Georgia With Eight More Fairs to Follow.

CONCESSIONS OPEN—Hi-Striker, Center Pitches, Ball Games, Over & Under, Tip-Up Coke, Derby, Direct Sales, Roman Targets, Short Range or any legitimate Concessions. Open Midway but will not overload.

SHOWS—Shows of merit that cater to the entire family.

RIDES—Rolloplane or Paratrooper.

RIDE MEN—If you don't drink and can drive semi, the best of treatment here.

Winter Quarters open April 1 at Fairgrounds, Escanaba, Mich.

Interested in buying 20 x 30 and 30 x 40 Show tops complete. Must be in good condition. Would like to lease or book man with at least a 125 kw. diesel generator from July 1 until closing.

FOR SALE—In good condition, 42-ft. Parker Merry-Go-Round, 24 large, beautiful carved wooden horses and three small horses. This Ride has steel mud sills and modern electric motor drive. Priced right for quick sale.

Concessions and Shows, Contact:

PAUL PITTMAN, Concession Superintendent  
Box 514, Gibsonton, Fla., until April 15;  
then Box 218, Escanaba, Mich.

All Others, Contact:

EUGENE OR PAULINE SKERBECK, Owners  
Skerbeck Shows, Dorchester, Wis., until  
March 23; then Box 218, Escanaba, Mich.

Phone on Fairgrounds from 9 to 5 only. Will not accept collect calls or wires.

## GOOFY-GOLF®

A Complete 19-Hole Prefabricated Miniature Golf Course!  
NEW! FOR 1960—COMPLETE FIBRE-GLASS UNIT.  
NEW! OBSTACLES TO CHOOSE FROM—For permanent or temporary installations that will compare with courses costing 3 times as much. Has MORE PLAY APPEAL and EYE APPEAL than any other miniature Golf Courses on the market.  
Includes EVERYTHING from Caddy House, Lights, Illuminated Sign, Animated Obstacles, Clubs, Balls, Greens, Fairways, Number and Par Markers, etc. A COMPLETE PACKAGE.  
Can be in operation within a week.  
SUPPLIER FOR ALL MINIATURE COURSE NEEDS.  
Detailed information and prices upon request.  
Call or Write TODAY!  
PHILLIPS AMUSEMENTS, INC.  
208 S. Robinson St., Bloomington, Ill.



NOW is the Time to Order New Equipment for 1960 Operation!  
J. J. Frederick, experienced ride owner and operator, writes about his BIG ELI Rides during the 1959 season.  
"The No. 5 BIG ELI Wheel is among top grosses, with only the Scrambler beating it."  
Compare this year's prices of BIG ELI Wheels with 1959 prices. BIG ELI Wheels are built to stand the test of time at low upkeep cost and return good profits for your investment. Ask for Price List A-74 TODAY.  
ELI BRIDGE COMPANY  
Backed by 40 Years of Experience  
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## MARKS SHOWS, INC.

Mile Long Pleasure Trail  
NOW BOOKING FOR SEASON 1960

SHOWS: Any family-type show with or without equipment. Account of disappointment, can place Girl Show. RIDES: Any new and novel ride. CONCESSIONS: Legitimate Concessions of all kinds except Eats and Drinks. RIDE HELP: Experienced and dependable Ride Help. Proven still-date territory followed by fourteen weeks of bona fide Southern fairs.

Address: JOHN H. MARKS, P. O. BOX 771, RICHMOND, VIRGINIA.

## REID'S GOLDEN STAR SHOWS

Opening March 25, near Dublin, Ga.

Want Concessions: Bingo, Glass Pitch, Mug Joint and Penny Pitch. Rides: Will book, buy or lease Octopus or book set of Kiddie Rides. Help Wanted: Electrician, Man and Wife to operate office-owned Cookhouse. For Sale: Complete Popcorn Stand with good-as-new Cotton Candy and Snowball Machine. Two Monkey Motor Cars, one 30 by 30 Round Top (new). Five Parker Horses in fairly good condition. Bob Smallwood wants Agents: Pin Store, Skillo, Cork Gallery, Pea Pool, Over and Under. Johnnie Sistrunk, Boagy and Aggie, come on. Sam Houser wants Agents.  
ELMER REID  
Dublin, Ga.

General Delivery

## DIXIE AMUSEMENTS

WANT FOR OPENING DATE, OKEENE, OKLA., APRIL 1-3.

CONCESSIONS: Can place String Game, Ball Game, Fish Pond, Bumper, Short Range, Glass and Bear Pitch, other Concessions not conflicting.  
RIDES: Will book one more major Ride such as Octopus, Coaster or Tilt-a-Whirl for this date.  
RIDE HELP: Need Ride Help on Wheel, Merry-Go-Round, Mix-Up and Kid Rides. Must be sober and have valid chauffeur's license. Report to winter quarters, now open, Bentonville, Ark. Address:  
CLIFFORD DAVIS, Mgr.  
BOX 53, BENTONVILLE, ARK., UNTIL MARCH 30.

## ALL AMERICAN SHOWS

Can place for Bamberg, S. C., Junior Chamber of Commerce Celebration, March 21-26.

Hanky Panks, Short Range and Concessions that work for stock. Lee Hos wants Agents. Want family-type Shows. Will book Rolloplane and Scrambler for season.  
STEVE DECKER, Western Union, Allendale, S. C.,  
March 14-19.

## NOW BOOKING

MAJOR AND KIDDIE RIDES FOR SHOPPING CENTERS AND STILL DATES. CAN ALSO USE GOOD HIGH ACT OR GOOD ANIMAL ACT FOR 25 WEEKS' WORK AT SHOPPING CENTERS. Contact  
MIKE WOLD AMUSEMENTS

4922 N. Kedzie Ave. Chicago 25, Ill.  
Phones: Independence 3-0704 or Longbeach 1-1077

## RIDES FOR SALE

NO. 5 ELI WHEEL ROUND-UP  
MONKEY SPEEDWAY  
PRETZEL CARS and TRACK

Write or call

OKLAHOMA OPERATING COMPANY  
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## USED RIDES 1959 KIDDIE CHAIRPLANE

Complete — Excellent condition — Like new.

TRAILER MOUNTED AUTO RIDE

Late model Fiberglass cars. Completely equipped. Both newly painted and fully guaranteed.

Write or phone

Smith & Smith, Inc.  
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## THE MIDWAY'S TOP MONEY MAKER FOR OVER 30 YEARS

## TILT-A-WHIRL



Adds lots of flash for your midway thrills that make it a consistent repeater. Simple operation with lasting value year after year.

Check These Important Features:

- Beautiful Fluorescent Lighting
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# ROYAL AMERICAN SHOWS

"WORLD'S LARGEST MIDWAY"

Want for 1960 season, opening first week in May in Memphis

Can use A-1 TALKER FOR DISNEYLAND WESTERN SHOW. Because of adding more rides, have opening for ROCKET FOREMAN. Also experienced ASSISTANT ELECTRICIAN.

Can use a few Men in our Tractor Department as Truck Drivers and Cat Skinners. All applicants for these positions must furnish the best of references as to their CHARACTER AND ABILITY.

Can use immediately in quarters, 2 SIGN LETTER PAINTERS.

All replies to BOB HASSON, c/o ROYAL AMERICAN SHOWS, Box 512, Tampa, Fla.

# PENN PREMIER SHOWS

*world's • cleanest • midway*

OFFICIAL OPENING—SATURDAY, APRIL 9

**CONCESSIONS** Can place Photos, Age, Scales, Short Range, String, Basket Ball, Fishpond, Ball Games and any other legitimate Concessions that work for stock. (Arkey, Lee, West, Chism, answer.)

**SHOWS** Can place Wildlife, Funhouse, Monkey Show and any other Shows not conflicting. Fink, answer.

**RIDES** Can place Scrambler, Paratrooper or Wild Mouse.

**HELP** Can place Foremen for Wheel, Octopus, Rolloplane, Merry-Go-Round and Allan Herschell Kiddie Rides. Place Second Men on all Rides. Must drive semis. CAN PLACE GOOD, RELIABLE MECHANIC WITH TOOLS. Must be sober and reliable. (Fritz, Belmar, answer.)

Winter quarters open. Address all mail and wires to  
**LLOYD D. SERFASS, Owner, Henderson, N. C.**

Phone Joseph Gilman, Secy., Geneva 8-7238, Henderson, N. C.

KEYSTONE STATE SHOWS' second unit opens early in May. All celebrations, no still dates. Watch for future ads.

## Circus Routes

• Continued from page 120

Hamid-Morton: Memphis, Tenn., 19-25.

Kelly-Miller: Bonham, Tex., 20; Greenville 21; Waxahachie 22; Mineral Wells 23; Abilene 24; San Angelo 25; Midland 26; Pecos 27; El Paso 28.

Polack Bros.: (Medinah Temple) Chicago, Ill., 14-20.

Ringling Bros. and Barnum & Bailey: (Coliseum) Charlotte, N. C., 16-20; (Ice House) Had-donfield, N. J., 23-24; (Trade & Convention Center) Philadelphia, Pa., 25-29; (Garden) New York 31-May 15.

## Legitimate Shows

Dark at the Top of the Stairs: (H. S. Aud.) Huntsville, Ala., 14; (Westcott) Tallahassee, Fla., 16; (Peabody Aud.) Daytona 18; (Municipal Aud.) Orlando 19; (War Memorial Aud.) Fort Lau-derdale 23; (H. S. Aud.) Ocala 24; (City Aud.) Savannah, Ga., 25; (Royal) Columbus, Ga., 26.

Look Homeward, Angel: (National) Washington, D. C., 14-26; (Ind. U. Aud.) Bloomington, Ind., 28.

Sweet Bird of Youth: (Biltmore) Los Angeles, Calif., 21-April 16.

West Side Story: (Shubert) Boston, Mass., 14-20.

## Ice Shows

Holiday on Ice of 1960: (Aud.) Memphis, Tenn., 14-15; (Exhn. Hall) Miami Beach, Fla., 18-27.

Ice Capades, 19th Edition: (St. Dom's Arena) Lewiston, Me., 14; (Roberts Stadium) Evansville, Ind., 16-20; (Expo. Bldg.) Little Rock, Ark., 22-27.

Ice Capades, 20th Edition: (Stadium) Chicago, Ill., 16-27; (Arena) St. Louis, Mo., 28-April 3.

Ice Follies of 1960: (War Memo-rial Aud.) Rochester, N. Y., 15-20; (Memorial Aud.) Buffalo 22-27.

## Arena Routes

Georgian State Dance Co.: (Gar-den) New York 27-30.

New York City Opera Co.: (Ind. U. Aud.) Bloomington, Ind., 17; (Masonic Aud.) Detroit, Mich., 18-19; (Eastman) Rochester, N. Y., 21; (Loew's State) Syra-cuse 22; (Symphony Hall) Bos-ton, Mass., 23-24; (Bushnell Aud.) Hartford, Conn., 25-26.

## FOR SALE COMPLETE or SEPARATE

1-1948 Ideal, 30 horse, 36 ft. Merry-Go-Round and 32 ft. Trailmobile Van Trailers.  
1-1948 #12 Big Eli Ferris Wheel.  
1-1949 Tilt-a-Whirl and one 28 ft. and one 32 ft. Van Trailers.  
1-1951 Rocco Jet Plane Ride.  
All equipment clean and in top shape. Ready for operation. Best offer takes all or part.

BOX 982

Billboard Pub. Co.  
188 W. Randolph St. Chicago, Illinois

## HAVE AVAILABLE NEW FLYING COASTER

Want to place in park or loca-tion for 1960 season. Ready to go, available May 1.

**P. E. REITHOFFER, JR.**  
Shrine Acres, Dallas, Pa.  
Phone Orchard 4-4686

## Clifford H. (Stash) Gray

"MUSTACHE" GRAY

Call me collect at Victor 2-9888, Oklahoma City, Okla.

The Albany, Ga., deal is off. Call me, I'll explain.

GEORGE TURNER

## \$300 CASH REWARD for location of DON YARBER

Young ride man; wife, Margaret, and small child. One finger missing, slender, short haircut, last with Dobson Shows.

For reward, call collect.

**GEORGE TURNER**  
Victor 2-9888  
Oklahoma City, Okla.

## NOLAN AMUSEMENT CO.

WANTS RIDE HELP

Foremen for Wheel, Merry-Go-Round and Rock-o-Plane. Second Men on all Rides.

Winter quarters now open.

Address: Zanesville, Ohio  
(Phone: GL 2-3398)

## BELLE CITY SHOWS

Opens April 4 to 13, Milwaukee, Wiscon-sin. South 6th and W. Virginia lot. All mixed nationalities. N. Teutonia and W. Capitol lot to follow. Then S. Chase lot. Want clean Skill and Science Con-cessions. Also all Ride Help and Drivers, the sensible type. Best route of its his-tory, no blanks. Kenosha, Wis., twice, home of the Rambler cars, working three shifts. Milwaukee third ward feast and Burlington for Fourth of July. Ten fairs and six street celebrations. Get in touch at once.  
**CHARLES G. PANACEK, Owner**  
3453 N. Third St., Milwaukee 12, Wis.

## FOR SALE

TILT-A-WHIRL

Good condition, can be seen up for in-spection here. This is one of the best used Tilt's in the country; come, look it over. With two semis, no tractors, \$8,500 or \$8,000 without semis. All replies  
**J. L. KEEF, Box 201, Valdosta, Ga.**  
Phone: CHerry 2-9913

## NOTICE!

Friends and Fellow Showmen. Need assistance to engage attorney. Held on serious charge and can furnish proof of innocence, but not without help of legal counsel.

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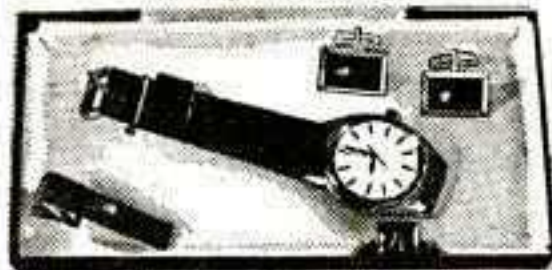
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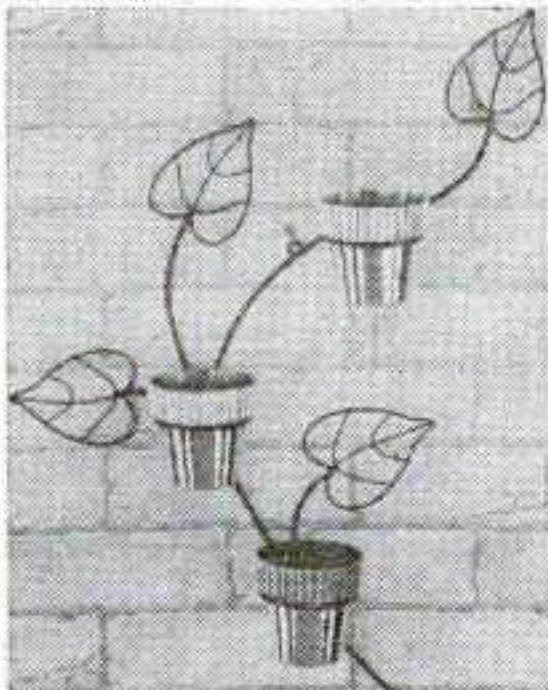
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Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

### SLEEP TOY



A plush bunny-eared sleepy doll that serves as a pajama bag. Face is rubber and is hand-painted. Head rests on a satin pillow. Plush, zippered pajama bag detaches. Packed individually in poly bags. Six-inch rabbit with bag, \$14.25 per dozen; 12-inch, \$19.80 per dozen.—Ace Toy Manufacturing Company, 536 Broadway, New York.

### WALL BRACKET



Over-sized wall planter with three pots measures 23 inches high. Available in two styles, brass pots and black rack or brass rack and white pots. Hold standard 3 1/2-inch clay planting pots.—Artistic Wire Products Company, East Hampton, Conn.

### POP-UP FLUTE



A real musical instrument for the youngster. When its blown, Donald Duck pops up from the box. Fingering holes are numbered with music that is included. Suggested retail price, 98 cents.—Multiple Products Corporation, 200 Fifth Avenue, New York 11.

### PLAY TENT



Water repellent tent can be used indoors and outdoors. Has 20 feet of floor space, is four feet high and weighs five to seven pounds.—Springfield Tent & Awning, 339 West Clark, Springfield, O.

### STILTS

Stilts said to be strong enough to hold a 200-pound man. Available in three sizes—54-inch, five feet and six feet. Suggested retail price, \$2.70, \$2.98 and \$3.45 respectively.—Skill-Stilts, 2250 South Halsted, Chicago 8.

### SWIMMING TOY

Item called Bobo is billed as the world's champion swimming dog. Imported from Germany, retails at \$1.39 each. Toy swims, dives, tumbles, wiggles, splashes, paddles, clowns and turns. Is completely self-powered and uses no batteries. Distributor says it's good for outdoor sales, office buildings, fairs, carnivals, party plans or for resale to stores.—Emke Distributing, 1047 East Grand Boulevard, Detroit 7.

### RUBBER MOP

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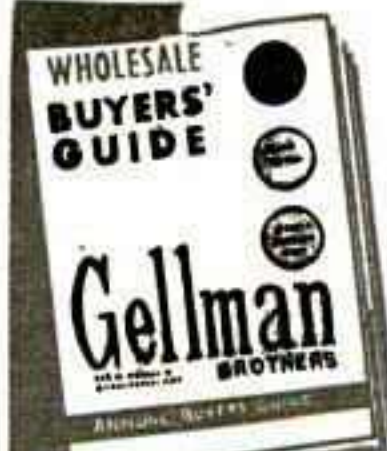
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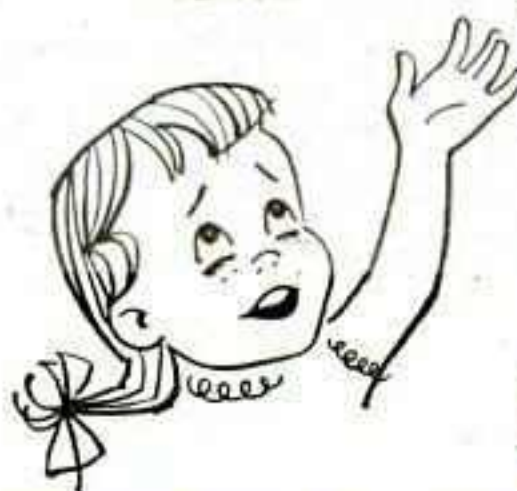
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Fred Hudspeth and Chic Denton got together in Dallas for a couple of jackpot sessions. . . . Bill Newman, Al DeZure and Morris Cooper were reportedly picking up plenty of loot in department stores via Pedi-Stone demonstrations. . . . Clyde Forkner was getting money around the Danville, Va., tobacco markets. . . . C. D. Newsome was doing well for himself in the Lexington area of the Blue Grass State.

Joe Barker and Joe Halley were in the Fort Wayne, Ind., area. . . . Eddie Gillispie was pushing rug braiders in Chicago. Also in the Windy City were Harry Dempsey, working rug cleaner to excellent takes in the Sears State Street store, and June Kare, hospitalized for injuries suffered in an accident. . . . Marty Brown planed to Europe for a three-week trip.

Big Al Wilson, who worked coils at the Tampa fair with Jack Anthony, was planning to make a home show in Boston with Bill Emery. . . . Visitors at the Monkey Ranch, operated by Mr. and Mrs. Bob Noell in Tarpon Springs, Fla., were Mr. and Mrs. Harry Taylor, Doc and Mrs. Raggett, Glenn Porter, Mr. and Mrs. J. S. Maurer, Mr. and Mrs. George Duefrene, Mr. and Mrs. John Santoro, Mr. and Mrs. Seymour Hoskins, Lynn Watkins, Hoxie and Betty Tucker, Mr. and Mrs. Harry LeRoy, Mike Mackey and Mr. and Mrs. Harry Taylor.

J. J. Arnold, of the Bardex med show, Sarasota, Fla., lettered: "We have been working at a fast clip here readying equipment for an early Florida opening. Many of the old personnel will be back the com-

ing season plus a number of new people. There will be several changes made in the operation of the organization. Mr. Warren has been busy most of the winter getting things in shape for the coming trek. Doc Bartok and Mr. Warren took off on a business trip to look over some new territory."

**WINTER FAIRS**

Arizona  
Yuma—Yuma Co. Fair, April 6-19. Frank Deason.

Florida  
Quincy—West Fla. Fat Cattle Show & Sales April 5-7. John O. Russell.  
Sarasota—Sarasota County Fair, March 14-19.

**Mesquite, Tex., Considers Sale of Plant**

MESQUITE, Tex.—Plans for the selling of the eight-acre fairgrounds of the Dallas County Fair have been announced.

According to Robert Yarbrough, fair president, the board of directors decided that the property has become too valuable to be used as a fairgrounds and that the fair needs capital to enlarge and improve its annual run.

The property was estimated as worth between \$40,000 and \$50,000. Three acres of adjacent property sold recently for \$20,000.

Yarbrough said that the school district has shown an interest in the land, but final decision is up to the 50 stockholders in the fair.

**Hardisty Rodeo Elects**

HARDISTY, Alta.—Bud Young has been elected president of the Hardisty Stampede Association. Douglas Harrison is vice-president; Mrs. Mary Goodrich, secretary, and Pat Madden, treasurer. Plans are under way for this year's rodeo. Any profits may go toward a community project.

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HANDWRITING ANALYSIS—FUNDAMEN-tals taught in 8 correspondence lessons. Professionally presented. Lesson One, \$1. Maurice Layne, 13930 Monica, Detroit 38, Michigan. mh14

LEARN AUCTIONEERING — TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. mh21

LEARN SIGN PAINTING — HAVE YOUR own shop or make money on the road. Straley Lettering, 410 So. Western, Spring-field, Ohio.

Magical Supplies

MAKE \$400 A DAY WITH MAGIC. NEW Show Plan shows how to make big money with simple tricks. No skill needed. It works at Trade Shows, Fairs and Super Markets. No pitch, no investment. Send \$1 to Kelly Green, 136 W. 7th St., Los Angeles 14, Calif.

Did This Ad ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED A sure way to attract more attention and secure greater results. RATE: \$14 PER INCH Rule border permitted when using one inch or more.

NEW 148-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Hroscoopes, Crystals, Graphology, Sub-Miniature, Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. mh25

Miscellaneous

People Want THE PUFF AND WHISTLE Get a "LITTLE TOOT" Real Steam Train. CROWN METAL PRODUCTS CO. Wyano, Pa. West Newton 1550

SIGNS—DO THEM YOURSELF WITH EASY-to-use patterns. Write for free circular. Ansel Rahn, 116 George, Mt. Prospect, Ill. mh21

Personals

JERRY MULLINS, PLEASE GET IN TOUCH with me at once. Very important. G. Lourie, RD #4, Bridgeton, N. J.

\$75 REWARD FOR LOCATION OF 1958 DeSoto Station Wagon, Serial #LS10372, owned by Jerry Mullins, formerly of Mer-chantville, N. J. Reward will be paid to anyone, including Mr. Mullins; no questions asked. Call collect or write to the Cumber-land National Bank of Bridgeton, N. J. Phone: GL 1-3406, ask for Mr. Bullock.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-12a

Printing

NEARGRAVURE EMBOSSO LETTERHEADS! Sparkling! Dynamic! Special Engravings, layouts in golds and colors; Circuses, Carnivals, Parks, Kiddielands, etc. Samples 10¢. Be surprised. Solldays Colorprint, Knox, Indiana. mh28

WINDOW CARDS QUALITY 14X22 NON-bending 3-color Posters, 50 words copy printed in black ink, \$9 hundred; 17x26 size, \$1.50. Speedy service. Daylo Auto Bumper Stickers, size 4x15, yellow, red or green, \$13 hundred. Tribune Press, Dept. 160, Earl Park, Ind. mh28

Salesmen Wanted

SALESMEN — BIG MONEY SHOWING NATIONALLY advertised Down-Spout-O-Matio, sensation wherever shown. Attaches to all down-spouts, uncoils when it rains, recoils after it rains. Once in a lifetime item. Dry basements guaranteed. Commissions advanced. Special sample offer. Campbell Co., Rochelle 58, Ill. ch-np

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. ch-12a

Tattooing Supplies

HARD TO GET ITEMS—SOLDER-ALL, CON-tact Points, concentrated Black Ink, No. 12 Sharps, Designs. Zels, 728-A Leslie, Rock-ford, Ill. mh28

Wanted to Book

WANTED: KIDDIE RIDES, SIDE SHOWS, week of July 4 thru 9, Chamber of Com-merce Parking Park, showgrounds 10 acres, hard-surface parking adjacent 10 acres. Apply by April 1, 1960. Veterans Memorial Week Committee, Box 118, Charleroi, Pa.

Wanted to Buy

AMPICO PLAYER PIANO ROLLS, IN GOOD condition. State price and quality. How-ard Walton, 174 Doan Ave., North, Paines-ville, Ohio.

AMUSEMENT EQUIPMENT—EVANS RACE Horse, Big Six, Color Wheel, Mouse Game, Beat the Dealer, Wheels, C&B Tables, any condition, or what have you? 1601 Hoag St., Toledo, Ohio. mh28

JOHN ROBINSON, CHRISTY, GENTRY, AL G. Barnes, Hagenbeck-Wallace, Sells-Flote Letterheads and Lithos wanted; any size. A. V. Braun, R. D. #1, Box 495, Egg Harbor City, N. J.

KIDDIE RIDES WANTED

Train, Merry-Go-Round, Auto, Boat, Rocket, etc. Airmail prices, details and photo to

RONWILL

P. O. Box 1192 Honolulu, Hawaii

RECORDS—WILL PAY 10¢ EACH FOR OLD rock 'n' roll 45's, 1954-1960. Good groups only. Geiger's, 1149A 6th Ave., New York 38, N. Y. mh14

WANTED—RHESUS MONKEYS, STATE price and size. Sabana, 401 Newman Ave., New Orleans 21, La. Phone: VERNON 3-1868.

COIN MACHINES

Help Wanted

ESTABLISHED, EVER-EXPANDING COIN machine manufacturer seeks experienced Development Man. Located New York metropolitan area. Salary open. All replies strictly confidential. Box C-267, c/o The Billboard, 1584 Broadway, New York 36, New York. ch

Opportunities

ARCADE FOR SALE—ONE SQUARE FROM navy landing. Box C-591, c/o Billboard, Cincinnati, O.

Parts, Supplies

ATTENTION! VENDING MACHINE OPERATORS Quality Ball Point Pens, Top Action, Retractable, 3/8" Metal Center Band. Attractive, assorted colors. 1 gross per box, fully guaranteed, \$5.00 per gross. P. S. FITCH MFG. CO. P. O. Box 4771 Philadelphia, Pa.

CAPSULE JEWELRY — ASSORTED EAR-rings, \$5 gross; Heart Pendants, \$5 gross; Solitaire Rings, \$6 gross; Cuff Links, \$14.40 gross; Birthstone Rings, \$9 per gross; 20% deposit with order. New England, 125V Empire St., Providence, R. I. mh21



THE MARKET PLACE FOR BUYERS and SELLERS

FULLY AUTOMATIC CHROME POCKET LIGHTERS

Packed Individually
25¢ ea. in 10,000 lots \$2,500
27¢ ea. in 5,000 lots 1,350
29¢ ea. in 2,000 lots 580

GEM POCKET-TYPE NAIL CLIPPERS

Packed one on a card 25¢
6¢ ea. in 50,000 lots \$3,000
7¢ ea. in 25,000 lots 1,750
8¢ ea. in 10,000 lots 800

C. S. FACTORY
P. O. Box 2170 Miami 1, Fla.

Routes for Sale

SCALES—17 WATLING SCALES, INCLUDING 5 HORSEPOUNDS, on location; in excellent condition. Sacrifice. L. Carlin, 59 Tapscott St., Brooklyn 12, N. Y.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

Bands and Orchestras

CADET DANCE ORCHESTRA WANTS location job during summer. Contact Music Director, M. M. I., Millersburg, Ky. Phone: 2084.

Miscellaneous

CLOWNS FOR ALL EVENTS. COMEDY Productions, Single Clown Routines. Write for free photographs. Capitol City Clown Alley, Box 381, Lansing, Mich. mh14

Musicians

AT LIBERTY: ACCORDIONIST, DOUBLE on Organ, Vibes; Vocals. Prefer combos. Will travel. Wire or call Billy Grey, 411 E. Baker, Flint 5, Mich. Cedar 56906. mh21

DRUMMER-VOCALIST WANTS LOCATION spots with combo. Neat, dependable; play any style. Contact John Bonino, General Delivery, Hobbs, N. Mex. mh28

DRUMMER — NAME EXPERIENCE ON shows, Latin, swing, society, etc. All good offers considered. Drummer, 317 S. Galena, Dixon, Ill. Phone: ATlantic 2-3850.

Moose Jaw Votes To Buy Center To Avoid Liens

MOOSE JAW, Sask.—City council has agreed to purchase the new Civic Center for the amount of money necessary to cover payments due contractors, following notice that the city and the Community Center company might be sued under terms of a mechanics' lien.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care look for your name BACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

Ackerman, Joe P.
Adams, Donald L.
Adams, Eugene
Adams, James A.

Anderson, Leroy
Anderson, Norman
Anshur, Joe
Armentrout, F. S.

Baker, Hugh
Baldwin, Jerome G.
Baik, Donald
Ball, Eytzel

Bishop, John
Bissell, Delores M.
Black, Jay
Blackman, Willie

Used Equipment

DOUBLE UNIT COIN CHANGERS — changes dimes and quarters, \$89.50; Swam! & Madam X 1/4 quiz napkin holders, \$12.50; National King Candy Machines, \$25; U-Select-It Candy, \$40. Texas Associated Enterprises, Box 1068, Amarillo, Tex. mh21

POKERINO, NEW, 1955, 10 WITH PUSH chutes, \$135 each; 10 with drop chutes, \$185 each; parts for POKERINO, back glass, decals for suits, letters, numbers. Travis, P. O. Box 206, Millville, N. J. TA 5-0728. mh2

40 SHIPMAN CANDY MACHINES, \$25 EA. 3 col. Shipman, \$34.50. Roll Types, Folders, Duo, \$12. USP. 100 Grand, Waterbury 2, Connecticut. mh2

Wanted to Buy

WANT GOTTIEB AND MERCURY GRIPPERS, also hundred Iron Stands and Punching Bags, in good condition. Reliable Coin Machine Co., 1433 W. Sherwin Ave., Chicago 26, Ill.

Brown, Bert
Brown, Donald
Brown, E. O.
Brown, Earl M.
Brown, J. J.
Brown, James

Burbal, Joseph
Burchett, James V.
Burke, Jack
Burkley, A. H.

Carlisie, George
Cashman, J. W.
Cassidy, G. H.
Caulera, P. H.

Chaudion, Jay
Christensen, George
Christy, A.

Cole, Ameal
Coleman, Floyd
Coleman, Leroy
Coleman, Willie

Cook, Bill
Cook, Harlan
Cook, L. L.
Cook, Madison

Crosby Jr., C. C.
Crosby, R. A.
Crown, A. A. Wm.
Crowder, Milton

Freeman, Frank
Freeman, H. O.
Fry, Howard
Fuller, J. W.

Gabel, Rozann P.
Gagliardi, Don
Gagnor, Jos. A.
Galliard, Wendell

Garcia, Billy Lee
Gardener, Eddie
Garrity, John
Garrow, J. A.

Green, W. M.
Grengs, Patrick D.
Griffin, Leroy
Griffin, Vernon

Hagen, Iven A.
Hale, Durrell David
Hall, D. F.
Hall, Freeman H.

Hall, Robert
Hall, Ward
Haltfield, Samuel L.
Haillo, Dale

Hansen, James E.
Hanson, Raymond
Harapid, D. C.
Hardison, C. R.

Keller, George A.
Kelly, G. M.
Kelly, Kevin
Kelly, Pete

Kemp, Darrell
Keys, Jimmy
Kidd, Richard
Kiesling, L.

King, James T.
King, James W.
King, Kenneth L.
King, Riley

Klein, Jerry
Klick, Peter T.
Klinkowski, S.
Knight, James E.

Kolaski, John W.
Kotum, George
Kozy, Frank J.
Krause, S. G.

Kuehl, W.
Kuhn, Capt. Eddie
Kundert, Bruce
Kuns, Martha

Labadie, Lawrence
Labrousse, F. P.
Lajala, Rudy C.
Lamar, D. M.

O'Brien, M.
O'Neal, L. W.
O'Neal, Mrs. Estelle
O'Neal, W. J.

Ochko, Frank
Ogren, R. S.
Oliver, Frank
Olson, G. G.

Olson, M. L.
Olson, Melvin
Olson, R. L.
Orlando, Cecil

Orr, Besell
Orr, Chester J.
Osborne, Robert
Owens, Guy

Owens, William
Page, Richard
Palmer, Charles F.
Pappanau, William

Paradise, R.
Parks, Gus
Parks, Ray
Pata, Charles S.

Pates, M.
Patton, J. B.
Pau, Stanley
Payne, Ben L.

MAIL ON HAND AT ST. LOUIS OFFICE

Aericko, John or Marie
Ames Sr., Jack
Archer, Jim
Armstrong, Matt

Beard, Al
Beckley, Mrs. Fern
Beezley, James C.
Bell, Bonnie

Bishop, Mickey
Black, John
Brown, Ray
Campbell, Walter

MAIL ON HAND AT NEW YORK OFFICE

Schilling, Dutch
Schingeck, Donald M.
Schmitt, A. J.
Schlossberg, Barbara

MAIL ON HAND AT CHICAGO OFFICE

Anderson, Vincent
Archer, Jim
Boyd, Fred
Coleman, Max

Corlew, Richard
Gould, Murray
Gunston (Music Pub.)
LaFrance, Josie

Lerner & Loewe
Lowrie, Edwin W.
Malenok, Ray
Martin, Betty



## S. Kreutzer, P. Guynes Key NVA Speakers

NEW YORK—Stanley S. Kreutzer, a prominent New York attorney long active in legal and civic affairs, will be the featured speaker at National Vendors' Association convention, recently re-scheduled for the Bahama Islands, April 21-24.

Kreutzer will be joined by Paul Guynes, associated with Graff Distributing Company, Dallas. Guynes will discuss methods of distribution in the bulk vending industry.

Still a third speaker, to be announced later, will speak on the subject of juvenile impulse buying. A leading educational figure in the field of market research and psychology of buying will deliver the address.

### Prominent Figure

Kreutzer, an attorney for more than 25 years, is legal counsel for the New York bulk vending machine operators' association and is a well-known figure to bulk industry leaders throughout the country. He is also one of the most

prominent and respected members of the legal profession, repeatedly active in city, State and national affairs.

In addition to his private law practice (Kreutzer is a senior member of Kreutzer, Heller & Selman, one of New York's top firms), he serves as counsel to the Board of Ethics for New York City and in 1959 was designated a member of the Permanent Administration Committee of the City Hospital Group by the chief judge of the Court of Appeals.

### State Legislature

Previously he had been designated by the New York Senate majority leader, speaker and legislative leaders as counsel to the Legislature, joint legislative committee on practices and procedures, and drafted the report on payroll practices.

Between 1957 and 1959, Kreutzer was retained by the City Council to represent it in several legal suits and continued as counsel to



Stanley S. Kreutzer

the committee on standards and ethics which formulated the code of ethics for New York City, one of

the first successful efforts of its kind in municipal affairs.

Previously he had been appointed by then Atty. Gen. Jacob K. Javits (now U. S. Senator) as special assistant attorney general in a Suffolk County inquiry and was a member of the New York State and New York City fiscal relations committee by joint appointment of New York's governor and New York City's mayor.

### Investigation

He also conducted the Simonetti investigation on behalf of the then Borough President of Manhattan, Robert F. Wagner (now Mayor of New York), which was brought about by the U. S. Senate Crime Investigating Committee hearings under Sen. Estes Kefauver.

Kreutzer is a member of the American Bar Association, New York State Bar Association and its committee on resolutions, New York County Lawyers' Association and its committee on public relations, and the Brooklyn Bar Association, chairman of its com-

mittee on municipal affairs and former chairman of the public relations committee.

He also serves as chairman of the committee on public affairs of the Advertising Club, New York; member of the executive committee of the Citizens Union, New York, having served on its legislative and local candidates committee for more than 20 years; member of the Judicial Bar Conference of the New York State Bar Association, and is president of the Nassau-Suffolk Legislative Clearing House.

Peanut stocks in off-farm positions at the end of January totaled 1,189 million pounds, according to Agriculture Department. About 57.6 million pounds of shelled peanuts (raw weight basis) were used in edible products in January. Some 13.5 million were used in salted peanuts, 12 million in peanut candy, 1.3 million in peanut butter sandwiches, 29.8 in peanut butter, and 1 million in other products.

## Smith Brothers Sans Beards Make Business Buzz at Logan

CHICAGO — To most people who have ever stepped in a drug-store, the Smith brothers are a pair of bearded gentlemen who sell cough drops.

To visitors of Logan Distributing Company here in Chicago, however, the Smith brothers are a clean shaven pair of young men who have nothing to do with cough medicine, but are known for their friendly and courteous service to Logan's bulk trade.

Between them, the boys wait on the trade, replenish stock and in-

ventory, repair and overhaul machines, prepare stock for shipment and do just about anything else that is apt to come up in a busy bulk vending distributorship.

### Part-Time

The youngest, Wayne, 20, started with Logan working part-time when he was 15 years old and two years ago became a full time employee. Last year, as Logan's business expanded, brother Donald, 24, joined the staff. The pair has now become a familiar sight to visitors.

Perhaps the major portion of the

work is reconditioning cigarette and candy machines, a relatively new phase of Logan's business, started some two years ago.

The boys will completely rework as many as five to 10 of the units in a week, in addition to their other duties. Overhauling bulk machines, also a part of their job, is much simpler and the boys can handle 20 or more a week, depending upon the amount of work involved.

### Project

The overhauling of cigarette and candy venders is a real project. Machines are stripped to the bare components, with all moving parts, trim and glass removed.

The cabinets then go thru what amounts to a regular body and fender shop that Logan has set up to straighten out any dents or deep gouges in the metal.

The cabinets are sanded down and a primer coat of metal paint is sprayed on. The primer is followed by a heavy spraying of finish coat, after which the cabinets are put aside for reassembling.

### Steam Clean

Meanwhile, the internal mechanism is completely steam cleaned. The rejector is stripped, moving parts are all gone over, adjusted and reassembled. All other working parts are similarly reworked.

After the mechanism has been completely tested, the units are reassembled and ready for sale.

Overhauling of used bulk vending machines follows the same general, tho nowhere near as complicated, a pattern.

### Replenish Stock

Machine overhaul, however, is just part of the Smith brothers' work. The pair is responsible for keeping Logan's large stock of charms and machine fill on display in tip-top shape. This involves a daily check and replenishing of whatever stock was sold the previous day, much like the maintaining of racks in a large supermarket.

The entire Logan merchandising set-up, in fact, resembles a supermarket operation. Machines and fill are displayed in a large display room on three-tiered shelves.

Operators are even furnished with the familiar wire supermarket



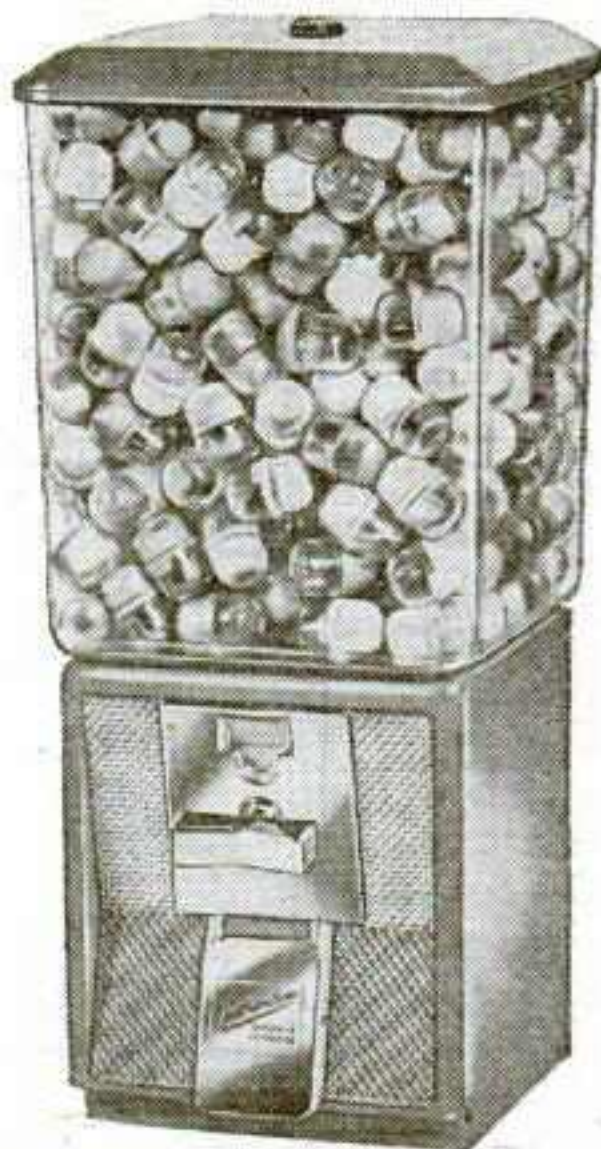
WAYNE SMITH replenishes racks after a day's business. Wire carts are a standard part of Logan's supermarket style operation.



THE SMITH BROTHERS, Logan Distributing Company's crack servicing team, often work together to overhaul cigarette and bar-candy machines, a newly added phase of Logan's business.

**"YOU HAVE A GREAT CAPSULE MACHINE . . . BY FAR THE BEST ON THE MARKET"**

QUOTE FROM LETTER IN OUR FILES



You'll say the same when you try  
**THE GOLDEN 59 SUPER C CAPSULE VENDER**

See your Northwestern Distributor or write

**THE NORTHWESTERN CORPORATION**

2032 E. Armstrong Street

Morris, Ill.

(Continued on page 132)





**SOCIAL ACTIVITY CENTER** at the National Vendors' Association convention will be this king-sized swimming pool at the Grand Bahama Club, on Grand Bahama Island, just 55 miles off the Florida Coast. Informal business meetings are planned at poolside. The pool, 185 by 90 feet, has two adjoining kiddie wading pools, a pair of giant fountains that light up at night, and a "Witches Light" cocktail bar. The bar's name is based on an island legend which purports that witches or pirates used similar lights to lure hapless mariners to dash their crafts against the island reefs.

**MAKE YOUR OPERATION MORE PROFITABLE**

**POPCORN VENDING WILL BRING BIG PROFITS TO YOU**

It's here — the new Gold Medal Automatic Popcorn Vendor. The best value in popcorn vending machines.

Make up to 8c profit on a dime sale. You pay 25% commission and net 50% profit.

Modern design, Unitized construction. Takes two nickels or a dime. National slug rejector.

Capacity 100 sales 20 x 20 x 60" low cost. Only \$295.00 f. o. b. Cincinnati.

**GOLD MEDAL PRODUCTS CO.**  
 308-18 E. THIRD ST. CINCINNATI 2, OHIO  
 For over 25 years the most respected name in the Concession Industry.

**BIG NEW VARIETY MIX**

Loaded with **CHARMS and GIMMICKS**

OVER 400 VARIETIES by actual count, mostly PLATED, MOSTLY GIMMICKS.

5,000 and up...\$4.50 per 1,000  
 1,000 to 4,000...\$5.00 per 1,000

F.O.B. Jamaica, New York.

A factory-full of different GIMMICKS and SERIES, adding up to OVER 400 VARIETIES — composed into ONE PURCHASE — ONE BIG VARIETY MIX.

**SAMUEL EPPY & COMPANY, INC.**  
 91-15 144th Place, Jamaica 35, N. Y.

**Wheaton New CAVA Prexy**

LOS ANGELES — Ivan P. (Pang) Wheaton Jr. was installed as president of the California Automatic Vendors' Association, succeeding B. J. Grenier, who did not run for re-election after serving four one-year terms.

Also installed were Ted Nicolay, vice-president, and Charles Mananian, secretary-treasurer.

New directors include Harold Dahl, E. F. Stanton Jr., Harvey Westfall, Al Weymouth and Tom Young as honorary. Operator directors are Herb Hyman, Fred E. Jahnke, Jack Powell, Arthur Stein, William Tracy, Ivan Wheaton Sr. and Grenier. Wheaton Jr., Nicolay and Mananian are automatically members of the operators' portion of the board.

**DENVER FLICK IS TOP SPOT FOR BULK OP**

DENVER — Frank Thorwald, veteran Denver bulk operator, reports excellent results from vending machine locations in a North Denver theater. One of the few such in the Colorado capital, the theater location is large enough for six machines and provides a welcome attraction for children who have only a few pennies to spend, and adults who have a sweet tooth but who do not want to eat an entire candy bar or ice cream bar. Thorwald won this important location by pointing out the need for "odd change" vendors in addition to the standard refreshment counter in the theater lobby.

**JUMPING BEANS . . . with painted faces, plenty of action . . . low, low price of \$5.00 per M for 5 M or more — \$6.00 for less than 5 M.**

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

Ask About Our **ATLAS** Finance Plan

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

**The PENNY KING Company**  
 2538 Mission Street, Pittsburgh 3, Penn.  
 World's Largest Selection of Miniature Charms  
**ATLAS MASTER . . . The proved 1c-5c Vendor**

**\$25 DOWN**

Balance \$10 Monthly

400 DELUXE

**PENNY FORTUNE SCALE**

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies

WEIGHT, 165 LBS.

Invented and made only by **WATLING Manufacturing Company**  
 4541 W. Lake St. Chicago 24, Ill.  
 Est. 1899. Telephone: Columbia 1-2772  
 Cable Address: WATLINGITE, Chicago

**BILLBOARD HONORS '59 BULK VENDING LEADERS**

CHICAGO—Ten leaders in the bulk vending industry were presented award plaques last week by The Billboard for their contributions and work in the field. The group has previously been cited as "Bulk Vending Newsmakers of 1959" (The Billboard, January 4). The award winners and their citations were:

- **EVERETT GRAFF.** NVA president and National Vending Machine Distributors Association's director led Texas tax fight and developed regional meeting concept to smooth manufacturer-distributor relationships.
- **MILTON T. RAYNOR.** Led National Vendors Association's tax and licensing battles, pushed fight for industry standards and sanitation.
- **JANE MASON.** National Vendors Association's convention secretary and general industry sparkplug, figured prominently in NVA's growth.
- **MOE MANDELL.** NVA exhibit committee chairman, NVMDA president, key distributor spokesman for East Coast trade and noted for developing operator standards thruout area.
- **BERT FRAGA.** NVA treasurer, NVMDA director, key spokesman in distributor organization and leading industry figure thruout Northwestern United States.
- **JACK NELSON.** NVA reservation committee chairman, NVMDA vice-president, largely responsible for distributor group's policies and leader in helping develop small operators.
- **ELLIOTT LEVY.** One of industry's most progressive operators and secretary of NVA, retired from bulk vending business late in 1959.
- **DON MITCHELL.** Partner with NVA counsel Milton T. Raynor, taking growing role in association leadership, developed new product liability and property insurance program for members.
- **ROGER FOLZ.** NVA vice-president, New York Bulk Vendors Association's president, led East Coast license and tax fights and started Florida operator association.
- **ROLFE LOBELL.** NVA convention chairman, re-elected by acclaim, received association plaque for outstanding contribution to industry and leader in convention planning.

Time payments available on Oak machines through all distributors. All Oak machines are equipped with 1c, 5c, 10c and 25c coin mechanisms, or combination 1c-5c coin mechanisms.

WE HAVE **oak's "PREMIERE"**

Below are listed factory authorized dealers.

<p><b>AMERICAN NUT</b> 1061 Tremont Street Boston 20, Massachusetts</p> <p><b>BIRMINGHAM VENDING</b> 540 2nd Avenue, North Birmingham 4, Alabama</p> <p><b>BUYMORE SALES</b> #6 Bayview Avenue Lawrence, L. I., New York</p> <p><b>DALE DISTR. (B.C.) LTD.</b> 1168 Seymour Street Vancouver 2, B.C., Canada</p> <p><b>GRAFF VENDING SUPPLY</b> 2817 West Davis Dallas, Texas</p> <p><b>H. B. HUTCHINSON CO.</b> 1784 N. Decatur Road, N.E. Atlanta 7, Georgia</p> <p><b>IMPRONTO VENDING</b> 300 North Gay Street Baltimore 2, Maryland</p>	<p><b>LOGAN DISTRIBUTING CO.</b> 1850 West Division Street Chicago 22, Illinois</p> <p><b>McPHAIL VENDING</b> 1218 Eglinton West Toronto, Ontario, Canada</p> <p><b>OAK SALES COMPANY</b> 2033 Fifth Avenue Pittsburgh, Pennsylvania</p> <p><b>OAK SALES OF FLORIDA</b> 1121 — 71st Street Miami Beach, Florida</p> <p><b>OPERATORS VENDING</b> 1023 South Grand Avenue Los Angeles 15, California</p> <p><b>QUEBEC VENDING CO.</b> 109 Commission St. West Montreal, Quebec, Canada</p>	<p><b>RAKE COIN MACHINE EXCH.</b> 609 Spring Garden Street Philadelphia, Pennsylvania</p> <p><b>JACK SCHOENBACH</b> 715 Lincoln Place Brooklyn, New York</p> <p><b>SOUTHERN ACORN SALES</b> 526-30 Bruns Avenue Charlotte 8, N. C.</p> <p><b>STANDARD SPECIALTY CO.</b> 1028 44th Avenue Oakland, California</p> <p><b>STAR VENDING SUPPLY CO.</b> 6327 Calhoun Road Houston 21, Texas</p> <p><b>VEEDCO SALES</b> 2124 Market Street Philadelphia, Pennsylvania</p>
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**OAK MANUFACTURING COMPANY, INC.**  
11411 Knightsbridge Ave., Culver City, California

**ABP** MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

when answering ads . . . Say You Saw It in The Billboard



**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLuxe 1¢ or 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. Model #33 1¢ Porc. Com.	4.50
verted for 100 ct. B.G.	6.50
Silver King 1¢ B.G. or Mds.	8.50
ABT Guns	30.00
Mills 1¢ Tab Gum	12.00
Acorns 1¢ or 5¢ B.G. or Mds.	10.00

**MERCHANDISE & SUPPLIES**

Golden Non Pareil Almonds, 5-lb. vac. pack fins, per lb.	.85
Pistachio Nuts, Jumbo Queen, Red.	.43
Pistachio Nuts, Jumbo Queen, White	.43
Pistachio Nuts, Large Tulin	.45
Pistachio Nuts, Vendor's Mix	.41
Pistachio Nuts, Shell	.56
Cashew, Whole	.46
Cashew, Butts	.41
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.37
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 Ct.	.59
Hershey's	.47
Rain-Blo Gum, 72 ct.	.30
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
300 lb. minimum, prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Bach-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30
Minimum Order, 25 Boxes, assorted.	
Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.	
One-Third Deposit, Balance C.O.D.	

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**MASS DISPLAY**

**Florida Op Shoots Angles; Multi-Sided Stands Click**

ST. ANDREWS, Fla. — Emil Straub, bulk operator here, is shooting angles to increase collections in supermarket and outdoor locations. Straub's angle shooting consists of building unique many-sided stands which permit him to install several types of bulk venders on the same stand, each facing a different direction but occupying a minimum amount of space.

Typical stands provide for three, five, six and even eight machines, and are built of heavy plywood to hold a considerable amount of weight.

**Flat Sides**

Each of the stands consists of a series of flat sides, with a corner in between, so that while the stand space directly below each machine is flat, the next space on the right or left angles is off a few degrees.

Looking down from an octagonal stand, the largest to be used by the Florida operator, gives the impression of a circle with part of the curvature of the rim cut away. In this way, eight venders, each set around the periphery, are displayed with a wedge-shaped space in be-

tween and their backs close together.

The advantage of such stands, according to Straub, is simply that "every machine is easier to see," no matter what angle a shopper comes from in a supermarket. There is also plenty of space for servicing and repairs.

**Octagons**

Straub has only two of the octagonal units, which are approximately three feet in diameter by three and one-half feet high. These are located in large roadside supermarkets in this city.

Others with four sides are used in smaller stores, and three-sided varieties are in many small supermarkets, drugstores, candy stores, gift shops, amusement arcades and beach pavilions thruout the entire area.

Collections are always better wherever the multi-sided stands are shown, Straub has found. Adults are just about as susceptible to such displays as children, and following the modern-day merchandising rule that mass display will always boost sales, the idea has paid off.

Straub admits that he has had considerable trouble in selling many of his location owners on using the oversized stands, except where big supermarkets of from 15 to 25,000 square feet of space are concerned. Because the stands are so much in keeping with the supermarket type of thinking, they are frequently accepted in this form of outlet.

**Smith Brothers**

Continued from page 130

carts which they wheel up and down the aisles, buying whatever charms or fill they desire.

Not all of Logan's business, however, is done by personal sale. In fact the ratio is about 50-50 between over-the-counter sales and mail-order.

Here again the Smith brothers prepare the daily shipments that are sent to operators thruout the entire Midwest. Everything from machines, stands and fill to the smallest spare parts are carefully wrapped and prepared for their daily trip to the post office.

When not working, the boys like to spend time with their own families. Both are married, with Dan already the proud father of two sons. Among hobbies, the boys number bowling, swimming and pool, the Don admits he's nowhere near as proficient as brother Wayne, the holder of several amateur championships.

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**PEN VENDORAMA®**

Victor's revolutionary and unique method of selling ball point pens.

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A show piece, designed for those choice locations. Fast Play—Big Profits—Holds two cases of Century 100 Count Ball Gum or 3,600 Balls. Super-100 is colorful and very attractive! Cabinet is solid oak with chrome-plated legs. Size 15 1/2" x 15 1/2" x 48" high.



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| <p>■ Logan Distr. Co.<br/>1850 W. Division<br/>Chicago 22, Ill.<br/>HUMboldt 6-4870<br/>Ill., Ind., Ohio, Wis., Mich., Ky.</p> | <p>■ Northwestern Sales &amp; Service Co.<br/>446 W. 36th St.<br/>N. Y. 18, N. Y.<br/>LOngacre 4-6467<br/>New York State</p>                          | <p>■ Parkway Machine Corp.<br/>715 Ensor St.<br/>Baltimore 2, Md.<br/>EAStern 7-1021<br/>Va., Md., W. Va., Del.</p>                    | <p>■ Standard Specialty Co.<br/>1028 44th Ave.<br/>Oakland 1, Calif.<br/>AN 1-9037<br/>Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands</p> | <p>■ Veedco Sales Co.<br/>2124 Market St.<br/>Phila. 3, Pa.<br/>LOcust 7-1448<br/>Pa., N. J.</p>  |

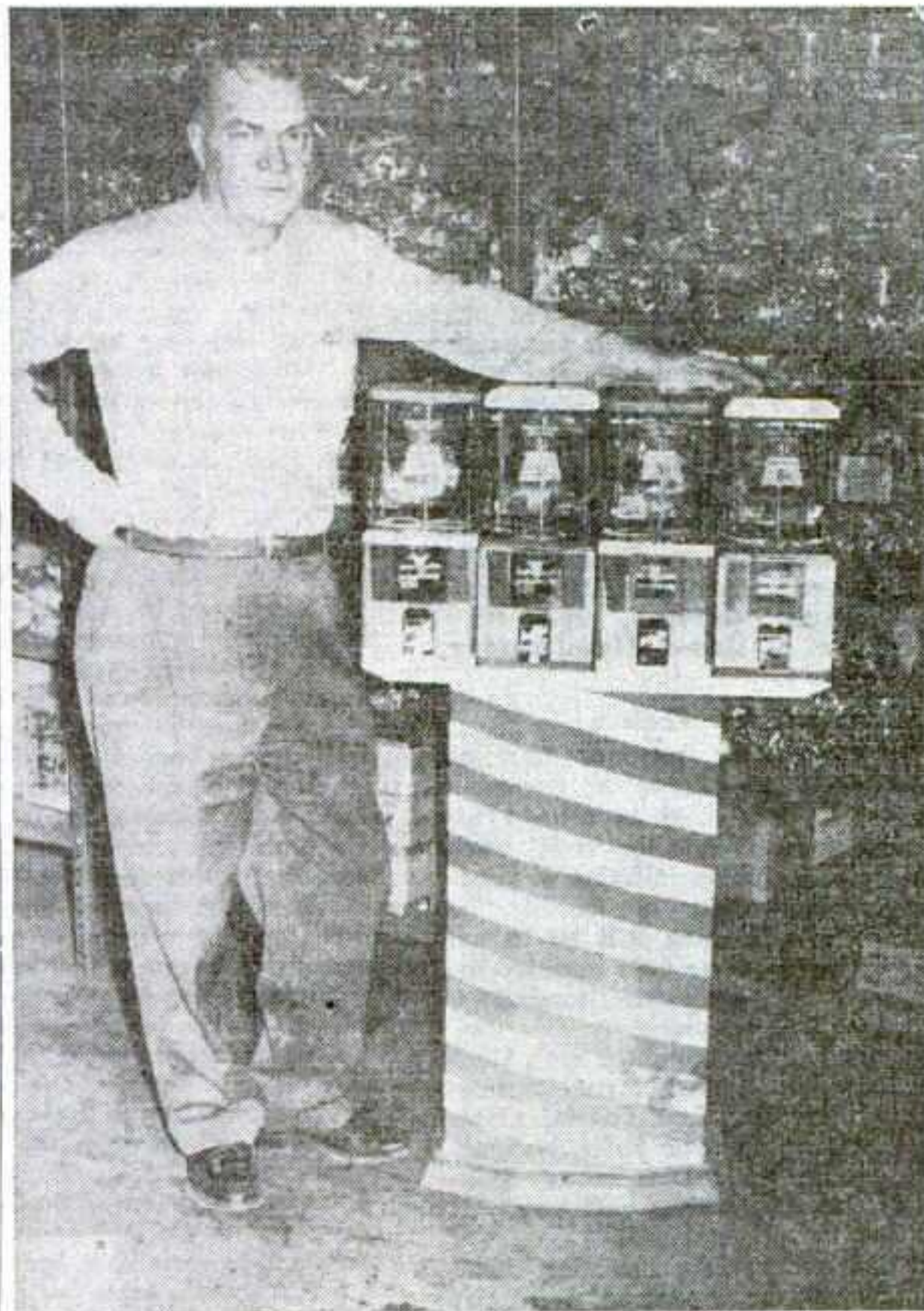
★ ★ ★ **VICTOR VENDING CORPORATION** ★ ★ ★



**Frozen Orange**

Stocks of frozen orange juice concentrate currently are much larger than a year earlier, and production will continue seasonally heavy this winter and spring. Agriculture Department says. With supplies larger and retail prices likely to average somewhat lower, civilian per capita consumption will likely be a little larger this year than last. For 1959, consumption of frozen citrus juices is estimated at 5.4 pounds per person.

**'Peppermint Sticks' Start Big in Chicago**



PAUL CRISMAN shows off the new Pepper-Mint Stick stand and machine unit, causing a great deal of operator excitement in his shop recently.

CHICAGO—A new four-machine unit, aptly named Pepper-Mint Stick, introduced by the Northwestern Corporation recently, is arousing a great deal of operator interest in Chicago.

Shown above by Northwestern's Windy City distributor, Paul Crisman, the unit combines Northwestern's familiar four-in-a-row cabinet stand in striking red and white stripes and four golden '59 machines in alternating red and white trim.

The package—four machines and stand—arrives at \$79, including straight 1-cent or 5-cent vending. Combination penny and nickel vending is an additional \$3 per machine.

**Kiddies & Tots**

The units have been especially popular with operators in kiddie and tot locations, Crisman said, and it has received some excellent results in supers and chains.

Crisman's firm, King & Company, has also added a new line of Nestle's soup, coffee and hot chocolate mix, catering to the hot drink machine operator trade.

The Northwestern **GOLDEN '59** is your best buy



Morris S. Gisser says: "The Northwestern GOLDEN '59 dispenses all small products from peanuts to capsules and jumbo ball gum. Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."

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- ... Time Saving
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We are extending it another month

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## Industry PR Group Changes Name to Coin Machine Council

CHICAGO—Executive committee members of the Information Council of the Coin-Operated Equipment Industry voted Saturday (5) to change the name of the industrywide public relations group to the Coin Machine Council, for public relations.

First chore of the CMC is to sell the public relations program to the industry. The initial effort is being borne by a few manufacturers, some distributors, the Music Operators of America and

the National Coin Machine Distributors' Association.

Executive committee members agreed that if the effort is to be successful, it must have widespread support from operators and distributors throughout the nation.

Dues structure for operators was set at a minimum of \$5 and a maximum of \$50, with \$10 and \$25 classifications. It would be up to the operator to determine to which classification he belongs.

Affiliated membership (which

applies generally to suppliers) is set at \$25, \$100 and \$250. Manufacturers pay annual fees ranging from \$300 to \$1,000, depending on their volume of business.

Elected vice-presidents of the Coin Machine Council, for public relations, were John Bilotta, Newark, N. Y.; E. W. Holyfield, New Orleans; Harold Lieberman, Minneapolis, and George A. Miller, MOA president.

Other officers, previously elected, are Lou Casola, Rockford, Ill., president; Herb Jones, Bally Manufacturing, secretary, and Herb Oettinger, United Manufacturing, treasurer.

### PR Counsel

The public relations firm of Herbert M. Kraus & Company has been retained as counsel for the group. While the initial work of the Kraus organization will concern itself with membership, its principal function will be to tell the story of the coin machine industry in newspapers, magazines, radio and television.

A finance committee, with Herb Oettinger, United Manufacturing, as chairman; Lou Casola, CMA president, and Bob Slifer, National Coin Machine Distributors' Association, executive secretary, as members, was named.

Attending the meeting were Clint Pierce, Brodhead, Wis.; Art Weinand, Chicago Dynamics; Ed Ratajack, AMI; Les Montooth, Peoria, Ill.; Bob Slifer, NCMCA; Herb Jones, Bally; John Bilotta, Newark, N. Y.; Herb Oettinger, United; Lou Casola, Rockford, Ill.; Sam Lewis, Williams Manufacturing; Aaron Sternfield, The Billboard, and Lee Brooks, Cashbox.

## EDITORIAL

### Help Wanted—Yours

Last Saturday a group of dedicated men met in a Chicago hotel room. The purpose of their meeting was, in part, a selfish one; each man was concerned with the future of his business, and each man realized that unless action is taken, there might not be any business about which to be concerned.

The group has a new name. It's the Coin Machine Council, for public relations. The purpose of the group is clearly stated in the title—to do a public relations job for the industry—their industry and your industry.

Right now, a handful of men are carrying the load. They are giving freely of their time, money and efforts. So far, they have been successful in getting the framework of a public relations program organized. But that's about as far as they go without your help.

If you haven't suspected it by now, this editorial is going to be a pitch for money. But before we ask you to pull out that checkbook, we'd like you to know how the money will be spent.

It will not be spent to influence legislation on either the federal, State or municipal levels.

It will not be spent to do a whitewash job for any corrupt elements attempting to gain a foothold in the industry.

It will not be spent to fight the legal battles of any operator, distributor or manufacturer.

It will be spent to make sure that the industry gets a fair shake in the mass media.

It will be spent in disseminating the facts to newspaper and magazine editors and to radio and television stations.

It will be spent to educate the molders of public opinion to the fact that members of the industry are engaged in the legitimate enterprise of selling low-cost entertainment to the public.

It will be spent in getting across to the public that the vast majority of men in the industry are decent, hard working people.

The misconceptions held by editors, reporters, radio and television newsmen and the public in general will not die easily. The stereotype of the juke box or amusement game operator as a corrupt influence on the community is held by too many Americans.

Truth is generally the best antidote for these misconceptions, but it takes long periods of time and costs large amounts of money to spread the truth.

Neither the executive committee members nor the public relations firm engaged to represent the industry know exactly how much time or how much money it will take.

But they do know this: Without support from a majority of operators, the program doesn't have much chance of success.

During the next few weeks you will be solicited for donations by the Coin Machine Council for public relations. You will be asked for contributions of from \$5 to \$50. How much you care to give will be up to you. Give what you can afford—but please give something.

## European News Briefs

### Wurlitzers Now Made in Italy

LEGHORN, Italy—Wurlitzer is carving a beachhead here for an invasion of the European Common Market. The Italian concern of Notomat, Wurlitzer general agents for Italy, has started production of Wurlitzer juke boxes under license. Notomat intends producing for the Italian juke box boom and expanding into production for the six countries of the Common Market as the market takes shape.

### Dutch Court Rules on Copyright

THE HAGUE, Holland—The court at Leeuwarden has issued a decision sharply restricting grounds for prosecution of music copyright infringement.

The court has ruled that, in general, location owners, operators and patrons cannot be prosecuted for copyright infringement involving juke box records.

GUMA, the Dutch copyright organization corresponding to ASCAP in the U. S., had petitioned the court for a ruling that patrons, as well as operators and location owners, can be prosecuted for playing juke box platters upon which the copyright fee is unpaid.

The court ruled, however, that patrons were liable only when they had prior knowledge they were playing a record involving copyright infringement.

But the court said the patron cannot be expected to investigate the copyright background of a juke record. The court decision added that prosecution can only be undertaken where it can be proved that patron, operator and site owner collectively violated the copyright law knowingly and openly.

### Coin Firms Set for Paris Show

PARIS—France's coin machine industry is planning to turn out in force for the 1960 Paris Fair, which will be held May 14-29 at the exhibition grounds near Porte de Versailles. Every major French coin machine producer has reserved space, as have firms from West Germany, the U. S. and Britain.

### Treuten Resigns German Post

HAMBURG, Germany—Franz Treuten has resigned as chairman of the North German coin machine operators' association for reasons of health.

The association's annual meeting voted Treuten, a Hamburg coin machine pioneer, a resolution of appreciation for his "tireless devotion" to the association and elected him honorary chairman.

Carl-Heinz Wende was elected Treuten's successor, and Martin Michalski, deputy chairman. Others elected were Hermann Heusser, treasurer, and Erich Schneegas, Walter Woehler and Max Walden, directors.

### Coin Machine TV Documentary

HAMBURG, Germany—West German TV carried a program documentary on this country's coin-operated equipment recreation areas.

Dr. Eugene Kogon, a prominent commentator and publisher of a monthly magazine of current affairs, joined with Dieter Koch and Hans Heinrich Muchow, a psychologist specializing in social issues and youth, to produce the amusement area program for Dr. Kogon's regular TV program, "A Glimpse at the Present."

The film was made in a typical amusement area at the peak evening hours, a hall with coin games, juke boxes and the legalized diluted pay-out machines with a jackpot limit of 25 cents.

The patrons shown on TV were a cross-section of laborers, truck drivers, brick layers, bakers and trades apprentices. The majority visited the area twice weekly and spent 35 cents an evening (compared with average weekly wages of \$15).

The program interviewed a number of typical area patrons. The majority said the amusement area was the only pleasant place they could meet friends without going to a bar.

The program presented the amusement halls in a light sharply contrasting with the den-of-inequity treatment habitually ladled out by the German press generally.

It is taken as evidence by most of the coin machine industry that enlightened public relations can end the press-industry feud.

## Juke Box Interest Still High On Compatible Stereo Disks

By REN GREVATT

NEW YORK — Despite the fact that an air of controversy continues to surround the subject of a compatible stereo record, highlighted by a statement last week from the engineers' committee of the Record Industry Association to the effect that the compatible stereo disk is no closer to reality than it was two years ago, juke box interests, including distributors and operators, are showing keen enthusiasm for the development.

Earlier this year, The Billboard published an exclusive report of development work done on a cutting method which would produce a stereo and a monaural recording on the same pressing. The work was carried out by engineer Les Cahon of Beltone Recording Studios here, employing the so-called Fairchild cutting process. Design Records has tested the disks in stores over a period of months with what is alleged to be considerable favorable response.

At the time of the unveiling of the process, a great stir occurred within the music trade. Engineers, who would normally not be expected to be of a compromising turn of mind, attacked the system because they alleged the process resulted in a substantial loss of low frequency response. On the other hand, there were many others who felt that these frequencies were "the ones you can't hear anyway." Only a small fraction of the total market has the kind of expensive home phonos that would

reproduce these lows anyway, they argued.

### Mixed Reactions

Record companies and dealers, the ones who would ultimately derive great benefits from compatible records, viewed the developments with mixed reactions. In this case the explanation was simply that there is a great deal of inventory now pressed and in dealers' hands, both stereo and monaural which would tend to be

quickly obsoleted should the compatible idea take hold.

Despite these counter-currents of opinion, responsible elements within the juke trade are known to be highly enthused over the coming of such a record. Meyer Parkoff, head of Atlantic New York, Seeburg outlet here, noted: "It would really help us, believe me. Operators who haven't been able to get stereo records would

(Continued on page 145)

## Trade Pays Final Respects to Al Stern, World Wide Founder

CHICAGO — Funeral services for Al Stern, 50, founder and president of World Wide Distributors, were held Friday (11) at the Weinstein Chapel here. Stern, a 25-year veteran of the coin machine industry, died suddenly Wednesday morning (9).

A leader in philanthropic as well as industry activities, he was president of the Edgewater Heart Association, an organization which assisted people who needed surgery for heart diseases. One of the policies of the Edgewater Heart Association was to provide free heart surgery for all members of the coin machine industry who needed it.

Stern was also active in the

Sharre Tikvah Temple and served on the board of directors.

In 1946, he founded World Wide which is distributor for the Rock-Ola line of automatic phonographs and several game lines. Prior to that, he was connected with Atlas Music and Monarch Distributors here.

Officiating at the services Friday were two of his close friends, Rabbi Gutstein and Cantor Lind of Sharre Tikvah. A large representation of coin machine people turned out to pay their final respects.

He leaves a widow, Ruth, and three sons: Joel, 25, associated with World Wide; Dr. Mark, 27, on the staff of the Cedars of Lebanon Hospital, Los Angeles, and Loren, 17, a student at Evans-ton High School.



# TRADE LEADERS GIVEN PLAQUES BY BILLBOARD

CHICAGO—Ten industry leaders this week were presented plaques by The Billboard in recognition of their contributions to the coin machine industry. The men had been previously cited as "Newsmakers of 1959." Legend on the plaques read:

- **AL (SENATOR) BODKIN.** Spark-plugged the move of the New York State Coin Machine Association to form its Public Relations Committee and worked with leading civic and church figures to put a youth program into operation.
- **LOU CASOLA.** Gave untiringly of his time and talents to help organize and head the Information Council of the Coin-Operated Equipment Industry. Also showed the way to diversification by entering full-line vending.
- **AL DENVER.** For years a fighter against corrupt elements who have attempted to infiltrate the industry, capped his efforts by telling of the operator's plight before the McClellan Committee and helped that committee expose hoodlums.
- **HOWARD ELLIS.** President of the Nebraska Music Guild and vice-president of MOA, Ellis was a leader in the fight against the proposed ASCAP legislation and was active in the efforts of the NMG to give assistance to victims of cerebral palsy and to retarded children.
- **DAVID GOTTLIEB.** Head of the manufacturing firm bearing his name, made a cash contribution of \$750,000 for a 120-bed, non-sectarian hospital in Leyden Township, Illinois. Witnessed the ground breaking for the hospital in June.
- **GEORGE MILLER.** President of the Music Operators of America, led the fight against ASCAP legislation. Gave unstintingly of his time to help organize an industry-wide public relations committee.
- **DAVID ROSEN.** Prominent Philadelphia distributor, a leader in the drive for the Variety Heart Fund and a pioneer in setting up teen-age centers for coin machine recreation.
- **JACK ROSENFELD.** Veteran St. Louis distributor, founded the concept of coin-operated teen-age youth centers and did much to aid in the spread of these institutions thruout the nation.
- **JIM STEVENS.** Thru his hard work in the West Virginia Music Operators' Association, rose to the presidency of that group.
- **LEON TAKSEN.** Harrisburg, Pa., operator organized the Amusement Machine Operators' Association of Pennsylvania, which, in the period of one year, grew into an articulate and potent trade group.

# Pa. Op Assn. Completes Organization Changes

HARRISBURG, Pa.—The Amusement Machine Operators' Association of Pennsylvania has made several organizational changes in hopes of knitting a stronger group.

Leon Taksen, manager of the Pennsylvania AMOA, announced today that the organization's board of directors would be doubled in number from 18 to 36. This means each county represented in the State group will have two repre-

sentatives instead of one on the board.

Another drastic change will be the dropping of the monthly general meeting. The membership as a whole will meet only "three or four times a year" in the future. The board of directors, however, will continue to meet once a month.

### Board Sets Policy

"Under our new set-up," Taksen explained, "the board of directors will do most of the work. They will be the policy-making group. The only time the entire membership will be summoned for a special meeting more frequent than three or four times a year will be in the event something really important comes up."

The first meeting of the new enlarged board of directors will be held Wednesday (16) at the Blue Ridge Country Club just outside of town.

The last of the monthly membership meetings was held Wednesday a week ago (2). The guest speaker was Paul Forte, executive director of the Pennsylvania State Tavern Association.

### Forte Talk

He told the group that almost all of the members of his group have machines of the amusement machine operators' organization members on location in their taverns. Forte urged close co-operation between the two associations and said that this would prove beneficial for all concerned.

The tavern unit head pointed out that the amusement group was still in its infancy and that it could profit from the experience of his group. He pointed out that the two associations face many common problems.

The amusement machine men told Forte that they appreciated his offer.

Taksen said that his group is adding more operators and distributors each week.

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# Coin Machine Exports

December, 1959

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	211	\$152,591	147	\$ 49,853	970	\$108,282	1,328	\$ 310,726
W. Germany	293	172,948	44	24,684	436	44,661	773	242,293
Venezuela	45	44,129	6	4,214	2,068	120,450	2,119	168,793
Canada	118	83,668	3	1,675	298	37,071	419	122,414
U. Kingdom	27	20,421	—	—	146	25,886	173	46,307
Denmark	50	37,458	—	—	—	—	50	37,458
Netherlands	1	830	32	12,935	256	16,469	289	30,234
Norway	41	29,345	—	—	—	—	41	29,345
Sweden	10	8,217	—	—	57	19,657	67	27,874
Austria	—	—	30	27,210	—	—	30	27,210
France	16	6,316	—	—	39	15,325	55	21,641
Ecuador	23	16,669	—	—	10	3,370	33	20,039
Switzerland	16	11,930	—	—	19	7,067	35	18,997
Brazil	2	1,600	—	—	20	14,337	22	15,937
Honduras	6	4,752	15	10,690	—	—	21	15,442
Nan. Is. (Pacific Base)	17	14,422	—	—	—	—	17	14,422
Italy	30	9,178	—	—	4	3,247	34	12,425
Other Countries	58	34,777	104	30,946	257	34,542	419	100,265
Totals	964	\$649,251	381	\$162,207	4,580	\$450,364	5,925	\$1,261,822

# '59 Exports Slipped \$2½ Mil.

By KEN KNAUF

CHICAGO — Export of U. S. juke boxes and games dropped off more than \$2½ million in dollar volume last year, continuing a gradual decline that began in the 1958 year following 1957's record near-\$25 million.

With the final 1959 month's report in from the U. S. Department of Commerce, figures for the year show juke and game volume totaling \$18,808,766 on 51,829 machines. This compares to \$21,393,824 on 59,122 machines in 1958.

Exports had skyrocketed year by year thru the Fifties, hitting their peak in 1957. Then, with hungry markets apparently filling, demand slackened off.

### All Categories Down

New Juke boxes, used boxes and games divided slices of the \$2½ million drop fairly evenly.

New juke boxes dropped from \$11,668,264 to \$11,019,824 (\$648,440 off). Used juke boxes slid from \$2,608,532 to \$2,143,809 (\$464,723 down). Games back-tracked from \$7,117,028 to \$5,645,133 (\$471,895 behind).

Why the drop, and what does the future hold? Altho as many as 20 different factors could be mentioned as contributing to the gradual decline, perhaps the principal factor is also the easiest to understand: A 10-year pumping of coin machines to foreign markets that had to trail off as markets filled up.

### Boom Over

Is there room for more U. S. machines overseas? Of course; but the boom appears over, at least for a few years. Foreign traders are getting more and better domestic machines as the months go by, and these are sure to cut into import needs.

But U. S. juke boxes, and particularly U. S. games, are still internationally regarded as the best that money can buy—even tho they usually do require more money. Such a reputation, acquired over a 10-year period, is not easily upset and won't be endangered until foreign products draw alongside them in quality. European producers—particularly the Germans—pose such a threat, but are not likely to realize their aims this year or in the near future.

### Gains & Reversals

Trade restrictions, always a bugaboo to importers and exporters in the coin machine trade, eased up in some areas but tightened in others last year. Most serious loss was the Italian game market, where five-ball pin games drew disfavor from government authorities. Top pick-up was made in Britain, where restrictions on U. S. coin machine imports imposed since the war, were lifted. Latin American nations generally cut back their coin

import quotas from previous years. With the tightening about equaling the loosening, over-all results remained nearly the same.

The 1959 year saw Britain climb back into the top 10 coin machine import markets and Italy drop gradually down the list. But Belgium and West Germany continued to account for the top runs month by month, with Venezuela, Canada, Switzerland and the Netherlands almost always among the top markets.

The Scandinavian countries expanded their U. S. coin imports and appear to be on a continuing upward swing in this respect. France is looking for improvement, and a number of other markets not previously noticed on the export charts are popping their heads in the door.

### Games New Attraction

While juke boxes have been a familiar item to most nations, U. S. amusement games are only now beginning to take hold in many countries. It may well be that this year could start an international boom on games. Britain, particularly, is showing strong interest in U. S.-type coin-operated bowling alleys, seldom seen in the Isles before last year. While the juke box market in Britain may be to large extent a replacement market, games are a fresh attraction with a relatively virgin territory.

All months of 1959 topped the \$1 million volume mark, with the best run in April—nothing just above \$2 million. No other 1959 month hit \$2 million, with the monthly average running to \$1,567,305 compared to the 1958 average of \$1,782,818.

The December 1959 shipments, issued last week by the U. S. Department of Commerce, hit \$1,261,822 on 5,925 machines. This is under the November volume of \$1,551,551 on 4,390 units. (See chart this section.) December's vending machine shipments (not included in figures above) made \$323,738 on 4,651 units.

Each of the two final 1959 months were below the 1958 monthly average, and below the 1959 monthly average. Some im-

provement can be expected in the opening months of 1960 which will be reported as figures are issued beginning in about 30 days.

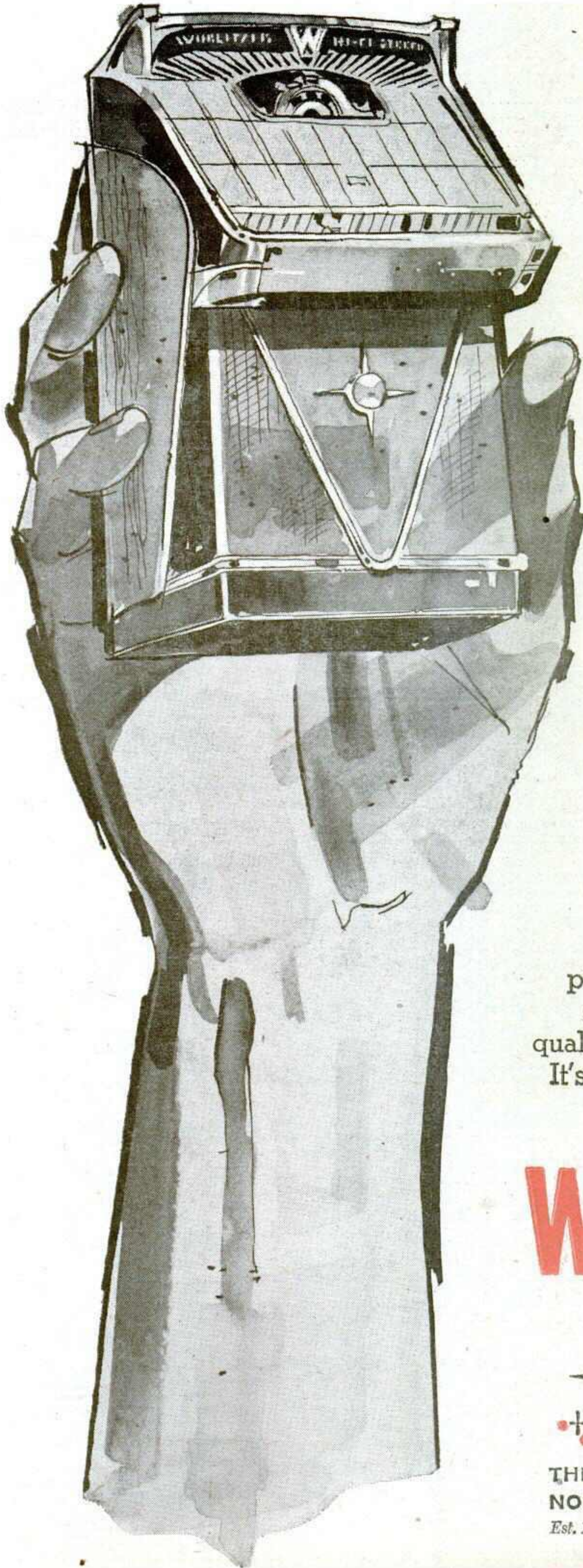
# A. JOHNSON, 53, DIES SUDDENLY

CHICAGO — Funeral services for Arnold Johnson, 53, board chairman of the Automatic Canteen Company, were held here Saturday (12) at the Fourth Presbyterian Church. Johnson died two days earlier after collapsing at the wheel of his automobile at West Palm Beach, Fla. Johnson is best known in the automatic phonograph industry because of Canteen's subsidiary, AMI, a major manufacturer of juke boxes. He was also president of the Kansas City Athletics and a director of 20 corporations.

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**45 R.P.M. 60¢**  
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**MUSICAL SALES CO.**  
Musical Sales Bldg.  
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Baltimore 1, Md. VERNON 7-5755

Said a wise operator named Bream,  
The K's a profitmaker supreme,  
It has glamour galore  
To make patrons spend more,  
And in servicing ease it's a dream.  
**AMI**  
AUTOMATIC MUSIC INC.

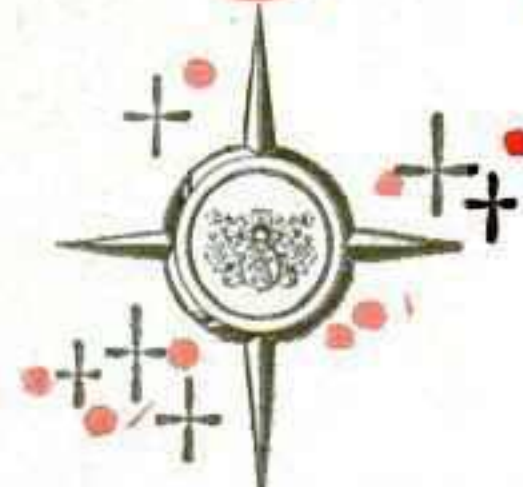




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 for you

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 play-stimulating cabinet beauty, true  
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 It's an unbeatable combination for getting  
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 Money-Making  
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**THE WURLITZER COMPANY**  
**NORTH TONAWANDA, N. Y.**

Est. 1856





The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC

AMI

Table listing music machines with model numbers and prices, including D-40, D-80, E-40, E-80, F-40, F-80, G-40, G-80, H-100, H-200, I-100, I-200, J-100, J-200.

ROCK-OLA

Table listing Rock-Ola machines with model numbers and prices, including 1438, 1442, 1446, 1448, 1452, 1454, 1455D, 1455S, 1458, 1465.

SEEBURG

Table listing Seeburg machines with model numbers and prices, including M100B, M100C, 100W, HF100G, HF100R, V200, 100J, K200, L100, 201, 161, 101, 222, 220.

WURLITZER

Table listing Wurlitzer machines with model numbers and prices, including 1250, 1400, 1500, 1500A, 1600A, 1700, 1800, 1900, 2000, 2100, 2150, 2250, 2240, 2200.

BOWLERS & SHUFFLES

BALLY

Table listing Bally bowling machines with model numbers and prices, including ABC Bowler, ABC Bowling Lanes, ABC Champion, ABC Super-Deluxe, ABC Tournament, All-Star Bowler, All-Star Deluxe, Bally Shuffle, Blue Ribbon, Champion Bowler, Club Bowler, Congress Bowler, Deluxe Club Bowler, Gold Medal, Jet Bowler, Jumbo Bowler, King Pin Bowler, Lucky Alley, Lucky Shuffle.

Table listing Magic Bowler, Mystic Bowler, Pan American, Rocket Bowler, Speed Bowler, Star Shuffle, Strike Bowler, Super Bowler, Trophy, Victory Bowler.

CHICAGO COIN

Table listing Chicago Coin machines with model numbers and prices, including All Star Team, Blinker, Bonus Score, Bowling Team, Bowling League, Bull's Eye Bowler, Championship, Criss Cross Target, Double Feature, Feature Bowler, Fireball Bowler, Flash Bowler, Holiday Bowlers, Hollywood, Lucky Strike, Miami Shuffle, Monte Carlo, Player's Choice, Rebound Shuffle, Red Pin, Rocket Ball, Rocket Shuffle, Rocket Shuffle Two, Score-A-Line, Shuffle Explorer, Skee Roll, Star Lite, Super Frame, Thunderbolt, Tournament Ski, Triple Strike, TV Bowling League, Twin Bowler.

PINBALLS

BALLY

Table listing Bally pinball machines with model numbers and prices, including Ballerina, Balls-A-Poppin', Bally U.S.A., Beach Beauty, Beach Time, Big Show, Big-Time, Broadway, Carnival, Carnival-Queen, Circus, Crosswords, Cypress Gardens, Double Header, Gay Time, Gayety, Hi-Fi, Ice Frolics, Key West, Miami Beach, Miss America, Night Club, Parade, Sea Island, Show-Time, Sun Valley, Surf-Club, Variety.

GOTTLIEB

Table listing Gottlieb pinball machines with model numbers and prices, including Ace High, Add-A-Line, Atlas, Auto Race, Brite Star, Contest, Continental Cafe, Criss Cross, Daisy Mae, Derby Day, Diamond Lil, Double Action, Dragonette, Duet, Easy Aces, Fair Lady, Flagstaff, Flag-Ship, Belles, Frontiersman, Gladiator, Gold Star, Gondolier, Green Pastures, Gypsy Queen, Harbor Lites, Hawaiian Beauty, Hi Diver, Jockey Club, Jubilee, Lady Luck, Lovely Lucy, Majestic, Marathon, Mystic Marvel, Picnic, Queen of Diamonds, Race Time, Rainbow, Register, Rocket Ship, Roto Pool, Royal Flush, Sea Belles, Silver, Sittin' Pretty, Sluggin' Champ, Southern Belle.

Table listing Playtime, Pixie Bowler, Rainbow Shuffle, Alley, Regulation, Royal Bowling, Alley, Select Play, Shooting Star, Shuffle Targette, Simplex, Six-Star, Super Bonus, Team Shuffle, Alley, Top Notch, Venus, Zenith.

UNITED

Table listing United pinball machines with model numbers and prices, including Brazil, Caravan, Havana, Hawaii, Manhattan, Mexico, Monaco, Nevada, Playtime, Pixies, Singapore, South Sea, Stardust, Starlet, Triple Play, Tropicana.

WILLIAMS

Table listing Williams pinball machines with model numbers and prices, including Arrow Head, Big Ben, Casino, Circus Wagon, Colors, Crossword, Cue Ball, Daily Derby, Dealer, Fun House, Gay Paree, Gusher, Hi-Hand, Jig Saw, King Diggy, Kings, Lazy Q, Lulu, Naples, 9-Sisters, Perky, Peter Pan, Piccadilly, Race-the-Clock, Regatta, Reno, Satellite, Screamo, Shamrock, Skyway, Smoke Signal, Soccer Kick-Off, Starfire, Star Pool, Steeple Chase, Super Score, Surf Rider, 3-D, Three Deuces, Tic-Tac-Doe, Tim-Buc-Tu, Thunderbird, Top Hat, Turf Champ, Wonderland.

Table listing Straight Flush, Straight Shooter, Sunshine, Score-Board, Stagecoach, Super Circus, Super Jumbo, Toreador, Twin Bill, Whirlwind, Wishing Well, World Champ.

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ARCADE & NOVELTIES

Table listing arcade and novelty machines with model numbers and prices, including All-Star Baseball, Aqua Duck, Auto Test, Auto Photo Model, Auto Test (with sound), Auto Test (without sound), Balloonomat, Bang-O-Rama, Bat A Score, Batter-Up, Big Inning, Big League, Big League Baseball, Big Top, Bike Race, Bing-O-Reno, Bull's Eye, Burp Gun, Carnival Gun, Champion Baseball, Circus Rifle Gallery, Coon Hunt, Crane, Criss Cross Hockey, Crossfire, Dale Pom-Pom, Davy Crockett, Deco Grandma, Deluxe 4-Bagger, Deluxe Crusader, Deluxe Ranger, Deluxe Skill Parade, Deluxe Vanguard, Derby Roll, Deuces Wild, Drivemobile, State Fair, Steam Shovel, Super Big Top, Super Home Run, Super Pennant Baseball, Super Slugger, Super Star Baseball, Swami, Target-Roll, Test Pilot, 10 Commandments, 3-D Kiddie Theater, 3-D Theater, 3-D Pix, Treasure Cove, Twin Hockey, Two-Player Basketball, United Deluxe Baseball, Vacuumatic Card, Voice-O-Graph, Voice-O-Graph (Muto), Wild West, Yankee Baseball, Zig-Zag, Zipper, Zodiac Chart, Monkey Climb, Motorama, 1957 Baseball, Pan-O-Rama, Peep Barrels, Peppy the Clown, Photomatic, King Car.

Table listing Big League, Big League Baseball, Big Top, Bike Race, Bing-O-Reno, Bull's Eye, Burp Gun, Carnival Gun, Champion Baseball, Circus Rifle Gallery, Coon Hunt, Crane, Criss Cross Hockey, Crossfire, Dale Pom-Pom, Davy Crockett, Deco Grandma, Deluxe 4-Bagger, Deluxe Crusader, Deluxe Ranger, Deluxe Skill Parade, Deluxe Vanguard, Derby Roll, Deuces Wild, Drivemobile, State Fair, Steam Shovel, Super Big Top, Super Home Run, Super Pennant Baseball, Super Slugger, Super Star Baseball, Swami, Target-Roll, Test Pilot, 10 Commandments, 3-D Kiddie Theater, 3-D Theater, 3-D Pix, Treasure Cove, Twin Hockey, Two-Player Basketball, United Deluxe Baseball, Vacuumatic Card, Voice-O-Graph, Voice-O-Graph (Muto), Wild West, Yankee Baseball, Zig-Zag, Zipper, Zodiac Chart, Monkey Climb, Motorama, 1957 Baseball, Pan-O-Rama, Peep Barrels, Peppy the Clown, Photomatic, King Car.

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Table listing Pinch-Hitter, Pirate Gun, Polar Hunt, Quarterback, Ranger, Red Ball, Rifle Gallery, Rock n Roll, St. Christopher, Safari, Satellite Tracker, Scramball, Shooting Gallery, Shortstop, Sidewalk Engineer, Sky Raider, Sky Rocket, Softball League, Spage Age, Special Deluxe Baseball, Spook Gun, Space Gunner, Sportland Shooting Gallery, Sportsman, Squoits Water, Polo, Star Slugger, State Fair, Steam Shovel, Super Big Top, Super Home Run, Super Pennant Baseball, Super Slugger, Super Star Baseball, Swami, Target-Roll, Test Pilot, 10 Commandments, 3-D Kiddie Theater, 3-D Theater, 3-D Pix, Treasure Cove, Twin Hockey, Two-Player Basketball, United Deluxe Baseball, Vacuumatic Card, Voice-O-Graph, Voice-O-Graph (Muto), Wild West, Yankee Baseball, Zig-Zag, Zipper, Zodiac Chart, Monkey Climb, Motorama, 1957 Baseball, Pan-O-Rama, Peep Barrels, Peppy the Clown, Photomatic, King Car.

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Table listing Meteor Hot Rod, Meteor P.T. Boat, Miss America, Scientific Boat, Sea Skate, Speed Queen, Tuq Boat, Choo Choo, King Choo Choo, Old Smokey Train, Toonerville Trolley, Bert Lane MGR, Capitol MGR, Deco MGR, Lee MGR, Texas MGR, Big Beauty, Big Bronco Pony, Bright Eyes, Champion Pony, Deco Medium Pony, King Pony, Lancer, Palomino, Pinto Pony, Pony Boy, Pony Express, Rainbow Crusader, Range Rider, Rawhide, Royal Royal, Thunderbolt, Twin Pony, Atomic Jet, Junior Jet, Meteor Rocket, Rocket, Space Patrol, Space Ranger, Space Ship, Super Jet, B & R Dog, Bull Ride, Dopey Duck, Elsie the Cow, Fire Engine, Fire Fighter, Flying Saucer, Mother Goose, Motorcycle, Pete the Rabbit, Reindeer, See Saw, Twin Rabbit, Twin Zoo, Western Express, Wells Fargo, King Car.

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# Mid-South Operators Expect Big Play on Presley Release

By ELTON WHISENHUNT

MEMPHIS—Operators in Memphis and the Mid-South were girding themselves to get Elvis Presley's first record since his release from the Army on their juke boxes in anticipation of the biggest play on one record in a long time.

The tremendous nationwide publicity over his discharge and the public's interest in what turn his career will take now have convinced operators his first record will be a smash.

RCA Victor has made elaborate plans to get the record to distributors fast as soon as it is cut.

## Quick Shipment

Frank Berretta, partner in Popular Tunes Record Shop, one-stop from which operators here buy 90 per cent of their records, said he had received a letter from RCA Victor stating that the record would be shipped 72 hours after it was cut.

RCA Victor had a release date for March 16 set up, but it was not known at press time whether it had cut the record in New Jersey after Presley got out of the Army, as originally planned.

Two RCA Victor men accompanied Presley on the train to Memphis, and there was speculation that the session was not held (probably because Presley was still tense, keyed up and not ready) and the session would be held at Nashville, where RCA Victor has a recording studio. The RCA Victor men who came to Memphis were not talking and great secrecy surrounded the situation.

## High Hopes

Berretta said RCA Victor would "have no trouble" selling two million copies of the first Presley tune, as they expected. He said he expected the record to sell better than any he has had in years.

"Every operator will want it," said Berretta, "and, of course, the public sale will be tremendous."

Berretta sells not only to Memphis operators but to those in the Mid-South. He said he ships to some 200 operators in Tennessee, Mississippi, Arkansas, Kentucky, Missouri, Alabama and Louisiana.

## Keen Interest

He said operators contacting him have already expressed keen interest in the disk (and no one knows yet what tunes will be recorded) and are getting ready to shoot them out to their phonographs as fast as they can.

The operators expect record play on it, according to Parker Henderson, general manager of Southern Amusement Company; Drew Canale, Canale Amusement Company; Alan Dixon, general manager of S & M Sales Company, and other operators.

# Bally Preems Official Jumbo Shuffle Game



OFFICIAL JUMBO

CHICAGO—Official Jumbo, a new six-player shuffle bowling game which revives two popular features of previous models, speed-control and super-strikes, was shipped to distributors by Bally Manufacturing Company last week.

The game can be played according to official bowling score rules, or with the two stepped-up play features. According to Bally, operators have indicated their desire for a new model with the speed and super-strike features.

Speed-control has players trying to perfect their timing and speed of shot. If shot is either too fast or slow score will not be the maximum possible, but if the shot is well controlled, score will be high.

## Super-Strike

The super-strike feature is actually a refinement of aiming skill, with the players still able to register strike scores for a shot made within the yellow strike lanes, but if shot is confined within the red lanes (which are located inside the yellow), a super-strike—and more points—is made. This gives both average and expert players something to shoot for.

Players select either regulation or speed and super features by pressing a button at the start of each game.

In addition the new model has

# Auto Test Promotes Road Safety Drive

CHICAGO — Sam Goldsmith, Capitol Projectors Corporation sales executive, Wednesday (9) addressed members of the National Safety Council here. Capitol's coin-operated Auto Test is being used in conjunction with highway safety drives, and the machine is being used to promote highway safety with recorded safety messages playing when the machine is in operation.

Goldsmith told how some 85,000 persons in Detroit, Chicago, Milwaukee, Kansas City and Denver used Auto Tests in a safe driver promotion sponsored by the Plymouth Division of the Chrysler Corporation.

He added that L. Bamberger & Company used the Auto Test in conjunction with a six-day traffic safety program at the opening of a Menlo Park, N. J., department store.

## Teen-Agers

According to Goldsmith, these group competitions are most popular with teen-agers, the group that needs driving instruction the most.

Goldsmith predicted that many leading department stores in leading cities will soon adopt the Bamberger program and promote highway safety thru the use of Auto Tests.

From Chicago, Goldsmith returns to his New York office, then goes to Washington for consultations with the Insurance Institute of Highway Safety.

## Boat Test

Goldsmith announced that Capitol will soon have in production a Boat Test, which operates on the same principle as the Auto Test.

The unit will consist of a cockpit, a helm and a screen on which is projected navigational situations, such as passing other craft, navigating in a channel and the right of way involving power and sail craft.

Next month Goldsmith goes to the West Coast, where he will supervise the making of film for the Boat Test and additional film for the Auto Test.

mechanical improvements including the high-speed rotary totalizers developed since the days of Jumbo Bowler, the game's predecessor; button selection as mentioned above, and other advantages. The game measures eight and a half by two and a half feet, standard size.

Goldsmith said that new film will be issued from time to time so that different driving and navigational situations may be projected on Boat Test and Auto Test screens. In this way, he explained, the operator can keep the same piece on location, yet still vary the playing conditions.

# Clayt Nemeroff Joins Keeney

CHICAGO — Paul Huebsch, J. H. Keeney & Company vice-president and general manager, last week announced the appointment of Clayton Nemeroff to the firm's sales organization.

Nemeroff, with over 20 years' experience in the coin machine field, has worked in jobbing, distributing and manufacturing.

The move is in line with Keeney's expansion in the vending machine field along with its regular output and sales in the amusement equipment line.

Nemeroff will handle sales on the new Keeney popcorn vender, in addition to the Keeney amusement games and other vending machine products.

# Wico Bows New Title Strip, Holder

CHICAGO—The Wico Corporation, leading coin machine parts and supply house, has begun distribution on Sno-White title strips, which have been impregnated with a special titanium additive for brightness, transparency and legibility.

The impregnation makes the title strips resistant to heat and humidity. The border design is red on white. Strips are available, for stereo and monaural, for \$3.25 for each box of 500 sheets, each containing 10 double strips.

Another new Wico item is a title strip holder for Models 1468 and 1475 Rock-Olas. The frame is highly polished chrome and the strip holders are translucent white plastic. Price is \$27.95.



## Midwest

### CLEVELAND CHAT



Morris Gisser

George George last week. "We're using it for warehouse space right now," said George. "It's proof of our confidence in Cleveland's potential." The acquisition is part of a general expansion program by Monroe Coin.

Bob Sudyk

### OUT MINNESOTA WAY

Burglaries and break-ins predominate in this week's news. At the D. K. Carter Company, Minneapolis, an operator, burglars who got \$426 cash worked for their money. They broke thru a door nailed shut to get into a back room and knocked the dial off a safe, but failed to get it open. The safe contained only records. Undaunted, the thieves smashed their way thru a door leading to the front office. This safe offered less resistance. They pounded off its dial and forced it open for \$306 in currency, \$120 in coins and a \$46.50 check.

Burglars who broke into Jim's Record Shop, a one-stop in St. Paul, got only a couple of dollars in small change. They first broke a window to get in and then kicked in the back door. No phonograph records were missing and they did no destruction to the store, according to Jim Christiansen, owner. . . . Hunter Distributing Company, St. Paul, has enlarged its quarters by taking on an adjoining space. . . . Lee Johnson, general manager of Canteen Company of Minnesota, is relaxing in Florida and doing some deep sea fishing.

Out-of-town operators seen around the Twin Cities were Urban Gaws, Cornell, Wis.; H. Krueger, Fairfax, Minn.;



Jim Stansfield

Gordon Runnberg, Moose Lake, Minn.; Jim Stansfield, Winona, Minn.; Bob Keyes, Forest Lake, Minn.; Cap Keister, Frontenac, Minn.; D. R. Kreintz, Tomahawk, Wis., and Charles Sersen, St. Cloud, Minn.

Sol Rose, sales manager of Sandler Distributing Company, Minneapolis, was in Northern Minnesota on business. . . . Art Hagness, operator at Grand Forks, N. D., has been vacationing in Hawaii, and Iz Alpert, head of Twin Ports Sales Company, Duluth, has been in Mexico.

Don Lyons

### CHICAGO GRAPEVINE

David Reinach, Standard Financial representative in Chicago became engaged last week to Nancy Rosset, Lincolnwood, a secretary with Revere Paint and Varnish Company, here. The pair plan to live in Chicago. The wedding date is to be announced later. Both the bride and groom to be are active sports enthusiasts, dividing their time between tennis and skiing plus an active social life.

Mr. and Mrs. Hymie Zorinsky, Omaha, were the guests recently of David Gottlieb in Florida. Upon returning home, Zorinsky was saddened by the death of his mother, February 22. Hymie's son, Eddie Zorinsky, increasingly active in his father's Rock-Ola distributorship lately, will represent the firm at the Nebraska operators' seven-State meeting in Omaha this week-end.

### ST. LOUIS ROUND-UP

Louis Morris of Morris Novelty Company here was back on the job March 7 after a winter vacation in Florida. The veteran coinman was "glad to be back" despite the season's coldest weather here and the heaviest snowfalls in the St. Louis area in recent years. Altho Morris had a "wonderful vacation" it was not without incident. The novelty company president suffered minor injuries in an automobile accident.

Jerry Mitchell, a truck driver for the Morris Company before he was drafted earlier this year, was home on leave from Fort Leonard Wood, Mo., and visited the firm. He was drafted for a two-year Army tour of duty.

Ben Axelrod, sales manager of Morris Novelty Company, reports that the firm's shop clerk was out because of flu. Axelrod added that altho the new Gottlieb "Light-a-Card" game will not be delivered before March 14, a lot of orders already have been placed for the new game. He said it would be impossible to fill all the orders from the initial shipment.

Two officers of Central Distributors in St. Louis presently are vacationing in Florida. They are Charles Kagels, president, and Norwood Veatch, vice-president. Kagels has a daughter whom he is

(Continued on page 139)



# Plan State Assn. in Memphis

MEMPHIS—Parker Henderson, chairman of the Memphis Music Association's committee to organize a Statewide association, reported last week that his committee members had been talking with West Tennessee operators and all are interested in a Statewide organization.

Henderson, general manager of Southern Amusement Company, said he had talked to eight or 10 operators in the past two weeks and Alan Dixon, general manager of S & M Sales Company, a committee member, had talked to others.

Henderson said it was explained to the operators that a Statewide

organization would benefit the industry primarily in two ways:

### Benefits

1. A joint effort by all operators in the State to keep the industry clean and promote public good will and acceptance, which would increase business for all.

2. A unified effort by all operators in the State to oppose unfair, unreasonable or discriminatory legislation which may be introduced in the Legislature. Such legislation is usually introduced in each session (every other year in odd numbered years).

Henderson said after West Tennessee operators are lined up to join, the movement would be ex-

panded across the State to eventually reach all the way to East Tennessee.

### Change Name

The Memphis Music Association voted at its monthly meeting in February to change the name to Tennessee Music Operators' Association and organize Statewide. Drew Canale, Canale Amusement Company, was elected president.

Canale said the committee headed by Henderson would make its first report on progress at the March 15 meeting of the association. After the drive gets going good, the group will take out a State charter and incorporate, Canale said.

# Conn. St. Board Delays Ruling On Pin Games

HARTFORD, Conn.—The Connecticut State Liquor Control Commission has disclosed it will delay making any decision on the regulation of pinball machines in liquor establishments until the State Supreme Court of Errors reaches a decision in a case involving the legality of such machines.

Multiple coin machines subject to the \$250 federal tax are now prohibited on liquor premises, but other machines have been considered amusement devices, the commission said.

An appeal was brought to the State Supreme Court after a State Superior Court decision outlawing the multiple coin machines.

### Broad Ruling

Observers, however, believed that the ruling by Judge Joseph W. Bogdanski was broad enough to include the free-game machines as gaming devices also.

The Internal Revenue Service

ruling, which has been mailed to pinball machine operators, requires payment of the \$250 tax instead of a \$10 amusement tax. It covers all machines in operation since July 1, 1958.



Continued from page 138

visiting in Florida, and Veatch went there with his wife because he felt the climate would be better for Mrs. Veatch, who was ill.

Central's bookkeeper, Mrs. Marie Guyot, also was off the job because of illness. Among recent visitors at the distributing company were operator Ted Keys of Farmington, Mo.; Al Thoeke, a United Manufacturing Company representative, and Al Mason, salesman for AMI.

John Hicks

### KANSAS CITY COMMENTS

Fred Lamb, Uni-Con Distributors general manager, busy contacting coin operators, has noted a general increase in sales of about 20 per cent over the first two months of 1959. Firm distributes Rock-Ola, Bally and Williams. Carl Hoelzel, owner of Uni-Con, is preparing to leave for New Orleans with his wife and four children. They will embark on a six-day cruise aboard the M. S. Italia for Nassau and the Bahama Islands. They leave March 18. Carl says he made expenses by hitting seven straight winners in the races. His only complaint was that he did not parlay them.

Bernie Bitterman, bulk vending distributor (Northwestern and Victor), says business is on the upgrade. He is getting ready for his trip to Grand Bahama Island and the NVA convention, April 21-24. He is looking forward to a few extra days of rest and relaxation in the sunshine and soft Atlantic breezes at the Grand Bahama Club.

Dean McKinzie, salesman for W. B. Music, Seeburg distributor, says business is booming in music and vending, and that operators are beginning to smile again. Looks for a 25 per cent increase in sales in 1960.

## South

### MIAMI MUSINGS

Sam Taran, Pan American Distributing Company, threw one whale of a cocktail party for Keely Smith and Louis Prima at the Eden Roc. And Mrs. Taran never looked lovelier. Frank Bart, Taran Distributing Company, is hitting the hinterlands looking for business. . . . Vic Levine, routeman for Advance Music Company, is back on the job. He lost 18 pounds during his illness.

Rudy Key, Bon Ton Distributing Company in the Bahamas, says business is holding up well, especially in the Outer Islands. Cecil Kenny, Kenn's Music Company, Nassau, says business would be all right if he didn't have the problem of the government refusing to renew the license of many of the smaller bars. This refusal is working a hardship on many of the operators in Nassau, but the government seems to be limiting renewals to the larger establishments.

Buddy Kaufman, C&L Amusement Company, says collections are holding up, and he really can't complain. . . . Joe Issenberg, Issenberg Amusement Company, is breaking in his son in the business. The lad showed a keen interest when he visited the showrooms of Bush International last week. . . . Bobby Schwartz, B&B Vending, is another coinman who is wearing a big grin these days. He says business is holding up and should stay that way for the next few months.

Frank Brady, Lake Music Company, Pahokee, says the newest cold wave really was just that. Frank says the temperature was in the low '30's at the time he was calling.

Jack Eilcox, Seminole Music Company, Okeechobee, visiting Miami, says it was mighty cold up his way, too, but so far it doesn't seem to have hurt collections too much. . . . Gene Wilson, Miller Phonograph Company, Plant City, is satisfied with collections.

Dave Friedman, American Operating Company, made a few small bets at the Miami Fronton. Neither he nor his wife, Evelyn, hit, but they both enjoyed the great games played that night. . . . Sorry to hear that little Mike Skolnick is laid up. Mike is the son of Lucky and Dotty Skolnick. Lucky operates Lucky Amusement Company, Miami.

Dave Roth, Broward Music Company, was in town. . . . Ronny

(Continued on page 140)



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**GERMANY SET ON OWN COIN SHOW**

FRANKFURT, Germany —West Germany's coin machine industry has withdrawn from the Frankfurt spring fair. Instead, the industry will sponsor a trade fair devoted solely to coin-operated machines and equipment, the details to be announced later. The coin machine industry took part in the Frankfurt autumn fair, reserving a section of area for its exhibits. This was done experimentally and with moderately successful results. But a majority of the industry opposes further participation in a general international fair, contending that the German coin trade is now big enough to support its own fair and that it should do so as a matter of prestige.

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# COINMEN in the news

Continued from page 139

Shapiro, Broward Music Company, came into Miami with his girl friend, Bunny, just to have lox on bagel Sunday morning.  
*Raoul Shapiro*

### AMBLING IN ARKANSAS

Cecil Hill, Hill Amusement Company, North Little Rock, is ill with the flu. . . . Harold Dunaway, Twin City Amusement Com-

pany, North Little Rock, told The Billboard scout his investment in oil interests is paying off. He recently brought in another well in Oklahoma. . . . H. G. Yancey, Arkansas Music Company, Little Rock, recently diversified some by investing in a restaurant. He reports his business good, with collections on the increase.

Other Little Rock news: J. D. Ashley, Globe Coin Machine Company, reports snow and ice hurt business at some of his locations, but it is now on the upswing. Ashley is partner with multimillionaire Winthrop Rockefeller, who lives near Little Rock, in two swank shopping centers. . . . Robert Kirspel, president of Kirspel-Hollenberg Music Company, an alderman at North Little Rock, comes up for re-election this August and is confident he will win.

Also in Little Rock: Andrew Cassinelli, Little Rock Amusement Company, reports his brother, Richard, 53, died recently of a heart attack. Richard was an inactive partner with his brother in the music and game route. . . . C. W. Holmes, Western Sales Company, who bought a Studebaker Hawk recently for \$3,800, with air conditioning and all the extras, reports his business prosperous. . . . Robert Franklin, Southern Amusement Company, has invested in some oil drilling. . . . Ray Colson, D & D Novelty Company, has some 75 cigarette vending machines recently put on location.

Around the State: Bill Purifoy, Purifoy Amusement Company, Camden, is proud of his daughter, Betty, 20, who recently won a music scholarship for study in Vienna. She's a graduate of Arkansas Technical College and is at Texas State Teachers College for a masters in music. . . . Orell Bledsoe, National Novelty Company, El Dorado, is having a new home built. . . . J. H. (Tex) Dickens, Magnolia, reports the many oil wells in the area have produced a booming economy in the area and his route doing well.

Ernest Vathis, Twin City Music Company, Texarkana, was recently looking for two new employees. Two of his routemen, Cecil Cheek and Dutch Johnson, moved to Camden and now work for Bill Smead, Camden Novelty Company. . . . C. O. Temple, Hope Novelty Company, Hope, has made a lot of improvements on his cigarette vending route recently, adding new equipment and expanding it. . . . Lynn Farr, Central Amusement Company, Texarkana, reports Texarkana is getting a \$60 million paper plant soon which will produce newsprint and improve the economy in the area.

At Hot Springs: Phil Marks, Phil Marks Coin Machine Company, returned from a 30-day vacation at Miami sporting a deep tan. His son, Robert, carried on the route in his absence. . . . J. Earl Gill, Gill Amusement Company, is diversifying and reports a good profit from his investment in a silica mine. . . . W. E. Lewis, Lewis Novelty Company, is getting his route in shape for a big spring business. . . . Duane Faull, Faull Amusement Company, recently vacationed in Cuba, flying down in his own plane.

R. G. Jennings, Jennings Coin Machine Company, was seen at the races recently at Oaklawn track. . . . George Sammons, president of Sammons-Pennington Company, Memphis distributor, also drove over for the races recently. . . . Operators at Hot Springs, incidentally, report the racing season filled the town—with all hotel and motel space taken. . . . Paul Hurst, Hurst Amusement Company, Atkins, reports his daughter, Pauline, 18, recently married.

*Elton Whisenhunt*

### TENNESSEE TOPICS

Drew Canale, new president of Memphis Music Association, is optimistic about the group's plans for extending the association State-wide and renaming it Tennessee Music Operators' Association. . . . George Sammons, president of Sammons-Pennington Company, Memphis, seen in Little Rock last week calling on music and game operators. . . . Sammons recently greeted Ole Olsen, of Walter E. Heller Company, Chicago, financiers who underwrite notes on all sales of Seeburg equipment.

Parker Henderson, general manager of Southern Amusement Company, Memphis, reports he is gradually putting more and more stereos on his top music locations. Parker, by the way, returned recently from the American Institute of Laundering show in Chicago. All types of equipment, including coin-operated laundry equipment, was shown. Parker has a number of coin-operated laundries.

Clarence A. Camp, president of Southern Amusement Company, owner of Music Systems, Inc., a background music enterprise, and other businesses, is at work on yet another—manufacturing wall boxes for phonographs and background music systems. . . . Drew Canale, Canale Amusement Company, who successfully managed the campaign of his cousin for chancellor couple of years ago, was urged by a political group to run for U. S. Representative this fall. He declined it, but is considering being a candidate for the Tennessee Legislature.

The three men who operate Poplar Tunes Music Service, a music and game route, and Poplar Tunes Record Shop, a one-stop which sells 90 per cent of the records operators buy, are in a new \$50,000 building with twice the space they formerly had. The men are Johnny Novarese, Joe Cuoghi and Frank Berretta. The city is going to widen Poplar Avenue and they had to move out of their present building, but built a new one on the same lot, just moving back 40 feet.

J. T. Minnear, Minnear Music Company, Carthage, reports snow has hampered his collections some, but expects spring weather to bring a good increase. . . . F. N. Steil, Dixie Amusement Company, Chattanooga, says the recent court case in which the city of Chattanooga lost its efforts to ban pin games was an outstanding victory of Chattanooga oper-

*(Continued on page 143)*

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1453 120 Sel. . . . 545.00	B 100 Sel. . . . 245.00
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C. O. Temple



Parker Henderson



Johnny Novarese



# Pinballs Seen as Aid to Education

CINCINNATI — The pinball machine may make a significant contribution to the world of education.

James Finn, professor of education at the University of Southern California, told a convention of school teachers here last Monday (29) that "pinball-like machines" are being used now as an experiment.

"In time, tho," he said, "they may become standard equipment in the classroom." If so, it is expected to save the children a lot of home work and at the same time make what work they have left more pleasurable.

Almost as pleasurable as, say, playing a pinball machine.

Here is how the invention works:

### Correct Answer

One kind has a question pop up in a little window on the device. The student fills in the answer on a blank and pulls a lever. The answer slides under a glass window and the correct answer comes up in a window next to it. The teacher then compares them.

There is also another type. It provides for multiple choice.

The question comes up in the window and there are different buttons for the many different answers

available. The pupil pushes the button for the answer he thinks is correct.

"If you are right," Finn explained, "a green light goes on. If you're wrong, a red one goes on. But the machine doesn't stop here. It goes on to explain why you are wrong or why you are right.

### Extra Incentive

"It gives the child an extra incentive of trying to get the right answer," the professor told the instructors. "We all know how they feel after they beat a pinball machine."

Finn said when the machines are put into wide use they may eliminate such boring things as arithmetic and spelling drills. He pointed out they would do away also with the problems that are always assigned to the pupil at the end of each new chapter in a text book.

"Properly used," Finn said, "these machines will be the greatest boon to teaching that ever came along. They will do away with a lot of meaningless study and unsupervised homework."

Finn, who is president-elect of the department of audio-visual instruction of the National Education Association, which was meeting here, explained that once the student has decided on what his answer was and fed it into the machine, it would be impossible to change it.

So, in the future, it is not too farfetched to think that a parent instead of complaining, "I wish you would spend more time with your homework and less with those pinball machines," might command:

"Junior, come in the house right this minute and play your pinball machines."

# British Firms in Buying Mood; Re-Equip Where Price Is Right

LONDON—Now that juke box prices have reached realistic values for monies in Britain, re-equipping has begun to become a significant feature of the business. There is still a great deal of old equipment—some of it very ancient, indeed—in operation in Britain. Until recently quite a number of old-time operators, particularly in provincial areas, were relying entirely on pre-war and early post-war machines. The number of such machines was recently estimated at about 2,500 machines.

In addition to sales to expanding or new operators, this re-equipment potential is obviously going to be an attractive corner of the market for enterprising distributors this year, now that prices are becoming realistically stabilized, relative to amortization.

Several cases have come to light since the Amusement Trades Exhibition, of old-timers—quite wealthy but cautious men—having made the decision to re-equip. In all reported cases the old-timers have gone for American equipment, apparently thru long-term experience of that make of equipment and faith in an American name. All admitted that they had deliberately held off buying for some years because they felt that prices were too high, and that they were now satisfied that keen, competitive prices were being offered to operators in 1960 American equipment.

### Distrib Sees Chance

One of the firms that was quick to see the possibilities inherent in the new price position, and to make special approaches to operators believed to be ripe for re-equipping was Phonographic Equipment, Ltd., of Ladbroke Grove, London, who handles Wurlitzer.

Last week, for example, a batch of new Wurlitzers was shipped for Blackpool, where Lane's Premier Amusements and Automatic Novelties, a firm of several decades' experience in juke boxes, is in process of re-equipping.

Says Lane: "I feel that the juke box business is stabilizing this year, and that prices and values are more like what they should be. I like American equipment and have always found it most dependable."

### Like U. S. Equipment

Cyril Shack, after years of experience with American equipment generally, and many months as American Wurlitzer importer-distributor, has even stronger views. He says: "Many of the great old-timers, like Lane, have been dealing with us recently. They know that Wurlitzer is one of the great trade names in the world, and that American dependability generally is the greatest.

"We have been offered the most extraordinary deals over the years if we would handle European Continental equipment, but we have turned them all down. Our experience, and that of our operators, is that in our field the Americans can run rings around most European equipment manufacturers, as far as dependability, styling and sound are concerned.

"So few servicing problems do American machines give that operators save a great deal of money per year in petrol, staff, parts, costing, etc. Besides, they hold their prices well. We are finding the re-equipment market to be excellent in view of the new economical Wurlitzer prices, and the fact that Phonographic not only offers low selling prices to bona fide operators, but makes most attractive offers for second-hand equipment.

"We are doing a great deal of business at the moment with Arcade and other amusement caterers whose season begins at Easter. Our first large consignment of the new 1960 Wurlitzers is completely sold out, and the second is moving like hot cakes. We are now taking deliveries direct from America every week. None of our machines come via Continental assembly or anything of that sort. All are 100 per cent American, which means the best."

### BUILT TO LAST

# Fire Fails to Hinder Play On Juke Box

PEORIA, Ill. — Anyone who claims "they don't build 'em like they used to" will get an argument from Les Montooth, local juke box operator.

Last week one of Montooth's locations was burned to the ground. In addition to losing a good stop, Montooth was convinced that he also lost a good juke box.

Montooth rummaged thru the ruins to find what looked like the charred remains of an AMI Model I. The plywood was burned off and the top records were a mass of melted wax.

The Peoria operator took the box to the shop, put on some new records, plugged the machine in and activated the coin mechanism. It played.

Montooth figures that with a little work, the machine which had been given up for lost will be back on location, probably by the end of the month.

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WURLITZER 2150	525

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# Gotham Coin Machine UJA Drive Rolls On

NEW YORK — Abraham Tannenbaum, an attorney closely identified with the United Jewish Appeal, was the guest speaker at a meeting of the Coin Machine Division of the 1960 UJA Fund Drive this week. The meeting was held in the east ballroom of the Sheraton Astor Hotel Wednesday (9).

Tannenbaum delivered an eloquent appeal to the coin workers, noting difficulties of this year's campaign in view of the lack of a focal point of prime interest such as developed last year when Rumania opened its doors to Jews who wished to migrate to Israel.

"In 10 years, over a million people have migrated to Israel," Tannenbaum asserted, "yet 100,000 of them are still in transient camps. Our job is to integrate them and get them into homes." Another element of the campaign is help to the 600,000 Jews in countries all over the world, "Many of this group are hungry and without homes, and the governments where they live will not help them," Tannenbaum continued. "A third element of the campaign is the combatting of the recent cropping up of anti-semitism around the world. We must also support the Jewish Welfare Service, which sees to many needs of the 150,000 Jewish

men and women in our armed services.

"We must also help absorb and integrate 8,000 Jewish immigrants who will enter the United States this year," Tannenbaum said, summing up with the statement that "Ours is a campaign of human needs to strengthen a country."

Coin division chairman Irving Holzman continued his good-natured and entertaining helming of the meeting with an interesting line of banter with the guests. Holzman said that United Manufacturing, for whom he is the local distributor, has already contributed to the UJA drive and is sending a new United phono and game to Holzman, who is authorized to sell the units and turn over the profit to UJA.

The campaign will culminate in a banquet Saturday, April 30, at the Hotel Commodore at which the guest of honor will be Sanford (Sandy) Moore, local Wurlitzer distributor. Goal of the campaign is \$30,000 plus an extra \$6,000 to provide homes for two families in Israel.

A total of 21 persons attended the meeting last week, including two guests from the New York State Operators Guild, prexy Jack Wilson, and counsel, Lou Werner. Next meeting will be Thursday (24).

## M. Hurvich Suggests Contest To Find New Name for 'Juke'

Following the suggestions of Gordon Stout, of South Dakota, and Bill Wortham, of West Virginia, that the juke box be given a new name, Max Hurvich, veteran operator and distributor in Birmingham, Ala., writes to suggest a contest for a new juke box name. Here are his views. How do you feel?

"Gentlemen:  
"I did not have an opportunity to read Gordon Stout's letter published in your February 15 issue until today. I wish to add my wholehearted endorsement to his words.  
"As a member of the board of directors of Music Operators of America, several years ago I brought up to the board the fact that this was a harsh sounding name and presented an image of a "juke joint." I suggested that MOA launch a nationwide contest to secure a proper name, and recommended that the winners be given a free all-expense trip to the MOA annual convention where a suitable prize could be presented. As I re-

call, I even added that if a teenager won we would provide expenses for a chaperon. This inexpensive move would create nationwide favorable publicity and we could surely pick a name that would eliminate many of the thoughts that Gordon Stout and others resent.

"The music machine industry deserves public recognition as furnishing good music for the patrons at a small investment. The hard working operator who invests his money and time to furnish this music deserves thanks instead of constant unfavorable slander.

"Yours very truly,  
"Birmingham Vending Company  
"Max Hurvich."

## HEAVY SNOWFALL BOON TO HOT SPRINGS OPS

HOT SPRINGS—The second heavy snow in a week, followed by rain and a hard freeze which iced streets and highways, closed the Oaklawn race track for a week and as a result produced tremendous increase in play for music and game operators.

W. E. Lewis, Lewis Novelty Company, explained that because the horse track was closed the thousands of persons there for the races instead frequented night spots and restaurants and gave practically all locations in town increased play.

The racing season is for 30 days. The first snow was a big eight-inch one which postponed racing temporarily. But two days later a six-inch snow fell, followed by rain, sleet and such sub-freezing temperatures that ice was everywhere.

### Spending Tour

It closed highways in and out of Hot Springs, marooned everyone there and sent tourists on a free spending tour of the locations in town.

The ice on the track made racing impossible. If a horse slipped and fell and broke a leg, it would in effect sound his death knell. A race horse cannot recover from a broken leg to race again and is put to sleep.

So the track was closed for a week. Operators reporting double or more in collections as a result were Lewis; Phil Marks, Phil Marks Amusement Company; Van Eddinger, Van Eddinger Music Company; Duane Faull, Faull Amusement Company; R. G. Jennings, Jennings Coin Machine Company; Wilbur Green, Spa Amusement Company, and J. Earl Gill, Gill Amusement Company.

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• Continued from page 140

ators and that it has increased game business tremendously. State law okays the games as well as other amusement games.

Harry Manning, Star Coin Machine Company, Chattanooga, is adding stereo phonographs to his route little by little. . . . John R. Jones, Jones Amusement Company, Erwin, reports a good fall business, slow winter and good prospects for 1960. . . . R. C. Westmoreland, Westmoreland Music Company, Jackson, is revamping his route for spring business. . . . E. C. Moore, Moore Music Company, Knoxville, who is diversifying with some vending equipment, is getting good results. He believes more operators will move in that direction in the future. *Elton Whisenhunt*

## Op Testimony Spotlights Teamster Boss Trial

MINEOLA, N. Y. — Maxwell Guildin, a former juke box operator, was in the witness chair spotlight this week at the trial here of East Coast Teamster boss John O'Rourke and 14 co-defendants. The group is charged with extortion in the juke box field.

Guildin told how he and Eugene Jacobs once had offered a tavern owner \$1,000 to get rid of machines owned by a rival operator. Guildin added, according to a report of the testimony in Newsday, local daily, that one of the rival operators involved was able to later relocate his machine in the tavern by joining an operators' association headed by Jacobs, one of the co-defendants. Guildin, however, denied that he and Jacobs had purchased the location to force the operator to join the association.

The association was United Coin Machine Operators of New York, formed in early 1958 by Guildin, Jacobs and other ops who had

broken away from the Associated Amusement Machine Operators of New York (AAMONY). Later, United rejoined AAMONY, bringing with it the Teamster Local 266.

Guildin also testified that he once wrote a circular to juke and game operators which indicated that Local 266 had been "awarded sole jurisdiction in our industry by John O'Rourke, president of Teamsters Joint Council 16." Guildin also noted that in a phone call, another operator asked Jacobs to help out with a "location problem." The op wanted Jacobs to ask Joseph (Joey the Blond) Gallo, another co-defendant, to "straighten it out."

Following this testimony, Assistant Nassau County District Attorney William Cahn, declared that he expected to call between 90 and 100 more prosecution witnesses before the government rested its case. Cahn's statement was in reply to a question posed by O'Rourke's attorney, Thomas Wadden Jr.

## Circuit Court Upholds Sunday Pinball Ban in Cowpens, S. C.,

SPARTANBURG, S. C.—In a decision handed down in Circuit Court here recently, Judge J. Woodrow Lewis held invalid two provisions of a Cowpens ordinance governing control of pinball machines in that municipality.

The Darlington jurist sustained Town Council's prohibition of pinball machine operations in the community on Sunday as "a valid exercise of police power of the town."

Referred to County Equity Master LeRoy Moore for the taking of testimony was a fourth and major issue of the pinball machine controversy at nearby Cowpens.

As previously reported in The Billboard, Judge Lewis' order followed a recent hearing before him in Spartanburg Common Pleas Court of an action brought against the town of Cowpens by J. Mathis Brown, amusement machine operator of Gaffney, contesting the validity of Cowpens' new ordinance provisions. Mathis was identified in the court order as

"the owner of pinball machines" located in Cowpens.

It will be recalled that Cowpens' Town Council recently passed an ordinance making the possession of pinball machines within the town limits unlawful. Upon the advice of its attorney, the council "properly concluded," Judge Lewis noted last week, that it was without power to prohibit the operation of the machines but thereafter passed an ordinance requiring a \$250 license fee per machine.

It also passed an ordinance making it unlawful to operate any pinball machines within 1,000 feet of property used "by or for churches or religious activities. Further, council forbade the use of such machines between 8 a.m. and 2 p.m., except on Sundays when it ordered that they could not be used at all or "exposed to view."

"The \$250 license fee provision is invalid and must be so declared," Judge Lewis declared in his ruling February 1. "The maximum municipal license fee on pinball machines is controlled by Section 5-676 of the 1952 Code of Laws, as amended in 1959 . . . and the municipality has no power to impose a tax on such machines in excess of the limits imposed by the Legislature. The new ordinance clearly imposes a license tax far in excess of the permitted limit of \$12.50 per machine."

Judge Lewis also declared invalid provisions of the ordinance making operation of pinball machines illegal between 8 a.m. and 2 p.m.

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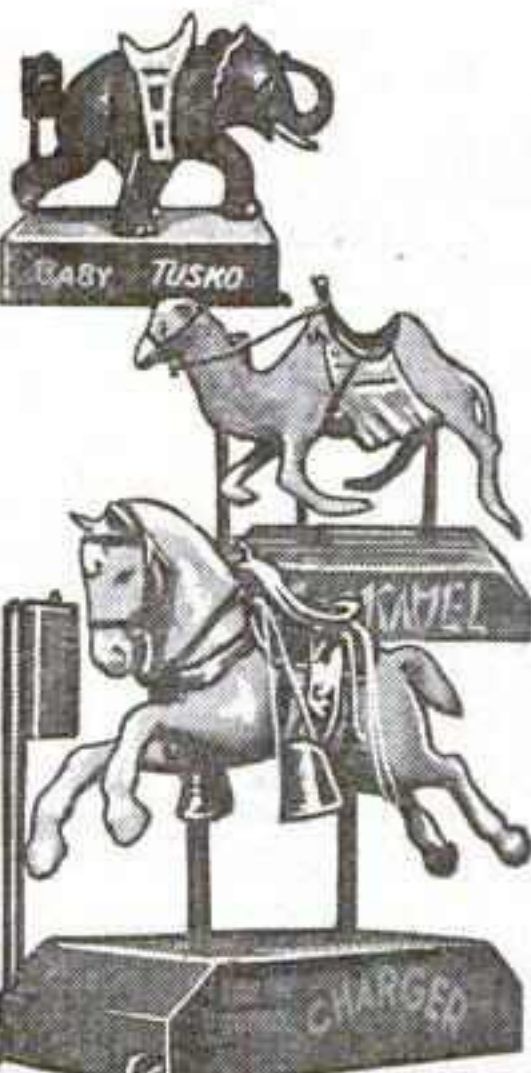
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## TINTED TITLE STRIPS UP PLAY FOR MISS. OP

BILOXI, Miss.—A simple step in music merchandising which has consistently increased collections at every location for United Novelty Company here involves the use of tinted strips to indicate brand-new records just placed on the box.

As the plan operates, Johnny Bertucci, United Novelty head, has installed a decal on the front of each phonograph on his multiple Biloxi-Gulfport strings which indicates "Records Listed on Tinted Strips Have Been Changed." Behind, the music menu on the phonograph shows as many as two dozen salmon-pink-tinted tabs among the standard white variety, to make it easy for any customer to automatically identify new records which were placed on the machine at the last servicing call.

The idea appeals to almost everyone who is interested in new hit tunes, according to Bertucci, one of the Mississippi Gulf Coast's oldest coin machine operators.

"A lot of people walk up to a juke box who just want to hear some music," he said. "In our case, they read over the tinted strips, choose from titles which interest them, and increase the play of new numbers considerably. The teen-ager, of course, who is keeping an ear open for up and coming new hits will always pick those which he recognizes as having heard on disk jockey shows, etc., and drops his coins accordingly.

"Even the tin-ear type player who is not particularly concerned with the current popularity of a number, is often curious enough to play some of the new numbers simply because they have been singled out for him in this way."

The salmon-pink title strips are made up at United Novelty Company as each new batch of records are received, and are immediately transferred to the collectors who service the machines, along with the disks. The salmon-pink strip remains on the machine until the record has been played for a week, when it is replaced with the ordinary white title strip.

In this way there is no constant growing of the number of pink strips, until the entire menu is covered. Thus, the system is a thoroughly effective means of merchandising newly produced tunes, either forthcoming hit parade numbers, or those which United Novelty Company feels have a definite high play potential.

The system was developed in New Orleans by A. C. Huffine, a veteran operator who has developed many gimmicks to improve collections in both phonograph and amusement machine fields. In use on the United Novelty Company routes for only a few months, the system has demonstrated itself particularly effective where the entire music menu is exposed at the rear of the playing mechanism of the phonograph.

Collections have steadily gone up wherever the machines have thus been given the tinted coding system for brand-new numbers.



**SWEET 16 PARTY:** The sixteenth birthday is an important event in the family of John Bilotta, second right, Newark, N. Y., Wurlitzer distributor. The occasion is the birthdays of daughter Louise, right, and nephew Jim Bilotta Jr., left. The Bilottas held the Sweet 16 party at the Boulevard Room of the Conrad Hilton Hotel, Chicago. Mrs. Bilotta sits at the head of the table, while the press, represented by Aaron Sternfield of The Billboard and Mrs. Sternfield, survey the proceedings.

## Austrian Location Men Want Operators to Run Juke Boxes

By OMER ANDERSON

**SALZBURG, Austria**—The owners of Austria's 10,000 juke boxes, according to a poll by an owner committee, favor relinquishing their roles as the rugged individualists of the European juke box business and turning over their boxes to operators.

At present there are virtually no operators in this land of apple strudel and waltzes. Austria's 10,000 juke box inventory belongs exclusively to location owners.

The owners, as the poll establishes, want out. The reasons are apparent: Being a juke box owner in Austria is a full-time job and one that doesn't mesh with operating a restaurant, coffee house or bistro.

### Heavy Taxes

The Austrian owners' troubles stem from what seems the ingrained hostility of the government toward juke boxes. Boxes are taxed heavily and the crux of the owners' dilemma is that direct imports of boxes and parts are prohibited.

A powerful operators' association is needed, according to the consensus, to defend the juke box trade interest vis-a-vis the government and to regulate competition within the trade.

Being a juke box distributor in Austria requires imagination and energy unlimited, report Josef Spirkel and his partner, Willi Grammer, Rock-Ola distributors in Austria.

### 1,500 Machines

They have placed around 1,500 new Rock-Olas in Austria since the Austrian juke boom developed with the departure of the four-power occupation forces and the restoration of Austrian independence.

But the Spirkel-Grammer achievement is with no thanks to the government. Because the law prohibits direct importation, the partners (operating as W. Grammer & Company) have arranged to have American Rock-Olas shipped via Yugoslavia.

The Grammer company has offices in Salzburg, Innsbruck, Vienna, Graz, Villach and Feldkirch. On a per capita count, Austria

rates as one of Europe's juke box leaders, but the market remains to be fully tested.

### Replacement

Around half of the 10,000 juke boxes are vintage models and should be replaced. Moreover, the importation curbs have prevented any promotion of juke boxes in Austria.

Grammer and Spirkel believe that Austria has great market possibilities. They point to the Austrian musical tradition and to the coffee house tradition whereby Austrian families spend most of their leisure outside the home.

This latter point is so real as to be a crucial factor in newspaper and magazine sales: Austria has one of the world's largest per capita periodical circulations because Austrians do most of their reading from the coffee house racks.

But until the government changes its attitude all this is speculation. Such is the task awaiting an Austrian operator association, when and if it is formed.

## Conn. Coinmen Elect Officers

**HARTFORD, Conn.**—The Connecticut Coin Machine Operators' Association, meeting at dinner in Hartford, has elected Jerome Lambert, of C&L Amusements Company, Stamford, as president; Phillip Tolisano, Superior Music Company, Hartford, vice-president; Frank Marks, Marks Music Company, New London, secretary; Anthony Wilkas, Wilkas Music Company, Hartford, treasurer; Byron Athenian, Athenian Music Company, New London, sergeant at arms, and Isadore Resnick, B. Resnick & Sons, Hartford, and George Savilli, Superior Music Company, Willimantic, delegates.

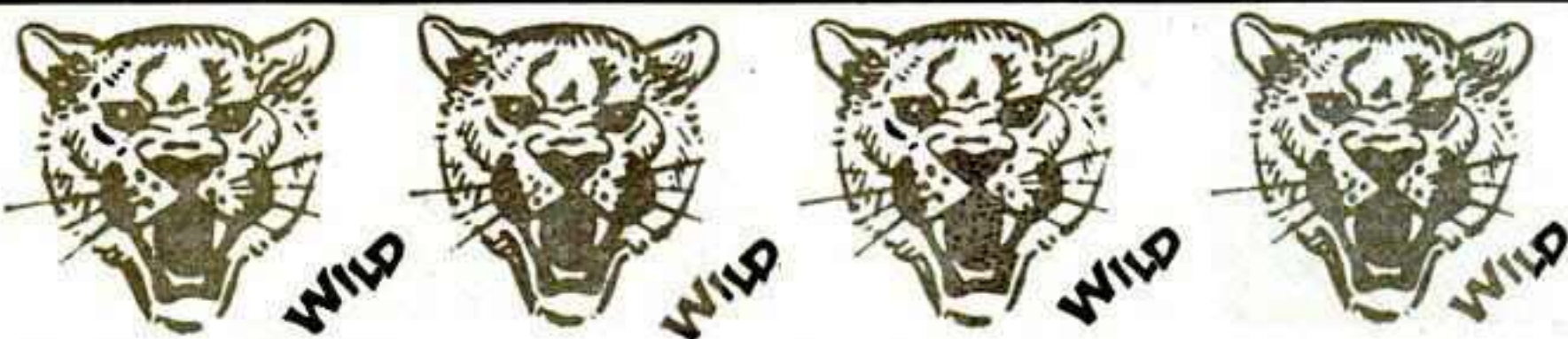
The board will consist of the foregoing, plus Abe Fish, General Amusement Game Company, Hartford, past president; Pat Montano, Acme Music Company, New Haven; Nat Lesser, New England Music Company, New London; Tony DeGutis, Dursell Novelty Company, New Britain; Martin Rosa, Martin Amusement Company, Waterbury, and William Lengyl, Nutmeg Amusement Company, Stamford.

A concerted drive is under way to boost membership from present 55 to 80. Legal problems facing the industry were discussed.

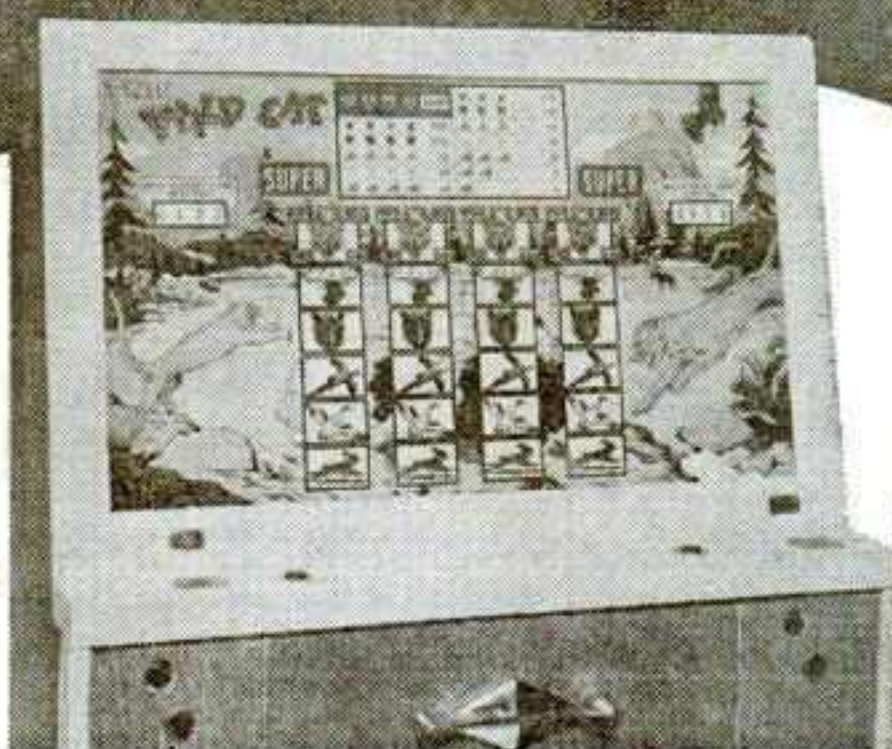
## Westchester Ops Set Annual Dinner

**PORT CHESTER, N. Y.**—The Westchester Operators Guild will hold its ninth annual dinner Tuesday evening, May 17, at Holiday Inn, Scarsdale, N. Y. General chairman for the event will be Seymour Pollack, secretary of the Guild.

Pollack named to the banquet committee this week the following members of the Guild: Carl Pavesi, tickets; Nathan Bensky, entertainment; James A. Smith and Walter Swanson, journal; Harold Rosenberg and Edward Goldberg, seating; and Louis Tartaglia, treasurer. Members of the committee have already swung into action to insure this year's event as being the best ever for the Guild.



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WILD CAT**

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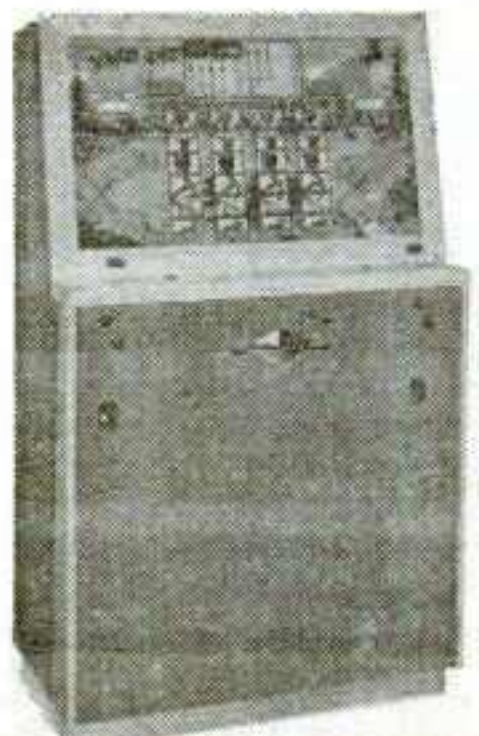
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# Juke Box Interest Still High

Continued from page 134

buy more stereo machines and everybody would stand to make more money. Location owners would be a lot happier."

Al (Senator) Bodkin, of Forest Hills Automatic Music Company, stated: "I'm buying stereo units for my top spots, of course, but we have had the problem of too few stereo records. Anything like a compatible record would be just great, for my money. I think it would really stimulate the business."

### May Be Answer

Another prominent local operator, Charlie Bernoff of Regal Music Company, feels that the lows that are supposedly lost are not that important in the juke field. "What we need," Bernoff asserted, "is a record that gives a stereo feeling. The average location is not ideal for sound purposes anyway. But if the compatible record gives the separation and if it can be programmed first on a stereo box and later moved to another monaural location, then it's the answer to a big headache."

Joe Connors of Automatic Music Company, feels the same way. Connors said that anything that would make it possible for record companies to get out more stereo records would be a great help to the average operator.

Barney Sugarman, head man of Runyon Sales, local AMI distribu-

tor, also seconded the motion with regard to compatible stereo disks. "I'd like to see somebody come out with a record like that," said Sugarman, "It would help us all."

### Offer Tests

Meanwhile, Les Cahan, of Belltone Studios, who was instrumental in developing the idea, pointed out that if any juke box distributors wanted to run tests to see how the 45 single version of a compatible record would work on their equipment, he would be glad to make test pressings available.

On another front it was learned that 20th Fox Records, a movie-affiliated record firm here, was on the point several weeks ago of actually issuing a compatible stereo 45 version of a new release by singer Al Martino. At the last minute, execs of the company were informed that the disk would not be compatible as far as many Seeburg monaural machines in current use were concerned. This was because these boxes were equipped with a Pickering Flux Valve cartridge, a unit which has virtually no vertical compliance (the ability to reproduce the sound from the vertical channel in a stereo disk).

It was learned, however, that the Pickering people had made it known that with the assistance of Seeburg on the costs of tooling, a replacement cartridge could be quickly developed and made available to operators at relatively low cost for replacement in their machines.

As far as could be determined from knowledgeable engineering sources, all AMI and Wurlitzer monaural units now in use had the type of cartridge which would perform well, as is, on any compatible record.

# SHOWDOWN DUE ON IND. PIN LAW

INDIANAPOLIS—A conclusive test of Indiana's anti-pin law is at hand. The action for a final opinion on the constitutionality of the statute was taken last week by Indiana Atty. Gen. Edwin K. Steers, who asked the Supreme Court to rule on 13 Fort Wayne cases. Transcripts have been filed with the clerk of the Supreme Court by Deputy Atty. Gen. Richard M. Givan.

# Fire Destroys Jukes, Games

CROSSETT, Ark.—Fire which started in a nearby building spread to Crossett Music Company and destroyed the building, burning three phonographs, several games, a number of parts and spare records for a total loss of about \$10,000.

The owner, Guy Morgan, is using his garage at home as a maintenance and repair shop until the building is restored and he can move back in. He had no insurance on his equipment.

The fire burned five stores before it was brought under control. A brisk wind whipped flames high and firemen found it difficult to halt the raging blaze. It started in a cafe, a kitchen fire flaring out of control.

Morgan was renting the building. The owner told him he would rebuild. Morgan has a route which extends over a wide area in Southern Arkansas and extending to the Louisiana line.

# LADY LUCK FLEW COOP

## Runaway Mutt & Hot Seat Give Sammons Hard Week

MEMPHIS — George Sammons, president of Sammons-Pennington Company, had one of those weeks which happen to everyone now and then—everything seemed to go wrong—and he can't recall walking under a ladder or a black cat crossing his path.

First the dog catcher caught his dog. He had a cocker spaniel which he keeps in the fenced-in back yard. At breakfast, Sammons lets him in and gives him something off his plate. But one day the dog got out of the yard.

The dog catcher was about to get him, but one of Sammons' four children also spotted him, called him and got him in the house and saved him that time.

### No Luck

A few days later the dog got out again but this time Sammons wasn't so lucky. His children, arriving home from school, called him and asked him to see if the dog was at the pound.

Sammons checked, found he was there and got him. It cost him \$6. The dog catcher was a little grouchy about it and told him next time he would cite Sammons to court, where it would cost him more.

The next day Sammons, who travels the Mid-South territory calling on music, game and vending operators, left town and got a call that evening from his wife. Someone had dropped a burning cigarette on her car seat and it smoldered and burned the seat up before it was discovered.

### Hot Seat

He had to return to Memphis to

get the seat replaced. Then, the week about shot as far as traveling, he decided to drive over to Jackson, Tenn., 85 miles away, to collect some money on a background music system he had installed in a swank new restaurant.

On arriving he found that the restaurant had burned two days before and the owner had no fire insurance. The owner sustained a total loss and was out an investment of \$55,000.

Sammons returned to Memphis realizing that tho he had had a few turns of bad luck, he was still better off than many people and did not mope about his minor misfortunes.

# Lieberman Set on Service Session

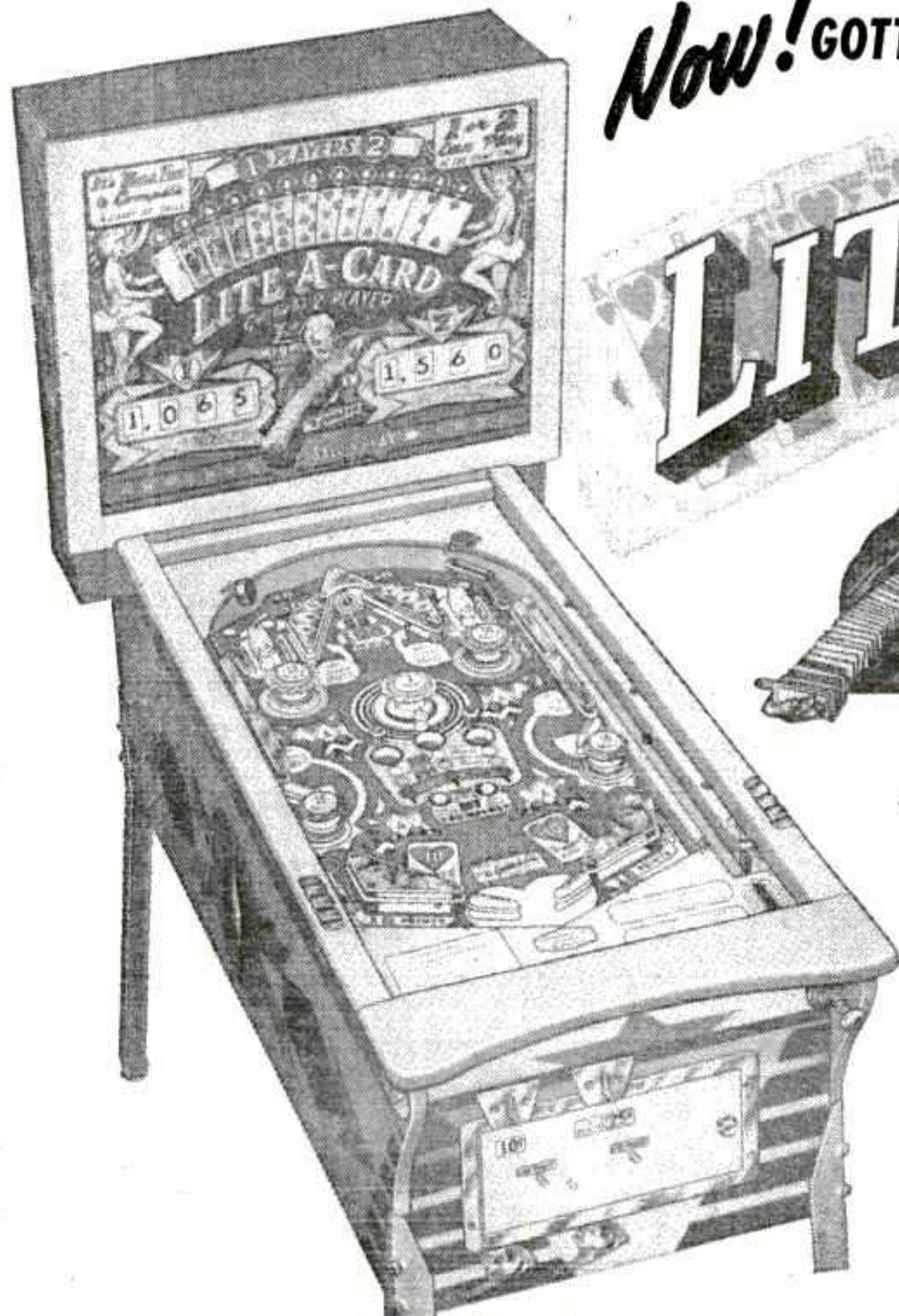
MINNEAPOLIS — A Seeburg service school will be sponsored Wednesday (16) by the Lieberman Music Company, which recently acquired the Seeburg distributorship when it bought out the S. L. London Company here.

The school, first of its kind in this area, will be held at Lieberman's headquarters at 257 Plymouth Avenue N.

Woody Woodhall, Seeburg service engineer, will conduct the school. Those who attend will be taken out for lunch and dinner at the all-day event, a company spokesman said.

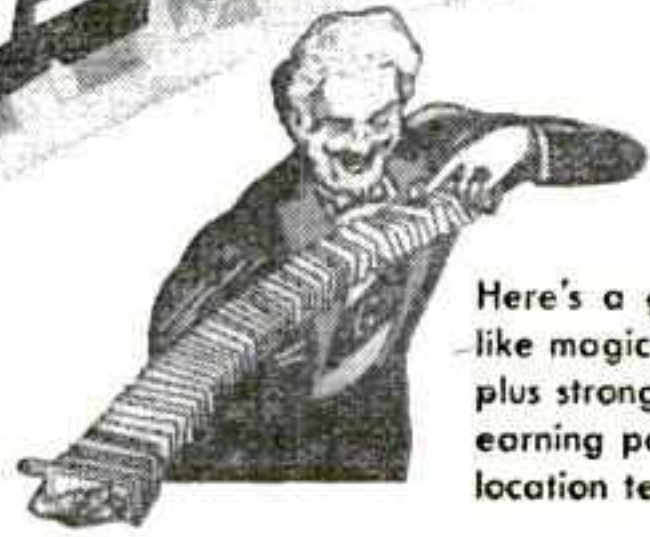
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- 3 "running light" holes advance arrow over cards and score up to 300 points.
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OR  
PLAYERS PRESS BUTTON FOR CHOICE OF SCORING

**BIG BONUS STRIKE AND SPARE SCORES**

**FRAMES SCORE**

1st-THRU-7th	8th-THRU-10th
30 X STRIKE 20 / SPARE	60 X STRIKE 40 / SPARE

<b>BONUS FRAME COLLECTS</b>	<b>BONUS SCORE ADVANCES</b>
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BONUS SCORE	STRIKE SPARE

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